AGENCY ON AGING AREA 4

BRAND GUIDE

WHAT ARE BRAND GUIDELINES

Brand guidelines, also known as brand standards, style guide or brand book, are a set of rules that explain how a new brand works.

How we use the brand's elements will optimize recognition and build credibility over time. These brand guidelines are visual guidelines that help us understand how to use our logo, color palette, and typography.

Brand guidelines establish how to consistently represent the brand, including the way the brand looks, and how we speak about the brand and tell our brand story.

Use the following guidelines to:

- Design branded materials (e.g., brochures, flyers, newsletters).
- Work with another partner to create branded materials.
- Work with a printer or print shop.
- Train current and new employees.

Our brands and their materials go beyond just a logo or name.

Agency on Aging Area 4 is represented in everything we do across all environments. By implementing brand guidelines, you make it easier to maintain the quality and integrity of the Agency on Aging Area 4 brand image.

Every time our audience visits our offices, gets a brochure, participates in a class, or simply talks to one of our employees, they interact with the Agency on Aging Area 4 brand.

A consistent brand message is critical to making Agency on Aging Area 4 recognizable, reliable, and trustworthy.

WHY BRAND CONSISTENCY MATTERS

Delivering a brand that audiences connect to, recognize, and trust increases their openness and desire to participate in more of our agency's activities.

Participation could mean participating in a program, taking a workshop or a new recipe, visiting our office or our website.

The more consistent our brand is, the more reliable and trustworthy our brand becomes. When a brand is trusted, it reduces barriers that may prevent our audience from trying new services.

Creating a trusted and reliable brand increases the likelihood our audience will try, use, or be open to using Agency on Aging Area 4 services.

Through consistent brand use and communication practices, we create a cohesive experience that reinforces the values and purpose of Agency on Aging Area 4 and increases participation across our seven-county service region.

PRIMARY BRAND LOGO

The clearspace is equal to the cap-height of the type for the Agency on Aging Area 4 logo.

PROPER USAGE

INAPPROPRIATE USAGE

AGENCY NAME **PROPER** USAGE

Agency on Aging Area 4
AAA4

AGENCY NAME **INAPPROPRIATE** USAGE

Agency on Aging / Area 4   AAA/4
Agency on Aging \ Area 4   AAA\4
                                 A4AA

BRAND TYPOGRAPHY

PRIMARY TYPE OPTION	Montserrat Book
	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 !@£$%^&*()-=+
	Download Montserrat at: **http:/tinyurl.com/lovwknn**
USES	· Marketing · Infographics · Multimedia
FONT SIZE	**12 pt. minimum**

ALTERNATIVE TYPE OPTION	Arial
	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 !@£$%^&*()-=+
	Download Arial at: **http://tinyurl.com/pexkvso**
USES	· Legal · Administrative · Board & Council · Email Stationery
FONT SIZE	**12 pt. minimum**

PRIMARY BRAND COLOR PALETTE

Primary brand colors are the agency's main, consistent colors and should be the primary colors used in all graphics, marketing materials, publications, signage, etc.

True Blue
PMS–2738
CMYK–96/84/3/0
RGB–41/73/154
HEX–#29479A

Dark Grey
PMS–N/A
CMYK–0/0/0/87
RGB-88/89/91
HEX–#58585b

Light Blue
PMS–305
CMYK–68/0/6/0
RGB–10/193/230
HEX–#0AC1E6

White
PMS–N/A
CMYK–0/0/0/0
RGB–255/255/255
HEX–#ffffff

SECONDARY BRAND COLOR PALETTE

Secondary brand colors are intended to complement primary brand colors — not replace them. Any combination of these colors *should not consist of more than 40% of the overall design* of any agency collateral.

The best uses for colors of the secondary palette are for items that require differentiation, for example, within complex infographics, charts and tables, to distinguish between counties, or for bullets, arrows, or callout buttons in digital applications.

Purposeful Purple
CMYK–41/46/0/34
RGB–112/101/142
HEX–#70658e

Raspberry
CMYK–37/92/50/0
RGB–171/61/99
HEX–#ab3d63

Peachy Keen
CMYK–0/62/54/0
RGB–244/128/109
HEX–#f4806d

Spearmint
CMYK–53/0/34/0
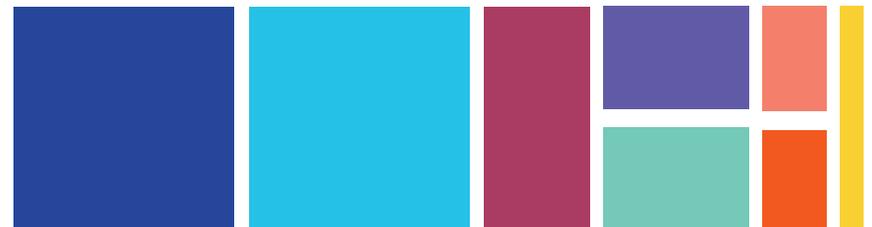RGB–116/201/184
HEX–#74c9b8

Able Orange
CMYK–0/80/100/0
RGB–241/90/34
HEX–#f15a22

Safety Yellow
CMYK–2/16/89/0
RGB–251/209/54
HEX–#fbd136

BRAND PALETTE PROPORTIONS

When using secondary brand colors, use them in these approximate proportions to ensure brand integrity.

COLOR AND FILE SUFFIX DESCRIPTIONS

CMYK: Cyan, Magenta, Yellow and Black. Also called "full-color" or "process color." Use a CMYK file when printing digital or using your office printers. Note: CMYK file colors can look very bright on monitors, this is normal—they will look fine in print.

RGB: Red, Green, Blue. These are the three colors monitors and projectors display. Use RGB files for web sites/internet, PowerPoint presentations, emails/e-newsletters.

PMS: Pantone Matching System. Also called "spot colors." Use PMS files for offset printing only. Pantone is a universal color matching system used world-wide. These are specially mixed inks that ensure accurate color consistency from printer to printer.

BLK: Also called "one-color." Use this file for one-color (black or corporate color) printing.

GRAY: Also called "gray scale." Use this file for one-color (black or corporate color) printing when half-tones can be employed.

.ai: Adobe Illustrator. This will be the source "vector" file. It is very small in terms of file size but can be enlarged to the size of a bus without any loss in line quality or having to create a huge file size. This is the file most of your vendors will require. Note: the application Adobe Illustrator will be required to open it.

.eps: This is also a vector file format. It will import into most applications, including MS Word and Corel Draw.

.png: (Portable Network Graphics) A bitmapped graphics file format endorsed by the World Wide Web Consortium. This format has the distinct benefit of having a transparent background, allowing you to place it on top of colored backgrounds or images without seeing a white surrounding box.

.pdf: (Portable Document Format) A file format that has captured all of the elements of a printed document as an electronic image that you can view, navigate, print or forward to someone else.

STOCK PHOTO RECOMMENDATION

When it comes to imagery for Agency on Aging Area 4, please consult with Communications team.

We use stock photography for all our imagery and icon needs. Photos should be modern, organic looking photos featuring aging adults' and adults with disabilities' resiliency and independence.

We avoid imagery that portrays older adults or adults with disabilities in states of crisis, vulnerability, or fear.

Whenever possible, subjects should be of diverse backgrounds that reflect the diversity of California's population.

Avoid photos that appear overly staged, posed, or otherwise not genuine.

YES

NO