OVERVIEW
The purpose of this document is to be a reference and guide to content creators and designers for the 511 Contra Costa brand. The Brand Guide reflects 511 Contra Costa's existing brand which attempts to speak to a broad, general public audience. We recognize that when a new brand is created, we might have a greater impact by focusing on the specific demographic of a drive-alone commuter and/or by developing sub-brands for individual incentives programs.

MISSION STATEMENT
511 Contra Costa strives to reduce traffic congestion and improve air quality in Contra Costa County by:

• Providing information, education and encouragement to all residents and employees of Contra Costa County about alternatives to driving alone in internal combustion engine vehicles; including ridesharing, public and active transportation, micromobility, flexible work schedules, and vehicular electrification; and by

• Providing environmentally beneficial and innovative incentives, rewards, challenges, employer and community events, school programs, regular online communication, and impactful support and marketing outreach.

PURPOSE STATEMENT
Striving to reduce traffic congestion and improve air quality by serving Contra Costa County with tools and incentives promoting alternatives to driving alone.

COMMUNICATION STREAMS
The 511 Contra Costa brand is visible through the following communication streams. They are listed in order of greatest presence and communication reach.

511 Contra Costa Website
Social Media Outlets
• Twitter
• Facebook
• Instagram
• LinkedIn
• YouTube
Email Subscription Content
• Newsletters: General public and employer
• Promotions
Print Materials
• Corporate: Business cards, letterhead, envelopes
• Promotional: Brochures, flyers, guides
Swag
In-person Events
• Youth safety program events
• General public and employer tabling
• Employer meetings
Presentations
Email Interaction
Phone Interaction
BRAND LOGOS

Color logo on white background

Color logo (transparent) on color background

Black and white logo on white background

Black and white logo (transparent) on color background

Grayscale logo on white background

Grayscale logo (transparent) on color background

White logo reversed on dark background

White logo reversed on light background
LOGO STANDARDS

For readability, the 511 Contra Costa logo should appear no smaller than .75" wide in print or 112 pixels @150dpi for the web.

Minimum size: .75"

For readability, on promotional items such as pens or chapsticks, where the logo would appear smaller than .75", use the 511 Contra Costa name without the swoop.

OK: 511 CONTRA COSTA

NO: 511 CONTRA COSTA

The 511 Contra Costa logo and unique program logos should never appear pixelated or shape distorted.

NO: 511 CONTRA COSTA

NO: 511 CONTRA COSTA

The 511 Contra Costa logo should never appear on a color background with the center of the road white. Use a fully transparent logo instead.

NO: 511 CONTRA COSTA

NO: 511 CONTRA COSTA
LOGO STANDARDS

The 511 Contra Costa logo and unique program logos should never appear low contrast:

NO:

While presenting a logo on the background of a photo would not be recommended, 511 Contra Costa’s current brand employs this technique regularly. In these instances, the 511 Contra Costa logo and unique program logos, when placed on a photo, should be high contrast and readable.

OK:

NO:

The 511 Contra Costa logo and unique program logos should never appear with the image box visible on a background color. Use a transparent logo instead.

NO:
UNIQUE PROGRAM LOGOS

Electric Vehicle Charging Program

Bike Mapper

Summer Bike Challenge

Street Smarts Diablo

Guaranteed Ride Home

Try Transit

Pass2Class

Drive Less
**BRAND COLORS - PRINT**

**Primary Color**
The primary print color for the 511 Contra Costa brand is blue.

![Primary Color](image)

- **PMS:** 293U
- **CMYK:** 92/71/1/0
- **RGB:** 33/90/168
- **HEX:** #0047ba

**Secondary Colors**

**PMS:** 368C
- **CMYK:** 54/9/100/0
- **RGB:** 132/181/65
- **HEX:** #85b529

**PMS:** 635C
- **CMYK:** 25/0/1/0
- **RGB:** 186/229/248
- **HEX:** #a4dbe8

**PMS:** 137C
- **CMYK:** 50/38/95/0
- **RGB:** 255/161/0
- **HEX:** #ffa100

**Tertiary Color**

![Tertiary Color](image)

- **PMS:** 003U
- **CMYK:** 47/60/1/0
- **RGB:** 250/184/0
- **HEX:** #fae100

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**BRAND COLORS - WEB**

**Text Color**
The primary web text color for the 511 Contra Costa brand is dark grey.

- **HEX:** #404040
- **CMYK:** 68/61/60/47
- **RGB:** 64/64/64

**Secondary Colors**

**HEX:** #0047ba
- **CMYK:** 87/63/0/0
- **RGB:** 39/100/181

**HEX:** #85b529
- **CMYK:** 54/9/100/0
- **RGB:** 132/181/65

**Menu and Highlight Text**

**HEX:** #a4dbe8
- **CMYK:** 25/0/1/0
- **RGB:** 186/229/248

**Action Buttons**

**HEX:** #85b529
- **CMYK:** 54/9/100/0
- **RGB:** 132/181/65
BRAND IMAGES

Clouds: photo and illustration

Green hills

Symbols and graphics
BRAND IMAGES
Photos of faces, travel modes, roadways and signs

Visual Themes:
• Landscape
• Greenery
• Travel modes
• Commuting
• Symbols

• Photos of people, active modes and community

Register for the free Guaranteed Ride Home program
## BRAND FONTS - Print

### Primary Fonts
*Use for titles, single-paragraph text blocks*

- **Libre Franklin (San-serif)**
- **Libre Franklin Regular**
  - **Libre Franklin Regular Italic**
- **Libre Franklin Medium**
  - **Libre Franklin Medium Italic**
- **Libre Franklin Bold**
  - **Libre Franklin Bold Italic**

*Use for bodies of text longer than one paragraph*

- **Tinos (Serif)**
  - **Tinos Regular**
    - **Tinos Regular Italic**
  - **Tinos Bold**
    - **Tinos Bold Italic**

### Secondary Fonts
*Use for subtitles - call outs*

- **Lato (San-serif)**
  - **Lato Light**
    - **Lato Light Italic**
  - **Lato Regular**
  - **Lato Regular Italic**
  - **Lato Bold**
  - **Lato Bold Italic**

### Tertiary Font
*Use for flair*

- **Kaushan Script**
  - **Kaushan Script Regular**

### Use for subtitles - call outs

- **Merriweather (Serif)**
  - **Merriweather Regular**
    - **Merriweather Regular Italic**
  - **Merriweather Bold**
    - **Merriweather Bold Italic**

### Used for 511CC Newsletter

- **Verdana (Serif)**
  - **Verdana Regular**
    - **Verdana Regular Italic**
  - **Verdana Bold**
    - **Verdana Bold Italic**

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FONT USE SAMPLES - Print

I AM A TITLE WITH A SINGLE PARAGRAPH TEXT BLOCK
Inis doluptas dende ntaes sendiaepro consequos eum sapitati di toria sequosa ntorum doluptatio. Modi apeles rectemp orpore pera quasita si omnimol uptatus ciatum que velestis diatent, inim et plitatio te dolorem volo ex eatur ate arioreperum sed quae auta apitatis con corest, te pro dolenitas rem consequam, simin pe ma voles.

I AM A TITLE WITH MULTIPLE PARAGRAPHS
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I AM A TITLE WITH TEXT AND A SUBTITLED CALL-OUT BOX
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I AM A SUBTITLE IN A CALL-OUT BOX
Inis doluptas dende ntaes sendiaepro consequos eum sapitati di toria sequosa ntorum doluptatio. Modi apeles rectemp orpore pera quasita si omnimol uptatus ciatum que velestis

I have flair!
BRAND FONTS - Web

Primary Font
Used in all website text

Libre Franklin (San-serif)

Libre Franklin Light
Libre Franklin Light Italic
Libre Franklin Regular
Libre Franklin Regular Italic
Libre Franklin Semi-bold
Libre Franklin Semi-bold

FONT USE SAMPLES - Web

About Us

511 Contra Costa

511 Contra Costa is a county-wide program that strives to reduce traffic congestion and improve air quality by providing the public with information, resources, and tools that promote mobility options beyond driving alone.

Explore New Ways to Commute

511 Contra Costa can help you plan a bike route, find the best public transit service to get you where you need to go, explore rideshare options, and more.

We help employers make worksites bike and carpool friendly and can assist with commuter benefit programs. We also support telecommuting, micromobility, the switch to electric vehicles, and other emerging mobility trends that reduce CO2 emissions.

Our Commuter and Employer Newsletters keep residents and workers up to date on the latest transportation news and incentive offers.
FONT AND TYPE USE STANDARDS

Fonts should always be legible and blocks or pages of text inviting. Web font sizes may vary.

For readability, spacing between lines should be equivalent to no less than single-spaced.

**OK:**

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For readability, font size in standard body text should be no less than 10pt.

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NOTE: 10pt

**NO:**

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NOTE: 8pt

Placing white or light-color text on another color can be visually attractive and be used to call out special features. For readabilty, use a larger point, san serif font and high contrast colors.

**OK:**

IHKLHHKH

nis doluptas dendele ntotaes sendiaepro consequos eum sapitati di toria sequosa ntorum doluptatio. Modi apeles rectemp orpore pera quasita si omnimol uptatus ciatum que velestis diantent, inimerem volo ex ap con corest.

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NOTE: 10pt serif font

NOTE: low contrast

Force justification forces uneven spaces between words and should only be used in multiple-paragraph or full pages of text or for graphic appeal where spacing can be corrected. Use left justified text in smaller bodies.

**OK:**

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BRAND VOICE
A brand voice is the personality and emotion infused into communication messages. It is represented not by just the words and language we use, but the tone and emotion behind the words and the reaction we want them to illicit. 511 Contra Costa strives to speak to every demographic.

511 Contra Costa is:

**GENUINE**
- authentic
- trustworthy
- transparent
- imparting shared experiences
- reliable
- honest
- humble

**HELPFUL**
- going the extra mile
- service oriented
- welcoming
- everyday superheroes
- approachable
- knowledgable
- informative

**AFFIRMATIVE**
- supportive
- reinforcing
- assuming the best
- acknowledging the ask
- positive
- optimistic
- encouraging

**ENGAGING**
- playful
- interactive
- dynamic
- energetic
- compelling
- easy going
- relevant

**PURPOSE-DRIVEN**
- goal-oriented
- thought-provoking
- subject experts
- environmentally aware
- respecting
- quality of life
- hopeful

511 Contra Costa is not:
- demanding
- inaccessible
- shaming
- judgemental
- patronizing
- over-promising
- condescending
- irreverent
- preachy
- insistent
- making assumptions
- self-important