

Rev. 9/20

511 Contra Costa

Brand Guide



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

Minimum
size:



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: 

NO: 

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

NO:



NO:



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:



NO:



LOGO STANDARDS

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

NO:



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.

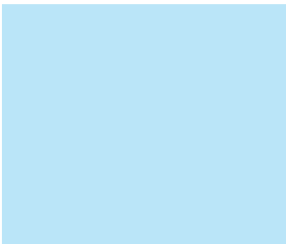


PMS: 293U
CMYK: 92/71/1/0
RGB: 33/90/168
HEX: #0047ba

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

Tertiary Color



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

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

Menu and Highlight
Text



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

Action Buttons

BRAND IMAGES



Clouds:
photo and illustration



Green hills



Symbols and graphics



BRAND IMAGES

Photos of faces, travel modes, roadways and signs



Register for the free Guaranteed Ride Home program



Visual Themes:

- Landscape
- Greenery
- Travel modes
- Commuting
- Symbols
- Photos of people, active modes and community

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

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

Tertiary Font

Use for flair

Kaushan Script

Kaushan Script Regular

FONT USE SAMPLES - Print

I AM A TITLE WITH A SINGLE PARAGRAPH TEXT BLOCK

Inis doluptas dende ntotaes 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 conseq, simin pe ma voles.

I AM A TITLE WITH MULTIPLE PARAGRAPHS

Inis doluptas dende ntotaes 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. Inis d

Yoluptas dende ntotaes 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. Inis doluptas dende ntotaes sendiaepro consequos eum sapitati di toria sequosa ntorum doluptatio. Modi apeles rectemp.

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. Inis doluptas dende ntotaes sendiaepro consequos eum sapitati di toria sequosa ntorum doluptatio. Modi apeles rectemp.

I AM A TITLE WITH TEXT AND A SUBTITLED CALL-OUT BOX

Inis doluptas dende ntotaes sendiaepro consequos eum sapitati di toria sa ntorum doluptatio. Modi apeles rectemp orpore pera quasita si omnimol uptatus ciatum que velestis

I AM A SUBTITLE IN A CALL-OUT BOX

Inis doluptas dende ntotaes 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:

Inis doluptas dendelesentiaepro 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 apitatis con corest, te pro dolenitas.

NO:

Inis doluptas dendelesentiaepro 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 apitatis con corest, te pro dolenitas.

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

OK:

Inis doluptas dendelesentiaepro 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 apitatis con corest, te pro dolenitas.

10pt

NO:

Inis doluptas dendelesentiaepro 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 apitatis con corest, te pro dolenitas.

8pt

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

OK:

IHKLHHKH

nis doluptas dendelesentiaepro consequos eum sapitati di toria sequosa ntorum doluptatio. Modi apeles rectemp orpore pera quasita si omnimol uptatus que velestis diatent, inim erem volo ex ap con corest.

12pt with bold header

NO:

Inis doluptas dendelesentiaepro consequos eum sapitati di toria sequosa ntorum doluptatio. Modi apeles rectemp.

10pt serif font

NO:

Inis doluptas dendelesentiaepro consequos eum sapitati di toria s ntorum doluptatio.

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:

Inis doluptas dendelesentiaepro consequos eum sapitati di toria sequosa ntorum doluptatio. Modi apeles rectemp oquasita si omnimol uptatus ciatum que velestis diatent.

NO:

Inis doluptas dendelesentiaepro consequos eum sapitati di toria sequosa ntorum doluptatio. Modi apeles rectemp oquasita si omnimol uptatus ciatum que velestis diatent.

13

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
- knowledgeable
- 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

BUZZWORDS WORD CLOUD

