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
  • 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 on white background](image1)

Color logo (transparent) on color background

![Color logo (transparent) on color background](image2)

Black and white logo on white background

![Black and white logo on white background](image3)

Black and white logo (transparent) on color background

![Black and white logo (transparent) on color background](image4)

Grayscale logo on white background

![Grayscale logo on white background](image5)

Grayscale logo (transparent) on color background

![Grayscale logo (transparent) on color background](image6)

White logo reversed on dark background

![White logo reversed on dark background](image7)

White logo reversed on light background

![White logo reversed on light background](image8)
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:  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

Summer Bike Challenge

Street Smarts Diablo

Bike Mapper

Pass2Class

School Pool
BRAND COLORS

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

Secondary Colors

Tertiary Color
BRAND IMAGES

Clouds: photo and illustration

Green hills

Rounded corners

Guaranteed Ride Home

Rider's Choice

Nancy Boyd PARK

JOHN MUIR NATIONAL HISTORIC SITE

Holiday Highlands PARK

Learn More
BRAND IMAGES

Photos of faces, travel modes, roadways and signs

Symbols and graphics

Visual Themes:
• Landscape
• Greenery
• Travel modes
• Commuting
• Symbols
• Photos of people, active modes and community
## BRAND FONTS - Print and Web

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

<table>
<thead>
<tr>
<th>Sans-serif</th>
<th>Serif</th>
</tr>
</thead>
<tbody>
<tr>
<td>Libre Franklin</td>
<td>Tinos</td>
</tr>
<tr>
<td>Libre Franklin Regular</td>
<td>Tinos Regular</td>
</tr>
<tr>
<td>Libre Franklin Regular Italic</td>
<td>Tinos Regular Italic</td>
</tr>
<tr>
<td>Libre Franklin Medium</td>
<td>Tinos Bold</td>
</tr>
<tr>
<td>Libre Franklin Medium Italic</td>
<td>Tinos Bold Italic</td>
</tr>
<tr>
<td>Libre Franklin Bold</td>
<td>Tinos Bold Italic</td>
</tr>
<tr>
<td>Libre Franklin Bold Italic</td>
<td>Tinos Bold Italic</td>
</tr>
</tbody>
</table>

### Secondary Fonts
Use for subtitles - call outs

<table>
<thead>
<tr>
<th>Sans-serif</th>
<th>Serif</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lato</td>
<td>Merriweather</td>
</tr>
<tr>
<td>Lato Light</td>
<td>Merriweather Regular</td>
</tr>
<tr>
<td>Lato Light Italic</td>
<td>Merriweather Regular Italic</td>
</tr>
<tr>
<td>Lato Regular</td>
<td>Merriweather Bold</td>
</tr>
<tr>
<td>Lato Regular Italic</td>
<td>Merriweather Bold</td>
</tr>
<tr>
<td>Lato Bold</td>
<td>Merriweather Bold</td>
</tr>
<tr>
<td>Lato Bold Italic</td>
<td>Merriweather Bold Italic</td>
</tr>
</tbody>
</table>

### Tertiary Font
Use for flair

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Kaushan Script</td>
<td>Kaushan Script Regular</td>
</tr>
</tbody>
</table>
I AM A TITLE WITH A SINGLE PARAGRAPH TEXT BLOCK
Inis doluptas dende nntotaes sendiaepro consequos eum sapitati di toria sequosa ntorum doluptatio. Modi apeles rectemp orpore pera quasita si omnimol uptatus ciatum que velestis diantent, 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
Inis doluptas dende nntotaes sendiaepro consequos eum sapitati di toria sequosa ntorum doluptatio. Modi apeles rectemp orpore pera quasita si omnimol uptatus ciatum que velestis diantent, 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 nntotaes 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 nntotaes sendiaepro consequos eum sapitati di toria sequosa ntorum doluptatio. Modi apeles rectemp orpore pera quasita si omnimol uptatus ciatum que velestis diantent, 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 nntotaes sendiaepro consequos eum sapitati di toria sequosa ntorum doluptatio. Modi apeles rectemp.

I have flair!
**FONT AND TYPE USE STANDARDS**

Fonts should always be legible and blocks or pages of text inviting.

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

![Example](OK: Inis doluptas dendele ntotaes sendiaeapro 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 dendele ntotaes sendiaeapro 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.

![Example](OK: Inis doluptas dendele ntotaes sendiaeapro 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 dendele ntotaes sendiaeapro 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.

![Example](OK: Inis doluptas dendele ntotaes sendiaeapro 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. 12pt with bold header NO: Inis doluptas dendele ntotaes sendiaeapro 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.)

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.

![Example](OK: Inis doluptas dendele ntotaes sendiaeapro consequos eum sapitati di toria sequosa ntorum doluptatio. Modi apeles rectemp orpore pera quasita si omnimol uptatus ciatum que velestis diatent. NO: Inis doluptas dendele ntotaes sendiaeapro consequos eum sapitati di toria sequosa ntorum doluptatio. Modi apeles rectemp orpore pera quasita si omnimol uptatus ciatum que velestis diatent.)
**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

**HELPFUL**
- reliable
- honest
- humble
- 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