



## **Logo Design Guidelines**

July 15, 2020

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# INTRODUCTION



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Our logo is impactful, modern and vibrant. With the State of California in the background in golden yellow and a subtle call-out to what we represent in the water droplets within the negative space of the A's. The subtle tint shift in the blues correlates with the shift that water goes through in the desalination process.

## PRIMARY LOGO: VARIATIONS

(01)



(02)



(03)



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Our primary logo should be used in full color as much as possible. In the event a grayscale is needed, the words are fully blacked out and the state as well with 50% tint shift. A third reverse option is also available, but should be used sparingly if absolutely needed.

## LOGO: MINIMUM SIZE



**The CalDesal  
logo should never  
be smaller than  
70px in digital or  
25mm in print.**

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Never reproduce the logo  
at a size smaller than these  
recommendations, as it  
will result in the loss of its  
impact and readability.

## BREATHING SPACE



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To maximize impact, our logo needs adequate breathing space. To achieve this, the minimum border around the logo is a sideways length of the letter C taken from the logo itself at the same size.

## APPROVED LOCKUP

YES



NO



NO



NO



NO



NO



NO



NO



NO



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It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Do not rotate, warp, or disproportionately scale the logo. Its orientation, color and composition should remain as indicated in this document—there are no exceptions.

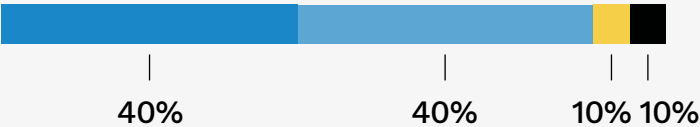
# COLOR PALETTE



Dark Blue		Light Blue		Golden Yellow		Black	
RGB	26, 136, 203	RGB	91, 166, 211	RGB	243, 206, 70	RGB	00, 00, 00
CMYK	80, 37, 00, 00	CMYK	62, 21, 04, 00	CMYK	05, 16, 84, 00	CMYK	75, 68, 67, 90
HEX	#1a88cb	HEX	#5ba6d3	HEX	#f3ce46	HEX	#000000
PANTONE	2173 XGC	PANTONE	15-4323 TCX	PANTONE	13-0749 TPG	PANTONE	Black 6 C

The logo is comprised of three colors - a dark blue, lighter blue and golden yellow.

COLOUR USAGE RECOMMENDATION  
(APPROXIMATE RATIO):





## APPROVED BACKGROUNDS



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Our logo works well with background colors that do not dull or overexpose it. It works best when contrast is maximized, whether on dark or light backgrounds.

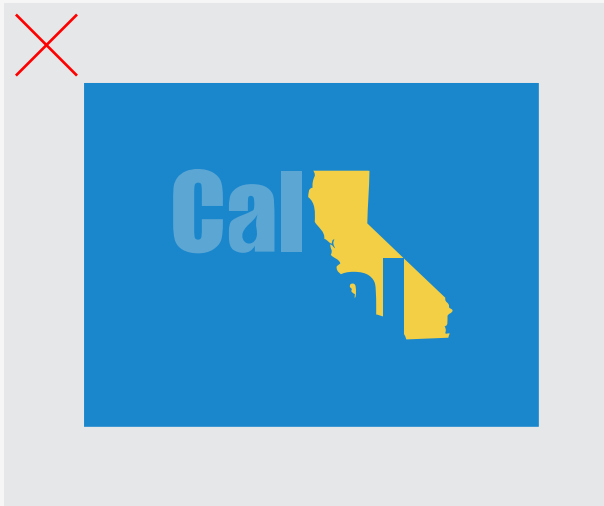
## APPROVED PHOTO BACKGROUNDS



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Our logo works well on photography that has enough contrast and negative space where the subtle elements in the letters will not be lost.

## UNACCEPTABLE BACKGROUNDS



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Our logo should not be placed on a background that is the same as any of its three main colors. Colors that have provide little to no contrast should also be avoided.

# TYPOGRAPHY STYLES - PRINT

HEADLINE | ANTON | 24 PT

**Hello, we are CalDesal**

PARAGRAPH | WORK SANS REGULAR | 12PT

This a sample paragraph copy size.

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## Two Typefaces

The CalDesal brand consists of two typefaces, Anton and Work Sans. Impact is used in the logo and only in the logo. Anton will be used as a headline or display type. Work Sans should be used 90% of the time. Don't write headlines, headers, body copy, or CTAs in all caps with Anton. For printed collateral Anton will be in size 24 pt and paragraph copy will be in size 12 pt.

## TYPOGRAPHY STYLES - WEB

H1 | ANTON | 64PX

# Hello, we are CalDesal

H2 | ANTON | 48PX

## Hello, we are CalDesal

H3 | ANTON | 32PX

### Hello, we are CalDesal

H4 | ANTON | 24PX

#### Hello, we are CalDesal

H5 | ANTON | 20PX

##### Hello, we are CalDesal

REGULAR TAG | WORK SANS MEDIUM | 18PX

This a sample paragraph copy size.

PARAGRAPH | WORK SANS REGULAR | 18PX

This a sample paragraph copy size.

SMALL TAG | WORK SANS REGULAR | 14PX

This a sample paragraph copy size.

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## Two Typefaces

For web, Anton will be used as a headline or display type. Work Sans should be used 90% of the time. Don't write headlines, headers, body copy, or CTAs in all caps with Anton. The type hierarchy consists of 5 headline sizes for Anton and 3 font sizes for Work Sans.

## EMAIL SIGNATURE STYLES - EMAIL LIGHT THEME

The screenshot shows an email client window with a signature block. The signature includes the CalDesal logo, the name Wendy Ridderbusch in bold dark blue, her title Executive Director in regular dark blue, her cell phone number, her email address, and her physical address. Lines connect specific text elements to a list of formatting specifications on the right.

Text Element	Formatting Specification
Wendy Ridderbusch	ARIAL / BOLD / 14PT / DARK BLUE
Executive Director	ARIAL / REGULAR / 10PT / DARK BLUE
Cell: (916) 215-0717	ARIAL / REGULAR / 10PT / BLACK
WendyR@CalDesal.org	ARIAL / REGULAR / 9PT / BLACK
2520 Venture Oaks Way #150	ARIAL / REGULAR / 9PT / BLACK
Sacramento, CA 95833	ARIAL / REGULAR / 9PT / BLACK
CalDesal.org	ARIAL / BOLD / UNDERLINED / 9PT / BLACK

The email signature must list the sender's information as demonstrated. The color of the text, layout, and font size and spacing must be consistent across all CalDesal stakeholders email signatures. The CalDesal logo must be included as well.

## EMAIL SIGNATURE STYLES - EMAIL DARK THEME

The screenshot shows an email client interface with a dark theme. The signature block is positioned at the bottom of the email body. It features the CalDesal logo on the left, which consists of the word "Cal" in blue and "Desal" in blue with a yellow outline of California. To the right of the logo, the signature text is as follows:

- Wendy Ridderbusch** (Dark Blue, Bold, 14pt)
- Executive Director (Dark Blue, Regular, 10pt)
- Cell: (916) 215-0717 (Black, Regular, 10pt)
- [WendyR@CalDesal.org](mailto:WendyR@CalDesal.org) (Black, Regular, 9pt)
- 2520 Venture Oaks Way #150 (Black, Regular, 9pt)
- Sacramento, CA 95833 (Black, Regular, 9pt)
- [CalDesal.org](http://CalDesal.org) (Black, Bold, Underlined, 9pt)

Lines connect the text elements to the following specifications:

- ARIAL / BOLD / 14PT / DARK BLUE
- ARIAL / REGULAR / 10PT / DARK BLUE
- ARIAL / REGULAR / 10PT / BLACK
- ARIAL / REGULAR / 9PT / BLACK
- ARIAL / REGULAR / 9PT / BLACK
- ARIAL / REGULAR / 9PT / BLACK
- ARIAL / BOLD / UNDERLINED / 9PT / BLACK

The email signature must list the sender's information as demonstrated. The color of the text, layout, and font size and spacing must be consistent across all CalDesal stakeholders email signatures. The CalDesal logo must be included as well.