



CALIFORNIA
WATERFIX
RELIABLE. CLEAN. WATER.

DESIGN AND BRAND GUIDELINES

AUGUST 29, 2016
(PROJECT LOGO UPDATED)

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California WaterFix
Design and Brand Guidelines

Version: v2 | August 29, 2015

CALIFORNIA WATERFIX

DESIGN AND BRAND GUIDELINES

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SECTION 1 INTRODUCTION

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent **California WaterFix's** corporate identity. This includes the name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of this project is essential to presenting a strong, unified image of all efforts involved.

These guidelines reflect **California WaterFix's** commitment to quality, consistency and style.

The **California WaterFix** brand, including the logo, name, colors and identifying elements, are valuable project assets.

Each person involved is responsible for protecting the project's interests by preventing unauthorized or incorrect use of the **California WaterFix** name and marks.



SECTION 2 CORPORATE LOGO

Logo Introduction
Logo Construction and Clearspace
Logo Applications

LOGO INTRODUCTION

The logo is the key building block of the project's identity, the primary visual element that identifies it. The signature is a

combination of the the symbol itself and the project name – they have a fixed relationship that should never be changed in any way.

THE FULL LOGOTYPE

The California WaterFix corporate logo comprises two elements, the logo symbol and logo type. The logo symbol is the visual badge of the corporation. This provides the project with a unique shorthand recognition tool for everyone to remember and associate with the project as a whole.

of the project: Water Delivery, Improved River Flows and Environmental Enhancements. The typeface for the name and tagline is Zona Pro and has been chosen for its clarity and legibility and to compliment the simple and precise geometry of the logo symbol.

The logo type has been carefully designed with intentional meaning and has a particular relationship with the California WaterFix name. The three interwoven drops represent the interdependence and synchronicity of the three central aspects

THE LOGOTYPE



1) General Logo

The main logo is the full color logo used on white or colored background. Dark color backgrounds should use the alternatives below.

1) Logo Symbol

The symbol consists of 3 interwoven water drops representing water delivery, improved river flows and environmental enhancements. The general shape suggests a shield, which represents protection, security and sustainability. The tips of the drops point outward, representing the core purpose of this project, to provide more reliable and sustainable water service statewide to meet growing demand in residential, commercial, and industrial/ag sectors.

2) Logo Title

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in the gray color. The font that is used here is Zona Pro.

3) Tag Line

The tag line must always read "Reliable. Clean. Water." and should never be altered under any circumstance.

REVERSE COLOR LOGO



4

WHITE LOGO



5

4) Reverse Color Logo

will be used when the background color is dark colored.

5) White Logo

will be used when the background color is one of the brand colors.

Recommended formats are:

.eps | .ai | .png | .jpg | .tiff

Attention:

Use of any stylized, animated, hand drawn or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with California WaterFix Trademark Licensing if you have any questions or need further help.

LOGO CONSTRUCTION AND CLEARSPACE

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned

in relation to the mark of the symbol itself and the project name – they have a fixed relationship that should never be changed in any way.



CLEARSPACE

Full Logo

Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

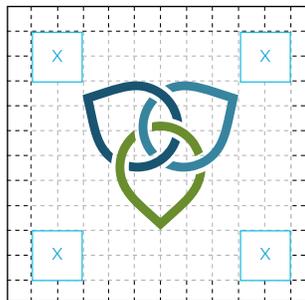
Computation

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = X Height).



CLEARSPACE

Logo Symbol



LOGO APPLICATIONS

<p>LOGO A Colored Version</p> 	<p>LOGO B Reverse Color Version</p> 	<p>LOGO C White Version</p> 
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MINIMUM LOGO SIZES

FULL LOGO

Minimum Size: 1.5 in x .4 in



LOGO SYMBOL

Minimum Size: .5 in x .5 in



INCORRECT LOGO APPLICATIONS



1 **Do not** place the logo type on 3 lines



2 **Do not** invert the logo symbol



3 **Do not** alter the logo colors



4 **Do not** alter the logo type style



5 **Do not** change the size relationship between the logo symbol and the logo type



6 **Do not** change the proportions of the logo vertically or horizontally



SECTION 3

CORPORATE TYPOGRAPHY

Corporate Fonts and Typography
Typography and Text Hierachy
Text Usage Samples

CORPORATE FONTS AND TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all California WaterFix communications. Zona Pro and Lato were selected as

the primary and secondary corporate typefaces. The geometry and design of these highly legible typefaces communicate technology, precision and authority while maintaining an overall feeling of friendliness and accessibility.

PRIMARY FONT ZONA PRO

The official font of the California WaterFix project is Zona Pro. The font family features 8 weights and a full character set with multi-language support. Chosen for its wide-ranging versatility and crisp, geometric legibility this font is used for the logo type and headlines across all branding collateral.

ZONA PRO

Basic
Character Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+[]{};:“”,./<>?`~\|-_+=

Weights

Hairline
Thin
Light
Regular
SemiBold
Bold
ExtraBold
Black

Hairline Italic
Thin Italic
Light Italic
Regular Italic
SemiBold Italic
Bold Italic
ExtraBold Italic
Black Italic

SECONDARY FONT LATO

The official copy/body/supporting text font of the California WaterFix project is Lato. This font family was released under the SIL Open Font License in 2010, which means it can be used without any limitations for commercial and non-commercial purposes. Featuring 9 different weights with italic variations, over 3000 glyphs per style, and support for 100+ Latin-based languages, 50+ Cyrillic-based languages as well as Greek and IPA phonetics, this font is the most flexible, practical and ideal solution to handle the bulk of the project's communications.

LATO

Basic
Character Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+[]{};:“”,./<>?`~\|-_+=

Weights

Hairline
Thin
Light
Regular
Medium
SemiBold
Bold
Heavy
Black

Hairline Italic
Thin Italic
Light Italic
Regular Italic
Medium Italic
SemiBold Italic
Bold Italic
Heavy Italic
Black Italic

TYPOGRAPHY AND TEXT HIERARCHY

Typographic hierarchy is another form of visual hierarchy that is very important in the overall design of the project communiqué. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so readers

can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for California WaterFix layouts.

CONTEXT TEXT AND INNER HEADLINES

Caption Text

California WaterFix

Lato Light Italic
7 pt Type / 10 pt Leading

Copy Text

California WaterFix

Lato Light
9 pt Type / 13 pt Leading

Inner Headlines & Section Titles

CALIFORNIA WATERFIX

Zona Pro Bold - Capital Letters
12 pt Type / 12 pt Leading

HEADLINES AND TYPOBREAKS

Big Headlines & Main Titles

CALIFORNIA
WATERFIX

Zona Pro Thin - Capital Letters
34 pt Type / 32 pt Leading

Subheader

California WaterFix subheader

Lato Regular
15 pt Type / 17 pt Leading

TYPING OUT THE PROJECT NAME

ALL CAPS

CALIFORNIA WATERFIX

Title Case

California WaterFix

TEXT USAGE SAMPLE: STANDARD FACT SHEET LAYOUT

(Sample page is scaled down from full size 8.5 x 11 sheet)

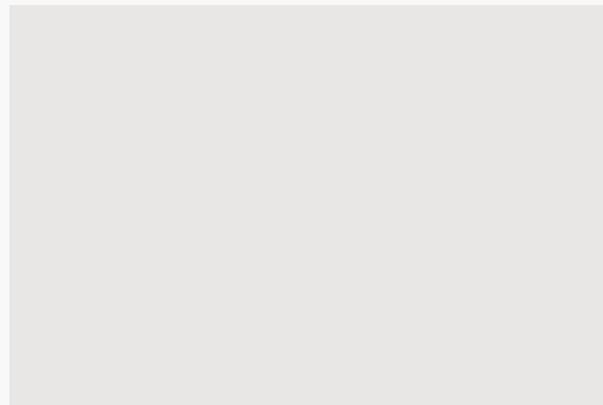


MAIN HEADLINE AT 34 PT IN ZONA PRO BOLD

Subtitle sample at 15 pt in Lato Regular

SECTION HEADER / INNER HEADLINE, 12 PT ZONA PRO BOLD

Copy text, 9 pt Lato Light. Ebis mint la culparit unt eumquibus in rest omnimpedi sitio. Eritaerunto inctibe rferferi non reratemperum reiunt aut expliquae estiur, quatiis iminitatiam re nos si sintem. Ut qui aut la eaquis restemo velendestiis maionsequi velecae essimilibus, volor aceaquis rem acerro cum incto blaccae conseristo blacitae. Nam eostibust eos mossitatem repuditem et quisquatet inis elit, venda nusa quam ipsant verum endire, vendi sitatemporit labores aut quod ma sintempor sequide llestru mentior eiumquam vel im imusam apid magnient quod estotat int qui aut aut aut erum quis evere inciuntestet aliqua diti cum quamus ius. Consendis si omnis archillaut essimet quoditibus ad unt lis duci doles mi, nim is quiam excepe.



SECTION HEADER / INNER HEADLINE, 12 PT ZONA PRO BOLD

Copy text, 9 pt Lato Light. Ebis mint la culparit unt eumquibus in rest omnimpedi sitio. Eritaerunto inctibe rferferi non reratemperum reiunt aut expliquae estiur, quatiis iminitatiam re nos si sintem. Ut qui aut la eaquis restemo velendestiis maionsequi velecae essimilibus, volor aceaquis rem acerro cum incto blaccae conseristo blacitae. Nam eostibust eos mossitatem repuditem et quisquatet inis elit, venda nusa quam ipsant verum endire, vendi sitatemporit labores aut quod ma sintempor sequide llestru mentior eiumquam vel im imusam apid magnient quod estotat int qui aut aut aut erum quis evere inciuntestet aliqua diti cum quamus ius.

Consendis si omnis archillaut essimet quoditibus ad unt lis duci doles mi, nim is quiam excepe es andit et utet perrovitio. Is sam ipiendit et quasperum simendem sunt, num as ad eate nonet ma vide officto idis conet volessint que quae volor aut et et.

Caption text, 7 pt Lato Light Italic.



SECTION 4

COLOR SYSTEMS

Primary Color System and Color Codes
Secondary Color System and Color Codes
Color System Usage

PRIMARY COLOR SYSTEM AND COLOR CODES

Color plays an important role in the California WaterFix identity program. The colors below are recommendations for various media. Consistent use of these colors will contribute to the cohesive and harmonious look of the California WaterFix brand

across all relevant media. Check with your designer or printer when using the corporate colors so that they will be always be consistent.

PRIMARY COLOR SYSTEM

California WaterFix has four official colors: Cadet, Cerulean, Moss and Hot Coffee. These colors have become a recognizable identifier for the project.

Use these colors as the dominant palette for all internal and external visual presentations of the project.

It is acceptable to use tints ranging from 10% to 100%.



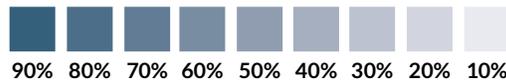
CADET

CMYK : C92 M59 Y38 K18

Pantone : 7700C

RGB : R25 G85 B113

Web : #185571



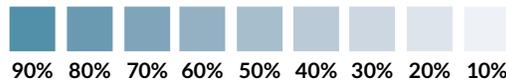
CERULEAN

CMYK : C78 M36 Y30 K2

Pantone : 7697C

RGB : R55 G132 B159

Web : #37849E



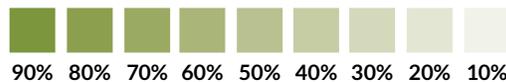
MOSS

CMYK : C64 M26 Y100 K9

Pantone : 370C

RGB : R106 G140 B45

Web : #6A8D2D



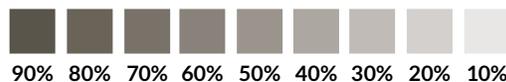
HOT COFFEE

CMYK : C65 M57 Y66 K47

Pantone : 418C

RGB : R75 G72 B61

Web : #4B483D



SECONDARY COLOR SYSTEM AND COLOR CODES

SECONDARY COLOR SYSTEM

The Secondary colors are complementary to our official colors, but are not recognizable identifiers for California WaterFix. Secondary colors should be used sparingly.

Use these colors to accent and support the primary color palette.

It is acceptable to use tints ranging from 10% to 100%.



MIDNIGHT

CMYK : C92 M68 Y54 K52
Pantone : 7546C
RGB : R28 G51 B63
Web : #1B333F



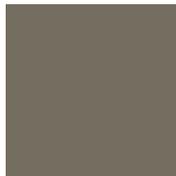
LAKE

CMYK : C65 M13 Y7 K0
Pantone : 2915C
RGB : R82 G176 B218
Web : #5FB4E5



TIDE POOL

CMYK : C47 M0 Y7 K0
Pantone : 636C
RGB : R142 G210 B234
Web : #8ED2EA



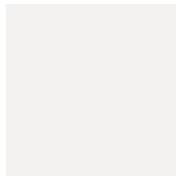
BROOK TROUT

CMYK : C56 M48 Y58 K21
Pantone : 404C
RGB : R116 G110 B96
Web : #736E60



SHARKEY

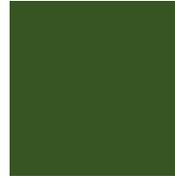
CMYK : C44 M36 Y47 K4
Pantone : 7530C
RGB : R157 G151 B134
Web : #A49483



CHALK*

CMYK : C4 M4 Y5 K2
RGB : R244 G242 B241
Web : #F4F3F2

*Only for use in backgrounds. Only 100% tint of this color is approved for use.



EVERGREEN

CMYK : C78 M43 Y100 K42
Pantone : 574C
RGB : R55 G84 B36
Web : #4D5A31



APPLE

CMYK : C45 M8 Y84 K0
Pantone : 367C
RGB : R162 G189 B74
Web : #A1BD4A



CHARTREUSE

CMYK : C29 M2 Y75 K0
Pantone : 584C
RGB : R162 G189 B74
Web : #C8D55D



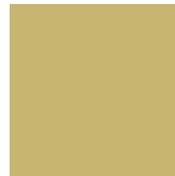
SUNFLOWER

CMYK : C16 M18 Y98 K0
Pantone : 7758C
RGB : R225 G196 B0
Web : #E1C400



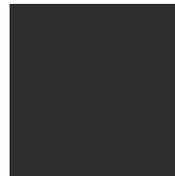
SNAIL SHELL

CMYK : C51 M44 Y80 K22
Pantone : 7756C
RGB : R125 G114 B64
Web : #73673E



SHORTBREAD

CMYK : C27 M25 Y64 K0
Pantone : 616C
RGB : R200 G182 B112
Web : #C8B670



COAL*

CMYK : C70 M61 Y57 K69
RGB : R46 G46 B46
Web : #2E2E2E

*Only for use in headers and footers. Only 100% tint of this color is approved for use.

COLOR SYSTEM USAGE: STANDARD FACT SHEET

(Sample page is scaled down from full size 8.5 x 11 sheet)



ALTERNATIVE 4A
APRIL 2015

A STATE-OF-THE-ART SOLUTION

SCIENCE, TECHNOLOGY, AND INNOVATION

This prudent, realistic, science-driven, and achievable approach will fix California's aging water delivery system and protect our economy and public safety. This approach responds to an unprecedented level of public review and comment.

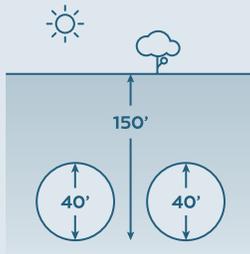
The project covers five main areas:



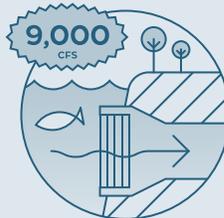
Upgrading our water delivery system would improve the natural direction of river flows, help native fish species migrate to and from the ocean, guard against water supply disruptions, and ensure that local water projects like recycling and groundwater recharge work better.



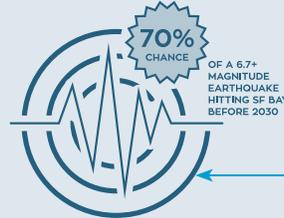
WATER DELIVERY UPGRADE



2 tunnels up to 150' below ground designed to protect California's water supplies

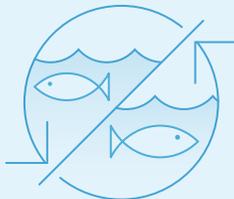


3 new intakes, each with 3,000 cubic-feet per second (cfs) capacity. Average annual yield of 4.9 million acre-feet.

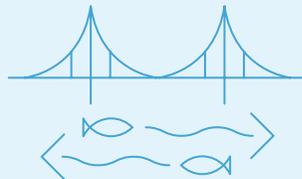


Protection against water supply disruption from failure of aging levees due to sea-level rise, earthquakes and flood events

IMPROVED RIVER FLOWS



Reinstate a more natural direction of river flows in the South Delta by 46-160 percent



New criteria to protect spring outflow to San Francisco Bay



Criteria to protect Sacramento River flows and fish



SECTION 5 GRID SYSTEMS

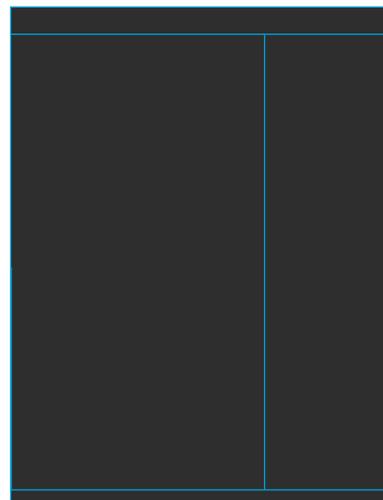
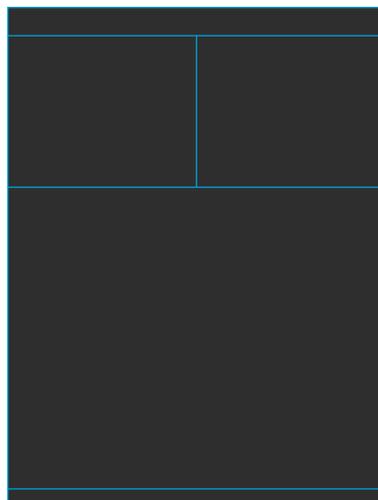
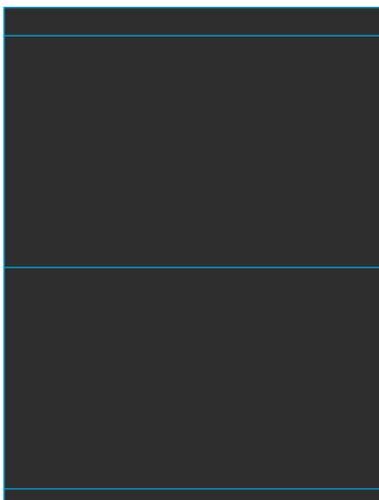
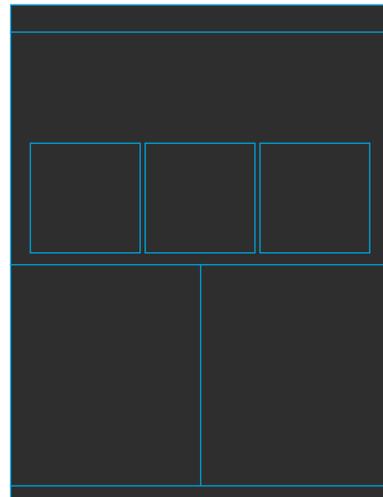
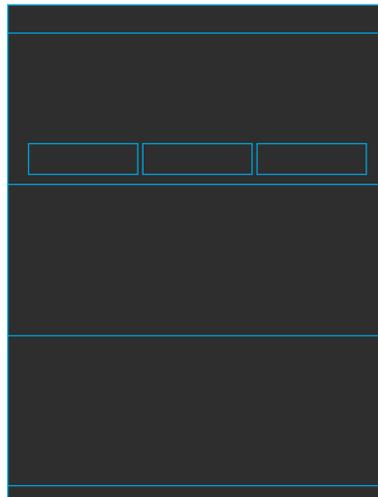
Grid Systems
8.5 x 11 Vertical Grid Systems
11 x 17 Horizontal Grid Systems

GRID SYSTEMS

In graphic design, a grid is a structure made up of a series of intersecting straight (vertical, horizontal, and angular) or curved guide lines used to structure content. The grid serves as an armature on which a designer can organize graphic elements

(images, glyphs, paragraphs) in a rational, easy to absorb manner. A grid can be used to organize graphic elements in relation to a page, to other graphic elements on the page, or relation to other parts of the same graphic element or shape.

8.5 X 11 VERTICAL GRID SYSTEM EXAMPLES

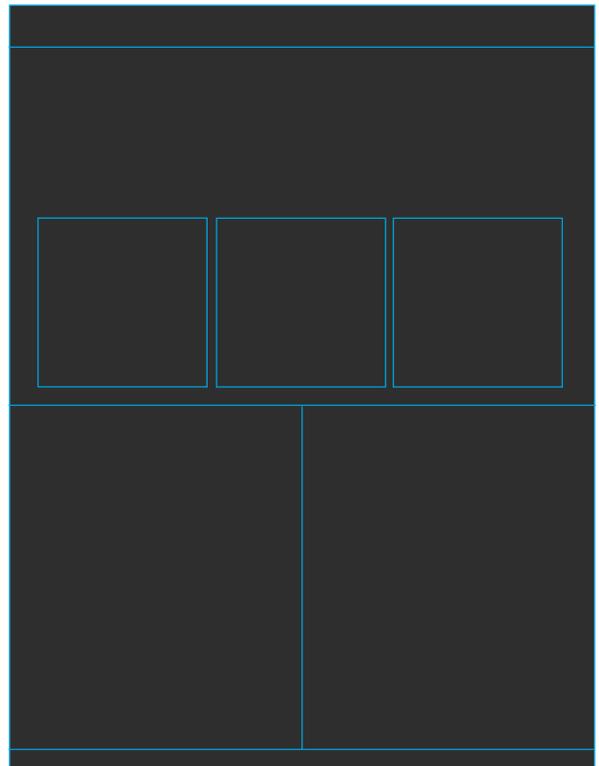
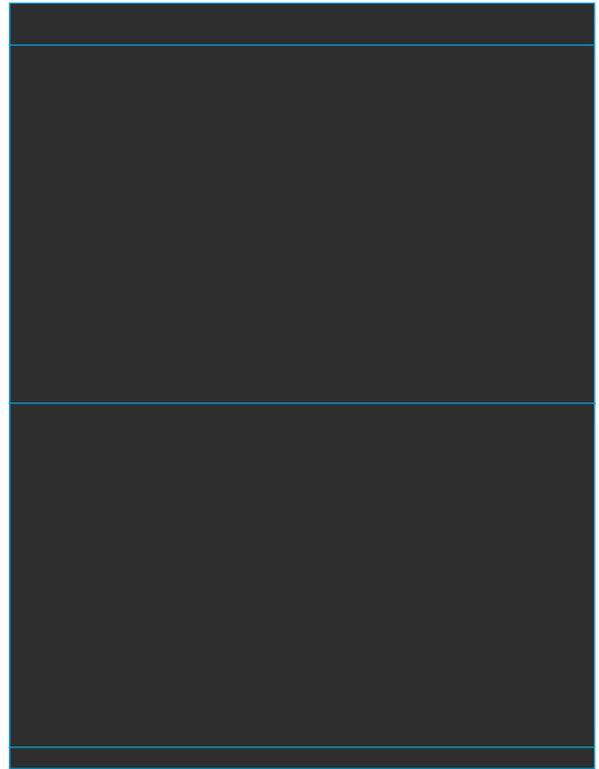
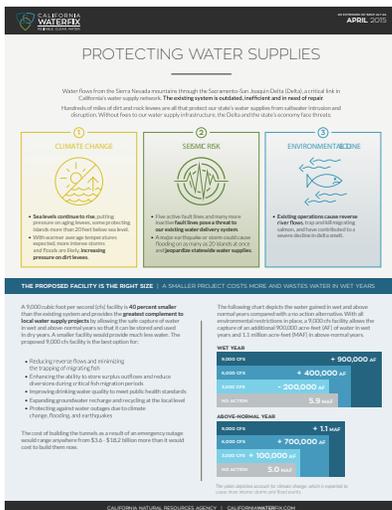
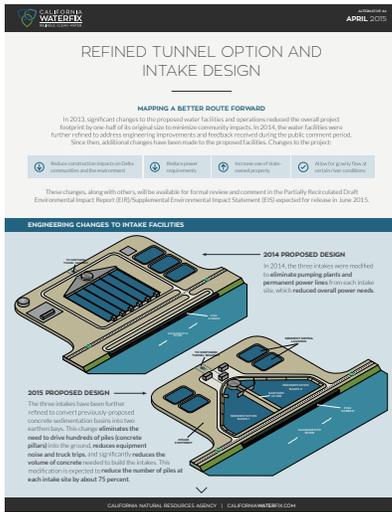


GRID SYSTEMS

8.5 X 11 VERTICAL GRID SYSTEM EXAMPLES

Explanation:

This shows approved layouts with a typography grid for 8.5 x 11 fact sheets.



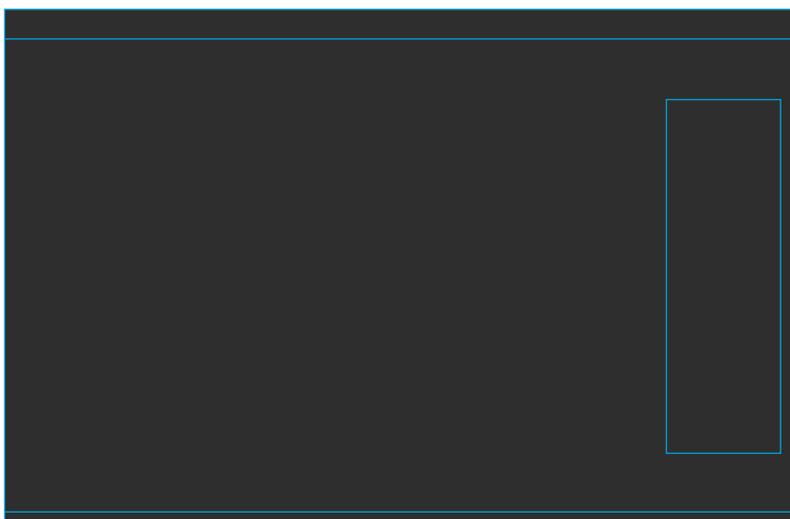
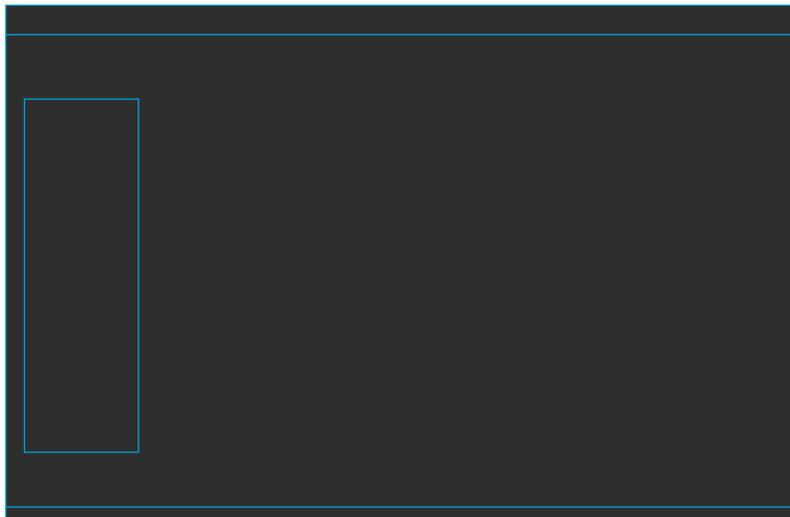
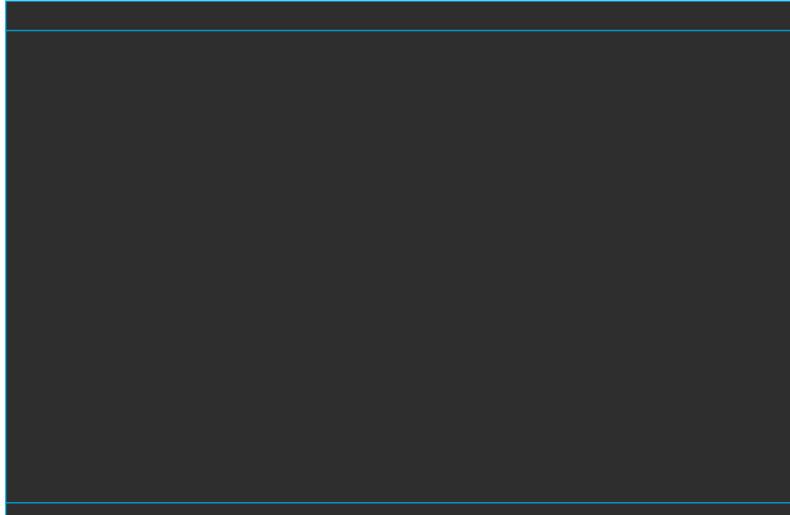
GRID SYSTEMS

11 X 17 HORIZONTAL GRID SYSTEM EXAMPLES

Explanation:

This shows an approved layout with a typography grid for 11 x 17 fact sheets.

A full spread layout should be used wherever possible. However, a textbox overlay may be used, which comprises 1/6 of the overall page width.





SECTION 6 ICONOGRAPHY

Iconography

ICONOGRAPHY

The major portions of the project need certain short-hand contextual visual references for various documents and media platforms, so a family of associated icons have been developed in a uniform style. This iconography system is designed to be

flexible, so adding new icons as they are needed is not a problem, but careful attention must be taken into crafting additional icons and infographics to ensure they are not overly complex. The entire library is based on very simple mono-weight line illustrations.



CM (Tunnel) Info



Tidal Wetlands



Employment



Construction



Environment

ICONS FOR SPECIALIZED PROJECT SECTORS

How to:

- minimum stroke size: 1 pt
- upscale only proportional



Water Security



Climate Change Adaptation



Environmental Protection



Seismic Safety

ICONS FOR KEY PROJECT TOUCHPOINTS

How to:

- minimum stroke size: 1 pt
- upscale only proportional

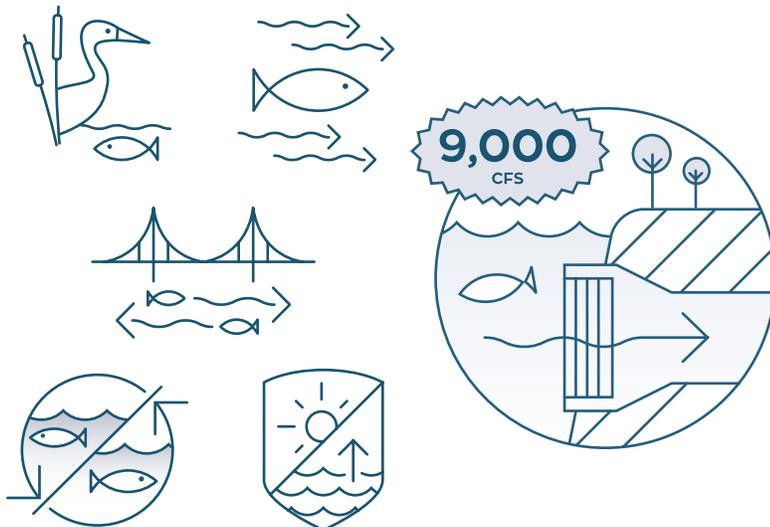


Affordability

STYLE EXAMPLES FOR SPECIALIZED INFOGRAPHIC ICONS

How to:

- minimum stroke size: 1 pt
- upscale only proportional
- subtle shading / gradients may be added if necessary to provide increased contrast





CALIFORNIAWATERFIX.COM

CALIFORNIA WATERFIX

BUILDING A BETTER FUTURE FOR CALIFORNIA.

CONTACT

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Sacramento, CA 95814

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californiawaterfix.com
