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January 2009
Every day, the Vista Santa Rosa Logo will be noticed on communication material ranging from stationary to signage. Each impression represents the community of Vista Santa Rosa and the County of Riverside. The logo and style guidelines unify communications and help them make a clear, strong, consistent message.

Each communication, through its content and presentation, provides information about the Vista Santa Rosa image. Direct information is given through what is stated; indirect information is given through the clarity, tone, style, and professionalism with which the information is presented. The result of this dedication to excellence within the marketing communications will only lead to strengthening the image and character of Vista Santa Rosa.
The Vista Santa Rosa Logo has a 6 color CMYK design treatment. The logo is designed to be reproduced primarily in CMYK*/color format.

However, PMS (Pantone Matching System) equivalents for these CMYK colors are supplied for the purposes of ensuring consistency of color reproduction.

Ideally the logo will be used on a uniformly colored and patterned background for maximum impact and clarity. The logo will have a minimum of 1/4 X-Height white space around it.

*Abbreviation for cyan, magenta, yellow and key (black), the 4 process colors, which combined together in varying proportions can be made to produce the full colour spectrum.

In order to maintain legibility of the Vista Santa Rosa Logo, the minimum height dimension is 1/2", 1.28 centimeters, 3.0 picas, or 36 points on letterhead and similar printed materials.

Ideally the logo will be used on a white background on letterhead and similar printed materials for maximum impact and clarity. The logo will have a minimum of 1/4 X-Height white space around it.

When used on signage, walls and other elements of the streetscape, the background should be a uniformly colored and patterned background.

Note: Do not attempt to construct this logo design. Electronic files in PDF format will be provided.
THE VISTA SANTA ROSA MAIN LOGO

CMYK 0C 90M 100Y 51K
RGB 119R.36G.11B
HEX 77240b
PANTONE 1815

CMYK 47.2C 57.8M 0Y 0K
RGB 137R.160G.183B
HEX 897db7
PANTONE 2587

CMYK 65C 0M 100Y 42K
RGB 83R.123G.53B
HEX 537b35
PANTONE 364

CMYK 45C 0M 100Y 24K
RGB 133R.160G.60B
HEX 85a03c
PANTONE 377

CMYK 68C 34M 0Y 0K
RGB 104R.143G.201B
HEX 688fc9
PANTONE 279

CMYK 0C 0M 0Y 100K
RGB 255R.255G.255B
HEX 000000
BLACK
VISTA SANTA ROSA BLACK & WHITE LOGO VARIATIONS

ONE COLOR (MONOCHROMATIC)

For applications where only one color is permitted. White areas/background color indicates no ink.

Example of monochromatic logo on a colored background.

Example of monochromatic logo on a white background.
VISTA SANTA ROSA GRAYSCALE LOGO VARIATIONS

GRAYSCALE

For better legibility and clarity please use the grayscale version of the logo depending on the nature of the background.

Example of grayscale version of logo on colored background.

Example of grayscale version of logo on white background.
VISTA SANTA ROSA TYPEFACES

Savoy is the preferred font to be used in conjunction with the Vista Santa Rosa logo. This typeface is recommended for display text (headlines) and body copy accompanying the logo.

Savoy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Savoy Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Savoy Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Savoy Small Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Savoy Small Caps Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
# THE VISTA SANTA ROSA COLOR PALETTE

<table>
<thead>
<tr>
<th>Color Code</th>
<th>CMYK Values</th>
<th>RGB Values</th>
<th>HEX Code</th>
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<tr>
<td>PANTONE 1815</td>
<td>0C 90M 100Y 51K</td>
<td>119R.36G.11B</td>
<td>77240b</td>
</tr>
<tr>
<td>PANTONE 377</td>
<td>45C 0M 100Y 24K</td>
<td>133R.160G.60B</td>
<td>85a03c</td>
</tr>
<tr>
<td>PANTONE 2587</td>
<td>47.2C 57.8M 0Y 0K</td>
<td>137R.125G.183B</td>
<td>897db7</td>
</tr>
<tr>
<td>PANTONE 279</td>
<td>68C 34M 0Y 0K</td>
<td>104R.143G.201B</td>
<td>688fc9</td>
</tr>
<tr>
<td>PANTONE 364</td>
<td>65C 0M 100Y 42K</td>
<td>83R.123G.53B</td>
<td>537b35</td>
</tr>
<tr>
<td>BLACK</td>
<td>0C 0M 0Y 100K</td>
<td>255R.255G.255B</td>
<td>000000</td>
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</table>

The logo consists of several colors. The logo is designed to be reproduced primarily in CMYK/color format. However, PMS (Pantone Matching System) equivalents for these CMYK colors are supplied for the purposes of ensuring consistency of color reproduction.
LOGO USEAGE APPLICATIONS

VISTA SANTA ROSA REGULATOR PIPE MONUMENT
The following information serves as a guide to creating new designs and layouts. A hierarchy of information has been established, through the use of character styles, sizes and secondary graphics. This must be carried through in all future communications to maintain consistency.
For most applications the optimum placement for the Vista Santa Rosa Logo is the top left corner, or right corner of the layout with 1x-height white space around it, or a reasonable margin.

If required, the logo placements shown below are also acceptable. However for signage and large applications the logo must be placed at least 3 feet from the ground.

The size and location of the logo must be in proportion to the required size of signage text and form.

Morbi at enim non elit aliquam aliquam. Sed tincidunt eros ac nulla consectetuer adipiscing elit.
Etiam cursus. Lorem ipsum dolor sit amet, consetetur dolor sit amet adipiscing elit.
Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.


As is evident by the examples shown below, the logo can be presented and applied to various materials without altering the colors or the main graphic language that makes up the logo. This way the integrity of the logo can be maintained while still portraying the unique Vista Santa Rosa brand.

EXAMPLES OF PRESSURE REGULATOR PIPE MONUMENTS

FAUX REGULATOR PIPE
USED AS MONUMENT
(Shall not have CVWD logo)

FUNCTIONING REGULATOR PIPE USED AS MONUMENT
(Must have CVWD logo)

*To obtain the CVWD logo, please contact the Coachella Valley Water District:
P.O. Box 1058, Coachella, CA 92236 | Main (760) 398-2651 | Fax (760) 398-2661
EXAMPLE OF PRESSURE REGULATOR PIPE MONUMENT
SUGGESTED APPLICATION TECHNIQUES

LOGO USEAGE APPLICATIONS | ENVIRONMENTAL GRAPHICS

"FAUX" METAL BANDS PRINTED LONG ENOUGH SO THEY COULD BE TRIMMED TO FIT

PRINTING THE LOGO AS A SINGLE ELEMENT AS OPPOSED TO BEING PART OF A BANNER ALLOWS MORE FLEXIBILITY IN PLACEMENT

LOGO & METAL BAND ELEMENTS TO BE PRINTED ON: 3M™ Scotchcal™ Graphic Film for Textured Surfaces IJ8624

VISTA SANTA ROSA
EXAMPLE OF “RUSTED TEXTURE” LOGO FOR PIPE APPLICATION
EXAMPLE OF LOGO APPLICATION ON STREET SIGN
The County of Riverside is the sole and exclusive owner of the Logo. Any person, company or governmental entity who desires to use the Logo must first obtain Riverside County’s prior, express written consent. If consent is given, then any party who uses the Logo agrees that they shall not change or alter the design, colors, or configuration of the Logo in any way, and shall use the logo consistent with the consent given.

Contact:

Riverside County Planning Department
(959) 955-3200
4080 Lemon Street, 9th Floor
Riverside, CA 92502

If not attached to this Style Guide, a scalable electronic file in PDF format will be provided by the County. This file must be used to lay out the logo. Do not attempt to lay out logo in a freehand manner.