LOGO STYLE GUIDE

September 4, 2009

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STYLE GUIDE OVERVIEW

Every day, the Thermal Logo will be noticed on communication material ranging from stationary to signage. Each impression represents the community of Thermal 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 Thermal 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 Thermal.

THE THERMAL LOGO

The Thermal Logo has a 10 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 1/3 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 Thermal 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 THERMAL MAIN LOGO

PANTONE 1535
CMYK 0C.53M.100Y.38K
RGB 149R.96G.29B

PANTONE 388
CMYK 14C.0M.79Y.0K
RGB 227R.229G.102B

PANTONE 382
CMYK 29C.0M.100Y.0K
RGB 199R.214G.68B

PANTONE 5767
CMYK 15C.0M.68Y.39K
RGB 149R.154G.86B

PANTONE 5757
CMYK 27C.0M.95Y.55K
RGB 108R.119G.40B

PANTONE 127
CMYK 0C.7M.50Y.0K
RGB 251R.231G.151B

PANTONE 115
CMYK 0C.9M.80Y.0K
RGB 250R.224G.92B

PANTONE 123
CMYK 0C.24M.94Y.0K
RGB 240R.195G.59B

PANTONE 144
CMYK 0C.48M.100Y.0K
RGB 225R.150G.47B

PANTONE BLACK
CMYK 0C.13M.49Y.98K
RGB 39R.32G.13B

PANTONE 2563
CMYK 22C.33M.0Y.0K
RGB 187R.170G.208B

PANTONE 265
CMYK 54C.56M.0Y.0K
RGB 125R.118G.180B

PANTONE 5435
CMYK 13C.3M.0Y.17K
RGB 188R.198G.211B

PANTONE 549
CMYK 52C.6M.0Y.25K
RGB 111R.154G.187B

PANTONE 548
CMYK 100C.24M.0Y.64K
RGB 0R.70G.105B

THERMAL 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.

THERMAL 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.

THERMAL TYPEFACES

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

Futura Book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Futura Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Futura Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Futura Light Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Futura Extra Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

THE THERMAL COLOR PALETTE

PANTONE 5757
CMYK 27C.0M.95Y.55K
RGB 108R.119G.40B

PANTONE BLACK
CMYK 0C.13M.49Y.98K
RGB 39R.32G.13B

PANTONE 548
CMYK 100C.24M.0Y.64K
RGB 0R.70G.105B

PANTONE 5767
CMYK 15C.0M.68Y.39K
RGB 149R.154G.86B

PANTONE 144
CMYK 0C.48M.100Y.0K
RGB 225R.150G.47B

PANTONE 549
CMYK 52C.6M.0Y.25K
RGB 111R.154G.187B

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CMYK 0C.53M.100Y.38K
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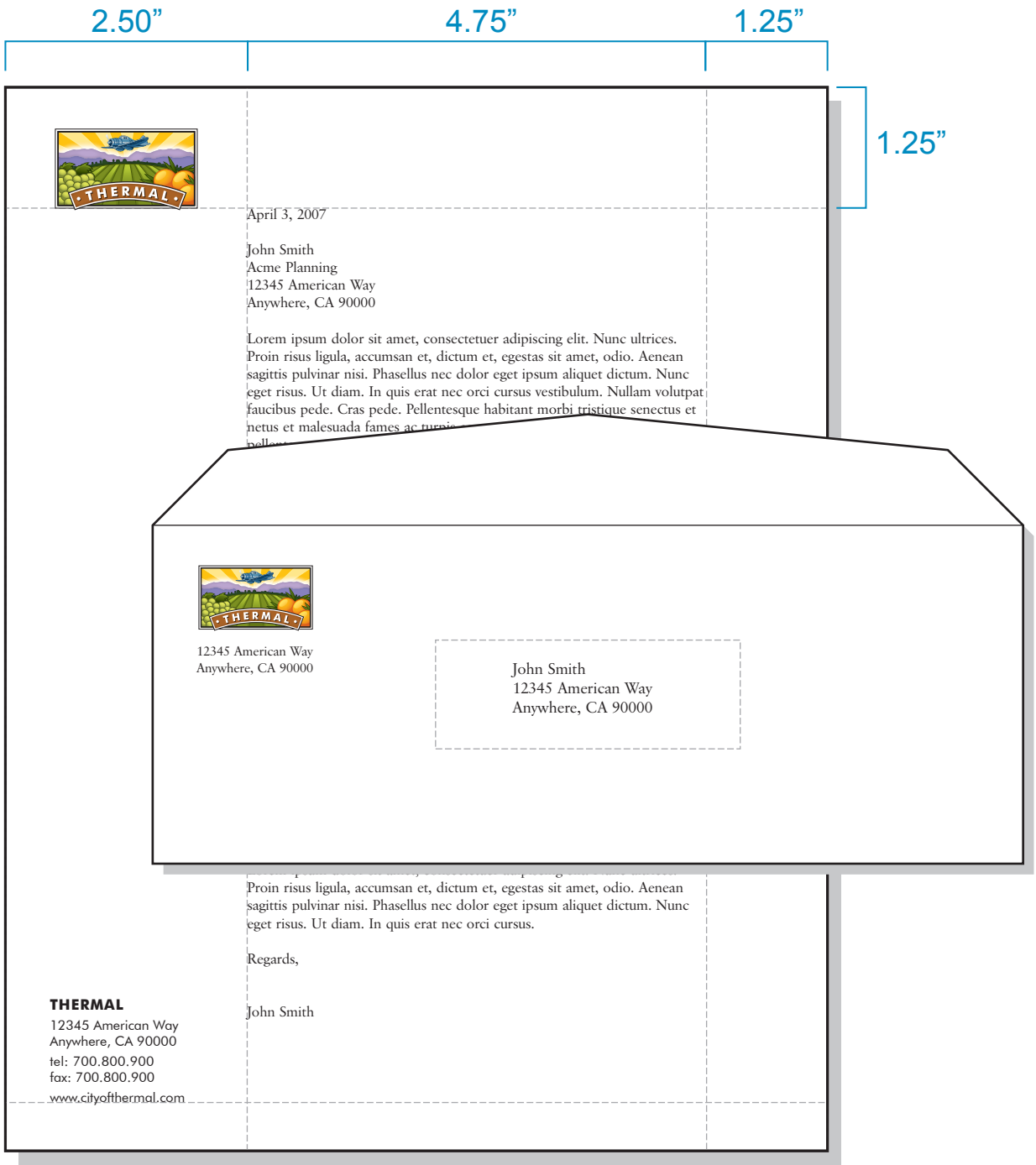
PANTONE 127
CMYK 0C.7M.50Y.0K
RGB 251R.231G.151B

PANTONE 2563
CMYK 22C.33M.0Y.0K
RGB 187R.170G.208B

LOGO USEAGE APPLICATIONS

THERMAL LOGO - TEXTURED WALL APPLICATION

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.



LOGO USEAGE APPLICATIONS | LOGO PLACEMENT

For most applications the optimum placement for the Thermal Logo is the top left 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.

SHEET TITLE | SECONDARY INFORMATION

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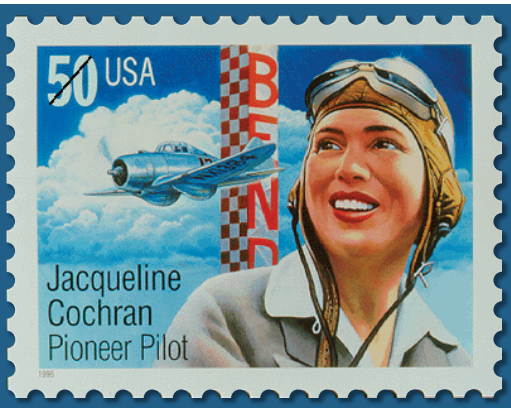

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THERMAL | 12345 American Way | Anywhere Town, California 90000

Section 1
Application Logo
Headline

Section 2
Key Feature/Message
Related Imagery

Section 3
Introduction
Body Copy

Section 4
Footer information

LOGO USEAGE APPLICATIONS | DATA SHEETS, FLYERS, ETC.

SHEET TITLE | SECONDARY INFORMATION

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THERMAL | 12345 American Way | Anywhere Town, California 90000

Section 1
Application Logo
Headline

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Introduction
Body Copy

Section 4
Footer information

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 Thermal brand.

Note: It may be necessary to adjust dimensions to accommodate site conditions or engineering. Keep proportions the same as shown.

THERMAL MONUMENT SIGN

Note: It may be necessary to adjust dimensions to accommodate site conditions or engineering. Keep proportions the same as shown.

THERMAL MONUMENT SIGN - NIGHT SCENE

EXAMPLE OF LOGO APPLICATION ON STREET SIGNS

LEGAL NOTICES

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.