



LOGO STYLE GUIDE

January 2009

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STYLE GUIDE OVERVIEW

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

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.

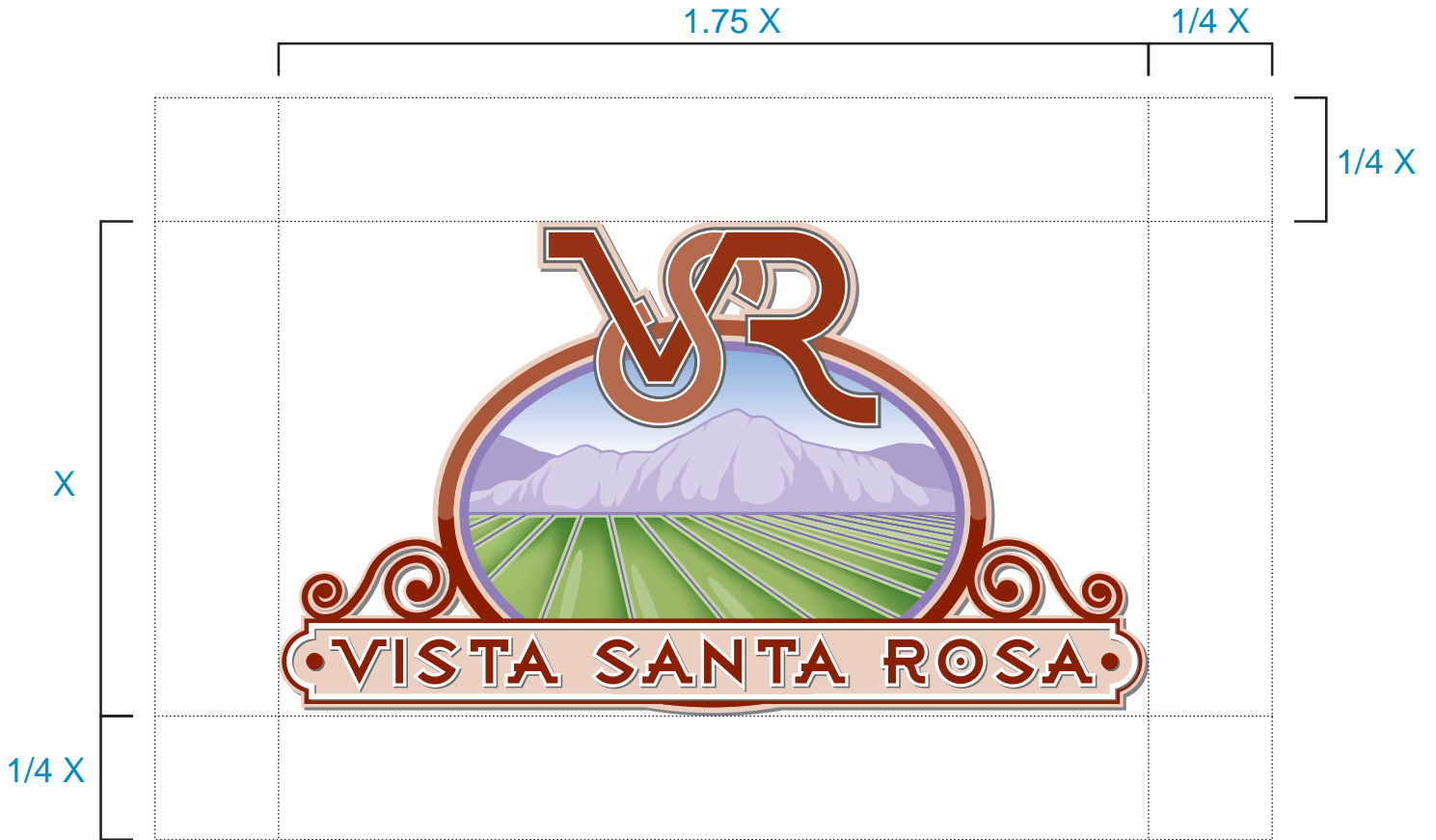
Ideally the logo will be used on a white background on letterhead and similar printed materials for maximum impact and clarity. The logo will have a minimum of 1/4 X-Height white space around it.

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

PANTONE 377



CMYK 47.2C 57.8M 0Y 0K
 RGB 137R.125G.183B
 HEX 897db7

PANTONE 2587



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

PANTONE 279



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

PANTONE 364



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

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

Savoy 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

Savoy 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

Savoy Small Caps

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

Savoy Small Caps 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

THE VISTA SANTA ROSA COLOR PALETTE

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

PANTONE 1815

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

PANTONE 377

CMYK 47.2C 57.8M 0Y 0K
RGB 137R.125G.183B
HEX 897db7

PANTONE 2587

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

PANTONE 279

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

PANTONE 364

CMYK 0C 0M 0Y 100K
RGB 255R.255G.255B
HEX 000000

BLACK

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.

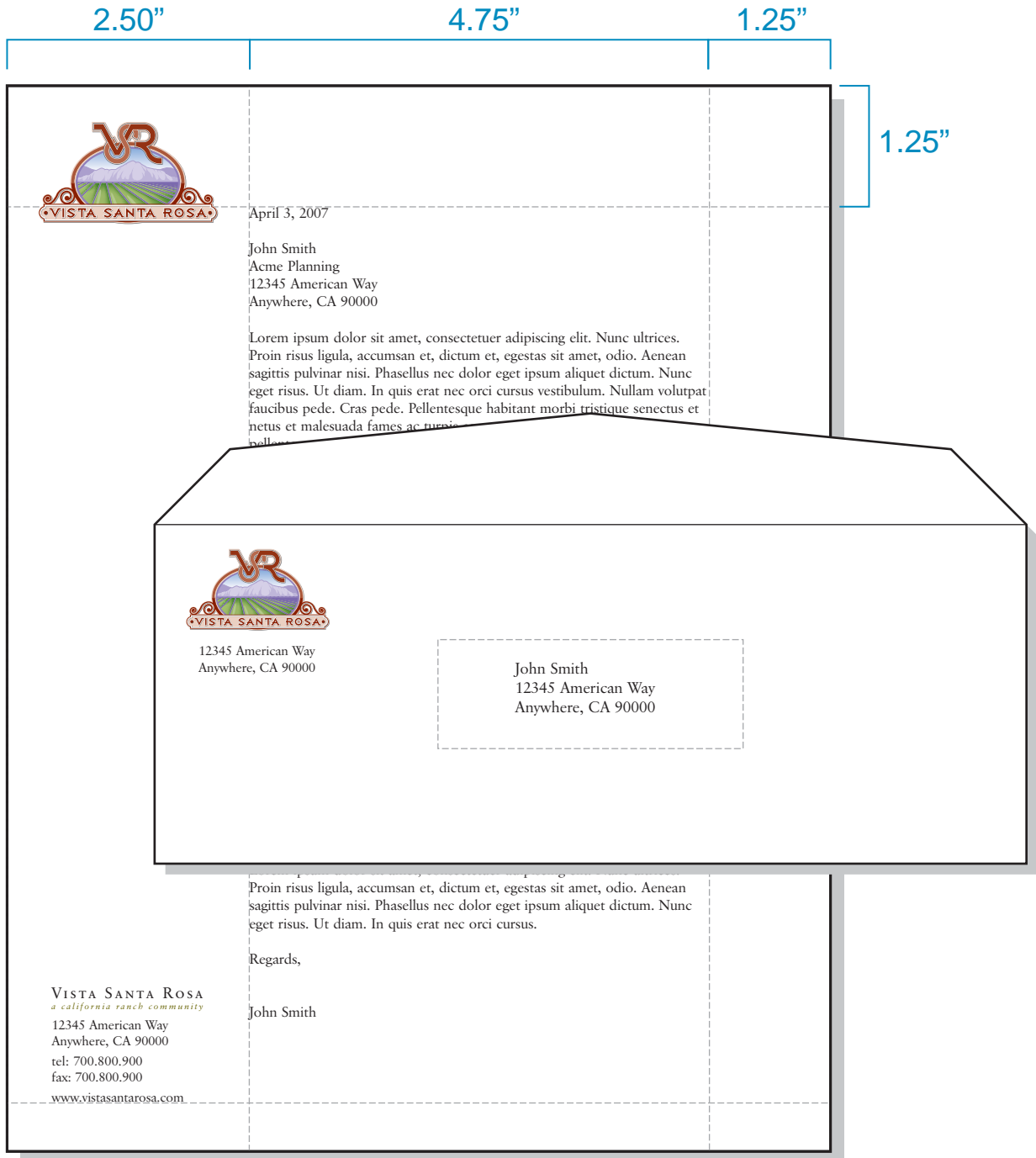
LOGO USEAGE APPLICATIONS



VISTA SANTA ROSA REGULATOR PIPE MONUMENT

LOGO USAGE APPLICATIONS | STATIONARY

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.

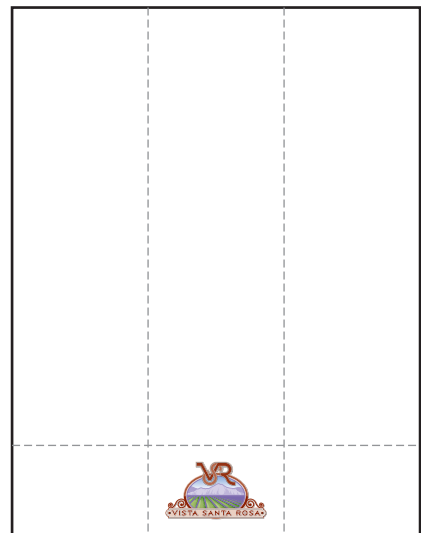
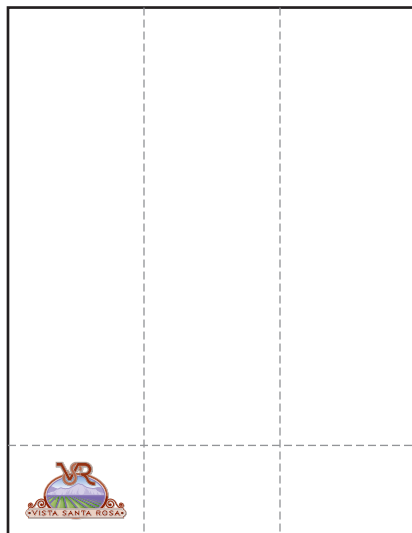
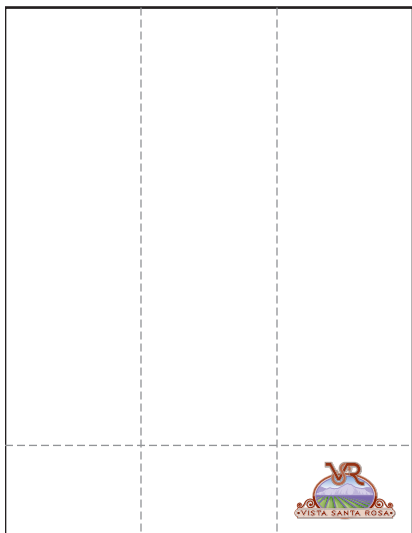
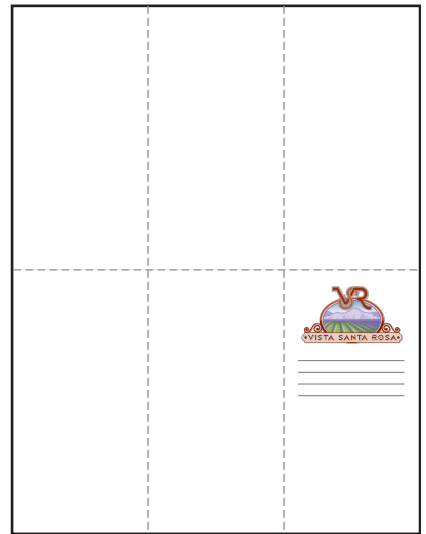


LOGO USAGE APPLICATIONS | LOGO PLACEMENT

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.



LOGO USAGE APPLICATIONS | DATA SHEETS, FLYERS, ETC.



SHEET TITLE | SECONDARY INFORMATION

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VISTA SANTA ROSA | a california ranch community | 12345 American Way | Anywhere Town, California 90000


Section 1
Application Logo
Headline

Section 2
Key Feature/Message
Color: Pantone 1815
Related Imagery

Section 3
Introduction
Body Copy

Section 4
Footer information

LOGO USAGE APPLICATIONS | DATA SHEETS, FLYERS, ETC.



SHEET TITLE | SECONDARY INFORMATION

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VISTA SANTA ROSA | a california ranch community | 12345 American Way | Anywhere Town, California 90000

Section 1
Application Logo
Headline

Section 2
Key Feature/Message
Color: Pantone 492 U
Related Imagery

Section 3
Introduction
Body Copy

Section 4
Footer information

LOGO USAGE APPLICATIONS | ENVIRONMENTAL GRAPHICS

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.



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

EXAMPLES OF PRESSURE REGULATOR PIPE MONUMENTS

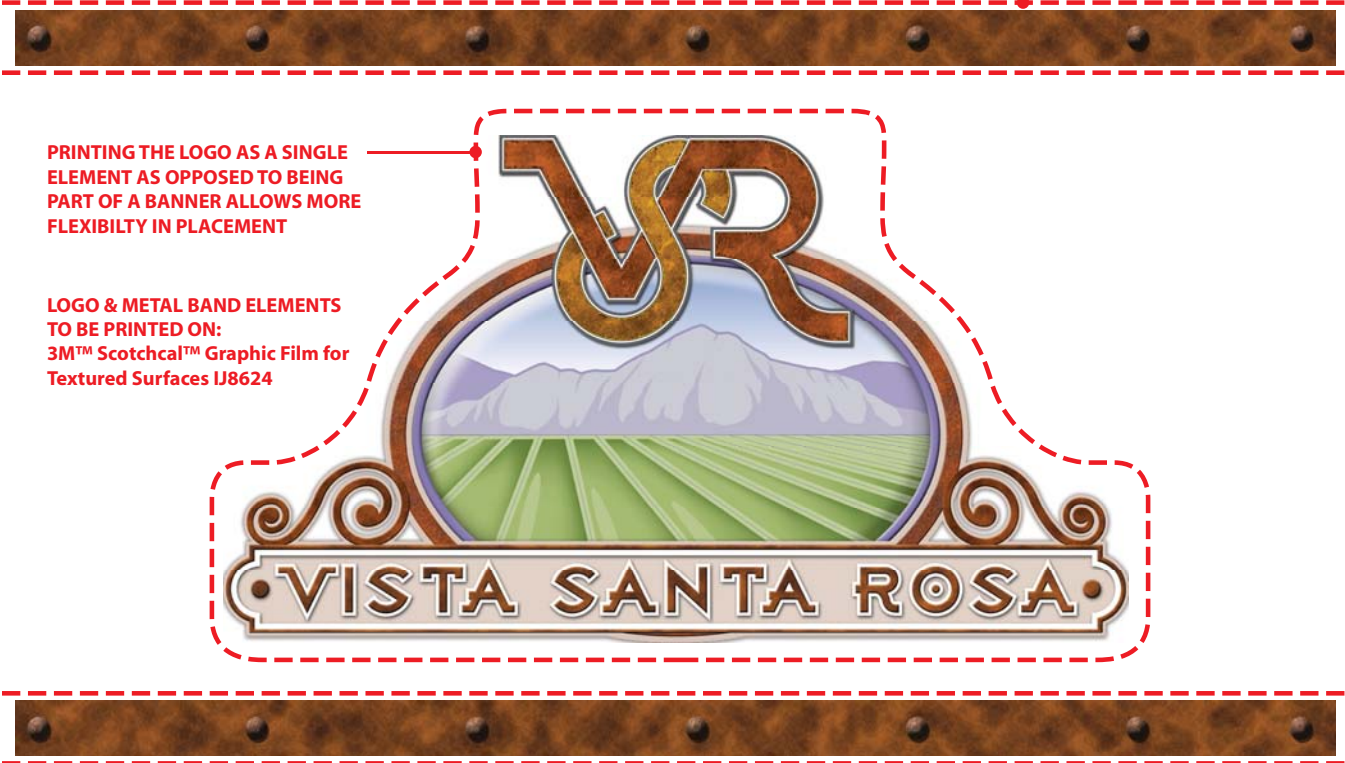
LOGO USAGE APPLICATIONS | ENVIRONMENTAL GRAPHICS



EXAMPLE OF PRESSURE REGULATOR PIPE MONUMENT

LOGO USEAGE APPLICATIONS | ENVIRONMENTAL GRAPHICS

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



SUGGESTED APPLICATION TECHNIQUES



EXAMPLE OF “RUSTED TEXTURE” LOGO FOR PIPE APPLICATION

LOGO USEAGE APPLICATIONS | ENVIRONMENTAL GRAPHICS



EXAMPLE OF LOGO APPLICATION ON STREET SIGN

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.