



Yorba Linda Water District

BRAND IDENTITY STYLE GUIDE

ABOUT YORBA LINDA WATER DISTRICT

Yorba Linda Water District provides reliable water and sewer services to residents and businesses of Yorba Linda, portions of Placentia, Brea, Anaheim, and areas of unincorporated Orange County. The District is dedicated to financial integrity and superior customer service while protecting public health and the environment. Yorba Linda Water District accomplishes its mission to improve the quality of life for those they serve by: embracing proven technology, improving customer satisfaction, providing efficient and responsive operations, and ensuring reliable infrastructure.

PRIMARY LOGO



This is the primary and preferred format of the YLWD logo, to be used in all applications and on white/light colored backgrounds whenever circumstances allow.

APPROVED VARIATIONS



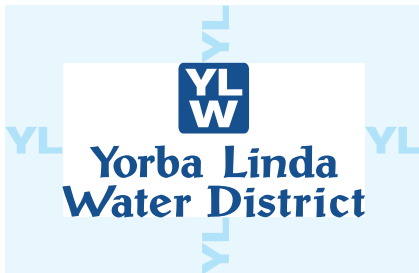
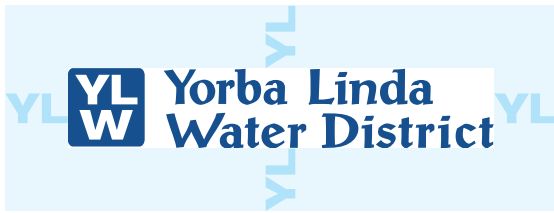
To be used whenever the logo needs to be so small that the tagline would be rendered illegible if it were to be included, ie. social media posts.



Used when full YLWD recognition has been previously established and for special circumstances in advertising, signage, fleet, uniforms, etc.

CLEAR SPACE

Our logo requires a clear space (indicated by shaded box) to maintain visual impact and legibility. No other elements – typography, graphics, photos, etc. – may breach this clear space.



COLOR AND CONTRAST

Care should be taken to ensure the YLWD logo is as visible as possible. Proper logo usage requires a high degree of contrast and readability; separation from the background must be maintained. Always use the logos as provided in original artwork files. Never alter the logos physically or select another color combination that is not already pictured here.



BRAND INTEGRITY

Consistent and correct use of the YLWD logo ensures brand integrity is maintained. So our rule is simple: When in doubt, don't! Here are some examples of misuse of our logo. These and any other alterations should be avoided at all times.



Never alternate or change the colors of the logo.



Never reposition logo elements.



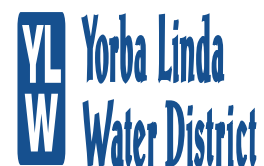
Never substitute with another font.



Never use the logo on a background that inhibits legibility.



Use the correct file type to maintain appropriate resolution.



Never stretch, distort, rotate or add a drop shadow to the logo.

TYPOGRAPHY

PRIMARY PREFERRED FONT

Century Gothic Pro Regular

Century Gothic Pro Bold

Century Gothic Pro is a digital sans-serif font family offering flexibility in its application, without the need for multiple fonts. Use it across all communications, both electronic and physical, for body copy as well as headlines. Headlines may be composed entirely in all-caps.

A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p
Q q R r S s T t U u V v W w X x Y y Z z 1 2 3 4 5 6 7 8 9

SECONDARY PREFERRED FONT

Bebas Neue Pro Regular

Bebas Neue Pro Bold

Bebas Neue is a large and versatile sans-serif font family offering flexibility in its application, without the need for multiple fonts. Only Regular - Bold are approved. Use it across all communications, both electronic and physical, for body copy as well as headlines. Headlines may be composed entirely in all-caps. Do not use expanded or semi expanded.

A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p
Q q R r S s T t U u V v W w X x Y y Z z 1 2 3 4 5 6 7 8 9

ADDITIONAL ACCENT FONTS

The fonts listed below should be used in materials as a headline, accent, or call-to-action, but never as body copy, and never taking up a majority of the design. When used sparingly, they can be a great tool in creating variety and interest across collateral.

Lato

A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p

Lato Bold

Q q R r S s T t U u V v W w X x Y y Z z 1 2 3 4 5 6 7 8 9

Lato Heavy

The Lato font family is available as a free download under the SIL Open Font License 1.1.

Lato Black

Download the font at www.latofonts.com/lato-free-fonts/

The following script fonts may **NOT** be used in all caps.

Yellowtail

A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p
Q q R r S s T t U u V v W w X x Y y Z z 1 2 3 4 5 6 7 8 9

Al Fresco

A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p
Q q R r S s T t U u V v W w X x Y y Z z 1 2 3 4 5 6 7 8 9

Unless stated otherwise, all fonts listed in this brand guide can be activated through the AdobeFont store for free. If you do not have an Adobe account, they may be purchased at MyFonts.com individually or as a package.

COLORS

In order to maintain a strong brand presence, only utilize the colors included in this document. The primary brand colors will be the focal point of all branding and must constitute the majority of colors present in any design. Appropriate usage includes backgrounds, headlines, body copy, accent copy, and color blocks. The secondary brand colors are intended to complement and amplify the visual brand identity while only constituting a minority of the colors utilized in any design. Appropriate usage includes call outs, accent copy, and calls to action.

PRIMARY BRAND COLORS

BLUE # 1F508F	TEAL # 1DB5BF	LIGHT BLUE # 3C98D4	WHITE # FFFFFFFF
C: 96 M: 76 Y: 15 K: 4	C: 70 M: 0 Y: 24 K: 5	C: 71 M: 28 Y: 0 K: 0	C: 0 M: 0 Y: 0 K: 0
R: 31 G: 80 B: 143	R: 29 G: 181 B: 191	R: 60 G: 152 B: 212	R: 255 G: 255 B: 255

SECONDARY BRAND COLORS

HONEY YELLOW # FAB420	PURPLE # 9872B5	CARDINAL # BA273C	INDIA GREEN # 1B8C08
C: 0 M: 28 Y: 87 K: 2	C: 16 M: 37 Y: 0 K: 29	C: 0 M: 79 Y: 68 K: 27	C: 81 M: 0 Y: 94 K: 45
R: 250 G: 180 B: 32	R: 152 G: 114 B: 181	R: 186 G: 39 B: 60	R: 27 G: 140 B: 8

ICONOGRAPHY

At YLWD, we use simple and friendly icons and pictograms to convey easy-to-understand instructions or messages at a glance, independent of language or cultural differences. These graphics are used across our marketing communications to aid in our mission to further educate and engage our diverse audience. Reference artwork files for the full suite of icons.



VISUAL IDENTITY

Yorba Linda Water District is a community focused water and sewer service provider. The District is diverse in landscapes and people and that should be reflected in visual elements. Pictures and images of water should be clean, and clear. Images of people, whether employees, community members, or stock images, should depict a positive tone. When possible, images should promote the efficient use of water.





SAMPLE SOCIAL MEDIA GRAPHICS

