

# Design Guide



PREFERRED LOGO - CMYK

## OUR LOGO

Our mark is symbolic of Santa Maria Valley. It's not trying to be flashy or intrusive. It's classic, authentic and welcoming. Its symbols are emblematic of the rows of grapes or produce that can be found throughout our valley. We are proud of our community and excited to share it with our visitors.

## LOGO CLEAR SPACE & MINIMUM SIZE

Clear space is the area surrounding the logo that is free of all other elements.

The logo should always maintain the minimum space of 'X' around it, where 'X' = the height of "VALLEY." The lines illustrate the minimum spacing around the logo when used in any piece of communication.

The logo must always be displayed at a size large enough to read the type. This will vary based on the medium it is being used in, but as a general rule, the logo should be no smaller than 0.50 inches or 225 pixels in height.



X = HEIGHT OF "VALLEY"



H = 0.50 IN



H = 0.75 IN



H = 1.00 IN

## LOGO USAGE

As a symbol of Santa Maria Valley, our logo should be used on all brand and subsequent collaterals which represent us.

On designed pieces, the white logo is preferred when placing it over photos or textured backgrounds.

Our full-color (CMYK) logo is preferred when placing it on white or light-colored backgrounds.



LOGO - BLACK & GRAY



LOGO - WHITE



LOGO - BLACK



LOGO - PMS  
(173 C, 7489 C, 5415 C)

## INCORRECT LOGO USAGE

Santa Maria Valley has one acceptable logo. It should be used as is, and not altered in any way. To maintain a consistent brand, please do not make changes or additions to the Santa Maria Valley logo. Here are just a few samples of improper usage.

### Things to avoid:

- Do not alter the proportions of the logo.
- Do not tint the logo or adjust transparency.
- Do not place the logo on a color or photo background if the logo becomes illegible.
- Do not edit the typeface or letters in the logo.
- Do not use the logo in unapproved colors.



Do not add other graphics, elements, symbols, outlines or glows to the logo.



Do not redraw, repurpose or distort the logo including its colors or proportions.



Do not edit the letters in the logo or typeset unapproved fonts with the logo.

## OUR TYPOGRAPHY

Typography helps keep a consistent brand identity internally and on public-facing materials. Thirsty Rough and Brandon Grotesque are the fonts we will use on all brand and subsequent collaterals which represent us. Verdana may be used as an alternate font when our primary fonts are not available.

TYPOGRAPHY STRUCTURE EXAMPLE

# Headline - Thirsty Rough

## SUBHEAD - BRANDON GROTESQUE BOLD

Body Copy - Brandon Grotesque Regular - Is molupicit officiant es magnis dolorehent autemporro eum, solorep elicipi dellita tqum, to quo debis esci ditias dendigendi rescilitam, exerchillis reritam num reium a sitati volupta tusdam aut litiscia quibeate maximus in eium facersp eribus ullupta inus es et ilias nobit est as nim faccatur, occum vel ide numquam harum vernatur, si de nonseque praectatur?

## OUR COLORS



*Orange*

C 0 | M 80 | Y 100 | K 11  
R 216 | G 81 | B 31  
# D8511E  
PMS 173 C



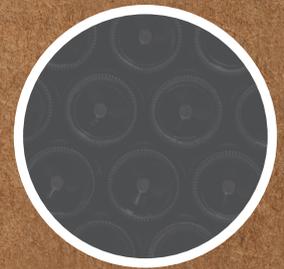
*Green*

C 46 | M 6 | Y 79 | K 0  
R 149 | G 192 | B 100  
# 95C063  
PMS 7489 C



*Blue*

C 69 | M 35 | Y 34 | K 5  
R 87 | G 135 | B 149  
# 568694  
PMS 5415 C



*Gray*

C 0 | M 0 | Y 0 | K 80  
R 88 | G 89 | B 91  
# 58585B  
PMS COOL GRAY 11 C