

# Brand Styleguide





# Purpose of the Brand Guidelines

This manual is designed to provide clear, actionable guidance for maintaining a cohesive and unified voice across all our brand assets. The consistency of a united voice is key to building trust, fostering recognition, and creating a lasting impact. By adhering to these principles, you'll help to convey our agency's values, personality, and mission.



# Table of Contents

<b>Brand Statements</b>	<b>04</b>
<hr/>	
Mission, Values	05
<b>Brand Identity</b>	<b>06</b>
<hr/>	
Logo Anatomy	07
Primary Logo	08
Logo Alternates	09
Clearspace	11
Logo Dont's	12
Social Media Logo	13
Patterns	14

<b>Color</b>	<b>16</b>
<hr/>	
Color Codes	17
<b>Typography</b>	<b>18</b>
<hr/>	
Headlines, Body Copy, Recommendations	19
<b>Applications</b>	<b>21</b>
<hr/>	
Stationary	22
Outreach Materials	28
Presentation and Communication	33
Branded Merchandise	37
<b>Comments/Questions</b>	<b>40</b>
<hr/>	

SECTION 01

# Brand Statements

Mission, Core Values



# Mission

The Air District improves air quality to protect public health, reduce historical and current environmental inequities, and mitigate climate change and its impacts.

# Core Values

## TRANSPARENCY

We are dedicated to full transparency toward holding ourselves accountable for our decisions and actions.

## PARTNERSHIP

We value our partners, fostering meaningful collaboration both internally and externally to achieve shared objectives.

## ENVIRONMENTAL JUSTICE

We will integrate environmental justice principles within all aspects of our work, and we seek enhanced environmental justice outcomes for overburdened communities.

## EQUITY

We commit to equity and ensuring that our organizational culture fosters a diverse workforce that reflects our communities.

## TRUST

We gain public trust by grounding our programs and policies in law, science, and the lived experience of our communities.

## INTEGRITY

We lead with integrity, serving as honest and responsible stewards of public resources, grounding our actions in law and science, and pioneering effective and innovative solutions in partnership with the communities we serve.



SECTION 02

# Brand Identity

Logo Anatomy, Primary Logo, Logo Alternates,  
Clearspace, Logo Dont's, Social Media Logo, Patterns



# Logo Anatomy



The Bay Area Air District's logo consists of two elements: a symbol and a wordmark, together forming the logo.

## **SYMBOL**

The symbol's size, shape, and proportion must not be altered, redrawn, or modified in any way.

## **WORDMARK**

The font in our logo reflects our brand's personality and paired with the symbol, forms the logotype. To ensure brand consistency, the specifications, usage restrictions, and size relationships of this lockup must be followed.

# Primary Logo



## LOGO WITHOUT TAGLINE

The logo without the tagline is our preferred version for most brand communications.



The primary Bay Area Air District logo is a horizontal orientation. Use the full color logo whenever possible.

## LOGO WITH TAGLINE

The logo with the tagline is used for specific circumstances where the focus is to reinforce our core message and values, adding context to our brand's purpose.







# Logo Alternates

## Orientation

### HORIZONTAL - ONE LINE



### HORIZONTAL - TWO LINES



### VERTICAL



The logo can be used in three different orientations. The horizontal version with the wordmark in one line is the preferred one. The others are recommended for cases where the preferred version is too wide.



# Logo Alternates

## Color

### FULL COLOR

Preferred. Use over light backgrounds, preferably white.



### BLACK



### ONE-COLOR

Preferably Ocean Blue



### REVERSED

Use of white logo over Ocean blue, Sky and Orchid only.



There are three approved color variations for the logo. They can be applied to all three orientations.

# Clearspace



Clear space is the minimum amount of “breathing room” that needs to be maintained around the logo. This area should be kept free of graphics, text, and other marks. It also defines the minimum distance from the landmark to the edge of the printed piece.

Use the height of the “B” letter from “Bay” as a unit of measure. The clear space must be equal to one unit on the top, bottom, left, and right sides.




# Logo Dont's

✘  Bay Area Air District

**DO NOT** use unapproved colors

✘  Bay Area Air District

**DO NOT** change the colors

✘  Bay Area Air District

**DO NOT** distort

✘  Bay Area Air District


**DO NOT** outline

✘  Bay Area Air District


**DO NOT** add shadows

✘  Bay Area Air District

**DO NOT** alter proportion

✘  Bay Area Air District

**DO NOT** make transparent

✘  Bay Area Air District

**DO NOT** place in a containing shape

Misuse of the logo can dilute our brand's impact, cause confusion, and undermine its recognition. Here are some common examples of logo misuse and guidance on what to avoid to ensure the logo remains consistent, professional, and effective in all applications.



# Social Media Logo

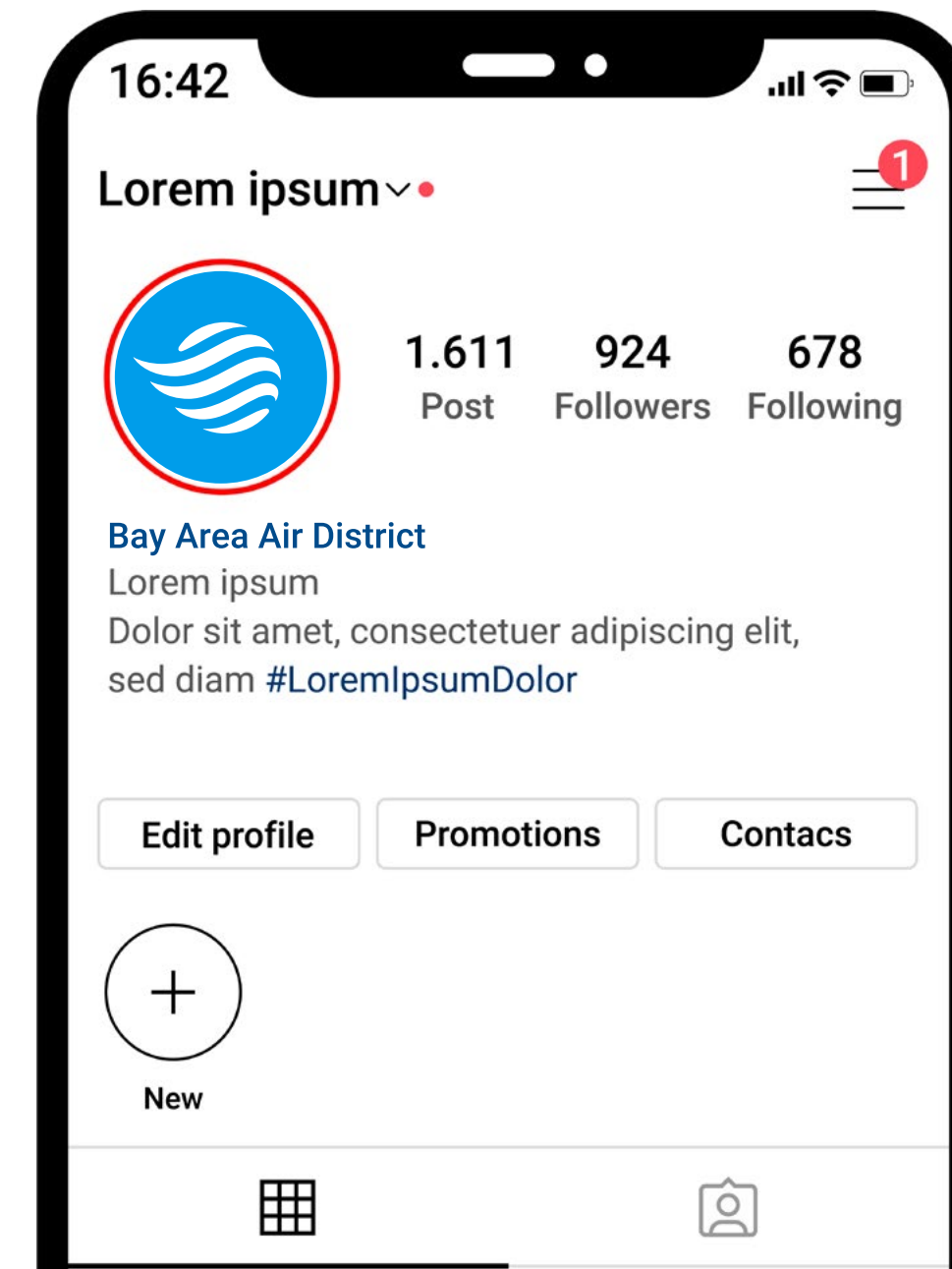
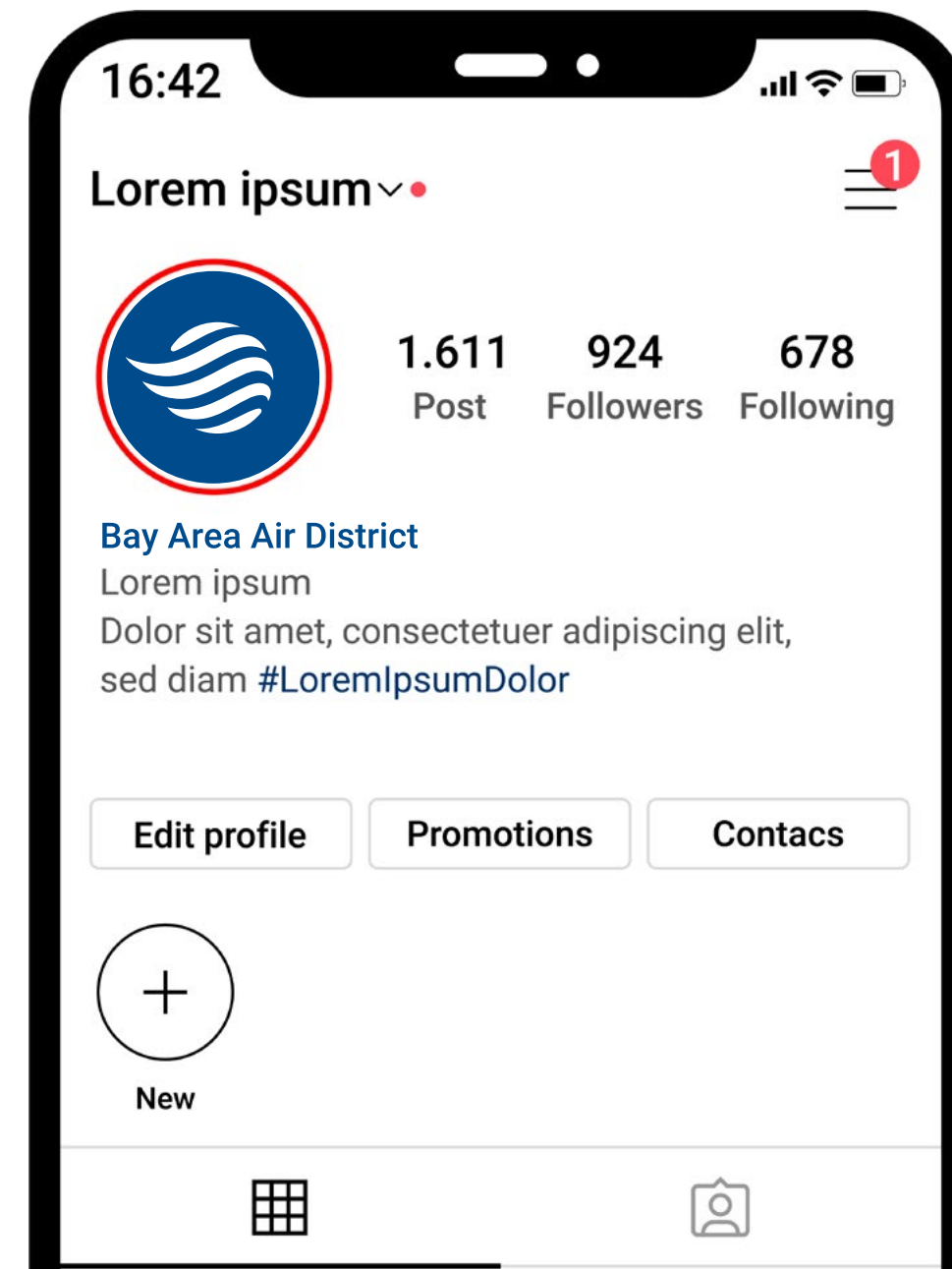
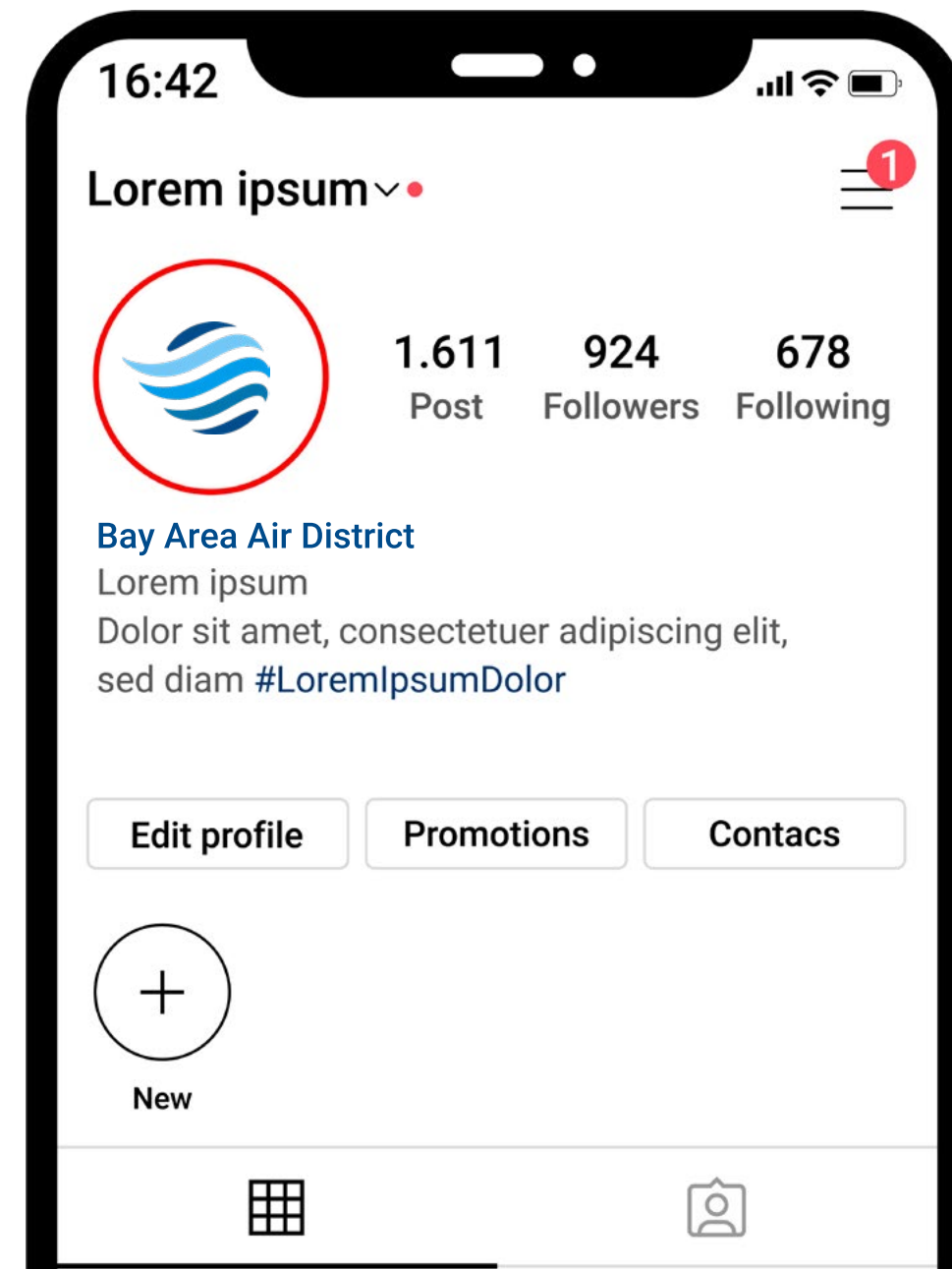
OPTION A - FULL COLOR



OPTION B - OCEAN



OPTION C - SKY



The typically recommended option for social media profile pictures is the full color symbol. Ocean or Sky blues may be used to support specific campaigns, seasonal initiatives, or special events. These color adjustments should be carefully considered and used strategically to ensure they feel relevant and purposeful, rather than arbitrary.



# Patterns



OVER SOLID BRAND COLOR



OVER IMAGERY

The Bay Air pattern can be used over other brand colors and, on occasion, over imagery. The Sky, Cloud and White tones are best used for these cases to ensure good contrast.

# Patterns



**PATTERN**



**PATTERN IN APPLICATION**

The Bay Air pattern can be used over other brand colors and, on occasion, over imagery. The Sky, Cloud and White tones are best used for these cases to ensure good contrast.

SECTION 03

# Color

Color Codes







# Color Codes

## Primary Colors



**Ocean**

**CMYK**  
100, 51, 0, 34

**PMS**  
301C

**RGB**  
0, 75, 139

**HEX**  
#004b8b



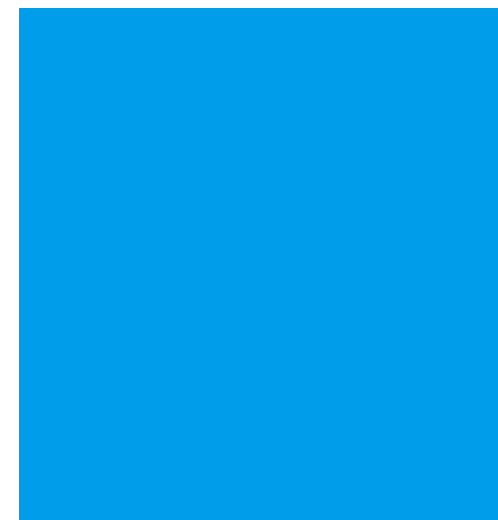
75%



50%



25%



**Sky**

**CMYK**  
75, 18, 0, 0

**PMS**  
2925C

**RGB**  
0, 157, 234

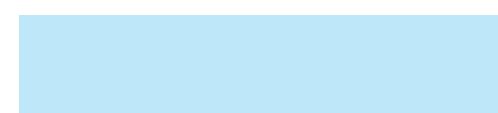
**HEX**  
#009dea



75%

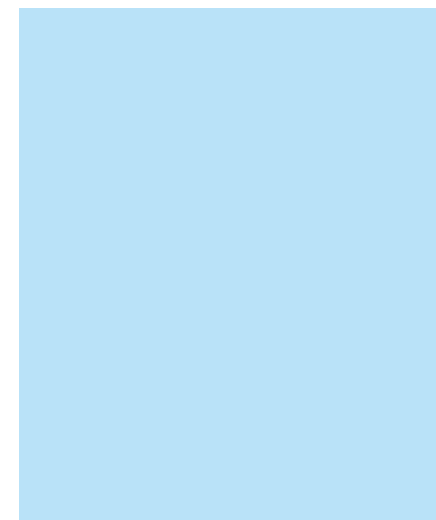


50%



25%

## Secondary Colors



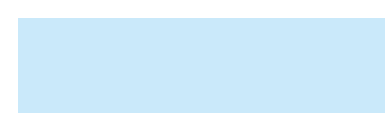
**Cloud**

**CMYK**  
25, 1, 0, 0

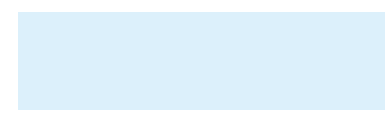
**PMS**  
290C

**RGB**  
185, 226, 248

**HEX**  
#b9e2f8



75%



50%



**Orchid**

**CMYK**  
73, 68, 0, 0

**PMS**  
2725C

**RGB**  
105, 91, 211

**HEX**  
#695bd3



75%



50%



**Heather**

**CMYK**  
36, 32, 0, 0

**PMS**  
2705C

**RGB**  
168, 164, 238

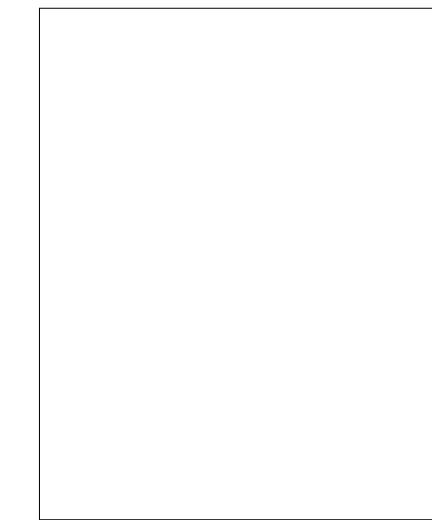
**HEX**  
#a8a4ee



75%



50%



**White**

**CMYK**  
0, 0, 0, 0

**RGB**  
255, 255, 255

**HEX**  
#ffffff

By adhering to these color guidelines, we ensure that our brand maintains a unified look and feel.

### PRIMARY COLORS

Our primary color palette is the foundation of our brand's visual identity. These colors are central to our brand's personality and should be used in the majority of our design work. They reflect the core essence of our brand, setting the tone for how we connect with our audience.

### SECONDARY COLORS

The secondary color palette complements the primary colors and adds flexibility to our designs. These colors can be used to accent, highlight, or differentiate specific elements, while still maintaining visual harmony with the primary palette. Secondary colors are meant to be used in specific contexts where additional variety or emphasis is needed.

THERE WILL BE VARIANCES IN COLORS FROM PMS, TO CMYK, TO RGB.

SECTION 04

# Typography

Main Font, Safe Font, Headlines, Body Copy,  
Digital Recommendations





## Main Font

### RALEWAY LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### RALEWAY BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**

## Safe Font

### ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### ARIAL BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**

Typography plays a crucial role in how our brand is perceived. It conveys tone, reinforces our identity, and ensures clarity in our messaging.

#### MAIN FONT

The primary typeface should be used in the majority of our communication, from digital to printed materials.

#### SAFE FONT

To ensure brand consistency across all platforms, we've selected a safe font—a universally available system font—to be used only as a substitute when the primary typeface cannot be accessed.



**HEADLINES**

Raleway Light

— Sentence case

# Setting the Standard for Fresh Air

**SUBHEADS**

Raleway Bold

— All caps

— Tracking 60pt

## GOVERNMENT SUPPORT PROGRAM

**BODY COPY**

Raleway Light

— Sentence case

— Tracking 10pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

**DETAIL COPY**

Raleway Italic

— Sentence case

*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore.*

Typography plays a crucial role in how our brand is perceived. It conveys tone, reinforces our identity, and ensures clarity in our messaging.

SECTION 05

# Applications

Stationary, Outreach Materials, Presentation and Communication,  
Branded Merchandise, Comments/Questions



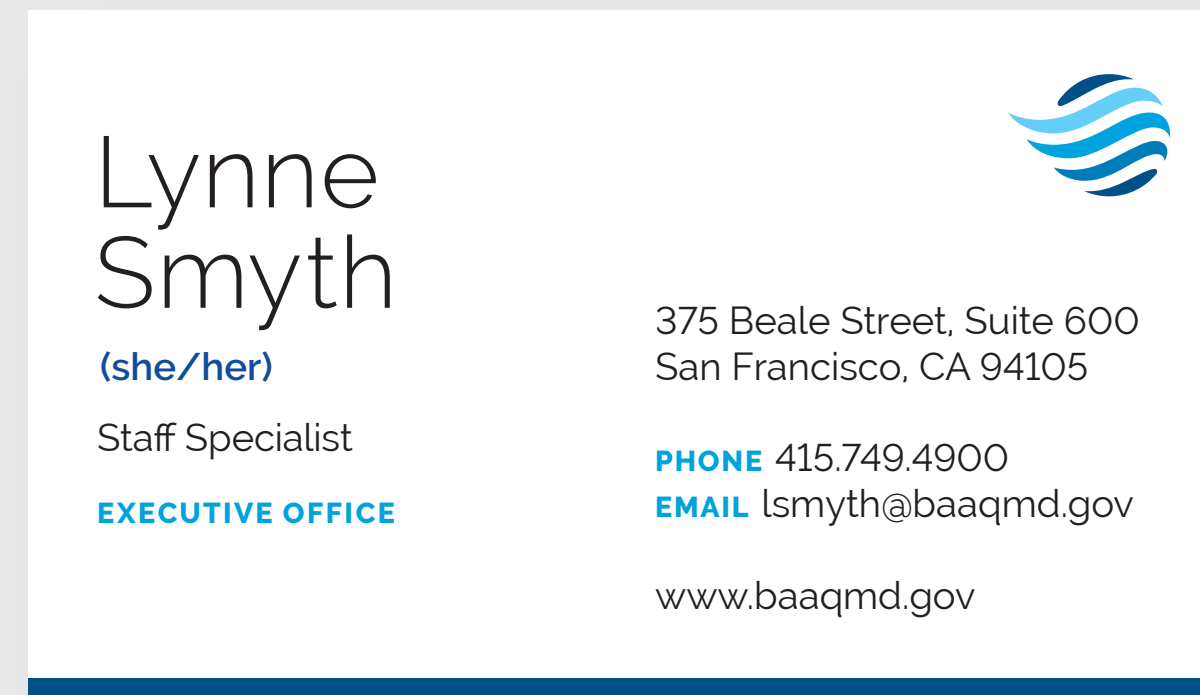
# Stationary



# Business Card



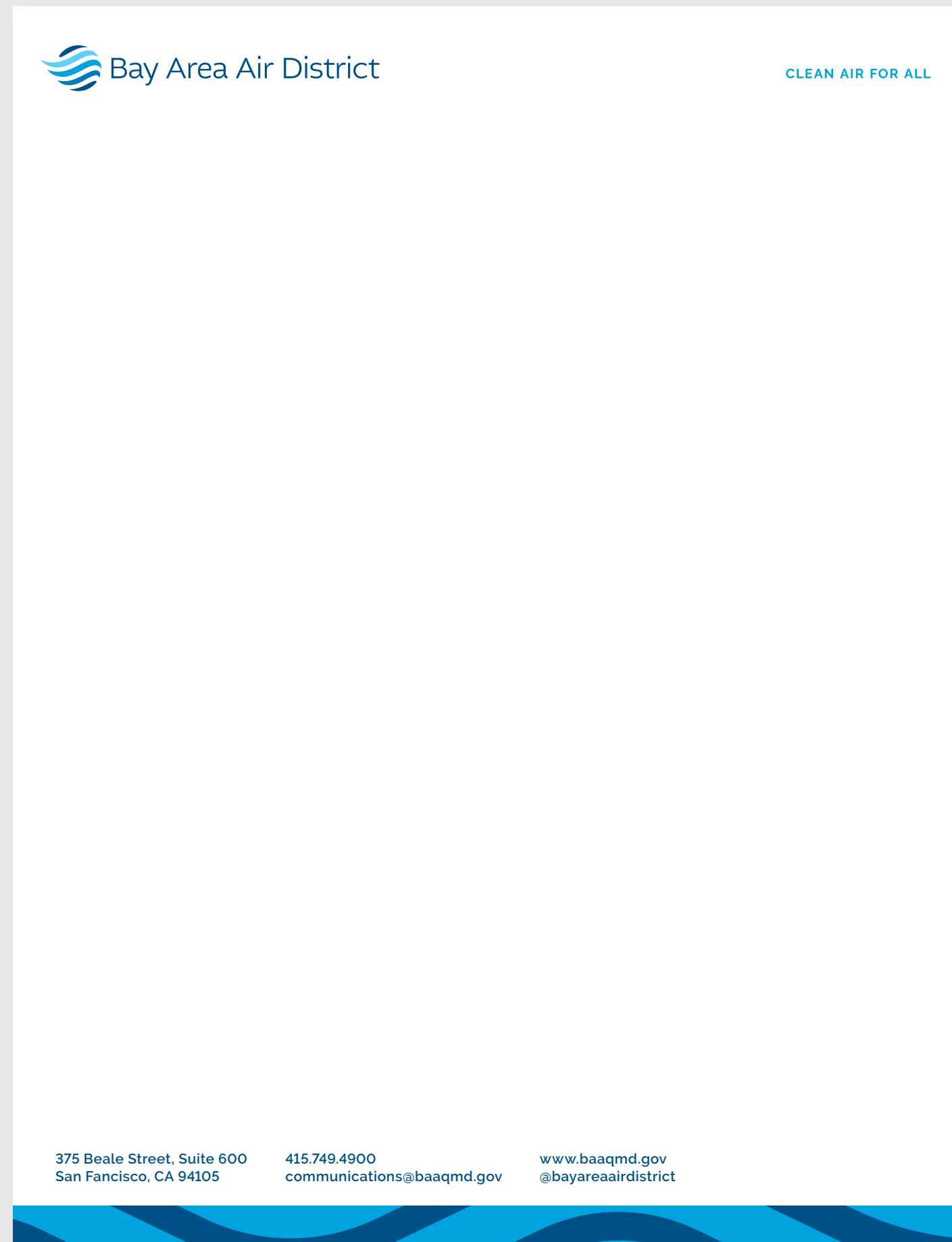
BACK



FRONT

Follow the Adobe Illustrator template file when creating new business cards.

# Letterhead




Follow the Word template files when creating new letters.



# Email Signature

## OPTION A

**Lynne Smyth**  
(she/her) 

Staff Specialist  
**EXECUTIVE OFFICE**

---

375 Beale Street, Suite 600  
San Francisco, CA 94105

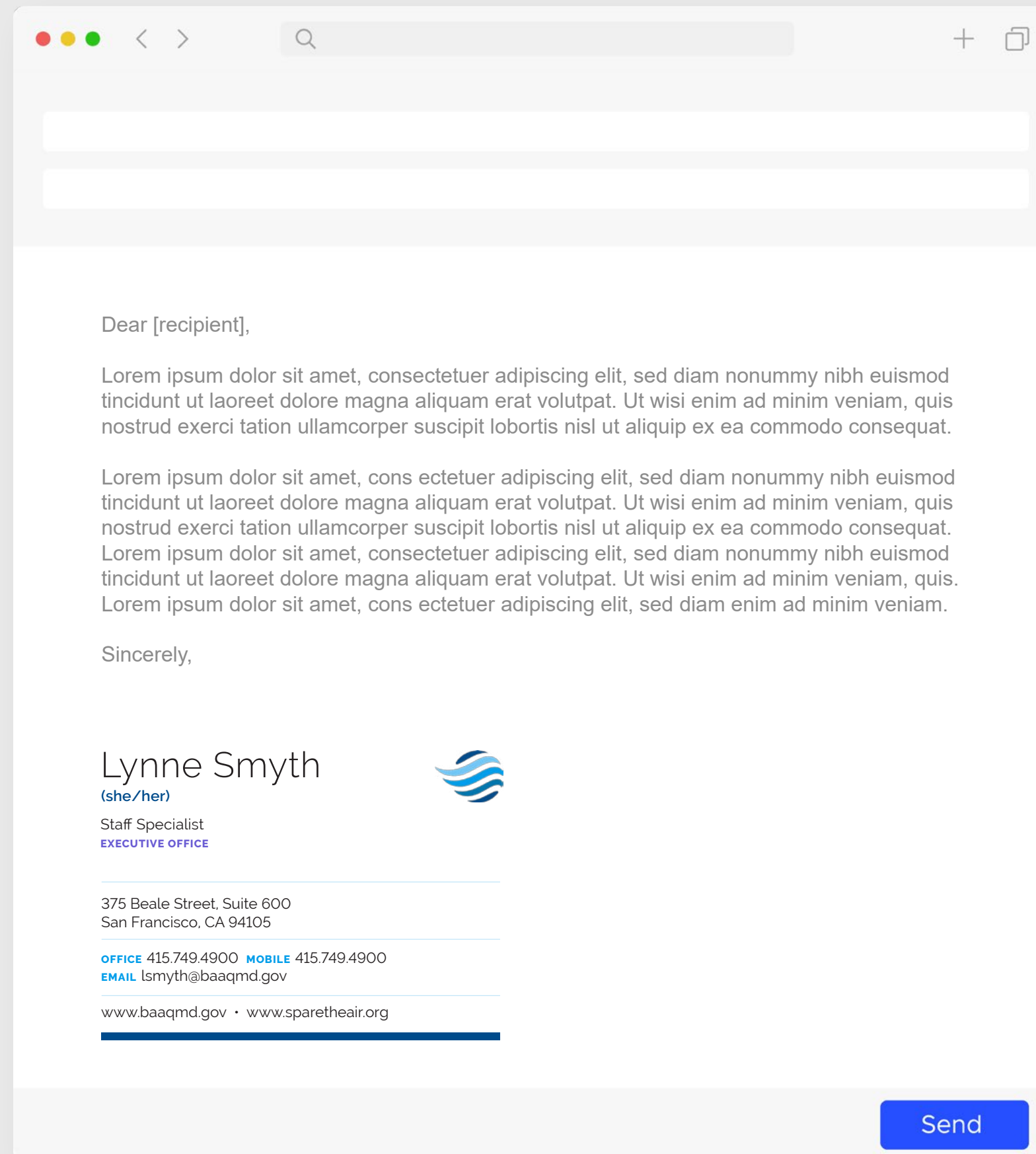
---

**OFFICE** 415.749.4900 **MOBILE** 415.749.4900  
**EMAIL** lsmyth@baaqmd.gov

---

www.baaqmd.gov • www.sparetheair.org

---




Dear [recipient],

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam enim ad minim veniam.

Sincerely,

**Lynne Smyth**  
(she/her) 

Staff Specialist  
**EXECUTIVE OFFICE**

---

375 Beale Street, Suite 600  
San Francisco, CA 94105

---

**OFFICE** 415.749.4900 **MOBILE** 415.749.4900  
**EMAIL** lsmyth@baaqmd.gov

---

www.baaqmd.gov • www.sparetheair.org

---

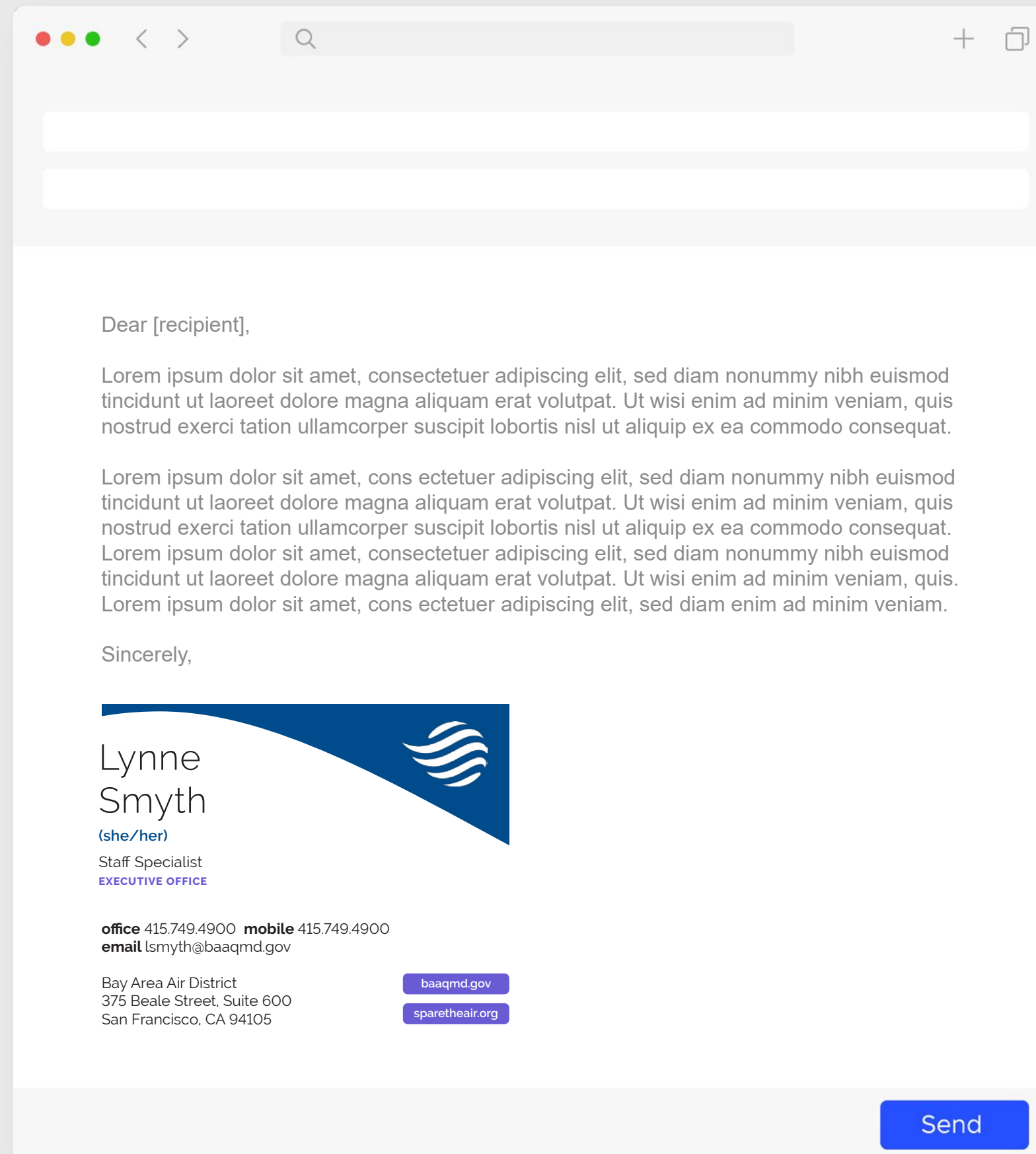
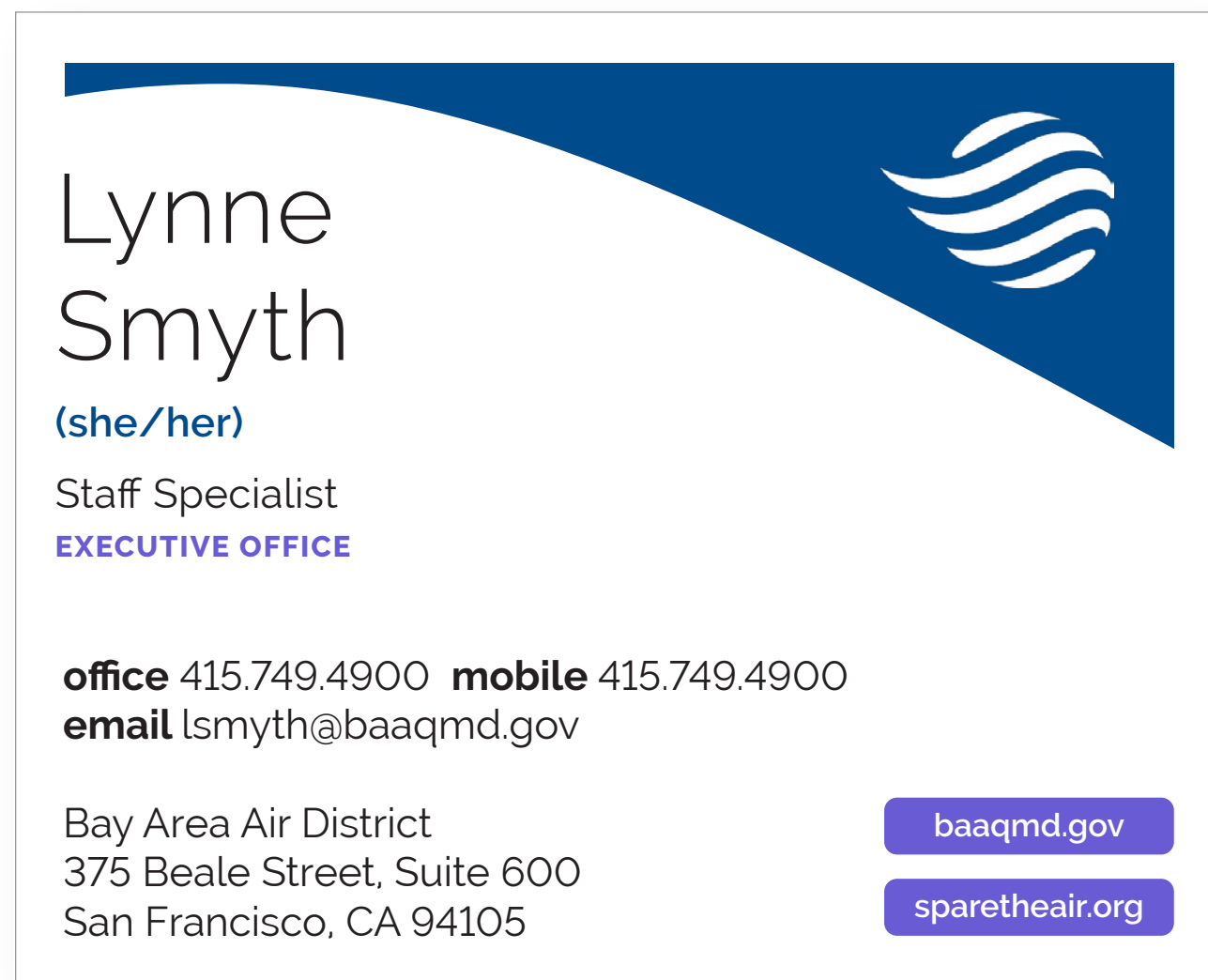
Send

Your email signature should consist of; your name, designation (if applicable), title or position, department, full mailing address, telephone number(s), email, website, and brand elements. Follow the Word template file for new email signatures.



# Email Signature

## OPTION B




Your email signature should consist of; your name, designation (if applicable), title or position, department, full mailing address, telephone number(s), email, website, and brand elements. Follow the Word template file for new email signatures.




# Email Signature

## OPTION C

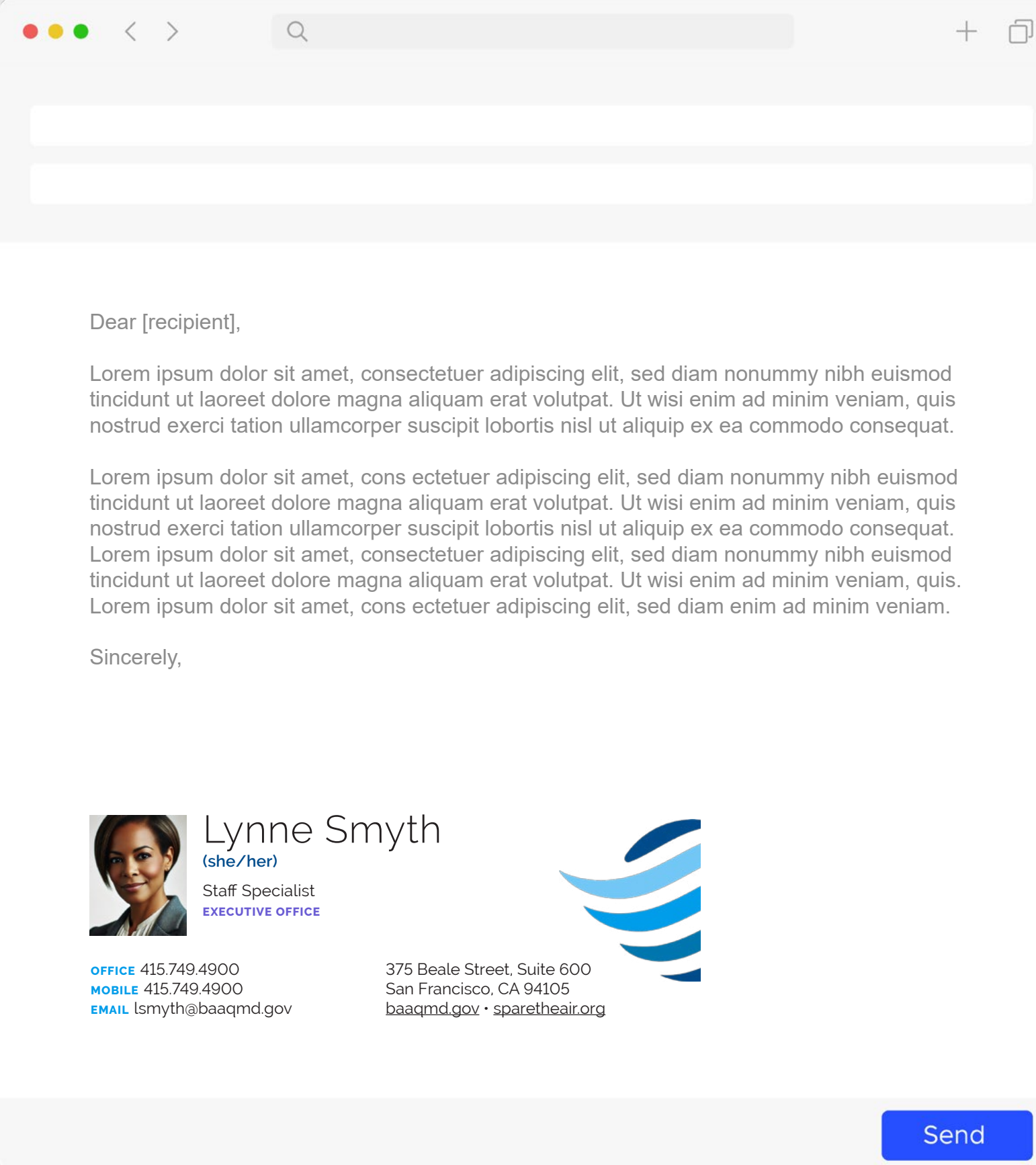


**Lynne Smyth**  
(she/her)  
Staff Specialist  
**EXECUTIVE OFFICE**



**OFFICE** 415.749.4900  
**MOBILE** 415.749.4900  
**EMAIL** lsmyth@baaqmd.gov

375 Beale Street, Suite 600  
San Francisco, CA 94105  
[baaqmd.gov](http://baaqmd.gov) • [sparetheair.org](http://sparetheair.org)




Dear [recipient],


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam enim ad minim veniam.

Sincerely,



**Lynne Smyth**  
(she/her)  
Staff Specialist  
**EXECUTIVE OFFICE**



**OFFICE** 415.749.4900  
**MOBILE** 415.749.4900  
**EMAIL** lsmyth@baaqmd.gov

375 Beale Street, Suite 600  
San Francisco, CA 94105  
[baaqmd.gov](http://baaqmd.gov) • [sparetheair.org](http://sparetheair.org)

Send



Your email signature should consist of; your name, designation (if applicable), title or position, department, full mailing address, telephone number(s), email, website, and brand elements. Follow the Word template file for new email signatures.


# Outreach Materials



# Print Flyer

## OPTION A




 Bay Area Air District

# Clean Air Plan Workshop

**LOCATION**  
San Carlos Community Library Room  
610 Elm Street, San Carlos, CA 95070




**DATE**  
Saturday, August 10

**TIME**  
From 12:00pm – 1:00pm



Join the Bay Area Air District to talk about your air quality issues and concerns.

The Air District welcomes all thoughts, questions, and comments related to air quality and climate change in your community. The Air District prepares and updates air quality plans to achieve state and national ambient air quality standards, comply with state and national air quality planning requirements, and maintain healthy air in the Bay Area.

Learn more at [baaqmd.gov](http://baaqmd.gov)  
    @bayareaairdistrict

**CLEAN AIR FOR ALL**

Place your desired photos and text in the template provided by the Communications Office.

# Print Flyer

## OPTION B



The flyer features a header with the Bay Area Air District logo and a background image of rolling green hills. The main title 'Clean Air Plan Workshop' is prominently displayed. Below the title, there is a section for joining the workshop, a list of air quality issues (Ventilation, Quality, Wildfires, Pollution) with corresponding icons, a paragraph about the Air District's mission, a paragraph about implementation strategies, a photo of a tree, and a section for when and where the workshop is held. Social media links and the website URL are provided at the bottom.

**Bay Area Air District**

# Clean Air Plan Workshop

Join the Bay Area Air District to talk about your air quality issues and concerns.

The Air District welcomes all thoughts, questions, and comments related to air quality and climate change in your community. The Air District prepares and updates air quality plans to achieve state and national ambient air quality standards, comply with state and national air quality planning requirements, and maintain healthy air in the Bay Area.

The Air District implements these strategies through rules and regulations, grant and incentive programs, public education and outreach, and partnerships with other agencies and stakeholders. This is an in-person opportunity for a conversation with the Air District Board Chair — no Zoom option is available.

**CLEAN AIR FOR ALL**

**VENTILATION** **QUALITY** **WILDFIRES** **POLLUTION**

**WHEN • WHERE**  
San Carlos Community Library Room  
610 Elm Street, San Carlos, CA 95070

Saturday, August 10 from 12:00pm – 1:00pm

Learn more at [baaqmd.gov](http://baaqmd.gov)  
@bayareaairdistrict

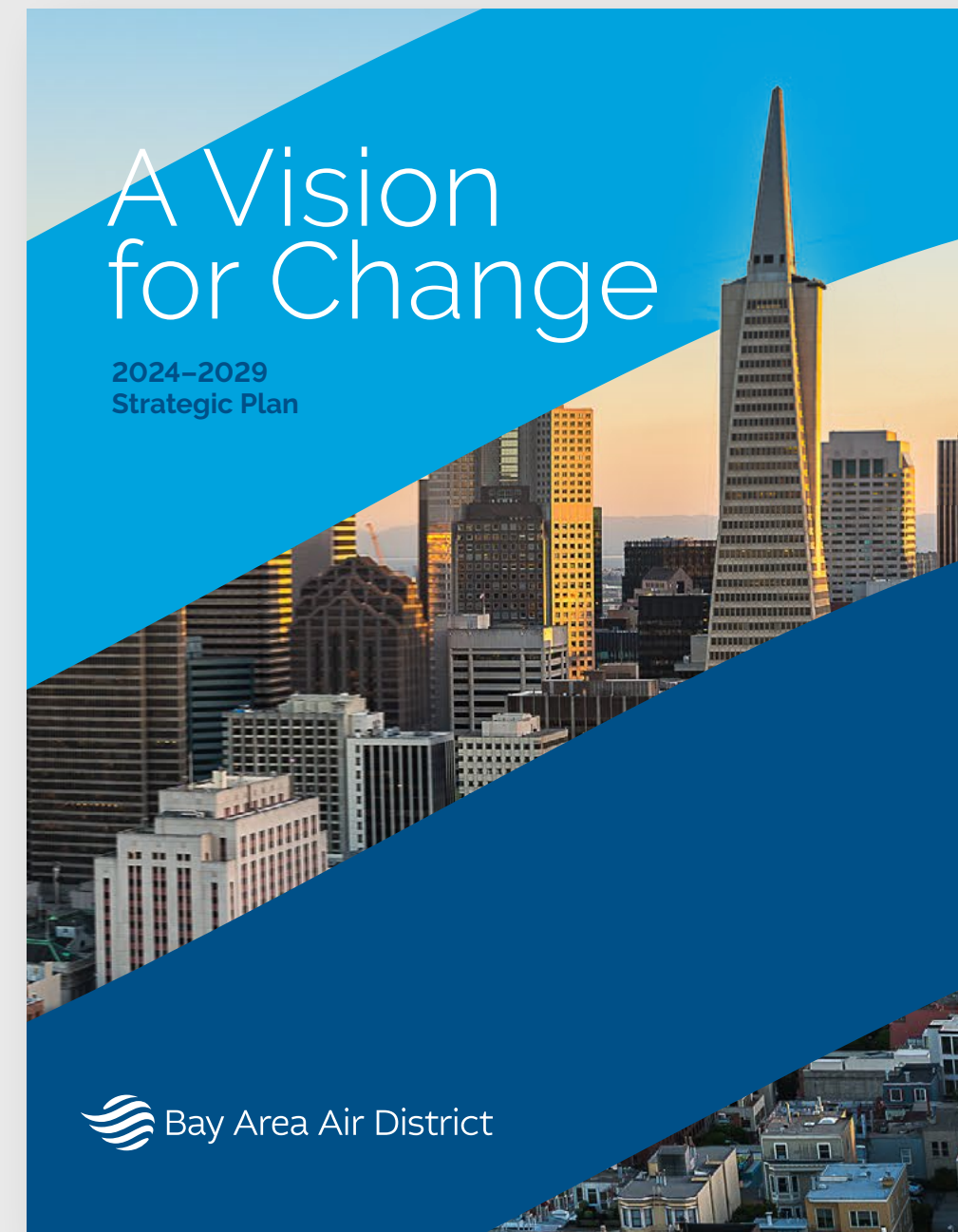
Place your desired photos and text in the template provided by the Communications Office.



# Report/Plan Covers



OPTION A



OPTION B



OPTION C

Place your desired photos and text in the template provided by the Communications Office.

# Social Media Template



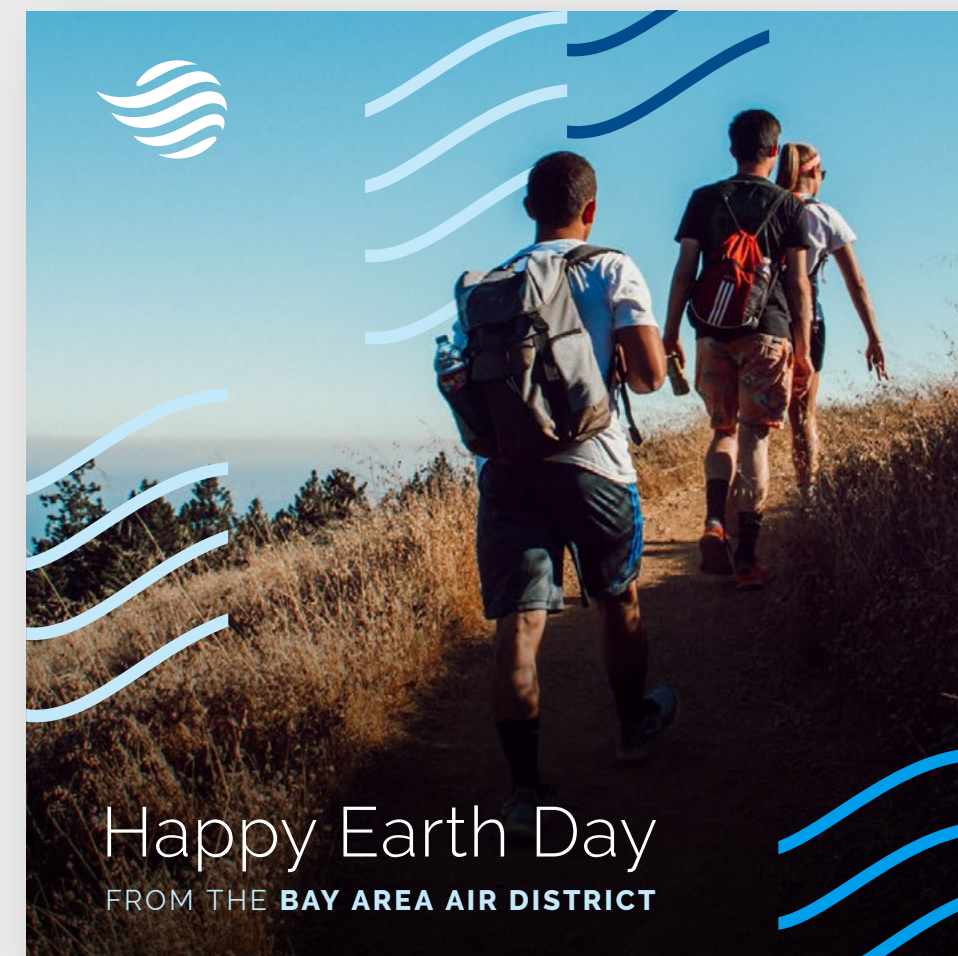
OPTION A



OPTION B



OPTION C



OPTION D

Place your desired photos and text in the template provided by the Communications Office.



# Presentation and Communication



# Powerpoint Template



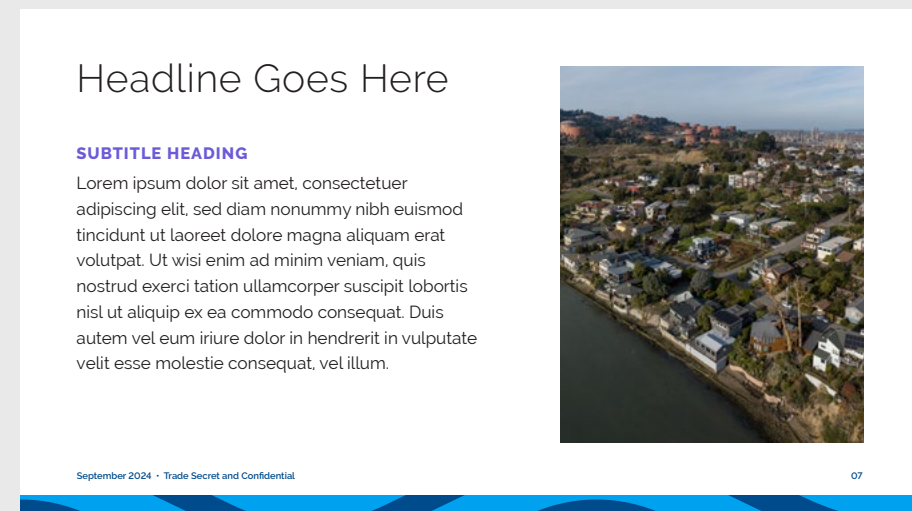
COVER OPTION A



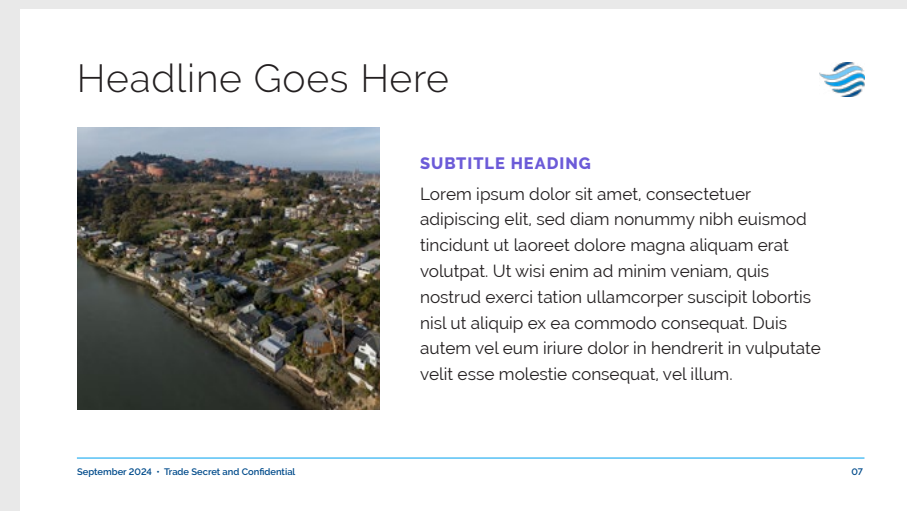
COVER OPTION B



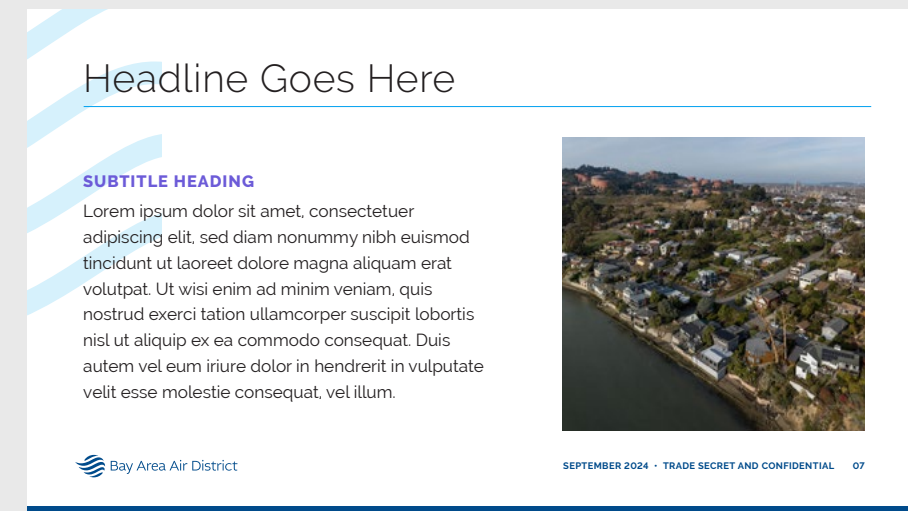
COVER OPTION C



SLIDE OPTION A



SLIDE OPTION B



SLIDE OPTION C



SECTION SLIDE OPTION A



SECTION SLIDE OPTION B



SECTION SLIDE OPTION C

Follow this font hierarchy and color guide. Place your desired photos and text in the Powerpoint template.

# Online Meeting Backgrounds



Always use one of the approved background designs for online meetings to maintain brand consistency.



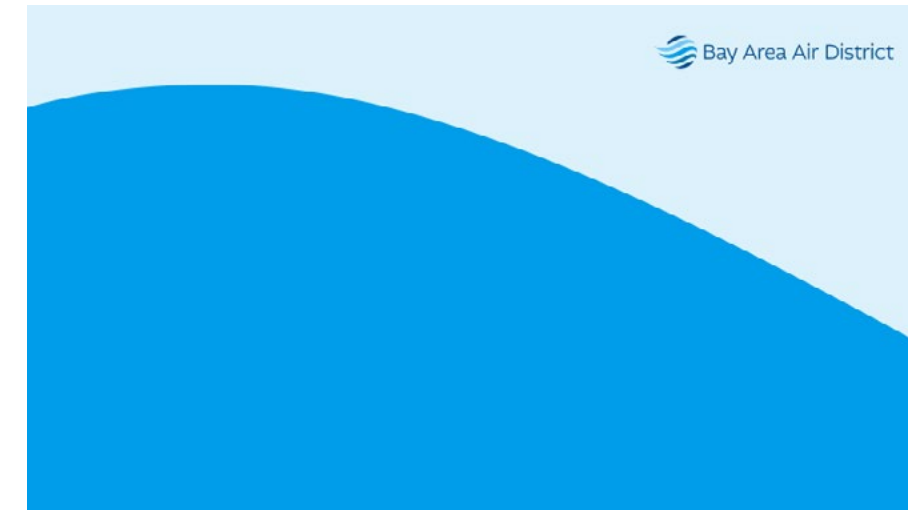
# Online Meeting Backgrounds



**BACKGROUND OPTION A**



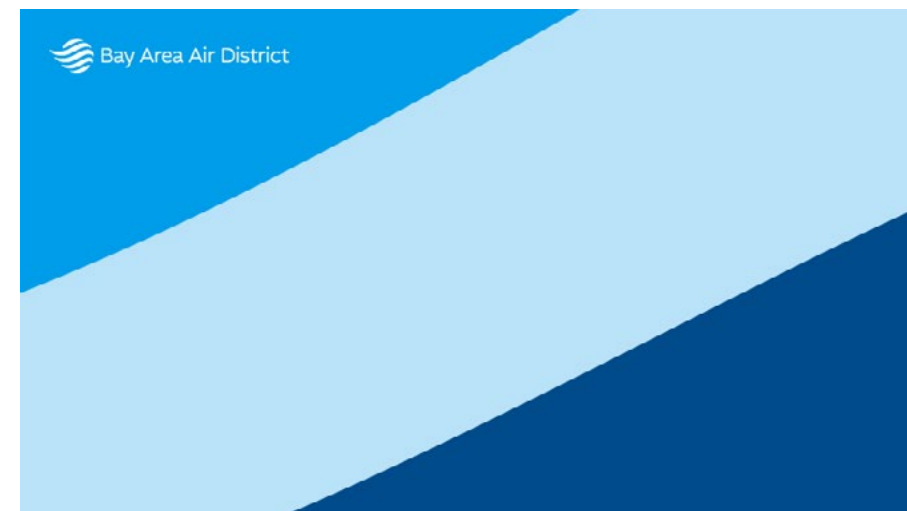
**BACKGROUND OPTION B**



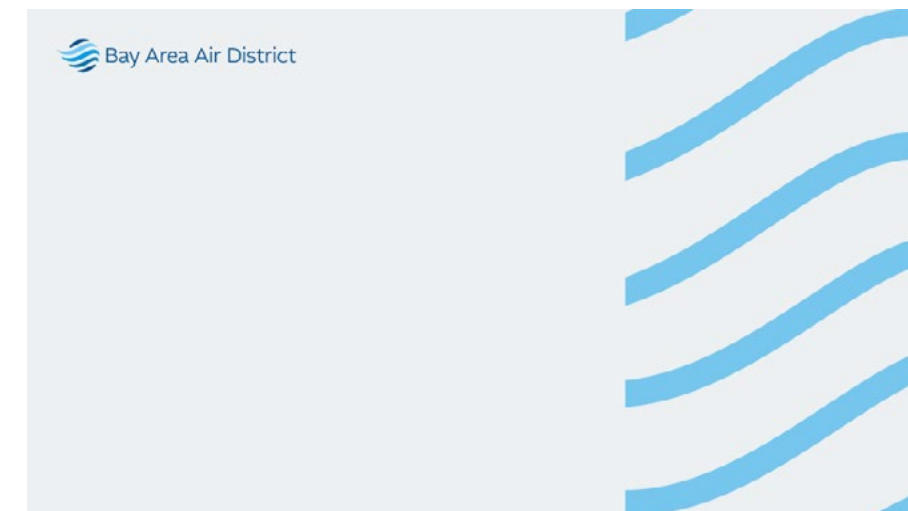
**BACKGROUND OPTION C**



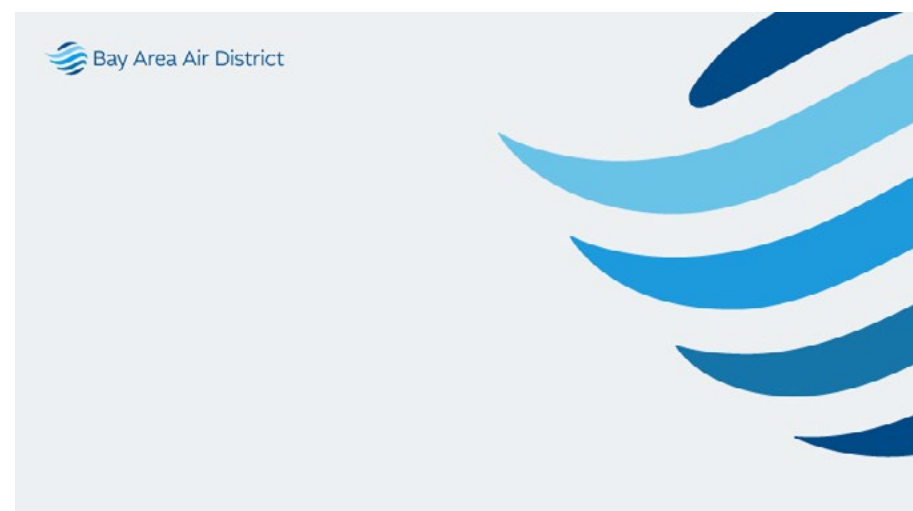
**BACKGROUND OPTION D**



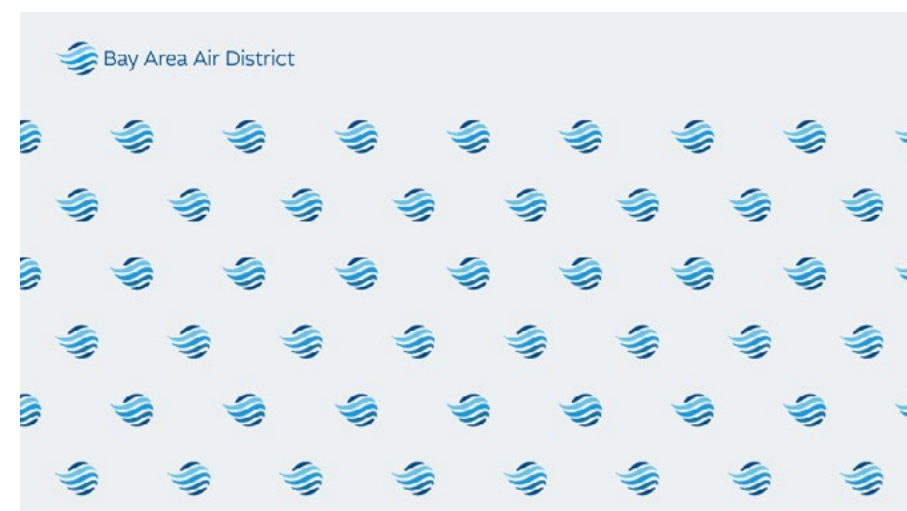
**BACKGROUND OPTION E**



**BACKGROUND OPTION F**



**BACKGROUND OPTION G**



**BACKGROUND OPTION H**

Always use one of the approved background designs for online meetings to maintain brand consistency.

# Branded Merchandise



# Tote Bag



**OPTION A**



**OPTION B**



**OPTION C**

Follow this font hierarchy and color guide. Place your desired photos and text in the template.

# Water Bottle



**OPTION A**



**OPTION B**



**OPTION C**

Follow this font hierarchy and color guide. Place your desired photos and text in the template.

# Comments? Questions?

## CONTACT US

415.749.4900

*Main Office*

For more information visit [www.baaqmd.gov](http://www.baaqmd.gov)