BRAND STYLE GUIDE

Updated June 2023

What Is the Listos California Brand Style Guide?

The Brand Style Guide explains the brand guidelines, which are the set of rules for consistently communicating the Listos California brand with the clarity and urgency that are core to the initiative.

These brand guidelines offer visual dos and don'ts for logo usage, color palette, and typography, including:

- How to use the Listos California logo on materials you develop, including where to place it on the page with your own logo or other organizations' brand marks
- How to choose color combinations from the Listos California approved color palette when you design materials
- Which fonts to use when and in what size

The Brand Style Guide also includes information about the brand personality and voice.

Use the Brand Style Guide to:

- Create branded digital content including web pages, social media posts, email newsletters, etc.
- Design branded materials (e.g., brochures, flyers, t-shirts, etc.)
- Work with another partner to create branded materials
- Work with a printer or print shop
- Train employees and volunteers

Brand Personality

Listos California is an initiative of the California Governor's Office of Emergency Services (Cal OES) and as such, the Listos California brand aligns with the unique perspectives and values of Cal OES, making information about disaster preparedness, response, and recovery effective, understood, consumable, and actionable for all Californians.

Our mission is to reach all Californians with clear, friendly, approachable, and culturally competent educational materials in languages they speak to help everyone be better prepared for, respond to, and recover from disasters.

The Listos California brand is empathetic and inclusive. It reflects our empowering and positive approach to supporting, encouraging, and engaging all peoples of California around disaster preparedness, response, and recovery. It showcases Cal OES' support for all our diverse communities for a resilient California. Through culturally and linguistically relevant information and resources for communities that haven't traditionally benefited from such intention and attention, the Listos California initiative works at the grassroots and statewide to build community resilience and prepare the most vulnerable Californians for disaster.

Cal OES understands that many Californians are not fluent English speakers and come from many differing cultures. Whether materials are translated, transadapted, or in original languages, the Listos California brand must remain approachable and accessible and project a helpful, can-do attitude. Information delivered by Listos California must be seen as respectful, friendly, and informative, as a neighbor might share information with a neighbor.

Color

Few visual tools are more powerful than color. Used imaginatively, color evokes a powerful emotional response. Our color palette consists of Pacific Blue (PMS 2955) and Golden State Yellow (PMS 7409). An array of vibrant accent colors complements the Listos California logo.

As a general rule, Pantone 2955 and 7409 are the primary colors on all our marketing materials. These blue and gold hues are the unifying elements on all our communications materials from print to online to signage. This ensures that all our materials are highly readable and legible. The juxtaposition of our graphics, imagery, whitespace, and our accent colors gives our material a contemporary feel.

Primary Palette

Pacific Blue		Golden State Yellow	
PMS 2955	**HEX** #003865	**PMS** 7409	**HEX** #F0B323
CMYK 100, 78, 36, 29	**RGB** 0, 56, 101	**CMYK** 3, 32, 98, 0	**RGB** 240, 179, 35

Secondary Color Palette

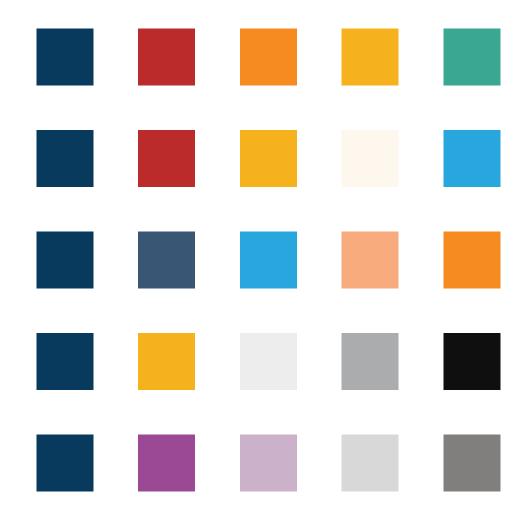| Color	PMS	HEX	CMYK	RGB
Quail Plume Gray	PMS 179-16	HEX #2D2A29	CMYK 73, 66, 66, 84	RGB 45, 42, 41
Sky Blue	PMS 112-6	HEX #0F9FD6	CMYK 70, 16, 0, 0	RGB 15, 159, 214
Sage Green	PMS 113-14	HEX #3BA384	CMYK 70, 6, 48, 7	RGB 59, 163, 132
Poppy Orange	PMS 24-8	HEX #E27F20	CMYK 0, 55, 100, 0	RGB 226, 127, 32
CA Republic Red	PMS 7620	HEX #B7312C	CMYK 19, 95, 95, 8	RGB 183, 49, 44
Prickly Pear Purple	PMS 88-15	HEX #8E3F7E	CMYK 39, 83, 1, 5	RGB 142, 63, 126

Color Combinations

We've taken great care to choose a palette of colors to express the Listos California brand personality. However, some combinations are more spirited and some more understated. Consider the channel, audience, and message in choosing the color combination, as well as the volume of color most appropriate for your individual needs.

Use the bright colors for subheads, to draw attention to important information, and for information graphics. We also encourage the use of tints and shades of the bright color palette. This helps achieve a unified color system yet allows for necessary creative flexibility.

Examples of Color Combinations

Primary Logo

Consistent use of the Listos California identity builds visibility and recognition for the brand and its personality.

Use the approved one-color versions of the logo when palette applications or budgets require limited color usage such as in screen printing.

Use the combined Listos California/Cal OES signatures in documents as needed. Use the fully spelled-out version including "Governor's Office of Emergency Services" when the viewers and readers may not know what the Cal OES acronym stands for or when mentioning "emergency services" adds urgency. Do not create or use other configurations of the two logos. Do not separate the Cal OES logo to use on its own in any Listos California material.

Full Color Version

Full Color Version

One Color Version

One Color Version

Logo in Other Languages

The Listos California logo works as-is in both English and Spanish. It also is available in other languages: Chinese (Traditional), Filipino, Vietnamese, Korean, Hmong, and Punjabi. Additional languages may be made available upon request.

English & Spanish

Chinese (Traditional)

Filipino

Vietnamese

Korean

Hmong

Punjabi

Sub Logos -
Disaster Specific Application

Use taglines with specific disasters for related campaign collateral. Disaster-specific applications in other languages may be made available upon request.

WILDFIRE PREPAREDNESS

DISASTER PREPAREDNESS

FLOOD PREPAREDNESS

EARTHQUAKE PREPAREDNESS

Sub Logos –
Multilingual Disaster Specific Application

Use in-language logos for targeted audiences. Use in-language logos in combination with in-language taglines for specific disasters for creating related campaign collateral.

Additional multi-lingual disaster applications may be made available upon request.

PREPARACIÓN PARA INCENDIO FORESTAL

燐火
防備

PREPARACIÓN PARA DESASTRES

灾害
防備

PREPARACIÓN PARA INUNDACIONES

洪水
防備

PREPARACIÓN PARA SISMOS

地震
防備

Logo Usage

Use the logo only to promote the Listos California initiative. Appropriate use includes promoting your initiative-aligned disaster preparedness, response, and recovery events, activities, and materials. Do not use the logo for any other purpose. Do not use the Listos California logo in any way that could imply endorsement by Cal OES and never for any political or fundraising activities.

- Don't alter or compromise the overall logo:
  - Don't rotate the logo.
  - Don't stretch or squish the logo.
  - Don't add effects to the logo.

- It is important in printed materials and electronic applications that the Listos California and Cal OES identities be used at a large enough size that ALL type is readable. The minimum height of the Listos California logo is 3/4 inch when appearing on web-based materials or standard 8-1/2"x11" print products. Please check with Cal OES for logo sizing on products that are smaller than 8-1/2"x11". The overall proportions and elements of the Listos California logo may not be altered.

3/4 inch
Minimum Size

- To ensure the logo is highly visible and maximize its impact, always separate it from its surroundings. The minimum required clear space surrounding all logos should be one-third the height of the logo on all sides.

Safe Space

- Partner logos should be placed to the right of the Listos California logo with an appropriate amount of clear space.

- When placing the logo over a photograph or video, the placement should be in an area of the photograph where there are no distracting patterns or elements and the logo is clearly legible over the image.

- Drop shadows are acceptable to improve visibility.

- Use logos in alternate languages when appropriate.

Font - Headline

Main brand and headlines:
Simplo Heavy

Sub-headlines:
Simplo Regular

Simplo Heavy

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sint occo

OCCAECAT CUP
occaecat cupide

CUPIDATAT NON PROIDE
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NON PROIDENT
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Nulla quis arcu semper
nulla aliquam congue
in vitae sem. Nam ut
purus semper nibh mollis
scelerisque eu at magna.

Simplo Regular

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NON PROIDENT
non proident, sl

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nulla aliquam congue
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purus semper nibh mollis
scelerisque eu at magna.

Font - Body Copy

Frutiger LT Std Font Family

Frutiger LT Std Light should be used for as the primary font for body copy. Use Frutiger LT Std Bold to highlight accent words. Use Frutiger LT Std Italic for pull quotes.

Frutiger LT Std Light

SINT OC
sint occo

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occaecat cupide

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NON PROIDENT non proident, sl

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Frutiger LT Std Bold

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sint occo

OCCAECAT CUP
occaecat cupide

CUPIDATAT NON PROIDE
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NON PROIDENT non proident, sl

Nulla quis arcu semper nulla aliquam congue in vitae sem. Nam ut purus semper nibh mollis scelerisque eu at magna.