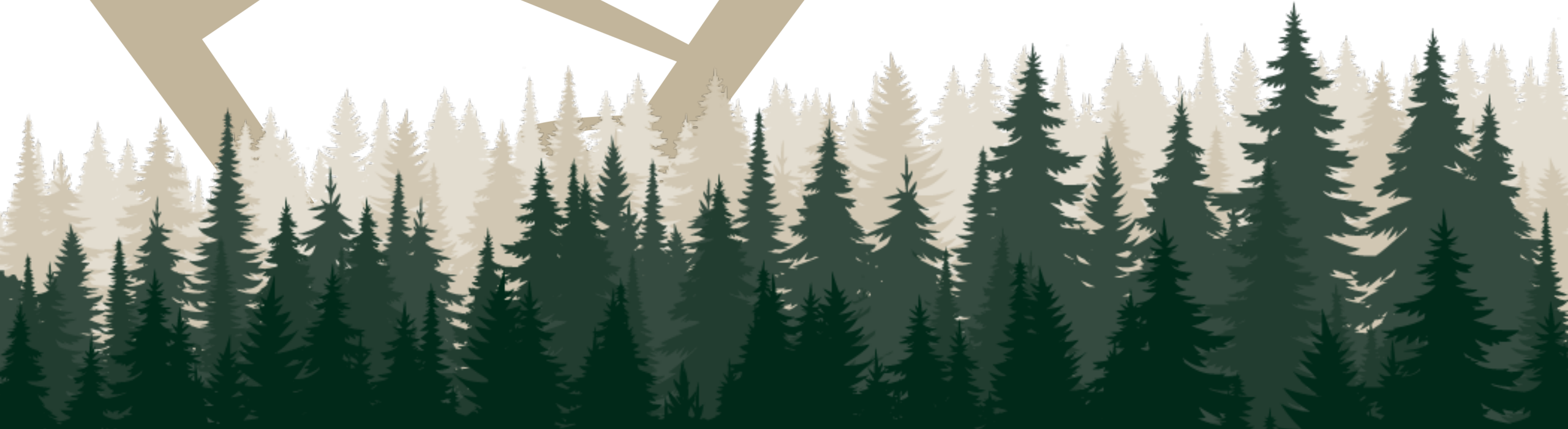


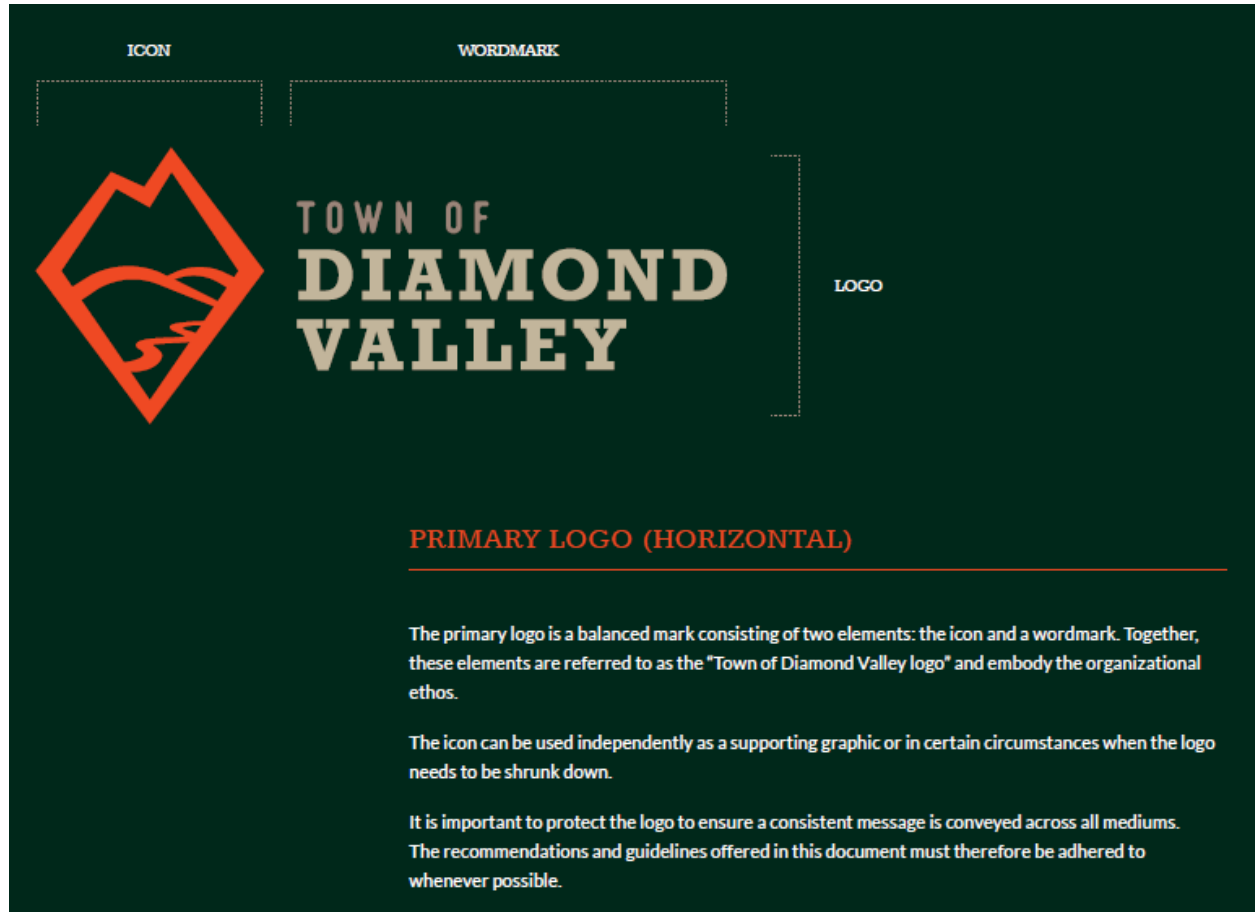


TOWN OF
**DIAMOND
VALLEY**

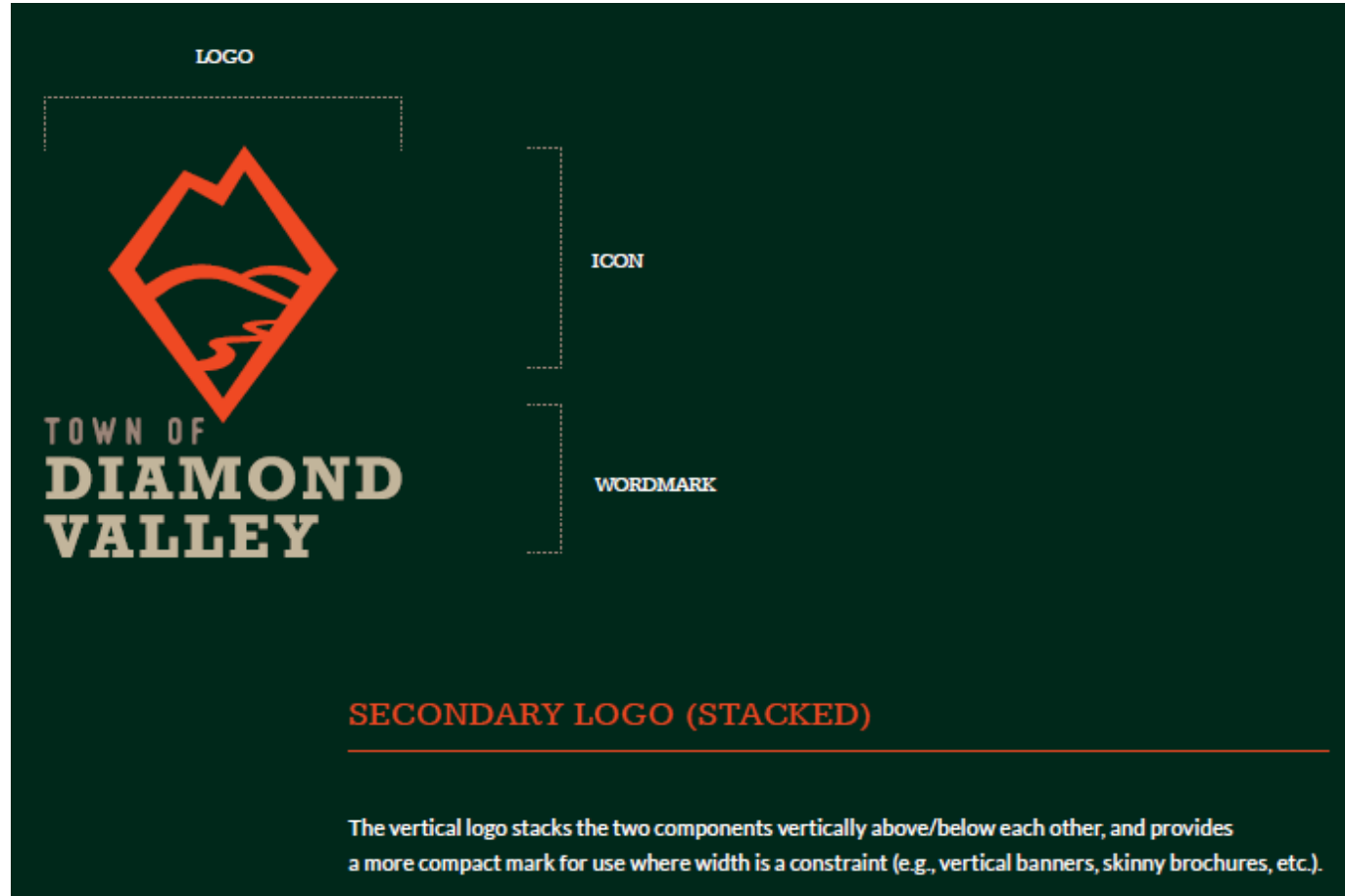
Brand Standards Guide (for External Use)



Primary Logo



Secondary Logo - Stacked



Tertiary Logo - Wide



TERTIARY LOGO (WIDE)

The tertiary logo condenses the two components to provide a wide mark.





CLEAR SPACE

The logo requires a defined area around the elements to “breathe” correctly. This area is referred to as the clear space and should never contain other graphic or typographic elements.

The clear space is based on distances calculated from within the logo itself and should always be considered as the minimum distance between the logo and other elements. Because the clear space is derived from the logo, it will scale up and down based on usage.

The main measurement is defined by the height of the letter “D”. This distance is then used to define the logo’s surrounding clear space.

Misuse of the Logo



- X – DO NOT CHANGE THE COLOUR LOCK-UP
- X – DO NOT ROTATE THE LOGO
- X – DO NOT SCALE INDIVIDUAL ELEMENTS
- X – DO NOT SCALE LOGO DISPROPORTIONATELY

- X – DO NOT REPOSITION WORDMARK
- X – DO NOT SKEW THE LOGO
- X – DO NOT APPLY ADDITIONAL EFFECTS
- X – DO NOT USE LOW-RESOLUTION ARTWORK

MISUSE OF THE LOGO

Correct usage of the logo and its visual elements is critical and helps to ensure that Town of Diamond Valley's brand has the greatest impact. Any deviation from or misinterpretation of the guidelines is considered an incorrect usage. When displaying the logo, always use the correctly proportioned master artwork provided.

Any display or use of any version of the Town of Diamond Valley logo must be approved by Town of Diamond Valley.

Where permission is obtained, the display or use of the Town of Diamond Valley visual identity must adhere to the guidelines presented in this document.

FILE FORMATS


The logo should never be supplied to third parties as part of a Word document or PowerPoint deck. When sending the logo via email, insert the appropriate high-resolution, print-ready PDF or EPS file into the email as an attachment.


The Colour Palette

PRIMARY COLOURS

<p>PANTONE: 553 C</p> <p>CMYK: 88 53 80 73</p> <p>RGB: 0 41 26</p> <p>HEX: #00291a</p>			<p>PANTONE: 1665 C</p> <p>CMYK: 0 87 100 0</p> <p>RGB: 239 72 35</p> <p>HEX: #ef4823</p>			<p>PANTONE: Warm Gray 7 C</p> <p>CMYK: 40 45 50 5</p> <p>RGB: 155 133 121</p> <p>HEX: #9b8579</p>			<p>PANTONE: 2323 C</p> <p>CMYK: 25 25 40 0</p> <p>RGB: 194 181 155</p> <p>HEX: #c2b59b</p>		
#99aca8	#00261b		#fab7ae	#e03d29		#d5cccc	#7e6a63		#e5e1d7	#9e917e	
#738e86	#002118		#f69d8f	#a83525		#c9bcb6	#8e5d56		#d5d5c9	#897d6d	
#4d6e65	#001711		#f68273	#76271a		#bbaaa3	#4d423e		#d6caba	#625a4f	
#264e45	#00130f		#f26754	#611e15		#ab9790	#3f3533		#cfc0ad	#4f483e	

SECONDARY COLOURS

	CMYK: 82 40 0 0 RGB: 18 131 198 HEX: #1283c6
--	--

	CMYK: 50 18 100 0 RGB: 145 172 62 HEX: #91ac3e
---	--

	CMYK: 2 39 97 0 RGB: 244 166 36 HEX: #f4a624
---	--

THE COLOUR PALETTE

Corporate brand colours add life to a brand's visual elements and enhance their uniqueness. Always use the colour palette shown here whenever creating any printed or online applications for Town of Diamond Valley's brand.

Process (CMYK) and onscreen (RGB) colour breakdowns may differ from the Pantone guide and have been chosen to match the original Pantone colour visually. CMYK colours are only used in four-colour process jobs. RGB colours are used for online or screen-based media only.



Single –Colour Logos

SINGLE-COLOUR

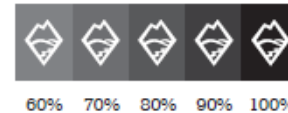


SINGLE-COLOUR

The single-colour version of the logo is used in situations where reproducing the logo in full colour is not possible, or when only one ink is available.

The logo should be rendered in solid black (Pantone Black C) when placed on a white or light solid-tone background.

SINGLE-COLOUR REVERSED



SINGLE-COLOUR — REVERSED

A reversed version can be used to "knock out" the logo from full-strength solid tones of the brand colours. This is considered a secondary usage for instances where the logo sits alongside third-party logos.

The logo should be rendered in solid white only (no tone) against a dark background to provide the greatest contrast.

Consider the tone scale above for guidance.

Fonts

Primary Fonts

Rockwell

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#%&*()

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#%&*()

Kameron

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#%&*()

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#%&*()

Lato

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#%&*()

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#%&*()

Secondary Fonts

Calibri

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#%&*()

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#%&*()

VOSTER TYPEFACE

A

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#%&*()

Application of Fonts

TYPOGRAPHY

- The Town of Diamond Valley's primary fonts are the typefaces Rockwell, Kameron and Lato. These typefaces are used exclusively and consistently to establish brand personality. These cross-platform faces have a variety of weights, ensuring immense flexibility for the future growth of the Town of Diamond Valley brand.
- Rockwell and Kameron should only be used for titles, names in email signatures, calls to action, and for promotional purposes.
- Lato Black should be used for document titles and primary headers. It is also used in the fillable portion of forms.
- Lato Bold should be used for secondary headers.
- Lato or Calibri are to be used for body copy. Calibri is the default system front for most Microsoft applications.
- Voster Typeface is for decorative or promotional use only.

LICENCE

Kameron

<https://fonts.google.com/specimen/Kameron>

Lato

<https://fonts.google.com/specimen/Lato>

Rockwell

<https://freefontsfamily.com/rockwell-font-free/>

Voster Typeface

<https://en.maisfontes.com/voster-typeface.font>