



GRAPHIC STANDARDS

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INTRODUCTION

The California Safe Routes to School (SRTS) logo is the visual brand for this statewide program. This document is to guide and assist authorized individuals in the correct usage of the logo and brand elements for California Safe Routes to School.

The SRTS logo uses hand-drawn letterforms and solid graphical elements to suggest the whimsy alive in a child's world, along with the safety a strong foundation.

LOGO LOCKUP

A lockup is the final form of a logo with all of its elements locked in their relative positions. For the sake of maintaining consistency in all mediums, the lockup should not be taken apart or altered in any way. A good lockup will create a sense of cohesion between the elements.

GENERAL USAGE

As you progress through this document, please keep the following guidelines in mind. It is important to use the logo consistently as it reflects California Safe Routes to School's commitment to quality and effectiveness as an organization.

- Always use the logo art provided on the enclosed disc.
- Use only the color combinations illustrated in this document.
- Consult with vendors to provide them with appropriate artwork for each project.
- Review the complete set of issues to avoid.
- If you encounter a situation that is not covered in this document, please contact California Safe Routes to School for advice on how to proceed.

LOGO LOCKUPS: COLOR

The logos below represent the basic California Safe Routes to School logos. **Whenever possible, these logos should be used.**

There are two primary configurations for the California Safe Routes to School logo: the California Logo (also known as the Primary Logo) and the Municipality Logo (also known as the Secondary Logo).

The Municipality Logo is to be used for ALL program participants other than the primary California agency. When a municipality adopts this logo, they may place their name (using the correct font) in a four-sided shape of their own choosing, as long as it crosses the dots and keeps the main titling legible.

MUNICIPALITY LOGO (EXAMPLES)



CALIFORNIA LOGO



LOGO LOCKUPS: GRAYSCALE

There are two acceptable options for using the logos in black and white *or* one-color settings.

The logos on this page are shown using shades of black.

GRAYSCALE, LIGHT BACKGROUND

(40% Black SRTS & Municipality Box on 85% Black Circle & Text)



GRAYSCALE, DARK BACKGROUND

(75% Black SRTS & Municipality Box on 20% Black Circle & Text)



MINIMUM STAGING AREA

There is a minimum clear space required around the logo. This space is called the staging area. No other text or visual elements can encroach upon this area of isolation. The purpose of the staging area is to allow a proper amount of space around the logo for optimum clarity and visual impact. It keeps the image uncluttered and the message clear.

The staging area is equal to the space from the top of the titling letters to the edge of the circle.



MINIMUM LOGO SIZE

The minimum suggested size for the printed logo is 3/4 inch wide. This is the measurement from the left to the right of the logo as indicated. When the logo is used on screen, the minimum size is 3/4 inch wide at 72 dpi.

There are exceptions to this rule. For example, if a vendor needs to reduce the logo to fit on a pen, it is permissible as long as the logo is still clear and readable.



3/4 inch minimum size

TYPE FAMILY

The Univers type family was designed in 1957 by Adrian Frutiger and released by the renown French type foundry Deberny and Peignot.

This type family is often classified as one of the better sans-serif families available, often being compared to what is perhaps the most popular type family Helvetica. Some typography experts argue that Univers looks more modern than Helvetica and is just as suitable for body text.

The California Safe Routes to School logo is based around Univers. In order to maintain consistency between all correspondence, Univers should be the primary font used.

UNIVERS 75 BLACK, 12pt

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

UNIVERS 65 BOLD, 12pt

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

UNIVERS 55 ROMAN, 12pt

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

COLOR PALETTE

Color in the graphic industry is not an exact science. Many elements influence how we see color. Expect variations each time color is used on a different media. The following color formulations are provided to assure color consistency across media.

COLOR CHART:

Spot Color = PMS (Pantone Matching Systems)

CMYK = Cyan, Magenta, Yellow, Black = Process Colors
(used in full-color printing)

RGB = Red, Green, Blue (colors viewed on screen)

Hexadecimal Number = Six-digit number indicating an RGB color formula

Grayscale = tints of black (used in tonal “black only” situations)



SPOT | PMS 300
PROCESS | C 100 M 44 Y 0 K 0
RGB | R 0 G 121 B 193
HEX | #0079C1



SPOT | PMS 376
PROCESS | C 50 M 0 Y 100 K 0
RGB | R 140 G 198 B 63
HEX | #8CC63F

FILE FORMATS: VECTOR VS. RASTER

The first, and most important format you'll need is a **VECTOR** version, the default format of professional design software as well as the choice of format for most print applications. A vector based image is the raw source file of your logo, created out of outlined shapes, which can be filled with accurate color through the Pantone Matching System (PMS).

Vector files are also resolution independent, meaning that they are scalable to any size. Vector based logos can be printed as black & white grayscale or linear, spot color OR four color process depending on your requirements (and the number of colors in your logo).

You can identify vector formats by their file extensions:

.EPS, **.AI** (Adobe Illustrator) and **.CDR** (Corel Draw)

The second logo format is a pixel or '**RASTER**' version – the default format of practically every image on the web, as well as the format used in your own digital images (e.g. those taken by your camera, those on your computer).

Pixel based images are resolution dependent and must be prepared specifically for the usage planned. A 72 dpi (dots or pixels per inch) pixel based image can be used in electronic media (web) while a 266 (or higher) dpi image is required for print. Due to the number of colors required to create images (even logos that appear to be spot color) most pixel based images will require four color process printing, rather than the much more economical (and accurate) spot color printing.

You can identify pixel based formats by the extensions:

.GIF, **.JPG**, **.TIF**, **.PNG** and **.PS** (Adobe Photoshop). In order to maintain consistency in the use of your logo, these images are generally created from the vector version described above.

SELECTING APPROPRIATE MEDIA

PRIMARY FILE FORMATS:

EPS = Encapsulated Post Script (always hi-res, used in traditional printing and silk screening)

PNG = Portable Network Graphics (used for full color on-screen images)

PDF = Portable Document Format (allows cross platform document viewing via compact files which are easy to email and manage)

SECONDARY FILE FORMATS:

BMP = Windows Bitmap (Used internally in the Microsoft Windows operating system to handle graphics images)

GIF = Graphics Interchange Format (low-res, web ready graphics)

JPEG = Joint Photographic Experts Group (Compressed files allow for small file sizes, especially for photos)

TIFF = Tagged Image File Format (high-res, print-ready images)

The enclosed disc provides several variations of the California Safe Routes to School logo. To simplify selection of the appropriate logo, keep in mind that there are five key factors to consider: end-use, format, size, resolution and color.

END USE: The most common uses for California Safe Routes to School logo and brand elements are traditional print media, in-house printing (desk-jet, laser printer) on-screen viewing (desktop, the Web) and projected viewing (PowerPoint presentations).

FORMAT: We have provided a range of format options. For anything printed, use the EPS format. For anything to be viewed on screen (desktop, Web, PowerPoint) use the PNG or GIF formats. For a document that can be viewed via email on any platform, use the PDF format.

SIZE: The size of the logo is a key factor when using the PNG format. It is generally OK to reduce the size of a PNG graphic. For quality purposes, do not enlarge a PNG more than 20%.

RESOLUTION: Resolution relates to the visual clarity of the logo. When using the EPS version of the logo, the resolution will always be correct. When using the PNG version of the logo, it is important to manage resolution. On-screen images are clearly viewed at 72 dpi. However, this same resolution may not print clearly from your desktop printer. It will pixelate and distort if printed traditionally as printed files must be provided at 300 dpi. Take care to use the EPS version of the logo whenever the end use is printing of any kind. The primary consideration in all uses of the logo is quality and consistency.

continued...

BEST PRACTICES FOR USING THE DIGITAL SRTS LOGOS

EPS: the EPS version of the logo is hi-resolution

PNG: the PNG format is best used in MS Word docs

PDF: the PDF version of the logos provided are low resolution. They are included to allow them to be viewed by individuals who may not otherwise be able to view the digital artwork.

BMP: the BMP version is best used in Microsoft Windows Applications

GIF: the GIF format is low-resolution, web ready

TIFF: the TIFF version of the logo is high-resolution

JPEG: the JPEG version of the logo is high-resolution

COLOR: Once you know what the logo will be used for, consider how many colors you will use. The following descriptions highlight the color options available.

- **Spot Color(s):** Spot colors are best used in traditional print media when one or two PMS spot colors are available. If only one color is available please use PMS 300. Spot colors are also well suited for silk-screen media, on fabric or mugs. This version of the logo is provided on the disc as hi-resolution vector art.
- **Process Color:** This is best used in traditional printing when full color (four-color process or CMYK) is available. The two PMS colors of the logo have been converted into process color for this purpose. This version of the logo is provided on the disc at 300 dpi resolution.
- **RGB Color:** This is best used when the logo is to be viewed on screen, such as on the Web and in PowerPoint presentations. This version of the logo is provided on the disc at 72 dpi resolution.
- **Hexadecimal Color:** A Hexadecimal color is used to select a color when building art to be viewed on a Web site. We have provided “web safe” hexadecimal colors for the logo for use on the Web. Though Web-safe colors produce the most dramatic color shift when compared to print media formulas, they are the only way to insure that monitors across all platforms will see the logo colors consistently. The Web-safe version of the logo is provided on the disc at 72 dpi resolution.
- **Grayscale:** This is best used when only black ink is available, such as in a black and white print advertisement.

CAUTIONS

In the interest of brand identity and consistency, please **DO NOT** use the logo in the following ways.

- substitute colors
- invert colors
- stretch or squish
- inferior production quality (pixilation or degradation of logo)
- put words or images in staging area
- redraw logo or logo elements
- substitute logo type
- add patterns, gradients or outlines
- apply filters, drop shadows or 3-D effects

SUBSTITUTE COLORS:
NOT OK!



INVERT COLORS:
NOT OK!



STRETCH OR SQUISH:
NOT OK!



INFERIOR PRODUCTION QUALITY
NOT OK!



DISC CONTENT

CALIFORNIA SRTS LOGO FORMATS

BMP, EPS, GIF, JPEG, PDF, PNG, TIFF



Color



Grayscale



**For Dark
Backgrounds**

CALIFORNIA SRTS MUNICIPALITY LOGO FORMATS

BMP, EPS, GIF, JPEG, PDF, PNG, TIFF



Color



Grayscale



**For Dark
Backgrounds**

MUNICIPALITY LOGO Template



CUSTOMIZING MUNICIPALITY LOGOS

The Municipality Logo is to be used for ALL program participants other than the primary California agency. When a municipality adopts this logo, they may place their name (using the correct font) in a four-sided shape of their own choosing, as long as it crosses the dots and keeps the main titling legible.

How to customize a Municipality Logo using the template:

Step One: Open the blank Municipality logo in a vector art program, ideally Adobe Illustrator.

Step Two: You can use the green shape as is, or get creative and adjust the shape to your liking, but keep the width of the shape within the width of the logo to ensure consistency between all municipality logos.

Step Three: Using the SRTS approved font Univers 65 Bold, type out your municipality name within the green shape and size it comfortably within, leaving sufficient margins to allow your name some breathing room. Keep the name centered within the box, both vertically and horizontally.

Step Four: Save the file with a new name so you do not write over the original file.

Step Five: Determine how the file is to be used and export to the appropriate file type.

NOTE: IF YOU ARE UNSURE AND/OR UNABLE TO CREATE YOUR LOGO, PLEASE CONTACT THE CALIFORNIA SAFE ROUTES TO SCHOOL PROGRAM DIRECTLY AND THEY CAN CREATE THE LOGO FOR YOU.



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