



BRAND & LOGO STYLE GUIDE

• 2015 •

StopWaste is the Alameda County Waste Management Authority, the Alameda County Source Reduction and Recycling Board, and the Energy Council operating as one public agency.

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• ONE •
Logo

The logo instantly identifies StopWaste on all communications. The logo consists of “StopWaste” in a display font, in uppercase. Below the logo type is the tagline “at home • at work • at school”, in a serif font, in lowercase, with bullets between each phrase.

Logo Lockup

The StopWaste logo should always appear in a consistent manner, utilizing proper layout and colors as specified in these guidelines. It should be displayed clearly and in a prominent location, independent of other elements.



Tagline

The StopWaste tagline embodies its key messaging points—namely where waste can be reduced.

At home. At work. At school.

The tagline provides clear marketing segments in a friendly and approachable way.

Isolation Zone

The StopWaste logo should be surrounded by ample space and kept clear of other elements. The “isolation zone” around the logo is determined by the height of the Letter “o” as indicated in the figure below.

Any other elements used should appear far enough away, outside of the isolation zone, so that they appear independent. Any other element that appears within this isolation zone is not acceptable.



Minimum Logotype Size

The StopWaste logo should always be presented at a size that is easily readable. It is recommended that the size of the logo not fall below 1” in width or 72 pixels (height is kept proportional) as shown below.

1” WIDE OR 72 PIXELS



Logo Formats

The StopWaste logo can be used in any of the following combinations. Please note that the PMS version is the preferred option whenever possible, followed by the CMYK version.

FIGURE 1:

PMS logo using spot Pantone colors, this is the preferred logo format

FIGURE 2:

4-color process logo, to be used when PMS is not acceptable

FIGURE 3:

Grayscale (K) logo, to be used when printing requires a 1-color solution

FIGURE 4:

Reversed logo, to be used when color or grayscale is not acceptable and the logo needs to reverse out of a dark background

No other colors or color combinations should be used.

When to Use Certain File Formats

For Print:

- Full color, or CMYK printing: **4c eps, jpeg, or tiff**
- PMS color printing: **PMS eps**
- Black and white printing: **(K) eps, jpeg or tiff**
- Reversed—or knocked-out logo on a color or black background: **Reversed eps***
- Large format printing: **4c eps** (optimal scalability)

For Web:

- **jpg or png** (produces a crisp visual and is quick to load)

For Word Doc:

- **jpeg**

* Use reversed eps only in situations where the logo will read better reversed than in color, or if used in an ad that requires all participating logos to be reversed.

FIGURE 1: PMS



FIGURE 2: 4-COLOR PROCESS



FIGURE 3: GRAYSCALE



FIGURE 4: REVERSED



Prohibited Alterations

The StopWaste logo should always be displayed in correct, consistent form whenever used. This is vital to the brand identity and its recognition in the marketplace.

Alterations to the logo are strictly prohibited. Use the specific logo files provided to ensure that they are displayed in correct form.



Do not change the configuration



Do not redraw or re-typeset elements



Do not apply unspecified color values



Do not rotate



Do not apply a gradient



Do not outline



Do not place the logo on a pattern



Do not distort or change the shape



Do not place the logo on an image



Do not place the logo in a shape



Do not tint the logo



Do not create a new lockup

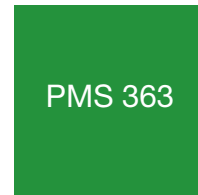
• TWO •
Color

Color is a powerful visual tool. All color choices for StopWaste are based on colors found in nature—specifically earth and plant life. The colors are pure and crisp, hence communicating a clear message. The identity of the StopWaste logo will be greatly enhanced by consistent use of the approved color palette.

Guidelines

The following colors have been chosen for use as a general color palette in StopWaste branded materials. The number in each color swatch is the Pantone (or PMS) number that identifies that color; the number below is the CMYK (or process color) equivalent, along with RGB and HTML numbers.

PRIMARY BRAND COLORS

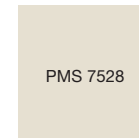


CMYK: 78 / 5 / 98 / 24
RGB: 60 / 138 / 46
HTML: 3C8A2E

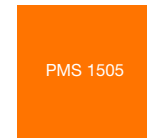


CMYK: 0 / 0 / 0 / 80
RGB: 86 / 90 / 92
HTML: 565A5C

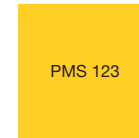
COMPLIMENTARY SECONDARY BRAND COLORS



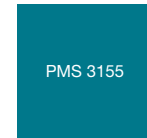
CMYK: 5 / 10 / 17 / 15
RGB: 202 / 192 / 182
HTML: CAC0B6



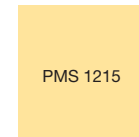
CMYK : 0 / 52 / 80 / 0
RGB: 255 / 110 / 0
HTML: FF6E00



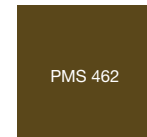
CMYK: 0 / 21 / 88 / 0
RGB: 253 / 200 / 47
HTML: FDC82F



CMYK: 100 / 8 / 26 / 38
RGB: 0 / 103 / 120
HTML: 006778



CMYK: 0 / 8 / 48 / 0
RGB: 250 / 221 / 128
HTML: FADD80



CMYK: 28 / 48 / 71 / 72
RGB: 88 / 69 / 40
HTML: 584528

Typeface Guidelines

The StopWaste logotype has been matched with a typeface family that carries the flavor and attitude of the brand identity. These typefaces must be used consistently on all brand materials.

Primary Typeface Families

FOR USE IN BOTH HEADERS & SUBHEADS AND BODY COPY:

Museo Slab Regular (500)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Museo Slab Bold (900)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Bold (75)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Extra Bold (85 Heavy)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FOR USE IN BODY TYPE:

Helvetica Neue Regular (55 Roman)
abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
1234567890

Helvetica Neue Light (45 Light)
abcdefghijklmnopqrstuvwxy
abcdefghijklmnopqrstuvwxy
1234567890

Helvetica Neue Condensed Regular (57)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890

Helvetica Neue Condensed Light (47)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890

Alternative Typography

The Rockwell and Arial font families, which are commonly available in most software packages may be used in branded communications that are generated by common applications, such as Microsoft Word and Powerpoint.

FOR USE IN BOTH HEADERS & SUBHEADS AND BODY COPY:

Rockwell

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Rockwell Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

FOR USE IN BODY TYPE:

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

For web-based usage, the Rokkitt family, available for use via Google Fonts, is an acceptable alternative to the Museo Slab and Rockwell families for headers and subheads.

WEBSITE HEADERS & SUBHEADS:

Rokkitt Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Rokkitt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Production Specifications

It is important to display the StopWaste logo consistently, clearly, and legibly on all brand materials, regardless of their importance.

Specifications

Care should be taken to see that only approved logotype and colors are used to preserve this consistency and reinforce the brand. This applies to all applications: exterior and interior signage, stationery, packaging, advertising, marketing materials, online applications, etc.

The production specifications shown here are for business cards, letterhead, and envelopes. For consistency and branding, this look and feel should be applied throughout all collateral material.

PRODUCTION SPECIFICATIONS:

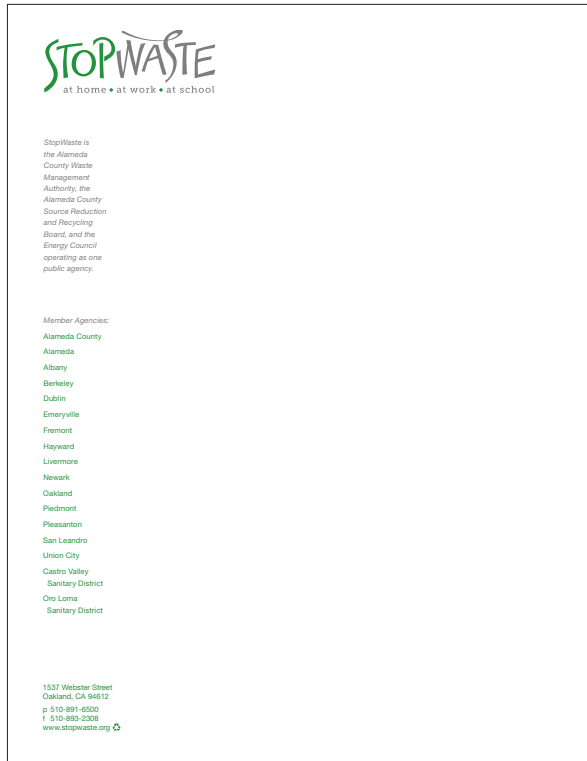
COMPONENT	PAPER SIZE	STOCK	INK
Letterhead	8.5" x 11"	Mohawk Options PC White Smooth 28#	2/0 Printed Litho PMS 363, 425
Business Card	3.5" x 2"	Mohawk Options PC White Smooth 100# cover	4/4 Printed Digitally
Envelopes	#10	Mohawk Options PC White Smooth 70# Text	2/0 Printed Inkjet PMS 363, 425
	9x12, 10x13	28# White Wove	2/0 Printed Inkjet PMS 363, 425

Environmental Guidelines

Paper used for StopWaste external publications such as brochures, flyers, postcards, etc. should meet the following specifications:

- Meet the EPA's recommended 30% post-consumer recycled content (but buy paper with the highest post-consumer content available)
- Paper is whitened without elemental chlorine (Elemental Chlorine Free designation or better)
- Printer uses vegetable based inks
- Publications include the statement "Printed on a minimum of 30% post-consumer recycled content paper" (if the paper being used has higher than 30%, use the higher number) in the document in a font size of at least 8 points, accompanied by the solid black version of the chasing arrows recycling logo.

Examples:



LETTERHEAD



#10 ENVELOPE



BUSINESS CARD