Cal Fresh
HEALTHY LIVING

Style Guide
December 2018

Logo

The **CalFresh Healthy Living** logo is the most visible element of the brand's visual identity. The logo serves as the universal signature across all media and communications. The CalFresh Healthy Living logo name and logo is a powerful asset. Correct and consistent use is vital to building and maintaining brand strength.

Logo **Clearspace**

To maximize impact and to ensure that the **CalFresh Healthy Living** brand is visible on all applications, the logo should be surrounded by sufficient clear space—free of type, graphics, and other visual elements. Use 10% of the logo width as a guide for the appropriate amount of free space based on the size of the logo you are using.

Logo **Sizing**

There is no predetermined size for the CalFresh Healthy Living logo. Scale and proportion should be determined by the available space, design, medium, and visibility. There is no present maximum size for the logo. In print the minimum size is .8". For digital uses, the minimum size for the standard CalFresh Healthy Living logo is 100 pixels tall.

Never use a pixelated version of the logo. Pixelation occurs when a small logo and is resized larger than its original file size. If you need a larger logo, please request a higher resolution file.

100 px

Logo Color: **Full Color**

The full color logo should be used whenever possible. It should be used on a white background. When the full color logo needs to be placed on one of the brand colors or over an image, use the version of the logo with the white stroke applied to it.

Logo Color: **One Color**

When a one logo is required, the logotype must be either black or white and must be set at 100% opacity.

Primary
Color Palette

This is the primary color palette for all **CalFresh Healthy Living** communications. Purple and green should be given prominence with the remaining three colors used more sparingly. In addition to these primary colors, each partner can select several individual accent colors or choose a color grouping from the accent palette.

Each color should be applied at 100% tint to preserve their impact and strength. The primary colors should be featured in all media, including TV, print, outdoor, educational materials, branded gear, digital, and social media.

Primary Colors

CMYK
C69/M100/Y10/K1

RGB
R112/G43/B132

HEX COLOR
#702B84

CMYK
C51/M0/Y100/K0

RGB
R139/G197/B63

HEX COLOR
#8BC53F

CMYK
C86/M17/Y95/K3

RGB
R0/G148/B77

HEX COLOR
#00944D

Secondary Colors

CMYK: C100/M93/Y7/K1

RGB: R43/G56/B143

HEX COLOR: #2B388F

CMYK: C21/M99/Y97/K0

RGB: R236/G28/B36

HEX COLOR: #EC1C24

CMYK: C22/M96/Y87/K13

RGB: R175/G42/B48

HEX COLOR: #AF2A30

Accent
Color Palette

The accent palettes provide a range of colors inspired by the seasons, food, and water. The palettes harmonize with the brand's primary color palette. Selecting individual colors from this broad spectrum is acceptable. Partners can deploy the accent colors in addition to **CalFresh Healthy Living's** primary and secondary colors.

Accent Colors

CMYK: C0/M59/Y71/K0

RGB: R251/G134/B84

HEX COLOR: #FB8654

CMYK: C4/M13/Y99/K0

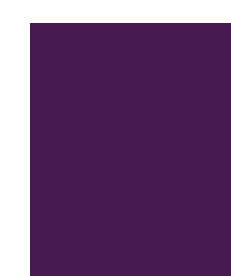RGB: R248/G211/B17

HEX COLOR: #F8D311

CMYK: C58/M0/Y31/K0

RGB: R89/G207/B195

HEX COLOR: #59CFC3

CMYK: C70/M29/Y16/K0

RGB: R77/G150/B186

HEX COLOR: #4D96BA

CMYK: C80/M100/Y35/K32

RGB: R69/G27/B82

HEX COLOR: #451B52

Typography:
Primary Typeface

Typography is a significant part of the **CalFresh Healthy Living** visual identity. The typographic style and layout contributes to the overall visual experience. Text should always appear on a white, black, or single colored background. All materials for the brand must use the brand font throughout the document or material.

Raleway is the brand font. All headlines and titles should use the Bold typeface. Subheads should use the Semi Bold typeface. Standard body-copy is to use the Regular typeface.

Raleway is available for free through Google Fonts.

Headline
Raleway Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Subhead
Raleway Semi Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Body
Raleway Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography:
Secondary Typeface

In cases where a standard system font is required—such as a PowerPoint presentations or Word documents, Arial Regular and/or Bold should be used.

Headline
Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body
Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Stock Photo **Recommendation**

When it comes to imagery for **CalFresh Healthy Living**, always use modern, organic looking photos and never "clip art". Photos should be lifestyle focused and whenever possible subjects should be of diverse backgrounds that is reflective of the diversity of California's population.

Use modern and lifestyle focused images

Avoid overly staged photos

Use images with subjects of diverse background

Do not use "clip art"

Branding:
Co-Branding

To maintain a uniform brand with all partners, the **CalFresh Healthy Living** logo can be used with another logo using a "logo lockup" with the partner brand. In a logo lockup, the CalFresh Healthy Living logo should be displayed to the left of the partner logo, with the partner logo not exceeding the height of the dividing line in the lockup. In some cases, multiple partner logos may be used as shown. The CalFresh Healthy Living logo should not be altered in any way to become part of the existing partner brand's logo. Logo clearspace rules still apply to logo lockups.

CFHL Logo left, County/City/Organization Logo right

CFHL Logo left, County/City/Organization Logo right

CFHL Logo left, County/City/Organization Logos right

Co-Branding:
State Implementing Agencies

CFHL Logo left, County/City/Organization Logo right

CFHL Logo left, County/City/Organization Logo right

CFHL Logo left, County/City/Organization Logo right

CFHL Logo left, County/City/Organization Logo right

Co-Branding:
Local Implementing Agencies, Health departments and community based organizations

✓

CFHL Logo left, County/City/Organization Logo right

✓

CFHL Logo left, County/City/Organization Logo right

✓

CFHL Logo left, County/City/Organization Logo right

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CFHL Logo left, County/City/Organization Logo right

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CFHL Logo left, County/City/Organization Logo right

Branding:
Incorrect Usage

Never modify the **CalFresh Healthy Living** logo. The examples below represent possible misuse of the CalFresh Healthy Living logo and should be avoided on all branded documents and materials.

*Do not mix and match
colors in the logo*

*Do not use colors outside
of the approved palette*

*Do not add logos or any other
additional elements to the logo*

*Do not create outline
version of the logo*

*Do not rotate the logo
in any direction*

*Do not skew, stretch or change the ratio
of the logo in any way*

*Do not resize any elements
of the logo*

*Do not move or rearrange
any elements of the logo*