



STYLE GUIDE

The California Climate Investments name and logo serve to bring under a single brand the many investments whose funding comes from the Greenhouse Gas Reduction Fund. This will help unify for Californians the many separate programs overseen by different agencies. The name and logo present a consolidated and coordinated initiative by the State to address climate change by reducing greenhouse gases while also improving air quality, creating new jobs, and supporting more sustainable communities. The name and logo are designed to reflect this unified effort and identify California as a leader in the world of innovation and sustainability.

FULL COLOR



SPOT

■ PMS 312 C
■ PMS 356 C
■ PMS 425 C

CMYK

■ 70 · 15 · 0 · 0
■ 85 · 10 · 100 · 10
■ 0 · 0 · 0 · 80

RGB

■ 39 · 170 · 225
■ 0 · 159 · 71
■ 88 · 89 · 91

FULL COLOR (TAGLINE REVERSED)



SPOT

■ PMS 312 C
■ PMS 356 C
■ PMS 425 C

CMYK

■ 70 · 15 · 0 · 0
■ 85 · 10 · 100 · 10
■ 0 · 0 · 0 · 80

RGB

■ 39 · 170 · 225
■ 0 · 159 · 71
■ 88 · 89 · 91

WHITE



CMYK

□ 0 · 0 · 0 · 0

RGB

□ 225 · 225 · 225

WHITE (TAGLINE REVERSED)



CMYK

□ 0 · 0 · 0 · 0

RGB

□ 225 · 225 · 225

MEANING OF LOGO & COMPONENTS

Blue: The blue color field represents the clean & clear skies of the future.

Green: The green color field represents the foundation of the program.

White: The white lines represent the trajectory of the combined efforts of the program, constantly growing and rising to new heights in order to solve the climate issues of the future.

TYPEFACE

The typeface is Futura, chosen for its elegance and contemporary look.

ALTERNATE VERSIONS

Use the full color version of the logo wherever possible. If that isn't a viable option due to color constraints, background, or continuity in a larger group of logos, there is a two-color version, a greyscale version, and white version available. Do not use the logo in full black. For one-color printing, use the greyscale version.

POSITIONING

The logo should always be situated in a clear, readable location. The logo must always have good contrast with the background to ensure maximum impact and readability.

EXCLUSION ZONE (CLEAR SPACE)

When placing images, copy and/or multiple logos together, the exclusion zone should be no less than half of the size of the logo.



SIZING

Minimum Sizing: The logo must be at least one inch high for readability.

Maximum Sizing: The logo does not have a maximum reproduction size.



SIGNAGE GUIDELINES

All funding recipients are encouraged to display the California Climate Investments logo on equipment and signage, as applicable, to acknowledge the funding source.

- For stationary projects this may include, but is not limited to, a sign at the project site to acknowledge the funding source. The sign may include, for example, the California Climate Investments logo and the names (and/or logos) of other partners, organizations, or individuals. Signs should be designed and displayed to maximize visibility, but there is no minimum or maximum size for the sign.
- Other project types, such as vehicles, equipment, and consumer-based incentives, are also encouraged to identify the funding source by using a decal, sticker, or other signage that includes the California Climate Investments logo.

Given the wide variety of projects, funding recipients may use the approach that is suitable for their specific circumstances (e.g., posted signs, decals, stickers, banners). The California Climate Investments logo should be displayed to maximize visibility and adhere to the design and color specifications in this document.

EXAMPLES OF WHAT **NOT** TO DO

The California Climate Investments logo should never be used in the following ways:

stretched



squished



white box on dark background



rotated



drop shadow



different colors



LOGO FILE FORMATS

Files are available for download at caclimateinvestments.ca.gov

Files with an **EPS** extension should be used for printed materials.

Files with a **PNG** extension should be used for screen viewing.

QUESTIONS

If you need further guidance regarding the California Climate Investments logo or branding, please contact Margaret Sanchez at margaret.sanchez@arb.ca.gov or (626) 575-6888.

If you have programmatic inquiries please contact California Climate Investments program staff at GGRFProgram@arb.ca.gov.