BRANDING GUIDELINES

October 2023

CORVALLIS
sustainability
COALITION

LOGO

A logo is a symbol for an individual or company that provides instant recognition and speaks to the company's products and services.

The following logos are the acceptable logo usage for the Corvallis Sustainability Coalition branding, and should not be altered, to maintain brand integrity.

Unless otherwise approved, the logo should always be used with a white background of the required size.

LOGO ICON

LOGO

LOGO WITH WORDMARK

UNACCEPTABLE LOGO VARIATIONS

It is important that the logo maintains a solid visual language, to ensure easy readability and recognition. To ensure this, none of the following should be done to the logo:

- Flipping the logo
- Squishing the logo
- Changing the color of the logo
- Rearranging the logo composition
- Moving text within the logo
- Substituting text within the logo
- Using unapproved colors

icon flipped

horiz/vert aspect altered

icon/logotype relationship altered

inadequate space allowed around

UNUSUAL LOGO VARIATIONS

There are some unusual situations where the logo will be best used in ways that are otherwise not recommended.

If you want to use the logo in these ways, please contact the organization for approval.

GRAYSCALE LOGO

GRAYSCALE LOGO WITH WORDMARK

working together to create a sustainable community

The logo should never be used in grayscale unless the color logo would be disruptive to the design of the publication, and never used online.

LOGO WITH A TRANSPARENT BACKGROUND

The logo should only be used with a transparent background where it is visually legible, only against a light background and never against a photo image.

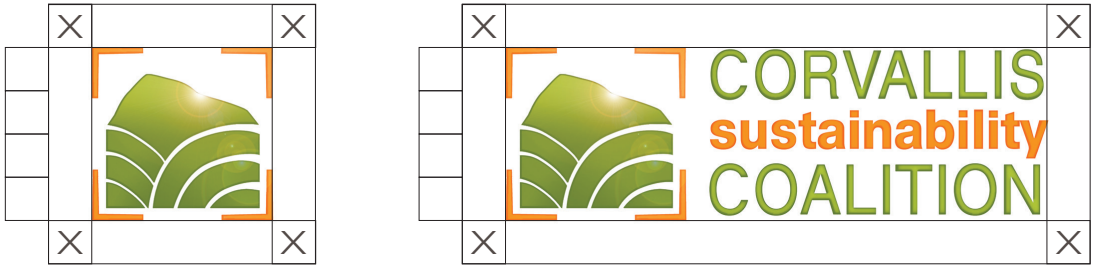
LOGO SCALING & LOCKUP

In order to ensure the logo remains successful and strong, it must be legible. Shown here are the recommended minimum dimensions for the various logo types with proportions constrained, to keep all aspects of the visual language clear.

Like sizing, it is important to give the logo enough clear space, or “breathing room.” This will keep the logo from being overpowered by accompanying visuals and text. The space around the logo should be equal to 1/4 of the cap height of the logo to maintain visual clarity.

LOGO SIZE

LOGO LOCKUP



COLOR

Color gives a brand its personality. The Corvallis Sustainability Coallition uses a simple, yet bold, color palette of green, orange, and shades of black. Color is a vital brand tool and so it is important to ensure it is used correctly.

Occasionally, the Sustainability Coalition may need to enhance its communications by extending its color palette. The extended palette provides another option for other elements.

MAIN PALETTE

GREEN

Dark Green
CMYK 62 / 31 / 100 / 13
RGB 106 / 131 / 56
HEX 6a8338

Medium Green
CMYK 51 / 24 / 100 / 4
RGB 136 / 156 / 59
HEX 889c36

Light Green
CMYK 40 / 10 / 100 / 2
RGB 162 / 185 / 55
HEX a2b937

ORANGE

Dark Orange
CMYK 0 / 74 / 100 / 0
RGB 242 / 104 / 34
HEX f26822

Medium Orange
CMYK 0 / 50 / 98 / 0
RGB 247 / 148 / 32
HEX f79420

Light Orange
CMYK 0 / 28 / 54 / 0
RGB 252 / 192 / 129
HEX fcc081

Pale Orange
CMYK 3 / 7 / 11 / 0
RGB 246 / 233 / 222
HEX f6c9de

BLACK/GRAY

Dark Gray
CMYK 50 / 50 / 50 / 50
RGB 85 / 73 / 72
HEX 524b48

Dark Gray
86% full black

EXTENDED PALETTE

YELLOW

Bright Yellow
CMYK 1 / 13 / 71 / 0
RGB 255 / 218 / 102
HEX ffda66

Pale Yellow
CMYK 2 / 6 / 36 / 0
RGB 251 / 233 / 176
HEX fbe9b0

TYPE

The primary typeface for the Sustainability Coalition is Helvetica Neue and comes as a full family with a range of weights and styles.

The secondary typeface, used mostly for headings and accents is Rockwell.

Type above 14pt size should be used with dark gray color; smaller type can be used as full black for legibility.

PRIMARY TYPEFACE

Helvetica Neue Regular

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Helvetica Neue Medium

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Helvetica Neue Bold

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

SECONDARY TYPEFACE

Rockwell Regular

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Rockwell Bold

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz