

STYLE GUIDE



**Our Promise
CALIFORNIA STATE EMPLOYEES
GIVING AT WORK**

AUGUST 2014



Since its beginning in 1957, the California State Employee Charitable Campaign (CSECC) has become a tried and true part of State workers' lives with minimal changes to either name or brand in that time. While this name and brand have strong recognition among state employees, they also speak heavily to the initiative's past. After almost 60 years, the time has come to give the initiative new life—including a new name and a new look. This decision was based on extensive research about CSECC and its history, as well as through numerous interviews with the stakeholders and audiences who continue to support the initiative each year.

This change is meant to honor CSECC's long and proud history, as well as the incredible contributions California's State workforce have contributed to the nonprofit community statewide. Beyond that, however, it's meant to create a fresh and vibrant future for the initiative with new opportunities, connections and participation for years to come. As we move towards this future, the impact and support of the initiative will rely on expanding both its story and identity—reaching the new and future generations who will shape the State's prospects.

As of the 2014 launch, CSECC will now be known as Our Promise: California State Employees Giving at Work, or the Our Promise initiative for short.

THE STORY OF OUR LOGO

The Our Promise California State Employees Giving at Work logo is a visual representation of our collective commitment to community. The name and graphic components signify what we do, whom we do it for and the spirit in which we participate.

The blue square represents the community as a whole; the missing corner in the top left is a part of the community that has a need—a missing component. The gold square is you filling that space and need. It has a different color to the larger square to reference the fact that you choose the specific charity you wish to support—your contribution completes the picture.

The sun is an icon of health, warmth and energy in the Golden State of California. The right edge of the blue community square has a semi-circle cut out and sun rays inside to showcase our abundant gift of sunshine. The shape also forms the letter "C" of California.

The vibrant blue and warm gold are an upbeat nod to the energetic color palette of California, its enviable climate, distinct geography and remarkable history.

"Our Promise" succinctly summarizes the campaign and speaks clearly to our past (Since 1957) and ongoing pledge of pride to those in need of support and assistance.

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Do not use any colors other than approved swatches.



Do not stretch or alter the shape of the logo.



The logo must not appear on a colored background without being reversed out to white.



Do not use the entire logo as a watermark.

USAGE GUIDELINES FOR MARKETING MATERIALS

This guide is designed to provide the basic rules for the proper use of the Our Promise logo. You will find the authorized logo, colors and fonts, as well as examples of how to apply each of them in various printed materials to ensure that the logo is consistently displayed in the marketplace.

Please note: This is not a complete set of rules or restrictions. For more information, please contact:

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Proper Logo Display

There should be white or negative space (clearance) around the logo to ensure its integrity. The minimum amount of clearance is defined as "X," as shown on the left. "X" is equal to the height of the (lower case) "Our Promise" campaign name.

Minimum Size

The logo should be always prominently displayed; the size will be relative to the material format and its dimensions. Whenever a small logo is needed, it should be no smaller than the logo shown on the left.


Misuse and Improper Logo Display

Shown here are some examples of improper uses of the logo.

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Two-color and PMS output

Pantone 285 

Pantone 141 

Four-color process and
digital printing output

C: 89 / M: 43 / Y: 0 / K: 0 

C: 0 / M: 28 / Y: 76 / K: 0 

Web and screen-based output

R: 0 / G: 113 / B: 206 

R: 255 / G: 164 / B: 0 



Color Guidelines

Color is a key to communicating the Our Promise image consistently. The two-color version of the logo is preferred for use in most printed materials, but one color usage is allowed when saving costs on one-color plate printing jobs.



Primary Palette



Secondary Palette
(60% Black)

Two or Four-color Process Printing and Digital

One-color Printing (Pantone 285 or black)

Reversed to white (when applied on APPROVED colors, textures or photos)

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The graphic components on left can be used in part or in whole. The large square can be used per business card sample on right, or as a background, using screen tints per below. Use ONLY approved brand colors.



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Approved use of the small square brand element.

The sun ray elements may be used in isolation of the logo also. All FIVE ray rectangles should be used vertically and they should always form the letter "C" (do not flip the rays or use them in a horizontal position).

Use ONLY approved brand colors (or screen tints of brand colors).

Brand Component Use Guidelines

The elements which represent community (blue box with semi-circle), chosen charity (gold box with curved corner) and sun rays can be graphically leveraged to further brand the Our Promise campaign. If brand components are used, do not alter the shapes in any manner (scale and cropped variations are OK), and only use approved logo colors (screen builds are OK). It is also OK to place text or photos into the graphic shapes.

On the left are a few suggestions of how the graphic components can be used to enhance presentations and build brand awareness.

Do **NOT** however:

Use the Our Promise logo type without the graphic components:



Or with only some of the logo's graphic components:



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Your logo files

The suite of digital art logo files have been produced to cover multiple media needs—from print to web, and banners to buttons. Files are provided in spot, process and monitor colors and in formats suited to specific applications. The list below and descriptions on the right are intended to help you select correct files for you and your vendor's requirements.

Our Promise logo_CMYK.ai
Our Promise logo_CMYK.eps
Our Promise logo_CMYK.png
Our Promise logo_CMYK.pdf

Our Promise logo_RGB.ai
Our Promise logo_RGB.eps
Our Promise logo_RGB.png
Our Promise logo_RGB.pdf

Our Promise logo_PMS.ai
Our Promise logo_PMS.eps
Our Promise logo_PMS.pdf

Our Promise logo_BLACK.ai
Our Promise logo_BLACK.eps
Our Promise logo_BLACK.png
Our Promise logo_BLACK.pdf

Our Promise logo_GRAY.ai
Our Promise logo_GRAY.eps
Our Promise logo_GRAY.png
Our Promise logo_GRAY.pdf

Our Promise logo_WHITE.ai
Our Promise logo_WHITE.eps
Our Promise logo_WHITE.png

Color and file suffix descriptions

CMYK: Cyan, Magenta, Yellow and Black. Also called "Full-color" or "Process color." Use a CMYK file when printing digital or using your office printers. Note, CMYK file colors can look very bright on monitors, this is normal—they will look fine in print however.

RGB: Red, Green, Blue. These are the three colors monitors and projectors display. Use RGB files for web sites / internet, PowerPoint presentations, emails/e-newsletters.

PMS: Pantone Matching System. Also called "Spot Colors." Use PMS files for offset printing only. Pantone is a universal color matching system used world-wide. These are specially mixed inks that ensure accurate color consistency from printer to printer.

BLACK: Also called "one-color." Use this file for one-color (black or corporate color) printing.

GRAY: Also called "Gray scale." Use this file for one-color (black or corporate color) printing when half-tones can be employed.

WHITE: Also called "Reversed." Use this file when you need a white logo reversed out of a colored background or image. Note: The logo file is white on a white background, so you will not see the logo on the page, but it is there!

.ai: Adobe Illustrator. This will be the source "Vector" file. It is very small in terms of file size but can be enlarged to the size of a bus without any loss in line quality or creating a huge file size. This is the file most of your vendors will require but the application Adobe Illustrator will be required to open it.

.eps: This is also a Vector file format. It will import into most applications, including MS Word and Corel Draw.

.png: (Portable Network Graphics) A bit mapped graphics file format endorsed by the World Wide Web Consortium. This formate has the distinct benefit of having a transparent background, so you can place it on top of colored backgrounds or images without seeing a white surrounding box.

.pdf: (Portable Document Format) is a file format that has captured all the elements of a printed document as an electronic image that you can view, navigate, print, or forward to someone else.

MUSEO SANS 500

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

MUSEO SANS 700

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

MUSEO SANS 900

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Fonts—Collateral Design

All Our Promise printed collateral designs should use a combination of the approved typeface systems (see below) whenever possible.

Body Text

Captions and Titles

Headers and Titles

If these fonts are not available on your system, use the guidelines under “Employee-Generated Communications” on the next page.



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Fonts—Employee-Generated Communications

In Microsoft Office software, email or on the Internet, the typeface Arial should be used. See below for specific examples.

Header 1

Arial Bold, 18pt

Header 2

Arial Bold, 14pt

Header 3

Arial Bold, 11pt

Body Text

Arial, 11pt

Email Signature