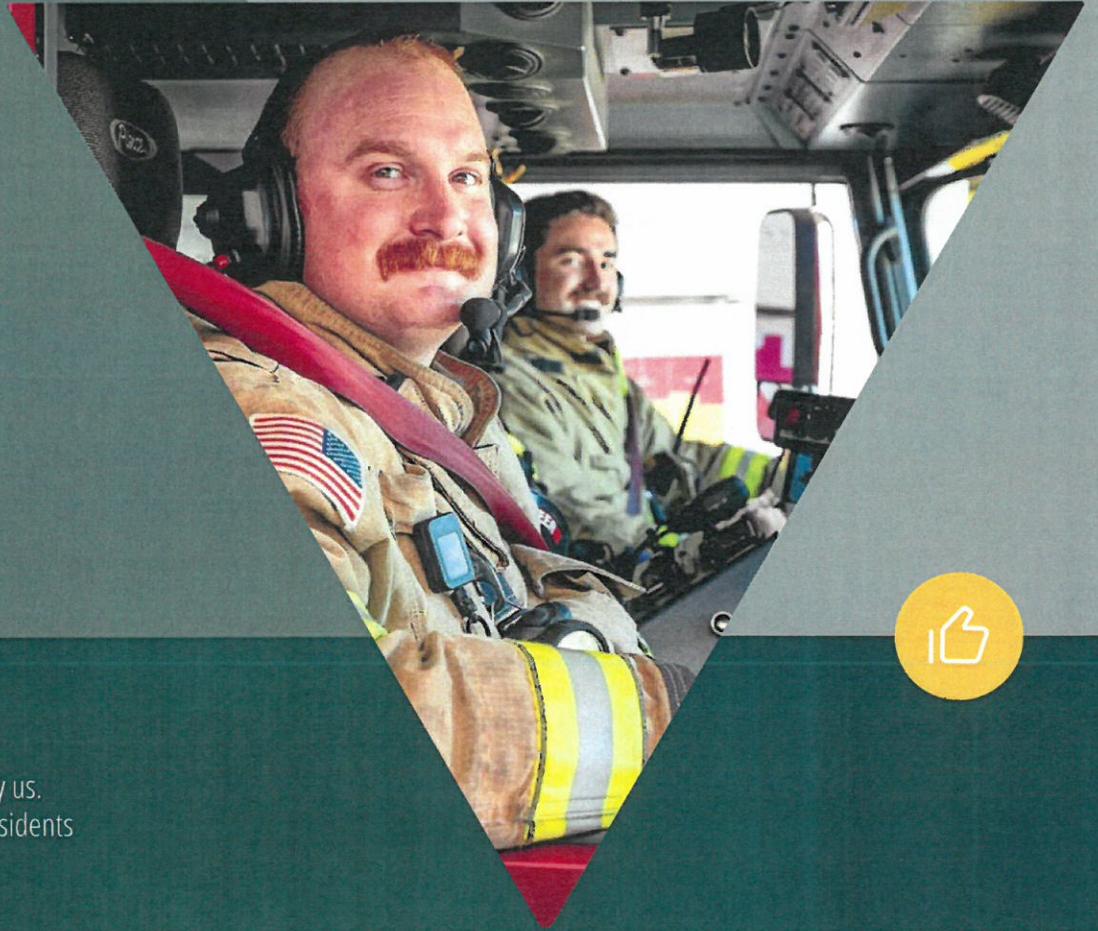


BRAND IDENTITY



Our name and our brandmark are very recognizable and distinct to only us. That is why being consistent with how we represent ourselves to our residents and stakeholders is extremely important.

BRAND IDENTITY

Brandmark

Primary Logo

Our City brandmark is an evolution of the Legacy Logo and includes feedback from our 800+ community conversations.

Created by a local artist, our new logo reflects our unique geographical features. It remains distinctly recognizable as Visalia, featuring the sun, mountains, rolling fields, and the iconic Fox Theatre.



Color Variations

We have three approved color variations for the brandmark.

FULL COLOR

The full-color brandmark should be used as the primary use of the brandmark. This is most commonly referred to as the City's logo.



BLACK

The one-color black version of the brandmark should only be used when either full color or reversed is not possible.



REVERSED

The reverse brandmark should only be used against black or against one of the official Visalia colors.



Minimum Size & Clear Space

Size and space best practices for the brandmark.

Clear Space

Clear space is the minimum amount of “breathing room” that needs to be maintained around the brandmark. This area should be kept free of graphics, text, and other marks. It also defines the minimum distance from the brandmark to the edge of the printed piece.

Use the height of the Logotype as a unit of measure. The clear space must be equal to one unit on the top, bottom, left, and right sides.



Minimum Size

The brandmark shall never be smaller than 1” wide in print and 120 pixels wide on the web.

Reproductions below these sizes are not recommended since the forms of the symbol and logotype may begin to fill in, compromising legibility.

PRINT



DIGITAL



BRAND IDENTITY

Logo Don'ts

Regardless of use, the brandmark should never be altered or modified.

Displayed are some incorrect uses of the City of Visalia brandmark.

Inappropriate reproductions dilute the City's image and undermine efforts to project a unified, strong brand. If the logo is found to be used in an inappropriate way, Communications Division staff will work with the Department or community partner to correct the usage.



DO NOT use one-color variations other than black



DO NOT distort



DO NOT apply texture



DO NOT make transparent



DO NOT use as a design element or prop



DO NOT place in a containing shape

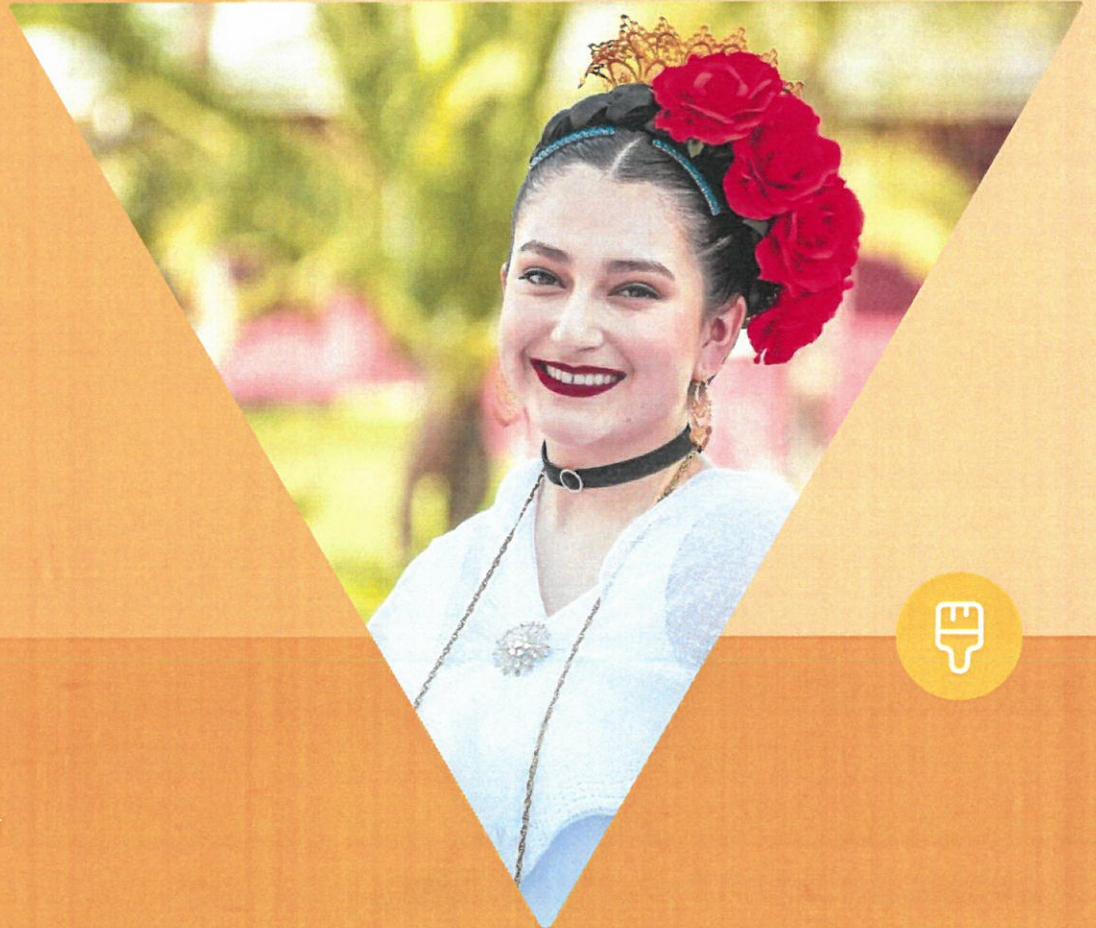


DO NOT add shadows or outlines



DO NOT change the color

COLORS



To ensure that the City of Visalia brand communicates consistently and true to brand equity, an extensive color palette has been developed for use in all applications.

COLORS

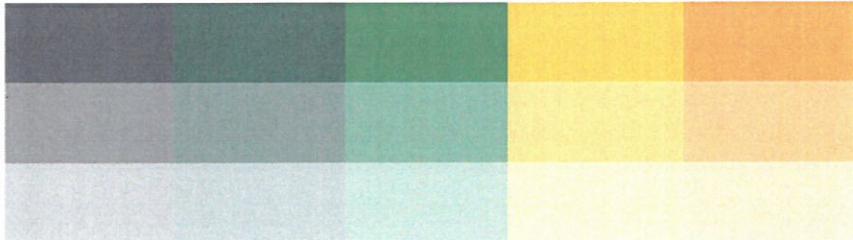
Primary Colors

Color is an integral element of our brand identity, and it is important that it be reproduced consistently.

The primary colors for the City of Visalia are representative of the city landscape. Each color has been given a distinctly Visalia name, honoring our heritage and vibrant present.

These colors are bold, bright, and warm; they reinforce the distinctiveness of the brand. These colors are strong tools to effectively communicate the brand in advertising and collateral materials.

We've given names to our colors with the corresponding hex colors. For lighter backgrounds, scale the tint down to 75%, 50%, or 25%.

	Bridge Blue	Valley Oak Green	Plaza Green	Downtown Gold	Overland Orange
100%					
	#222442	#144544A	#247D61	#EFC32E	#F1A52D
	RGB R 34 G 36 B 66	RGB R 20 G 69 B 74	RGB R 36 G 125 B 97	RGB R 239 G 195 B 46	RGB R 241 G 165 B 45
	NEAREST PANTONE 282C	NEAREST PANTONE 547C	NEAREST PANTONE 568C	NEAREST PANTONE 7549C	NEAREST PANTONE 1495C
75%					
50%					
25%					

LEGIBILITY
When using these colors, care must be taken to maintain legibility. For example, do not use pale colors for text on a white background.

COLORS

Logo Colors

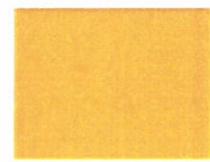
Logo colors should only be used when printing/ordering the logo.

Examples of why Logo Colors would need to be used include, but are not limited to, ensuring correct colors and that the logo appears as intended and designed on promotional items, staff uniforms, or digital or print assets.

Please use the brand colors on page 18 for any other purposes.



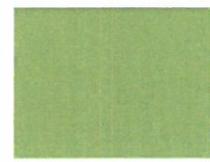
HEX: #B35639
RGB: 179, 86, 57
CMYK: 0, 52, 68, 30



HEX: #E8B610
RGB: 232, 182, 16
CMYK: 0, 22, 93, 9



HEX: #DFD3B5
RGB: 223, 211, 181
CMYK: 0, 5, 19, 13



HEX: #8BA65F
RGB: 139, 166, 95
CMYK: 16, 0, 43, 35



HEX: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100