Branding
Guide

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Introduction

The mission of the Napa/Solano Area Agency on Aging (N/S AAA) is to advocate for and enhance the quality of life, health, independence, and dignity of older adults in Napa and Solano counties. The agency is a trusted fixture in both communities, providing leadership in addressing issues that relate to older adults, developing community-based systems of care, and promoting citizen involvement in the planning and delivery of services. **The N/S AAA brand communicates the agency's core values of empowerment, strength, and compassion**.

The N/S AAA logo is the most visible element of the brand's visual identity. The logo serves as the universal signature across all media and communications. Correct and consistent use is vital to building and maintaining brand strength.

The guidelines detailed here serve to define and clarify use of the N/S AAA logo and related branding elements. This branding guide will cover the major elements but is not necessarily inclusive of all possible applications. Any use of the N/S AAA logo and related elements outside of these guidelines must be reviewed and approved by the agency.

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Logo Elements

The N/S AAA logo has six elements: a letter A, two county names, two paintbrush strokes, two arrows, and the agency name and tagline. It should not be redrawn, digitally manipulated, or altered in any way.

County Names

Napa Solano

Letter A

Paintbrush Strokes

Typeface

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Agency Name

Tagline

Arrows

Options

The N/S AAA logo can be presented in two different ways—with the central text in navy blue against a white background and with the central text in white against a navy blue background. They are the same logo and can be used interchangeably.

Standard

Reversed Out

Art Element

Ideally, the N/S AAA logo will always include the artwork and typeface. However, there may be some circumstances in which it is appropriate to include the artwork as a stand-alone mark. It may be used as an art element in the corner of materials, but only if the complete logo has been previously presented in its full format.

Artwork as a Stand-Alone Mark

Orientation

The preferred use of the N/S AAA logo is the vertical orientation. The horizontal orientation may be used in certain co-branding circumstances—namely when scaling down the size of the vertical orientation to match the height of the partner logo impairs legibility.

For more information on co-branding rules, see **page 12**.

Vertical

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Horizontal

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Specifications

- **Clearspace:** The N/S AAA logo should be surrounded by sufficient clearspace—free of type, graphics and other visual elements—to ensure the brand is visible on all applications. 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.

- **Sizing:** There is no predetermined size for the logo. The scale and proportion should be determined by the available space, design, medium, and visibility. In print the minimum size of the vertical logo is 1". There is no maximum size for the logo.

- **Pixelation:** Never use a pixelated version of the logo. Pixelation occurs when a small logo is resized larger than its original file. Download a high-quality logo file on the N/S AAA website.
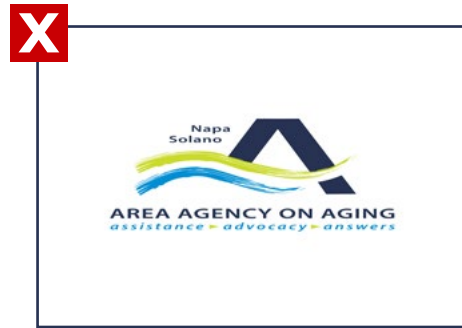
Improper Usage

Never modify the N/S AAA logo. The examples below offer examples of possible misuse of the logo and should be avoided on all branded documents and materials.

Do not mix and match brand colors or use colors outside the approved palette

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

Do not rotate the logo in any direction

Do not resize any elements of the logo

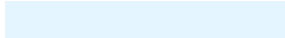*Do not separate, rearrange, or move any of the graphic elements of the logo*

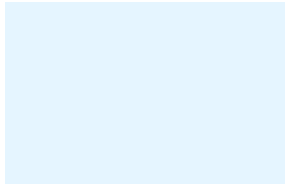*Do not combine the logo with any other graphic elements, colors, or logos*

Color Palette

The colors used in the N/S AAA brand play a critical role in the agency's communication, emphasizing its credibility and authority.

For best print quality, use solid PANTONE colors. Where this is not available, print using 4-color process match. RGB and HEX should only be used for interface or web applications.

Each color should be applied at 100% tint to preserve the impact and strength.

Navy Blue	Sky Blue	Lime Green	Light Blue	Bright Green
CMYK C91/M82/Y41/K36	CMYK C78/M32/Y0/K0	CMYK C25/M0/Y99/K0	CMYK C8/M0/Y0/K0	CMYK C77/M15/Y100/K0
RGB R39/G50/B82	RGB R0/G143/B213	RGB R203/G219/B42	RGB R229/245G/B255	RGB R65/G155/B69
HEX COLOR #273252	HEX COLOR #008fd5	HEX COLOR #cbdb2a	HEX COLOR #e5f5ff	HEX COLOR #419b45
PANTONE 533 C	PANTONE 2925 C	PANTONE 533 C	PANTONE 565 C	PANTONE 7738 C

Colored Text

To meet Web Content Accessibility Guidelines (WCAG 2.0 AA), make sure the contrast between the text color and the background color on all N/S AAA materials is greater than or equal to 3:1. Always opt for a heavier font weight (Semibold, Bold, ExtraBold). Do not deviate from the background color and text color combinations below.

Navy Blue   **Sky Blue**   **Bright Green**

White   **Sky Blue**   **Lime Green**   **Light Blue**

White   **Navy Blue**   **Light Blue**

Navy Blue

Navy Blue   **Bright Green**

White   **Light Blue**

Grayscale

In circumstances where a single color is required or full color application is not available (i.e. grayscale printing), the N/S AAA logo can be used in black and white.

Typeface

Typography is a significant part of N/S AAA's visual identity, as the typographic style and layout contributes to the overall visual experience. **Open Sans** is the brand font. It is an open source font that can be downloaded for free from **Google Fonts**. Do not use condensed versions of the font.

Headline

Open Sans ExtraBold

ABCDEFGHIJKLMNOPQRSTUVEXYZ abcdefghijklmnopqrstuvwxyz

Subhead

Open Sans SemiBold

ABCDEFGHIJKLMNOPQRSTUVEXYZ abcdefghijklmnopqrstuvwxyz

Body

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVEXYZ abcdefghijklmnopqrstuvwxyz

Co-Branding

In circumstances where materials are created with partners, the N/S AAA logo can be used with a partner logo using a "logo lockup." In a logo lockup, the N/S AAA logo should be displayed to the left of the partner logo, separated by a thin, Navy Blue vertical dividing line. The partner logo should not exceed the height of the dividing line in the lockup. If multiple partner logos are used, add them to the right of the first partner logo with another dividing line. Logo clearspace rules apply to logo lockups.

Equal Distance

Partner Logo Does Not Exceed Height of Dividing Line

Co-Branding Examples

Examples of proper co-branding for various scenarios are below.

Horizontal Orientation

Multiple Partner Logos

FOR MORE

If you have questions regarding these guidelines, contact the

Napa/Solano Area Agency on Aging

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