

Brand Styleguide





Purpose of the Brand Guidelines

This manual is designed to provide clear, actionable guidance for maintaining a cohesive and unified voice across all our brand assets. The consistency of a united voice is key to building trust, fostering recognition, and creating a lasting impact. By adhering to these principles, you'll help to convey our agency's values, personality, and mission.



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SECTION 01

Brand Statements

Mission, Core Values



Mission

The Air District improves air quality to protect public health, reduce historical and current environmental inequities, and mitigate climate change and its impacts.

Core Values

TRANSPARENCY

We are dedicated to full transparency toward holding ourselves accountable for our decisions and actions.

EQUITY

We commit to equity and ensuring that our organizational culture fosters a diverse workforce that reflects our communities.

PARTNERSHIP

We value our partners, fostering meaningful collaboration both internally and externally to achieve shared objectives.

TRUST

We gain public trust by grounding our programs and policies in law, science, and the lived experience of our communities.

ENVIRONMENTAL JUSTICE

We will integrate environmental justice principles within all aspects of our work, and we seek enhanced environmental justice outcomes for overburdened communities.

INTEGRITY

We lead with integrity, serving as honest and responsible stewards of public resources, grounding our actions in law and science, and pioneering effective and innovative solutions in partnership with the communities we serve.



SECTION 02

Brand Identity

Logo Anatomy, Primary Logo, Logo Alternates,
Clearspace, Logo Don'ts, Social Media Logo, Patterns



Logo Anatomy



The Bay Area Air District's logo consists of two elements: a symbol and a wordmark, together forming the logo.

SYMBOL

The symbol's size, shape, and proportion must not be altered, redrawn, or modified in any way.

WORDMARK

The font in our logo reflects our brand's personality and paired with the symbol, forms the logotype. To ensure brand consistency, the specifications, usage restrictions, and size relationships of this lockup must be followed.



Primary Logo

LOGO WITHOUT TAGLINE

The logo without the tagline is our preferred version for most brand communications.



The primary Bay Area Air District logo is a horizontal orientation. Use the full color logo whenever possible.

LOGO WITH TAGLINE

The logo with the tagline is used for specific circumstances where the focus is to reinforce our core message and values, adding context to our brand's purpose.





Logo Alternates

Orientation

HORIZONTAL - ONE LINE



HORIZONTAL - TWO LINES



VERTICAL



The logo can be used in three different orientations. The horizontal version with the wordmark in one line is the preferred one. The others are recommended for cases where the preferred version is too wide.



Logo Alternates

Color

FULL COLOR

Preferred. Use over light backgrounds, preferably white.



BLACK



ONE-COLOR

Preferably Ocean Blue



REVERSED

Use of white logo over Ocean blue, Sky and Orchid only.



There are three approved color variations for the logo. They can be applied to all three orientations.

Clearspace



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

Use the height of the “B” letter from “Bay” as a unit of measure. The clear space must be equal to one unit on the top, bottom, left, and right sides.



Logo Don'ts



DO NOT use unapproved colors



DO NOT change the colors



DO NOT distort



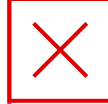
DO NOT outline



DO NOT add shadows



DO NOT alter proportion



DO NOT make transparent



DO NOT place in a containing shape

Misuse of the logo can dilute our brand's impact, cause confusion, and undermine its recognition. Here are some common examples of logo misuse and guidance on what to avoid to ensure the logo remains consistent, professional, and effective in all applications.



Social Media Logo

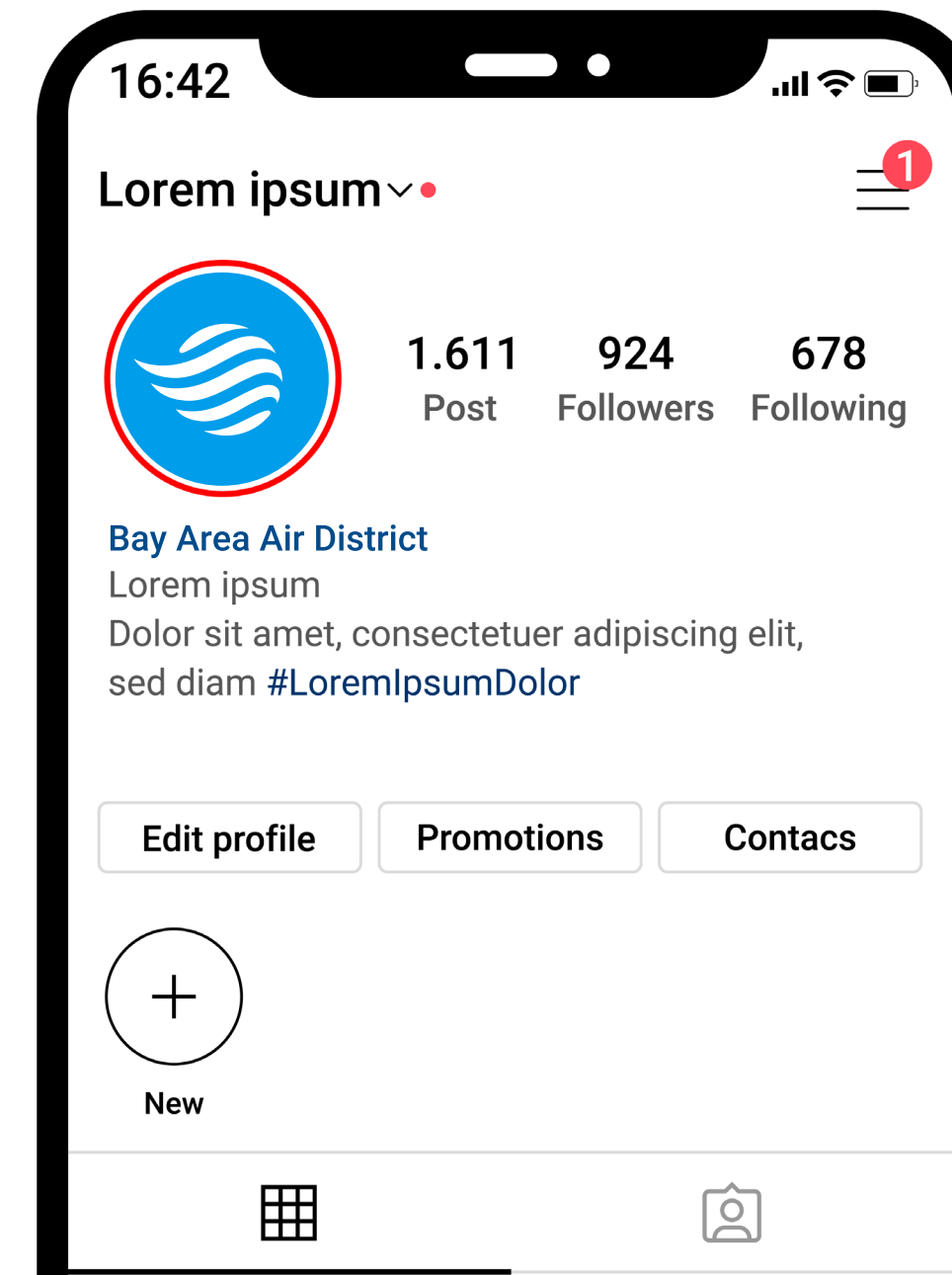
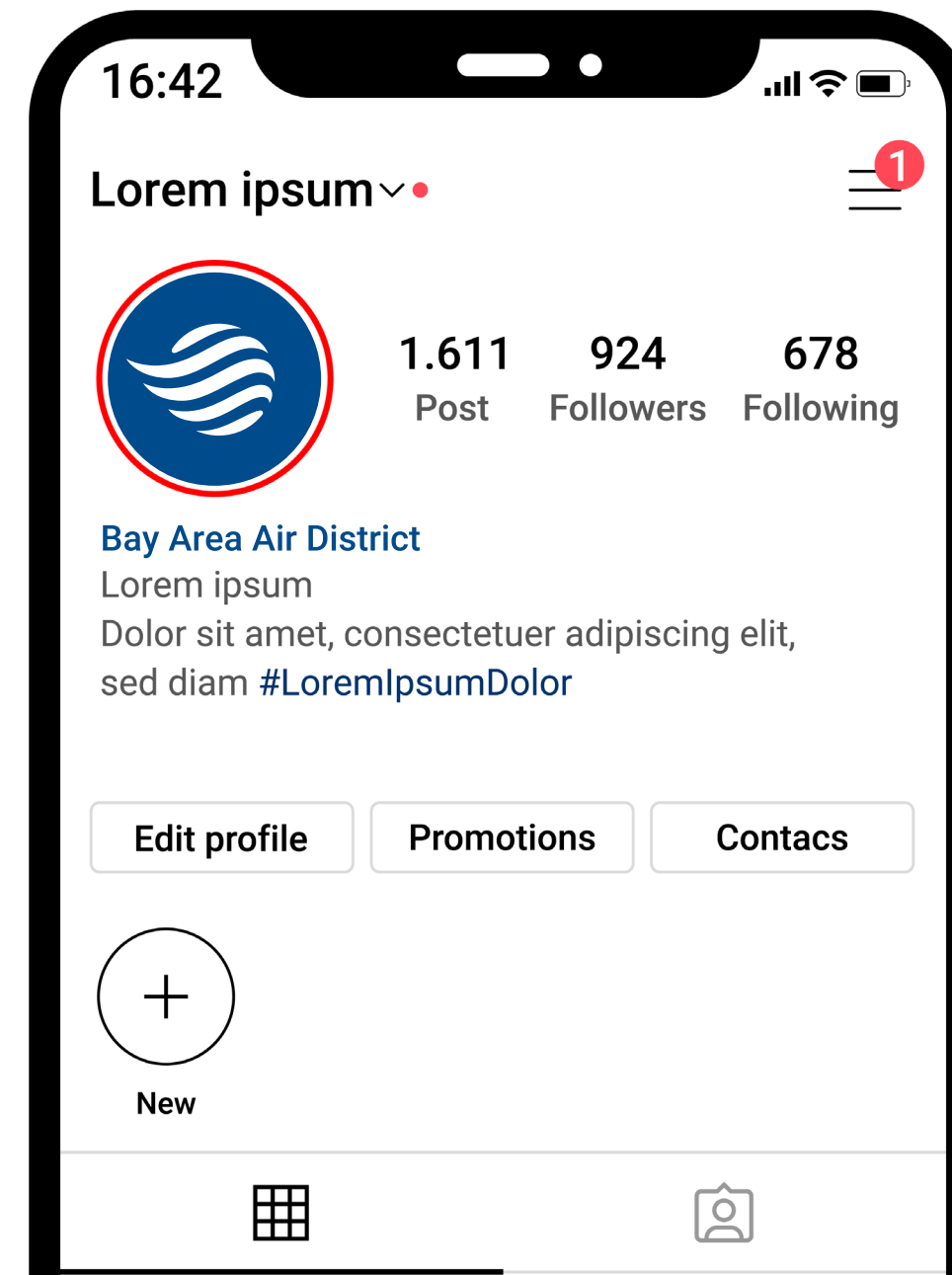
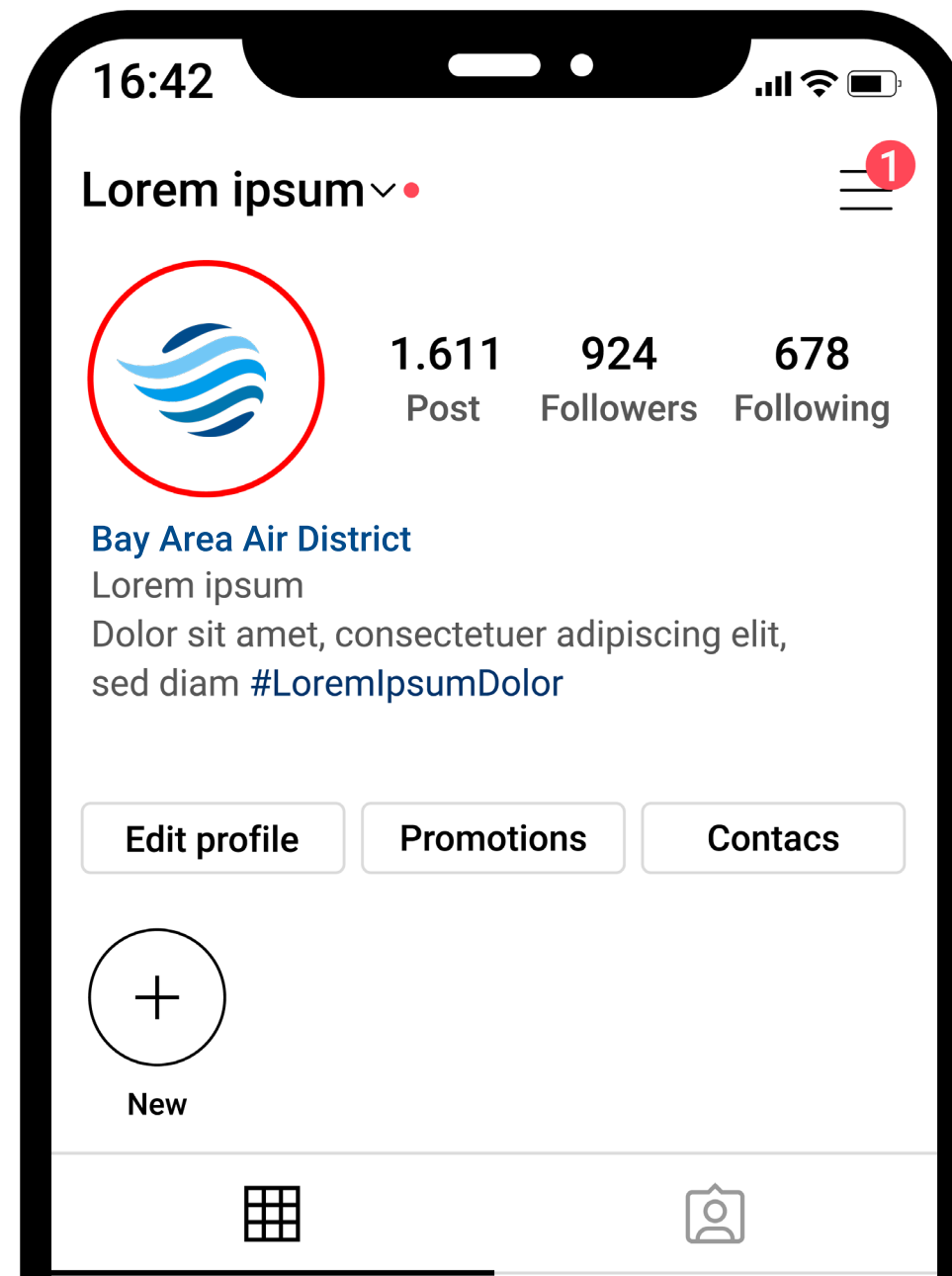
OPTION A - FULL COLOR



OPTION B - OCEAN



OPTION C - SKY



The typically recommended option for social media profile pictures is the full color symbol. Ocean or Sky blues may be used to support specific campaigns, seasonal initiatives, or special events. These color adjustments should be carefully considered and used strategically to ensure they feel relevant and purposeful, rather than arbitrary.



Patterns



OVER SOLID BRAND COLOR



OVER IMAGERY

The Bay Air pattern can be used over other brand colors and, on occasion, over imagery. The Sky, Cloud and White tones are best used for these cases to ensure good contrast.

Patterns



PATTERN



PATTERN IN APPLICATION

The Bay Air pattern can be used over other brand colors and, on occasion, over imagery. The Sky, Cloud and White tones are best used for these cases to ensure good contrast.

SECTION 03

Color

Color Codes





Color Codes

Primary Colors



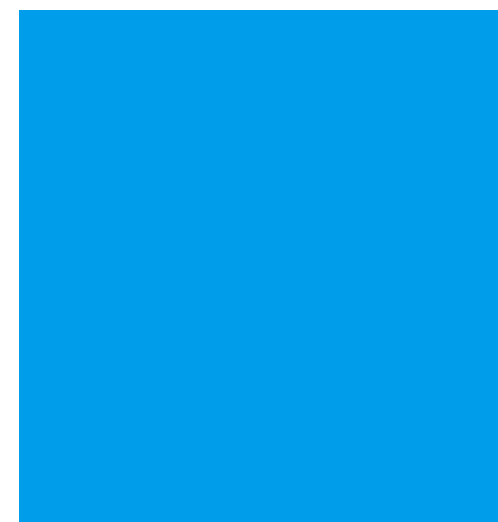
Ocean

CMYK
100, 51, 0, 34

PMS
301C

RGB
0, 75, 139

HEX
#004b8b



Sky

CMYK
75, 18, 0, 0

PMS
2925C

RGB
0, 157, 234

HEX
#009dea



75%



75%



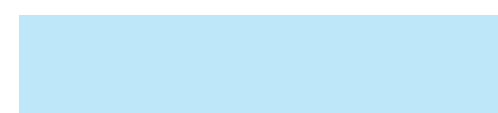
50%



50%

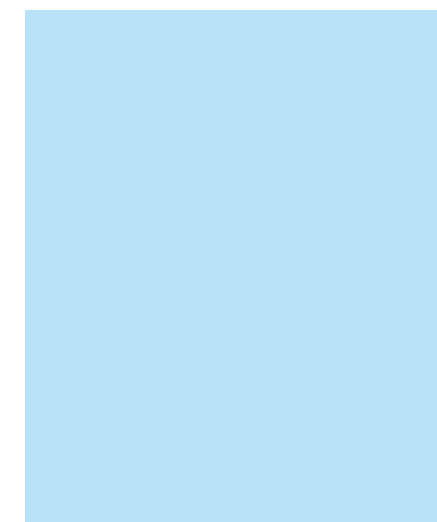


25%



25%

Secondary Colors



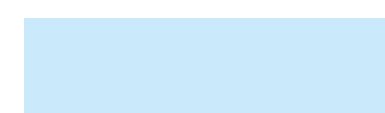
Cloud

CMYK
25, 1, 0, 0

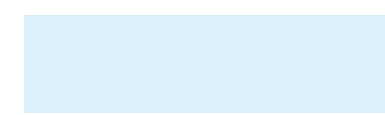
PMS
290C

RGB
185, 226, 248

HEX
#b9e2f8



75%



50%



Orchid

CMYK
73, 68, 0, 0

PMS
2725C

RGB
105, 91, 211

HEX
#695bd3



75%



50%



Heather

CMYK
36, 32, 0, 0

PMS
2705C

RGB
168, 164, 238

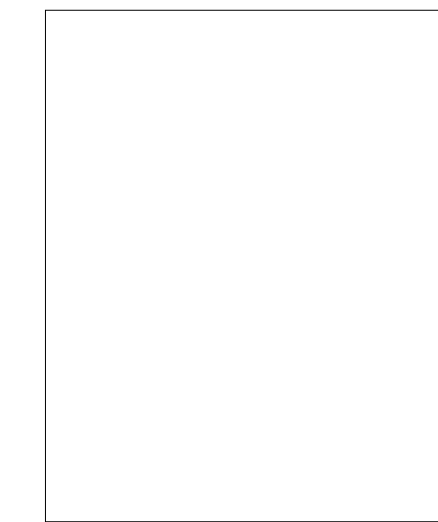
HEX
#a8a4ee



75%



50%



White

CMYK
0, 0, 0, 0

RGB
255, 255, 255

HEX
#ffffff

By adhering to these color guidelines, we ensure that our brand maintains a unified look and feel.

PRIMARY COLORS

Our primary color palette is the foundation of our brand's visual identity. These colors are central to our brand's personality and should be used in the majority of our design work. They reflect the core essence of our brand, setting the tone for how we connect with our audience.

SECONDARY COLORS

The secondary color palette complements the primary colors and adds flexibility to our designs. These colors can be used to accent, highlight, or differentiate specific elements, while still maintaining visual harmony with the primary palette. Secondary colors are meant to be used in specific contexts where additional variety or emphasis is needed.

THERE WILL BE VARIANCES IN COLORS FROM PMS, TO CMYK, TO RGB.

SECTION 04

Typography

Main Font, Safe Font, Headlines, Body Copy,
Digital Recommendations





Main Font

RALEWAY LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

RALEWAY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Safe Font

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Typography plays a crucial role in how our brand is perceived. It conveys tone, reinforces our identity, and ensures clarity in our messaging.

MAIN FONT

The primary typeface should be used in the majority of our communication, from digital to printed materials.

SAFE FONT

To ensure brand consistency across all platforms, we've selected a safe font—a universally available system font—to be used only as a substitute when the primary typeface cannot be accessed.



HEADLINES
Raleway Light
 — Sentence case

Setting the Standard for Fresh Air

SUBHEADS
Raleway Bold
 — All caps
 — Tracking 60pt

GOVERNMENT SUPPORT PROGRAM

BODY COPY
Raleway Light
 — Sentence case
 — Tracking 10pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

DETAIL COPY
Raleway Italic
 — Sentence case

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Typography plays a crucial role in how our brand is perceived. It conveys tone, reinforces our identity, and ensures clarity in our messaging.

SECTION 05

Applications

Stationary, Outreach Materials, Presentation and Communication,
Branded Merchandise, Comments/Questions



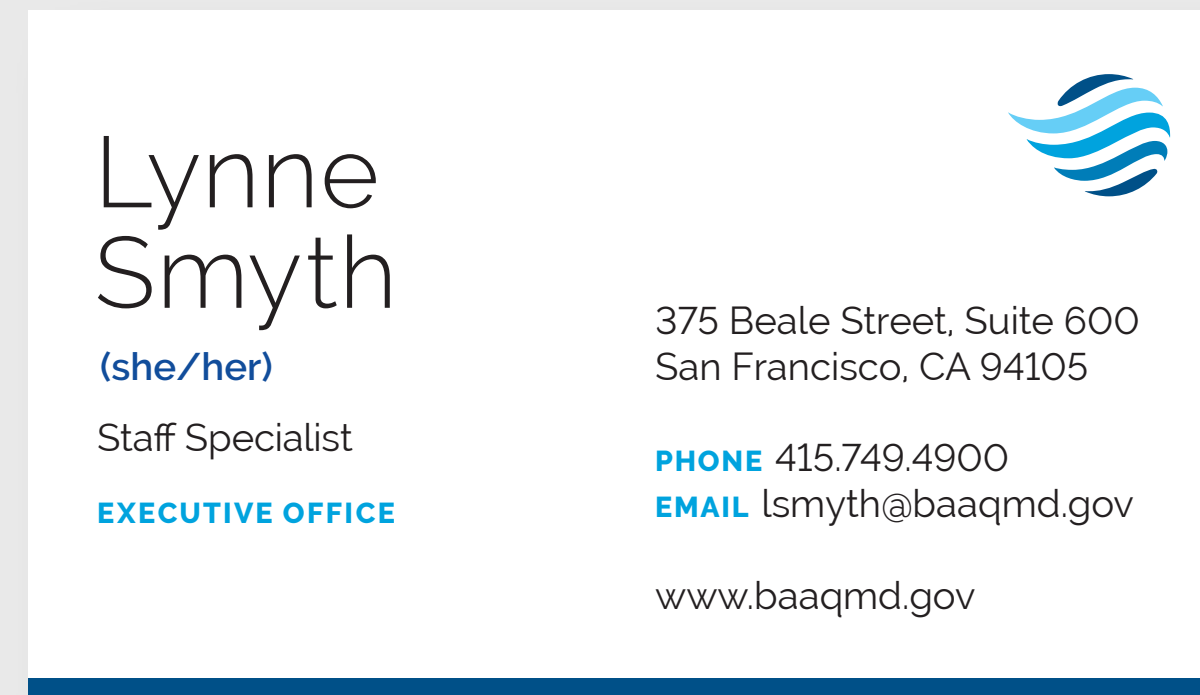
Stationary



Business Card



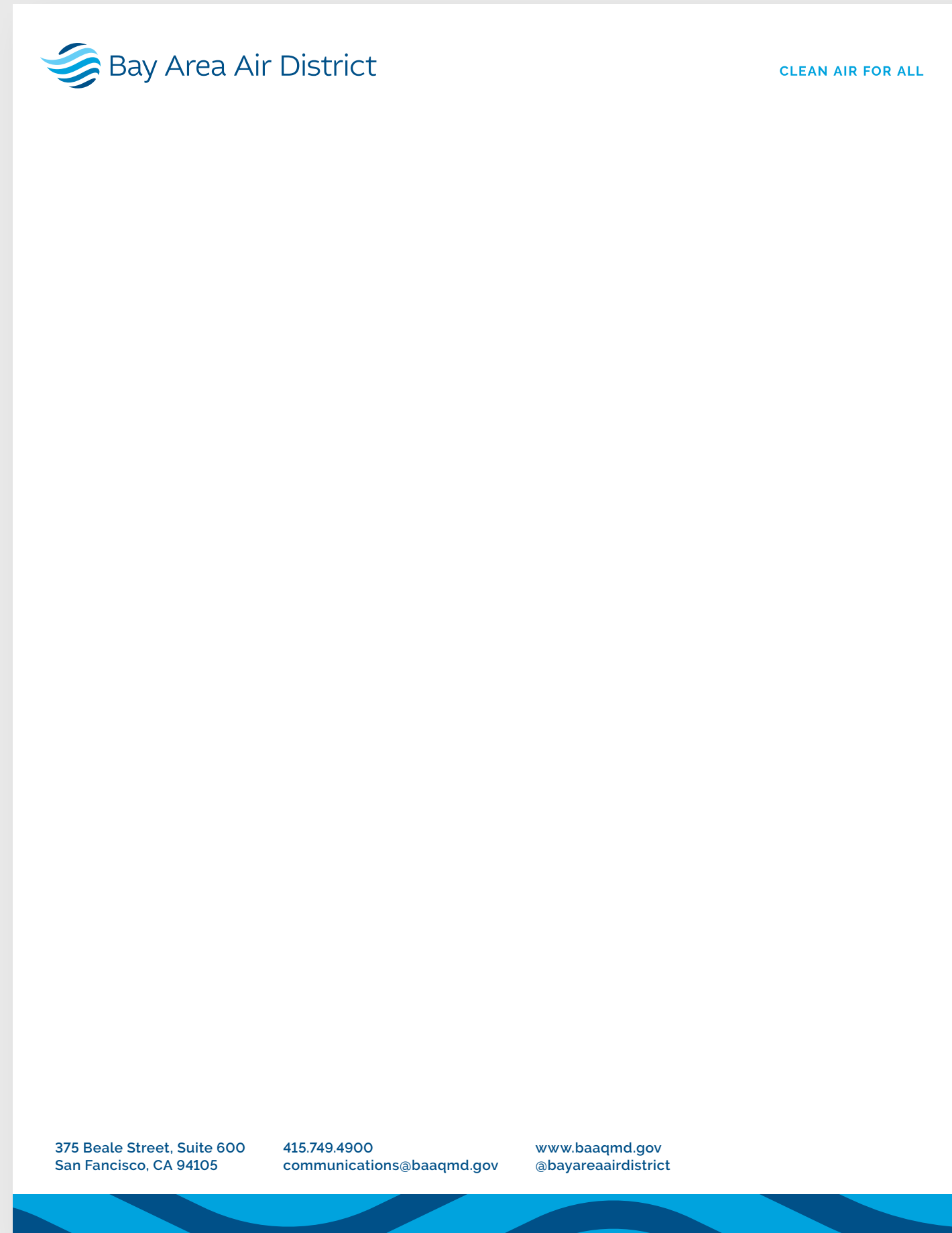
BACK



FRONT

Follow the Adobe Illustrator template file when creating new business cards.


Letterhead



Follow the Word template files when creating new letters.

Email Signature

OPTION A

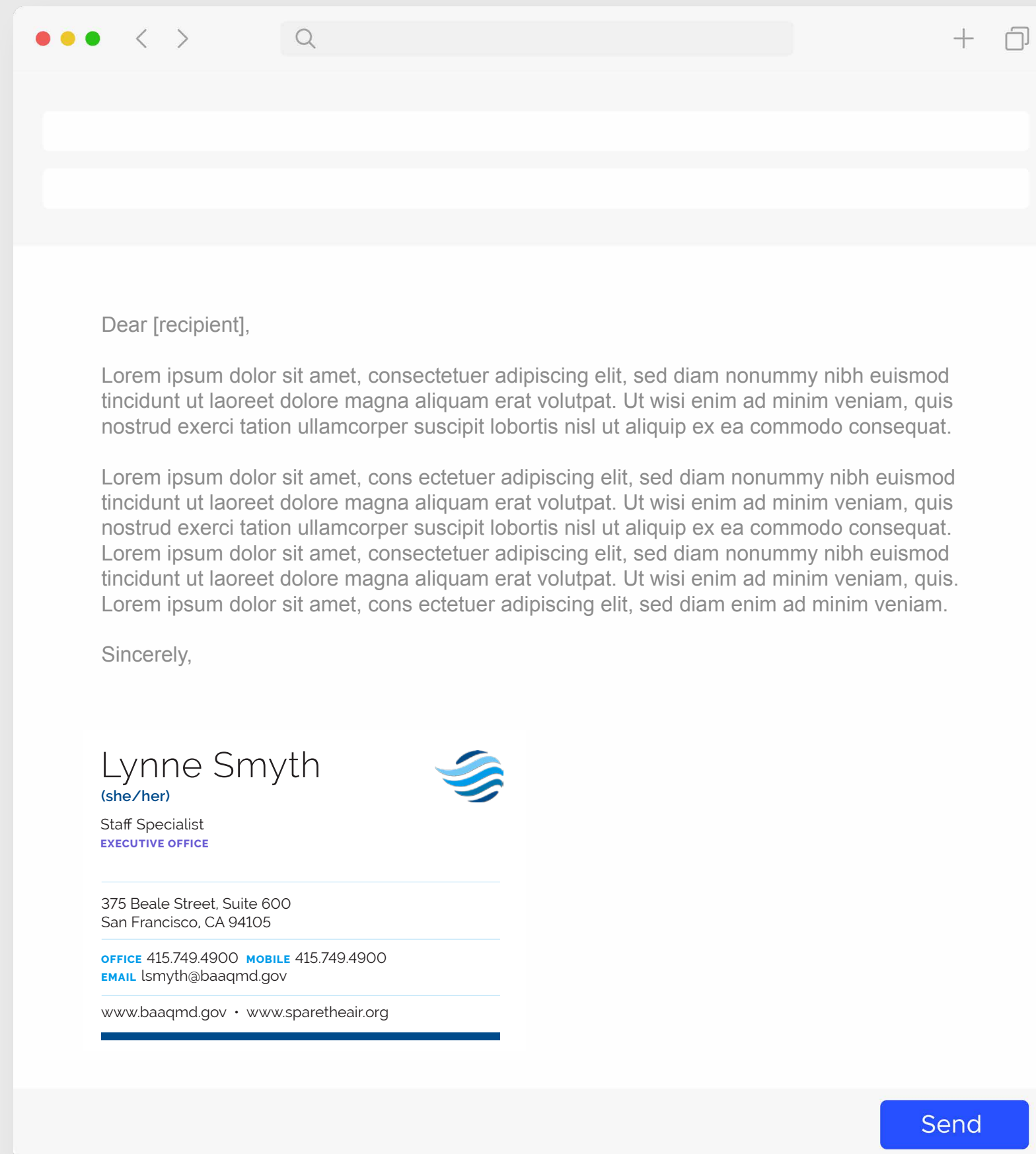
Lynne Smyth
(she/her) 

Staff Specialist
EXECUTIVE OFFICE

375 Beale Street, Suite 600
San Francisco, CA 94105

OFFICE 415.749.4900 **MOBILE** 415.749.4900
EMAIL lsmyth@baaqmd.gov

www.baaqmd.gov • www.sparetheair.org




Dear [recipient],

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Sincerely,

Lynne Smyth
(she/her) 

Staff Specialist
EXECUTIVE OFFICE

375 Beale Street, Suite 600
San Francisco, CA 94105

OFFICE 415.749.4900 **MOBILE** 415.749.4900
EMAIL lsmyth@baaqmd.gov

www.baaqmd.gov • www.sparetheair.org

Send

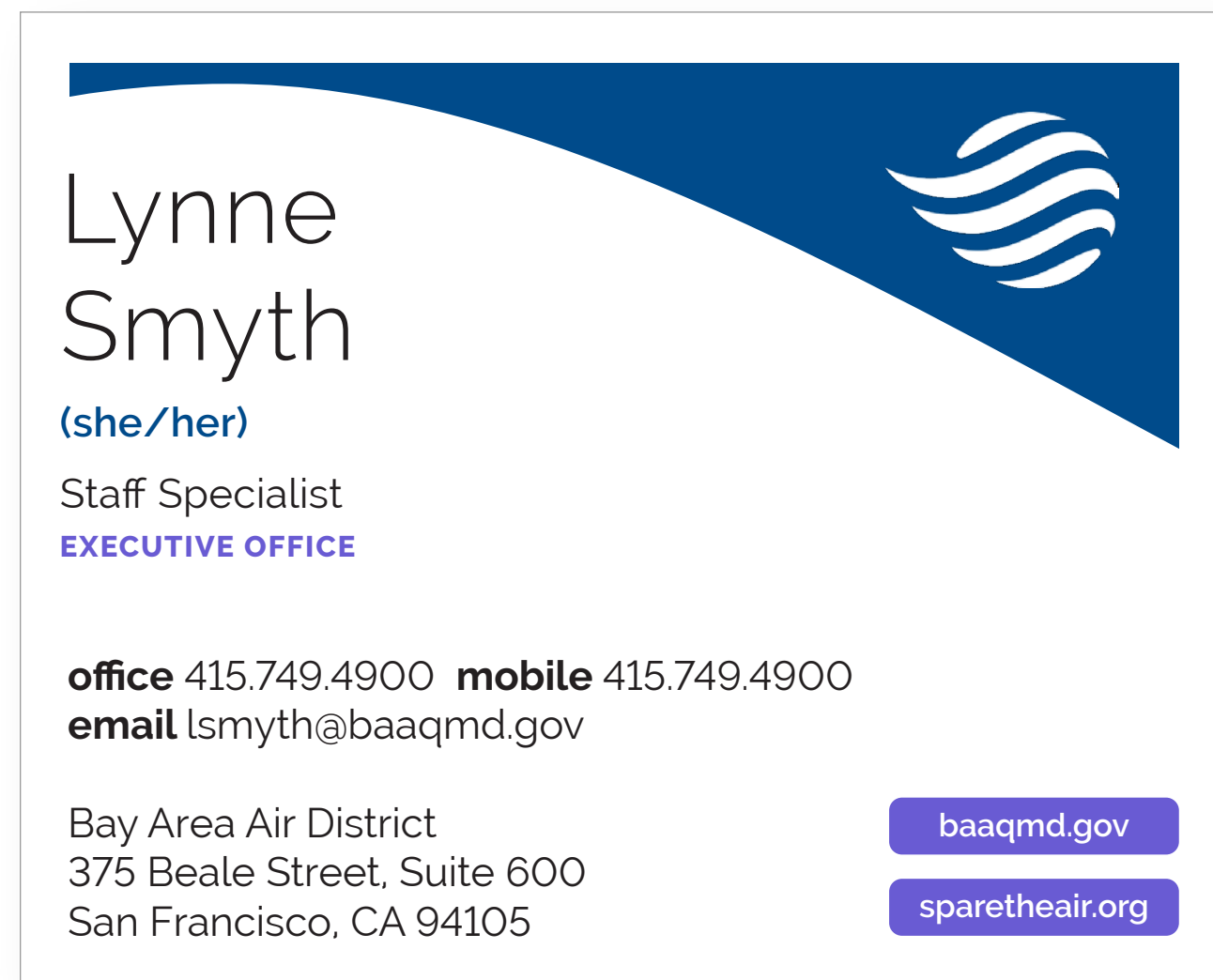
Your email signature should consist of; your name, designation (if applicable), title or position, department, full mailing address, telephone number(s), email, website, and brand elements. Follow the Word template file for new email signatures.





Email Signature

OPTION B

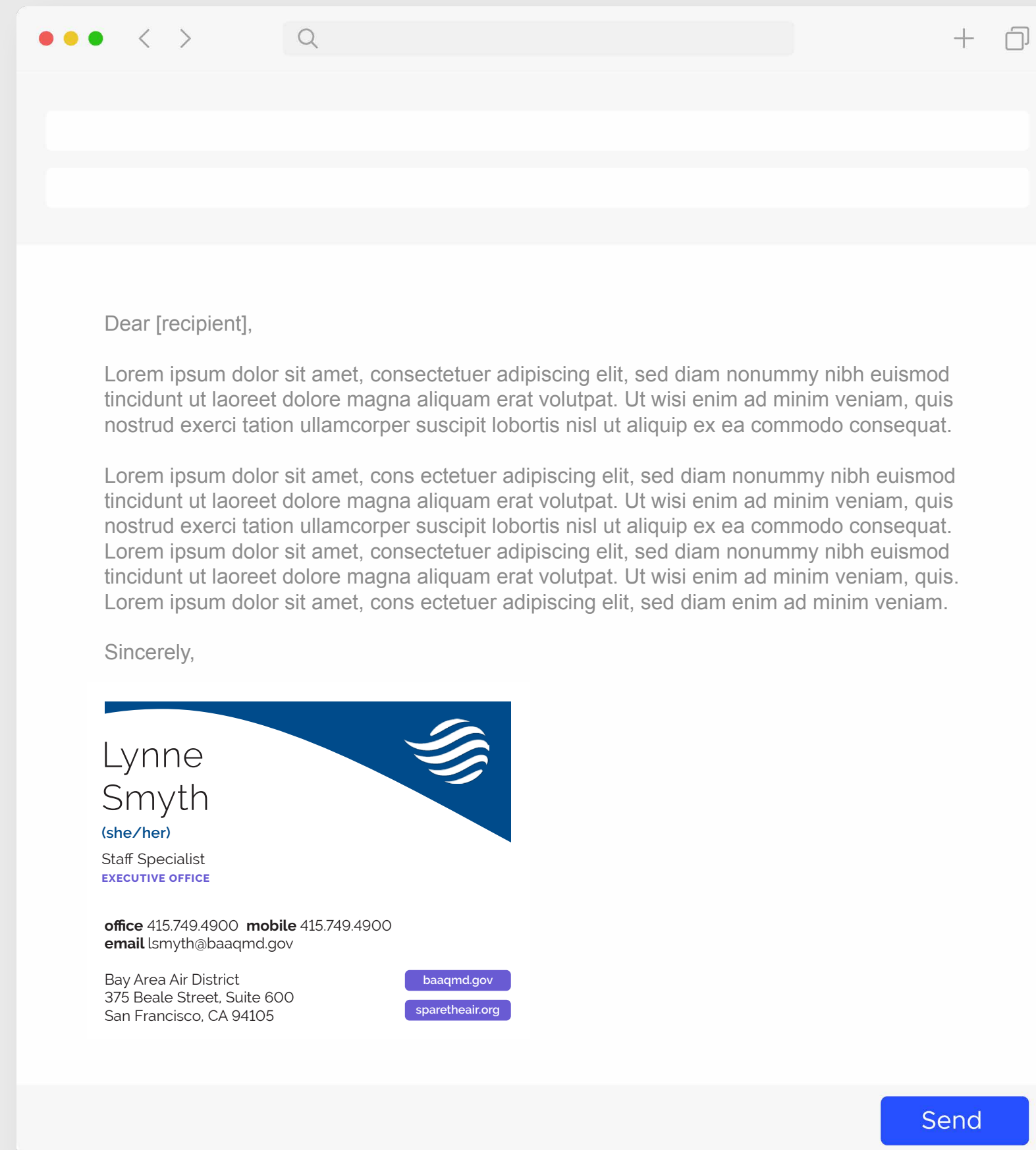


Lynne Smyth
 (she/her)
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email lsmyth@baaqmd.gov

Bay Area Air District
 375 Beale Street, Suite 600
 San Francisco, CA 94105

baaqmd.gov
sparetheair.org




Dear [recipient],

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Sincerely,



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 (she/her)
 Staff Specialist
 EXECUTIVE OFFICE

office 415.749.4900 **mobile** 415.749.4900
email lsmyth@baaqmd.gov

Bay Area Air District
 375 Beale Street, Suite 600
 San Francisco, CA 94105


baaqmd.gov
sparetheair.org

Send

Your email signature should consist of; your name, designation (if applicable), title or position, department, full mailing address, telephone number(s), email, website, and brand elements. Follow the Word template file for new email signatures.

Email Signature

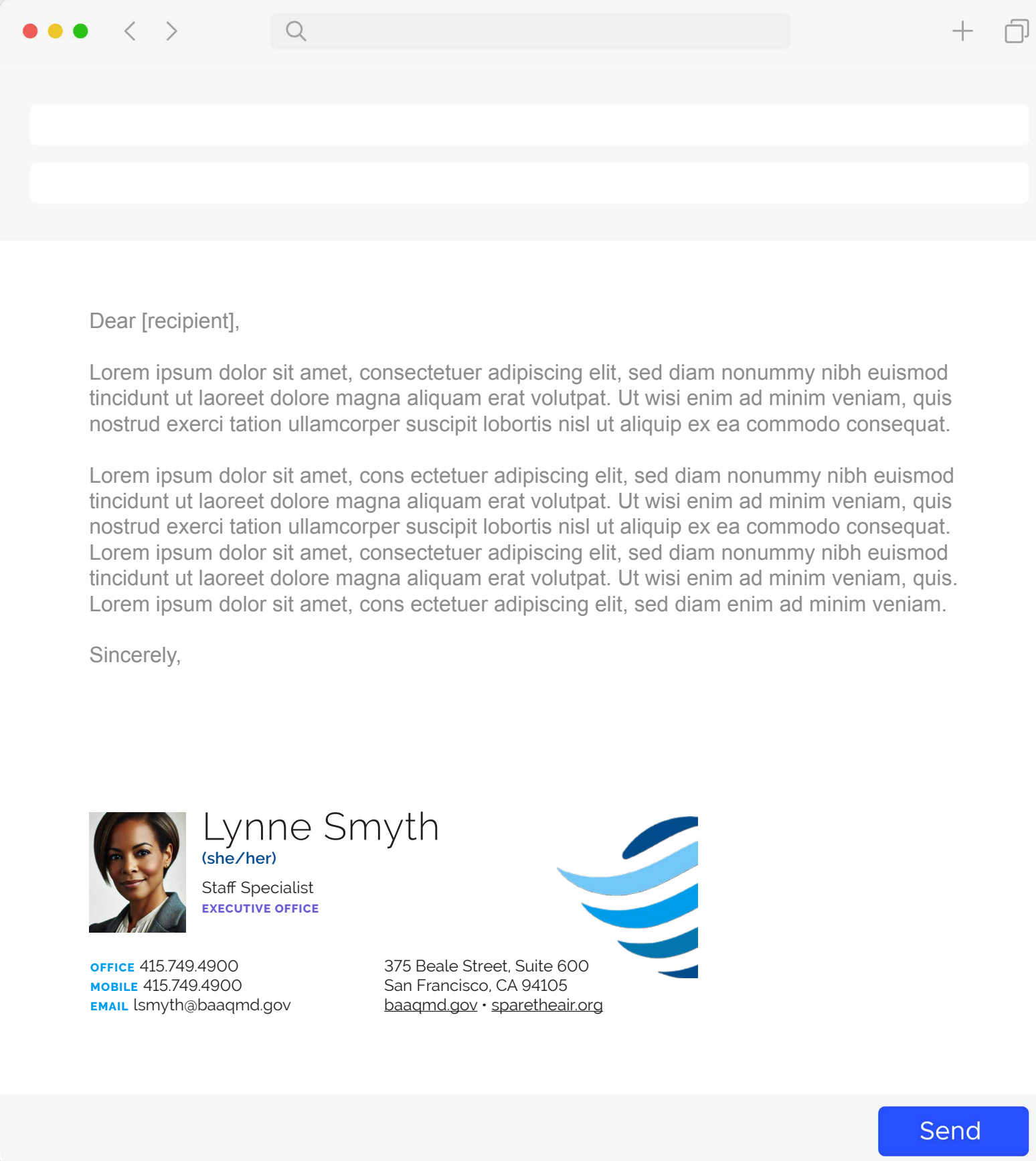

OPTION C



Lynne Smyth
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EMAIL lsmyth@baaqmd.gov

375 Beale Street, Suite 600
San Francisco, CA 94105
baaqmd.gov • sparetheair.org




Dear [recipient],

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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baaqmd.gov • sparetheair.org



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Outreach Materials



Print Flyer

OPTION A




 Bay Area Air District

Clean Air Plan Workshop

LOCATION
San Carlos Community Library Room
610 Elm Street, San Carlos, CA 95070


DATE
Saturday, August 10

TIME
From 12:00pm – 1:00pm



Join the Bay Area Air District to talk about your air quality issues and concerns.

The Air District welcomes all thoughts, questions, and comments related to air quality and climate change in your community. The Air District prepares and updates air quality plans to achieve state and national ambient air quality standards, comply with state and national air quality planning requirements, and maintain healthy air in the Bay Area.

Learn more at baaqmd.gov
    @bayareaairdistrict

CLEAN AIR FOR ALL

Place your desired photos and text in the template provided by the Communications Office.

Print Flyer

OPTION B



The flyer features a header with the Bay Area Air District logo and a background image of rolling green hills. The main title 'Clean Air Plan Workshop' is prominently displayed. Below the title, there is a section for joining the workshop, a list of topics (Ventilation, Quality, Wildfires, Pollution) with corresponding icons, a paragraph about the Air District's mission, a paragraph about implementation strategies, a photo of a tree, and details on when and where the workshop will take place. Social media and website information are provided at the bottom.

Bay Area Air District

Clean Air Plan Workshop

Join the Bay Area Air District to talk about your air quality issues and concerns.

The Air District welcomes all thoughts, questions, and comments related to air quality and climate change in your community. The Air District prepares and updates air quality plans to achieve state and national ambient air quality standards, comply with state and national air quality planning requirements, and maintain healthy air in the Bay Area.

The Air District implements these strategies through rules and regulations, grant and incentive programs, public education and outreach, and partnerships with other agencies and stakeholders. This is an in-person opportunity for a conversation with the Air District Board Chair — no Zoom option is available.

CLEAN AIR FOR ALL

VENTILATION **QUALITY** **WILDFIRES** **POLLUTION**

WHEN • WHERE
San Carlos Community Library Room
610 Elm Street, San Carlos, CA 95070

Saturday, August 10 from 12:00pm – 1:00pm

Learn more at baaqmd.gov
@bayareaairdistrict

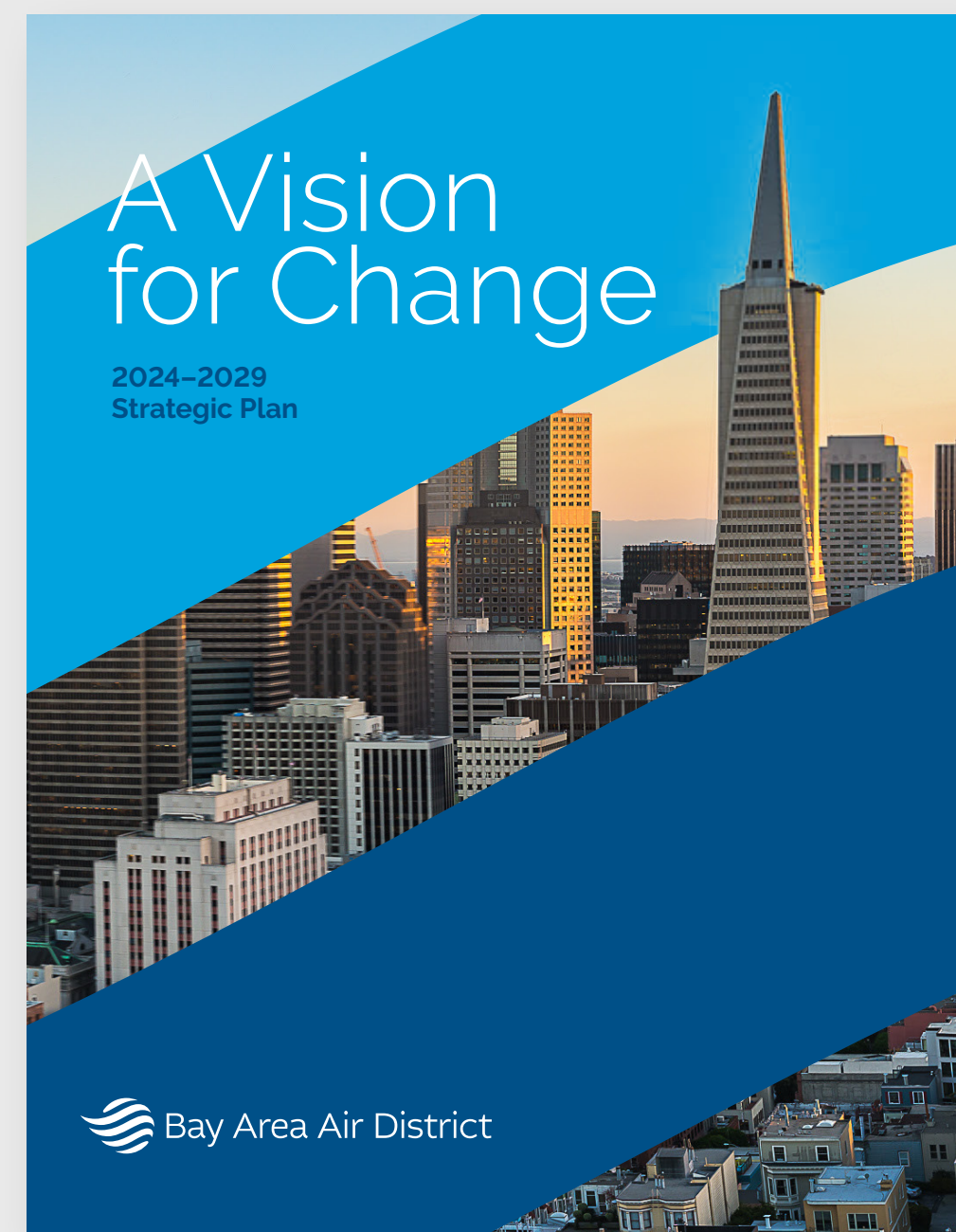
Place your desired photos and text in the template provided by the Communications Office.



Report/Plan Covers



OPTION A



OPTION B



OPTION C

Place your desired photos and text in the template provided by the Communications Office.

Social Media Template



OPTION A



OPTION B



OPTION C



OPTION D

Place your desired photos and text in the template provided by the Communications Office.

Presentation and Communication



Powerpoint Template



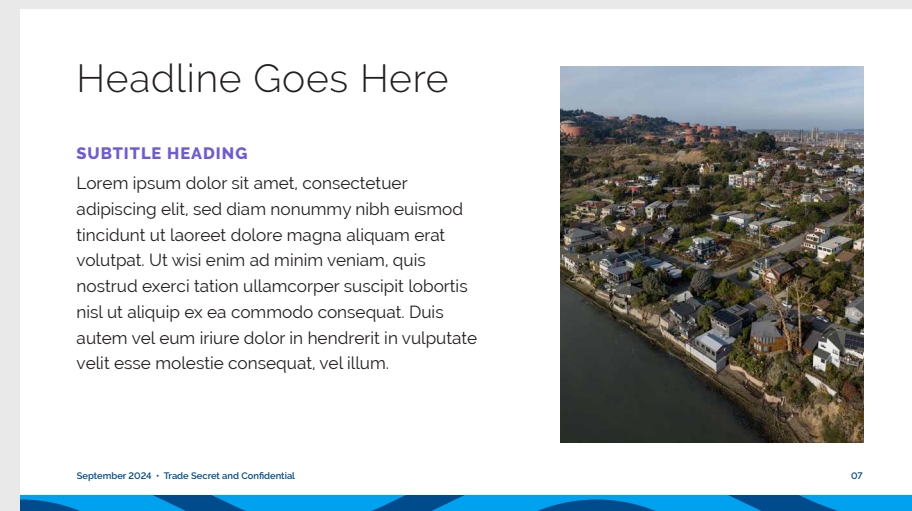
COVER OPTION A



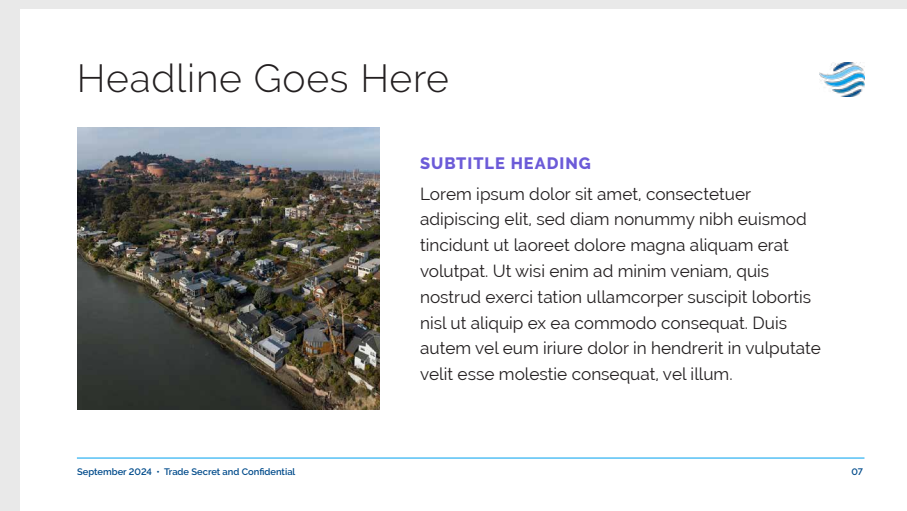
COVER OPTION B



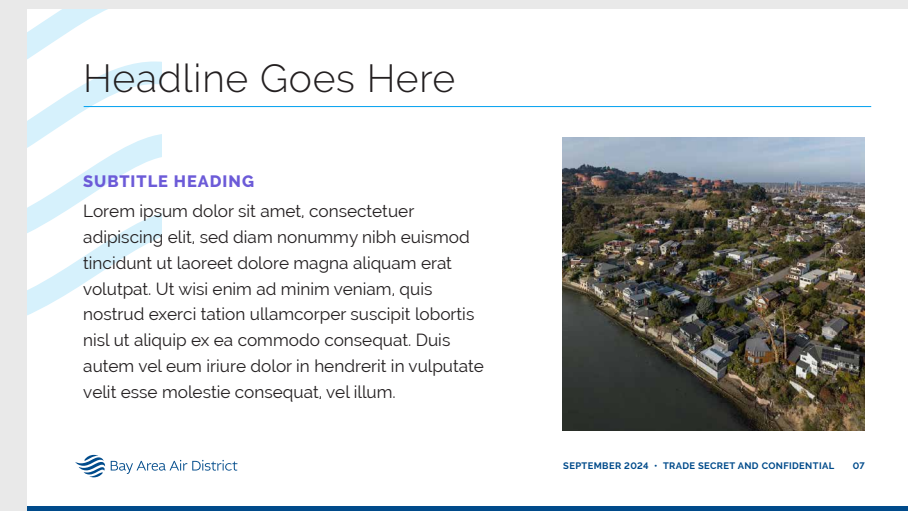
COVER OPTION C



SLIDE OPTION A



SLIDE OPTION B



SLIDE OPTION C



SECTION SLIDE OPTION A



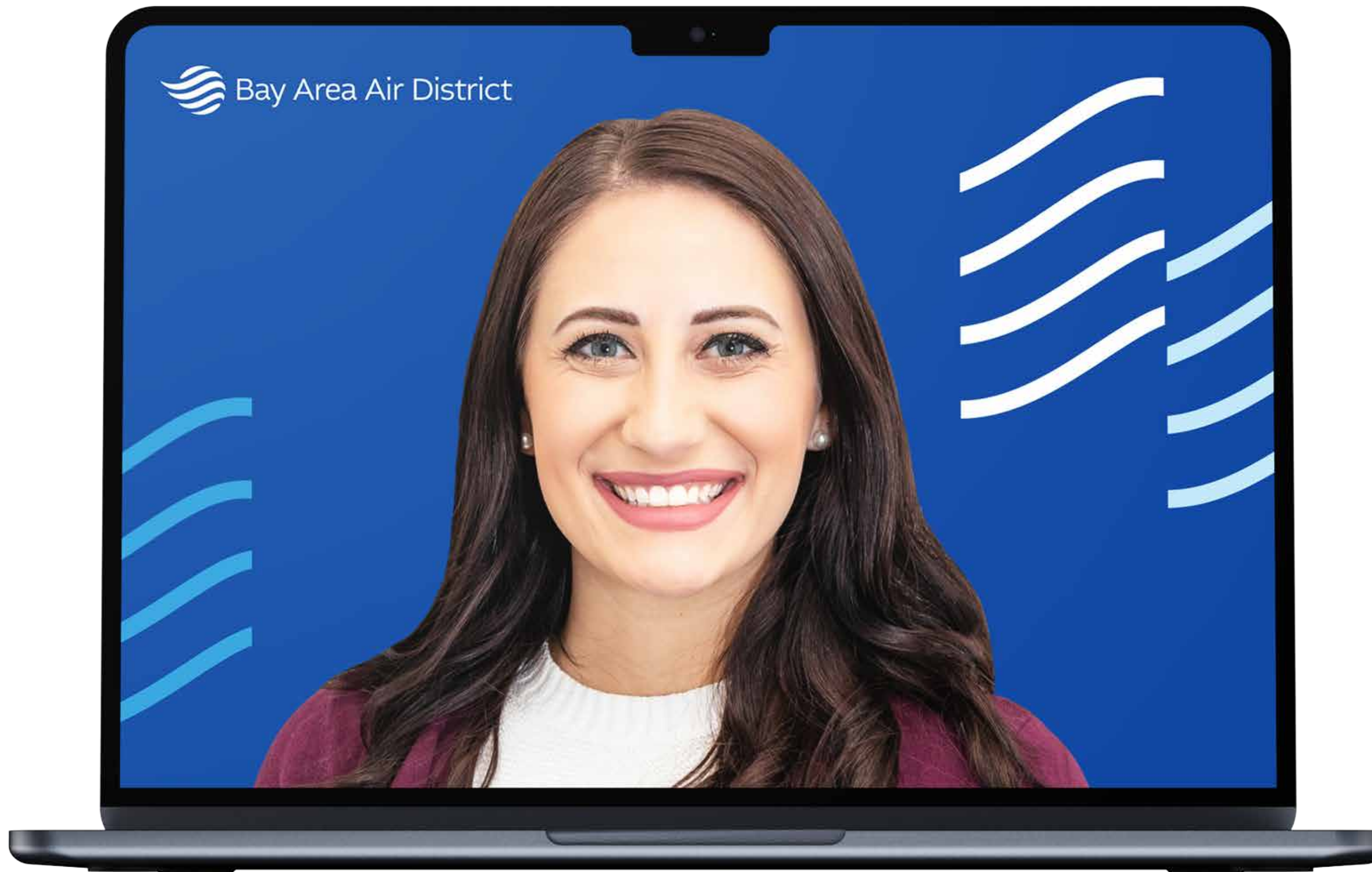
SECTION SLIDE OPTION B



SECTION SLIDE OPTION C

Follow this font hierarchy and color guide. Place your desired photos and text in the Powerpoint template.

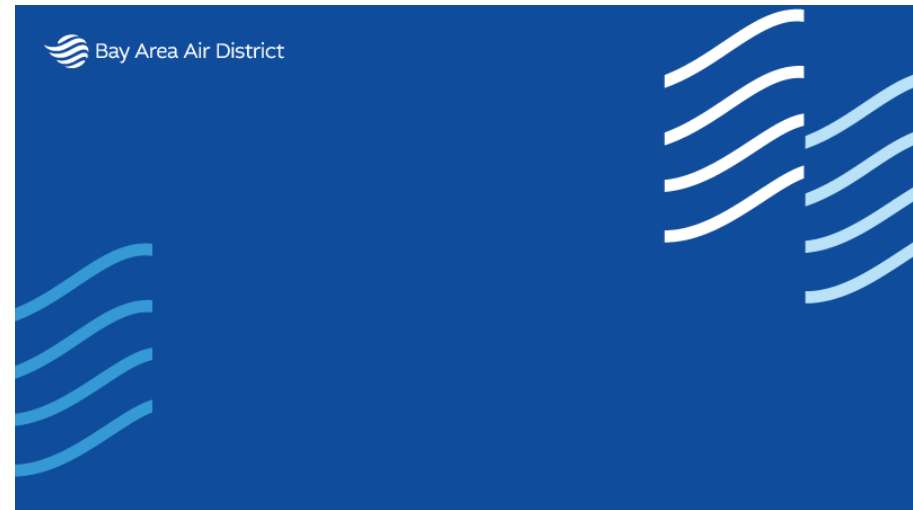
Online Meeting Backgrounds



Always use one of the approved background designs for online meetings to maintain brand consistency.



Online Meeting Backgrounds



BACKGROUND OPTION A



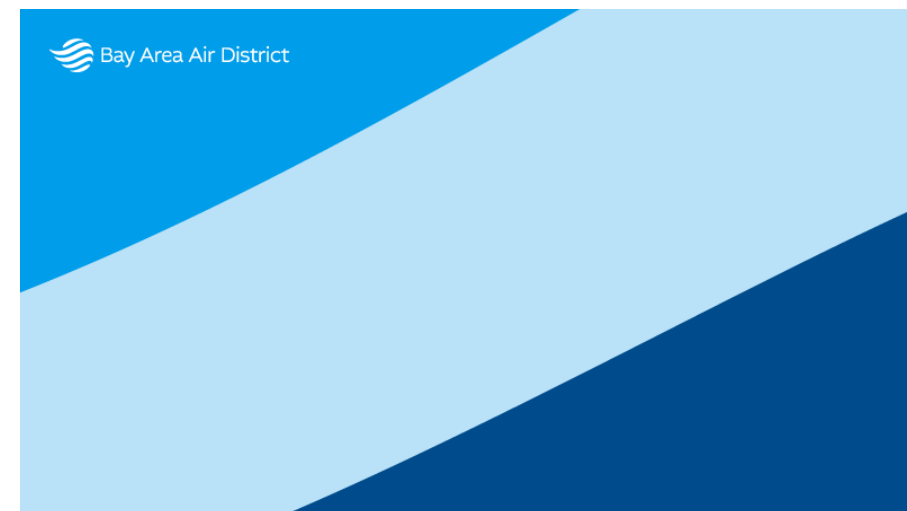
BACKGROUND OPTION B



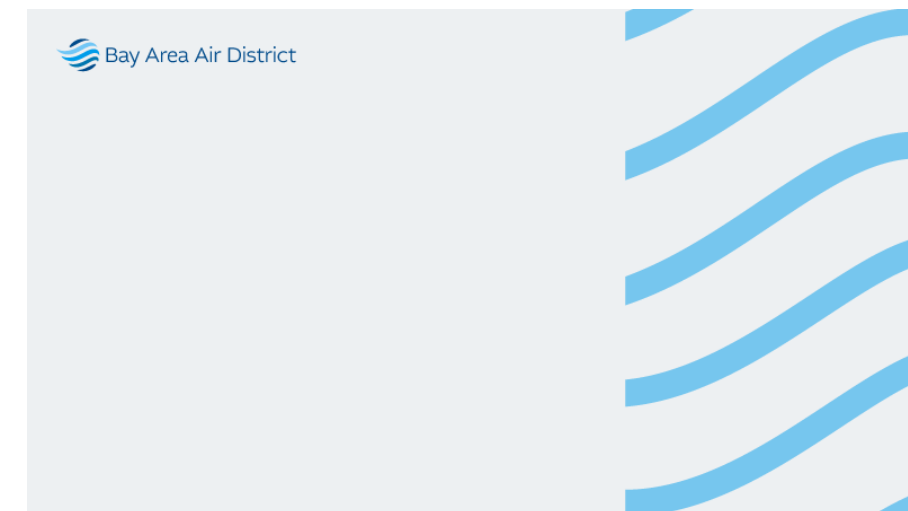
BACKGROUND OPTION C



BACKGROUND OPTION D



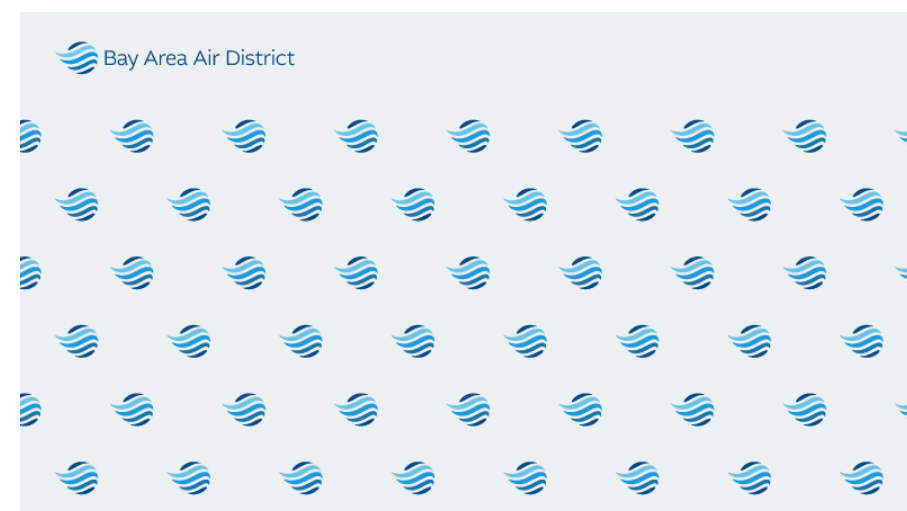
BACKGROUND OPTION E



BACKGROUND OPTION F



BACKGROUND OPTION G



BACKGROUND OPTION H

Always use one of the approved background designs for online meetings to maintain brand consistency.

Branded Merchandise



Tote Bag



OPTION A



OPTION B



OPTION C

Follow this font hierarchy and color guide. Place your desired photos and text in the template.

Water Bottle



OPTION A



OPTION B



OPTION C

Follow this font hierarchy and color guide. Place your desired photos and text in the template.

Comments? Questions?

CONTACT US

415.749.4900

Main Office

For more information visit www.baaqmd.gov