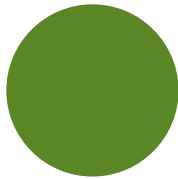




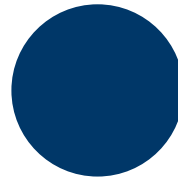
CalRecycle Logo Brand Guidelines

Color Palette

These are the only colors, along with black and white, to be used in association with the CalRecycle logo. Percentages of these colors are acceptable. Interchanging color breaks are not acceptable.



PMS 576
RGB 92, 135, 39
CMYK 49, 0, 100, 39
HEX #5c8727



PMS 540
RGB 0, 55, 103
CMYK 100, 55, 0, 55
HEX #003767

5%	10%	15%	20%	25%	30%	35%	40%	45%	50%
55%	60%	65%	70%	75%	80%	85%	90%	95%	100%

5%	10%	15%	20%	25%	30%	35%	40%	45%	50%
55%	60%	65%	70%	75%	80%	85%	90%	95%	100%

Monochrome

These monochrome treatments are acceptable. Any solid color background is acceptable.



Sizing

While resizing the logo as a whole is permitted, reshaping any parts of the logo is not.

The logo length and height must be kept in proportion at all times.

This applies to the horizontal and vertical versions of the logo.

Minimum height Horizontal Logo:



Minimum height Vertical Logo:



Font

The font used for CalRecycle is and will remain:

Vertical Logo: Myriad Pro Semibold Condensed

Horizontal Logo: Myriad Pro Semibold

The logo may be used with or without bottom text.

This also applies to the monochrome versions of each logo.



Displaying

Avoid putting the logo on a busy background. If you need to use a busy background, do not use the full color logo. When placing the logo on a busy background, ensure you use a monochrome treatment on contrasting color. The logo must be used at 100% opacity at all times. Reducing opacity to use as an overlay on elements is not acceptable.



Example: Dark background, white logo

Do not place other logos closer than 1.5 times the size of the emblem.

Example: If emblem is 1" in height, there should be no logo or text closer than 1.5".
This is to avoid unintentional branding confusion or blending of brands.

Do not place text closer than 2 times the size of the emblem.

Example: If emblem is 1" in height, there should be no logo or text closer than 2".
This is to avoid unintentional branding confusion.

File Format

Maintaining the integrity of the CalRecycle logo across various platforms is extremely important. Not only do the colors need to be correct, but the logo's resolution or clarity must be as well. In order to maintain clarity when reproducing, please follow these guidelines.

Bitmap Logos:

Pixel-based art is resolution dependent. Will lose resolution when sized. JPG will have white background. PNG will have a transparent background. **For online use only.**



Vector Logos:

Vector-based art is NOT resolution dependent. Will not lose resolution when sized, no matter how small or large. Requires special software to open.
Best format to send vendors for print.

