

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.

PARTNERSHIP

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

ENVIRONMENTAL JUSTICE

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

EQUITY

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

TRUST

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



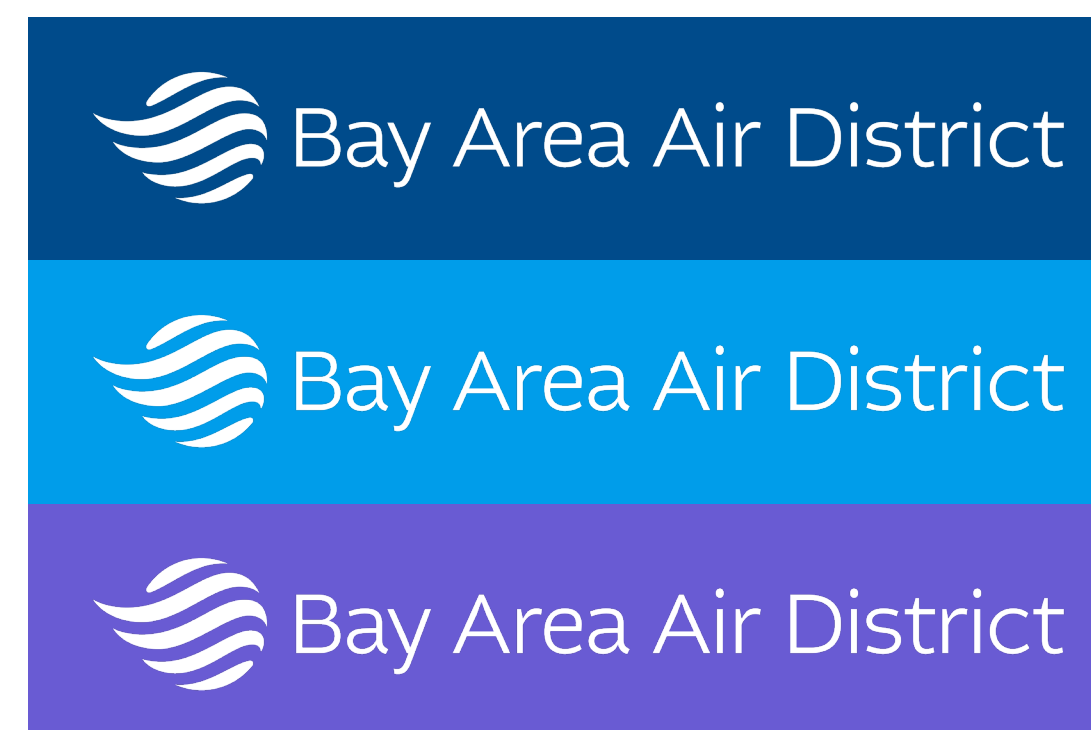
ONE-COLOR

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.

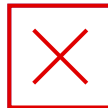
Use the height of the “B” letter from “Bay” as a unit of measure. The clear space must be equal to one unit on the top, bottom, left, and right sides.

Logo Don'ts



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.

Creation of sub-brand logos that add other language to the logo is prohibited. To ensure brand consistency and public clarity, no additional unique logos for programs, initiatives, or campaigns are permitted. All new efforts should use the Air District logo to reinforce a unified and trusted agency identity.



DO NOT use unapproved colors



DO NOT change the colors



DO NOT distort



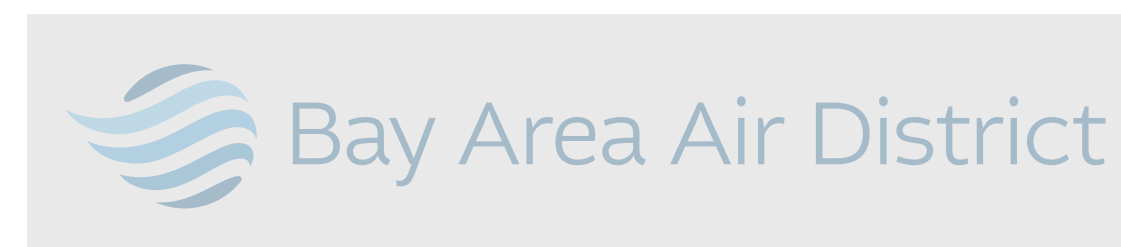
DO NOT outline



DO NOT add shadows



DO NOT alter proportion



DO NOT make transparent



DO NOT place in a containing shape

Social Media Logo



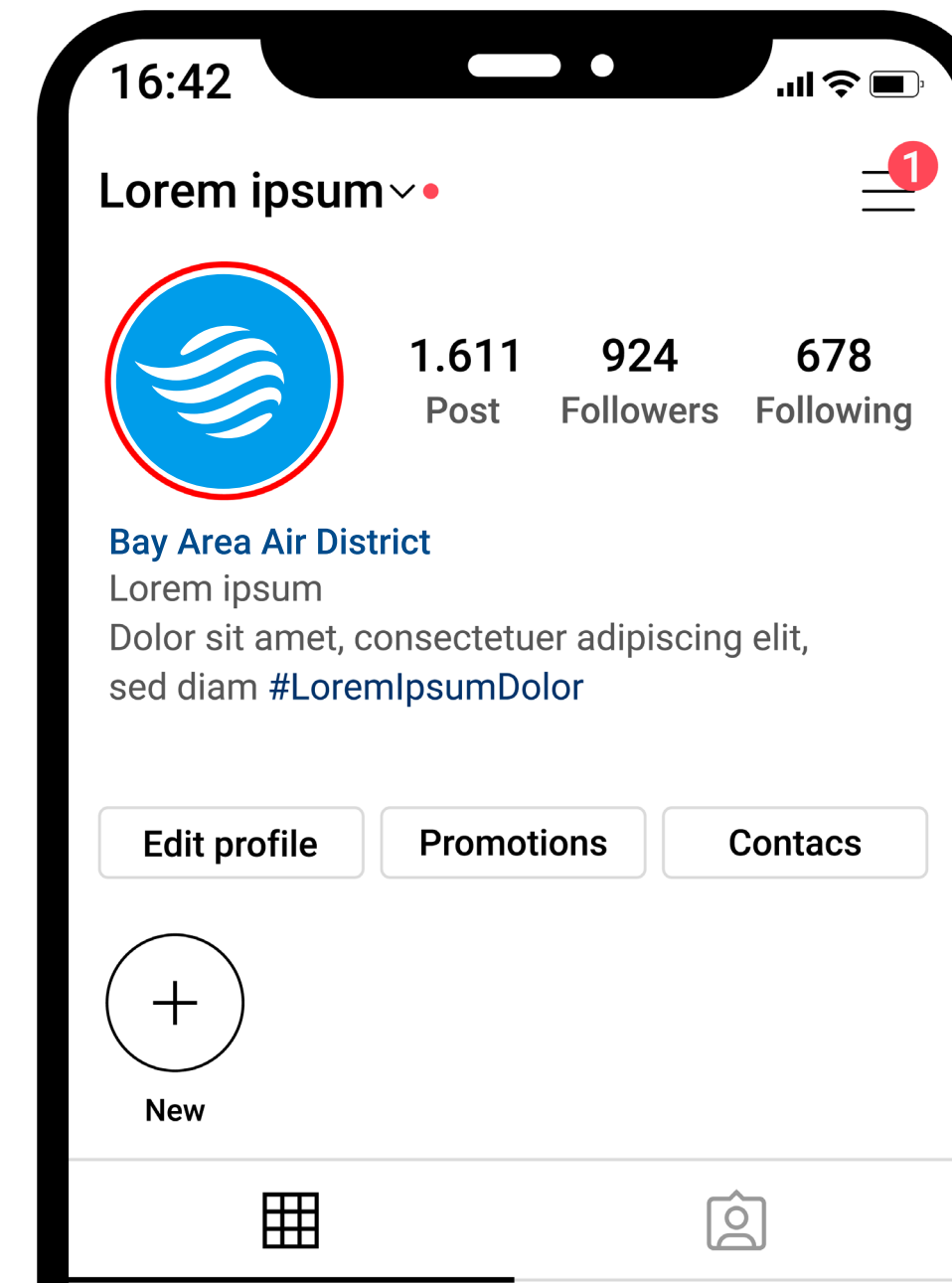
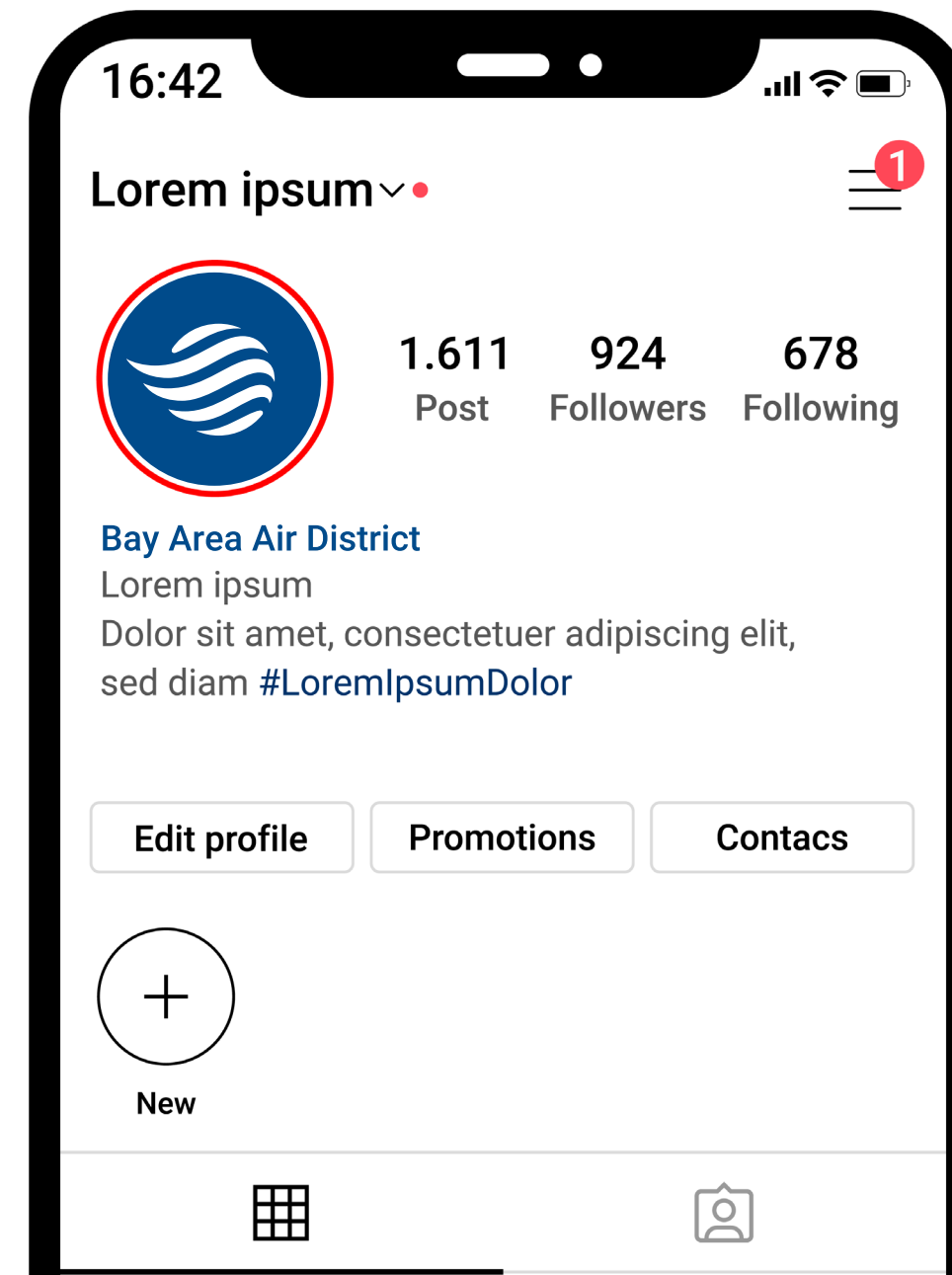
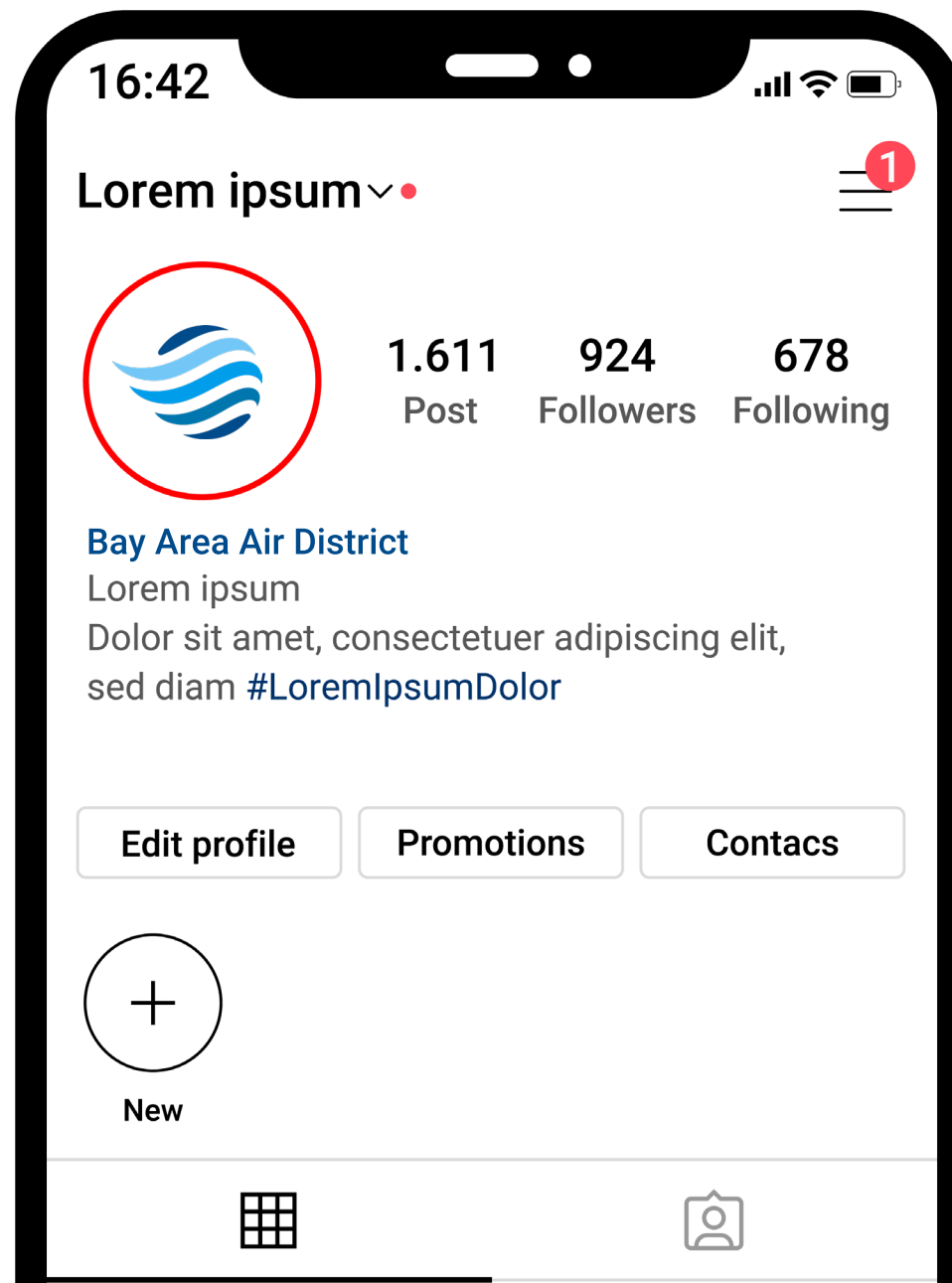
OPTION A - FULL COLOR



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

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.



PATTERN IN APPLICATION

SECTION 03

Color

Color Codes

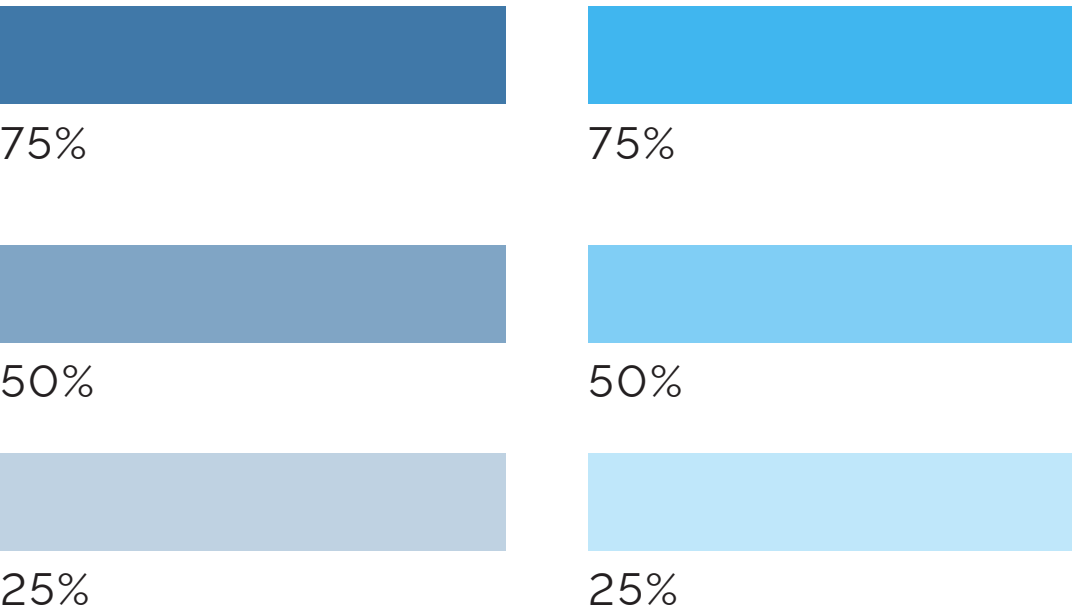


Color Codes

Primary Colors



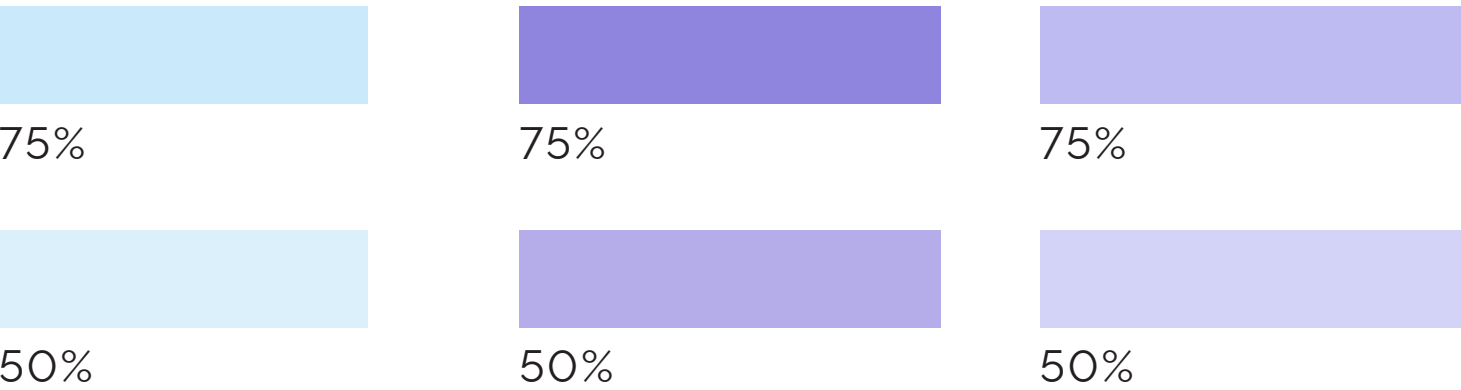
Ocean	Sky
CMYK 100, 51, 0, 34	CMYK 75, 18, 0, 0
PMS 301C	PMS 2925C
RGB 0, 75, 139	RGB 0, 157, 234
HEX #004b8b	HEX #009dea



Secondary Colors



Cloud	Orchid	Heather	White
CMYK 25, 1, 0, 0	CMYK 73, 68, 0, 0	CMYK 36, 32, 0, 0	CMYK 0, 0, 0, 0
PMS 290C	PMS 2725C	PMS 2705C	RGB 255, 255, 255
RGB 185, 226, 248	RGB 105, 91, 211	RGB 168, 164, 238	HEX #ffffff
HEX #b9e2f8	HEX #695bd3	HEX #a8a4ee	



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

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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



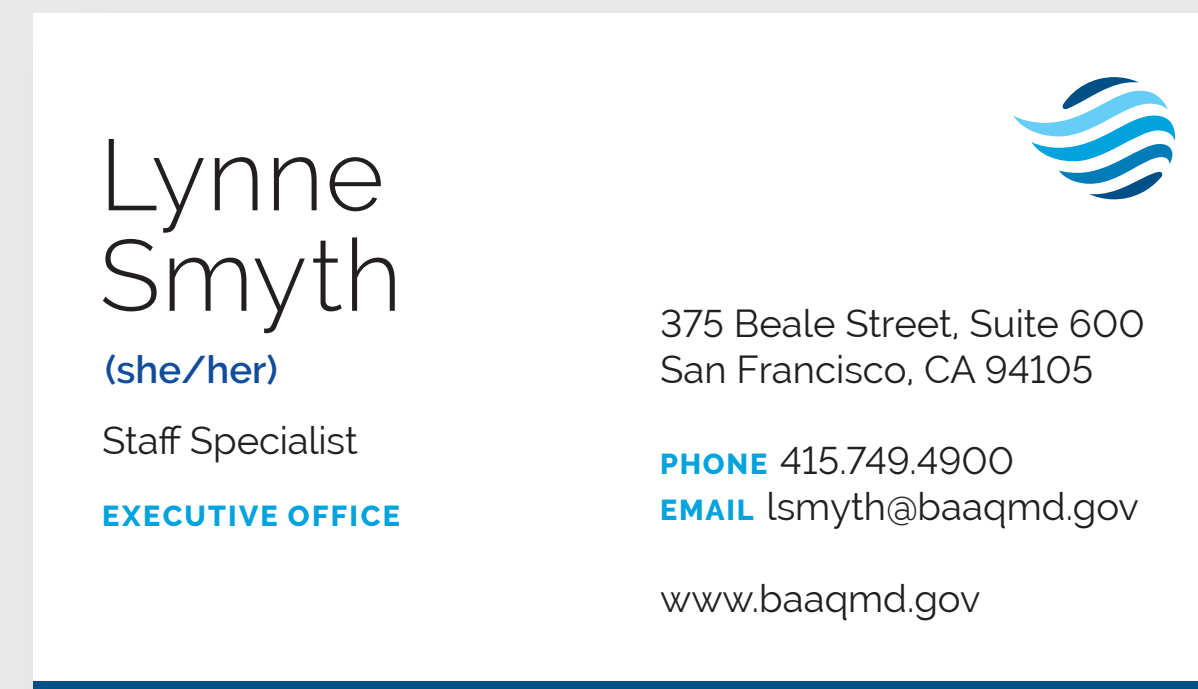
Stationary



Business Card



BACK



FRONT

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

Letterhead



Bay Area Air District

CLEAN AIR FOR ALL

375 Beale Street, Suite 600
San Francisco, CA 94105

415.749.4900
communications@baaqmd.gov

www.baaqmd.gov
@bayareaairdistrict

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

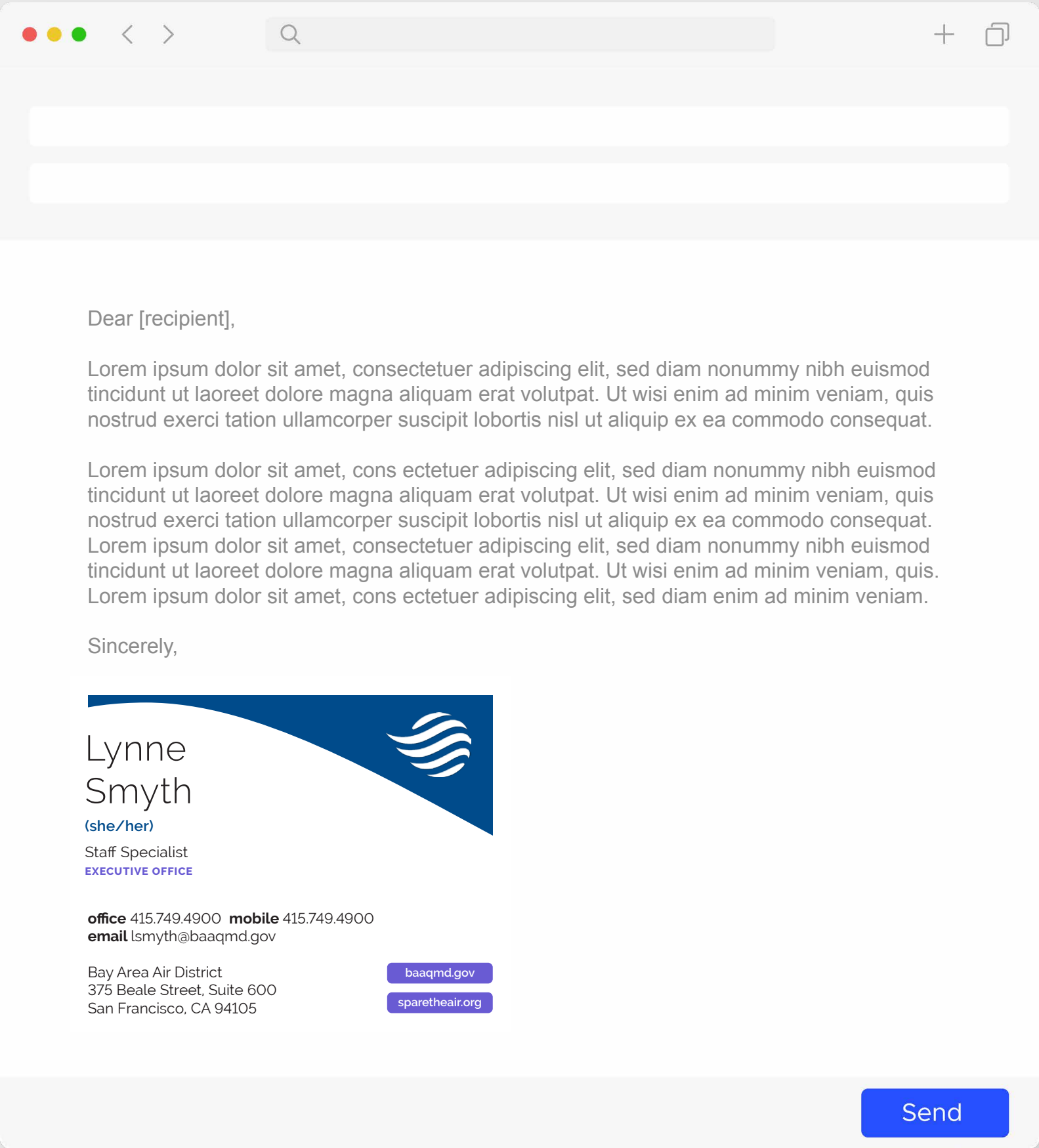
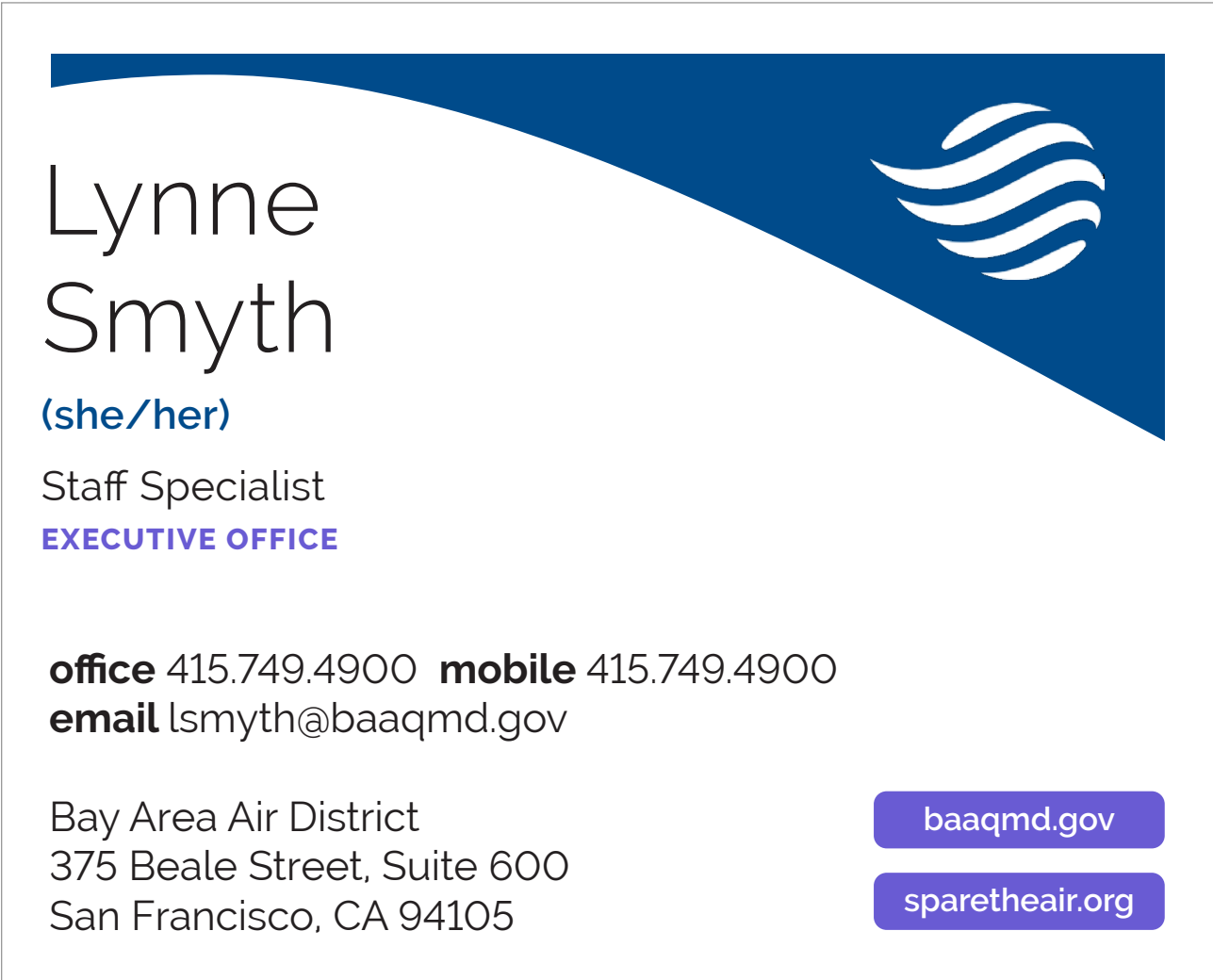
Send

BRAND STYLEGUIDE

25

Email Signature

OPTION B



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

(she/her)

Staff Specialist

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OFFICE 415.749.4900

MOBILE 415.749.4900

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.

Lorem ipsum dolor sit amet, cons ectetuer 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. 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. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam enim ad minim veniam.

Sincerely,



Lynne Smyth

(she/her)

Staff Specialist

EXECUTIVE OFFICE

OFFICE 415.749.4900

MOBILE 415.749.4900

EMAIL lsmyth@baaqmd.gov

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.

BRAND STYLEGUIDE

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Outreach Materials



Print Flyer

OPTION A



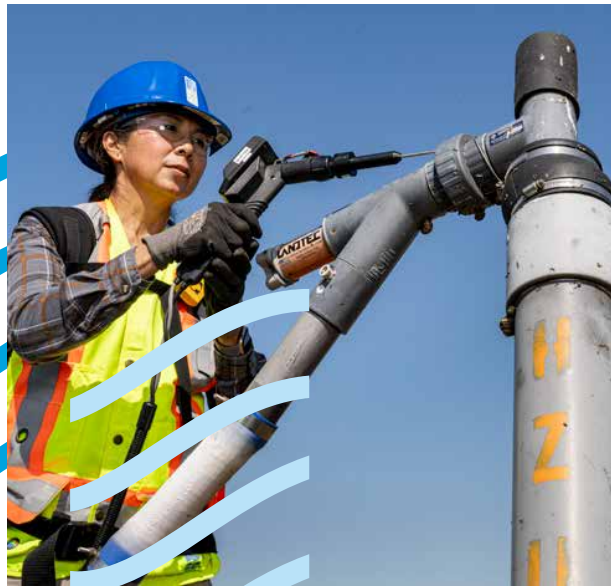
 Bay Area Air District

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





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

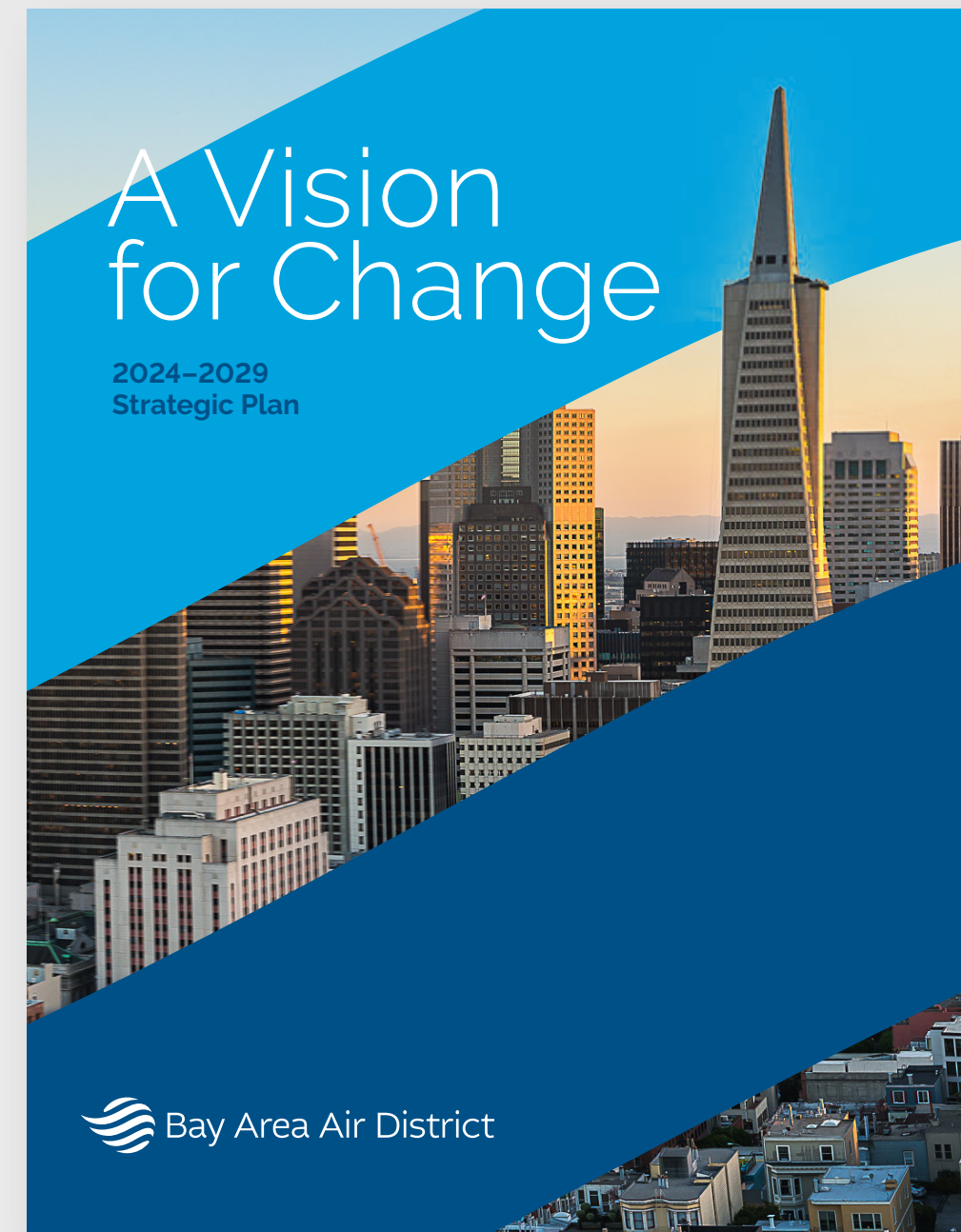
Learn more at baaqmd.gov
[f](#) [t](#) [i](#) [x](#) @bayareaairdistrict

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



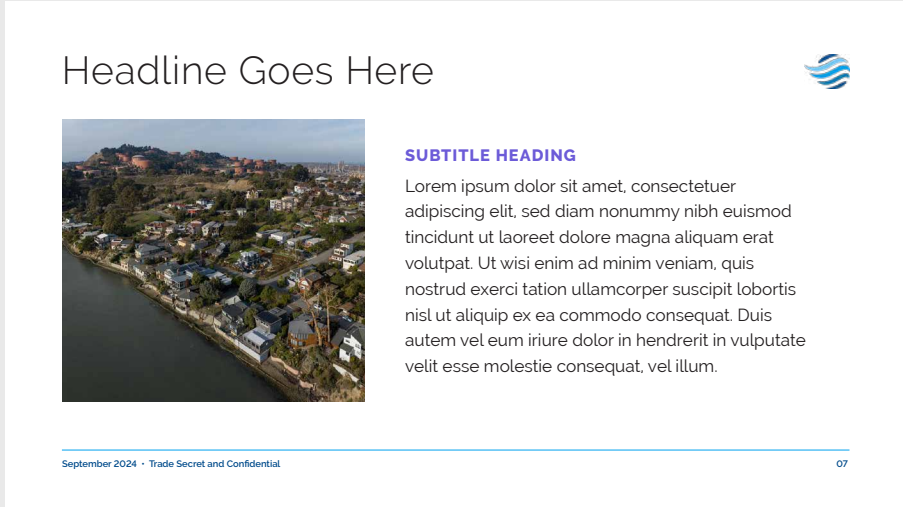
COVER OPTION B



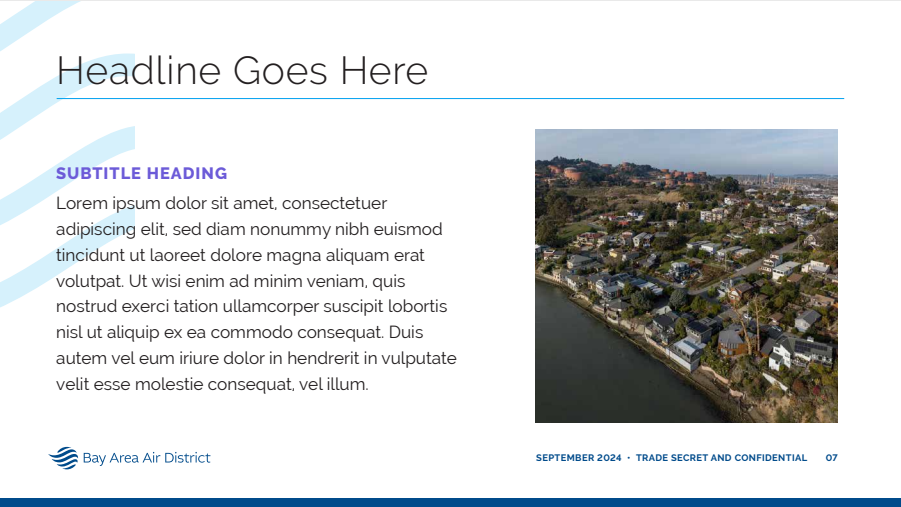
COVER OPTION C



SLIDE OPTION A



SLIDE OPTION B



SLIDE OPTION C



SECTION SLIDE OPTION A



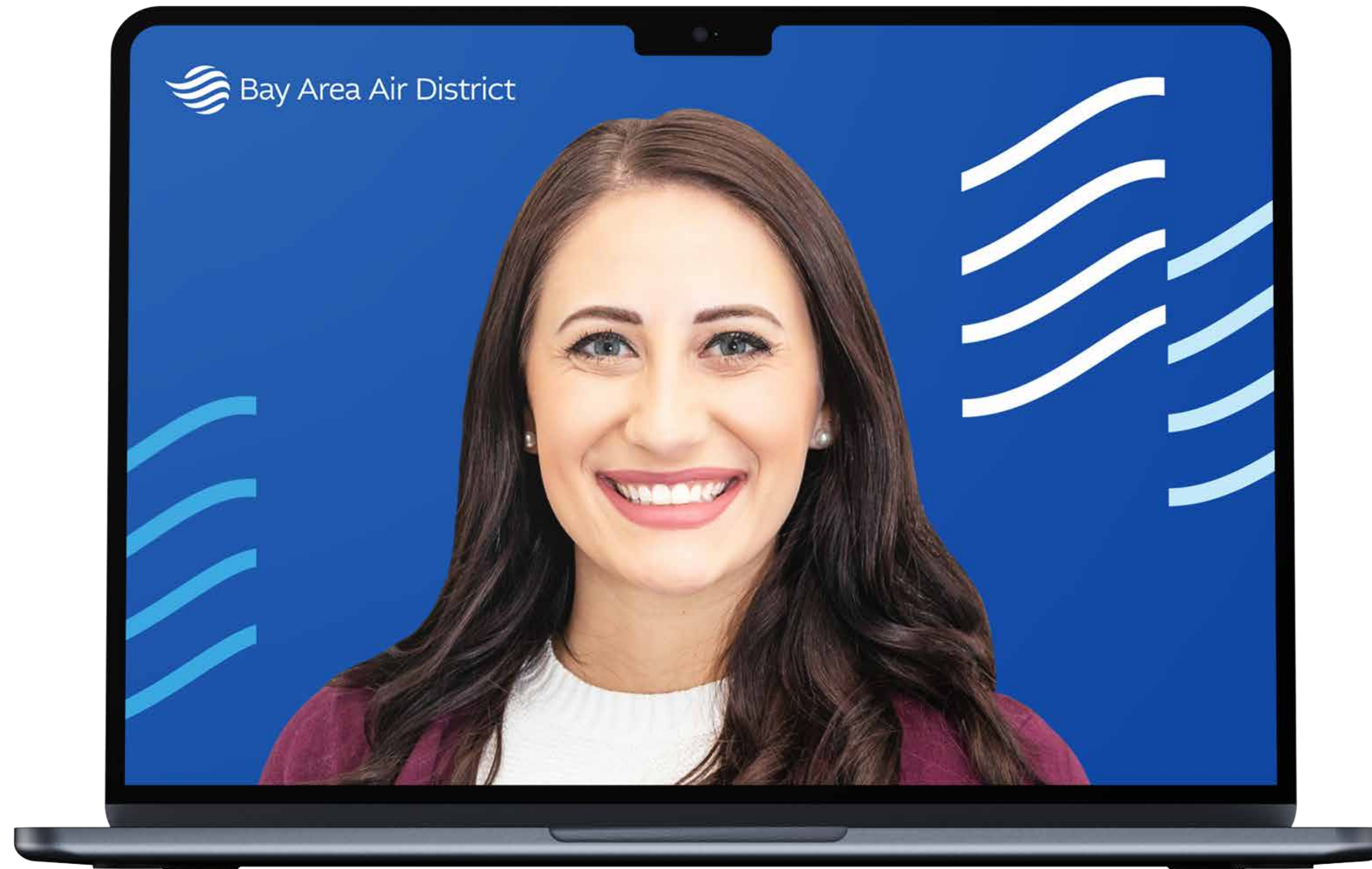
SECTION SLIDE OPTION B



SECTION SLIDE OPTION C

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

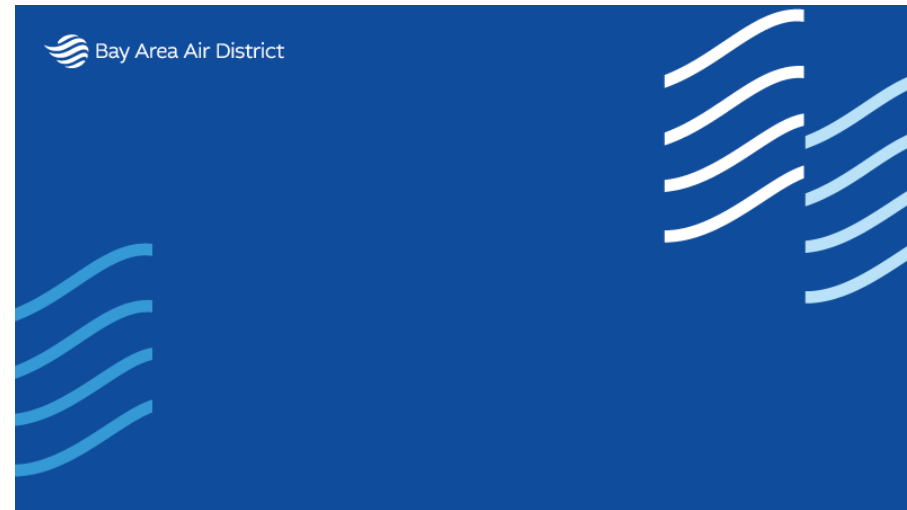
Online Meeting Backgrounds



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



Online Meeting Backgrounds



BACKGROUND OPTION A



BACKGROUND OPTION B



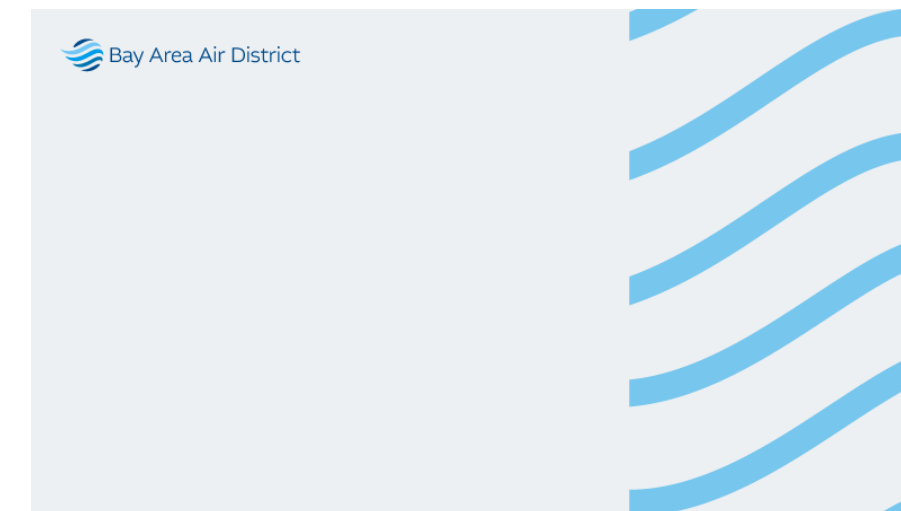
BACKGROUND OPTION C



BACKGROUND OPTION D



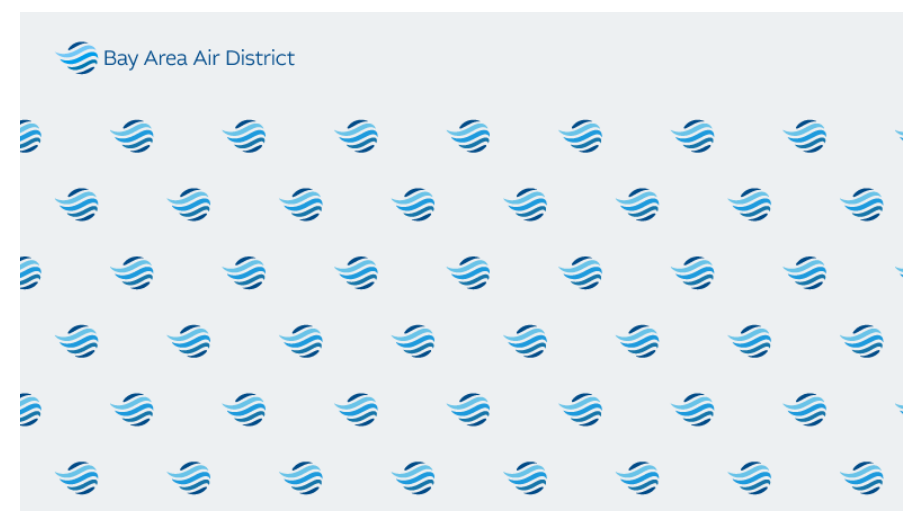
BACKGROUND OPTION E



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