CalHOPE

BRANDING STYLE GUIDE

BACKGROUND

PROGRAM SUMMARY

California HOPE (CalHOPE) is a crisis support program administered by the California Department of Health Care Services (DHCS). Funded by the Federal Emergency Management Agency (FEMA), CalHOPE will implement the Crisis Counseling Assistance and Training Program (CCP). It provides supplemental assistance for local entities, states, tribes, and territories by funding mental health assistance and training activities in areas that have received a presidential major disaster declaration.

MISSION

The mission of CalHOPE is to build community resiliency and help individuals recover from the effects of natural and manmade disasters by providing community-based outreach, crisis counseling, and support services at no cost to recipients. Services include:

» Individual Crisis Counseling

» Basic Supportive or Educational Contact

» Group Crisis Counseling

» Public Education

» Community Networking and Support

» Assessment, Referral, and Resource Linkage

» Development and Distribution of Educational Materials

» Media and Public Service Announcements

VALUES

Help
Give support in a caring and inclusive manner.

Outreach
Connect with people, communities, volunteers, and partner organizations.

Possibilities
Provide opportunity to recover and improve.

Empowerment
Strengthen communities with knowledge, tools, and resources.

LOGO

The logo is inspired by the California Poppy, a highly recognizable California symbol. The center of the flower represents a guiding star marking the path toward hope. Flowers generally have a positive and uplifting effect. The multiple petals represent strength in unity.

LOGOS

Logos are recognizable, unifying marks. It's important to use the CalHOPE logo correctly for easy recognition by those in need of help. The logo font is Gotham HTF, in bold.

MAIN LOGOS

These are the primary logos and should be considered first when a logo is needed. They can be used on any collateral. There are two logo orientations that may be used.

CalHOPE

CalHOPE

LOGO USE: CLEAR SPACE

The logo should never be crowded. It needs enough clear space to ensure visual integrity. This clear space should be kept free of all other elements and should be equal to or greater than the size of the center of the flower. We suggest more generous space be used in most situations.
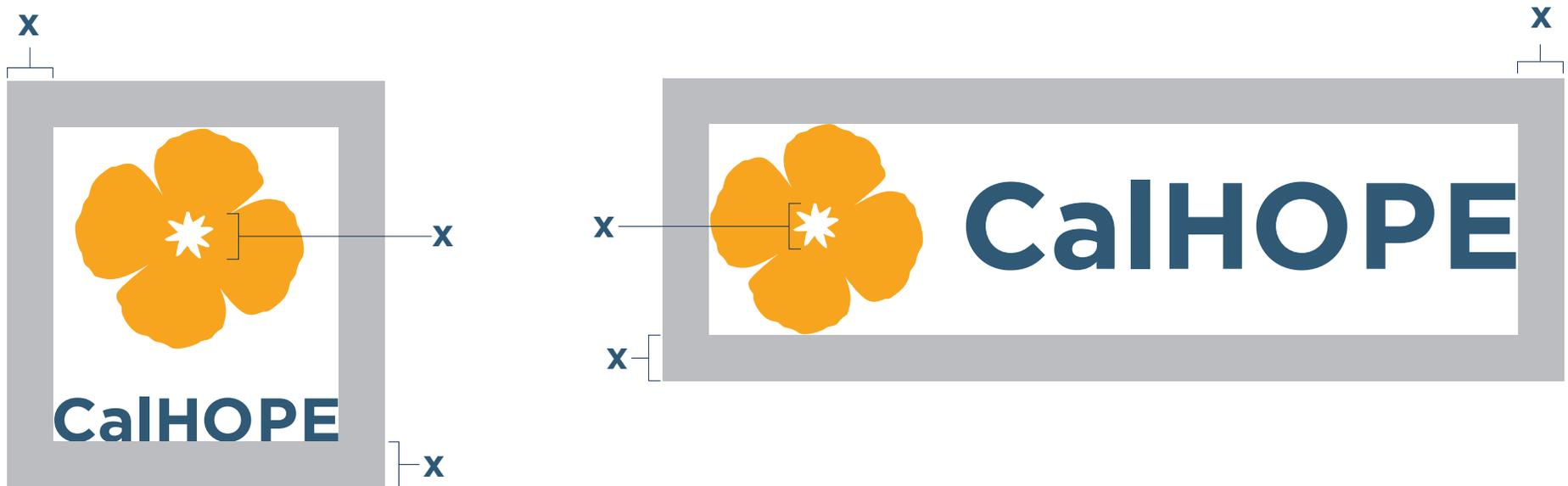
COLORS

CalHOPE has two main colors, which are integral to the logo. There is also a third color, which can be used as an accent color when necessary.

Primary CalHOPE Colors

California Gold

Hex: #F9A71C
RGB: 249.167.28

Pacific Blue

Hex: #325976
RGB: 50.89.118

California Sunrise

Hex: #E47225
RGB: 228.114.37

These colors should be the most-used colors on CalHOPE collateral. Pacific Blue may be used on headings. When using California Gold for text (headings or body), it can only be used over dark colors. You may also use both of these colors on bulletpoints.

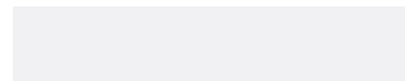**This is also a primary CalHOPE color, but should be used less than the main two, above.** It is meant mostly for text, but can also be used as a color block. White text is compliant on this color (and CA Sunrise on white) by WCAG AA standards as long as the text is at least 14pt bold (or 18pt regular).

Example

Accent Color

Accent Gray

Hex: #f1f1f3
RGB: 241.241.243

This color is only for backgrounds and accents. It is meant to be used mostly in web design, specifically as a background or as a small accent among the rest of the CalHOPE colors.

COLORS: PANTONE

When sending collateral off to print, we must ensure that the colors stay as close to the originals as possible. The Pantone Matching System (PMS) colors below should be used for print, as they are meant to be consistent from printer to printer. Print shops have to guarantee that they can reproduce the colors in PMS swatches, so you will always be able to get the color needed.

» **The "coated" and "uncoated" refers to paper type; choose the corresponding Pantones for the paper type you are printing on.**

	Coated	**Uncoated**
California Gold	PANTONE 137C	PANTONE 137U
Pacific Blue	PANTONE 7693C	PANTONE 7693U
California Sunrise	PANTONE 158C	PANTONE 158U

LOGO USE: COLOR OPTIONS

The logo may be used on a color background, but it is important to follow these guidelines to ensure readability and recognition.

» When the flower is in color, ensure that the middle part stays white rather than transparent. It should only be transparent when the flower is white, as shown below.
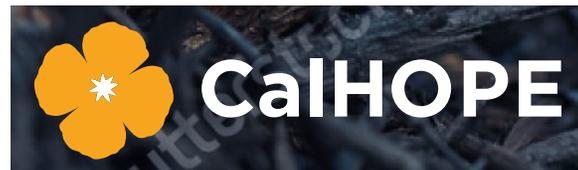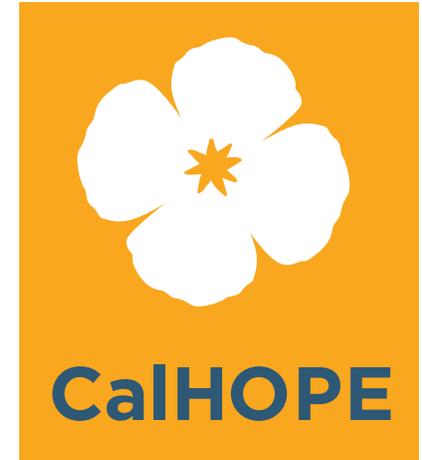
LOGO ON PACIFIC BLUE
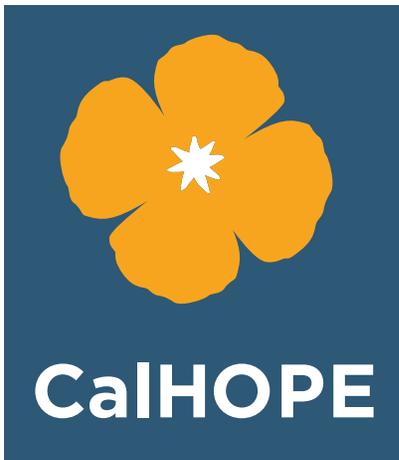
LOGO ON OTHER DARK COLORS
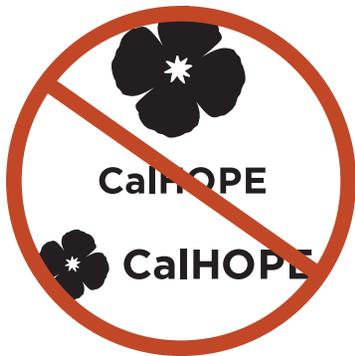
This includes images and textures.

LOGO ON CALIFORNIA GOLD
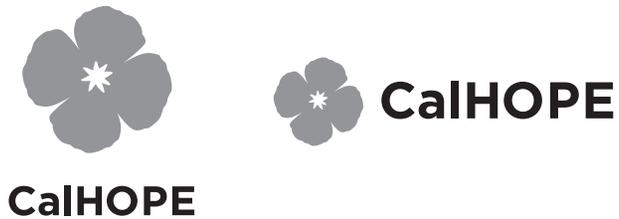
LOGO USE: NOTES ON COLOR

LOGO IN BLACK

Using the CalHOPE logo
in all-black is not permitted.

LOGO IN GRAYSCALE

If non-color printing is necessary, use this
variation. The flower is set to 50% gray
and the text set to black.

ALTERNATIVE

If the background does not provide sufficient contrast for the
original CalHOPE colors in the logo, you must place the logo
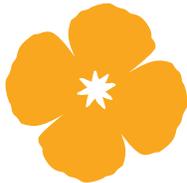on white, as shown in these examples:

LOGO USE: APPROVED VARIATION

The flower mark may be used separately from the logo, but ONLY if one of the actual logos is also present on the collateral.
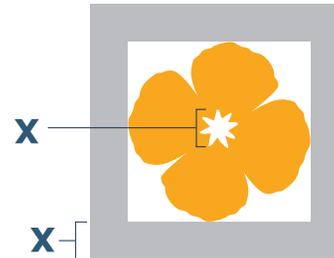
MIN. CLEAR SPACE

WHITE ON COLOR

COLOR ON WHITE

EXAMPLE

Affected by the fires?
We're here for you.
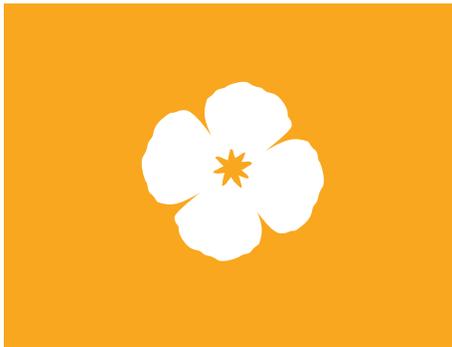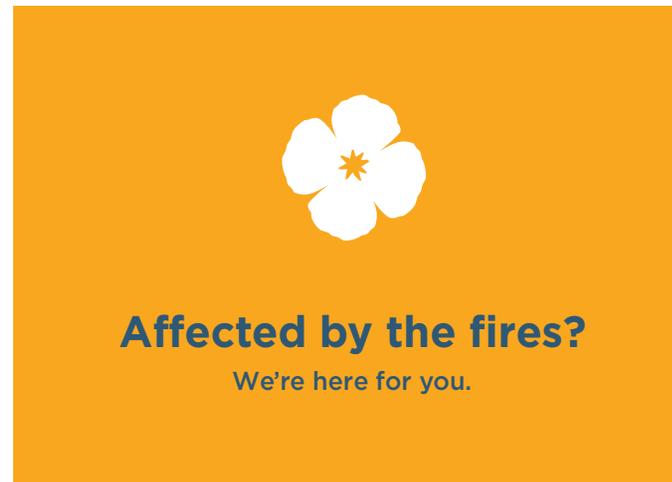
[The county logo lockup is placed on the back of this example card.]

EXAMPLES OF INCORRECT LOGO USAGE

Do NOT stretch, skew, rotate, edit bolding, or change the logo in any way.

Do NOT change the logo colors (except in the specific ways permitted in this guide) or add outlines, glows, or shadows.

Do NOT add or take away elements. Use only the approved logos listed in this document.

FONTS

Only use fonts that are specified in this brand guide, to increase consistency and recognition. Consistent styling in reports and other documents denotes a well-organized effort.

Gotham HTF is the font family used for the CalHOPE logo. Gotham is the preferred font for headings, while Segoe is the preferred font for all other text. If there is no access to Gotham, use Segoe on headings and other text.

Main Font

SEGOE UI

Segoe UI light

Segoe UI light italic

Segoe UI semilight

Segoe UI semilight italic

Segoe UI regular

Segoe UI italic

Segoe UI semibold

Segoe UI semibold italic

Segoe UI bold

Segoe UI bold italic

Segoe UI black

Segoe UI black italic

Accent Font

GOTHAM HTF

Gotham HTF book condensed

Gotham HTF medium condensed

Gotham HTF bold condensed

Gotham HTF light

Gotham HTF light italic

Gotham HTF book

Gotham HTF book

Gotham HTF medium

Gotham HTF bold

Gotham HTF bold italic

Gotham HTF black

Gotham HTF black italic

Gotham HTF ultra

Gotham HTF ultra italic

MOST-USED FONT STYLES

Segoe UI regular
Segoe UI bold

Gotham HTF book
Gotham HTF bold

GRAPHIC ELEMENTS

Graphic elements are another important part of the brand. If used correctly, they help define brand voice and feel. Aside from color blocks, the underline is one of the main graphic elements of CalHOPE. Use an underline in titles for emphasizing words and increasing brand recognition.

You may also use underlines at the bottom of a document/card for contact information. Display either the website, email, or phone number there. Here are some examples used in collateral:
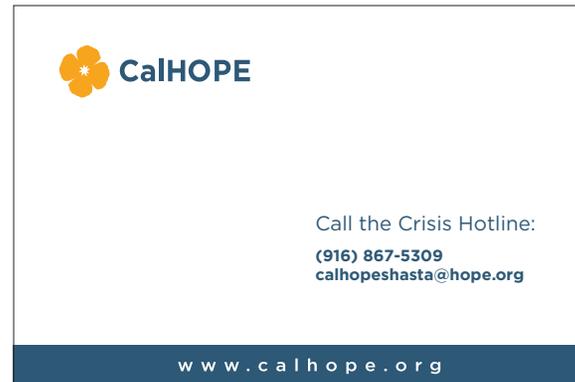
When used at the bottom of a design, this bar should be big enough to comfortably fit the smallest text used in the document, as shown here. It should be used to convey some sort of information (e.g. either the website, email, or other contact information that does not take more than one line).
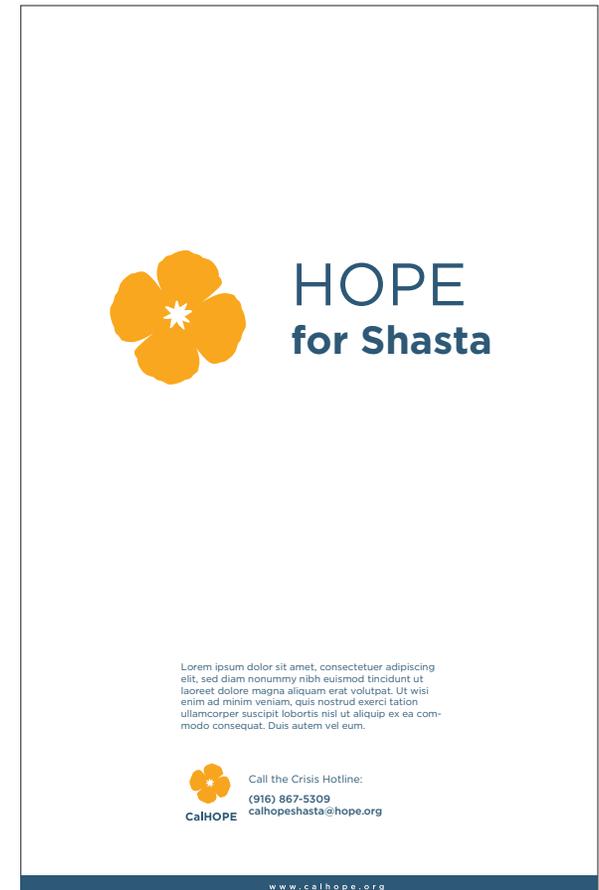
GRAPHIC ELEMENTS (CONTINUED)

Follow these guidelines for elements in CalHOPE designs. The bar element color can change depending on which colors are surrounding it. For example, if the color of the text above the underline bar is Pacific Blue, and the background is white, the underline should be California Gold. Here is how the colors change based on circumstance:

On White

HOPE
for Shasta

HOPE
for Shasta

HOW CAN I **HELP?**

HOW CAN I **HELP?**

On Pacific Blue

HOPE
for Shasta

HOPE
for Shasta

HOW CAN I **HELP?**

HOW CAN I **HELP?**

On California Gold

HOPE
for Shasta

HOPE
for Shasta

HOW CAN I **HELP?**

HOW CAN I **HELP?**

When used with text, the bar should be about the same thickness as the lines in the boldest letters (in the examples shown, "HOPE" and "HELP").

» White text on California Gold (and vice-versa) isn't compliant with WCAG 2.1 standards, so that should never be done on anything digital. Print colors tend to turn out darker however, so this is allowed if the text is bold and poster-sized.

VISUAL STYLE

It is important to keep CalHOPE communications and collateral consistent in its overall look and feel as well. Use the photo moodboard below for visual inspiration.

CalHOPE is...

POSITIVE

CalHOPE visuals and text content should be uplifting and supportive in nature; it should make viewers feel positive.

HUMAN-CENTERED

We focus on people, but everything we create should elicit an emotional connection through its visuals.

EYE-CATCHING

The bright colors of CalHOPE should be utilized in a way that they grab people's attention. They can be used as flat color or transparent overlays on photos.

LIGHT

Layouts should be designed so that they don't feel overwhelming, with ample visual breaks and white space in order to not induce anxiety in viewers/readers.

VISUAL STYLE (CONTINUED)

CalHOPE relies a lot on flat design, which includes icons and text treatment. Reference the flat design moodboard below when creating visuals.

CalHOPE flat design

BOLD

Visuals should be clean and reliant on color and contrast rather than detail. Simple, bold icons.

FILL OVER STROKE

CalHOPE icons should have more color fill rather than outline. Outlines are allowed and can be used, but they must be thick outlines, as shown here.

COLOR BLOCKS

Since the colors are a main focus of the brand, they should be used prominently along with the icons and text effects.

RECTANGLES/LINES

Lines and rectangles are the geometric shapes of CalHOPE. Play with size and color contrast to get the best result!