



**AG +
OPEN
SPACE**
SONOMA COUNTY

LAND FOR LIFE

AG + OPEN SPACE
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The Idea Cooperative
508 San Anselmo Ave. #19
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Brand Book

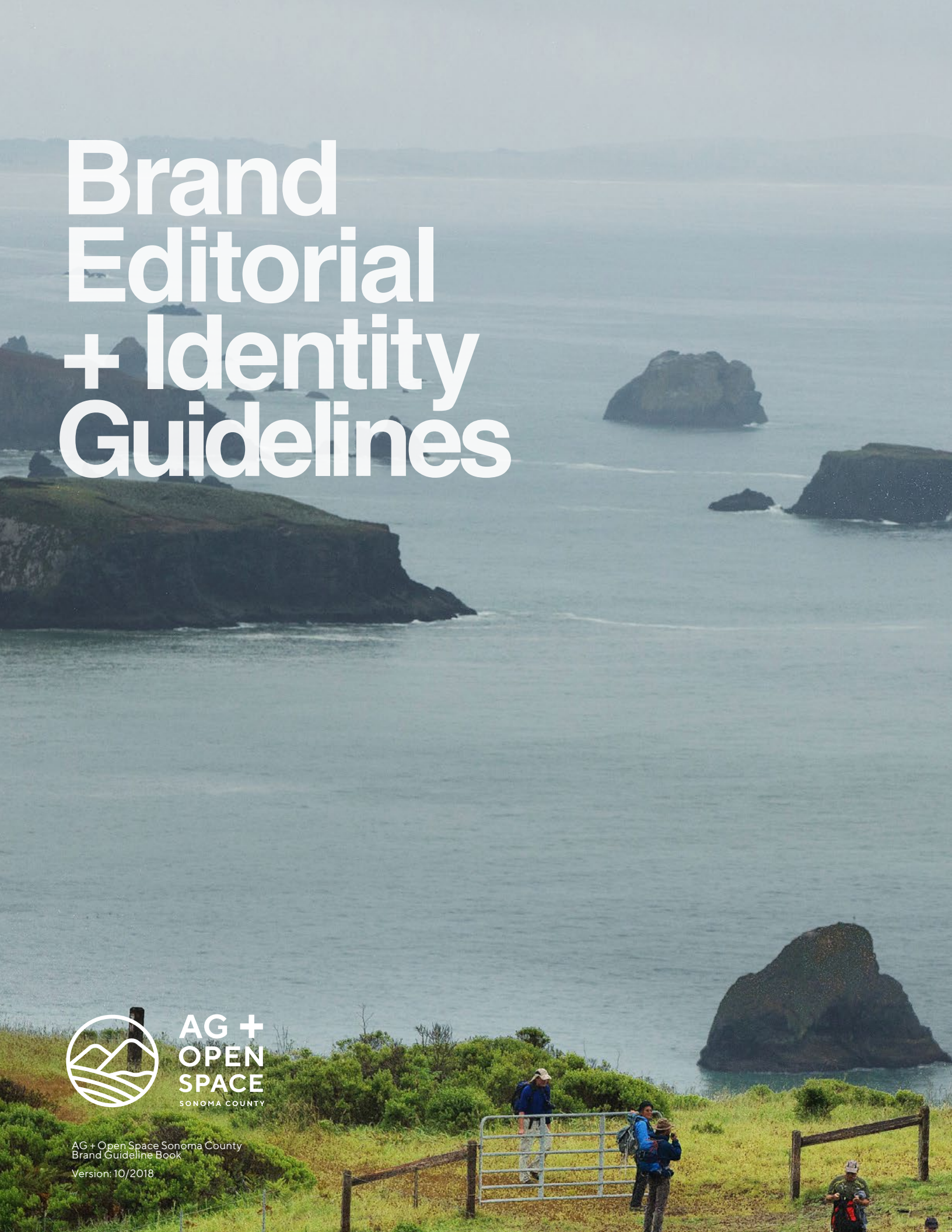
Brand Editorial + Identity Guidelines



**AG +
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SONOMA COUNTY

AG + Open Space Sonoma County
Brand Guideline Book

Version: 10/2018



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**AG +
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SONOMA COUNTY

Identity Guidelines

Logo Options

There are four logo formats for Ag + Open Space depending on the application.

STACKED



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HORIZONTAL



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VERTICAL



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Color-Core

A color palette allows Ag + Open Space to have visual consistency. The core color is PMS #7746 C green and must be prominent.

The Ag + Open Space logo always appears in the core color green. See previous pages describing color usage for our logo.

CORE COLOR

PMS #7746c

Core Color:
Med Olive Green

COLOR CODES

CMYK C 43 M 28 Y 100 K 4
Pantone 7746C
RGB R 154 G 155 B 50
HKS 62N
Web #9a9b32

Colors - Secondary

Secondary colors should only be used as a highlight. This will allow our materials to be cohesive and show our brand.

PMS #1595c

Core Color: Burnt Orange

COLOR CODES

CMYK C 10 M 75 Y 100 K 1
Pantone 1595C
RGB 204, 102, 22
HKS 81K
Web #cc6633

PMS #549c

Core Color: Stone Blue

COLOR CODES

CMYK C 60 M 24 Y 20
Pantone 549C
RGB R 105 G 163 B 185
HKS 44N
Web #69a3b9

PMS #7530c

Core Color: Warm Sand

COLOR CODES

CMYK C 38 M 39 Y 47 K 2
Pantone 7530C
RGB R 163 G 147 B 131
HKS 89K
Web #a39382

Colors - Maps

Using consistent vibrant map colors will allow our materials to be cohesive and show our brand.



Vibrant

PMS #173c

COLOR CODES

CMYK 12,86,100,2
Pantone #173c
RGB 211,70,30
Web d3461a

PMS #1635c

COLOR CODES

CMYK 0,56,55,0
Pantone #1635c
RGB 255,142,108
Web ff8e6c

PMS #7590c

COLOR CODES

CMYK 16,29,36,0
Pantone #7590c
RGB 214,181,159
Web d66595

PMS #124c

COLOR CODES

CMYK 7,35,100,0
Pantone #124c
RGB 236,170,0
Web ecaa00

PMS #600c

COLOR CODES

CMYK 7,2,48,0
Pantone #600c
RGB 241,235,156
Web fleb9c

PMS #7751c

COLOR CODES

CMYK 23,23,85,0
Pantone #7751c
RGB 203,181,76
Web c6654c

PMS #620c

COLOR CODES

CMYK 44,41,100,15
Pantone #620c
RGB 139,123,24
Web 867b18

PMS #5835c

COLOR CODES

CMYK 39,31,78,5
Pantone #5835c]
RGB 161,153,88
Web ai9958

PMS #7489c

Color Codes

CMYK 61,13,91,1
Pantone #7489c
RGB 114,169,81
Web 72a951

PMS #563c

COLOR CODES

CMYK 59,5,35,0
Pantone #563
RGB 102,187,176
Web 66bbb0

PMS #279c

COLOR CODES

CMYK 71,37,0,0
Pantone #279c
RGB 59,142,222
Web 3b8ede

PMS #688c

COLOR CODES

CMYK 35,71,25,1
Pantone 688c
RGB 170,100,135
Web aa6489

PMS #4665c

COLOR CODES

CMYK 20,34,48,0
Pantone #4665c
RGB 206,168,136
Web cea888

PMS #464c

COLOR CODES

CMYK 33,64,96,24
Pantone #464
RGB 143,90,40
Web 8f5a28

Muted

PMS #551c

COLOR CODES

CMYK 34,10,7,0
Pantone #551c
RGB 166,202,222
Web a6cade

PMS #2905c

COLOR CODES

CMYK 46,9,4,0
Pantone #2905c
RGB 129,194,226
Web 81c2e2

PMS #290c

COLOR CODES

CMYK 22,0,0,0
Pantone #290c
RGB 190,233,255
Web bee9ff

PMS #580c

COLOR CODES

CMYK 16,0,37,0
Pantone #580c
RGB 217,237,180
Web d9eb4

PMS #621c

COLOR CODES

CMYK 16,0,18,0
Pantone 621c
RGB 2 12,242,218
Web d4f2da

PMS #566c

COLOR CODES

CMYK 26,2,21,0
Pantone 566c
RGB 188,221,207
Web bcddcf

Logotype - Stacked

DISPLAYING IN BLACK + WHITE

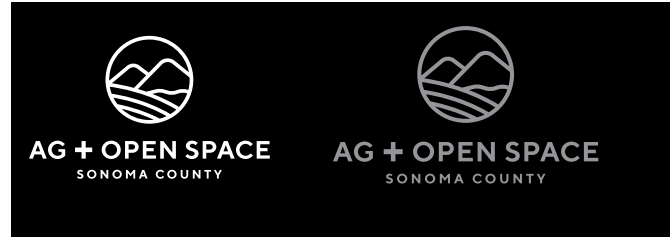
Ag + Open Space Logo

Can be used in: black and grey - 50% tint of black on white or lighter backgrounds.



Ag + Open Space Logo & Backgrounds

Can be used on a dark, colored or photo background in: white or grey - 50% tint of black.



Ag + Open Space Land For Life Logo

Can be used in: black and grey - 50% tint of black on white or lighter backgrounds.



Ag + Open Space Land For Life Logo & Backgrounds

Can be used on a dark, colored or photo background in: white or grey - 50% tint of black.

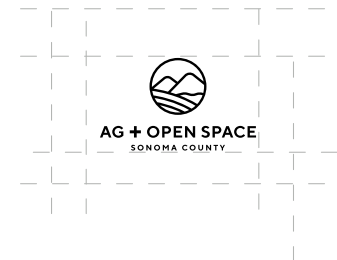


Whitespace:

Let's give the logo a little room to breathe. Make sure that you have at least .25" worth of white space around all sides of the logo and you should be ok. Simple, see?

Placement

Top-left logo placement creates a quick visual landmark. Generally, the logo should appear in a flush-left or flush-right position in print and unobstructed for maximum recognition.



» LOGO CHECK	DO	DO NOT
	<ul style="list-style-type: none"> ✓ Give the logo room to breathe ✓ Place "Light" white logo on dark backgrounds and photos ✓ Place black or color logo on 10% tint or white ✓ Use CMYK or Pantone color for print ✓ Use RGB for web 	<ul style="list-style-type: none"> ✓ Alter the logo type style ✓ Change the size relationship between the logo circle symbol and logo type. ✓ Change the proportions of the logo vertically or horizontally

Logotype - Stacked

DISPLAYING IN COLOR

PMS #7746C

Core Color:
Med Olive Green

COLOR CODES

CMYK C43 M28 Y100 K4
Pantone 7746C
RGB R154 G155 B50
HKS 62N
Web #9a9b32

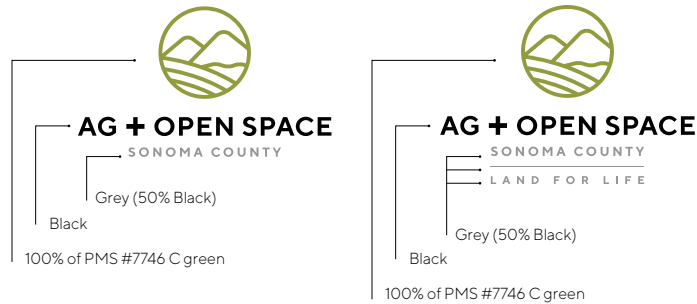
Ag + Open Space Logo

When using colored logo, the circle symbol is in PMS #7746 green, Ag + Open Space is in black and Sonoma County appears in Grey – using 50% black.

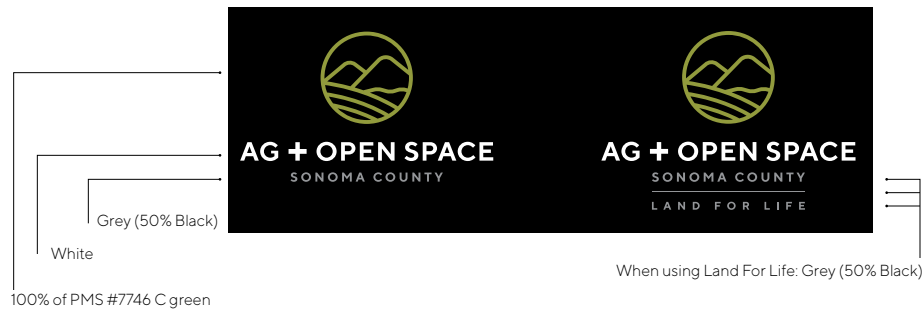
Ag + Open Space Land For Life Logo

When using colored logo, the circle symbol is in PMS #7746 green, Ag + Open Space is in black and Sonoma County, Land For Life and the rule appears in Grey – using 50% black.

STACKED: When displaying the stacked logo in color, follow the specifications:



STACKED: When displaying the logo in color on black or dark background, follow the specifications:



Whitespace:

Let's give the logo a little room to breathe. Make sure that you have at least .25" worth of white space around all sides of the logo and you should be ok. Simple, see?

Placement

Top-left logo placement creates a quick visual landmark. Generally, the logo should appear in a flush-left or flush-right position in print and unobstructed for maximum recognition.



» LOGO CHECK	DO	DO NOT
	<ul style="list-style-type: none"> ✓ Give the logo room to breath ✓ Place "Light" white logo on dark backgrounds and photos ✓ Place black or color logo on 10% tint or white ✓ Use CMYK or Pantone color for print ✓ Use RGB for web 	<ul style="list-style-type: none"> ✓ Alter the logo type style ✓ Change the size relationship between the logo circle symbol and logo type. ✓ Change the proportions of the logo vertically or horizontally

Logotype - Horizontal

DISPLAYING IN BLACK + WHITE

Ag + Open Space Logo

Can be used in: black and grey - 50% tint of black on white or lighter backgrounds.



Ag + Open Space Logo & Backgrounds

Can be used on a dark, colored or photo background in: white or grey - 50% tint of black.



Ag + Open Space Land For Life Logo

Can be used in: black and grey - 50% tint of black on white or lighter backgrounds.



Ag + Open Space Land For Life Logo & Backgrounds

Can be used on a dark, colored or photo background in: white or grey - 50% tint of black.



Whitespace:

Let's give the logo a little room to breathe. Make sure that you have at least .25" worth of white space around all sides of the logo and you should be ok. Simple, see?

Placement

Top-left logo placement creates a quick visual landmark. Generally, the logo should appear in a flush-left or flush-right position in print and unobstructed for maximum recognition.



» LOGO CHECK	DO	DO NOT
	<ul style="list-style-type: none"> ✓ Give the logo room to breathe ✓ Place "Light" white logo on dark backgrounds and photos ✓ Place black or color logo on 10% tint or white ✓ Use CMYK or Pantone color for print ✓ Use RGB for web 	<ul style="list-style-type: none"> ✓ Alter the logo type style ✓ Change the size relationship between the logo circle symbol and logo type. ✓ Change the proportions of the logo vertically or horizontally

Logotype - Horizontal

DISPLAYING IN COLOR

PMS #7746C

Core Color:
Med Olive Green

COLOR CODES
 CMYK C43 M28 Y100 K4
 Pantone 7746C
 RGB R154 G155 B50
 HKS 62N
 Web #9a9b32

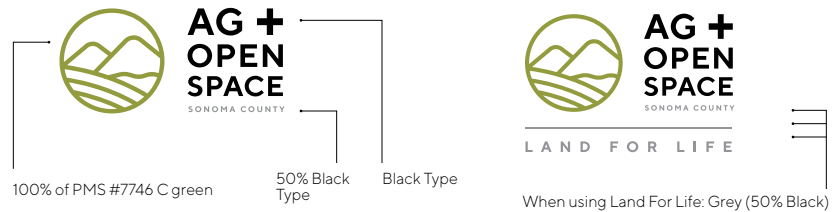
Ag + Open Space Logo

When using colored logo, the circle symbol is in PMS #7746 green, Ag + Open Space is in black or white and Sonoma County appears in Grey - using 50% black.

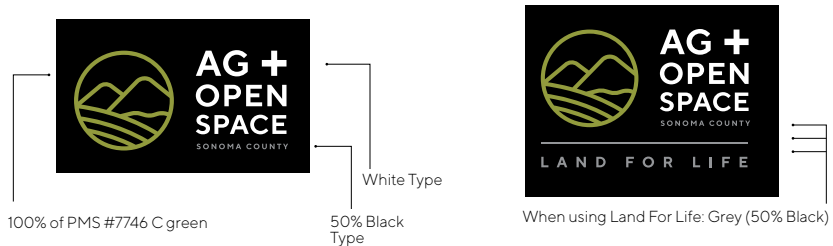
Ag + Open Space Land For Life Logo

When using colored logo, the circle symbol is in PMS #7746 green, Ag + Open Space is in black or white and Sonoma County, Land For Life and the rule appears in Grey - using 50% black.

When displaying the logo in color follow the specifications below.



When displaying the logo in color on black, follow the specifications below.



Whitespace:

Let's give the logo a little room to breathe. Make sure that you have at least .25" worth of white space around all sides of the logo and you should be ok. Simple, see?

Placement

Top-left logo placement creates a quick visual landmark. Generally, the logo should appear in a flush-left or flush-right position in print and unobstructed for maximum recognition.

» LOGO CHECK	DO	DO NOT
	<ul style="list-style-type: none"> ✓ Give the logo room to breath ✓ Place "Light" white logo on dark backgrounds and photos ✓ Place black or color logo on 10% tint or white ✓ Use CMYK or Pantone color for print ✓ Use RGB for web 	<ul style="list-style-type: none"> ✓ Alter the logo type style ✓ Change the size relationship between the logo circle symbol and logo type. ✓ Change the proportions of the logo vertically or horizontally

Logotype - Vertical

DISPLAYING IN BLACK + WHITE

Ag + Open Space Logo

Can be used in: black and grey - 50% tint of black on white or lighter backgrounds.



Ag + Open Space Logo & Backgrounds

Can be used on a dark, colored or photo background in: white or grey - 50% tint of black.



DISPLAYING IN COLOR

PMS #7746C

Core Color:
Med Olive Green

COLOR CODES

CMYK C43 M28 Y100 K4
Pantone 7746C
RGB R154 G155 B50
HKS 62N
Web #9a9b32

Ag + Open Space Logo

When using colored logo, the circle symbol is in PMS #7746 green, Ag + Open Space is in black or white and Sonoma County appears in Grey - using 50% black.

Ag + Open Space Land For Life Logo

When using colored logo, the circle symbol is in PMS #7746 green, Ag + Open Space is in black or white and Sonoma County, Land For Life and the rule appears in Grey - using 50% black.

When logo appears on solid PMS #7746 green

When using white logo on a color - it must be PMS #7746 green for consistency.



» LOGO CHECK	DO	DO NOT
	<ul style="list-style-type: none"> ✓ Give the logo room to breathe ✓ Place "Light" white logo on dark backgrounds and photos ✓ Place black or color logo on 10% tint or white ✓ Use CMYK or Pantone color for print ✓ Use RGB for web 	<ul style="list-style-type: none"> ✓ Alter the logo type style ✓ Change the size relationship between the logo circle symbol and logo type. ✓ Change the proportions of the logo vertically or horizontally

Typography

THE CORPORATE FONTS AND TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity in all Ag + Open Space communications.

We have selected TT Norms and TT Norms, which helps inject energy and enthusiasm into the entire Ag + Open Space communications, as the primary and secondary corporate typefaces.

PRIMARY FONT:	TT Norms BOLD	TT Norms LIGHT
	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

SECONDARY FONT:	TT Norms BOLD	TT Norms LIGHT
	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

PHC type treatment for company information:

Name or primary information in TT Norms Bold, secondary information TT Norms Light. Specific font sizes for business cards, letterheads and envelopes are:

Business Cards: Name: 6.5/7.5 TT Norms Bold | Title, url, address, phone & fax: 6.5/7.5 TT Norms Light

Company Letterhead & URL: 6.5/7.5 TT Norms Bold | address, phone & fax: 6.5/7.5 TT Norms Light

Company Envelopes: Address 8/8.5 TT Norms Light

Everyday Communications:

Word documents: Use the corporate fonts TT Norms and TT Norms

Web: TT Norms is a Web Font. A Google Font will also be available.

Company tagline: **LAND FOR LIFE** always appears in initial caps TT Norms Bold.

FONT CHECK	DO	DO NOT
	<ul style="list-style-type: none"> ✓ TT Norms Bold is used for primary information, TT Norms Light is used for secondary information ✓ Separate primary and secondary information by using Bold and Light face ✓ Use TT Norms for body text and TT Norms for headlines 	<ul style="list-style-type: none"> ✓ Alter the appearance of the font by stretching, etc ✓ Use fonts other than TT Norms and TT Norms Bold ✓ Use TT Norms Bold for body copy. It is a headline font

Text Hierarchy

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information.

Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Ag+Open Space.

HEADLINE 1	<p>TT Norms Bold Headline 55 PTS 40%, 50% or 60% black</p>
HEADLINE 2	<p>TT Norms Bold Headline 40 PTS 40%, 50% or 60% black</p>
HEADLINE 3	<p>TT Norms Bold Headline, 25PTS 40%, 50% or 60% black</p>
HEADLINE 4	<p>SECTION HEADLINE TT NORMS BOLD, 16PTS 40%, 50% or 60% black</p>
HEADLINE 5	<p>HEADLINE OR SUBLINE IN TT NORMS BOLD, 12PTS 40%, 50% or 60% black</p>
BODY TEXT	<p>Main copy paragraph to be set in TT Norms Light. Black, 9.5pts</p>
SMALL TEXT	<p>Body Text for small caption text can be set in TT Norms Light, black 8pts</p>

Stationery

This shows the approved layouts with the primary elements of color and typography for the Ag + Open Space stationery system.

The Ag + Open Space logo is printed only in PMS #7746 green for consistency. An off-center bleed logo is used in upper left corner of envelope frontside and business card frontside.

COMPANY BUSINESS CARD



Business Card Backside

PMS 7746 U
Bleeds.



Business Card Frontside

8/9 TT Norms Medium,
Name prints green

7/8 TT Norms Medium,
url prints green

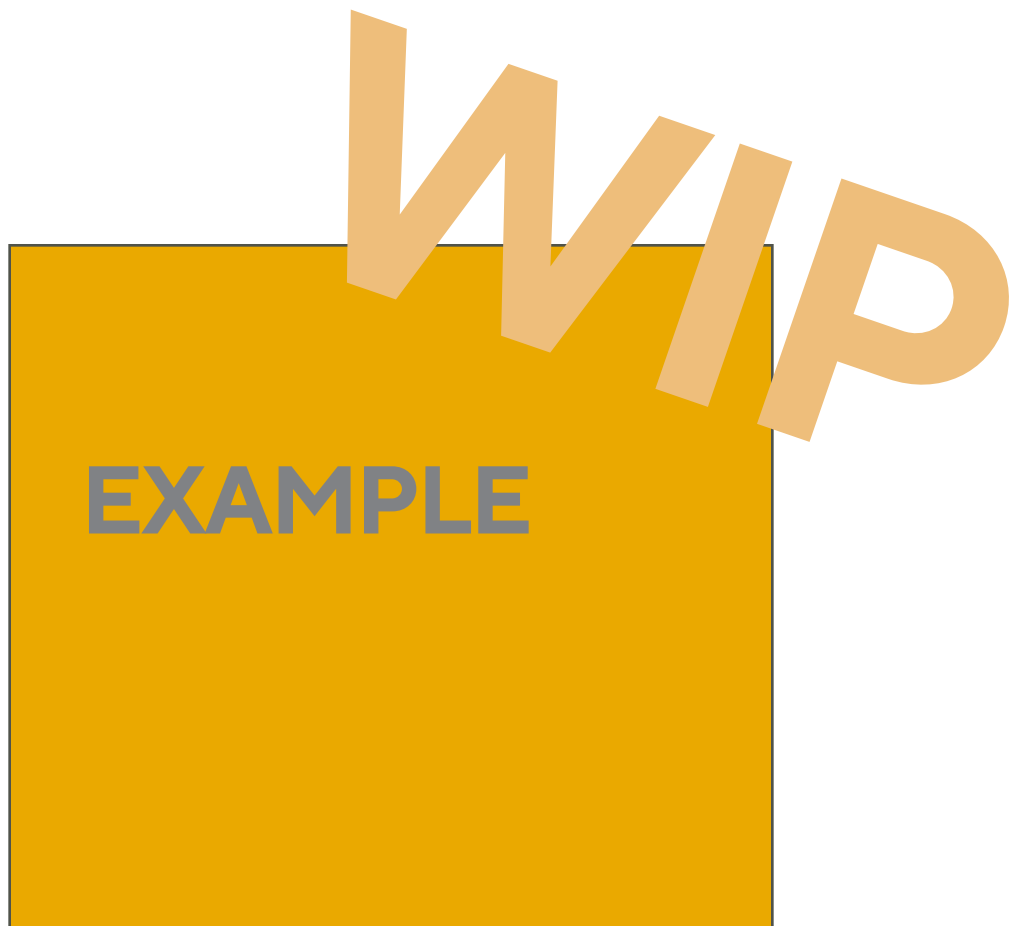
COMPANY LETTERHEAD + ENVELOPE



LAND FOR LIFE

Website

In social media, the Ag+OpenSpace brand maintains its personal and intimate feel and, avoiding “camera phone” photography and, when possible, creates an attractive poster-like effect with large type in the photo.



Social Media

In social media, the Ag+OpenSpace brand maintains its personal and intimate feel and, avoiding “camera phone” photography and, when possible, creates an attractive poster-like effect with large type in the photo.

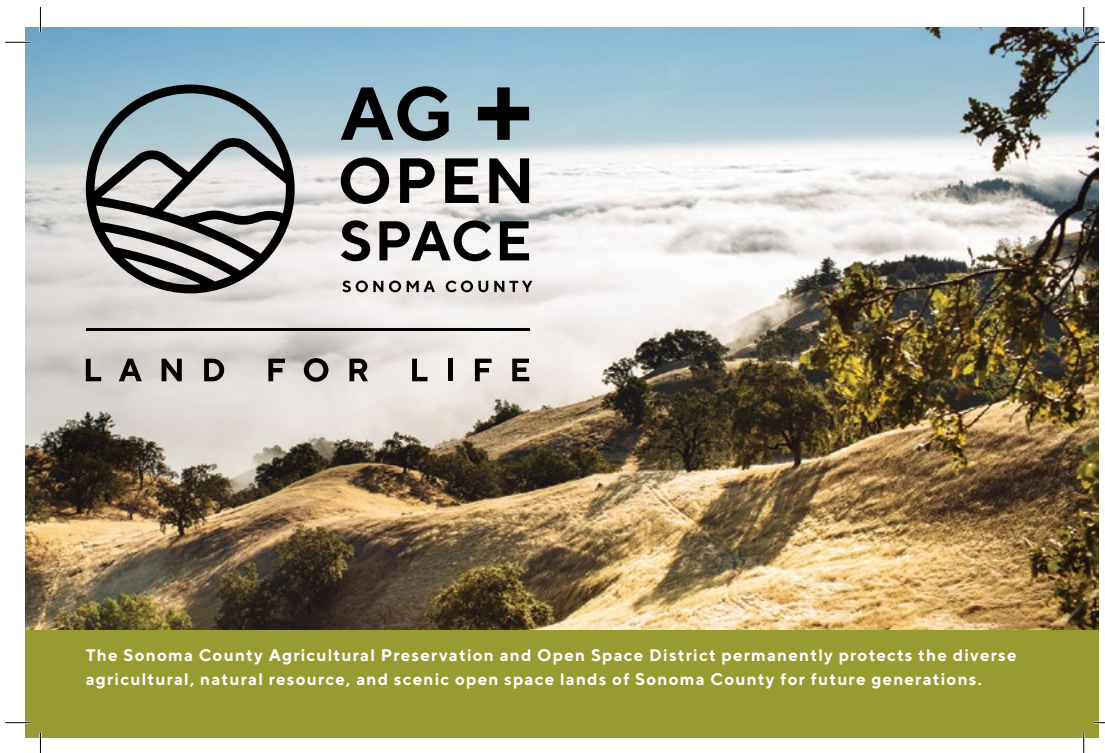
WIP

EXAMPLE

Digital Banners, Posters + Print Ads

A quick, clear read takes into consideration the amount of time the viewer has to scan the information on banners and posters. No long paragraphs or extended lists of bullet points. Similar to social media, when creating posters and banners, the Ag+Open Space brand maintains its personal and intimate feel, avoiding “camera phone” photography.

Use type in the photo to create a clearly defined message. Using the solid green company color background with name of clinic or service in large type will create quick, cohesive and clear communication.



Full Bleed Print Ad

Apparel

When applying Ag+OpenSpace branding to apparel, be sure to stay true to the brand guidelines

Shown here is an example of a tee shirt etc etc.....

WIP



Editorial Guidelines



**AG +
OPEN
SPACE**
SONOMA COUNTY

LAND FOR LIFE

Editorial

BRAND NAME

Sonoma County Ag + Open Space (pronounced Ag and Open Space)

Our new working brand name is a shortened version of our full Legal Name. It should be used in place of Sonoma County Agricultural Preservation and Open Space District whenever possible.

Logos and All-Cap Headlines:

- Ag + OPEN SPACE
- SONOMA COUNTY Ag + OPEN SPACE

Title Case Headlines and In Text:

- Ag + Open Space
- Sonoma County Ag + Open Space

Phone:

- **Calling/introducing yourself:** “Hello, this is Amy Ricard from Sonoma County Ag and Open Space”
- **Answering/general greeting:** “Sonoma County Ag and Open Space?”
- **Voicemail outgoing message:** “Hello, you’ve reached Amy Ricard, Community Relations Specialist at Sonoma County Ag and Open Space. I am unable to answer my phone at the moment, but please leave a message and I will return your call shortly. If you need an immediate response, please press zero and you will be connected with the receptionist for further assistance.”

LEGAL NAME

Sonoma County Agricultural Preservation and Open Space District

Our legal name should be used in the following circumstances:

- Accompanied with our Mission, as follows:
 - **Sonoma County Ag + Open Space**
Sonoma County Ag + Open Space permanently protects the diverse agricultural, natural resource, and scenic open space lands of Sonoma County for future generations.
- On long-form documents and formal notices or correspondence our full legal name should be used in an early reference in the body copy with “Ag + Open Space” in parentheses: Sonoma County Agricultural Preservation and Open Space District (Ag + Open Space). This includes:
 - Board reports
 - The shortened name MAY NOT be used until the “Discussion” section of the Board report. The full name MUST be used in the following sections: Department or Agency Name, Recommended Actions, and Executive Summary.
 - Landowner correspondence
 - Conservation Easements
 - Contracts
 - Grant Applications
 - Grant Agreements
 - Board Resolutions
 - Notices of Violation
 - Monitoring Reports
 - Cease and Desist Letters
 - Baseline documents
- On legal copyright statements: © 2018 Sonoma County Agricultural Preservation and Open Space District

Editorial

REFERENCES IN TEXT

To avoid repetition of “Ag + Open Space” in text, and to avoid using “District,” consider using “organization” or we/our/us.

- “One of the purposes of the Vital Lands Initiative is to share the **organization’s** mission and conservation priorities with the community and our partners.”
- “Strategies outline specific actions to achieve Objectives, while Performance Measures will help **our** staff and the public track effectiveness.”
- “The Ag + Open Space enabling legislation and expenditure plan direct **us** to protect natural ecosystems and habitats through the county.”

EXAMPLES

Board Packets:

To: Board of Directors of the Sonoma County Agricultural Preservation and Open Space District	
Board Agenda Date: May 22, 2018	Vote Requirement: Majority
Department or Agency Name(s): Agricultural Preservation and Open Space District	
Staff Name and Phone Number:	Supervisory District(s):
Sara Press, 707-565-7368	Countywide
Title: Regional Conservation Partnership Program Update	
Recommended Actions:	
Receive an update on the Regional Conservation Partnership Program and approve a resolution of the Directors of the Sonoma County Agricultural Preservation and Open Space District authorizing the General Manager to (1) submit applications to the Natural Resources Conservation Service for agricultural conservation easements through the Regional Conservation Partnership Program; and (2) sign and execute agreements for funds toward acquisition of agricultural conservation easements if awarded such funding from Natural Resources Conservation Science.	
Executive Summary:	
As lead partner, the Sonoma County Agricultural Preservation and Open Space District is managing \$8,049,000 in funding from the Natural Resources Conservation Service through the Regional Conservation Partnership Program. Regional Conservation Partnership Program is a regional collaboration to address countywide issues of agricultural sustainability and climate change and to implement appropriate conservation practices on agricultural land in Sonoma County.	
The Sonoma County Venture Conservation Regional Conservation Partnership Program is a collaboration of partners, funders, residents, farmers and ranchers working to conserve and restore land in Sonoma County to ensure resilience to climate change through healthy soils, high-quality surface and groundwater supplies, healthy habitat for fish and wildlife, and a thriving agricultural industry.	
Discussion:	
Regional Conservation Partnership Program Overview The purpose of the Regional Conservation Partnership Program (RCPP) is to promote coordination between Natural Resources Conservation Service (NRCS) and its partners to deliver conservation assistance to agricultural producers and landowners. The Sonoma County Venture Conservation RCPP focuses on four resource concerns: water quantity, water quality, soil health, and fish and wildlife habitat. Attachment 1 provides an overview of the Program.	
Over a five-year period, this RCPP will provide funding for the purchase of conservation easements, development of property-specific conservation plans, and implementation of conservation practices on agricultural and forestry lands with a focus on protecting and enhancing stream corridors, wildlife habitat and high-priority groundwater basins. The Sonoma County Agricultural Preservation and Open Space District (Ag + Open Space) is the lead agency, and is partnering with a Steering Committee consisting of the Sonoma and Gold Ridge Resource Conservation Districts, Sonoma Land Trust, Sonoma County Water Agency (SCWA), the Pepperwood Foundation, and the local NRCS office. A Technical Advisory Committee is comprised of over 15 other diverse collaborators. The project team will be providing matching funds in the amount of \$12,774,517. The match consists of cash from other grants and sources, plus in-kind contributions, from at least thirteen organizations.	

Editorial

Long-form documents and reports:

The Sonoma County Agricultural Preservation and Open space District (Ag + Open Space) was envisioned by the voters of Sonoma County to ensure healthy and thriving natural and working lands in Sonoma County. To date, Ag + Open Space has protected over 114,000 acres.

Formal letters and correspondence:

Dear Richard,

Thank you for your generous donation to the Sonoma County Agricultural Preservation and Open Space District (Ag + Open Space). This second distribution of your brother's estate in the amount of \$141,000 on April 4, 2017 will help to permanently protect the agricultural, natural resource, and scenic open space lands of Sonoma County.

With your brother's help – and that of the visionary voters who created the district in 1990 – Ag + Open Space has preserved more than 114,000 acres of land to date including critical habitat for fish, wildlife, and the source of our vital and precious water supply. We have protected many farms and ranches, which form the backbone of our local economy and food supply, and in doing so, have helped to keep local farming families in operation.

Conservation easements:

Save the Redwoods League, a California nonprofit public benefit corporation ("GRANT-OR"), and the Sonoma County Agricultural Preservation and Open Space District, a public agency formed pursuant to the provisions of Public Resources Code sections 5500 et seq. ("DISTRICT"), agree as follows: