

DANVILLE

CALIFORNIA

Danville
California

Marketing
Brand
Guidelines

Edition:
May 2017

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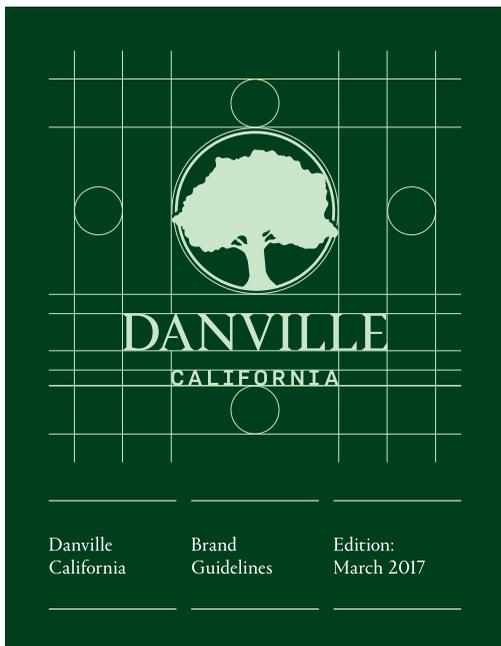
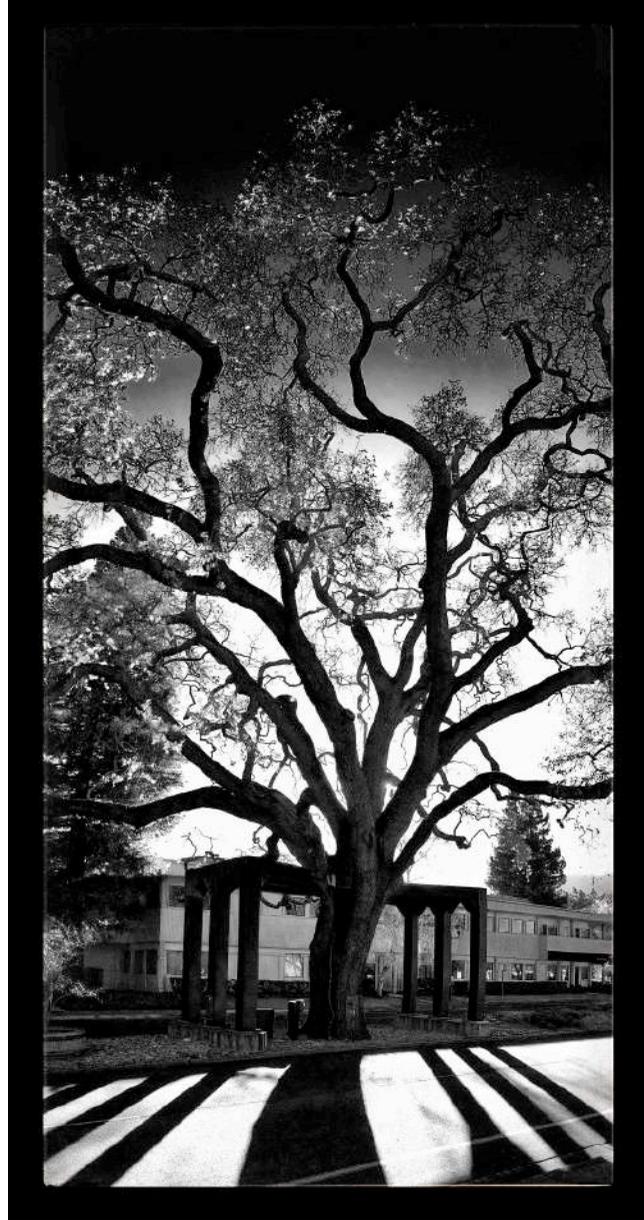
30 Sample Executions

Brand Concept

The Danville marketing brand is inspired by the community, its heritage, and its environment. The visuals are based around highlighting the elements that are distinctly Danville: the lush green landscape and historic environment, the iconic Danville oak tree, and the friendliness of the community.

WHY HAVE BRAND STANDARDS?

Having a consistent look, feel, and attitude across all materials builds trust and reassurance with your audience. This doesn't mean everything has to look the same, or look overly repetitive. Instead, these guidelines will help all elements look from the same place, even when the materials are from different mediums, years, or events.



LOGO FILES:

Please contact the following to download logo files for the print (.eps/.jpg/.tiff) and digital applications (.jpg/.png):

External contacts:

Economic Development Manager

Jill Bergman: jbergman@danville.ca.gov

(925) 314-3369

Internal contacts:

Assistant to Town Manager

Nat Rojanasathira: nat@danville.ca.gov

(925) 314-3328

Oak Tree Logo Suite

The Oak Tree logo suite is built to inspire a visit to Danville, or a Danville resident to further engage with the community. It is heavily inspired by the Official Town Logo, and is designed to be a friendly, open, and recognizable graphic. A variety of different logo lockups are included—choose which one based on the size, shape, and messaging.

WHEN DO I USE THE OAK TREE LOGO?

1. Oak Tree logos can be used on any marketing materials, and is particularly well suited for materials that are promoted outside of the Town.
2. **Oak Tree logos cannot be used if the Official Town Logo is displayed on the same graphic.** In these instances, use the Leafmark.

VERTICAL MARKETING LOGO

FILE NAME: DANVILLE_LOGO_OAK_CA.EPS



DANVILLE
CALIFORNIA

HORIZONTAL MARKETING LOGO

FILE NAME: DANVILLE_LOGO_OAK_CA_HZ.EPS



DANVILLE
CALIFORNIA



VERTICAL LIVE LOCALLY LOGO
FILE NAME: DANVILLE_LOGO_LIVE.EPS



DANVILLE
live locally

HORIZONTAL LIVE LOCALLY LOGO
FILE NAME: DANVILLE_LOGO_LIVE_HZ.EPS



DANVILLE
live locally



The Leafmark

The Leafmark is a secondary logo option, and should be used whenever the Official Town Logo is present. There are several lockups provided to effectively tackle different sizes, spaces, and mediums.

WHEN DO I USE THE LEAFMARK?

1. When the Official Town Logo is present in the same graphic.
2. Whenever a logo variation is needed to help offset repetitiveness.

LEAFMARK SEAL

FILE NAME: DANVILLE_LEAFMARK_SEAL.EPS



LEAFMARK MARKETING SEAL LOGOS

FILE NAME: DANVILLE_LEAFMARK_CA_HZ.EPS

DANVILLE_LEAFMARK_LIVE_HZ.EPS



FILE NAME: DANVILLE_LEAFMARK_CA_VT.EPS

DANVILLE_LEAFMARK_LIVE_VT.EPS



LEAFMARK + OFFICIAL TOWN LOGO LOCKUPS

BESIDE EACH OTHER:

LOCK-UP WITH TOWN OF DANVILLE LOGO

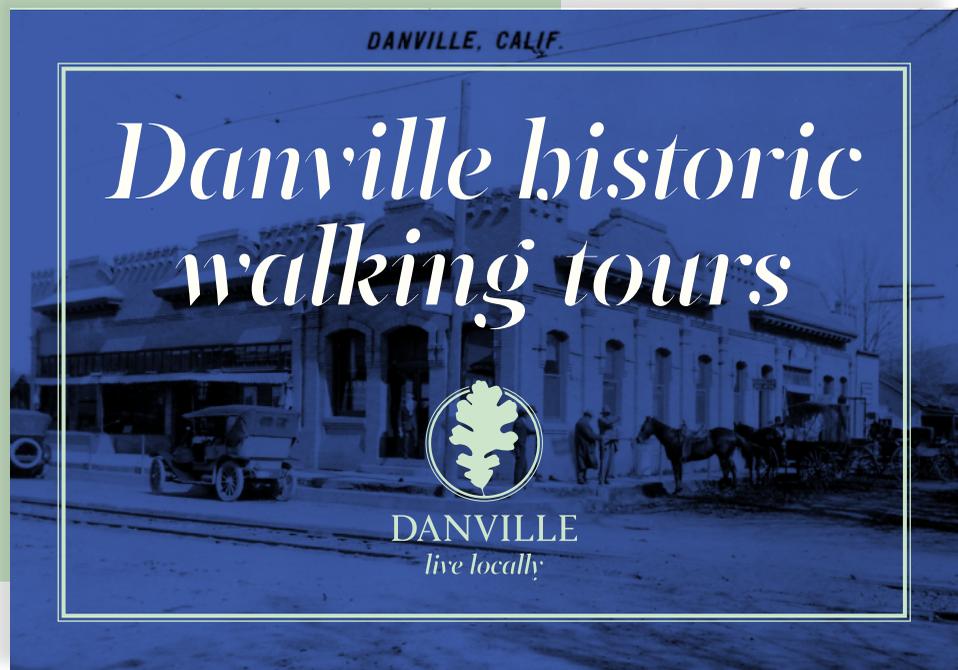


ON THE SAME GRAPHIC, BUT NOT ADJACENT



PUBLISHED BY THE TOWN
OF DANVILLE, CALIFORNIA
510 LA GONDA WAY
DANVILLE, CALIFORNIA
94526

POSTCARD BACK



POSTCARD FRONT

Marketing Logo and Official Logo Usage

Like many other communities, Danville has separate logos for marketing and official town materials. Here are some example uses for each logo variation. The logo sizes and placement included in these guidelines are applicable for any Oak Tree or Leafmark usage.

OAK TREE AND LEAFMARK MARKETING LOGOS



DANVILLE
CALIFORNIA



DANVILLE
CALIFORNIA

OFFICIAL TOWN LOGO



OAK TREE, LEAFMARK, AND OFFICIAL TOWN LOGO EXAMPLES

OAK TREE OR LEAFMARK LOGO USES

- Quarterly "Live Locally" Newsletter
- Promotional street banners
- Hartz Avenue banners
- Wayfinding
- Community events
- Advertising
- Business Concierge Guide
- Maps
- Marketing collateral
- Promotional items (tshirts, water bottles)
- Theatre Guide cover*
- Activity Guide cover*
- RACS marketing cover*
- Social media platforms
- Commercial-facing website
- eNewsletter

OFFICIAL TOWN LOGO USES

- Street signs
- Town fleet
- Street light signs (post no bills)
- Infrastructure signage or wayfinding
- Business cards
- Official documents
- Uniforms
- Staff reports
- Town forms
- Town Website
- Danville Connect App
- Operating Budget & CIP
- *Return addresses and footers on printed materials produced by Town
- Employee ID cards

Logo Clear Space

To ensure Danville's logo has consistent, optimal legibility and prominence, an area of clear space should be maintained around the logo.

LOGO CLEAR SPACE GUIDELINES

1. For the Vertical Marketing/Live Locally Logos, the distance between the circular frame of the treemark and left-and-right edges of "DANVILLE" (red circles) determines the clear space margin.
2. For the Horizontal Marketing/Live Locally Logos, the clear space/distance is determined by the half-the-width of the circular frame.
3. For the Seals, the clear space is determined by half-the-width of the circular frame from the edge of the circular frame.

1. VERTICAL LOGOS



2. SEALS



2. HORIZONTAL LOGOS



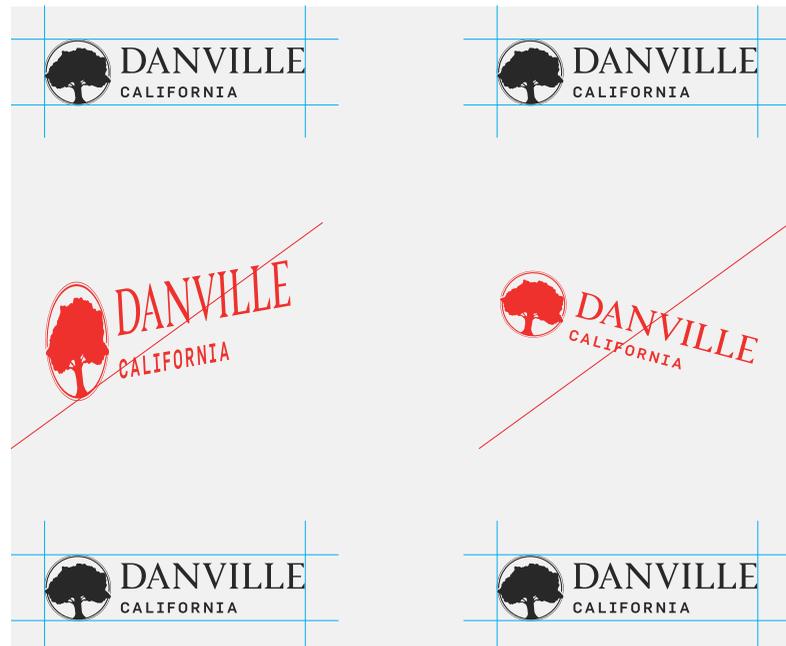
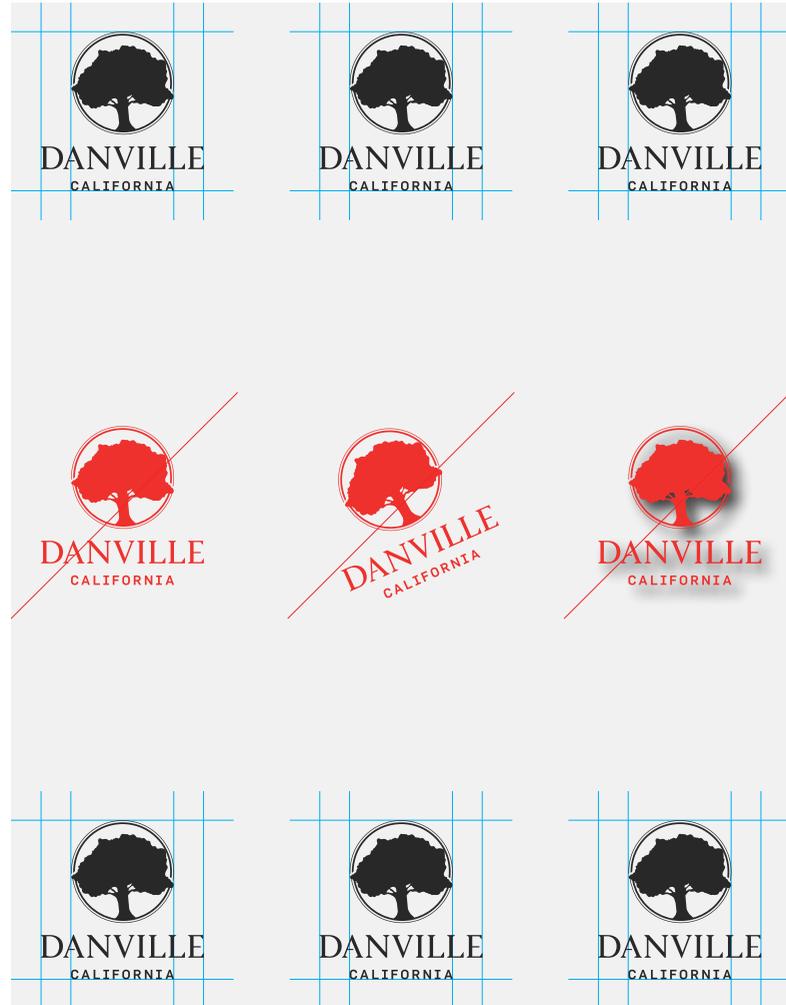
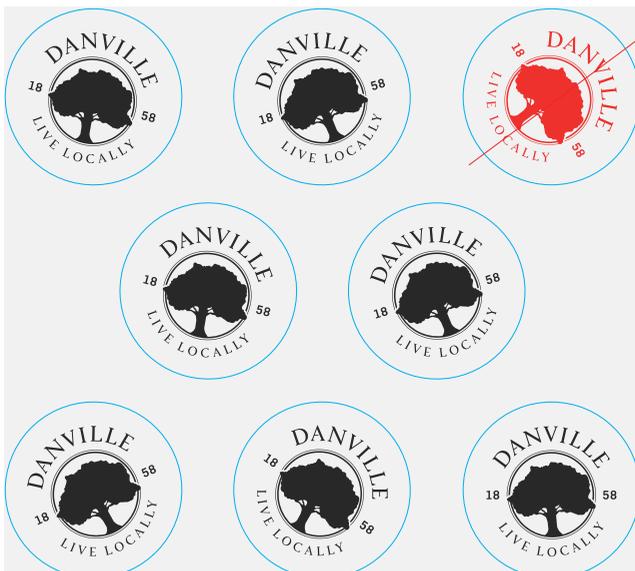
Logo Placement

Place the logo on the front or back cover(s) of all promotional collateral materials. Follow the guidelines below for specific instructions on best placement for each logo variation.

With the exception of the Seals, *the logos should never be tilted, turned, skewed, stretched, or have effects such as drop shadows or transparencies applied.*

LOGO PLACEMENT GUIDELINES

1. The Vertical Marketing/Live Locally Logos should be placed only along the top left, top center, top right, bottom left, bottom center, or bottom right.
2. The Horizontal Marketing/Live Locally Logos should be placed only along the top left, top right, bottom left, or bottom right corners.
3. The Seals has the most flexibility of all the logo variations. The Seal can be placed in any position and can be rotated at a max of 35° any direction.



Typography

Danville's typography is inspired by the town's heritage and history, as well as its contemporary energy. When combined, they project both the town's history and its progressive community.

WHAT IF I DON'T HAVE THESE FONTS ON MY COMPUTER?

See page 15 for the universal font alternatives, which are available on any computer (both Mac and PC).



Fonts

COVER/DISPLAY TEXT
PF REGAL STENCIL PRO – MEDIUM IT

live locally

*abcdefghijklmnopqrstuvwxyz
0123456789*

SECONDARY HEADLINE TEXT
FLAMA – BASIC

A TOWN IS BORN
THE COMMUNITY EVOLVES
THE TWENTIETH CENTURY
DANVILLE TODAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ
0123456789

HEADLINE/TITLE TEXT
PORTRAIT – REGULAR

The History
of Danville

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODY TEXT
PORTRAIT – REGULAR

For over 130 years, Danville's history has been one of change and growth. Often referred to as the "Heart of the San Ramon Valley," Danville was first populated by the Bay Miwok Indians who lived next to the creeks and camped on Mount Diablo in the summer.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Type Hierarchy and Usage

Each typeface works independently to solve different challenges, and each has its limitations. Consistent typographic usage also helps unify materials, even when images, sizes, and mediums change.

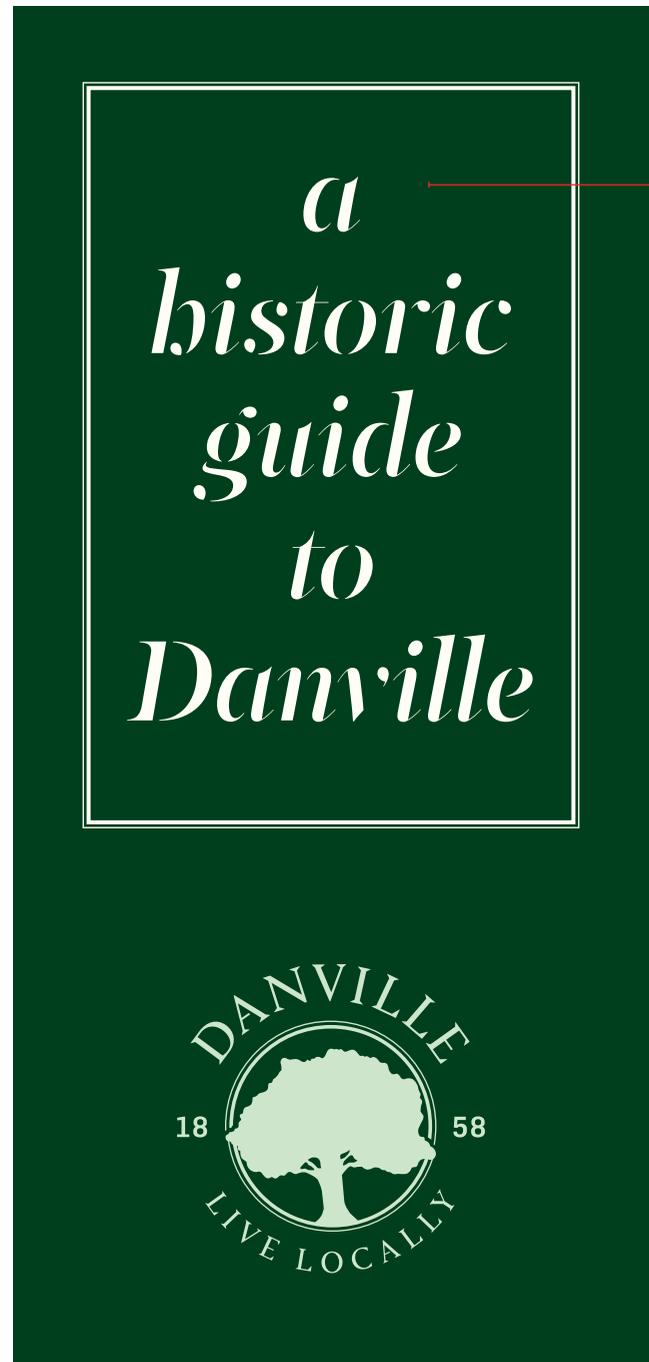
PF Regal brings a freshness to headlines—but becomes illegible at small sizes. For this reason, only use the typefaces in their intended uses. We recommend all lowercase for headline typography, to reinforce friendliness and accessibility.

Flama is great for short copy (such as subheadlines), but looks too blocky when used for paragraphs of copy.

TYPE USAGE GUIDELINES

Please follow the notes to the right for consistent use of the select type:

1. NEVER outline, stretch, or skew type.
2. NEVER right align, left justify, center justify, or all/full justify paragraph text on promotional printed or digital collateral, and any Danville marketing materials.





Danville's History

PART I: A TOWN IS BORN

For over 130 years, Danville's history has been one of change and growth. Often referred to as the "Heart of the San Ramon Valley," Danville was first populated by Native Americans who lived next to the creeks and camped on Mount Diablo in the summer. Later it was part of Mission San Jose's grazing land and a Mexican land grant called Rancho San Ramon.

Discover more at danville.ca.gov

COVER/DISPLAY TEXT

PF REGAL STENCIL PRO
— MEDIUM IT

Note: Cover/display text can be center aligned.

HEADLINE TEXT

PORTRAIT — REGULAR

Note: Headline/title text set in Portrait should be left or center aligned.

SECONDARY HEADLINE TEXT

FLAMA — BASIC

Note: Secondary headline text set in Flama should be left or center aligned.

BODY TEXT

PORTRAIT — REGULAR

Note: Body text set in Portrait should always be left aligned.

INCORRECT TYPE USAGE

OUTLINED / STRETCH / SKEWED

Danville's History

RIGHT ALIGNED

For over 130 years, Danville's history has been one of change and growth. Often referred to as the "Heart of the San Ramon Valley," Danville was first populated by Native Americans who lived next to the creeks and camped on Mount Diablo in the summer. Later it was part of Mission San Jose's grazing land and a Mexican land grant called Rancho San Ramon.

LEFT JUSTIFIED

For over 130 years, Danville's history has been one of change and growth. Often referred to as the "Heart of the San Ramon Valley," Danville was first populated by Native Americans who lived next to the creeks and camped on Mount Diablo in the summer. Later it was part of Mission San Jose's grazing land and a Mexican land grant called Rancho San Ramon.

CENTER ALIGNED

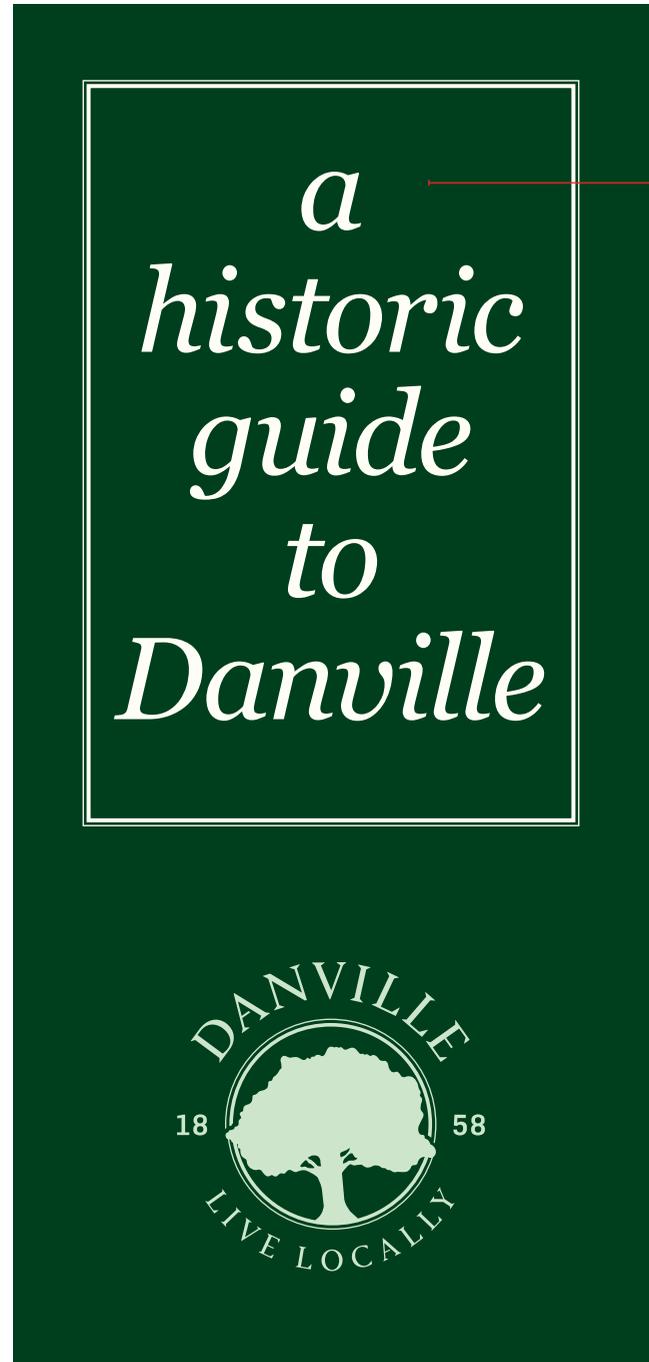
For over 130 years, Danville's history has been one of change and growth. Often referred to as the "Heart of the San Ramon Valley," Danville was first populated by Native Americans who lived next to the creeks and camped on Mount Diablo in the summer. Later it was part of Mission San Jose's grazing land and a Mexican land grant called Rancho San Ramon.

ALL JUSTIFIED

For over 130 years, Danville's history has been one of change and growth. Often referred to as the "Heart of the San Ramon Valley," Danville was first populated by Native Americans who lived next to the creeks and camped on Mount Diablo in the summer. Later it was part of Mission San Jose's grazing land and a Mexican land grant called Rancho San Ramon.

Type Hierarchy and Usage: Shared Documents

The official Danville fonts won't work well on shared documents (because you'd need everyone to install the typefaces to see them). In shared documents or in situations where the official fonts are unavailable, please use the following similar replacements.





COVER/DISPLAY
TEXT

GEORGIA ITALIC

Note: Cover/display text can be center aligned.

Danville's History

HEADLINE TEXT
GEORGIA — REGULAR

Note: Headline/title text set in Georgia should be left or center aligned.

PART I: A TOWN IS BORN

SECONDARY
HEADLINE TEXT
ARIAL BOLD

Note: Secondary headline text set in Arial Bold should be left or center aligned.

For over 130 years, Danville's history has been one of change and growth. Often referred to as the "Heart of the San Ramon Valley," Danville was first populated by Native Americans who lived next to the creeks and camped on Mount Diablo in the summer. Later it was part of Mission San Jose's grazing land and a Mexican land grant called Rancho San Ramon.

BODY TEXT
GEORGIA — REGULAR

Note: Body text set in Georgia should always be left aligned.

Discover more at danville.ca.gov

Color Palette

The color palette is built to support the Danville green. The Danville green should be used as the primary color whenever possible, with the support colors being used as accents. The secondary primary Prussian Blue can be used when the Danville green competes with graphics or when variation is needed.

PRIMARY



DANVILLE GREEN

—

C M Y K
098 020 090 070

RGB #003E1E



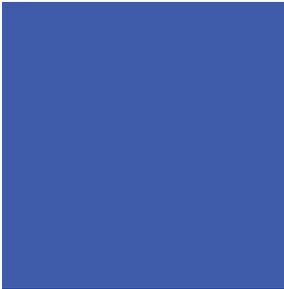
PRUSSIAN BLUE

—

C M Y K
100 090 020 070

RGB #101F54

SUPPORT



DENIM

—

C M Y K
084 070 000 000

RGB #3F5CAA



EGG YOLK

—

C M Y K
000 020 100 000

RGB #FFCB04



TOMATO

—

C M Y K
000 070 055 000

RGB #F27066

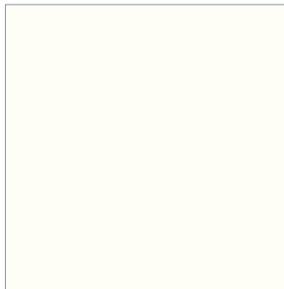


SKY

—

C M Y K
020 000 006 000

RGB #C8E9ED

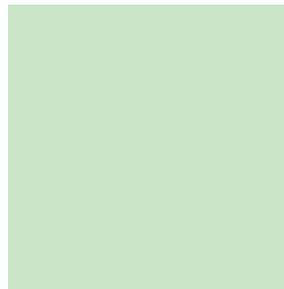


CREAM

—

C M Y K
000 000 003 000

RGB #FFFEF6

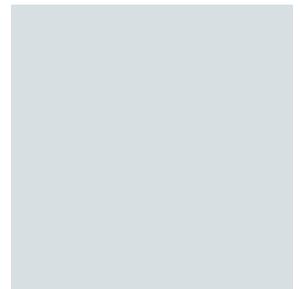


MINT

—

C M Y K
021 000 026 000

RGB #CAE5C8



DOVE

—

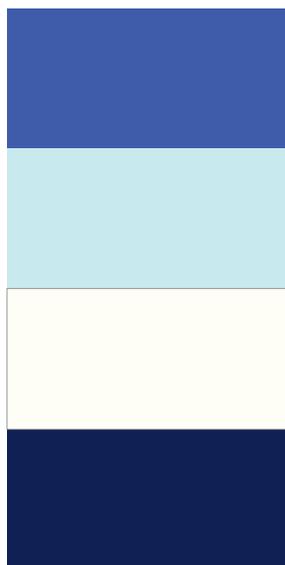
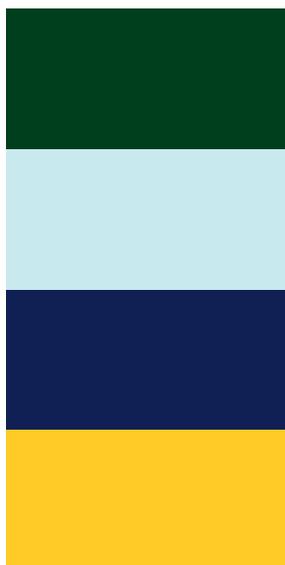
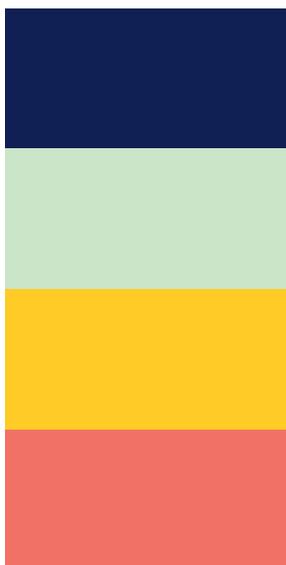
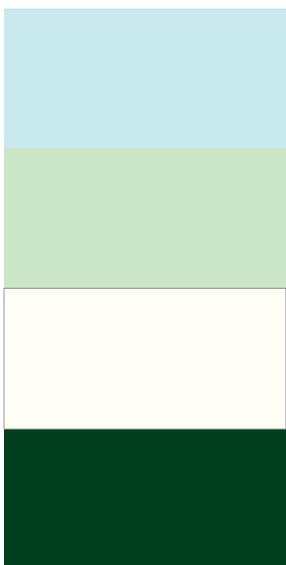
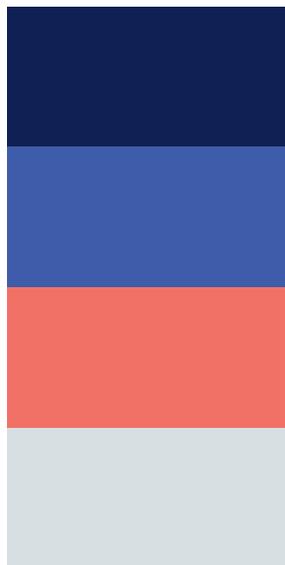
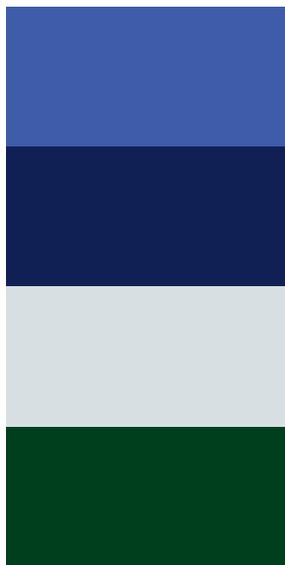
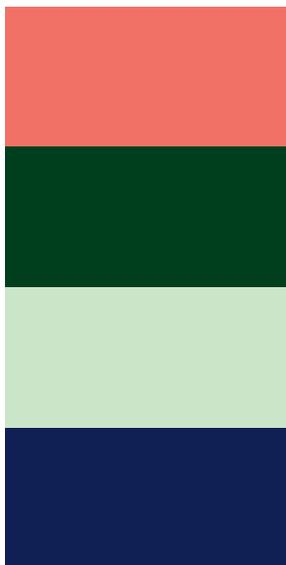
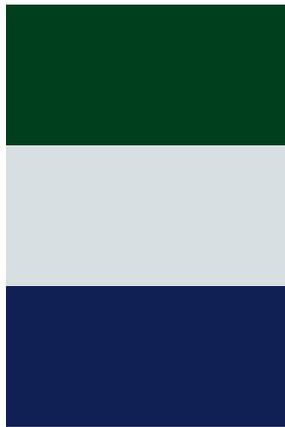
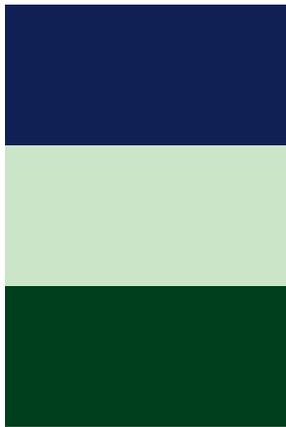
C M Y K
003 000 000 012

RGB #D8DFE3

Color Combinations

With just the nine colors in the Danville color palette, there are thousands of permutations available. For most pieces, please use the Danville Green as the primary color and accent with the supporting colors. The Prussian Blue can be used as an additional primary when needed. Pair any of the primary colors with supporting colors as needed.





Key Art: Cyanotypes

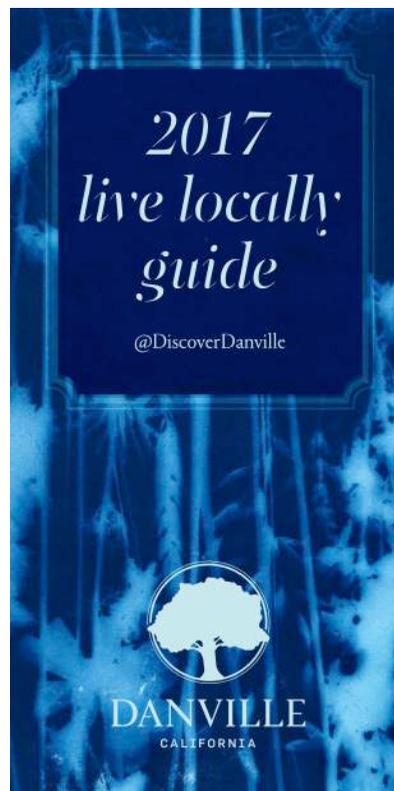
Danville's key art is inspired by one of photography's earliest types of images: the cyanotype. Cyanotypes were mainly used in the 19th century for botanical specimen documentation. The photographic method has been used by contemporary artists for many more types of image making, including using negatives or being applied to fabric and objects.

Why cyanotypes for Danville? Cyanotypes help tell the story of Danville as a unique, beautiful, and culturally vibrant place. Using cyanotypes in Danville branded marketing materials will help tell a unified, ownable, and memorable story of what Danville represents today.

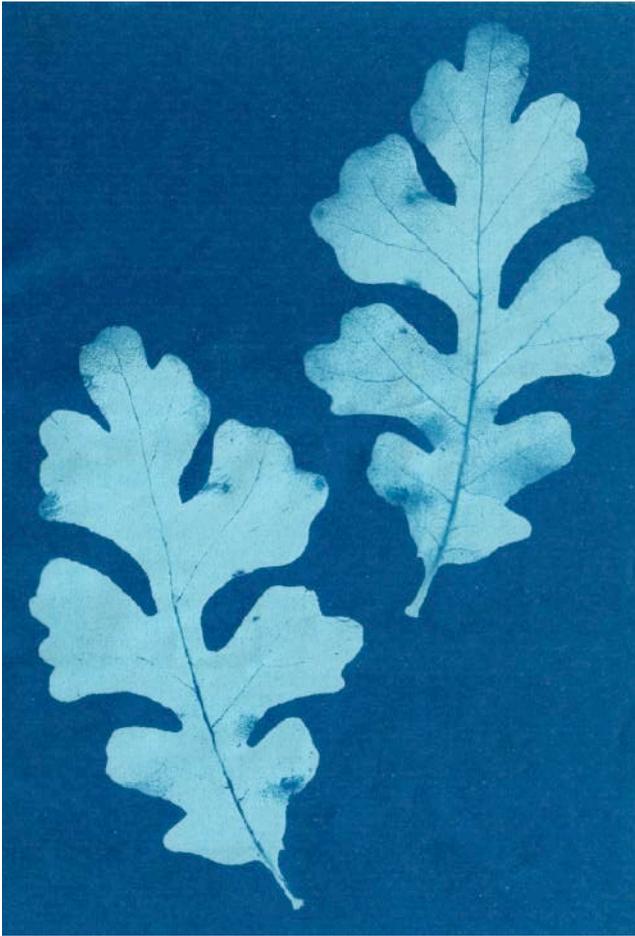
WHEN DO I USE THE CYANOTYPES?

Cyanotypes should be used as key art, not as an omnipresent treatment for all images. Key art examples include posters, covers of brochures, and invitations.

SAMPLE EXECUTIONS:



SAMPLE ASSETS:



2_OAK_LEAVES_A



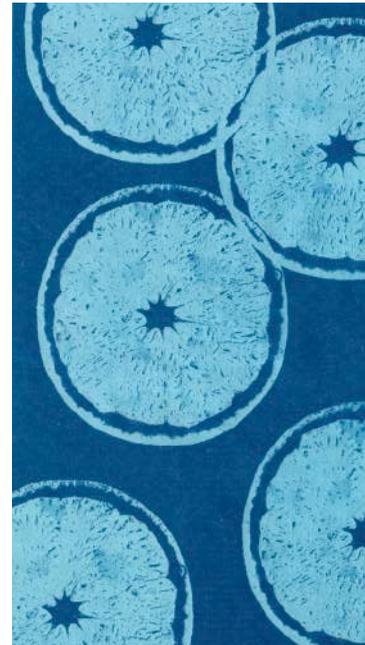
WILDFLOWERS_A



PILE_OF_LEAVES_A



FORK_KNIFE_SPOON_A



CITRUS_SLICES_A

Atmospheric Color + Cyanotypes

Color is crucial to the Danville brand. It reinforces the natural beauty of the community and tells a story about light and seasonality. To help strengthen these ideas, atmospheric gradients are also available as a brand tool. Each gradient is built from colors in the Danville palette. These gradients can be applied to key art situations to reinforce seasonality or messaging.

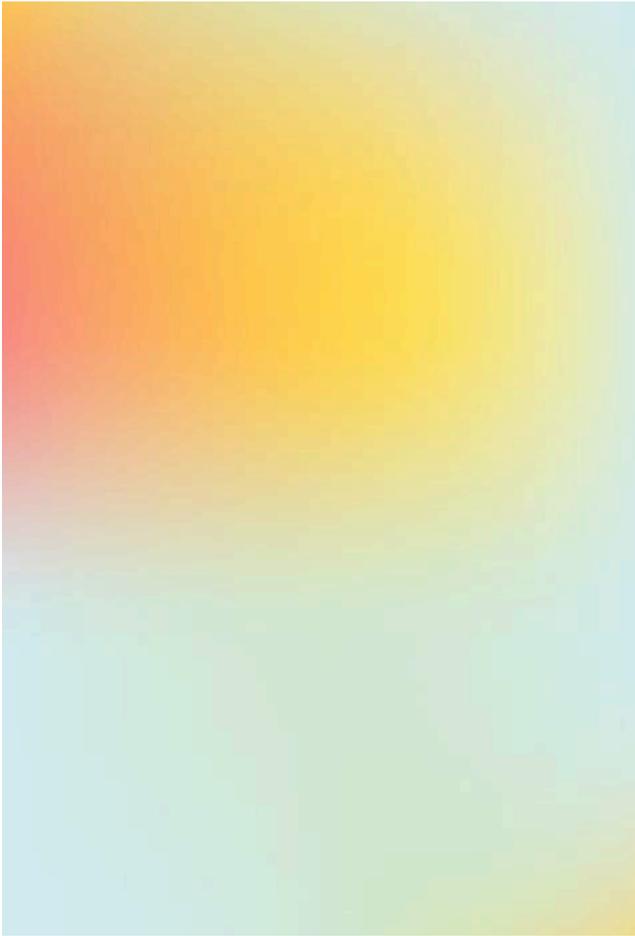
WHEN DO I USE THE GRADIENTS?

1. When seasonality or messaging can be helped by using specific colors.
2. When materials need to be freshened up, but the same imagery is being used.

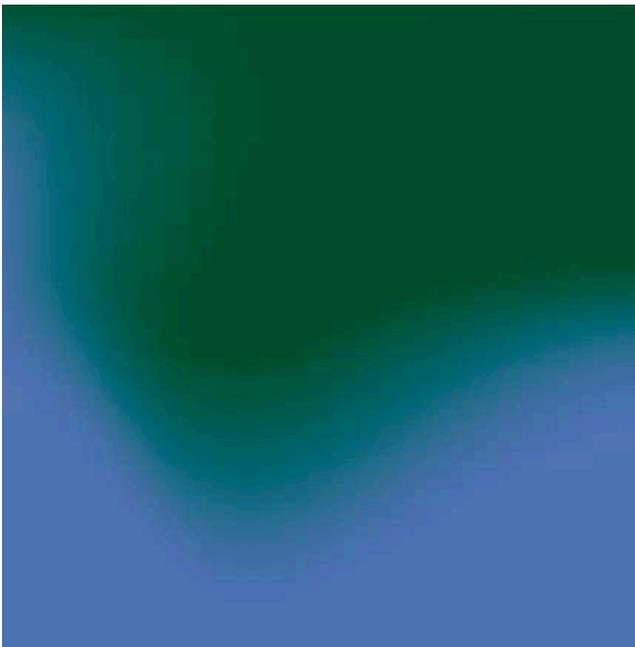
SAMPLE EXECUTIONS:



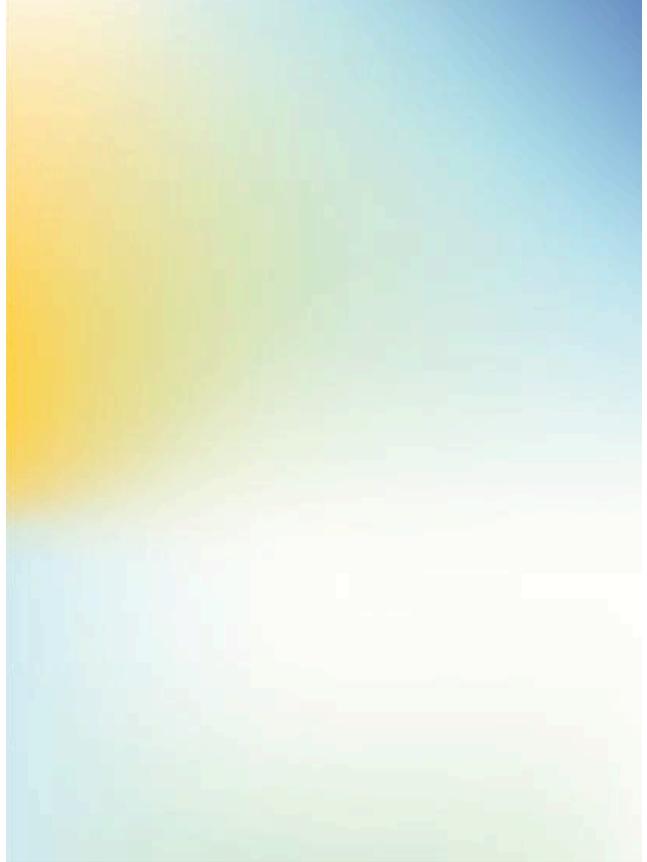
SAMPLE ASSETS:



GRADIENT_SUNRISE_A



GRADIENT_MOUNTAIN_A



GRADIENT_CLEAR_SKY_A



GRADIENT_PARK_VIEWS_A

Photography Usage

There are marketing needs where a cyanotype image would overtake the messaging or image. In these cases, the Danville logos can be used as either a watermark or an applied graphic. In either situation, ensure that the logo is legible.

In marketing materials that require supporting imagery and photography, the logo does not need to be present. Instead, look for images that tell a story about Danville and reinforce the Danville Pillars. These images should be bright, with light being used to tell a story.

SAMPLE WATERMARKING:



SAMPLE IMAGE + TEXT:



THE 'CAMPAIGN' LOGO CAN BE USED FOR IMAGES POSTED ON SOCIAL MEDIA CHANNELS THAT MAY NOT BE ATTACHED TO ANY TEXT, ETC.

"FULL-BLEED" IMAGES DRAWS THE VIEWER INTO THE IMAGE MAKING IT MORE ENGAGING IN LAYOUT

Downtown Danville Restaurant

Dining Downtown

Park yourself at one of the 24 coffee houses, savor a steaming brew and watch the world go by. But don't leave without discovering why Danville is a dining destination and whet your appetite at one of 87 restaurants, offering every type of cuisine to suit your taste.

EXPLORE THE RICH HISTORY

Danville's rich history at the Museum of the San Ramon Valley. Take a shuttle up the Las Trampas ridge to visit the Tao House, home of Eugene O'Neill, America's only Nobel Prize winning playwright.

MUST-TRY:

2. Sideboard
3. Revel
4. The Great Impasta
5. Danville Brew Co.



THE 'TREEMARK' IS USED IN THIS IMAGE ASSET AS AN OFFICIAL WATERMARK

USE HIGH-QUALITY PHOTOGRAPHS WITH GOOD LIGHTING FOR MAXIMUM IMPACT.

On-brand Photography

It takes thousands of images to tell the story of Danville across its many marketing channels and pieces. Because of this, it's important that brand standards are met to reinforce visual and messaging consistency.

HOW DO I TELL IF AN IMAGE IS ON-BRAND?

1. Photography should showcase and support the 6 pillars of Danville:
 - Historic
 - Small Town / Charming
 - Recreation / Outdoorsy
 - Foodie-Destination
 - Family-friendly
 - Arts-focused
2. Natural light trumps all. Try to stay away from flash photography, or using only interior lighting.
3. When making portraits, try for natural poses and caught-in-the-action photography.

SELECT ON-BRAND IMAGES:





Do not feature photographs with recognizable logos (it may appear to be an ad for the chain brand rather than Danville). Instead, how about a cup of coffee from Sideboard?



Do not use photography that is low quality or has a photo filter applied to it. Look out for: **blurry** images, **pixelated** images, **stretched** images, **bad lighting**, **desaturated** or **low contrast** images.



Avoid images that feel posed and unnatural. Instead, feature the unique gifts and apparel you can't find in large chains like the image on the right from Whim House in Danville.



Do not use images where there is no clear focus. The subjects on the left all seem to be doing something different whereas the image on the right shows the subject in a specific action.



Do not use photography that could be Anywhere, USA. The picture of french fries, doesn't speak to the dining experience in Danville. Instead, pick an image like the one on the right—there are far fewer places that serve up garlic-parm fries and roasted brussels sprouts.



Avoid using images where a single subject or a group is looking at the camera—it can take away from the activity/environment you want to showcase. Instead opt for a candid shot of the subject or a group of subjects in-action.

Sample Executions





BRAND GUIDELINES BY:

BELLWEATHER

WWW.BELLWEATHER.AGENCY
CREATIVE STRATEGY BY EMILY LESSARD
CREATIVE DIRECTION BY LOUIS LEE

THIS BOOK WAS TYPESET IN PORTRAIT
BY COMMERICAL TYPE FOUNDRY AND FLAMA
BY VILLAGE TYPE FOUNDRY.

—

FOR LOGO FILES AND ACCESS TO THE BRAND
CREATIVE LIBRARY PLEASE CONTACT:

FOR EXTERNAL CONTACTS:
JILL BERGMAN
ECONOMIC DEVELOPMENT MANAGER
TOWN OF DANVILLE
JBERGMAN@DANVILLE.CA.GOV
(925) 314-3369

FOR INTERNAL CONTACTS:
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ASSISTANT TO THE TOWN MANAGER
TOWN OF DANVILLE
NAT@DANVILLE.CA.GOV
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