

WELCOME!

Brand Personality it is important that the Power California brand visually speaks to and for our audience of young, californian, voters of color. The bright & vibrant tones are excitingly engaging. The informal rustic & grungy graphics create a welcoming attitude juxtaposed our straight-edged logo.

TARGET AUDIENCE

Young voters of color (18-35), and their families, immigrants, refugees, communities of color, working families, hustlers and dreamers.

DESIGN AESTHETIC

- Grungy
- Vibrant colors
- Rustic / painterly textures
- Youthful
- Urban

TONE & VOICE

- Fierce
- Determined
- Inclusive
- Solutions-oriented
- Visionary



FONTS

Univers Black (Logo Font)

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
1 2 3 4 5 6 7 8 9 0

Montserrat (Logo subtext font)

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
1 2 3 4 5 6 7 8 9 0

EDO SZ (MAIN HEADINGS)

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
1 2 3 4 5 6 7 8 9 0

DIN Condensed Bold (Secondary Headings)

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
1 2 3 4 5 6 7 8 9 0

Libre Franklin (Body Text)

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
1 2 3 4 5 6 7 8 9 0

MAIN HEADING!

SUB HEADING IN DIN CONDENSED BOLD. IN
ALTERNATE COLOR FROM MAIN HEADING.

Body Text in Libre franklin (sentences or paragraphs). This font should only be used in our “Determined Blue” on light backgrounds OR our “Bay Beige” on darker backgrounds. Use between 8 and 11 point type size.

(font usage example)



COLOR PALETTE

Color Consistency Our color palette voices all aspects of our brand. The Determined Blue is a solid, secure and trusting baseline. The Fierce Red is bright and action oriented as we seek to engage the youth. The peaceful teal lends a sense of tranquility like a warm Californian beach. The Vibrant Green is exciting, and creates a playful buzzing vibe. Lastly, Bay Beige is an inviting latte color that offers a more welcoming vibe than bright white.

FIERCE RED



Hex: #E22028

CMYK: C=5, M=99, Y=97, K=0

RGB: R=226, G=32, B=40

PEACEFUL TEAL



Hex: #00A7A5

CMYK: C=78 M=11 Y=40 K=0

RGB: R=0 G=167 B=165

DETERMINED BLUE

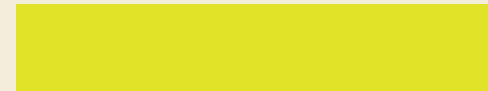


Hex: #1B4858

CMYK: C=91 M=62 Y=48 K=33

RGB: R=27 G=72 B=88

VIBRANT GREEN

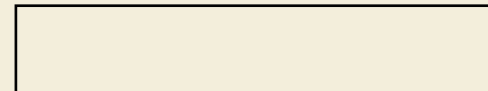


Hex: #E0E328

CMYK: C=16, M=0, Y=96, K=0

RGB: R=224, G=227, B=40

BAY BEIGE



Hex: #f3eedb

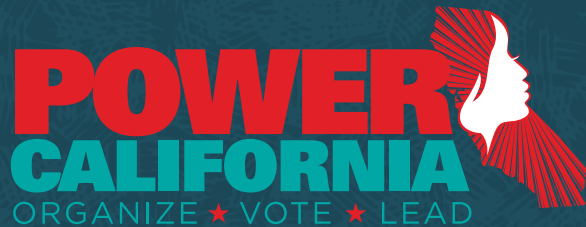
CMYK: C=4, M=4, Y=14, K=0

RGB: R=243, G=238, B=231





LOGO



Logo color consistency Our logo should only be used in our Fierce Red and Peaceful Teal colors on our Determined Blue, Vibrant Green or Bay Beige backgrounds only. In some instances, we can use an all black or all white logo.



Logo spacing Anywhere within the above box invades the buffer zone. Elements should not cross or enter into this zone unless it's a subtle background element.



Secondary Logos For use as signature marks in Social Media and other minor branding



IMAGERY

MAIN THEME

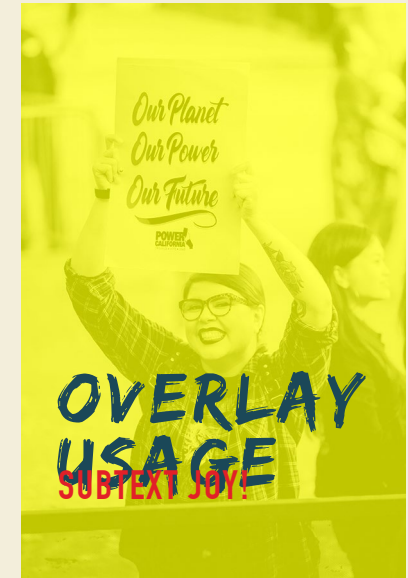
- Community
- Fists Up
- Leadership
- Multi-racial
- Resistance



CUT-OUTS : Anchored by a brand element placed behind it and outlined in “Bay Beige”.



Overlays : Using any brand color and only when accompanied with text above it. Convert the photo to black and white first and use a brand color with reduced opacity. The black colors in the photo should be desaturated while still “readable”.



BRAND ELEMENTS

Brush Strokes (Headers and Highlights)

The brush strokes make great background elements for header text, subtext and in some instances as overlays.



Graphic Elements The scribbling marks make excellent background graphics for grounding cut-out photography. They could also be used for decorative elements.

