Visual Identity Guidelines

Southern Sandoval County Arroyo Flood Control Authority

Logo

The SSCAFCA brand is recognized first and foremost by the logo. Our logo and standalone symbol visually embody who we are and what we do. To best represent SSCAFCA, we must always apply it with care and consideration.

On white or light background





On black or dark background





Logo

In order to ensure the utmost legibility of our logo, follow the minimum size rules below. Do not use the logo in sizes smaller than the recommended minimum sizes shown below

Our logo should always be surrounded by adequate clear space. The clear space around the entire logo is equivalent to 1/4 width of our logo (labeled Y below). Do not place any other elements within this zone to ensure legibility of the logo.

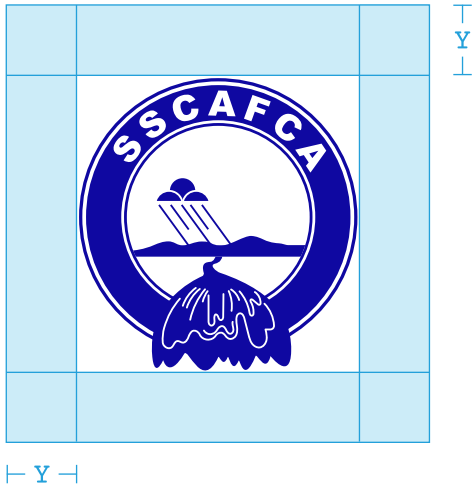
Minimum Size



Digital: ~100px
Print: 0.75”+

Clear Space





Logo

Always apply the logo in accordance with these guidelines and the highest graphic standards. To that end, don’t do the following...



Don’t apply color to the logo. The logo should always appear in SSCAFCA blue.



Don’t stretch, squish, or shear the logo. Only scale proportionally.



Don’t apply effects like shadows, glows, outlines, feathers, etc.



Don’t place distracting images or backgrounds inside or behind the logo.



Don’t frame the logo in any shape. It can, however, be placed on larger backgrounds.



Don’t crop the logo.



Don’t place the logo too close to other elements, Always implement adequate clear space.

Fonts

Our core brand typefaces are Arial and Times New Roman. Our web typefaces are Garamond and Open Sans. These fonts should be used for all brand, web, print, and other digital materials whenever possible.

Core Typefaces

Arial Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Times New Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Times New Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Color Palette

To keep the SSCAFCA brand consistent, please use the colors called out below.
Our primary colors should be used mostly with only splashes of secondary colors.

Primary Colors



Blue
HEX #001489
PMS Reflex Blue C
CMYK 100.96.13.10
RGB 0.20.137



Black
HEX #000000
PMS Black C
CMYK 60.50.50.100
RGB 0.0.0

White
HEX #FFFFFF
PMS White C
CMYK 0.0.0.0
RGB 255.255.255

Secondary Accent Colors



Light Blue
HEX 1C90D3
PMS 279 C
CMYK 94.75.0.0
RGB 28.144.211



Green
HEX 1F7478
PMS 6391 C
CMYK 85.38.48.13
RGB 31.116.120



Brown
HEX A05622
PMS 1605 C
CMYK 27.71.100.18
RGB 160.86.34