



HeatReadyCA.com

Brand Guidelines

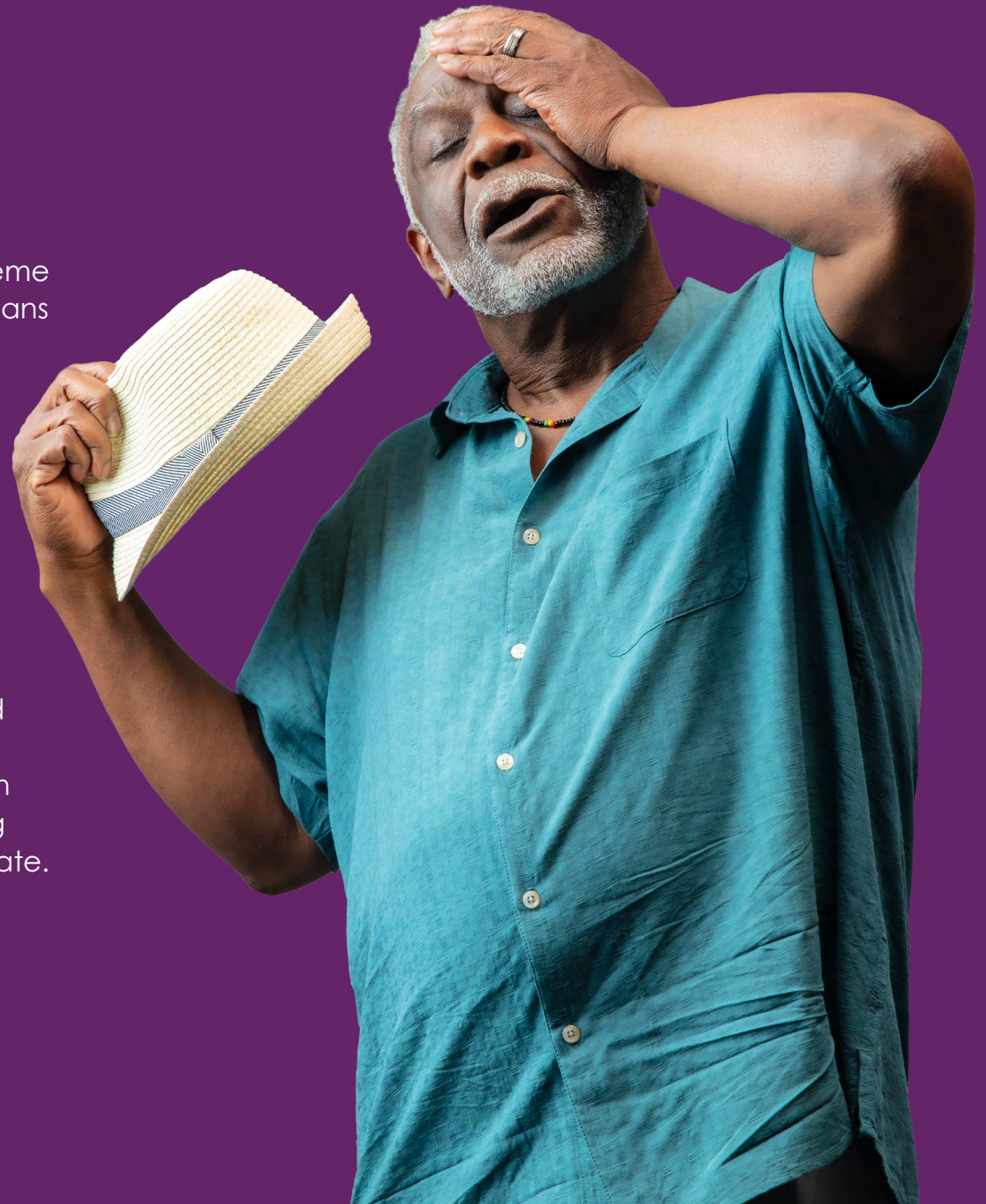
JULY 2023

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Introduction

Unlike other natural disasters and events, extreme heat affects all Californians. As many Californians experience an increase in temperature, most don't fully understand the impact on human health, essential services, health systems and agriculture or the increased strain on the state's water, energy, transportation and infrastructure.

The **Extreme Heat** campaign has been positioned as an immediate issue to ensure the safety and protection of all Californians, especially those who are most vulnerable and exposed. Educating Californians about the effects of extreme heat and the ways in which they can prepare will be paramount to saving lives and building heat resilience across the state.



Primary Logos

Full Color



Secondary Logos

Black and Reversed — Solid



Tertiary Logos

Black and Reversed — Gradient



Logo Usage

Logo Clearspace

The logo should be surrounded by sufficient clear space—free of type, graphics, and other visual elements—to maximize impact and to ensure that the **HeatReadyCA** brand is visible on all applications. As a guide, use the space equal to the X height of the text.



Incorrect Logo Usage

Always choose a version of the **HeatReadyCA** logo that provides the best contrast and readability. Never modify the logo. The examples below represent possible misuse of the logo and should be avoided on all branded assets and materials.



Do not add any special effects like drop shadows, bevels, etc.



Do not squish, stretch or rotate.



Do not change any of the colors or elements within the logo or change the font.



Choose a logo that provides the best visibility on a colored background or photo.

Campaign Fonts

Headline and Subheads

Adapt Var

This is a variable font from Abode Typekit

Condensed ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Narrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body Copy

Century Gothic

This font ties in with the “California For All” efforts

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Color Palettes

Primary Color Palette



Royal Purple
HEX: 6B2468
RGB: 99-36-104
CMYK: 70-100-27-15



Raspberry Pink
HEX: D61D5C
RGB: 214-29-92
CMYK: 12-100-50-0



Red Hot
HEX: D81E25
RGB: 215-30-37
CMYK: 7-100-100-3



Sunset
HEX: F15A22
RGB: 241-90-34
CMYK: 0-80-100-0



Golden Gate*
HEX: F58220
RGB: 245-130-32
CMYK: 0-60-100-0



Sunshine
HEX: FFD400
RGB: 255-212-0
CMYK: 0-15-100-0



Extreme Heat Gradient



Secondary Color Palette



Tahoe Blue*
HEX: 20367C
RGB: 32-54-124
CMYK: 100-90-11-15



Pacific Blue*
HEX: 005B90
RGB: 0-91-157
CMYK: 100-70-11-0



Shasta Blue*
HEX: 009ED3
RGB: 0-158-211
CMYK: 83-21-0-17



Valley Mint*
HEX: 6CEDC5
RGB: 108-235-197
CMYK: 50-0-15-8

These colors are meant to use as highlights and compliments to the warm palette. Also, to indicate "cooling" icons or verbiage.

*Colors directly from the "California For All" campaign

ADA Color Compliance

This chart represents color combinations that pass WCAG 2.1 (AA).

		FOREGROUND										
		Royal Purple	Raspberry Pink	Red Hot	Sunset	Golden Gate	Sunshine	White	Valley Mint	Shasta Blue	Pacific Blue	Tahoe Blue
BACKGROUND	Royal Purple				A	A	AA	AA	AA			
	Raspberry Pink						A	AA				
	Red Hot						A	AA				
	Sunset							A				
	Golden Gate	A										A
	Sunshine	AA	A	A							AA	AA
	White	AA	AA	AA	A					A	AA	AA
	Valley Mint	AA										AA
	Shasta Blue							A				
	Pacific Blue						AA	AA	A			
	Tahoe Blue				A	A	AA	AA	AA			



For color blocks using the Extreme Heat gradient, use only midpoint through the royal purple. Large type only will pass.

AA All text passes.

A Large text passes. WCAG defines large text as text that is 14 pt/bold or 18 pt/regular and larger.



HeatReadyCA.com