

Brand Guidelines

FresnoEOC.org
PR@FresnoEOC.org

Helping people, changing lives

Empowering individuals to thrive as healthy, self-sufficient, and contributing members of our communities.

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Content.

Fresno EOC Brand Guidelines Content

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Introduction.

The foundation of our graphic identity system, the Fresno EOC logo, represents the most concise visual expression of the Fresno EOC brand and an essential asset. It is responsible for communicating the qualities that make Fresno EOC unique in all of our internal and external communications.

The logo must be presented with consistency and care whenever it appears. The following guidelines have been developed to ensure its correct usage whenever it is reproduced and applied.

Our name is another important part of our identity. Fresno EOC has previously been known internally by a variety of nicknames. Please only refer to the Agency as Fresno EOC or Fresno Economic Opportunities Commission. Using a consistent name will help the public connect the dots to all of the ways Fresno EOC impacts our community.

All materials with the Fresno EOC logo or a Fresno EOC program logo must be approved by the Fresno EOC Communications Department before being printed or shared.

box symbol



Fresno
**Economic
Opportunities
Commission**

wordmarks

The Fresno EOC logo includes the box symbol and wordmarks.

Fresno EOC Logo.



primary logo



black logo



reversed logo



Use 1/3 of the height of the box symbol as a guide to ensure there is enough clear space surrounding the logo.

Consisting of the Fresno EOC box symbol and wordmarks, the logo is a unique piece of artwork that has been designed specifically for our brand. Contemporary and sophisticated, the logo is our primary brand identifier. The logo must appear in every Fresno EOC internal and external communication.

The logo is a key brand asset and must be respected whenever it is used.

Never, under any circumstances, should the logo artwork be altered or re-created. Only use the approved files when reproducing and applying the Fresno EOC logo.

Logo Color Variations

To accommodate a range of reproduction and printing requirements, three logo color variations are available for use. It can only be used in the primary color, black or reversed (white).

Keep in mind that the primary color logo is always preferred for brand communications.

The black and reversed variations should be used when color reproduction is limited or when an application necessitates a background that compromises the legibility of the primary color logo.

The black variation is especially effective in media such as newsprint.

Clear Space and Minimum Size

The Fresno EOC logo should always be surrounded by a generous field of clear space to ensure its legibility and impact. This isolates the logo and protects it from competing visual elements such as text and supporting graphics.

The Fresno EOC logo can be scaled to a variety of sizes. However, at extremely smaller sizes, the readability of the wordmark becomes compromised. To ensure that the signature is always legible, the primary logo should never be reproduced smaller than 0.5" in height.

Logo Usage.

Background Control

The logo artwork was designed to be adaptable to a range of background requirements.

However, it is essential that the logo is always highly legible in every application.

TIP: Pay attention to contrast. If the logo is hard to see over the background try using the black or reversed logo.

As shown in the exhibits, the logo and its variations can be positioned against a variety of backgrounds.

The full-color logo features well against white and black, as well as photographic backgrounds that provide significant contrast.

The black and reverse variations also reproduce well against white and black.

Applications that require dark photographic backgrounds or colors that compromise the logo should apply the reverse variation.

The Symbol

The box symbol may be used as a watermark or to fit certain applications. However, it should never replace the main Fresno EOC logo (box and wordmarks). See examples.

If you need help determining how to use the box symbol, please contact the Communications Department for assistance.

Example of color logo on a photographic background



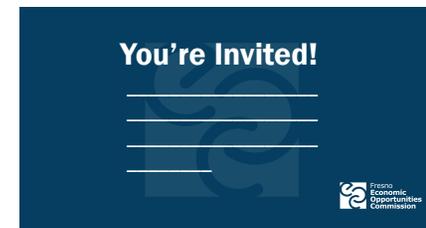
Example of reversed logo on a colored photographic background



Example of black logo on a black and white application



Example of box symbol as a watermark



Logo and Name Misuse.

Logo has been altered



Not enough color contrast



Logo used in a color other than primary color, black or white



Tight white box around logo



Box symbol has been rotated.



Any misuse of the logo artwork diminishes its integrity and the Fresno EOC brand as a whole.

The exhibits featured here represent some common misuses that must be avoided whenever using the logo.

The relationship of the symbol to the wordmark (their relative proportions and placement) must not be altered in any way.

Remember that the logo must never, under any circumstances, be altered or recreated in any way.

Do not rotate or distort the box symbol in any way.

Color Palette.

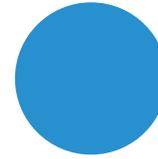
Color is a key component of the Fresno EOC visual identity, and the colors of the primary palette were inspired by those found in the Fresno EOC logo and the Community Action Partnership logo.

By using these colors consistently across brand communications, they will build recognition for the Fresno EOC brand while contributing to a unified look and feel.

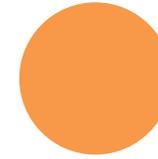
The colors of the primary and secondary palette can be used for text, color fields, backgrounds, rules and other graphic devices.

Pantone® colors are specially mixed ink colors. CMYK color is a mix of cyan, magenta, yellow, and black inks. CMYK colors can vary from printer to printer whereas Pantone® colors are always the same.

Primary Colors



Fresno EOC Blue
PMS 7689 C
C77 M31 Y0 K0
Hex #2391CF
R35 G145 B207

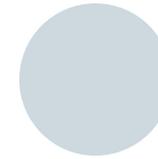


Compassion Orange
PMS 4009 C
C0 M47 Y80 K0
Hex #F89949
R248 G153 B73

Secondary Colors



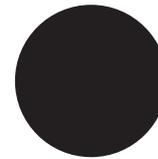
PMS 302 C
C100 M76 Y38 K27
Hex #083F61
R8 G63 B97



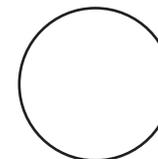
PMS 650 C
C19 M09 Y08 K0
Hex #CDD8DE
R205 G216 B222



PMS 7636 C
C16 M100 Y55 K03
Hex #C71E55
R199 G30 B85



PMS 419 C
C0 M0 Y0 K100
Hex #231F20
R35 G31 B32



PMS - -
C0 M0 Y0 K0
Hex #FFFFFF
R255 G255 B255

Headings and subheadings | **Franklin Gothic Demi**
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body copy | Franklin Gothic Book
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Example: | **Join Fresno EOC at their annual gala fundraiser**

Note: A heading spanning multiple lines should have line spacing equal to the size of the font. In the example, the heading is 18 pt and the line spacing is 18 pt.

Formal Email Signature | **John Smith**
Title
Department
Fresno EOC
john.smith@fresnoeoc.org

1920 Mariposa Mall, Suite 300 | Fresno, California 93721
Office (559)263-1000 | Cell (559) 555-5555 | Fax (559) 555-5555
www.FresnoEOC.org



Informal/Truncated email signature | **John Smith | Title**
Department | Fresno EOC
Office (559)263-1000 | Cell (559) 555-5555 | Fax (559) 555-5555
www.FresnoEOC.org

Use this shortened signature for internal communication and emails sent from mobile devices.

Typography is another essential piece of the Fresno EOC identity system. The consistent use of the selected typeface families throughout Fresno EOC applications provides cohesiveness to our visual style.

Franklin Gothic Book is a clean, modern and highly legible sans serif intended for the majority of the text. Franklin Gothic Demi is intended for headlines and titles.

Online applications and email messages should be in Arial or similar font for consistency across digital mediums.

Email Signature

Even something as simple as your Fresno EOC email signature can impact the brand.

Use Arial for the font, size 10, in black. Bold your name.

If you assist with multiple departments or programs or work for Executive Office, you do not need to use the Department line. Cell number is optional.

The primary option contains your full information. The truncated option can be used for departmental email or for mobile devices.

A properly formatted signature should be used on all internal and external emails.

Program Logos.



Fresno EOC
**Adolescent
Family Life
Program**



Fresno EOC
**Central Valley
Against Human
Trafficking**



Fresno EOC
**Community
Health
Center**



Fresno EOC
**Energy
Services**



Fresno EOC
**Food
Services**



Fresno EOC
**Foster
Grandparent
Program**



Fresno EOC
**Head Start
0 to 5**

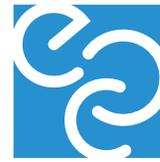
**Early Care
&
Education**



Fresno EOC
**Health
Services**



Fresno EOC
**LGBTQ+
Resource
Center**

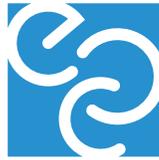


Fresno EOC
**Local
Conservation
Corps**

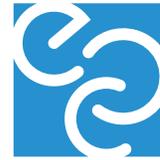


Fresno EOC
**Low-Income
Home Energy
Assistance**

Program Logos.



Fresno EOC
**Nielsen
Conference
Center**



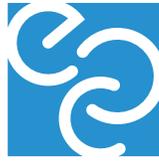
Fresno EOC
**Transit
Systems**



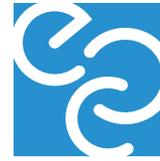
Fresno EOC
**Sanctuary
and Support
Services**



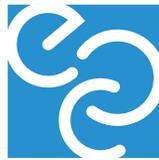
Fresno EOC
**Valley
Apprenticeship
Connections**



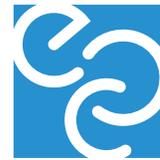
Fresno EOC
**Sanctuary
Homeless
Services**



Fresno EOC
**Community
Peace
Initiatives**



Fresno EOC
**SOUL
Charter
High School**



Fresno EOC
**Community
Peace
Initiatives**



Fresno EOC
**Tobacco
Education**



Fresno EOC
**Women,
Infants, and
Children**



Social Media.

Social media should be a reflection of our agency's vision and diversity statements. As such, our agency branding is to be used on all platforms.

Fresno EOC's primary agency pages must use the blue logo on white as profile image.

All Fresno EOC programs must use the white logo on blue as profile images. Each program will be differentiated by the profile name: "Fresno EOC *Program Name*" (i.e. Fresno EOC Health Services).

Fresno EOC primary page's profile image



Program pages' profile images

