



**LA River Master Plan Update
and LA County Public Works**

LOGO & IDENTITY
GRAPHIC STANDARDS

These standards are intended to guide the usage of the LA River Master Plan Update logo and identity.

The LA River Master Plan logo was created by 72andSunny in 2018.

What is a visual identity?

The visual identity is defined as the visible elements of a brand, such as color, form, and shape, which capture and reveal a symbolic meaning that cannot be declared through words alone. These elements are unified and presented to the audience through an identity system, which includes logos, business collateral, and a visual presence, all of which represent the organization.

This identity will:

- support the brand
- allow clear communication and create a unified voice
- provide instant distinction from other organizations
- create a visual experience associated with the Master Plan Update

What is a logo?

A logo is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organization (a logotype).

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PRIMARY LOGO



.8" Minimum Height
(60px Minimum Height at 72dpi)
The logo should never appear any smaller than .8" of an inch to ensure readability.

This vertical version is the primary logo and should be used as the first choice when branding.

The design of the LA River Master Plan identity incorporates the core elements of well-thought-out branding: name, font, color, and visual mark. The logo was designed using the typeface Druk, and features the heron as the main visual mark. On a light color background, the logo can also be rendered in 100% black, with its 2-color version being its primary form; on a darker color background, the logo can be rendered in white.



No elements or type should be closer than 1/4 of the width of the logo on all sides (i.e. if the logo is 2" wide, no elements should be closer than 1/2" from any side of the logo).



100%
Black



White on a dark background

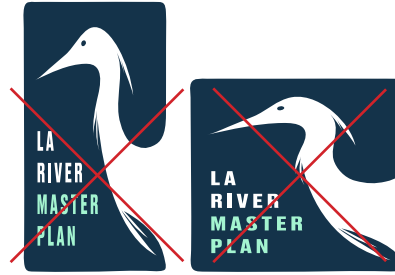
INCORRECT USAGE



HERON SHOULD ALWAYS FACE LEFT



NOT APPROVED COLORS



DO NOT STRETCH
(TIP: Hold shift while resizing to maintain proportions)



HERON IS NOT A COLOR, BUT A CUT OUT



WRONG TYPEFACE



NO ADDITIONAL TYPE SHOULD BE ADDED



DO NOT PLACE DESIGN ELEMENTS IN CLOSE PROXIMITY TO THE LOGO TO MAKE THE TWO APPEAR TO BE ONE UNIT

SECONDARY LOGO



**LA RIVER
MASTER PLAN**

.8" Minimum Height
The logo should never appear any smaller than .8" of an inch to ensure readability.



**LA RIVER
MASTER PLAN**

Type is Centered Vertically

The secondary logo should only be used when a more horizontal version is needed to fit the media, such as on the website, and horizontal imprint areas.

All secondary logos are 1 color only, either the dark blue, black or white. No versions of this logo should be done in 2 or more colors.



**LA RIVER
MASTER PLAN**

100% Black



White on a dark background



The heron stamp can be used alone in extremely special cases. Appropriate instances are when the title "LA River Master Plan" is spelled out in close proximity, there is no need to repeat title on the logo itself.

INCORRECT USAGE



LA RIVER
MASTER PLAN

SHOULD BE ONE COLOR ONLY



LA RIVER
MASTER PLAN



LA RIVER
MASTER PLAN

TYPE SHOULD ALWAYS BE TO THE RIGHT OF THE GRAPHIC,
AND THE TEXT SHOULD BE LEFT ALIGNED



LA RIVER
MASTER PLAN

NOT APPROVED COLOR



LA RIVER MASTER PLAN

MAINTAIN STACKED TYPE



LA RIVER
MASTER PLAN

HERON SHOULD ALWAYS FACE LEFT



LA RIVER
MASTER PLAN

WRONG TYPEFACE

TYPOGRAPHY

The typeface used in the logo itself is Druk.

Fonts used in the LA River Master Plan, its Appendices, Additional Supporting Materials, and Signage and Wayfinding is the Barlow font family.

NOTE: Barlow is an Open Source font and can be downloaded for free from Google Fonts.

HEADINGS

Body Copy Ihil moditia
nissimp oriolem. Hiciis
adis evendam, ut et, es
alique doluptate porporro
ium vendest expe nonsed
ut omnimpo ribusci llendit
am, volupta des debitatem
sae vel incti volorem ollabo.
Ebis si rent aut laciuritis
ditis doluptatem. Et as num,
officie ntibustio. Xim hiciur,
omnis quam que endem
harciiis

Barlow Semi Condensed Bold

Dark blue when appropriate. All capitals when appropriate.

Barlow (not condensed) Regular

No hyphenation

Open up leading/line height spacings
(i.e. if type size is 10pt, leading should be at least 12pt)

LOGO COLORS



CMYK
C:95 M:75 Y:47 K:43

RGB
R:20 G:51 B:74

hex
#14334a



CMYK
C:32 M:0 Y:27 K:0

RGB
R:164 G:244 B:208

hex
#a4f4d0



CMYK
C:0 M:0 Y:0 K:0

RGB
R:255 G:255 B:255

hex
#ffffff



The shape of the heron is not white, but is a cutout of the dark blue stamp. You should be able to see through the heron to what is underneath, whereas the "LA RIVER" type is intended to be solid white.

SUPPORTING COLORS

The following colors are not to be used on the logo, but are supporting colors that are used throughout supporting LA River Master Plan documents, and coordinate well with the dark blue of the logo.



CMYK
C:79 M:16 Y:33 K:0

RGB
R:0 G:161 B:171

hex
#00a1ab



CMYK
C:70 M:15 Y:0 K:0

RGB
R:39 G:170 B:225

hex
#27a9e1



CMYK
C:0 M:0 Y:0 K:70

RGB
R:109 G:110 B:113

hex
#6d6e70



www.LARiverMasterPlan.org