



Association of California Cities - **Orange County**

BRAND IDENTITY STYLE GUIDE



WELCOME TO ACC-OC

The Brand

1 Who We Are

2 Brand Philosophy

3 Brand Identity

4 Brand Core Values

5 Brand Tagline (USP)

6 Brand Tone

7 Brand Messaging

8 Brand Target Demographic

9 Brand Position

10 We Are ACC-OC



WELCOME TO ACC-OC

The Style

11 Logo

12 Approved Variations

13 Clear Space

14 Logo Integrity

15 Iconography

16 Primary & Secondary Fonts

17 Accent Fonts

18 Colors

19 Visual Identity

20 Collateral

An aerial photograph of a coastal town at sunset. The town is built on a hillside overlooking the ocean. The sky is a mix of orange, yellow, and blue. A large, stylized circular logo is overlaid on the top left of the image. The logo consists of two concentric circles, one light blue and one light orange, with a white center. The text "Association of California Cities" is written in a dark blue, sans-serif font, and "Orange County" is written in an orange, sans-serif font below it.

Association of California Cities
Orange County

WHO WE ARE

The Association of California Cities – Orange County (ACC-OC) represents the interests of Orange County cities on regional public policy issues. The Association believes in education that empowers, policy development that is collaborative, and advocacy that is service orientated. The ACC-OC membership base consists of the cities of Orange County, dozens of local government special districts, businesses, non-profits and higher education institutions. The Association is governed by a Board of Directors and operates as a 501(c)(3).

BRAND PHILOSOPHY

ACC-OC believes in the process of facilitating dialogue that allows multiple stakeholders to develop solutions and solve problems that improve the quality of life for Orange County residents, while preserving the character and values of individual communities.



BRAND IDENTITY

✓ Association of California Cities - Orange County

✓ ACC-OC

✗ Association of California Cities, Orange County

✗ ACC OC

In formal communications (advocacy letters, official letters, etc.) and all printed materials, the full company name must be used at least once prior to abbreviation. In more casual cases, e.g. emails, internal communications, social media, event promotion, it is allowed to be referred to as "ACC-OC." No other abbreviations should be used.

BRAND CORE VALUES

The following are the core brand values of ACC-OC. To ascertain the brand values, it is necessary to balance the personality with the functionality, which will drive the business forward.

A high-speed train, numbered 693, is stopped at a station platform. The train is white with blue and teal accents. A person is walking on the platform to the left of the train. The background shows a parking lot with many cars and a building with a glass facade. The scene is captured in a warm, golden light, suggesting late afternoon or early morning. The entire image is overlaid with a large, semi-transparent white circle on the right side, which contains the text.

Brand Core Value

ADVOCACY

ACC-OC's advocacy efforts focus on local issues such as transportation, public safety, economic development, housing and homelessness. The purpose of the organization is to advocate for Orange County issues, statewide.

A group of four people in professional attire are engaged in a conversation at what appears to be a networking event. The scene is set in a well-lit room with large windows in the background. The individuals are smiling and appear to be in the middle of a discussion. One woman is holding a small white cup and saucer. The overall atmosphere is positive and professional.

Brand Core Value

COMMITMENT

The Association's commitment is to ensure OC residents are represented statewide through advocacy efforts.



Brand Core Value

COMMUNITY

Collaboration is an integral part of ACC-OC's advocacy; ACC-OC encourages dialogue between stakeholders, elected officials, and residents throughout the county on leading issues.



Brand Core Value

SOLUTIONS

Through collaboration, ACC-OC creates smart policy solutions to improve the quality of life across Orange County's 34 cities. Not only does the association provide solutions but also supports financial and operational efficiencies.

A woman with dark hair tied back, wearing a blue long-sleeved shirt and a teal lanyard, is shown in profile, listening intently. She is seated in a conference room with other people blurred in the background. The scene is lit with warm, golden light.

Brand Core Value

EDUCATION

Knowledge and education are essential to ACC-OC's identity. Educating the community on crucial policies and solutions allows all Orange County cities to flourish.

BRAND TAGLINE (USP)

“Keeping OC in IOCal Government”

A Unique Selling Proposition (USP) takes a unique quality and explains how that quality will benefit your audience, in a few memorable words. Many companies past and present use USPs as their slogans, so they can put their brand's mission and/or identity in front of as many prospective customers as possible.

ACC-OC's USP, "Keeping OC in IOCal Government", was derived from the association's mission of facilitating dialogue between OC residents and stakeholders to advocate on behalf of local issues.



BRAND TONE

A brand's tone is the mood or emotion we convey to our audience through specific word choice and writing style. Essentially, it's how we express our brand's voice. In all our messaging, we want to ensure our platform is used to educate on and advocate for policies that directly affect our local municipalities.

Our brand's tone is:

Formal and informative

BRAND MESSAGING

The following are not exact copies of messaging to be used in communication and marketing materials, but rather examples of messaging that keep with our overall brand philosophy and core values.

- *Keeping OC in IOCal government: The Association of California Cities*
 - *Orange County is dedicated to uniting cities, advocating for their interests, and building a stronger community for all.*
- *We work to promote growth and collaboration, advocate for policies that benefit our cities, and improve the quality of life for Orange County residents.*
- *Join us in creating a brighter future for our region.*



Brand Target Demographic

PRIMARY AUDIENCE:

- City officials
- Local representatives (both elected and appointed)
& community stakeholders

The primary target audience is deeply invested in local politics. As city officials, they have a fiduciary duty to represent their unique cities' objectives while also collaborating with other city officials to promote Orange County initiatives as whole. Depending upon the city, there may be political sensitivities for both the policies ACC-OC supports and/or opposes, as well as specific topical initiatives that may not align with their respective city.



Brand Target Demographic

SECONDARY AUDIENCE:

- Members of the public interested in policy and/or politics
- Age: 30-60
- College educated

The secondary target demographic persona is generally interested in policy and politics; however, they are very interested in local issues and how their representatives are working to advance those initiatives countywide. This audience uses social media for information on local city events, news, and community updates. They are also engaged both online and in the communities.



Our Logo

PRIMARY LOGO

This is the primary and preferred logo of the Association of California Cities, to be used across all applications, communications, and documents. It should only be used on white/light colored backgrounds whenever circumstances allow.

The logo features a circular graphic composed of three overlapping, semi-transparent rings in shades of orange, grey, and light orange. The text "Association of California Cities" is written in a bold, black, sans-serif font, and "Orange County" is written below it in a bold, orange, sans-serif font.

Association of California Cities
Orange County

Our Logo

WHITE LOGO

This is the white version of the primary logo and should only be used on dark colors or images. Proper usage requires a high degree of contrast from the background so that readability can always be maintained.

The logo consists of a large, light blue circular graphic with a subtle gradient and a slight shadow effect. Inside this circle, the text "Association of California Cities" is written in a bold, white, sans-serif font on the top line, and "Orange County" is written in the same font on the bottom line.

**Association of California Cities
Orange County**

Our Logo

GREYSCALE LOGO

This is the greyscale version of the primary logo and should only be used whenever printed material is limited to black and white ink. It should only be used on white/light colored backgrounds.



Association of California Cities
Orange County

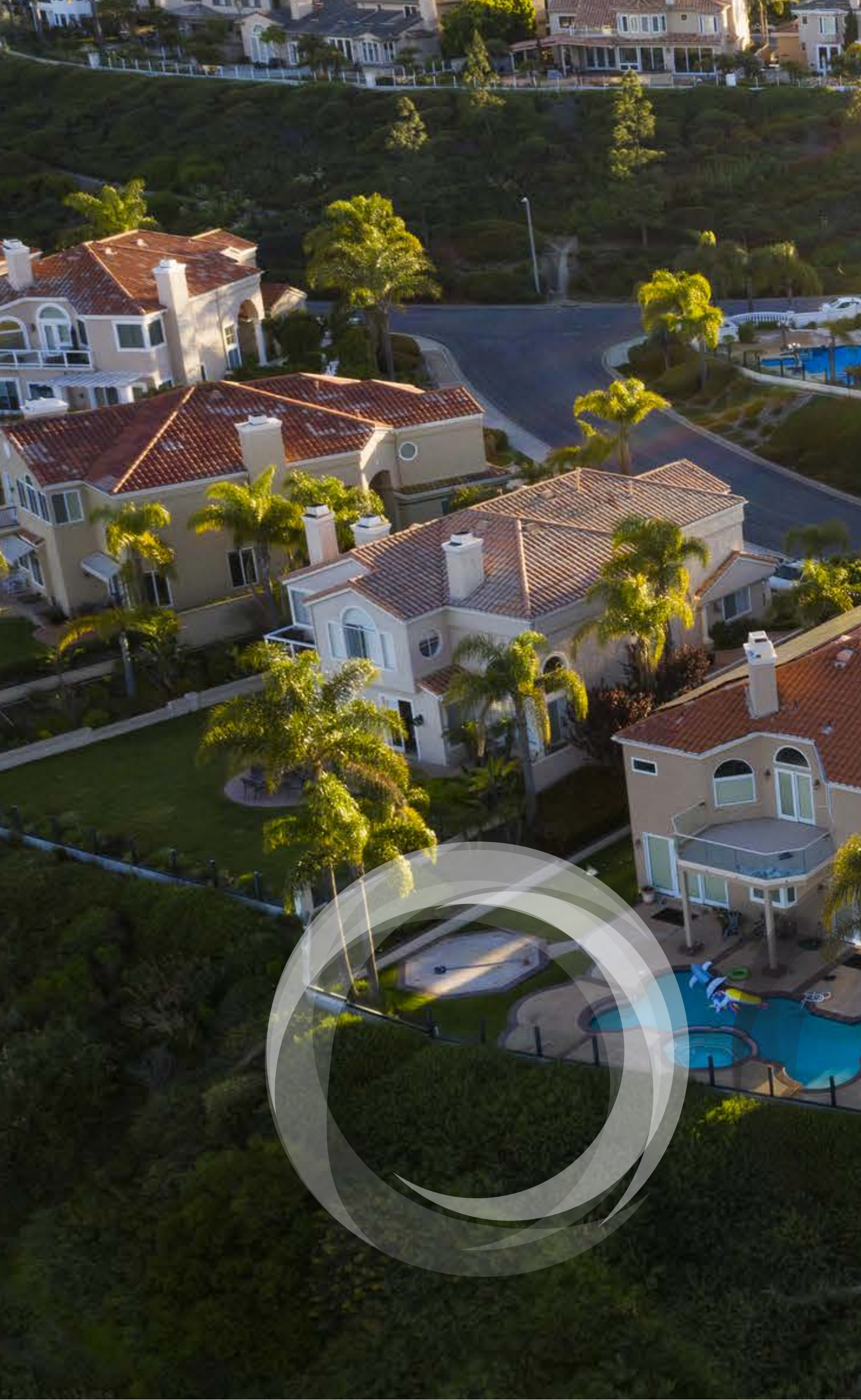
The logo consists of a circular emblem with a grey gradient, overlaid with the text 'Association of California Cities' and 'Orange County' in a bold, sans-serif font.

Our Logo

APPROVED VARIATIONS

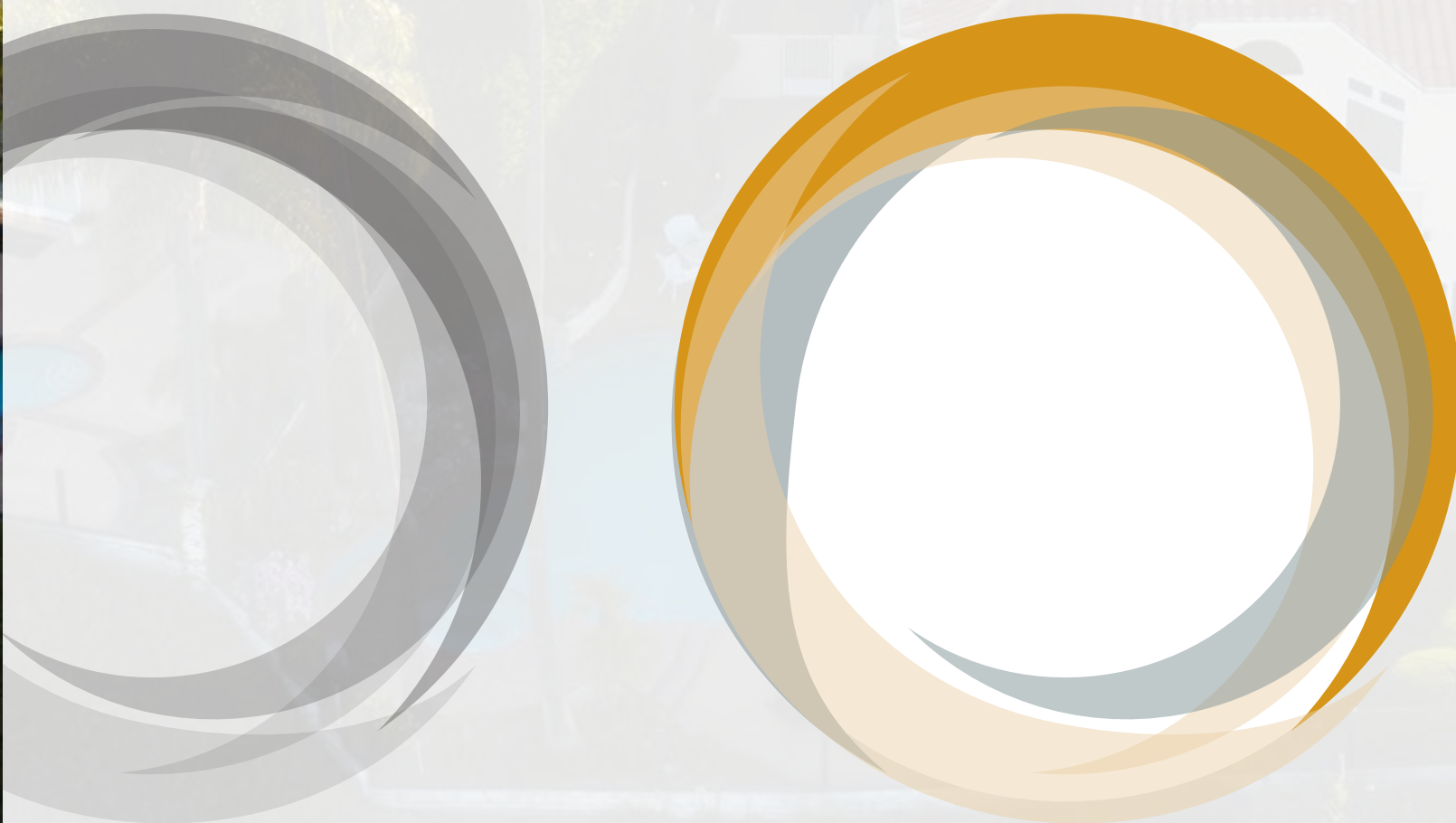
There are numerous collateral in which the Association branding will need to be present, which requires the logo to exist in various forms and iterations. The logos present on this page are the only approved variations that may be kept in rotation. The acronym version of the logo should be used whenever the logo needs to be so small that the full name would be rendered illegible if it were to be included, as in social media posts or smaller printed materials. White versions of the logos should be used on darker backgrounds, while the colored versions are used against lighter backgrounds.





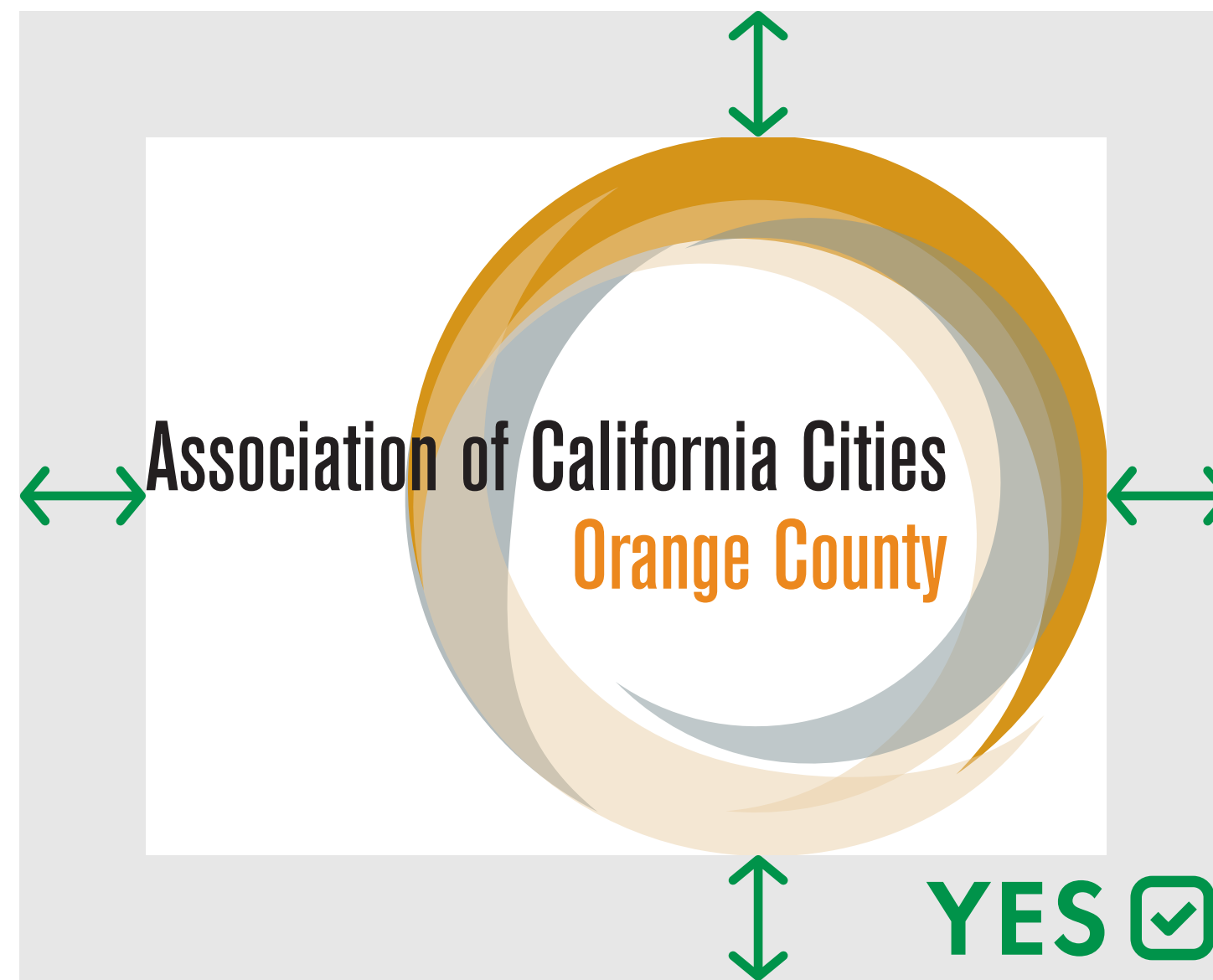
WATERMARKS

The abstract circle pulled from the logo may be used as an icon or decorative element in graphics when full Association brand recognition has already been previously established. It may be used behind text as a faded-out background accent.



CLEARSPACE

The Association logos require a clear space (indicated by the shaded box) to maintain visual impact and legibility (this space should be approximately the same size as the width of the colored ring found within the logo). No other elements – typography, graphics, photos, etc. – may breach this clear space. Do not put the logos too close to the edge of the page or digital layout.



LOGO INTEGRITY

Consistent and correct use of the Association logo ensures brand integrity is maintained.

Our rule is simple: When in doubt, don't!

Always use the logo as provided in original artwork files. Here are some examples of misuse of the logo. These and any other alterations should be avoided at all times.



Never alternate or change the colors of the logo.



Never reposition logo elements.



Always use the correct file type to maintain appropriate resolution.



Never add a pronounced drop shadow to the logo.



Never substitute with another font.



Never stretch, distort, or rotate the logo.

Iconography

OBJECTIVES

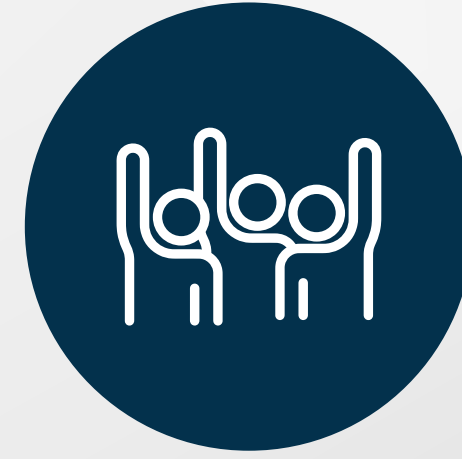
The Association uses simple icons and pictograms to convey easy-to-understand instructions or messages at a glance, independent of language or cultural differences. Reference artwork files for the full suite of icons.



Iconography

INITIATIVES

The Association uses simple icons and pictograms to convey easy-to-understand instructions or messages at a glance, independent of language or cultural differences. Reference artwork files for the full suite of icons.



Typography

PRIMARY FONT

Oswald is a sans-serif font family made of condensed letter-forms offering flexibility and creative range. It should be used in materials for headlines or as a call-to-action, but never as body copy. It may be used in **ALL-CAPS** as well.

Oswald ExtraLight

Oswald Light

Oswald Regular

Oswald Medium

Oswald SemiBold

Oswald Bold

A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p
Q q R r S s T t U u V v W w X x Y y Z z 1 2 3 4 5 6 7 8 9

Typography

SECONDARY FONT

Roboto is a sans-serif font family that should be used primarily for all body copy/paragraph needs across collateral. It should also be used for headlines, subheads, and call-out boxes, with **ALL-CAPS** as well as italics used to draw emphasis.

Roboto Light

Roboto Regular

Roboto Medium

Roboto Bold

Roboto Black

A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p
Q q R r S s T t U u V v W w X x Y y Z z 1 2 3 4 5 6 7 8 9

Typography

ADDITIONAL ACCENT FONTS

These fonts should be used in materials as an accent or call-to-action, but never as body copy, and never taking up a majority of the design. When used sparingly, they can be a great tool in creating variety and interest across collateral.

Yesteryear

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9*

Note: Do not use *YESTERYEAR* in all-caps.

Note: Yesteryear is not available through AdobeFonts.

Didot LT Pro

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9*

Typography

ACTIVATION AND LICENSING

All fonts listed in this brand guide fall under an open source license, and can be used across all communications. They can be downloaded from [GoogleFonts.com](https://www.google.com/fonts) for free and activated on both PC and Mac computers.

Unless stated otherwise, all fonts listed in this brand guide can be activated through the AdobeFont store for free.

Unless stated otherwise, all fonts listed in this brand guide are included in a Canva subscription.

ACCENT-000

COLORS

In order to maintain a strong brand presence, only utilize the colors included in this document. The **primary brand colors** will be the focal point of all branding and must constitute the majority of colors present in any design.

The **secondary brand colors** are intended to complement and amplify the visual brand identity while only constituting a minority of the colors utilized in any design.

PRIMARY BRAND COLORS

#df9f27

C: 12 R: 223
M: 40 G: 159
Y: 100 B: 39
K: 0

#00314c

C: 100 R: 3
M: 77 G: 49
Y: 45 B: 76
K: 41

#3A4444

C: 73 R: 58
M: 58 G: 68
Y: 59 B: 68
K: 45

#EBBD6A

C: 8 R: 235
M: 26 G: 189
Y: 68 B: 106
K: 0

#0072bc

C: 87 R: 0
M: 52 G: 114
Y: 0 B: 188
K: 0

#FFFFFF

C: 0 R: 255
M: 0 G: 255
Y: 0 B: 255
K: 0

SECONDARY BRAND COLORS

#f7941d

C: 0 R: 247
M: 50 G: 148
Y: 99 B: 29
K: 0

#231f20

C: 69 R: 35
M: 67 G: 31
Y: 64 B: 32
K: 74

#66aad5

C: 58 R: 102
M: 20 G: 170
Y: 4 B: 213
K: 0

#fbf1db

C: 1 R: 251
M: 4 G: 241
Y: 14 B: 219
K: 0

#8a9c9f

C: 49 R: 138
M: 31 G: 156
Y: 33 B: 159
K: 1

Note: Other additional colors aside from those listed here may be used when a piece is made in collaboration with an outside organization, company, or city in order to integrate the two separate brands more coherently.

VISUAL IDENTITY





BRAND IDENTITY STYLE GUIDE