FRESNO VIBRANT
COMMUNITIES
QUALITY HOUSING ENGAGED
HOUSING RESIDENTS

Design Guidelines

ADDENDUM JANUARY 2021
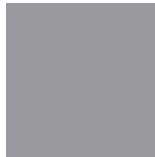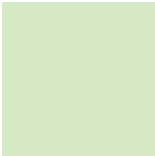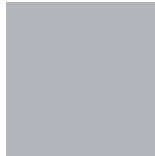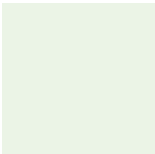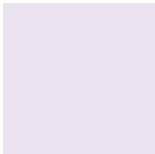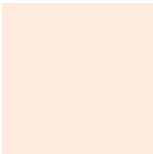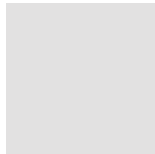
Colors

Brand Colors

GREEN
c60 m0 y100 k8
r108 g179 b63
hex #6CB33F

PURPLE
c55 m90 y0 k0
r137 g 65 b153
hex #894199

ORANGE
c0 m60 y100 k0
r245 g128 b37
hex #F58025

GRAY
c75 m60 y50
r69 g85 b96
hex #455560

Gradient Colors

Use the Brand Colors defined above. Only use gradient colors if an expanded color palette is needed.

GREEN 85%
c51 m0 y85 k0
r137 g197 b97
hex #89C561

PURPLE 85%
c46 m77 y0 k0
r149 g91 b153
hex #955CA2

ORANGE 85%
c0 m51 y85 k0
r245 g146 b72
hex #F59248

GRAY 85%
c64 m51 y43
r88 g96 b104
hex #586068

GREEN 75%
c45 m0 y75 k0
r151 g202 b115
hex #97CA73

PURPLE 75%
c38 m64 y0 k0
r163 g115 b178
hex #A373AF

ORANGE 75%
c0 m45 y75 k0
r247 g158 b91
hex #F79E5B

GRAY 75%
c56 m45 y38
r104 g108 b11
hex #686C74

GREEN 60%
c36 m0 y60 k0
r171 g211 b141
hex #ABD38D

PURPLE 60%
c30 m50 y0 k0
r178 g140 b192
hex #B18BBD

ORANGE 60%
c0 m36 y60 k0
r249 g175 b119
hex #F9AF77

GRAY 60%
c45 m36 y30
r127 g130 b13
hex #7F8289

GREEN 45%
c27 m0 y43 k0
r191 g221 b170
hex #BFDDAA

PURPLE 45%
c22 m36 y0 k0
r195 g167 b207
hex #C3A7CE

ORANGE 45%
c0 m28 y45 k0
r251 g192 b147
hex #FBC093

GRAY 45%
c34 m27 y23
r151 g153 b159
hex #97999F

GREEN 30%
c17 m0 y27 k0
r213 g232 b200
hex #D5E8C8

PURPLE 30%
c14 m23 y0 k0
r214 g197 b224
hex #D6C5DF

ORANGE 30%
c0 m18 y30 k0
r253 g213 b180
hex #FDD5B4

GRAY 30%
c23 m18 y15
r180 g181 b18
hex #B4B5BA

GREEN 13%
c7 m0 y11 k0
r235 g244 b230
hex #EBF4E6

PURPLE 13%
c5 m10 y0 k0
r236 g 228 b241
hex #ECE3F0

ORANGE 13%
c0 m8 y11 k0
r254 g235 b222
hex #FEEBDE

GRAY 13%
c10 m8 y8 k0
r226 g225 b22
hex #E2E1E1

Typography

Use Myriad Pro for Headlines and Emphasis

Myriad Pro is used in the logo, to format headlines, and to add emphasis within publications or other documents. Myriad Pro is also used on the letterhead (address, etc.) and other core stationery pieces.

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro SemiBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad is considered a "humanist" sans-serif typeface. It was designed by Robert Slimbach and Carol Twombly in 2000, and is perhaps best-known for its usage as the corporate font for Apple, since 2002. Myriad Pro is the OpenType version of the font family.

Typography

Use Myriad Pro for Headlines and Emphasis (con't)

Myriad Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Myriad Pro Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789***

Myriad Pro Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Myriad Pro Black Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789***

Typography

Palatino Linotype: Use for Text

The primary font that will be used as text is Palatino Linotype. It was selected because of its legibility, availability in a range of different styles (italic, bold, etc.). Palatino is a visually complementary to the headline font, Myriad Pro. Palatino is a serif font, and Myriad is a sans serif type. Avoid using Myriad in the body of letters and other documents.

Palatino Linotype Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Palatino Linotype Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Palatino Linotype Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Palatino Linotype Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Palatino is the name of a serif typeface family designed by Hermann Zapf in 1948. It is the most universally admired and most used of his type designs. The font was named for the Renaissance master calligrapher, Giambattista Palatino. The design is based on the humanist fonts of that era -- mirroring the graceful calligraphy of a broad nib pen. Palatino is considered an easy-to-read and elegant typeface, making it a modern classic -- popular among contemporary professional graphic designers as well as amateurs.

Palatino Linotype is a part of the Palatino family of typefaces.

Logo Usage

Logo Configurations

Please request logo files by emailing **communications@fresnohousing.org**

	CENTERED The centered logo is commonly used for centered layouts commonly seen in invitations and certificates.	**FLUSH LEFT** The Flush Left logo lends itself to layouts that involve blocks of text. In these cases, it will look better and fit into the layout better than the centered version.	**SMALL: LIMITED USE ONLY** The small logo is a special-case version that is only to be used in specific cases where 1) the other logos are inappropriate, or 2) this is the only version that fits the layout appropriately.
GREEN	QUALITY HOUSING FRESNO HOUSING VIBRANT COMMUNITIES ENGAGED RESIDENTS *Preferred option*	QUALITY HOUSING FRESNO HOUSING VIBRANT COMMUNITIES ENGAGED RESIDENTS	FRESNO HOUSING
ORANGE	QUALITY HOUSING FRESNO HOUSING VIBRANT COMMUNITIES ENGAGED RESIDENTS	QUALITY HOUSING FRESNO HOUSING VIBRANT COMMUNITIES ENGAGED RESIDENTS	FRESNO HOUSING
PURPLE	QUALITY HOUSING FRESNO HOUSING VIBRANT COMMUNITIES ENGAGED RESIDENTS	QUALITY HOUSING FRESNO HOUSING VIBRANT COMMUNITIES ENGAGED RESIDENTS	FRESNO HOUSING
GRAYSCALE	QUALITY HOUSING FRESNO HOUSING VIBRANT COMMUNITIES ENGAGED RESIDENTS	QUALITY HOUSING FRESNO HOUSING VIBRANT COMMUNITIES ENGAGED RESIDENTS	FRESNO HOUSING
BLACK	QUALITY HOUSING FRESNO HOUSING VIBRANT COMMUNITIES ENGAGED RESIDENTS	QUALITY HOUSING FRESNO HOUSING VIBRANT COMMUNITIES ENGAGED RESIDENTS	FRESNO HOUSING
WHITE	QUALITY HOUSING FRESNO HOUSING VIBRANT COMMUNITIES ENGAGED RESIDENTS	QUALITY HOUSING FRESNO HOUSING VIBRANT COMMUNITIES ENGAGED RESIDENTS	FRESNO HOUSING

Logo Usage

Spacing

X-HEIGHT
The height of the capital "O" in HOUSING defines the x-height. The x-height is a relative unit of measurement that varies with size of the logo.

MINIMUM OPEN SPACE OR WHITE SPACE REQUIRED
There is a minimum of one x-height space of white space required all the way around the logo.

Note: The pink lines are to show the spacing. The pink lines should NOT be included when reproducing the logo.

Logo Usage

Do's & Don'ts

DON'T: Use the old logo	DO: Use the new logo
FRESNO VIBRANT COMMUNITIES QUALITY HOUSING AUTHORITY ENGAGED RESIDENTS	FRESNO VIBRANT COMMUNITIES QUALITY HOUSING ENGAGED RESIDENTS
DON'T: Stretch the logo	**DO: Size the logo proportionately**
FRESNO VIBRANT COMMUNITIES QUALITY HOUSING ENGAGED RESIDENTS	FRESNO VIBRANT COMMUNITIES QUALITY HOUSING ENGAGED RESIDENTS
DON'T: Compress the logo	**DO: Size the logo proportionately**
FRESNO VIBRANT COMMUNITIES QUALITY HOUSING ENGAGED RESIDENTS	FRESNO VIBRANT COMMUNITIES QUALITY HOUSING ENGAGED RESIDENTS

Logo Usage

Do's & Don'ts (con't)

DON'T: Remove any elements	**DO:** Use the logo in its entirety
DON'T: Change the colors of the logo	**DO:** Use an approved logo option
DON'T: Put the logo on a busy background or a background that lacks contrast with the logo	**DO:** Use the "white" logo on dark or solid background that provides constrast