California Resource Recovery Association
Brand Identity Style Guide

Our brand is the visual representation of the emotional and psychological relationship CRRA has with our greater world. Strong brands elicit thoughts, emotions, and sometimes physiological responses from customers. Our branding yields both internal and external benefits. Externally, we create an identity that resonates with the public. Within the Association, our brand serves as an internal compass of focus. Our clear brand gives us an understanding of what we're about. It gives us a self awareness that dictates our actions. All decisions are made in alignment with our brand. Over time, the CRRA brand builds stronger identity and purpose. This style guide ensures that the CRRA brand is presented correctly and consistently at all levels of communications.

COLOR PALETTE
The CRRA color is PMS 314u. Formulas for color builds (CMYK and RGB) are listed to the left. PMS (one-color printing) CMYK (digital or 4C print) RGB (web)

C=100 M=2 Y=9 K=27
R=0 G=133 B=172

SECONDARY COLOR PALETTE

C=0 M=0 Y=0 K=50
R=128 G=128 B=128

C=100 M=0 Y=9 K=49
R=0 G=106 B=132

C=50 M=0 Y=5 K=15
R=99 G=181 B=205

Color

Grayscale

Monochrome Black

LOGOTYPE FONT *(Available as OpenType-PS)*
Gotham Book is the official CRRA typeface. Consistent use of the typeface will create a consistent recognition of materials for the Association.

COMPLEMENTARY FONT (Available on Windows and Mac)
Calibri is the official secondary font family for CRRA, to be used for HTML copy where Gotham Book is not available on browsers.

Type-horizontal

California Resource Recovery Association

Type-secondary font family, Calibri

California Resource Recovery Association

Type-vertical

California
Resource
Recovery
Association

Type-vertical

California
Resource
Recovery
Association

Correct uses of the CRRA logo are show below, along with various incorrect uses. Use the logo according to these standards.
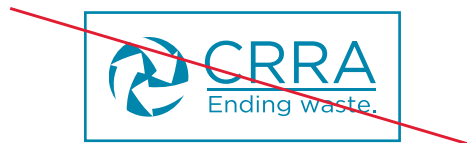
Correct placement of the CRRA logo on white field or on a colored field.

For usage on a white field, use the logo without the rule around the mark.

Always use mark without rule on a white field.

Never use mark on white field with rule around mark.

For usage on a colored field, use the logo with the rule and white field around the mark.

Always use mark with a rule and white field around mark when placing on a colored field.

Never use mark on a colored field without both rule and white field around mark.

The CRRA logo color should be reproduced at a minimum of 1/4 inch in height. This will ensure that the brand is recognizable and that the type is legible. On web pages, it must not be smaller than 80 pixels in height. Additionally, it is important not to resize the logo incorrectly. The logo may not be stretched or squeezed disproportionally and must maintain consistency.

Not Allowed – improper scaling, sizing

1/4" height minimum
80pix height web

The CRRA logo should not be crowded with other graphic elements and include a comfortable amount of space between it and other logos.

Not Allowed – placement crowding

Keep mark a minimum of one-quarter inch away from all other page elements.