LOGO VERSIONS

These logos may be used independently from the City logo.

FULL COLOR

REVERSED OUT

SERVICE MARK

In certain circumstances, such as various social media applications, use of the service mark alone (without words) is most suitable.
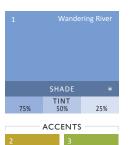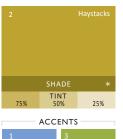
COLOR FAMILY

- This color family is unique in that it has three separate primary colors, one primary color for each area/district. When creating materials for Downtown Orinda, the primary color used should be "Wandering River". Accents of the other two primary colors can be used sparingly when additional coloring is necessary.
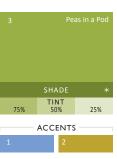- Keep designs simple. Don't try to put all the colors into the same design.

PRIMARY: DOWNTOWN

1	Wandering River

SHADE		*
75%	TINT 50%	25%

ACCENTS

2	3

PRIMARY: VILLAGE

2	Haystacks

SHADE		*
75%	TINT 50%	25%

ACCENTS

1	3

PRIMARY: THEATRE

3	Peas in a Pod

SHADE		*
75%	TINT 50%	25%

ACCENTS

1	2

ACCENTS USED SPARINGLY WHEN ADDITIONAL COLORING IS NECESSARY.

SECONDARY

4		5		6		7	
SHADE	*	SHADE	*	SHADE	*	SHADE	*
75%	TINT 50% / 25%	75%	TINT 50% / 25%	75%	TINT 50% / 25%	75%	TINT 50% / 25%

Different applications use different color systems:
RGB (digital), WEB/HEX (digital), CMYK (print), Pantone PMS (specialty inks).

1	RGB	121 / 156 / 210		*	RGB	91 / 119 / 160
	HEX	#799CD2			HEX	#5B77A0
	CMYK	53 / 31 / 0 / 0			CMYK	53 / 31 / 0 / 30
	Pantone	659 C				
2	RGB	189 / 164 / 48		*	RGB	143 / 126 / 33
	HEX	#BDA430			HEX	#8F7E21
	CMYK	28 / 30 / 100 / 2			CMYK	28 / 30 / 100 / 30
	Pantone	7753C				
3	RGB	153 / 177 / 67		*	RGB	112 / 133 / 48
	HEX	#99b143			HEX	#708530
	CMYK	46 / 16 / 95 / 0			CMYK	46 / 16 / 95 / 30
	Pantone	2276C				
4	RGB	138 / 85 / 34		*	RGB	93 / 56 / 11
	HEX	#8A5522			HEX	#5D380B
	CMYK	34 / 65 / 100 / 27			CMYK	34 / 65 / 100 / 57
	Pantone	7567				
5	RGB	67 / 64 / 66		*	RGB	47 / 45 / 47
	HEX	#434042			HEX	#2F2D2F
	CMYK	67 / 62 / 58 / 45			CMYK	67 / 62 / 58 / 65
	Pantone	447 C				
6	RGB	230 / 231 / 231		*	RGB	198 / 200 / 202
	HEX	#E6E7E7			HEX	#C6C8CA
	CMYK	9 / 6 / 6 / 0			CMYK	9 / 6 / 6 / 15
	Pantone	427 C				
7	RGB	247 / 248 / 248		*	RGB	230 / 231 / 232
	HEX	#F7F8F8			HEX	#E6E7E8
	CMYK	2 / 1 / 1 / 0			CMYK	2 / 1 / 1 / 7

TYPOGRAPHY

The following fonts are approved for use in all written applications. In most cases, you may choose either of the fonts.

GILL SANS MT, BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMm
AaBbCcDdEeFfGgHhIiJjKkLlMm
AaBbCcDdEeFfGgHhIiJjKkLlMm
AaBbCcDdEeFfGgHhIiJjKkLlMm
1234567890

Freely available at Canva and in MS Office software.

UNIVERS, 67 BOLD CONDENSED

AaBbCcDdEeFfGgHhIiJjKkLlMm
AaBbCcDdEeFfGgHhIiJjKkLlMm
AaBbCcDdEeFfGgHhIiJjKkLlMm
AaBbCcDdEeFfGgHhIiJjKkLlMm
1234567890

Freely available in MS Office software.

LOGO USAGE

CLEAR SPACE

To insure its integrity and visibility, the Downtown Orinda logo should be kept clear of competing text, images and graphics. It must be surrounded on all sides by an adequate clear space as shown. A general guideline is to make sure the area of isolation is at least twice as big as the word "Downtown" in the logo you are using.

MINIMUM SIZE REQUIREMENTS

To ensure that the logo is large enough to be easily recognized, it should not be reduced smaller than 1.25" high.

DON'T SKEW OR ALTER

Distorting

Recoloring

Rotating

Separate Elements

Rearrange Elements

DO USE SOLID WHITE VERSIONS OF LOGOS ON PHOTOGRAPHY

✓ When needed, you can use the solid white versions of a logo on top of a photograph when there is an adequate amount of contrast and the background isn't too busy to compete with the legibility.