



Branding Guidelines

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Yuba County & Our Brand

Overview

The Yuba County brand was designed to create a consistent and recognizable identity for our community. This document serves as a guide for all departments, and anyone involved in representing Yuba County, providing clear instructions on how to appropriately use logos, colors, typography, and other visual elements.

By following these guidelines, we ensure a unified and professional appearance across all communications, helping to convey the spirit and identity of Yuba County with clarity and consistency.



About Yuba County

Mission:

Serving our community by providing responsive, reliable services that grow unique and thriving places to live, work, and play.

Vision:

With its agricultural roots, diverse communities, and Yes-to-Yuba culture, Yuba County is a sought-after place to live, work, and play.





Our Logo

Our Logo

The Yuba County logo was designed to embrace what Yuba County has to offer. It should not be altered in any way and is only approved in the following applications. Use the full-color logo whenever possible, and the white logo when applicable. The primary logo is the stacked version, however depending on space, the horizontal can be used in its place.

Full Color



Single Color



Horizontal Full-Color



Horizontal Single-Color



Department Taglines

Below is a sample of the department logo taglines. Individual departments should only use the logo tagline provided to them.



Airport



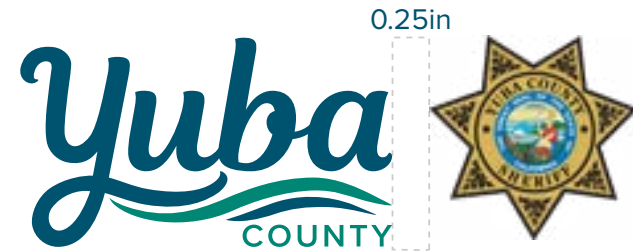
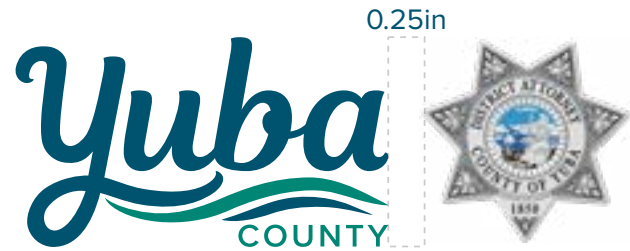
Office of Emergency Services



Clerk of the Board of Supervisors

Co-Branding Logos

Below is a sample of the department logos/badges co-branded with the Yuba County logo. Departments should ensure that when placing the two logos together, there is at minimum 0.25” of clear space in between.



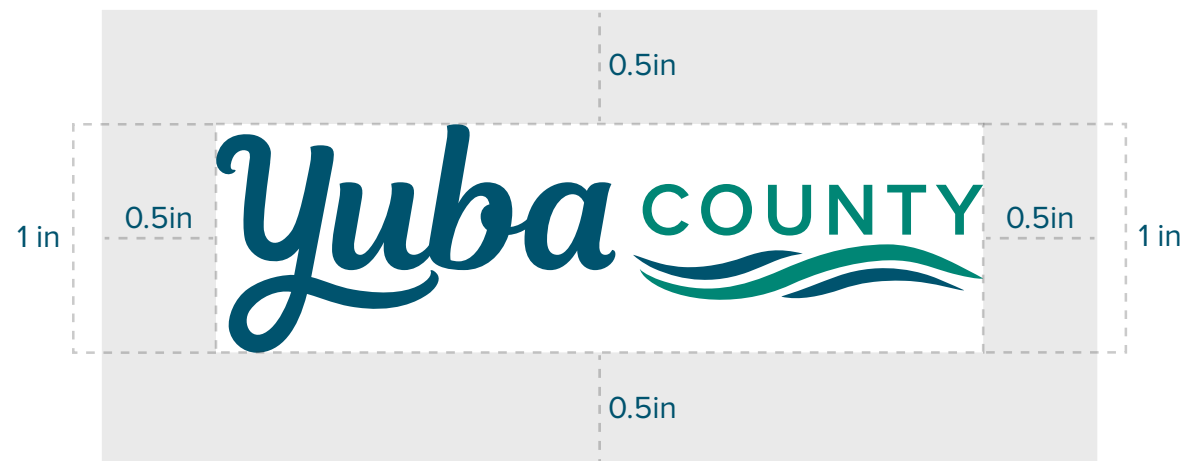
Logo Usage

The Yuba County logo must always be clearly visible for brand recognition. To achieve this, maintain a clear space around the logo equal to half its height on all sides.

For example, if the logo is 1 inch tall, the clear space should be 0.5 inch. This space must be free of any text, images, or graphic elements to keep the logo prominent and legible.

Minimum Size Requirement

For print materials, the logo should be no smaller than 0.75” in height when possible.



Incorrect Logo Usage

The Yuba County logo should not be altered in any way that deviates from its original design. The color should not be changed, and the logo must not be scaled disproportionately, rotated, condensed, stretched, flipped, or have any drop shadows or glow effects added. Additionally, no graphic elements should be added to the logo. The logo should remain clear and visible and therefore should not be placed on a background with low contrast.



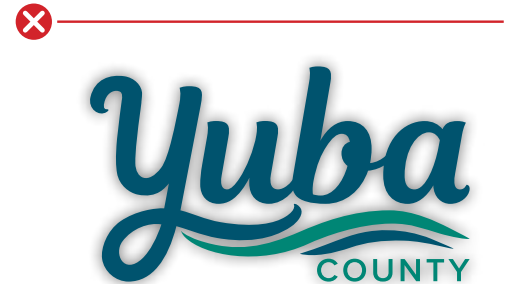
Do not rotate or flip the logo



Do not condense or stretch logo



Do not move, scale, alter or add graphic elements to the logo



Do not add drop shadows or glow effects to logo



Do not change the colors of the logo



Do not place logo on a background with low contrast



Graphic Elements

River Wave

Yuba County has one primary graphic element with two variations. These can be utilized as a footer for flyers or posters, or as a supporting graphic element to enhance the overall design.

Graphic Element



Graphic Element - Variation #1



Graphic Element - Variation #2



Incorrect Graphic Element Usage

Below is the correct usage of the River Wave, followed by guidelines on what not to do with the graphic element. This includes not condensing, stretching, rotating, changing colors, or adding extra graphical elements.



Correct look of the River Wave



Do not rotate the graphic element



Do not condense or stretch logo



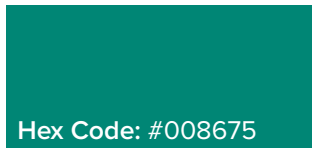
Do not add extra graphic elements



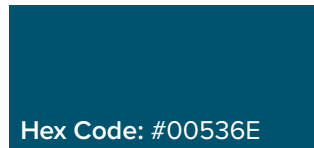
Our Colors

Color Palette

Primary Colors

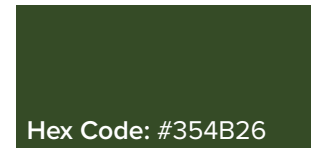


Feather River
R: 0 G: 134 B: 117
C: 85 M: 26 Y: 60 K: 7

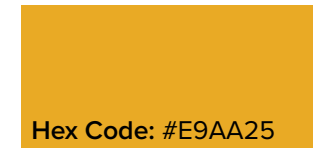


Yuba River
R: 0 G: 83 B: 110
C: 95 M: 61 Y: 38 K: 20

Secondary Colors

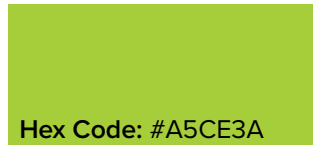


Foothills
R: 53 G: 75 B: 38
C: 72 M: 45 Y: 92 K: 46



Goldfields
R: 233 G: 170 B: 37
C: 8 M: 34 Y: 98 K: 0

Vibrant Accent Colors



Kiwi
R: 165 G: 206 B: 58
C: 40 M: 0 Y: 99 K: 0



Bullards
R: 61 G: 152 B: 212
C: 70 M: 27 Y: 0 K: 0

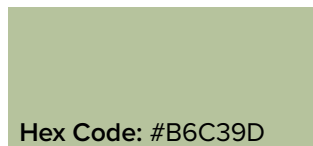


Bok Kai
R: 179 G: 71 B: 154
C: 30 M: 86 Y: 0 K: 0



Motocross
R: 241 G: 211 B: 28
C: 7 M: 12 Y: 97 K: 0

Natural Earth-Toned Colors



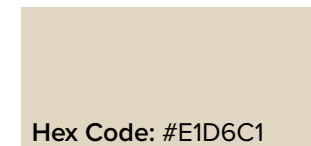
Sycamore
R: 182 G: 195 B: 157
C: 30 M: 13 Y: 43 K: 0



Beale
R: 187 G: 198 B: 208
C: 26 M: 16 Y: 12 K: 0



Prune
R: 167 G: 145 B: 164
C: 36 M: 42 Y: 23 K: 0



Rice
R: 225 G: 214 B: 193
C: 11 M: 12 Y: 23 K: 0

Accessibility

When using our color palette, color contrast must have a minimum of WCAG 2.0 level AA.

It is critical that color combinations have a high level of contrast for legibility, color perception, and device independence.

Primary Colors

Feather River #008675

Black #000000

Yuba River #00536E

White #FFFFFF

Kiwi #A5CE3A

Motocross #F1D31C

Beale #BBC6D0

Rice #E1D6C1

Secondary Colors

Foothills #354B26

White #FFFFFF

Goldfields #E9AA25

Kiwi #A5CE3A

Motocross #F1D31C

Sycamore #B6C39D

Beale #BBC6D0

Rice #E1D6C1

Goldfields #E9AA25

Black #000000

Foothills #354B26

Accent Colors

Kiwi #A5CE3A

Black #000000

Yuba River #00536E

Foothills #354B26

Bullards #3D98D4

Black #000000

Bok Kai #B3479A

White #FFFFFF

Motocross #F1D31C

Black #000000

Yuba River #00536E

Foothills #354B26

Earth-Toned Colors

Sycamore #B6C39D

Black #000000

Foothills #354B26

Beale #BBC6D0

Black #000000

Yuba River #00536E

Foothills #354B26

Prune #A791A4

Black #000000

Rice #E1D6C1

Black #000000

Yuba River #00536E

Foothills #354B26



Our Fonts

Typography

The following fonts should be used for internal communications, such as e-mail or drafted documents. The branded body copy font, Proxima Nova and the alternate Cambria should be available on all computers.

Proxima Nova

Thin	Semibold
<i>Thin Italic</i>	<i>Semibold Italic</i>
Light	Bold
<i>Light Italic</i>	<i>Bold Italic</i>
Regular	Extrabold
<i>Italic</i>	<i>Extrabold Italic</i>
Medium	Black
<i>Medium Italic</i>	<i>Black Italic</i>

Proxima Nova Regular is used for body copy. Other styles within the Proxima Nova family may be used to establish hierarchy or add emphasis within the body copy. For example, you can use **Proxima Nova Bold** for headings or to highlight important text, and *Proxima Nova Italic* for quotes or secondary information.

Cambria

Regular
Italic
Bold
Bold Italic

Cambria Bold and *Cambria Italic* are used for our main headings and subheadings and used for additional emphasis or to create contrast within the body copy.

Arial

Regular
Italic
Bold
Bold Italic

Arial, and its variations, are used for all body text in Outlook emails. It is not a replacement for Proxima Nova in County documents outside of emails. It can be an alternative to Proxima Nova for email signatures, however.



Business Suite

Email Signature

The signature block is required for external communication and can be used for internal communication. A simplified version may be used for internal communication.

Required font for signature block is Proxima Nova Regular in 11pt. in color #000000 (Black), with names in Proxima Nova Bold in 12pt. in color #00536E (Yuba River).

Arial in 12pt., and its variations, are used for all body text in Outlook emails. It is not a replacement for Proxima Nova in County documents outside of emails. It can be an alternative to Proxima Nova for email signatures, however.

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Incorrect Email Signature Usage

Do NOT alter the email signature in anyway, including but not limited to adding quotes, changing the colors, adding clip art or other graphic elements, removing the logo, switching the order of contact information, or displaying it in a way that is not consistent with the Yuba County brand. Do NOT add any colors, patterns, or backgrounds to emails. Email backgrounds must remain white and font color (with exception of the name in the signature block) must remain #000000 (Black).



Kevin Mallen
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Yuba County
915 8th Street, Suite 115
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Office: (530) 749-7575
Cell: (XXX) XXX-XXXX



Kevin Mallen
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*"When we strive to become better than we are, everything around us becomes better too."
—Paulo Coelho*



Letterhead

The Yuba County letterhead is essential for official communications and reflects our brand identity. Use it for all formal correspondence without altering the logo, header, or footer. Ensure clarity and alignment of the logo, address, and contact details. Print on high-quality white paper with official brand colors, and maintain the original format for digital use. Keep clear space around the logo and text to ensure readability. Following these guidelines ensures consistent and professional communications.



Presentation Template

The Yuba County Presentation template is essential for maintaining our brand identity in presentations. Use it for all official presentations, ensuring consistency in logo, colors, and fonts.

