

Exhibit C



The City of
Rohnert Park

BRAND GUIDELINES

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SIMPLICITY IS THE
ULTIMATE FORM OF
SOPHISTICATION.

Leonardo da Vinci

THIS IS A GUIDE TO THE BASIC
ELEMENTS THAT MAKE UP
OUR BRAND. IT WILL LET YOU
GET TO KNOW US BETTER...

Contents

04	LOGO Rationale Construction Color Treatment Family/Variations
06	COLOR Primary/Secondary Palette
08	TYPOGRAPHY Print Online Style
09	APPLICATION Logo Use Guidelines
10	OUR BRAND Overview Guidelines Photography Promotional Logos Supporting Graphics
12	CHECKLIST

What is a brand identity?

A brand identity represents the values, services, ideas and personality of an organization. It is designed to increase recognition and build perceptions of the organization in its chosen marketplace.

This brand identity needs to be graphically represented and usually includes elements such as logos and supporting graphics, color palette, typography and photography choices and can, within its guidelines, use examples to visualize how a brand should be depicted across various different visual media.

Why use these guidelines

Rohnert Park is a beautiful place to live and work, designed for quality of life as a small town in the heart of wine country. It's welcoming, safe, affordable, and full of strong values - a great place to raise a family. We want to share our town with others - let them see what we have to offer and build on what is here - all within the guidelines of our brand. We are dedicated to designing and managing how our brand is represented across all media in various situations.

The corporate identity system in this document has been created to fulfill this purpose and the guidelines herein explain how to correctly depict and embody our brand ethos consistently across different applications and in various markets to maintain the integrity of Rohnert Park.

OUR LOGO HAS BEEN SPECIFICALLY CRAFTED. WE TOOK OUR TIME DEVELOPING OUR BRAND SO PLEASE BE NICE TO IT.

Rationale

Our logo was designed to be modern and contemporary, yet rooted in the simple traditions of our town. It has a modern appeal and is future-proof, updating our public persona, while keeping it simple.

It is a distinctive mark and brand that seeks to present Rohnert Park as a community-centric town that is welcoming, family-friendly and full of pride. We offer affordable housing, great schools and youth sports programs, a variety of entertainment venues and a network of parks and natural trails.

Construction

Each element of our logo is important and has been developed in relationship with one another. Whenever possible, the elements should be used all together. And they should never be altered independently from each other.

Color Treatment

Keeping with the simplicity, our logo has been developed with two colors - one being processed black. One-color options are also available when needed.

01



01

This is the preferred full version of the logo for all printed collateral including all printed publications, advertising, billboards, posters, flyers and product packaging.

SAY HELLO TO EVERYONE IN THE FAMILY. IF YOU CAN'T FIND IT HERE, WE DON'T WANT YOU TO USE IT.

Our logo exists in a stacked version only. It is simple and sophisticated, but our family of logos fulfill any logo needs that may arise - from the primary version to extended versions and from our primary, two-color logo to one color and reversed options.

Square versions featuring our logo have been developed for social media as well. This is the only approved modification of the logo elements separate from each other..

Social Media Version Primary and Alternative Versions



Primary Version



One-Color Versions



Reversed Versions



Expanded Versions



OUR COLORS HELP DEFINE OUR BRAND. WE ARE MODERN, BUT TRADITIONAL, CELEBRATING THE JOYS OUR TOWN OFFERS

The color palette focuses on two primary colors - basic black and white. There is also a secondary color palette to complement our brand, consisting of four colors for accents.

Included are the references for CMYK, RGB and HEX Values for consistency across different media, whether in a 4-color process print piece or used in a digital application.

Color Palette // Primary

These are our primary colors for our logo, text and some headers.

	pantone cmyk rgb hex #	Process Black 0 : 0 : 0 : 100 35 : 31 : 32 231F20
---	---	--

	pantone cmyk rgb hex #	DS 63-3 U 0 : 65 : 70 : 35 171 : 85 : 57 AB5539
---	---	--

	cmyk rgb hex #	0 : 0 : 0 : 0 255 : 255 : 255 FFFFFF
---	---	--

Muted Color Palette // Secondary

These are secondary colors for a more muted look in our logo, headers and graphics.

	pantone cmyk rgb hex #	7519 PC 24 : 42 : 43 : 69 85 : 65 : 58 A55413
---	---	--

	pantone cmyk rgb hex #	DS 59-4 U 0 : 50 : 60 : 30 183 : 112 : 79 B7704F
---	---	---

For the design of advertising, marketing pieces, and promotions, an extended color palette can be used to complete the look, while staying within the guidelines of our brand.

Color Palette // Extended

These are additional colors for use in some headers, backgrounds and supporting graphics.

	pantone cmyk rgb hex #	7538 PC 24 : 11 : 24 : 33 140 : 151 : 142 8C978E
---	---	---

	pantone cmyk rgb hex #	DS 245-7 U 40 : 5 : 20 : 20 126 : 170 : 171 7EAAAB
---	---	---

	pantone cmyk rgb hex #	7527 PC 3 : 4 : 14 : 8 226 : 221 : 203 EDDCB
---	---	---

	pantone cmyk rgb hex #	DS 245-9 U 20 : 3 : 10 : 15 175 : 196 : 197 AFC4CF
---	---	---

	pantone cmyk rgb hex #	DS 40-5 U 30 : 40 : 60 : 0 185 : 152 : 116 B99874
---	---	--

	pantone cmyk rgb hex #	DS 29-7 U 10 : 15 : 30 : 0 229 : 210 : 180 E5D2B4
---	---	--

TYPOGRAPHY IS THE BACKBONE OF DESIGN, GETTING IT RIGHT IS PARAMOUNT.

Typefaces. **Print.**

Our typeface, often used for body copy, is Sen. This full font family comes in a range of weights to suit a multitude of purposes. We have two accent display fonts. Sen Extra Bold can also be used.

Typefaces. **Online.**

When technology allows for it, Sen should be used in any web applications for copy. If Sen is not able to be used, the default online font is Raleway.

Typography. **Style.**

Text for correspondence and publications should preferably be set in upper and lowercase, and flush left with ragged right. Capitalization should never be used for body text, but is acceptable for headings and accent text.

Corporate and Body Font

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

SEN

Online Default Font

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@') 0123456789

RALEWAY

Accent Display Font

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

VERDANA BOLD

Accent Display Font

Ga

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

Grand Hotel

WE WANT TO LOOK GOOD ALL THE TIME, SO TAKE TIME TO CONSIDER HOW TO APPLY OUR LOGO.

We don't want to come across all doom and gloom, but there is a right way and a wrong way to present our logo.

01 Space around the logo

Always leave the logo some space to breathe. Try to use white or neutral backgrounds.

02 If you have to...

If it's unavoidable to sit the logo on a color or a photo, make sure the logo can still stand out. There are black and reversed white versions available.

03 Not right

Do not rotate the logo.

04 Color clash

Do not place the logo on the wrong color. Choose the logo that allows it to stand out. If the background is too light, choose the black version. If the background is dark, choose the reversed white option.

05 Not good

Do not use the logo on backgrounds that are too dark or cluttered. For dark backgrounds, a reversed white version of the logo is available.

06 No thanks

Do not add embellishments like drop-shadows, embossings etc. to the logo.

01



02



03



04



05



06



OUR MESSAGE THROUGH WORDS AND PICTURES.

THE ESSENCE OF OUR BRAND SHOULD ALWAYS BE EVIDENT.

Every piece of communications for Rohnert Park, including copy and imagery, should be consistent, on brand and follow the same purpose. We want to showcase our community and celebrate what we have to offer, while also building awareness and educating on the facts of Rohnert Park.

Copy Guidelines

Rohnert Park speaks with a voice that is confident, informative and fact-filled. To draw attention to a point, headlines can be clever and a little playful (including the use of parentheses to finish or compliment an idea) but never at the expense of being vague or silly. The style in body copy is to be poignant and direct, without sounding too serious or didactic. Intentionally fragmented sentences can be used to create a staccato cadence that gives the text a unique sense of flow, and emphasizes the confidence and information-rich feeling of the voice. Overall, we strive to use as few words as possible in educating (vs. selling) people about the many amazing things they likely didn't know about Rohnert Park.

Photography

All the images in the campaign should emulate a sense of authenticity - natural scenes of people living, working and enjoying our community.

The photos should be natural looking with high resolution for print and optimized for the web.



SOMETIMES YOU HAVE TO DARE TO BE DIFFERENT... BUT EACH MOMENT AND DEVIATION SHOULD STILL BE PLANNED.

Promotional Logos

While we celebrate the family-friendly atmosphere of our town, we also celebrate the presence of Sonoma State University and need to heighten our appeal to this younger, hipper generation - reinforcing the positive attributes that Rohnert Park offers residents, even before they are ready to start a family. This goal will be evident in our messaging and our promotions. To complement this look, we have also developed multiple logo deviations - for promotional use only.

Support Graphics

Retaining the roots and traditional values that exist in our community, our brand is reinforced through a series of illustrated graphics that draw attention to some of the key highlights offered in Rohnert Park.

Only approved illustrations are allowed. We do not recommend the use of non-approved illustrations or clip art as support graphics. Large, distracting banners and graphics (such as ribbons and arrows) should also not be used as they only serve to lessen the quality and values of our brand.

Alternative Logo Versions



IT IS BEST TO HAVE A CHECKLIST. THEN YOU KNOW THAT YOU HAVE DONE EVERYTHING RIGHT.

The Checklist...

01 The Logo

Only use logos that are complete and in an appropriate version, created from original digital artwork. Please keep a little white space for breathing room around the logo.

02 Backgrounds

The standard logo should not appear on dark toned backgrounds or cluttered images that prevent the logo from standing out. Use the reverse logo if needed.

03 Graphics

Check that any supporting graphics or graphic elements do not marginalize, obscure or overpower the Rohnert Park logo.

04 Typography

Check that our corporate typefaces have been used appropriately where applicable.

05 Design

Be sure to provide these guidelines to third parties or collaborating partners.

06 Photography

Follow the guidelines for the use of photos in all company materials.

A final thought.

If in doubt, take a look back through this document, all the answers are there. We don't ask for much, just a little love and respect for our branding which is why we think we've created a flexible system that won't stifle your creativity.

FOR QUESTIONS OR FURTHER DETAILS PLEASE CONTACT:

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