



BRAND STANDARDS GUIDE

About This Guide

These graphic standards were developed as a method for protecting the graphic brand of Kern County. It is important to consult with and follow the enclosed guidelines to maintain the integrity of the brand.

FILE USAGE

Use of digital artwork in different applications requires the use of different digital file formats. To ensure the best quality reproduction, the following file format uses are suggested:

Word

- .EPS
- .JPG
- .TIF

PowerPoint

- .PNG
- .JPG

Web (HTML)

- .JPG
- .PNG

InDesign

- .EPS
- .TIF
- .JPG

Logo Guidelines

The following guidelines illustrate the proper use of the Kern County logo.



Primary Color Logo

The logo may be represented in full color using either spot color or 4 color process printing techniques.

Logo Spacing

No other object should be placed within the safe area around the logo. The safe area is an area identified by the width of the letter "E" in the logo.



Alternate Logo No Tagline

The tagline can be used with or without the logo.



Logo + State

The logo including the state name can be used instead of the primary logo where designation of the state is necessary.



Black & White Logo

This logo should be used when the logo is to be printed in black and white.

Reversed Out Logo

The reversed out logo may be used on dark backgrounds that provide sufficient contrast, or on a brand color as shown.



Unacceptable Logo Usage

The following are examples of improper modifications of the Kern County logo that may violate the integrity of the brand.



GROUNDED  BOUNDLESS

DO NOT use any unofficial colors or any combination of colors different than those in the official color palette.



GROUNDED  BOUNDLESS

DO NOT add unofficial copy or graphics covering any part of the logo.



GROUNDED BOUNDLESS

DO NOT delete, add or adjust any element of the logo.



GROUNDED  BOUNDLESS

DO NOT change the proportions of the logo.



GROUNDED  BOUNDLESS

DO NOT try to recreate this logo. Use only the artwork provided. Should not be typeset or replaced with any other font.



GROUNDED  BOUNDLESS

DO NOT screen the logo or use the logo behind text.



DO NOT print the logo on a background or image that makes it difficult to read.




INVITATIONAL RODEO

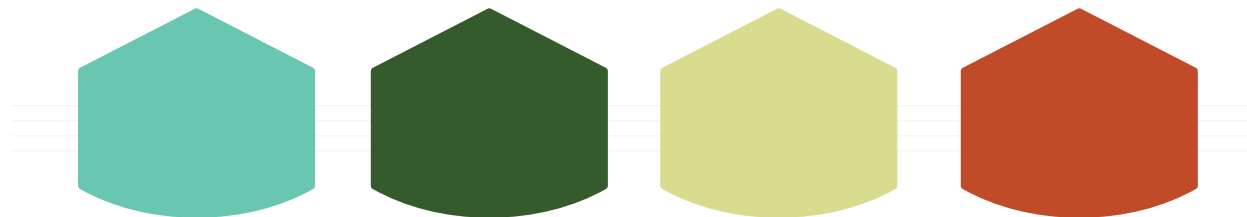
DO NOT alter the logo for any other unapproved entity.

Color Palette

The color palette provides a guide for keeping a consistent color scheme within the logo. Consult the color palettes shown below and work closely with professional printing services to ensure proper color palettes are used.



HEX: #093547 RGB: 9/53/71 CMYK: 95/70/50/46 Pantone® 302	HEX: #80A43F RGB: 128/164/63 CMYK: 56/18/100/2 Pantone® 377	HEX: #ACC657 RGB: 172/198/87 CMYK: 37/6/84/0 Pantone® 367	HEX: #D4D34B RGB: 212/211/75 CMYK: 20/7/85/0 Pantone® 584	HEX: #87241B RGB: 135/36/27 CMYK: 29/94/99/33 Pantone® 7624
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HEX: #6CC6B0 RGB: 108/198/176 CMYK: 56/0/38/0 Pantone® 3248	HEX: #375C2D RGB: 55/92/45 CMYK: 77/40/98/36 Pantone® 7743	HEX: #DBDB8E RGB: 219/219/142 CMYK: 16/6/54/0 Pantone® 587	HEX: #C04C28 RGB: 192/76/40 CMYK: 18/83/99/7 Pantone® 584
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Typefaces

Files have been provided in a variety of formats that allow use of the Kern County logo without purchasing typefaces. The logo itself is considered a piece of artwork and should not be changed. However, if additional customizations are made to the logo, such as adding an event name, it will be necessary to purchase the typeface.

Fort Book

Logo Tagline Font 1

1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Lucky Fellas

Logo Tagline Font 2

1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Brandon Grotesque Regular

Body Copy Primary Font

1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Brandon Grotesque Medium

Heading Primary Font

1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Narrative

The Kern County Brand Narrative uses emotional language to establish the written character of the Kern County brand. Stakeholders throughout the community should be encouraged to use all or some of the copy as is when describing the Kern County community or the relationship of Kern County to an organization, event or businesses. The narrative can also be used to guide the tone of new copy.

Life in Kern County demands another perspective, a way of experiencing the world that goes beyond what is on the surface. It asks us to dig deep and dream big, to keep our feet on the ground and our heads in the clouds. In response, we strive to prove that we have what it takes to call this place home.

It takes grounded ambition & boundless energy to drive the world's fifth-largest economy.

Blessed with natural resources and perfect weather, we have long harnessed the gifts of Kern County to fill dinner tables and fuel communities. Our forefathers—miner, farmer, soldier, oilman—left legacies of hard work that drive a powerful engine for the State of California, the world's 5th largest economy. Today, we are the statewide leaders in agriculture and renewable energy, producing pantry staples from fruit to dairy and several thousand megawatts of electricity that contribute to the state's visionary goals for sourcing clean energy.

It takes grounded ideas & boundless innovation to test the boundaries of the world as we know it.

As scientists and service members of Edwards Air Force Base and Naval Air Weapons Station China Lake, we have made progress routine since the Second World War. Whether investigating the laws of aerodynamics or defying them altogether, the people of Kern County have been instrumental in furthering scientific inquiry, national defense, and American excellence. Our unending work has made East Kern a site of history: this is where Chuck Yeager first broke the sound barrier, where the first space shuttle landed after its maiden voyage, and where the future of aerospace technology will be developed.

It takes grounded curiosity & boundless adventure to traverse the wonders of the outside world.

Surrounded by the beauty of the great outdoors, we are naturally drawn to explore every corner of California's third largest county—ready for any type of terrain ahead. At each turn, we have the opportunity to push our limits and learn valuable lessons: we show our mettle rock climbing up the side of a cliff; our teamwork rafting down the Kern River; and our humility standing below towering sequoias. And best of all, we have the chance to enjoy the striking views of Kern County day in and day out. From the sunlit hills of Tejon Ranch to the sky's reflection on Lake Isabella, these are the images we hope to preserve for decades to come.

It takes grounded heritage & boundless potential to inspire a unified world view.

In each community in Kern County we tell our own story—of triumph and struggle, of character and devotion, of talent and strength—that is essential to the tapestry of who we are as a whole. Despite our differences, our new and longtime residents bond over memories of starting a life in Kern, whether their families traveled across the state, country, or ocean to settle here. So when it comes to communicating with those on the outside, we do so with one voice, as Ridgecrest did in its service to this county and as Bakersfield did in crafting its sound. We know that the future of Kern lies in our unity, in bringing together communities from the valley to the mountains to keep the history, industry, and resolve that contribute to our success.

It takes people who are grounded in what they love and boundless in what they can be.