GO SAFELY CALIFORNIA

CALIFORNIA OFFICE OF TRAFFIC SAFETY
IN PARTNERSHIP WITH CALTRANS

BRAND STYLE GUIDE | AUG 2024
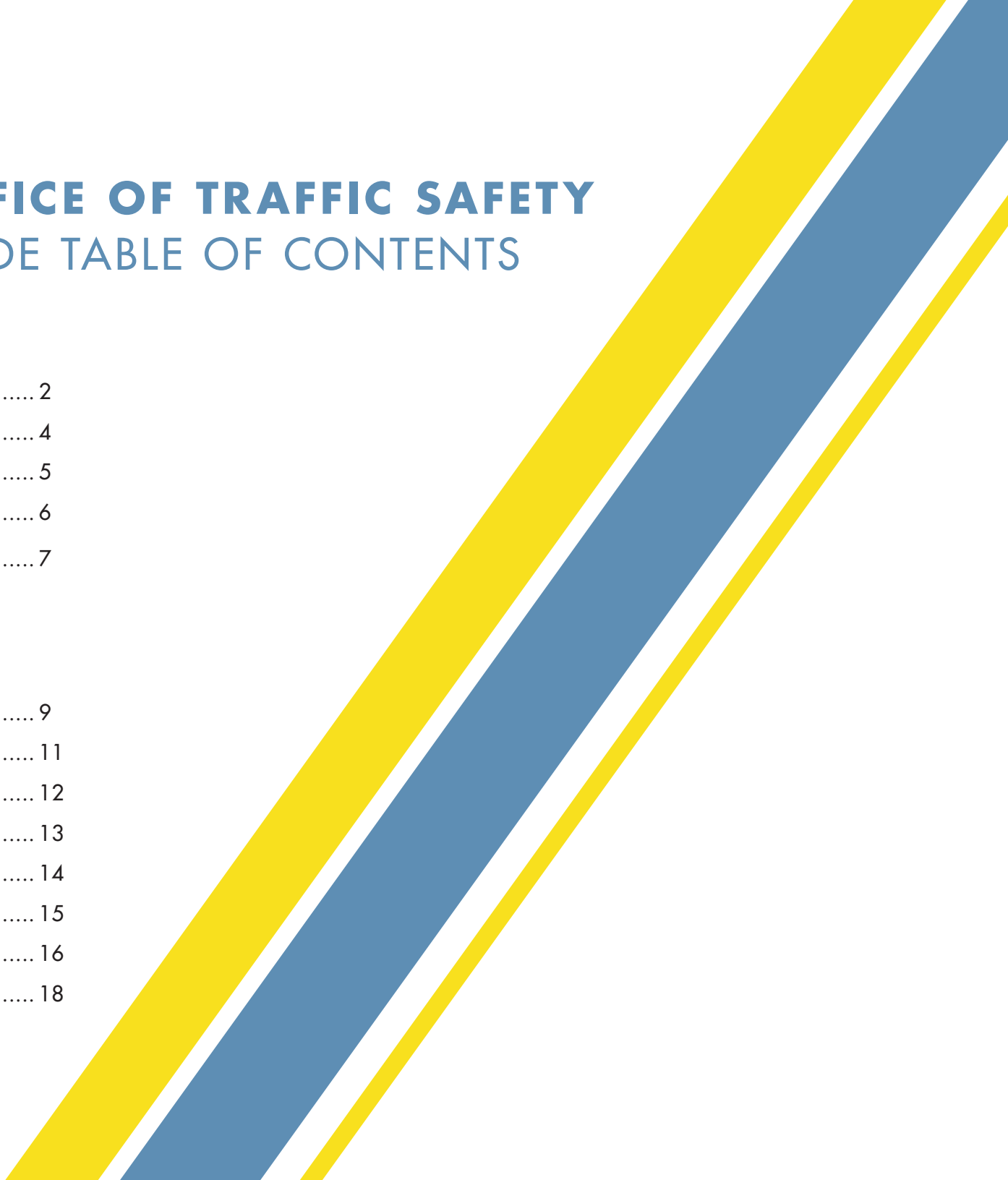
CALIFORNIA OFFICE OF TRAFFIC SAFETY
BRAND STYLE GUIDE TABLE OF CONTENTS

STANDARD LOGO

This is the foundation of our brand identity system and represents the quickest and most concise visual expression of our brand. It should accompany all communication and branding materials.

Due to the importance of the logo being presented with consistency and care, the following guidelines have been developed to ensure its correct usage whenever it is reproduced and applied.

VERTICAL LOCK-UP
When space does not allow for the horizontal logo.

HORIZONTAL LOCK-UP
When space does not allow for the vertical logo.

STANDARD LOGO

THE COLOR LOGO
The full color OTS logo is the cornerstone of the visual identity. It is a governmental mark and includes the primary corporate colors, symbolizing OTS wherever it appears. As such, the OTS Blue, Yellow and Grey should be used whenever the logo is reproduced in color.

THE BLACK LOGO
Black (PMS Black, 100% black) should be used in any application that will not allow for reproduction of the color version of the logo.

THE REVERSED LOGO
When using the logo against a colored or textured background, it should appear in white. Take care to maintain sufficient contrast between the reversed logo and the background. If the background color is too light to reverse out, use either the black or full-colored logo instead.

CLEAR SPACE

To maintain the integrity of the logo, a minimum amount of clear space has been established. No other elements, such as text or images, should appear within it. This clear space is equal to the size of the "O" in the OTS Logo.

COLOR USAGE

This primary palette includes the OTS Blue, Yellow and Grey used in the logo, as well as other colors that complement and work in tandem with the logo. Use this palette when creating any communications for OTS.

These other colors should be used sparingly and only when needed. For example, as a background color in a poster or the color of a headline.

Primary

PMS: 107C
C:0 M:0 Y:92 K:0
R:251 G:225 B:34
FBE122

PMS: 427C
C:7 M:3 Y:5 K:8
R:208 G:211 B:212
D0D3D4

PMS: 431C
C:45 M:25 Y:16 K:59
R:91 G:103 B:112
5B6770

PMS: 7454C
C:62 M:23 Y:4 K:12
R:95 G:143 B:180
5F8FB4

PMS: 296C
C:100 M:73 Y:28 K:86
R:4 G:28 B:44
041C2C

Secondary *(Use Sparingly)*

PMS: 5477C
C:66 M:24 Y:43 K:66
R:62 G:93 B:88
3E5B58

PMS: 563C
C:54 M:0 Y:29 K:2
R:107 G:187 B:174
6BBBAE

PMS: 188C
C:16 M:100 Y:65 K:58
R:118 G:35 B:47
76232F

PMS: 179C
C:0 M:87 Y:85 K:0
R:224 G:60 B:49
E03C31

PMS: 107C
C:0 M:0 Y:92 K:0
R:251 G:225 B:34
FBE122

LOGO MISUSE

To ensure a strong and cohesive impression across all OTS materials, every logo reproduction must be applied clearly and consistently. The following are examples of things to avoid:

1. Don't use different colors within the logo.
2. Don't outline the logo.
3. Don't restructure or reposition the elements within the logo.
4. Don't squeeze or stretch the logo.
5. Don't bend the logo.
6. Don't recreate the logo with alternate typefaces.
7. Don't use a low-resolution or web-based logo.
8. Don't use a staging box that falls within the clear space.

1.

5.

2.

6.

3.

7.

4.

8.

PRIMARY TYPEFACE

Our primary font is Futura. It should be used in all materials and its font family should be used for headlines, subheads and body copy.

The misuse of a branded font is one of the most widely found mistakes in brand management, most often changing the look and feel of materials and taking away from the consistency and identity of a brand.

These guidelines must apply to ALL materials, even the most simple. Whether creating a quick directional sign, a simple name badge or any printed items. Setting such a standard will not only help guide personnel but also conserve time and effort during production.

Note: If for any reason Futura is unavailable, Arial may be used as a substitute.

FUTURA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(,.;:?!$&*)

FUTURA MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(,.;:?!$&*)

FUTURA BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(,.;:?!$&*)

GO SAFELY
CALIFORNIA

VAYA CON CUIDADO
CALIFORNIA

STANDARD LOGO

The following guidelines have been developed to ensure the Go Safely logo is being presented with consistency and care. This is the foundation of our brand identity system and should accompany all communication and branding materials.

THE COLOR LOGO
The full color Go Safely logo is the cornerstone of the visual identity. It is a governmental mark and includes the primary corporate colors, symbolizing Go Safely wherever it appears. As such, the Go Safely Reds, Greens, and Yellows should be used whenever the logo is reproduced in color.

HORIZONTAL LOGO

GO SAFELY
CALIFORNIA

VAYA CON CUIDADO
CALIFORNIA

HORIZONTAL LOCK-UP WITH OTS

GO SAFELY
CALIFORNIA
CALIFORNIA OFFICE OF TRAFFIC SAFETY

VAYA CON CUIDADO
CALIFORNIA
OFICINA DE SEGURIDAD VIAL DE CALIFORNIA
EN ASOCIACIÓN CON CALTRANS

STANDARD LOGO

THE BLACK LOGO
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THE REVERSED LOGO
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GRANTEE LOGO

The following guidelines have been developed to ensure the Go Safely Grantee logo is being presented as accurate as possible.

When necessary, enter the correct City or County name for intended use into the "ADD CITY OR COUNTY" field using Arial Bold font.

Left justify City or County name to "S"

Use EPS/ PDF of teal option against most backgrounds.

Use EPS of white option against a dark background.

Use EPS of black option against a light background.

CLEAR SPACE & SIZING

To maintain the integrity of the logo, a minimum amount of clear space has been established. No other elements, such as text or images, should appear within it. This clear space is equal to the size of the "O" in the Go Safely Logo.

MINIMUM SIZE FOR OTS LOCKUP
At one inch wide, the "California Office of Traffic Safety" should be the same width as the Go Safely logo. As the logo increases in size OTS can be 25% smaller than the logo.

COLOR USAGE

This primary palette includes the Go Safely Green, Yellow and Red used in the logo, as well as other colors that complement and work in tandem with the logo. Use this palette when creating any communications for Go Safely.

The secondary palette should be used sparingly and only if necessary.

Primary

PMS: 5477C
C:66 M:24 Y:43 K:66
R:62 G:93 B:88
3E5B58

PMS: 563C
C:54 M:0 Y:29 K:2
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5F8FB4

PMS: 296C
C:100 M:73 Y:28 K:86
R:4 G:28 B:44
041C2C

IMPORTANCE OF COLOR CONTRAST

Make sure there is enough color contrast for good visibility. Always use reversed logo on darker backgrounds and black logo on lighter backgrounds. Color Contrast should be a minimum of 4.5:1 ratio

Poor Use of Color Contrast *(Should not be used)*

1.

2.

3.

4.

5.

6.

LOGO MISUSE

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4. Don't squeeze or stretch the logo.
5. Don't bend the logo.
6. Don't recreate the logo with alternate typefaces.
7. Don't use a low-resolution or web-based logo.
8. Don't use a staging box that falls within the clear space.
9. Yellow should not be used in the logo
10. Do not use full color logo on colored backgrounds

CAMPAIGN INITIATIVES

VAYA CON CUIDADO
CALIFORNIA

SLOW THE FAST DOWN.
GO SAFELY CALIFORNIA

GET OFF YOUR APPS
GO SAFELY CALIFORNIA

CHOOSE A SOBER WAY TO GO.

ELIJA UN CAMINO SOBRIO PARA IR.

DUI
DOESN'T JUST MEAN
BOOZE

DUI
NO SÓLO SIGNIFICA
BEBIDAS

THE RIGHT SEAT

EL ASIENTO ADECUADO

CAMPAIGN INITIATIVES

PRIMARY TYPEFACE

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abcdefghijklmnopqrstuvwxyz
0123456789(,.;:?!$&*)

FUTURA BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(,.;:?!$&*)