



Clean Valley Council

Branding & Style Guide

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INTRODUCTION

This style guide offers guidance on the proper usage of Clean Valley Council's official branding mark. To the extent reasonable, Clean Valley Council staff, partner agencies and outside organizations should strive to comply with the branding standards outlined in this guide.

All organizational marketing, informational and informal material – including websites, public education programs, brochures and other collateral material – should include the official Clean Valley Council branding.

If you have any questions regarding usage policies for the branding marks described in this style guide, please contact the Clean Valley Council staff. Exceptions may be made at the discretion of the Clean Valley Council's Executive Director.

Clean Valley Council's mission is to encourage environmental stewardship and lead the way towards a sustainable tomorrow by educating and inspiring those around us.

STANDARD COLORS



The branding colors were chosen specifically to represent Clean Valley Council's mission

The use and consistency of the approved colors are important to the Clean Valley Council's corporate identity. The branding mark and approved colors below should be the only colors used. No substitutions for these color options are acceptable.

Color specifications within this style guide include the Pantone® PMS, CMYK, RGB, and HEX value breakdowns for each colors, along with guidelines for proper use.

RBG Color

The colors below are used when reproducing the Clean Valley Council logo in RGB (red, green and blue) format, for use on computer, screens, television screens, or in electronic documents (PDFs, DOCX, etc.). RGB colors are also acceptable for printing on small office printers.

CVC Blue	R	G	B
	0	148	201
CVC Green	R	G	B
	121	193	67



HEX#

Hexadecimal numbers or “hex” numbers are a base-16 numbering system used to define colors on web pages. A hex number is written from 0-9 and then A-f. While the hexadecimal color palette is smaller, these colors are generally more “web safe” and more consistent from one device to the next.



CVC Blue	HEX#
	0094c9

CVC Green	HEX#
	79c143



CMYK (4 Color Process/Professional Printing)

Four color Process printing uses four inks (cyan, magenta, yellow and black — also referred to as CMYK) printed together to create a wide spectrum of colors.

CVC Blue	C	Y	M	K
	100	26	0	21
CVC Green	C	Y	M	K
	37	0	65	24

Single Color Use

A single color branding mark should only be used as an alternative to the preferred full-color version. It should not be used in four-color process printing or in RGB formats, where you can use a full-color version instead.

If using in a single color, a Black & White version is preferred. Contact the Clean Valley Council for other single colors in the approved color palette.



Clean Valley Council

Black Only



Clean Valley Council

Blue Only



Clean Valley Council

Green Only

Reverse (White) Use

When only one color is available and the branding mark appears on black or another dark color, a white reverse should be used. Reversed branding marks should only be used with a background dark enough to provide sufficient contrast to keep the distinctive shape and outline of the Clean Valley Council recognizable at a glance. A Reverse branding mark may also be use on top of the approved palette colors of blue or green.



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Reverse on Black Field



Clean Valley Council

Reverse on Blue Field



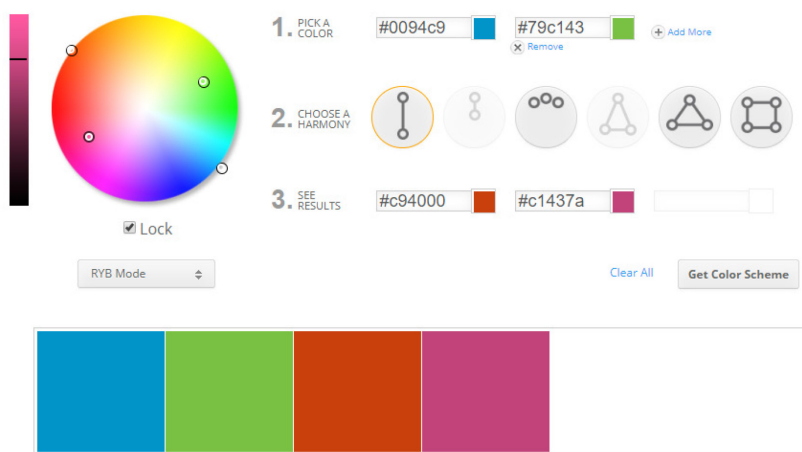
Clean Valley Council

Reverse on Green Field

COMPLEMENTARY COLORS AND MORE

Some colors mix and match with the organization's official color scheme than others. As a baseline approach to providing alternate color schemes, below are 3 examples using Complementary, Analogous, Triadic and Tetradic color theories. For more information about color theory, complementary colors and color harmonies, visit [Sessions College's Color Calculator](#).

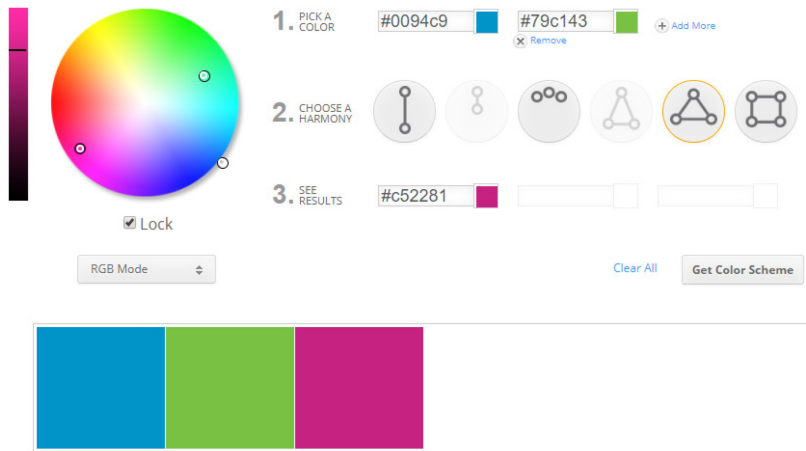
Complementary Colors



Analogous Colors



Triadic Colors



The interface for the Triadic Colors tool features a vertical color bar on the left and a circular color wheel. A 'Lock' checkbox is located below the wheel. Below the wheel is a dropdown menu set to 'RGB Mode'. To the right, the workflow is divided into three steps: 1. 'PICK A COLOR' with input fields for #0094c9 and #79c143, and an 'Add More' button; 2. 'CHOOSE A HARMONY' with six icons representing different color relationships, where the triadic icon (three points on a circle) is highlighted with an orange border; 3. 'SEE RESULTS' with an input field for #c52281 and two empty fields. At the bottom right are 'Clear All' and 'Get Color Scheme' buttons. A horizontal bar at the bottom displays three color swatches: blue, green, and magenta.

1. PICK A COLOR #0094c9 #79c143 + Add More
x Remove

2. CHOOSE A HARMONY

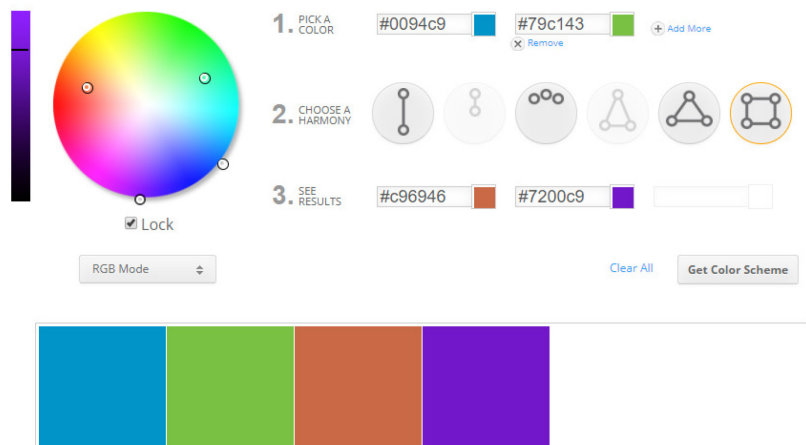
3. SEE RESULTS #c52281

Lock

RGB Mode

Clear All Get Color Scheme

Tetradic Colors



The interface for the Tetradic Colors tool is similar to the Triadic tool but includes a fourth color. It features a vertical color bar, a color wheel, and a 'Lock' checkbox. Below the wheel is a 'RGB Mode' dropdown. The workflow steps are: 1. 'PICK A COLOR' with input fields for #0094c9 and #79c143, and an 'Add More' button; 2. 'CHOOSE A HARMONY' with six icons, where the tetradic icon (four points on a circle) is highlighted with an orange border; 3. 'SEE RESULTS' with input fields for #c96946 and #7200c9, and two empty fields. At the bottom right are 'Clear All' and 'Get Color Scheme' buttons. A horizontal bar at the bottom displays four color swatches: blue, green, orange, and purple.

1. PICK A COLOR #0094c9 #79c143 + Add More
x Remove

2. CHOOSE A HARMONY

3. SEE RESULTS #c96946 #7200c9

Lock

RGB Mode

Clear All Get Color Scheme

INCORRECT BRAND USAGE

In order to maintain the integrity of the Clean Valley Council's distinctive and original branding mark, avoid using the mark in the following ways:



Do not reproduce the branding mark in colors other than the standard colors in the branding guide.



Do not stretch or distort the branding mark. Keep the branding mark proportionate.



Always use the complete branding mark, and do not use parts of the seal to wholly represent the Clean Valley Council.



Do not reproduce with any other typography.



Do not reproduce at an angle or skew.



Do not put the branding mark inside or on another shape.



MINIMUM SIZE AND CLEAR SPACE

Minimum Size Requirements

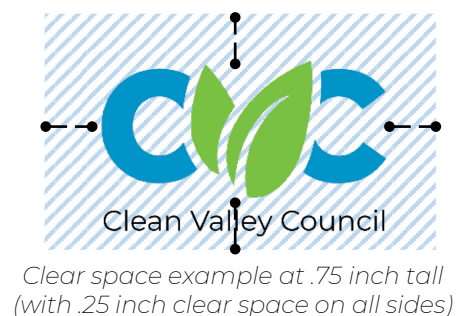
The branding mark should always be used at an appropriate size to make sure it is legible and easily recognizable. When the branding mark is used, it should be no smaller than 1.5 inches wide (.5 inch tall).



Clear Space

The branding mark should not touch other graphic elements on the page, including any text, lines, shapes, or other organizational logos.

A minimum space equal to one-third ($1/3$) the height of the leaf within complete branding mark should be used on all sides to separate your distinctive mark from other graphic elements, the edge of a printed page, the edge of a web page, or browser window.



ACCEPTABLE ALTERNATE BRANDING

Outlined Alternative Branding Mark

An outlined branding mark may be used in instances where contrast is required over existing backgrounds, or where brand recognition is desired when paired against competing graphic elements.

Any outline used for the Clean Valley Council branding mark will be black, and shall not be more than the weight of the font used in the "Clean Valley Council" title.



Clean Valley Council

Seasonal Alternative Branding Mark

Clean Valley Council staff, at the discretion of the Executive Director, may use seasonal alternative branding marks to align Clean Valley Council initiatives with holidays, national events, or other important popular culture trends that raise awareness of Clean Valley Council and its mission.

Samples of seasonal alternative branding marks on this page are for illustrative purposes only and do not reflect endorsement by the Clean Valley Council.



Clean Valley Council

*Christmas Lights Alternative
Branding Sample.*



Clean Valley Council

*New Year's Eve Alternative
Branding Sample.*



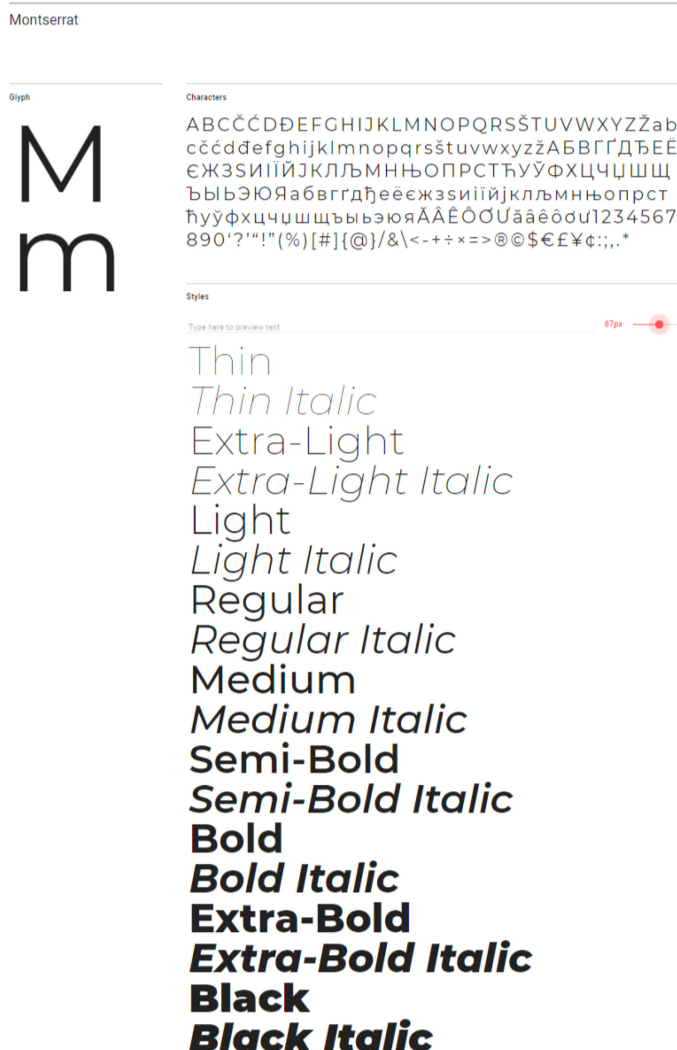
Clean Valley Council

*Independence Day Alternative
Branding Sample.*

SUGGESTED TYPOGRAPHY

Montserrat

Montserrat Typeface is a versatile and readable serif font that has a diverse library of styles for a variety of uses. For large bodies of text, Montserrat Regular is recommended. For large titling consider using Montserrat Light, and for bold or emphasis consider Montserrat Extra Bold or Montserrat Black.



The Montserrat Typeface family is a Google Font available for public use. For more details, see <https://fonts.google.com/specimen/Montserrat>

Acceptable Substitute Typeface Families

There are many sans serif fonts that have weight and character similar to Montserrat. Below are examples of several common fonts that may be used as a substitute if the Montserrat typeface is not available.

When choosing a substitute font it is important that you strive to retain the unique look, feel, and character of the organization.

Helvetica Neue

Helvetica Neue Sample
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri

Calibri Sample
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

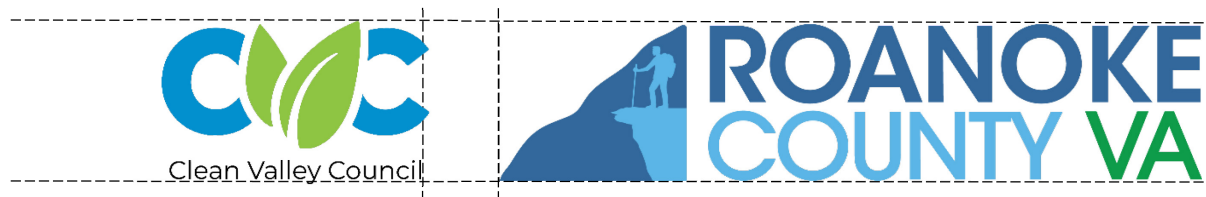
Century Gothic

Century Gothic Sample
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

USING THE BRANDING MARK WITH OTHER AGENCIES

Usage of the branding mark in conjunction with other agency seals or program logos should adhere to the minimum spacing and clear space requirements illustrated in this style guide.

Care should be taken to use each seal/logo in the same size, proportion, and page position. If possible, the Clean Valley Council branding mark should occupy either the far left or the far right position to maximize its visibility among similar sized logos. Several examples are provided below.



USING THE BRANDING MARK WITH PHOTOGRAPHS

When using the branding mark on top of a photograph, it is important to maintain sufficient contrast so that the mark remains recognizable and distinct.

Place the branding mark within a portion of the photograph with the greatest amount of contrast, either within the darkest area if using a white reverse, or the lightest area if using a full-color mark.

You may also use the branding mark as a white reverse on a color field from the official color palette in this manual. Examples are provided for reference.

Every effort should be made to use photographs that enhance the Clean Valley Council's mission of promoting environmental stewardship and sustainability.

The clear space requirements outlined in this style guide should also be observed when using the branding mark on a photo. Allow sufficient space between the mark and the center matter of the image, and use a clear space buffer to keep the mark from the edge of the photo.



LETTERHEAD

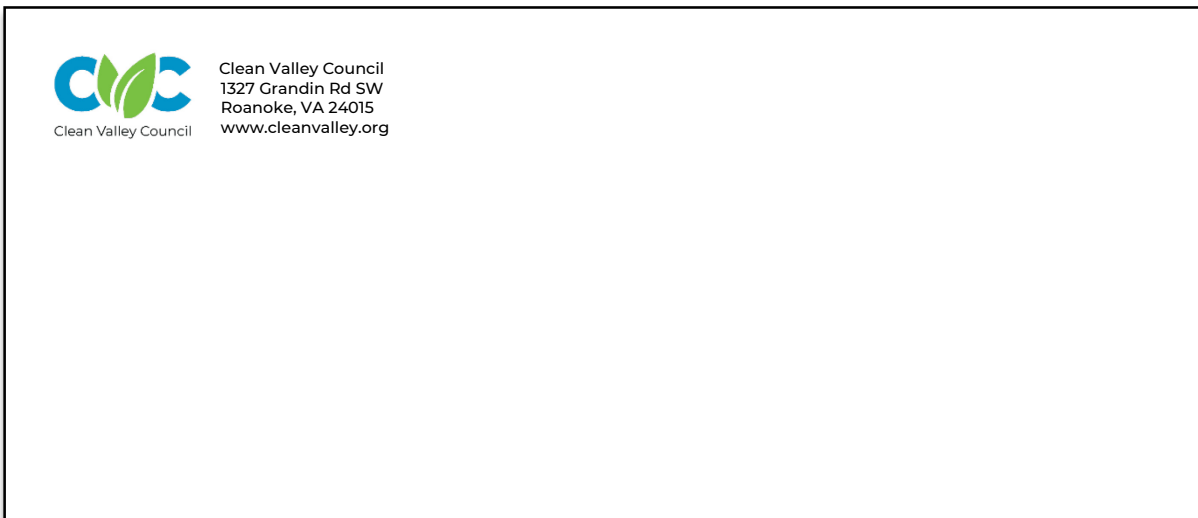
When designing letterhead featuring the branding mark, the mark should be placed on the left hand side, 1 inch from the left edge and 1 inch below the top edge. The Clean Valley Council address should be set to the right of the mark using the Montserrat (Medium) typeface to match the branding mark. The address block should be set at 12 pt. size, single space.

Complementary body text font for letters include Montserrat (Medium), Century Gothic, Calibri, Myriad Web Pro, or the serif typeface Georgia.



ENVELOPES

When using the branding mark on envelopes, the mark should be placed on the left hand side, with the office address and website set in Montserrat (Medium), positioned to the right of the branding mark.



BUSINESS CARDS

Business cards should feature the Clean Valley Council branding mark at left. To provide contrast with the text of the branding mark and enhance readability at small sizes, it is suggested that a serif font, such as Times New Roman or Georgia, be used for name, title, address, telephone numbers, email and website.



PROGRAM LOGOS

Recurring or special events sponsored by or involving the participation of the Clean Valley Council may carry their own indicia or special logo treatments.

In cases where Clean Valley Council is the primary organizer or sponsor of an event, the distinctive branding mark should appear at the top, or immediately above the event logo, or incorporated into the logo in such a way so that it is clear to the audience that Clean Valley Council has ownership of the event.

Every effort should be made to use the same typeface / font family to reinforce consistency between Clean Valley Council's approved branding and the event.

Logos from other event sponsors (financial sponsors, in-kind sponsors, etc.) will appear below the main body of the event graphic.

Riverfest Event

The sample of the annual Riverfest Event below uses the alternate outlined branding mark, along with the abbreviated "Clean Valley's" text in Montserrat Bold (outlined) as a title font.



Fall Waterways Cleanup

Annual events such as the Clean Valley Council's Fall Waterways Cleanup may also carry specific indicia to positively brand this valley-wide event as part of Clean Valley Council's Mission.

The Fall Waterways Cleanup logo will bear the unique Clean Valley Council "leaf" prominently, and also use Clean Valley Council's approved green and blue.

When branding specific programs, every effort should be made to apply consistent typography, colors, shapes, and symbols unique to Clean Valley Council's adopted branding and style.



FILES AND FORMATS

Please see the general information below about the file types and formats frequently used in day to day business.

JPG and PNG

Both high and low-resolution pixel-based images that will lose quality if scaled/resized larger than the provided size. These are available in full-color format, black & white and are primarily used for in-house printing from a laser printer and for viewing on screen. This is also the preferred format for programs that are not design-based, such as Microsoft Word, Microsoft Excel, and Microsoft PowerPoint. The PNG format includes a transparent background. The JPG files are on a white background by default and cannot be made transparent.

EPS

EPS files are vector-based images that will not lose quality if scaled larger. EPS files can be made available in four color process, spot color, and black & white. Primarily used for professional printing, or for collateral goods like tablecloths, screen printed t shirts,

Other File Formats

For additional file formats that may be required by vendors to produce specific items featuring Clean Valley Council's official brand, please contact the Clean Valley Council.

About this Branding & Style Guide

This branding and style guide has been commissioned by Clean Valley Council to establish guidelines for the use of its official branding. Photos used with permission or publicly available, royalty free from [Pixabay](#), [Pexels](#), or [Unsplash](#).

For more information about Clean Valley Council and its programs, please visit www.cleanvalley.org or email info@cleanvalley.org.