

Rethink Your Drink

Brand Style Guide

Introduction

This Brand Style Guide will help implement the new logo and brand image with ease and consistency in day-to-day business and communication projects. With your participation, the new *Rethink Your Drink* logo will become a recognizable, cohesive, and aesthetically pleasing public image for the campaign. Materials that display this brand shall contain messaging consistent with the most recently released version of the *Dietary Guidelines for Americans*.

The *Rethink Your Drink* brand guidelines are not only comprised of its visual elements but the manner in which these elements are consistently presented. The brand communicates the essence of the campaign to the community, partners, intermediaries and other audiences. Anyone who has the responsibility of utilizing any aspect of the *Rethink Your Drink* logo should read and adhere to the following guidelines.

The correct application of this brand can be powerful and lasting, so presenting the correct visual image is vital to a successful *Rethink Your Drink* brand image.



Brand Mark and Signature Display

The *Rethink Your Drink* logo consists of two elements: the *Rethink Your Drink* (the Logotype) and the water droplet (the Mark). The precise and unchanging relationship of these elements comprises the *Rethink Your Drink* “brand signature” (logo), which should be used on all communication, marketing, and signage materials. No elements of the “brand signature” can be altered in size or shape independent of one another (e.g., The Mark cannot be enlarged independently of the Logotype) or other elements added to the logo. Refer to Incorrect Logo Usage for examples.



Correct Logo Usage

The *Rethink Your Drink* logo should be used on all *Rethink Your Drink* materials created for statewide or local programs. These materials include, but aren't limited to, State-developed monthly elements (newsletters, school menus), online activities, resources, and locally developed, complementary materials such as workbooks, lesson plans, calendars, posters, or other similar items.

The *Rethink Your Drink* logo is available in all digital formats. Request a copy by sending an e-mail to RethinkYourDrink@cdph.ca.gov.

The *Rethink Your Drink* logo must be displayed prominently on the front of *Rethink Your Drink* print materials, with the *Network* logo displayed in a subordinate position (e.g., on the bottom of the page).

The logo should appear in full color against a white background whenever possible. When necessary, the black and white logos (shown below) may be used. A white background is preferred to maintain legibility and logo integrity.



Other Languages

The *Rethink Your Drink* logo is available in English only. Material translated in other languages must use the English-language logo.

Protected Area

The protected area of the logo is proportionate to half the height of the word 'drink' in any given size. Surrounding elements must never be placed less than the distance of half the height of the word 'drink.'



Maintaining Proportions

The logo proportions should be maintained in all instances. When resizing the logo using Microsoft Word® and any other Microsoft® program, click on the logo image so that the sizing handles are in view. Drag out one of the corner sizing handles to increase or decrease the size. Do NOT use the side or top and bottom handles as these will stretch the logo vertically or horizontally out of proportion.

Minimum Size

The minimum size of the logo is 0.50 inches high for all printed materials. The logo must not be used smaller than this size as it impedes legibility of the logotype.



Incorrect Logo Usage



The logo should not be used in a single tone or color other than black or white.



Do not separate the elements of the logo in any way.



Do not use a drop shadow on the logo. If readability is an issue, use the full black logo.



Do not use borders, lines, or boxes around the logo.



Do not stretch or alter the shape of the logo.



Do not change the colors of the logo elements.



Do not place the logo on a photograph or busy background.



Do not rotate the logo in any direction.

Usage in Conjunction with Other Organization Logos and Designs

The logo should appear prominently on the front cover of *Rethink Your Drink* materials to act as an introduction to the piece and to establish brand recognition. All subsequent logos, including the *Network* logo and local partner logos, should be placed on the bottom of the page, the back cover, inside front cover, title page, or acknowledgements page, representing a stamp of approval or co-branded partner in support.

When the *Rethink Your Drink* logo is to be used side-by-side with other logos, it should appear in full color when possible. The *Rethink Your Drink* logo should appear larger, or, at minimum, with equal weight and positioning. Co-branded and partner logos should appear equal in weight to each other and have appropriate spacing.

Color Palette

The *Rethink Your Drink* color palette pulls colors from the *Network* color palette, which helps to integrate it with other *Network* materials. Consistent use of the color palette across all materials will help build recognition of the *Rethink Your Drink* initiative.

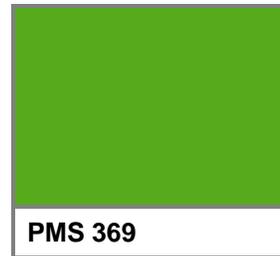
Primary Colors



C:100 M:45 Y:0 K:37
R:0 G:61 B:107
HEX: 058A1

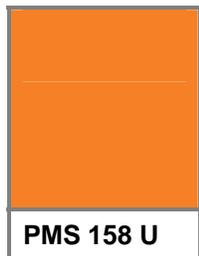


C:90 M:11 Y:0 K:0
R:0 G:165 B:219
HEX: AE3FF



C:59 M:0 Y:100 K:7
R:86 G:170 B:28
HEX: 1ED00

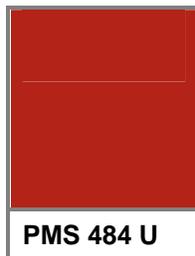
Secondary Colors (from the *Network* color palette)



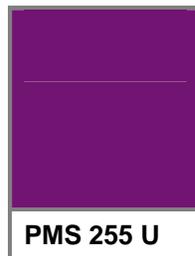
C:0 M:61
Y:97 K:0
R:245
G:128
B:37
HEX: F58025



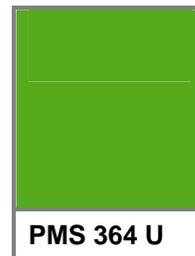
C:0 M:16
Y:100 K:0
R:255
G:210
B:0
HEX: FFD200



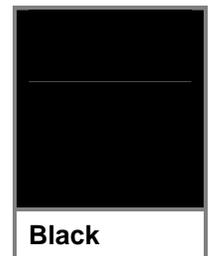
C:0 M:95
Y:100 K:29
R:179
G:35
B:23
HEX: B32317



C:51 M:100
Y:0 K:25
R:115
G:20
B:114
HEX: 531472



C:65 M:0
Y:100 K:42
R:56
G:124
B:43
HEX: 387C2B



Typography

Rethink Your Drink uses the same fonts as other *Network*-developed materials to create consistency and a connection to the overall *Network* brand.

The official fonts are Officina Sans and Helvetica Neue. If you do not have access to these fonts, the use of the alternative fonts below are acceptable and encouraged.

Alternative Fonts

Officina Sans ➡ Tahoma

Helvetica Neue ➡ Arial

Cover Titles & Headers

ITC Officina Sans Bold

Choose one primary color for cover titles and headers

Type size to be determined by project, but should not be smaller than 18pt

Sub-Headers

HELVETICA NEUE 75 BOLD

Use one complementary color from the 2-3 options picked

Minimum size: 10pt; All caps recommended

Sub-Sub Headers

Helvetica Neue 75 Bold

Use a different complementary color from the 2-3 options picked

Minimum size: 10pt

Body Copy

Helvetica Neue 45 Light

Minimum size: 10pt; Black

Table & Sidebar Body Copy

Helvetica Neue 45 Light

Minimum size: 9pt

Pull Quotes

ITC Officina Sans Book or Helvetica Neue 45 Light

Minimum size: 12pt

Funding Statement

Helvetica Neue 55 Roman

Minimum size: 7pt

Proper Use of *Rethink Your Drink* in all Written Pieces

YES	NO	Notes
<i>Rethink Your Drink</i>	<i>Re-think Your Drink</i> <i>Re-Think Your Drink</i>	<i>Do NOT use a hyphen</i>
	<i>ReThink Your Drink</i>	<i>Only the first letter of each word should be capitalized</i>
	<i>Re Think Your Drink</i>	<i>No space between "Re" and "Think"</i>
	<i>Rethink Your Drink</i>	<i>Always italicize</i>
<i>Rethink Your Drink Campaign</i>	<i>Rethink Your Drink campaign</i>	<i>Italicize and capitalize all words</i>
<i>RYD</i>	<i>RYD</i> <i>RTYD</i>	<i>Abbreviation includes first capital letter of each word and is italicized</i>

Rethink Your Drink Website

Please refer to the *Rethink Your Drink* website as: **www.RethinkYourDrinkCa.com** or **RethinkYourDrinkCa.com**. It's not necessary to type the url in the browser with capital letters, but capitalizing the first letters of each word in written communications makes it more readable and easier to remember.

Network for a Healthy California (Network)

Network-funded *Rethink Your Drink* materials must also follow the *Network's* branding guidelines. Communications pieces should not contain any branded product names or imagery. Please submit all locally-developed materials to your Program Manager for approval prior to release/distribution.

Acknowledgements

Newly developed and reprinted *Rethink Your Drink* materials must have the appropriate acknowledgements and funding statement. For California agencies, please refer to the *Network's* Communications Resource Library for the most up-to-date acknowledgements/funding statements. The link below will take you directly to the appropriate location:

http://www.cachampionsforchange.cdph.ca.gov/Library/download/Calfresh_Updated%20Acknowledgements.doc

Contact Information

These brand guidelines work to provide direction, guidance and rules that best protect and maintain the *Rethink Your Drink* brand in a clear and simple manner. Please read and adhere to these guidelines when using the logo and referencing the *Rethink Your Drink* initiative.

If there are any questions concerning application or reproduction that are not covered here, please e-mail RethinkYourDrink@cdph.ca.gov.