



CAPIO BRAND STYLE GUIDE

FEBRUARY 2019

DEVELOPED BY JPW COMMUNICATIONS



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BRAND PLATFORM

The California Association of Public Information Officials (CAPIO) is the leading professional organization dedicated to advancing public communicators through training, resources and networking to strengthen and engage communities—a fundamental piece of good government.

TAGLINE

ADVANCING PUBLIC SECTOR COMMUNICATORS



ABOUT THE LOGO

This exciting new mark for CAPIO uses an unexpected and trend-forward color palette to introduce a fresh chapter to the organization. The color palette is inspired by the beauty of California. The mark uses more sophisticated tones than CAPIO's current use of primary colors: coral, blue and chartreuse depict the richness of our topographic diversity across our great state.

The mark itself purposefully uses all capital letters to spell out CAPIO, moving away from the past lowercase letter application as a way of symbolizing and recognizing the strength of CAPIO as it boldly moves forward.

The development of the geometric bird is the result of a visual exploration of direction, advancement and arrows – all part of the new CAPIO brand platform.

Birds have long been a recognized symbol and carrier of communication; from the saying “a little birdie told me,” originating from the days of messenger and homing pigeons carrying critical news, to today's easily identifiable Twitter symbol. It's clear that birds continue to have unmistakable meaning and connection for communicators.

The bird symbol pierces the P in PIO: first, signifying both its point of origin and its launching pad into the world—much like the stories communicators create and release; and secondly, representing PIOs taking flight thanks to their involvement with CAPIO.

As we saw the shapes come together and ultimately form something greater than the sum of their parts, we felt that dynamic was resonant of CAPIO as a professional collective, eloquently illustrating the work that each of our CAPIO members do daily—collecting facts and transforming them into cohesive stories that are meaningful and significant for the many, varied communities we serve.

Further, the mark is also beautifully symbolic, telling a complete story and showing both the strength of CAPIO and the strength of diverse, personal and professional perspectives coming together.



LOGO USES

Preferred:



ADVANCING PUBLIC SECTOR COMMUNICATORS

4/c process logo with tagline



4/c process logo without tagline

Alternate:



ADVANCING PUBLIC SECTOR COMMUNICATORS

Black and white



Reversed



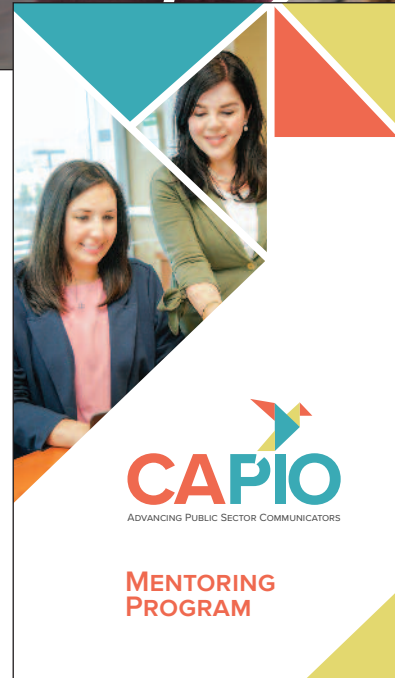
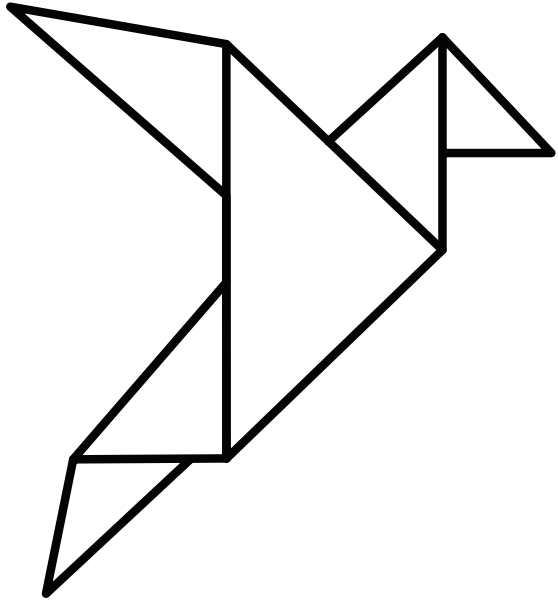
ADVANCING PUBLIC SECTOR COMMUNICATORS

Grayscale

GRAPHIC EXPANSION:

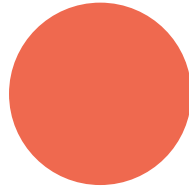
The CAPIO bird can be used as a stand-alone graphic in a variety of ways.

The different facets which make up the bird can be used as a white frame on top of a solitary image or a variety of images may be placed within the sections.



COLOR PALETTE:

PREFERRED COLOR MIX: CMYK

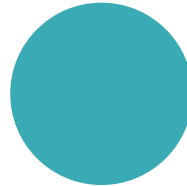


CORAL

CMYK: 1 / 73 / 71 / 0

RGB: 238 / 105 / 81

HTML: EE6951

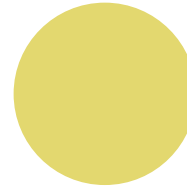


COASTAL BLUE

CMYK: 70 / 13 / 28 / 0

RGB: 64 / 171 / 182

HTML: 40ABB6

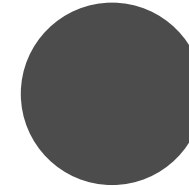


MUSTARD

CMYK: 13 / 8 / 69 / 0

RGB: 227 / 216 / 112

HTML: E3D870



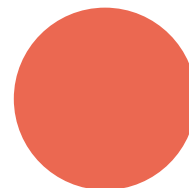
GRAY

CMYK: 65 / 58 / 57 / 37

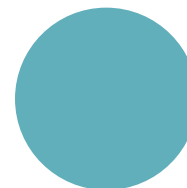
RGB: 77 / 77 / 78

HTML: 4D4D4E

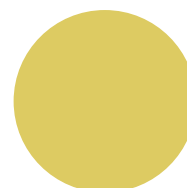
PMS ALTERNATIVE



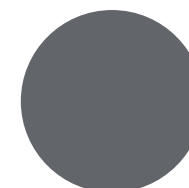
PMS 7416



PMS 7709



PMS 459



Pantone Cool Gray 10

TYPOGRAPHY

THE FONT USED FOR THE CAPIO BRAND IS PROXIMA NOVA S, A SMALL CAPS STYLE FONT.
The Proxima Nova family of fonts offers an extensive choice of weights and styles.

HEADLINE

PROXIMA NOVA S

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

PROXIMA NOVA S BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BODY COPY

Proxima Nova A

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova A Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ALTERNATE

Avenir Next

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz