BRAND STANDARDS

Version 06.20

Founded in
1920

LOGOS

This section covers the usage of The AGC of California's logos, their construction, and the variety of layouts available to you. If you need something further defined please reach out to your AGC contact.

PRIMARY LOGO

FORMAL LOGO

CLEAR SPACE

MINIMUM SIZING

LIMITATIONS

PRIMARY LOGO

The AGC of California's primary logo is an evolution of the parent brands seal. It should be used as the primary logo for most deliverables.

Design is so simple, that's why it is so complicated.

— PAUL RAND

COLOR VARIATIONS

The primary logo should only appear in charcoal, red or white.

When appropriate, transparency can be added to the primary logo to create a watermark effect.

To achieve this:

1. Place red logo on red background

2. Add "multiply" effect to logo; set transparency to 80%

To achieve this:

1. Place white logo on charcoal background

2. Set transparency to 20%

File Naming

The following file naming will instruct on files used for digital applications versus those used for print.

Files for print:
AGC_Logo_Primary_CMYK.eps
AGC_Logo_Primary_SPOT.eps

Files for digital:
AGC_Logo_Primary_RGB.png

FORMAL LOGO

The formal AGC of California logotype consists of the AGC seal, wordmark in a flush-left configuration. Combined, these elements create a distinct logotype that is the most formal expression of the AGC of California identity. More formal deliverables, like the letterhead use this formal version of the logo.

The logo files can be accessed here

COLOR VARIATIONS

The primary logo should only appear in charcoal, red or white.

File Naming

The following file naming will instruct on files used for digital applications versus those used for print.
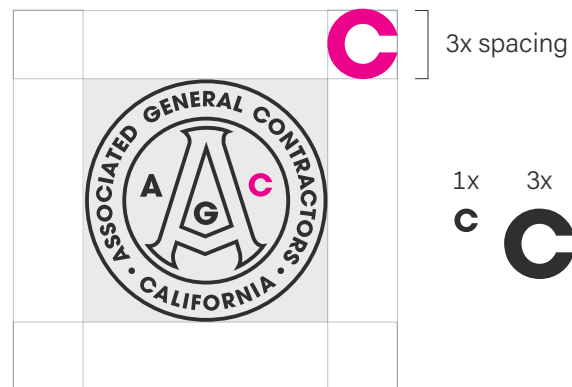
Files for print:
AGC_Logo_Formal_CMYK.eps
AGC_Logo_Formal_SPOT.eps

Files for digital:
AGC_Logo_Formal_RGB.png

LOGO CLEAR SPACE

The importance of clear space around brand elements and throughout all layouts cannot be overstated. It adds confidence and clarity to the visual messaging. The more, the better. These visuals are used to define minimums.

3x spacing

1x   3x

A. Primary Logo

The spacing around the primary logo should be at least 3 times the cap height of the letter "C" in the acronym.
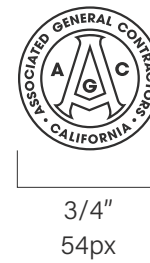

1x

B. Formal Logo

The spacing around the alternate logo should be equal or greater than the cap height of the letters "CA."

MINIMUM SIZE

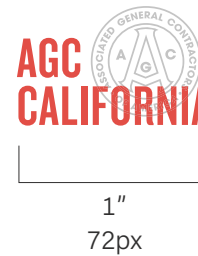For readability, scale needs close attention.

A. Primary Logo

The logo should never be reduced below 3/4″ wide for print, or 54px for web.

3/4″
54px

B. Formal Logo

The logo should never be reduced below 1″ wide for print, or 72px for web.

1″
72px

LIMITATIONS

The AGC of California logo has several versions that have specific uses. The primary version of the logo (shown on pages 10) should be used in most cases. The formal logo should be used only as an alternate to the primary.

Never altar any elements of the logo. The following page lists a few specific inappropriate uses of the logo. If you ever have any questions on how the logo can be used, please reach out to your contact.

The enemy of art is the absence of limitations.
— ORSON WELLES

A. Do not change the orientation of the mark.

B. Do not stretch forms to fill space.

C. Do not rotate the mark.

D. Do not change the color of the mark.

E. Do not put "fun" layer effects on any visual brand materials.

F. When using the logo as a watermark, do not crop off more than 75% of it.

PRIMARY BRAND COLORS

The primary colors are used within the AGC of Californa logo. They are also used for typography, and backgrounds

#E24E46

#302F2F

HEX	#E24246	#302F2F
CMYK	6, 85, 75, 0	69, 64, 63, 62
RGB	226, 78, 70	48, 47, 47
PMS	7625C	412C

NEUTRALS

The neutrals in this palette compliment the more saturated colors. They are used mainly for backgrounds, and work successfully tinted.

#BBC5CB

#F3DDB8

#FFFFFF

HEX	#BBC5CB	#F3DDB8	#FFFFFF
CMYK	27, 16, 15, 0	4, 12, 29, 0	0, 0, 0, 0
RGB	187, 197, 203	243, 221, 184	255, 255, 255
PMS	428C	7506C	

SECONDARY PALETTE

Used in addition to the primary colors for various tables, charts, infographics and other special graphics. These colors are to be used sparingly and only in special circumstances where the primary colors are not sufficient.

	#7093AB	#8C9D6B	#F1CD43
HEX	#7093AB	#8C9D6B	#F1CD43
CMYK	60, 34, 23, 0	48, 26, 69, 3	6, 16, 86, 0
RGB	112, 147, 171	140, 157, 107	241, 205, 67
PMS	5425C	5773C	129C