



California Budget
& Policy Center

Independent Analysis. Shared Prosperity.

BRAND TOOLKIT

For media and partner organizations.

- The Budget Center's logos are subject to approval prior to use. Please submit your request for approval, including information on how and where the logos will be used, to contact@calbudgetcenter.org.
- Upon approval, please refer to the brand guidelines below.

California Budget & Policy Center Brand Style Guide | LOGO

The Budget Center uses one primary identity, in either a vertical or horizontal configuration. It consists of three elements: the circle image, the organization name, and the descriptor line. Each element has been carefully drafted and should not be altered.

HORIZONTAL



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VERTICAL



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COLOR AND 1-COLOR REVERSED VERSIONS:

When reversing the identity out of a background color, be sure that the background color is dark enough to provide high legibility. Note that the descriptor line in reversed-out versions at reduced sizes may become less legible. If so, use the identity without descriptor line. There are two color variations for reversing out the identity:

COLOR REVERSED VERSION:

Symbol is color and all text is white.



1-COLOR REVERSED VERSION:

The entire identity is reversed out of the background color.



Identity Minimum Size

To ensure that Budget Center's identity stands out on all communication materials and the descriptor line is legible, follow these minimum size and staging guidelines.

HORIZONTAL AND VERTICAL IDENTITY WITH DESCRIPTOR LINE:

In the Budget Center identity configuration, the circle image should never be smaller than .55 inches in diameter. All typographic elements should maintain their established relationship relative to the circle, and should not be altered in size.

IDENTITY STAGING SPACE

The Budget Center horizontal and vertical identity, with or without descriptor line, should always be surrounded on all sides by at least .15 inches

IDENTITY: THINGS TO AVOID

Only use the identity in its original colors and fonts; do not alter any of its approved elements: fonts, colors, configurations. Do not apply the identity over a color, image, or patterned background that renders any part of it difficult to see.