To maintain and strengthen the desired perception of the IE 511 brand, the Identity Standards Manual should be utilized. The guidelines represent an opportunity to establish and extend equity for the IE 511 brand, ensuring that consistent messages are delivered. Communications created based on these guidelines will help ensure that a professional and positive image is conveyed to the public.

This manual is intended for use as a handy reference to help you incorporate identity elements as you create and reproduce IE 511-branded materials. It provides simple guidelines for logo, color and typography. These standards apply to all visual representations of IE 511, including brochures, newsletters, electronic communications, Web sites and signage. The IE 511 logo must be prominent in all public communications.
Logo

The logo shown at left is the foundation of IE 511’s identity system. To reproduce the logo, approved artwork files must be used. The IE 511 logo is a piece of artwork—not a font. It should never be hand-typeset.

When the logo appears in copy, it should be spelled out as “Inland Empire 511” at first mention. Afterwards, Inland Empire should be abbreviated to “IE.”

Clear Space

The IE 511 must be surrounded by a clear space of at least the height of “IE” to ensure maximum recognition. The clear space is measured from the top, right, left, and bottom-most points of the logo, including lock-ups (if applicable).

When a color background is used, choose a background that allows sufficient contrast (less than 40% gray or equivalent).

Minimum Size

The minimum allowable reproduction width for the IE 511 logo is .5 inches wide.
Positive Reproduction

For all applications, the primary logo must be used in color as specified.

A one-color, black version of the logo is available for use in situations that print in black and white. This version should only be used when the logo must appear in black and white such as newspapers.

Reverse Reproduction

When reproducing the IE 511 logo on a background color, the preferred application is to place the logo on one of the identity colors (see page 7). The logo should be reversed out to white on the darker colors in the palette.
Lock-ups

A lockup is the final form of a logo with all of its elements locked in their relative positions. For the sake of maintaining consistency in all mediums, the lockup should not be taken apart or altered in any way. A good lockup will create a sense of cohesion between the elements.

Lock-ups are provided when materials require specific identification. For most applications, a horizontal lock-up should be used.

Slogan Sizes

There is an adjusted logo specifically for Caltrans signs. The tagline has been resized for maximum visibility.
Incorrect Usage

The IE 511 logo is the visual expression of the IE 511 [program] to the outside world. No other configuration or any variation on the logo is permitted under any circumstances. Examples of such variations are demonstrated to the left. These examples are meant to be representative and do not encompass all possible cases. To ensure proper application of the logo, use only the supplied artwork. Artwork may be enlarged or reduced proportionately to satisfy design requirements; however, it may in no other way be altered.

Do Not tilt or transform the logo in any way.

Do Not reproduce the logo in colors other than those specified on page 4.

Do Not reorganize any elements of the logo.

Do Not apply a drop shadow.

Do Not reproduce the logo at a width smaller than indicated on page 3.

Do Not enclose the identity within boxes or shapes defined by white or any other background color, in effect creating a new lock-up.

Do Not add any modifiers to the logo except the approved lock-ups.

Do Not alter the composition of the logo.

Do Not set the logo on a competitive background that will detract from its readability.
### Secondary Color Palette

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>PMS</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark Blue</td>
<td>93/69/1/0</td>
<td>13/92/171</td>
<td>661</td>
<td>#0d5cab</td>
</tr>
<tr>
<td>Medium Blue</td>
<td>73/49/1/0</td>
<td>79/122/187</td>
<td>660</td>
<td>#4f7abb</td>
</tr>
<tr>
<td>Gray</td>
<td>17/12/12/0</td>
<td>213/211/213</td>
<td>427</td>
<td>#d2d3d5</td>
</tr>
<tr>
<td>Turquoise</td>
<td>73/11/6/0</td>
<td>0/174/219</td>
<td>2925</td>
<td>#00aedb</td>
</tr>
<tr>
<td>Medium Turquoise</td>
<td>48/0/5/0</td>
<td>120/208/235</td>
<td>292</td>
<td>#78d0eb</td>
</tr>
<tr>
<td>Light Turquoise</td>
<td>24/0/2/0</td>
<td>189/230/245</td>
<td>2707</td>
<td>#bde6f5</td>
</tr>
<tr>
<td>Green</td>
<td>58/0/80/0</td>
<td>114/194/103</td>
<td>7489</td>
<td>#72c267</td>
</tr>
<tr>
<td>Light Green</td>
<td>28/0/37/0</td>
<td>184/224/179</td>
<td>566</td>
<td>#b8e0b3</td>
</tr>
<tr>
<td>Goldenrod</td>
<td>4/34/93/0</td>
<td>242/175/245</td>
<td>143</td>
<td>#f2af32</td>
</tr>
</tbody>
</table>

### Accent Color

The accent color should always be used sparingly and purposefully.

These secondary palettes of colors have been carefully chosen to complement the IE 511 primary color. The colors can be used for typography and solid areas where appropriate.
Typography

Complementary Typefaces

Franklin Gothic is the typeface used for all applications. It maintains a variety of weights, in roman, italic and condensed versions.

System Fonts

System fonts should be used in electronic and web-based applications.

Titling: Arial/Helvetica

Body copy: Verdana