

APPENDIX F4:

CalFresh Style Guide

Please help keep CalFresh a consistent, recognizable brand. When you use the CalFresh logo, follow the guidelines outlined in the style guide below.

STYLE GUIDE | California Department of Social Services



INTRODUCING OUR NEW NAME AND LOGO

We are proud to introduce CalFresh, a new brand, name and design for California's Supplemental Nutrition Assistance Program (SNAP), formerly known as the Food Stamp Program. The goal of the program is to improve the quality of life for Californians, by providing access to healthy and nutritious foods.

The mission behind our re-naming and re-design is to create a new brand that helps reduce the current stigma of food stamps, while encouraging eligible Californians to take part in the program. Our new brand design captures the goal of a successful nutrition assistance program: accessible, simple, fresh/modern, and empowering.

A FRESH START

In 2008, Congress passed the Farm Bill (Public Law 110-246), which included a provision that renamed the Food Stamp Program the "Supplemental Nutrition Assistance Program" (also known as SNAP). California, like many other states, chose to explore other naming options. In 2008, the California legislature passed AB 433, which required the development of a name for California that reflected several facts: "stamps" no longer exist, the program can support healthy living, the program has benefits to California agriculture, and CalFresh is a health and nutrition program.

In 2009, the state and key stakeholders, including food stamp-eligible individuals, recipients and administrators went through a rebranding process to explore naming options, including consideration of the name SNAP. This process included key informant interviews, focus group testing, and qualitative research on the various options. CalFresh, as well as other names and logos, went through a careful testing and surveying process. CalFresh generated an outstanding response. To complete the process, the California Health and Human Services Agency made the final recommendation reflecting this valuable process.

As a result, in 2010, we have "CalFresh – Better Food for Better Living". This effort could not come at a more opportune economic time. The current crisis has increased attention and interest in nutrition assistance. Over 3 million Californians now purchase food through the program. At the same time, economic experts and

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policy makers recognize the economic stimulus benefits of the program. The United States Department of Agriculture states that every \$1 in benefits generates \$1.84 in much needed-economic activity for the entire state. With the increased relevance of the program, the launch of the new name comes at a time when it can have the greatest impact on participants, health, California agriculture and the economy.

The name CalFresh highlights California, allowing stakeholders to feel connected to or even feel a sense of ownership over the program. “Fresh” evokes both the healthy produce and other nutritious foods the program recommends, as well as a freshness to the program and brand, itself. “Cal” builds upon the positive naming structure in place for other California initiatives, such as Medi-Cal. The logo is a modern, abstract image that brings to mind bright fruits or vegetables, while conveying the notion of growth. Our new brand design and its tagline, “Better Food for Better Living”, reminds us of the overall goal of CalFresh and of our commitment to those who use it.

NAME AND TAGLINE USAGE

The CalFresh name within the official CalFresh logo purposefully utilizes all lower case letters to provide a sense of accessibility and a more informal welcoming brand. When the name CalFresh is used in body copy outside the context of the logo, it should always be featured with an upper case “C” in “Cal,” an uppercase “F” in “Fresh,” and no space between the “Cal” and “Fresh”.

The CalFresh tagline, “Better Food for Better Living,” was carefully designed to work within the context of the logo design. As appropriate, when the tagline is used in conjunction with the CalFresh logo, it should always be used as a logo lock-up (i.e., the two should not be separated from each other). It is not necessary to repeat the tagline below the logo lock-up. When the tagline is featured within a body of text, it should be featured with the name exactly as follows, “CalFresh – Better Food for Better Living”, with attention to the upper case and lower case formations and the dash connecting the name to the tagline.

TRANSLATION TO SPANISH

When communicating in Spanish, use the Spanish version of the logo with the translated tagline, “Comer Mejor para Vivir Mejor”. Please note that the name CalFresh should not be translated into Spanish. Only the tagline for the logo, and the associated text within the document should be translated. Other non-English, non-spanish languages will be considered uniquely with respect to any appropriate treatment.

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LOGO USAGE- COLOR**White background:**

Whenever possible the logo should appear in full color on a white background. When necessary, the logo can be produced in grayscale or 100% black. Inversed on black background is only applicable for fax or photocopied materials.



full color



multi-toned grayscale



100% black



inversed white on black



full color



multi-toned grayscale



100% black



inversed white on black

Colored background:

If it is necessary to place the logo on top of a colored background, the logo should be inversed to white. Use colors from the approved color palette wherever possible.

Pantone Warm Red U



Pantone 382U

LOGO USAGE- SIZE

1.5 inches



450 pixels

This logo was created using vector shapes which will remain sharp at any scale. However, attention must be paid to the legibility of the words, especially the tagline. For this reason, the logo should be printed no smaller than 1.5 inches wide, and used on the web no smaller than 450 pixels wide.

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TYPOGRAPHY

Typefaces are just as important to the look and feel of a brand as colors and imagery. We have selected two sans-serif typefaces to be used in CalFresh branded materials because they are modern, clean and connote openness and accessibility.

To maintain a design that is consistent with the treatment of the text in the logo, use Helvetica Neue Bold in all caps for headers and cover titles, and Helvetica Neue Light in title-case for large blocks of text. For subtitles, use Helvetica Neue Light in all caps.

For materials developed for co-branded CalFresh partners, partners should utilize their own Typography and standards for their own materials. In those cases, the CalFresh logo should be used as a lock-up according to the guidelines we have provided (see above Name and Tagline Usage).

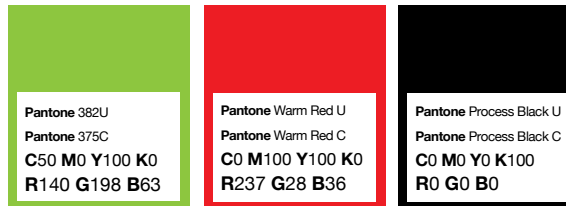
Helvetica Neue Bold
AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
0123456789

Helvetica Neue Light
 AaBbCcDdEeFfGgHhIi
 JjKkLlMmNnOoPpQqRr
 SsTtUuVvWwXxYyZz
 0123456789

COLOR PALETTE

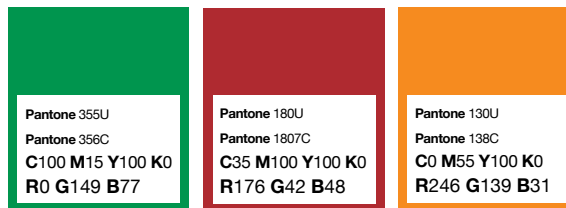
Primary Colors:

Primary colors should be used in all branded material as the default colors for graphical elements (e.g. borders, section dividers, cover titles, headers and sub-headers.) Large blocks of text should be written in the darkest color possible. Never put a large block of colored text on a black background, as it can be difficult to read.



Secondary Colors:

Secondary colors should be used to complement the primary colors as style accents. Large blocks of text should not appear in orange, as it can be difficult to read.



Note on Pantone Colors:

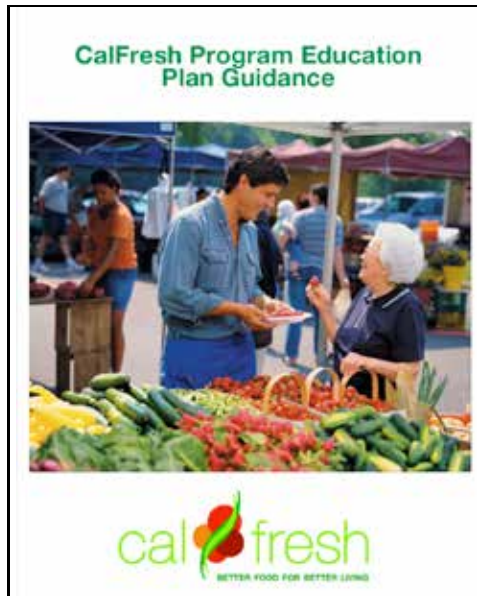
Each color chip has two Pantone numbers associated with it. Those followed by the letter “U” are the Uncoated version; use this for printing on paper. Those followed by the letter “C” are the Coated version; use this for printing on any surface other than paper (e.g. clothing, plastic, glass).

Pantone can be more expensive but are most accurate in color matching and, thus, preferable when available and feasible. Design with CMYK colors are for print or “4 color process.” Design with RGB colors are for web and screen.

IMAGERY RECOMMENDATION

Whenever possible, use active lifestyle photographs of everyday people. Subjects should be of diverse backgrounds reflective of the California population. Choose photography that embodies a sense of self-improvement, and a healthy and nutritious lifestyle, such as subjects at farmers markets, or subjects eating a balanced meal. These images will help solidify the message of the brand. While the logo includes various abstract images of state grown foods, in our visuals and photography, we should be sure to promote the eating of a variety of fresh foods that contribute to good health, like vegetables, fruits, dairy, whole grain and meat. This will give visual cues to the type of nutritious foods the program promotes.

On CDSS and CalFresh branded materials, the logo should be displayed prominently on the cover of any printed material or campaign. Use of white space should be maximized as much as possible to give an uncluttered and light appearance. This will help to punctuate the message and imagery to the viewer.



When incorporating the new brand logo/tagline into existing USDA handouts, it is wise to reference CalFresh's connection to California's Supplemental Nutrition Assistance Program. Whenever possible, we recommend doing so within the body copy, as opposed to just below the logo.

For use in cobranded materials, the CalFresh logo lock-up should be featured in equal size and prominence as the partner logo. For use in partner materials, the partner's logo would take precedence and prominence, utilizing partner standards and guidelines. In those cases, CalFresh can be utilized as a support logo (e.g., on the back/bottom of the collateral piece) in the same size as other partner logos.