# The Bakersfield Signature

In order to maintain a consistent and strong graphic identity for Bakersfield, these guidelines should be followed whenever the Bakersfield signature is used.

Any use of the Bakersfield signature on materials identifying or promoting a private business or development must be approved by the Greater Bakersfield Chamber of Commerce.

The Bakersfield signature consists of the logo (the name with the leaf symbol above the letter "i") and the tag line "Life as it should be."

The signature should always appear with the size and position of the elements relative to one another exactly as shown below. It should never be recreated and the name and tag line should never be re-typeset. The signature should always be reproduced using approved digital art files provided by the Greater Bakersfield Chamber of Commerce.

In certain situations where use of the tag line is inappropriate, such as for architectural signage, the logo (name and leaf) may be used without the tag line.

Whenever possible, the signature should appear in color with the name black and the leaf and tag line PMS 364 green. When color is not available, the signature should be all black. When reversed out of a dark background, the signature should be all white. See attached examples of correct and incorrect use of color.



# **Guidelines for Use of the Signature**

### Correct

The signature should always appear with the size and position of the elements relative to one another exactly as shown here



### Incorrect

Wrong font – the name should never be re-typeset in a different font



### Incorrect

Tag line too big and positioned improperly relative to the logo



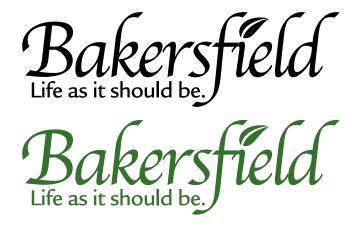
# **Signature Color Guidelines**

**Color Printing (two or more colors)** 

Name black, leaf and tag line PMS364 green



One-Color Printing
All black or all PMS364 green



The Signature Reversed Out of a Dark Background
All white



## **Incorrect Use of Color**

### **Colors reversed**

The name should be black and the leaf and tag line PMS364 green



## Wrong colors

The signature should only print in black and PMS364 green, in the approved combinations



### **Insufficient contrast**

Insufficient contrast between leaf and tag line and background for good legibility

### **Insufficient contrast**

Insufficient contrast between signature and background for good legibility

