



Village of
ESTERO

S T Y L E G U I D E

Contents



- 3 Primary logo, social media & favicon
- 4 Secondary logos
- 5 Logo file formats
- 6 – 7 Logo use
- 8 Logo colors & formulas
- 9 Estero brand color scheme
- 10 Typography, sans serif
- 11 Typography, serif

Primary logo



The primary Estero logo is the version in full color and will be the most visible graphic element of the Estero brand.

Primary logo

The primary, full color Estero logo works best when used on a white or light colored background.



Filenames

Digital/Screen:

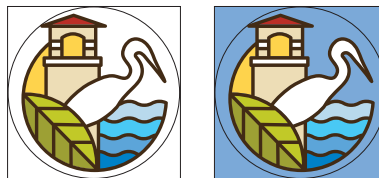
EsteroLogoRGB.jpg
EsteroLogoRGB.png

Print:

EsteroLogoPantone.eps
EsteroLogoCMYK.eps
EsteroLogoCMYK.tiff

Social media logo

The Estero symbol has been sized to work as a square or circle social media avatar on both white and blue backgrounds. The company or organization title is always shown in type to the right of the avatar, so the Estero symbol alone works well for this application.



Thin black lines shown here indicate square or circle avatar space and will not appear on actual avatar.

Filenames

EsteroLogoAvatarOnWhite.png
EsteroLogoAvatarOnBlue.png

Favicon logos



Filenames

android-chrome-192x192.png
android-chrome-512x512.png
apple-touch-icon.png
favicon-16x16.png
favicon-32x32.png

Secondary logos



The secondary Estero logos should only be used when the full color logo is not appropriate for the space or specifications (black and white or single color).

Black & White logos

In instances when the Estero logo is to be placed over a dark background, or when full color production is not available, an all white version of the Estero logo has been provided.

There is an all black logo file for instances when no color will be used; (newspaper ads, faxes, etc.)



Filenames

Digital/Screen:

EsteroLogoWhite.png
EsteroLogoBlack.png
EsteroLogoBlack.jpg

Print:

EsteroLogoWhite.eps
EsteroLogoBlack.eps
EsteroLogoBlack.jpg

Single color logos

When only one color is available, the Estero logo in Pantone Blue 3005 C and a white Estero logo placed on a solid Pantone Blue 3005 C background are recommended.



Filenames

Digital/Screen:

EsteroLogoBlueRGB.png
EsteroLogoBlueRGB.jpg
EsteroLogoWhite.png

Print:

EsteroLogoBluePantone.eps
EsteroLogoBlueRGB.png
EsteroLogoWhite.eps
EsteroLogoWhite.png

Secondary circle type logo

A secondary logo with the Estero type in a curve under the symbol has been provided for limited use. This logo should only be used when space is limited and the proportions are square.



Filenames

Digital/Screen:

EsteroLogoCircleTypeRGB.jpg
EsteroLogoCircleTypeRGB.png

Print:

EsteroLogoCircleTypePantone.eps
EsteroLogoCircleTypeCMYK.eps
EsteroLogoCircleTypeCMYK.tiff

Logo file formats



Below is a breakdown of file types, extensions and how the formats may be used.



.eps

EPS (encapsulated postscript) files are known as vector drawn art. EPS files can be scaled to any size without losing image quality. This is the format requested by most printers and sign vendors. EPS files can be utilized by both Macintosh and Windows PC applications.



.jpg

JPEG files are compressed digital files usually in RGB (red, green, blue) color profile. JPEGs are the most common format for photographs. The JPEG format may be used for logos, but, because most logos will contain typography, JPEGs will be lower in quality than PNG files. JPEG files can be printed on in house printers but should not be used to send to vendors or offset printers. (Send EPS files to printers or vendors.) JPEG files can be utilized by both Macintosh and Windows PC applications.



.pdf

PDF stands for the portable document format, used to display images and documents in an electronic form independent of the software, hardware or operating system they are viewed on. PDFs have become a standard storage format because they provide maximum compression while maintaining image quality. PDF files can be utilized by both Macintosh and Windows PC applications.



.png

PNG (portable network graphics) files are compressed raster graphics files that were created as an improved replacement for gif files. PNG files are an ideal format for logos in that they don't lose as much information in the compression process and therefore are higher quality than jpeg images. PNG files can be saved with a transparent background and can be used for internal documents, websites, social media, and emails. You can definitely print a PNG, but you'd be better off with a JPEG (*lossy) or TIFF file. PNG files can be utilized by both Macintosh and Windows PC applications.

*lossy - Lossy compression removes data from the original file, so the resulting file often takes up much less disk space than the original. For example, a JPEG image may reduce an image's file size by more than 80%, with little noticeable effect. Similarly, a compressed MP3 file may be one tenth the size of the original audio file and may sound almost identical.



.tif

TIFF or TIF files are tagged image files similar to JPEG format. TIF files can be saved without compression, so they will be higher quality than jpegs, however, the file size can tend to be very large. TIF files are used primarily for print, when the highest possible image quality is required. TIF files can be utilized by both Macintosh and Windows PC applications.

Logo use



Clear Space

Always keep a minimum clear space around the Estero logo. Try to use the height/width of the Estero symbol as a guide for clearance. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd and lessen the impact of the mark.



Shaded area should stay clear.

Minimum Logo Size

The minimum size the Estero logo should be reproduced is three quarters of an inch tall from the top of the symbol to the bottom of the capital "E."



When using the Estero logo, NEVER:

- Stretch or distort the mark in any way. Always enlarge or reduce the logo in proportion.
- Attempt to reset the title type or recreate the logo. Always use the logo files provided by Village of Estero.
- Separate the symbol from the typography unless it's for a social media avatar or a special circumstance such as second letterhead pages.
- Reproduce the logo in colors other than those provided in this document.

Unacceptable logo treatments:



- Stretched or distorted.



- Do not separate or reconfigure symbol and logotype alignment.



- Do not add drop shadows, effects or other elements to the logo.

Logo use (continued)



Centering the Estero logo

If you align the Estero logo in the center of a square or circle, it will appear off center because of the cursive "E" in the title. To allow for this, the logo must be adjusted to create a visual over-all centered appearance as shown in the diagram below.

Centering the Estero logo

X Mathematically centered



✓ Adjusted visual centering



Logo colors & formulas



Below are formula breakdowns for each color in the Estero logo. The various logo files that have been provided are formatted for all color needs that will arise. The only instance of re-matching colors would be if the logo or colors were to be painted.

PMS 7533  RGB 71 / 55 / 41
CMYK 40 / 60 / 77 / 71
HTML 473729

PMS 7500  RGB 223 / 209 / 167
CMYK 7 / 10 / 31 / 0
HTML DFD1A7

PMS 1225  RGB 255 / 200 / 69
CMYK 0 / 16 / 80 / 0
HTML FFC845

PMS 7744  RGB 186 / 188 / 22
CMYK 21 / 2 / 97 / 9
HTML BABC16

PMS 7746  RGB 153 / 155 / 48
CMYK 26 / 10 / 90 / 24
HTML 999B30



White  RGB 255 / 255 / 255
CMYK 0 / 0 / 0 / 0
HTML ffffff

PMS 1807  RGB 181 / 18 / 27
CMYK 0 / 100 / 96 / 28
HTML b5121b

PMS 290  RGB 185 / 217 / 236
CMYK 25 / 2 / 0 / 0
HTML B9D9EB

PMS 2985  RGB 91 / 194 / 231
CMYK 58 / 0 / 0 / 0
HTML 5BC2E7

PMS 542  RGB 123 / 175 / 212
CMYK 51 / 6 / 0 / 0
HTML 7BAFD4

PMS 3005  RGB 0 / 128 / 197
CMYK 100 / 35 / 0 / 2
HTML 0077C8

PMS

The Pantone matching system or "PMS" is a proprietary color system for matching colors, used in specifying printing inks. This process is also referred to as "spot" color printing. Pantone color printing allows an exact color match on items like business stationery.

CMYK

CMYK refers to the four process colors; cyan, magenta, yellow and black used in "full color" or "four color process" printing. An example of CMYK printing is what you see in full color, glossy magazines. A Pantone color can be translated to the CMYK color model, however, the match will never be exact resulting in subtle color shifts.

RGB

RGB is a color model in which red, green and blue light are added together in various ways to reproduce a broad array of colors. RGB is the color model used when viewing on-screen digital images like websites or video. Pantone colors can be translated to RGB formula, however the result is sometimes challenging due to varying color calibration with computer monitors and video displays.

HEX or HTML

Hex (hexadecimal) or HTML colors codes, used for digital screens, are specified according to the intensity of their red, green and blue components and consist of six digits. Pantone colors can be translated to Hex formula, however the result is sometimes limited due to varying color calibration with computer monitors and video displays.

Brand color scheme









Below are the primary, accent and neutral colors for the Estero brand.

Primary colors

	PMS 7533
	PMS 3005
	White

Accent colors

	PMS 1225		PMS 542
	PMS 7744		PMS 2985
	PMS 7746		PMS 1807

Neutral colors

	PMS 7500
	White

Typography (Sans Serif)



The primary sans serif typeface to be used with the Estero logo is Montserrat. The Montserrat font family is a Google font and can be downloaded at <https://fonts.google.com/specimen/Montserrat>

Montserrat Regular & Regular Italic (Use for body copy)

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 \$%&(.,;:#!?)

Montserrat Bold (Use for headlines and to add emphasis)

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,;:#!?)

Alternative Typefaces:

Calibri & Calibri Italic (Use for body copy)

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 \$%&(.,;:#!?)

Calibri Bold (Use for headlines)

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,;:#!?)

Arial Regular & Regular Italic (Use for body copy)

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 \$%&(.,;:#!?)

Arial Bold (Use for headlines)

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,;:#!?)



Typography (Serif)

Serif typography is used more often when there is going to be a lengthy amount of copy, such as long articles, books, newspapers, etc. The primary serif typeface to be used with the Estero logo is Georgia. The Georgia type family is very legible, and easily accessible across platforms.

Georgia Regular & Regular Italic (Use for body copy)

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890 \$%&(.,;:#!?)

Georgia Bold & Bold Italic (Use for headlines)

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890 \$%&(.,;:#!?)