



Street  Smarts
Contra Costa

Brand Style Guide 2025





INTRODUCTION

This brand style guide is intended to be a resource for CCTA staff to maintain a single tone and visual identity when developing communication materials for the Street Smarts program. It sets guidelines for maintaining a consistent visual identity to ensure all materials align with the program's objectives and effectively represent its vision.



BRAND IDENTITY

As a program of the Contra Costa Transportation Authority, the Street Smarts logo encapsulates its identity as a community-centric, educational program serving Contra Costa. The integration of familiar safety iconography with a symbol of learning illustrates the program's mission to educate students and families about pedestrian and bicycle safety.

The logo's clear and approachable design mirrors the program's accessible and supportive approach to promoting safe, active transportation choices.

BRAND ATTRIBUTES

Featuring a bold yellow triangle with a lightbulb at its center, the Street Smarts logo instantly communicates safety and awareness. The triangle, reminiscent of caution signs, underscores the program's commitment to promoting safe walking and biking habits among students.

The lightbulb symbolizes enlightenment and learning, reflecting the program's educational initiatives aimed at empowering young individuals with the knowledge to navigate their communities safely. This combination of symbols effectively conveys the program's dedication to fostering a culture of safety and responsibility.

The font used in the logo (Nunito) is fun and playful, matching Street Smarts' primary audience: students and families.

LOGO

Color Variations

The primary visual identifier for Street Smarts should be prominently featured in all official communication. To maintain brand integrity, the logo should always appear in its original form and must not be altered or modified. Individual logo elements should not be separated or repurposed as standalone icons.

There are three color variations that include the yellow triangle, but with different lettering colors. The accessible full-color logo should be used at sizes smaller than 2.0 inches in order to maintain ADA compliance of the material it is used on.

These provide options for use on different backgrounds while keeping the central yellow color of the brand. The guidelines for the logo and variants are included below.



Contra Costa

Full-color logo



Contra Costa

Accessible full-color logo



Contra Costa

Two-color logo

LOGO

Clear Space

White space around the logo is essential for maintaining the logo's autonomy. Padding should be no less than the height of the "S" in Street.

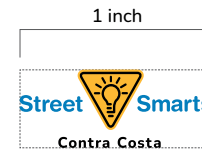


Scale

Full color logo with blue "Contra Costa" text is not accessible at sizes smaller than 2.0 inches. For materials that require a smaller size logo, the accessible logo with black "Contra Costa" text must be used.



Smallest size:
2.0" wide, 260px



Smallest size:
1.0" wide, 130px

Potential uses:
Business cards, postcards, or swag embroidery

LOGO

Single Color

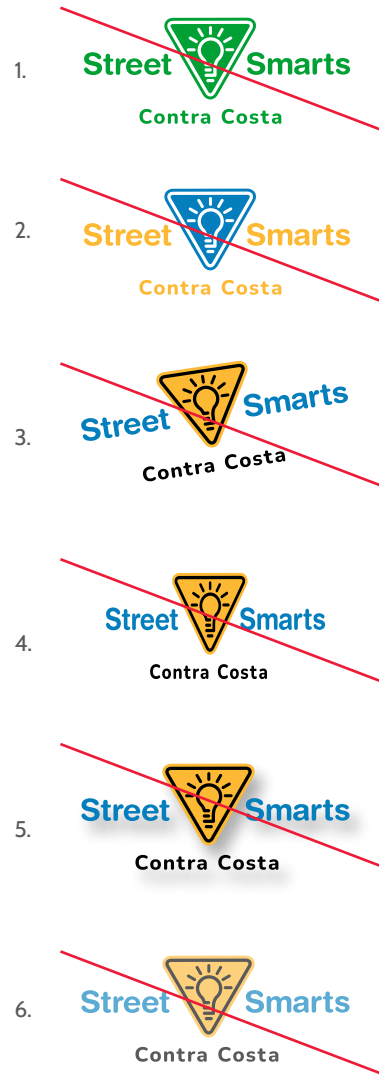
The single-color logo version should only appear in **white** or **black**. Choose the logo color based on background contrast: use the white logo over darker areas of a photo or with a dark overlay to ensure visibility and contrast.



LOGO MISUSE


1. Non-branded color use
2. Alternative branded color usage
3. Skewed angles
4. Distortions
5. Drop shadow
6. Color transparency
7. Change location or proportion of lockup logo elements
8. Two-color logo over photo with color saturation that provides too little contrast
9. Color logo over full color image
10. Logo on background with type or other conflicting visual content

These standards apply to all four logo variations.




COLOR PALETTE

The brand color palette includes the existing Street Smarts yellow and an additional blue that matches the Contra Costa Transportation Authority (CCTA). This provides a visual indication that Street Smarts is a program of CCTA.



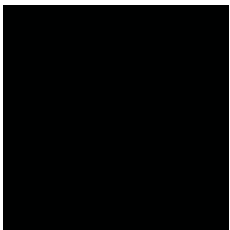
SS Yellow

Hex	#FEBA35
RGB	253, 185, 52
CMYK	0, 30, 90, 0
PANTONE	1235 CVC



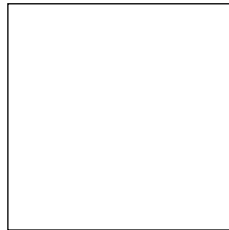
CCTA Blue

Hex	#047DBB
RGB	4, 125, 187
CMYK	85, 43, 4, 0



Deep Black

Hex	#010101
RGB	1, 1, 1
CMYK	75, 68, 67, 90



White

Hex	#FFFFFF
RGB	255, 255, 255
CMYK	0, 0, 0, 0

TYPEFACE

Nunito

Nunito font serves as the primary typeface, featured prominently in the logo and across all website applications. This font was specifically selected for its exceptional legibility and clarity, ensuring our brand communications remain accessible while maintaining a distinctive visual identity.

Nunito is also the font used on the CCTA website providing another visual connection between the two brands.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Regular

Regular Italic

Medium

Medium Italic

SemiBold

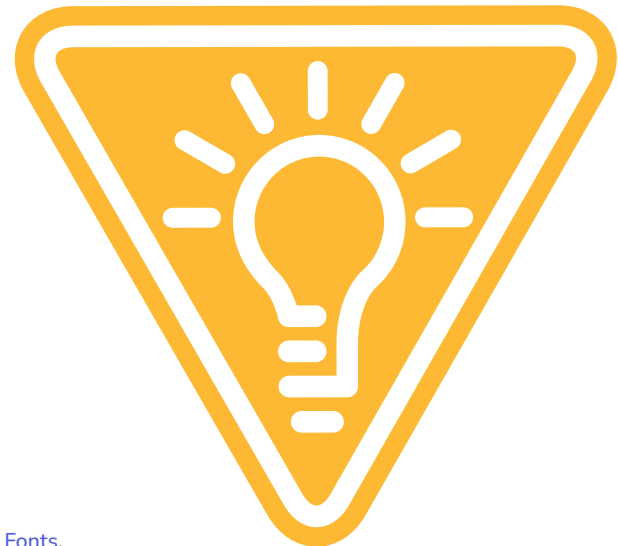
SemiBold Italic

Bold

Bold Italic

ExtraBold

ExtraBold Italic



All fonts are available for free from [Google Fonts](https://www.google.com/fonts).

