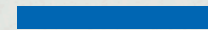


# MESSAGING, BRANDING & COMMUNICATIONS GUIDE

## STANDARDS AND BEST PRACTICES

FOR MEDIA, GRANTS PROJECTS, SPONSORSHIPS,  
STRATEGIC PARTNERSHIPS AND/OR PROMOTIONS



PREPARED BY THE



**San Joaquin Valley**

**AIR POLLUTION CONTROL DISTRICT**

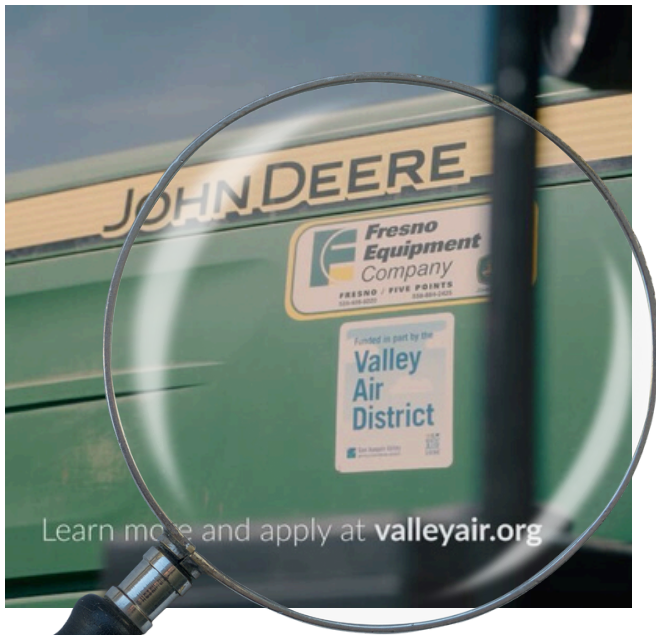
OUTREACH AND COMMUNICATIONS DEPARTMENT

MAY 2025

# OVERVIEW

The San Joaquin Valley Air Pollution Control District (District) requires all entities promoting or receiving District grant or sponsorship funding to recognize and callout the District in any outreach related to the funding.

While not all material in this guide applies to all funding recipients, all **MUST**, at a minimum, recognize the Valley Air District as the funder or sponsor of the program/project in **EVERY** instance where the funding or program is mentioned in any virtual or physical space.



Example of a decal on a John Deere tractor funded by the District's Agricultural Tractor Replacement Program.



# ABOUT

The District has specific branding requirements for all projects funded or administered through its grants and sponsorships. “Valley Air District” serves as the umbrella term for all related program outreach. These guidelines define the visual, editorial, and brand identity standards to be used when representing the District in communications.

The District developed this guide to highlight the importance of Grants and Incentives Programs, Strategic Partnerships and Sponsorships as essential pieces of the over-arching air quality improvement strategy in the San Joaquin Valley. These guidelines are meant to assist sponsorship recipients, partners, grantees and their subcontractors in ensuring they are meeting all contractual outreach obligations.

The District funds and administers over \$500 million annually in local, state and federal funds to support San Joaquin Valley residents, municipalities, organizations, and businesses. Funded projects include low-emission heavy-duty vehicles, zero-emission vehicles, commercial and residential zero-emission lawn care equipment, cleaner residential heating devices, low-emissions agricultural equipment, and much more. In addition, the District, at times, may partner with local entities to sponsor, support or promote activities or actions that align with the District’s [Mission and Core Values](#).

This guide assists funding recipients and contractors implementing District-funded and/or administered projects, programs and sponsorships throughout the San Joaquin Valley in maintaining consistency in branding and messaging. Specific requirements will be listed in contract agreements, and this guide has been provided to support compliance with those requirements.

# LOGO & BRANDING

## LOGO

The District uses its name and logo to unify the various grant and sponsorship programs it funds and administers under a cohesive brand. Its use is also required on event promotional materials for which the District is the primary funder.

Logos are provided to funding recipients and their subcontractors with all components properly sized and positioned. Only use the approved electronic artwork and never alter the logo in any way without approval from the District's Outreach and Communications Department.

The District has an extensive inventory of logos, including our primary logo, funding decal artwork and secondary program logos. The secondary logos will be utilized by grant recipients and strategic partnerships that address specific District programs. District approval of your materials may be required. In some cases, logos are also available in Spanish. In all cases, the District logo should be displayed to maximize visibility and adhere to the design and color specifications in this guide. See page 12 for examples.

## LOGO USAGE

Please consult the following logo guidelines when creating any graphic materials.

## LOGO SPECIFICATIONS

**Logo Icon**  
Rounded square with white sun, blue sky and snow capped green mountains



**Logo Font**  
Trade Gothic  
Bold Condensed

**HEX Colors**  
Blue: #0066b3  
Green: #009a65

**4 Color Process**  
Blue: C100 / M60 / Y0 / Y0  
Green: C100 / M0 / Y80 / Y9

## LOGO COLORS

Do not alter logo colors from official logo files.

## LOGO POSITIONING

When placing images, copy and/or multiple logos together, the exclusion zone should be no less than half of the size of the logo.



## SIZING

**Minimum Sizing:** The logo must be at least one half an inch high for readability.



**Maximum Sizing:** The logo does not have a maximum reproduction size.

## BACKGROUNDS

The logo should remain visible and clear against different backgrounds. There are several official logo versions that can be used.



Full Color Logo on Light Background



Full Color Logo on Dark Background



One Color Logo on Light Background



One Color Logo on Dark Background

## INCORRECT USE OF THE LOGO

**DO NOT** skew or stretch the logo, the logo icon should always appear square.



**DO NOT** change the configuration of the logo. Avoid separating the icon and type out of proportion.



**DO NOT** place the logo on a busy or low contrast background. This makes the logo difficult to read.



# DECAL GUIDANCE

## FOR DISTRICT FUNDED EQUIPMENT, INFRASTRUCTURE AND VEHICLES

All funding recipients receiving more than \$10,000 in funding are required to display the District logo (in accordance with this guide) on equipment, infrastructure and vehicles, as applicable, to acknowledge the funding source and/or administrative entity.

- For stationary projects, this shall include, but is not limited to, a sign at the project site to acknowledge the District. The sign may include, for example, the District logo and the names (and/or logos) of other partners, organizations, or individuals. Signs should be designed and displayed to maximize visibility.
- Project types receiving more than \$10,000 in funding, such as heavy-duty vehicles, light and heavy-duty vehicles for public agencies, and most types of mobile equipment are also required to identify the District by using a decal, sticker, or other signage that includes the District logo. Consumer-based projects receiving more than \$10,000 in funding including, but not limited to, private passenger vehicles and fireplace and wood stove change-outs are exempt from this requirement.
- The District will provide required decals for use with the more common funding projects administered through the District Grants Programs. This includes, but is not limited to, the following sized decals for common projects:



- Locomotives ..... 16" x 7.75"
- Heavy-Duty Trucks Class 4-8 and School Buses ..... 12" x 5.5"
- Low-Dust Nut Harvesters ..... 9" x 4.25"
- Class 1-2 Vehicles ..... 9" x 4.25"
- Landscape Equipment and Ag UTV's ..... 6" x 3"
- Tractors, Forklifts and Yard Trucks ..... 9" x 4.25"
- Roadway and/or Sidewalk Signage ..... 16" x 7.75"
- Charging Infrastructure ..... 9" x 4.25"

Given the wide variety of projects, and upon approval of the Outreach and Communications Department, grantees may use the approach that is most suitable for their specific circumstances (e.g., posted signs, decals, stickers, banners).

If you need the District “funded in part by” decal, please email your request to [public.education@valleyair.org](mailto:public.education@valleyair.org).

# FUNDING ATTRIBUTION



We require ALL funding recipients and subcontractors to acknowledge the District with the nomenclature "**Valley Air District**" any time they are referencing projects or programs funded or administered (in whole or in part) with District funds. The funding attribution must be included on all outreach and public facing materials including but not limited to press releases, media advisories, printed and online collateral, paid media, event invitations/flyers/emails, project/program websites, and any other physical or virtual place where the program, grant or sponsorship is mentioned.

Whenever appropriate, the longer text paragraph "attribution example" given below should be used in text based public-facing materials (press releases, reports, websites) in both English and Spanish. Additional languages such as Hmong or Punjabi should be considered for targeted populations. To avoid any potential delays in launching your outreach and paid media ads, please use one of the following statements without alteration for all outreach and advertising assets:

## ENGLISH:

- [Insert program name] is a program of the Valley Air District.
- [Insert program name] is sponsored by the Valley Air District.
- [Insert program name] is funded by the Valley Air District.
- [Insert program name] is funded in part by the Valley Air District.

## SPANISH:

- [Insert program name] un programa del Distrito del Aire del Valle.
- [Insert program name] es patrocinado por el Distrito del Aire del Valle.
- [Insert program name] es financiado por el Distrito del Aire del Valle.
- [Insert program name] es financiado en parte por el Distrito del Aire del Valle.

## ***Attribution example:***

The Valley Air District awarded [\$XX million dollars] to [Insert your program/agency name] for an [electric car-sharing program] in [your neighborhood/city/county]. The [Program Name] will make [100 zero-emission vehicles available to qualifying low-income residents to use up to five hours a week at no cost]. The [Program Name] **is a program of the Valley Air District.**

# ATTRIBUTION EXAMPLES

**PROUDLY PRESENTS**  
**4<sup>th</sup> OF JULY CELEBRATION & DRONE FIREWORKS SHOW**  
 Thursday, July 4<sup>th</sup>  
 EL REMATTO | 5:00pm to 11:00pm  
 3113 Crows Landing Rd, Modesto, CA.  
 (Bring Your Lawn Chair 🇺🇸)

**S.M.B.U.** SOUTH MODESTO BUSINESS UNITED  
 COMERCIANTES UNIDOS DEL SUR DE MODESTO  
 SERVING THE COMMUNITY

**CITY OF CERES**  
 TOGETHER WE ACHIEVE

Drone Show Funded By  
**San Joaquin Valley**  
 AIR POLLUTION CONTROL DISTRICT.

EL REMATTO, EL CONCIPIO CALIFORNIA, Health Plan of San Joaquin, SIERRA'S AUTO CONNECTION CORP, Sierra Vista, FAVORITA RADIO, PACELINE, PACELINE, ADAM GRAY, CMT, Cynthia Ruiz REALTOR & TAXES, usbank, Planet Travel, MARIOL VALBUENA, Latino

Facebook: @SMBUOFFICIAL  
 Website: WWW.SMBU.NET

## FREE SMOG REPAIR EVENT

### ARVIN, CA

Get **\$500** in FREE smog repairs if your car fails our emissions test!

**Saturday**  
 February 8, 2025  
 8AM - 12PM NOON

**Arvin High School**  
 900 Varsity Rd  
 Arvin, CA 93203

- Please expect a 2+ hour wait.
- Gates may open as early as 6:30AM.
- No diesel vehicles, please.

This program is made possible by the Valley Air District.

**tune in and tuneup**  
 www.valleycan.org

**www.valleycan.org 1-800-806-2004**

**San Joaquin Valley**  
 AIR POLLUTION CONTROL DISTRICT

**DRIVE CLEAN**  
 in the San Joaquin

**valley CAN**  
 CLEAN AIR NOW

**MCC** CITY OF MENDOTA

## MENDOTA FIREWORKS

### Spectacular

**FRIDAY, JUNE 28, 2024**  
**ROJAS-PIERCE PARK**  
**GATES OPEN AT 6PM**  
**FREE ADMISSION!**

- DRONE LIGHT SHOW & FIREWORKS AT DUSK
- MUSIC • FOOD VENDORS
- ARMED FORCES RECOGNITION CEREMONY
- INFORMATIONAL BOOTHS • AND MORE!

BRING YOUR LAWN CHAIRS, BLANKETS, AND CANOPIES!  
 NO ICE CHESTS ALLOWED. OUTSIDE FOOD PERMITTED.

DRONE LIGHT SHOW FUNDED BY **San Joaquin Valley**  
 AIR POLLUTION CONTROL DISTRICT.

Thank you to our event sponsors, including our 2024 Diamond Sponsors:

**CANTII** AG MGT. INC. Kerman, CA | **Oriole Homes** INC. | **GARY ROSS** | **longroad ENERGY**

To sponsor the event, register an honoree for the Armed Forces Recognition Ceremony or to register your business/organization for a vendor space or for an informational booth please visit Mendota City Hall or call (559) 655-3291.

# MEDIA RELEASES & EVENTS

Funding recipients are encouraged whenever possible, and in some cases required, to distribute press releases in both English and Spanish and organize press events at key milestones in coordination with relevant granting and administering agencies.

Key milestones might include:

- Funding award announcement
- Program launch to consumers
- Technology delivery
- Operational milestone (XX number of customers, miles driven, etc.)

Please send draft press releases and project or event collateral (e.g. save-the-date postcards, invitations, brochures, programs, signage, etc.) to [public.education@valleyair.org](mailto:public.education@valleyair.org) for approval at least two weeks prior to release. The District can assist with distribution of press releases, and should be considered a partner in any outreach or media event.

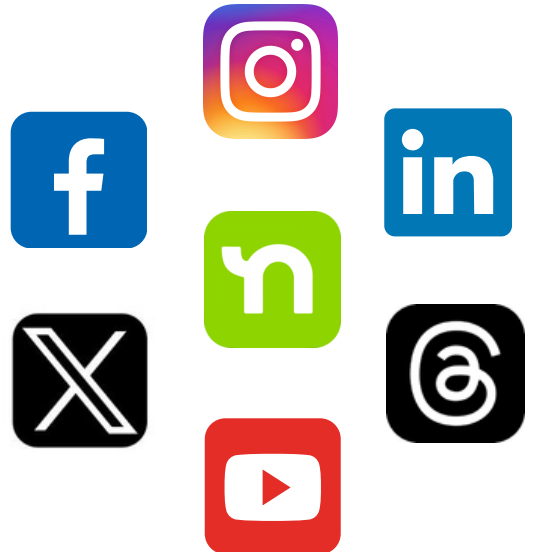
Please send copies of finalized documents, photos, news clips and collateral materials for further distribution and promotional use to [public.education@valleyair.org](mailto:public.education@valleyair.org) as soon as possible either before or shortly after the event.

## SOCIAL MEDIA

Follow the District on Facebook, X, YouTube, Instagram, LinkedIn, Threads, and Nextdoor.

Tag the Valley Air District in posts with program news and updates for additional amplification through multiple accounts.

Share posts provided by the District and use approved hashtags to connect with other projects and programs and to track post analytics. See page 10 for approved hashtags.



# DISTRICT WEBSITE & SOCIAL MEDIA ACCOUNTS

- **Website:** [valleyair.org](http://valleyair.org)
- **Facebook:** [facebook.com/valleyair](https://facebook.com/valleyair)
- **X:** [x.com/valleyair](https://x.com/valleyair)
- **Instagram:** [instagram.com/valleyairdistrict](https://instagram.com/valleyairdistrict)
- **YouTube:** [youtube.com/@healthyairliving](https://youtube.com/@healthyairliving)
- **NextDoor:** [nextdoor.com/agency-detail/ca/san-joaquin-valley/san-joaquin-valley-air-pollution-control-district](https://nextdoor.com/agency-detail/ca/san-joaquin-valley/san-joaquin-valley-air-pollution-control-district)
- **Threads:** [threads.net/@valleyairdistrict](https://threads.net/@valleyairdistrict)

## APPROVED HASHTAGS

### District-wide

- #AirQuality
- #CleanAirFunding
- #CommunityAirProtection
- #HALSchools
- #HealthyAirLiving
- #HealthyAirLivingSchools
- #MyRAAN
- #ValleyAir
- #ValleyAirApp
- #ValleyAirDistrict
- #ValleyCGYM
- #ZeroEmissions

### AB 617

- #AB617ArvinLamont
- #AB617Fresno
- #AB617Shafter
- #AB617Stockton
- #CAClimateInvestments

### Air Filtration

- #ValleyHomeAirFiltration

### Spanish (Español)

- #DistritoDelAireDelValle

### Summer

- #BeSmokeReady
- #CleanAirRooms

### Winter

- #ChooseNotToBurn
- #ClearTheAir
- #NoBurn

### Ag Programs

- #AgGrants
- #TractorReplacementProgram

# REVIEW & APPROVALS

## ADVERTISING, OUTREACH & MATERIALS

### LOGO REQUESTS

All materials that will be distributed to the public will need to be reviewed and approved by the Chief Communications Officer.

Please allow for at least a two (2) week turnaround time for the review process, although the District can expedite the review process if needed.



### CONTACT

To request support, logo files or decals please call or email:

- [public.education@valleyair.org](mailto:public.education@valleyair.org)
- 559-230-6000

# DISTRICT LOGOS



