



DDS

Department of Developmental Services

Brand Guidelines

How to use this Brand Guideline

Branding creates a distinct and memorable identity for the Department. The purpose is to keep everything consistent, so that people recognize our brand easily. In this document, you'll find instructions for how to create and update materials that reflect the look and feel that the Department aims to present. There are tools and steps to support employees to reproduce the Department's brand across various platforms and needs, like on social media or flyers.

Keep in mind that these are guidelines; occasionally, they may need to be adapted. Any variations should be made only with clear approval from the Department's Communications Team.

Table of Contents

- About DDS 1
- Official Department Logo 2
- Logo Variations 3
- Logo Usage 4
- Logo Spacing 5
- Color Palette 6
- Typography 7
- Photos & Graphics 8
- Photography Usage 9
- Questions 10

The Department's branded typography and color palette aligns with state branding standards.

About DDS

The Department oversees the coordination and delivery of services to more than 450,000 Californians with intellectual and developmental disabilities through a network of 21 regional centers and state-operated facilities. The Department works to ensure Californians with developmental disabilities have the opportunity to make choices and lead independent, productive lives as members of their communities in the least restrictive setting possible.

Vision

People with intellectual and developmental disabilities experience respect for their culture and language preferences, their choices, beliefs, values, needs, and goals, from a person-centered service system made up of a network of community agencies that provide high quality, outcome-based and equitable services.



Gavin Newsom
California Governor



Kim Johnson
Secretary, California Health & Human
Services Agency



Pete Cervinka
Director

Official Department Logo

The logos are the visual representation of the Department's brand. They are like a familiar face in a crowd, instantly recognizable and memorable.

A well-designed logo not only conveys professionalism but also instills trust and reliability in our audience. It becomes the symbol of our commitment to our vision, making it a vital aspect of brand identity.

Designed in 2019 by Alex Whedbee. This logo variant was created to bring an updated, modern look to the department.

Default Logo



Logo Mark



Logo Variations

The logo kit has several color variations included. Here are some examples that show you how to best use them.

There are multiple file types available in the logo kit. Using the right file type ensures that the logo looks its best in each design format.

- Digital files are for use online and print files are for when you want to use the logo on paper.
- Image files are great to use in simple graphics and photographs but can become blurry if sized too large.
- Vector files are for larger scale print projects and can be resized without losing quality.
- If you aren't sure which one to use, you can email the Communications team.

Logo Variations



Default (PNG or JPG)

Use whenever the logo will be placed on a white background.



Greyscale (PNG or JPG)

Use whenever the logo will be printed in black and white.



Blue Logo, White Text (PNG)

Use whenever the logo needs to be placed on a dark colored background.



Greyscale Inverted (PNG)

































Use whenever the logo will need to be printed on a dark background in black and white.

Logo Usage

Follow these guidelines to ensure consistent and professional use of the Department of Developmental Services logo.

- The logo should appear no smaller than 3/4 inch to ensure readability on digital and print work products.
- Use high resolution files to ensure clarity.

Using the logos correctly helps keep our brand identity strong across all platforms and materials.

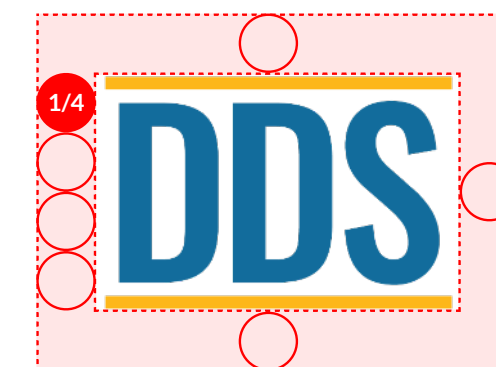
| | |
|---|--|
| <div><div>DON'T</div></div> <div><div>DO</div></div> <div><h3>Background Colors</h3><p>Avoid backgrounds with low contrast colors</p></div> | <div><div>DON'T</div></div> <div><div>DO</div></div> <div><h3>Spacing</h3><p>Keep enough white space around the logo. No overlapping images or colors.</p></div> |
| <div><div>DON'T</div></div> <div><div>DO</div></div> <div><h3>Color</h3><p>Use approved logo colors only. No changes.</p></div> | <div><div>DON'T</div></div> <div><div>DO</div></div> <div><h3>Transparency</h3><p>Do not use semi-transparent logos.</p></div> |
| <div><div>DON'T</div></div> <div><div>DO</div></div> <div><h3>Scaling</h3><p>Resize only if the aspect ratio is maintained. Do not squish or stretch.</p></div> | <div><div>DON'T</div></div> <div><div>DO</div></div> <div><h3>Angled</h3><p>Do not rotate the logo.</p></div> |
| <div><div>DON'T</div></div> <div><div>DO</div></div> <div><h3>Cropping</h3><p>Make sure the entire logo is visible.</p></div> | <div><div>DON'T</div></div> <div><div>DO</div></div> <div><h3>Effects</h3><p>Do not use effects on the logo, like drop shadows.</p></div> |

Logo Spacing

Make sure the logo stands out and is always clear with enough space around the edges. This clear space isolates the logo from other graphic elements (e.g., other logos, text, photography, or background patterns) that may draw attention away.

The safe area is defined by a boundary of 25% (1/4) of the logo's height. At least this amount of clearance is required on all sides. This minimum space should be maintained regardless of the logo's size.

1/4 of Logo's Height



Color Palette

Colors make people feel certain emotions and think of different things. They have the power to set the tone for our brand. A carefully chosen color palette ensures consistency and reinforces the Department's brand personality.

This color palette was selected to not only look good but also to be accessible to individuals with disabilities. By considering the varying needs and preferences of our communities, the design helps people feel more comfortable and connected to our brand.

Oceanside



Primary

#046B99

rgb(4, 107, 153)

hsl(199, 95, 31)

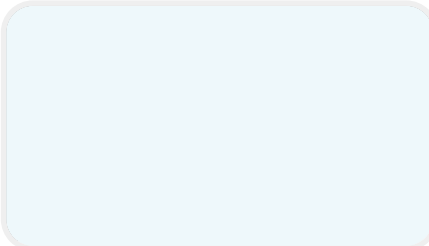


Highlight

#FDB81E

rgb(253, 184, 30)

hsl(41, 98, 55)



Secondary

#EEF8FB

rgb(238, 248, 251)

hsl(194, 62, 96)



Standout

#323A45

rgb(50, 58, 69)

hsl(215, 16, 23)

Legacy



Legacy Blue

#0F3081

rgb(15, 48, 129)

hsl(223, 79, 28)



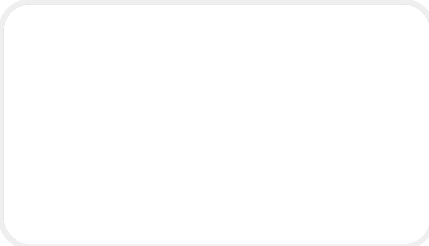
Legacy Gold

#F5992F

rgb(245, 153, 47)

hsl(32, 91, 57)

Greyscale

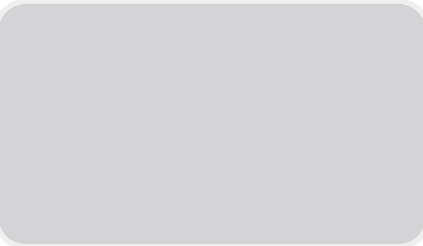


White

#FFFFFF

rgb(255, 255, 255)

hsl(0, 0, 100)



Grey-200

#D4D4D7

rgb(212, 212, 215)

hsl(240, 4, 84)



Grey-900

#3B3A48

rgb(59, 58, 72)

hsl(244, 11, 25)



Black

#000000

rgb(0, 0, 0)

hsl(0, 0, 0)

Typography

The right fonts can make messages easier to read and helps give our brand a unique voice. Consistent typography helps convey the department's commitment to clear communication, professionalism, and attention to detail.

Font Use

To ensure readability and accessibility, all fonts should be size 12-point or larger. The Department uses two typefaces for all communications: Century Gothic and Arial. There is also a type face used only for State web design: Source Sans Pro.

Branded Typography

Century Gothic

Century Gothic is used for communications that will be delivered to Agency and the Governor's office.

Arial

Arial is used for all other communications.

Public Website Typography

Source Sans Pro

The State Web Template v5 uses Sans Source Pro, an open-source sans serif typeface created for legibility in UI design. Providing clear and highly-readable body text.

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Photos & Graphics

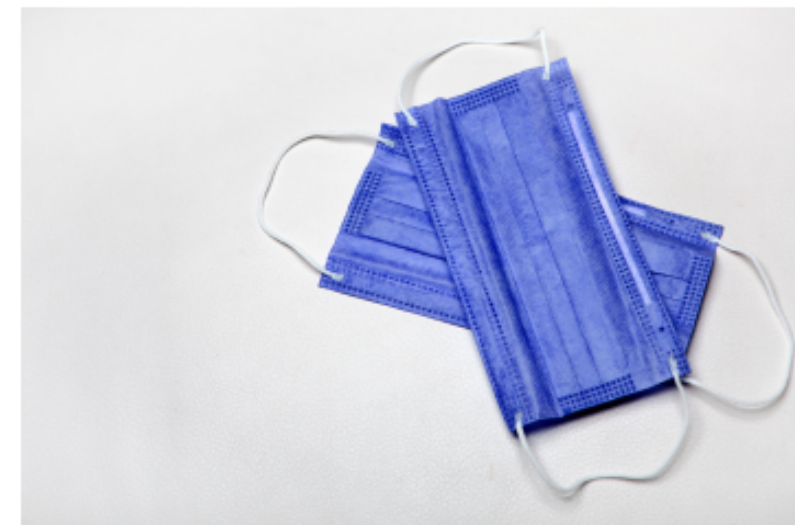
Visual content, including photos and graphics, is the heart and soul of our storytelling. They can make lasting impressions and connections to our brand. Consistency in style and quality ensures that our audience can instantly connect with the Department's mission and values through visual elements. Well-curated photos and graphics can also authentically showcase the experiences of the people we support.

- [Consumer Photo Consent Form \(DS6017\)](#)
- [General Photo Consent Form \(DS5651\)](#)



Lifestyle Photography

Photography should feel authentic and candid, with a contemporary style and color palette. Whenever possible, images should represent the people we serve, showcasing real-life moments. These photos can be used in documents and graphics, and all must meet accessibility standards.



Object Photography - White Background

Object photography with white background is ideal for creating clean content layouts with simple, clear messages. You can utilize the white space for placing text, using dark font colors for optimal readability.

Photography Usage

Follow these guides to make sure visual elements are accessible and clear for all audiences.

Don't:

- Don't place the DDS logo in hard-to-read spots.
- Avoid low-contrast text overlays.
- Don't use impersonal or staged photos.
- Avoid placing text over busy areas.
- Don't use filters that reduce clarity.

Do:

- Place the DDS logo in a clear, unobtrusive spot.
- Ensure text has high contrast for readability.
- Use inclusive, engaging images.
- Position text away from key image details.
- Keep photos clear and well-lit.



Questions?

If you have any questions about branding, reach out to the Department's Communications team.

PIO@dds.ca.gov