

SAVE
the
DROPP

Campaign Style Guide

Overview

This style guide has been created to set rules and guidelines for the Save The Drop campaign.

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Usage



Minimum logo size with URL is 1.75 inches wide.

The URL should always be locked up with the logo unless the logo is very small.



Minimum logo size without URL is .75 inches (or 55 pixels) wide.

Primary Logo



English logo on white textured background.
Reference File: HIGH_RES_ENGLISH_DROP_LOGO_WHITE.psd



English logo on blue textured background.
Reference File: HIGH_RES_ENGLISH_DROP_LOGO_BLUE.psd



Spanish logo on white textured background.
Reference File: HIGH_RES_SPANISH_DROP_LOGO_WHITE.psd



Spanish logo on blue textured background.
Reference File: HIGH_RES_SPANISH_DROP_LOGO_BLUE.psd

Usage

Black and white versions of the logo are provided when color printing is not an option.

Black and White Logo



BW English logo on white textured background.
Reference File: HIGH_RES_ENGLISH_DROP_LOGO_BW.psd



Spanish logo on blue textured background.
Reference File: HIGH_RES_ENGLISH_DROP_LOGO_BW_REV.psd



English logo on blue textured background.
Reference File: HIGH_RES_SPANISH_DROP_LOGO_BW.psd



Spanish logo on blue textured background.
Reference File: HIGH_RES_SPANISH_DROP_LOGO_BW_REV.psd

Usage

Occasionally there will be need for a stacked logo that includes The Drop, such as on t-shirts.

Stacked Logo (Secondary)



The elements in the stacked logo are carefully balanced and the size ratio is intentional.

Reference File: ENGLISH_DROP_LOGO_STACKED.psd

The stacked logo is also available in spanish:
SPANISH_DROP_LOGO_STACKED.psd



Don't change the size relationship of the Drop character and the Save The Drop logo



Don't overlap the two.



Don't try creating a version like this! Only use the stacked logo on a white background so The Drop remains blue.

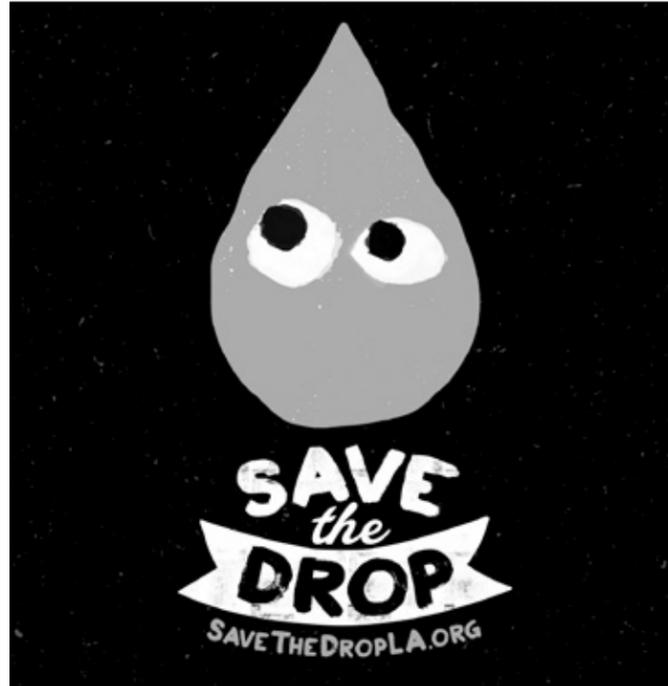
Usage

Black and white versions of the logo are provided when color printing is not an option.

Black and White Stacked Logo (Secondary)



Reference File: ENGLISH_DROP_LOGO_STACKED_BW.psd



Reference File: ENGLISH_DROP_LOGO_STACKED_BW_REV.psd



Reference File: SPANISH_DROP_LOGO_STACKED_BW.psd



Reference File: SPANISH_DROP_LOGO_STACKED_BW_REV.psd

Usage

A horizontal version of the may be used if a certain placement calls for it.

Horizontal Stacked Logo (Secondary)



Reference File: ENGLISH_DROP_LOGO_HORZ.psd



Reference File: SPANISH_DROP_LOGO_HORZ.psd

Usage

The Save The Drop logo is always accompanied by the city logos unless size or space available prohibits it.

City logos should appear in this order underneath the campaign logo:

- 1) City Seal
- 2) Mayor's logo
- 3) Mayor's Fund Logo

Space between Save The Drop and city logos

Leave space equivalent to the height of the mayor's logo here.

Save The Drop + City Logos



Size Guidelines

The Mayor's logo should be half of the height of the banner behind "DROP"

Reference File: DropLogo+CityLogos.psd

Identity Color Palette



Process Black
R0 G0 B0
#000000
C75 M68 Y67
K90



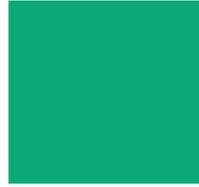
Off White
R255 G255 B250
#fffffa
C0 M0 Y1 K0



Drop Blue
R60 G182 B245
#3cb6f5
C62 M12 Y0 K0

The Save The Drop identity is permitted to appear in these colors.

Secondary Color



Grass Green
R6 G168 B119
#06a877
C80 M7 Y71 K0

Grass Green is another key color in the Save The Drop palette, particularly when messaging pertains to outdoor water use.

Ca-Landscaping Colors



R232 G192 B33
#e8c022
C10 M22 Y99 K0



R195 G31 B72
#c31e47
C17 M100 Y67 K5



R236 G90 B69
#eb5a44
C2 M80 Y77 K0



Sample Usage

The campaign color palette expands for restricted use in depicting California-Friendly Landscaping. **These colors may not be used in any visual execution besides California-Friendly Landscaping illustration.**

Plakkaat Regular

**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
1 2 3 4 5 6 7 8 9 0**

**Á É Í Ó Ú Ü Ñ ÿ
(# \$ % ^ & * ()
+ { } « \ | “ ” :: ÷ / ‘ ,
’ ≤ ”**

Bellon Serifs

!

In place of Plakkaat's apostrophe which is not different from Plakkaat's comma, feel free to use the apostrophe of Bellon Serifs.

Gotham Book

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

Body copy font is Gotham Book.

Gotham Bold

**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**

If there is a need to emphasis copy that is not the main creative headline, use Gotham Bold.

Typography Overview

Stacking typography is a distinctive element in the campaign visual language. Headlines and subheads become graphic elements, and create a visually pleasing block of copy.

Use “STACKED_TYPE_TEMPLATE.psd” as a template for building stacked copy.

Headlines and Subheads



Copy is stacked

Each line break is in vertical alignment with successive lines of type. This takes a bit of experimenting to achieve the most legible and visually pleasing result. **Turn on guides in Photoshop to help align each line individually. Placing each line of copy on its own layer helps.**

Subhead appears in an accent color (Drop Blue)

Use Grass Green when messaging pertains to outdoor water use.

Keep consistent leading (line spacing)

Make sure the distance between the baselines of successive lines of type is consistent and gives some breathing room to the overall block of copy.

Kerning should be 40 pt (letter spacing)

Begin with 40 pt kerning but hand-set letters so that the overall effect is consistent.



- Subhead copy should never be visually equivalent to or larger than the headline copy,



- Careful not to over-emphasize one particular word.

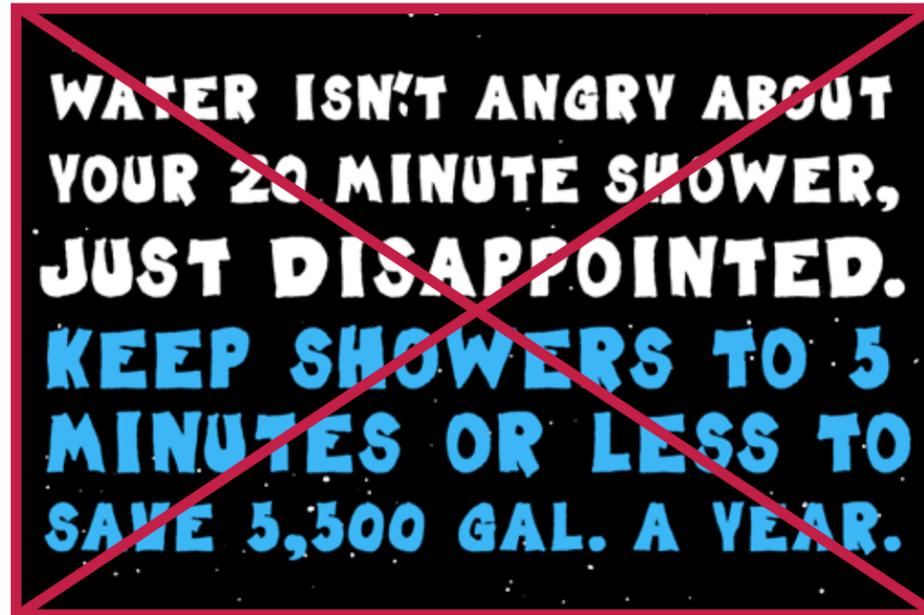


- The example here does not have enough breathing room in the leading (line spacing)

Font Rules

Maintaining consistent typography is critical to the integrity of the Save the Drop campaign.

Headlines and Subheads Continued



Plakkaat Regular is the only authorized brush font for this campaign. Do not use other brush fonts in its place.



Likewise, Gotham Book is the only authorized font for body copy. It should never be replaced with other similar fonts.

The Drop

The Drop is the most loyal friend we've ever had. The Drop is the kind of friend who gives and gives and gives — but never asks for anything in return. Until now.

The Drop is down-to-earth, has a dry sense of humor, and is super smart.

Use "DropEyesMaster.psd" or "TheDrop.ai" if you need a vector file (for example to have another costume made)

Who is The Drop?



- **The Drop has no gender**

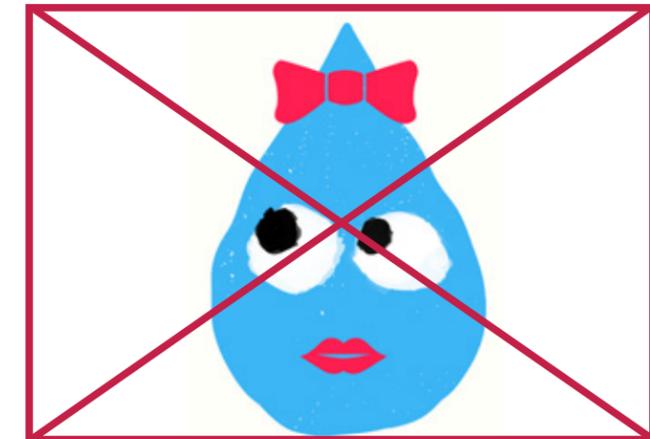
The Drop should always appear without clothing, hair, body parts, or accessories. The Drop should never have any distinguishing features or clothing that might make it seem male or female. The Drop's eyes are the only features it should have.

- **The Drop is neither male or female**

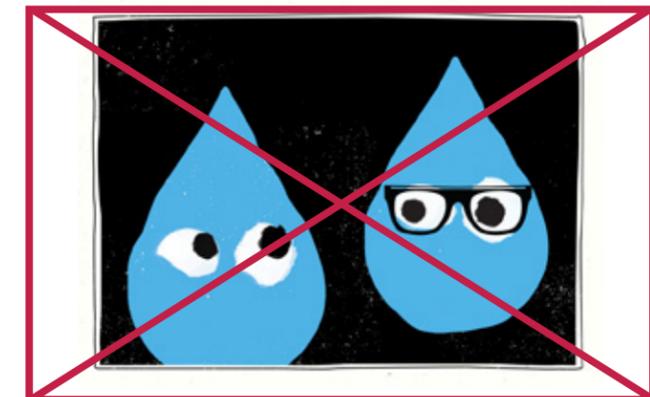
The Drop should only be referred to as "it" or as "The Drop."
 "He" or "She" should never be used as pronouns to describe The Drop.
 "The Drop" should always be written with a capital "T" and capital "D"



- The Drop should never be referred to as "he" or "she."



- The Drop should never be given any gender-specific features or accessories.



- The Drop should never be accompanied by another drop friend.

The Drop

The Drop's voice is represented by a Narrator. The Narrator says all the things The Drop thinks, but doesn't say. The Narrator is The Drop's impassioned advocate, sticking up for this lifelong friend before it's too late.

Who is the Narrator?

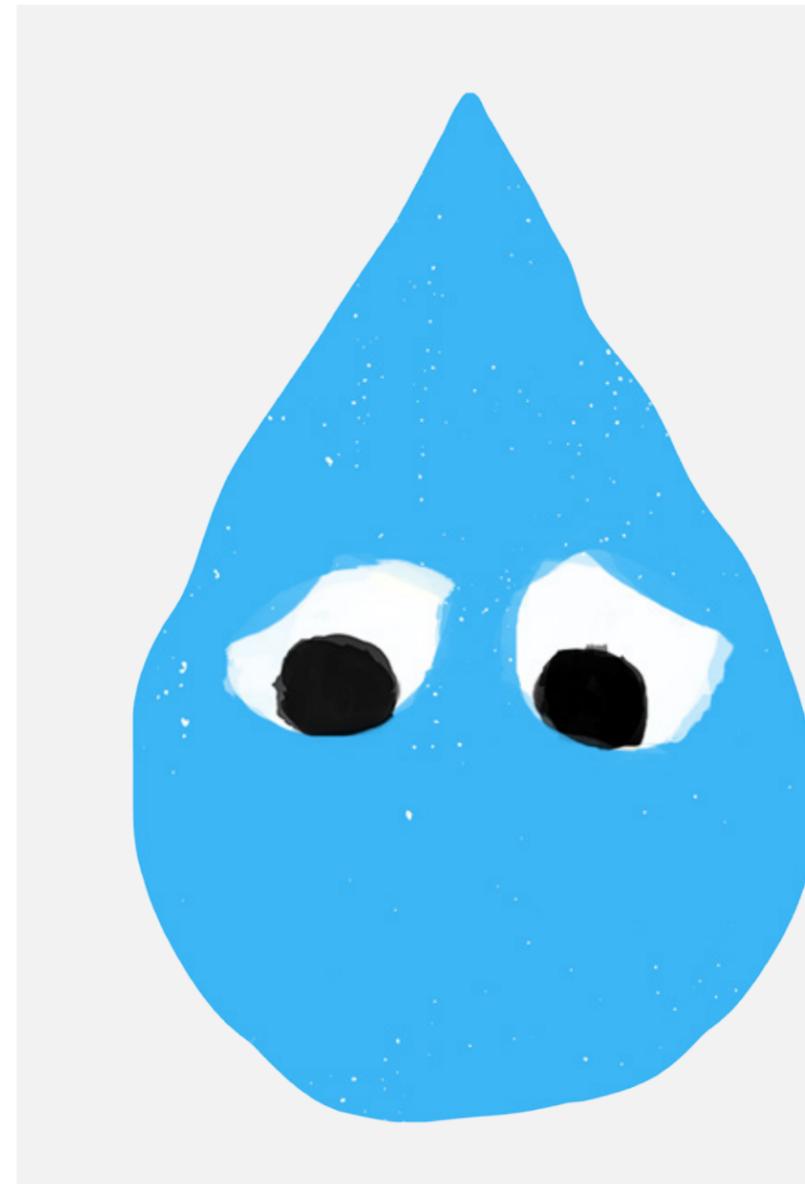
- **The Narrator always provides an answer**

The Narrator doesn't just call out the water problem and leave us on our own. There's always a solution, something we can do better, to Save The Drop.

- **The Narrator can be a man or woman**

But either way, The Narrator needs to embody the tone of The Drop – smart, sassy, and real – times ten.

Sample Script



▀ Grass Is A Jerk (Radio :30)

STEVE: Hey LA. We need to talk about our friends: Water, and Grass.

STEVE: Water is a great friend. So giving, always available when Grass needs it.

STEVE: And Grass – let's face it – is kind of a jerk.

STEVE: I mean, we're in a drought! And Water spends half its time taking care of Grass? Such a diva.

STEVE: Water could do so much better. Hmm. Who could we set it up with?

STEVE: Oh! What about California-Friendly Landscape?

STEVE: Gorgeous, low-maintenance. California-Friendly Landscape would totally treat Water with the respect it deserves.

STEVE: Visit SaveTheDropLA.org to learn more about how you can save water and get a rebate by switching your lawn.

The Drop

Generally, The Drop is pretty chill, but when it sees water waste, The Drop's the eyes let you know how it's feeling.

In addition to expressing emotion, The Drop's eyes can also help direct where the viewer should be focusing their attention in a given print layout.

Use "DropEyesMaster.psd" when choosing different eye expressions for The Drop.

The Drop's Eyes



Looking down



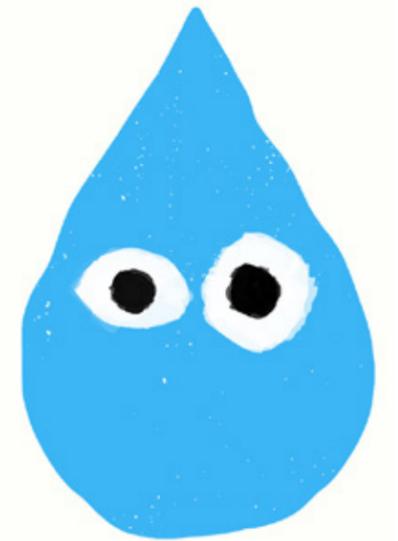
Can you not?



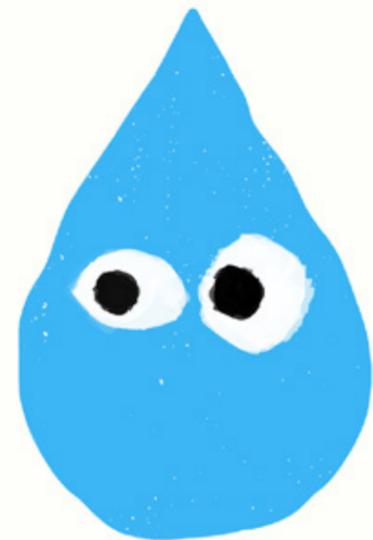
Just Dissapointed



Yay!



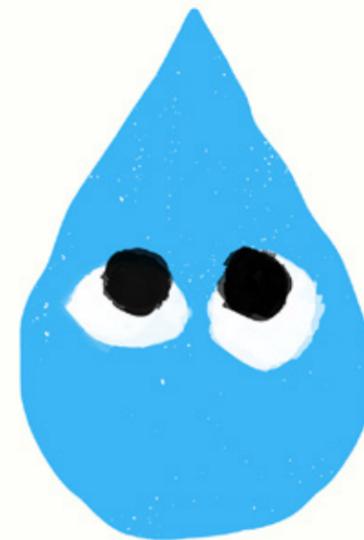
What?



Oh cool



One Day...



Seriously?



Looking up



What the what!?

The Tone

Headlines for the Save the Drop campaign should be short, sweet, and witty. We always try to err on the side of being upbeat and positive, but sometimes a touch of good-natured snark is okay too. Have fun with these! If you need any ideas or guidance, always feel free to reach out to Omelet for copy help.

Campaign Headlines

**WATER WANTS YOU TO
GIVE DRY A TRY.**

**WATER ISN'T ANGRY ABOUT
YOUR 20 MIN SHOWER,
JUST DISSAPOINTEED.**

**WE SAVE WATER. WON'T
YOU JOIN US?**

LET'S DO THIS, LA.

TWICE IS NICE.

**IF THE GRASS IS ALWAYS
GREENER, YOU'RE DOING IT
WRONG.**

**DON'T DO THE SIDEWALK
OF SHAME.**

No translation

¡IRIEGA CON RAZÓN!

**EL AGUA NO SE ENOJA
PORQUE TE BAÑASTE POR
20 MINUTOS. SOLO SE AGUITA.**

**NOSOTROS CONSERVAMOS
AGUA. ¡ACOMPÁÑANOS!**

**¡LISTO LOS ÁNGELES!
¡ACOMPÁÑANOS!**

No translation

No translation

¡VIVA LA GODITA!

The Drop

While The Drop is the main character of this campaign, it doesn't always need to be front and center. It is important to maintain a size balance when The Drop is put into layouts and designs.

The Drop's Size



The Drop is our hero! It should occupy 15-30% of visual space. Do not make The Drop so small that it gets lost in a design.

The Drop's shape must be recognizable therefor do not crop The Drop so much that its shape is not recognizable.

The Drop's eyes should never be resized

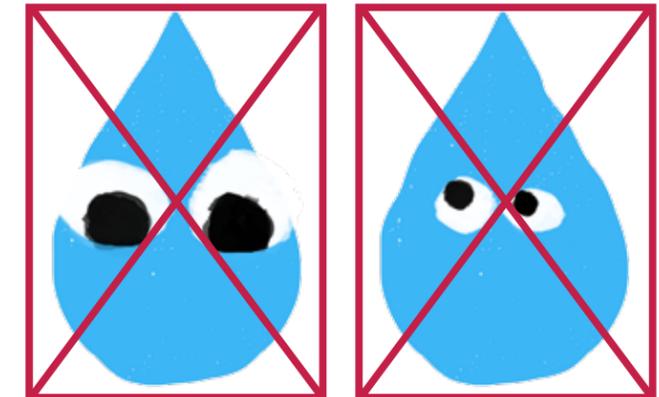
While the expressions of The Drop's eyes can change, the proportion of The Drop's eyes in relation to its body should not be altered.



• The Drop should not overpower a design or compete with copy.



• Do not crop The Drop so much that its shape can not be recognized.



• Do not resize The Drop's eyes to make them larger or smaller.

2-D Illustration Examples

The defining visual style of the Save The Drop campaign is 2-D vector illustration.

General Rules



Reference File: WATER_ISNT_MAD.psd



Reference File: GIVE_DRY_A_TRY.psd

Working with Frames

Headlines, The Drop character, and simple 2-D illustrations are incorporated into frames or boxes.

Imperfect lines

The lines and edges of these 2-D illustrations have a hand-drawn imperfect quality. These non-uniform lines contribute to the playful look and feel of the campaign. **Perfect hard edges and symmetry should not be used in these illustrations.**

The Drop should only be shown in a 2-D vector style

Re-use the illustrations provided as much as possible and when creating anything new, make sure it is simple and lives in a 2-D world.



- Do not combine graphic elements with photography



- Do not use colors that have not been approved for the campaign

Overview

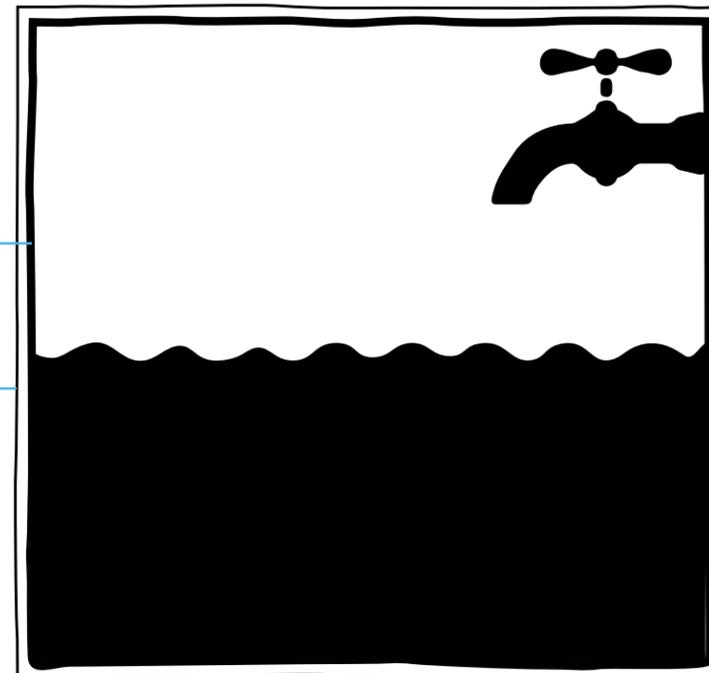
The "FRAME" layer is a vector object and can be edited in Illustrator by double clicking on the layer. It may include other illustrations inside the frame.

Textures are applied via a mask once in Photoshop.

A color overlay is then applied to achieve a true black.



Framing artwork



Inner stroke weight: 3 pt.

Outer stroke weight: 1pt.

This is what the vector object looks like in Illustrator.



When using multiple frames in a layout, each outline should look uniquely hand drawn.

Texture

Texture is an important component of the Save the Drop campaign's visual style. Combining these with the flat vector illustrations makes the 2-D imagery more dynamic.

Use "TEXTURE.psd" to access these textures.

Always use the appropriate resolution files and be careful to not let textures look pixelated or blurry

General Rules



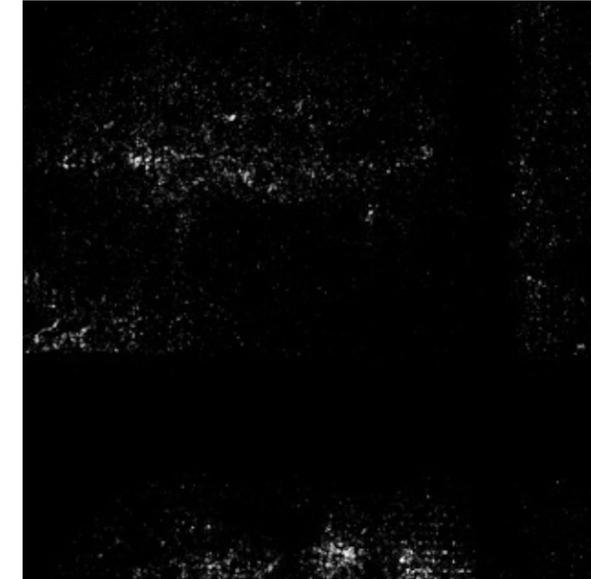
Dust Texture

This is the main texture used on white and blue backgrounds. When on white, set transparency to 50%



Raven Texture

Onyx and Raven are interchangeable for use on black areas of 2-D illustrations and The Drop logo



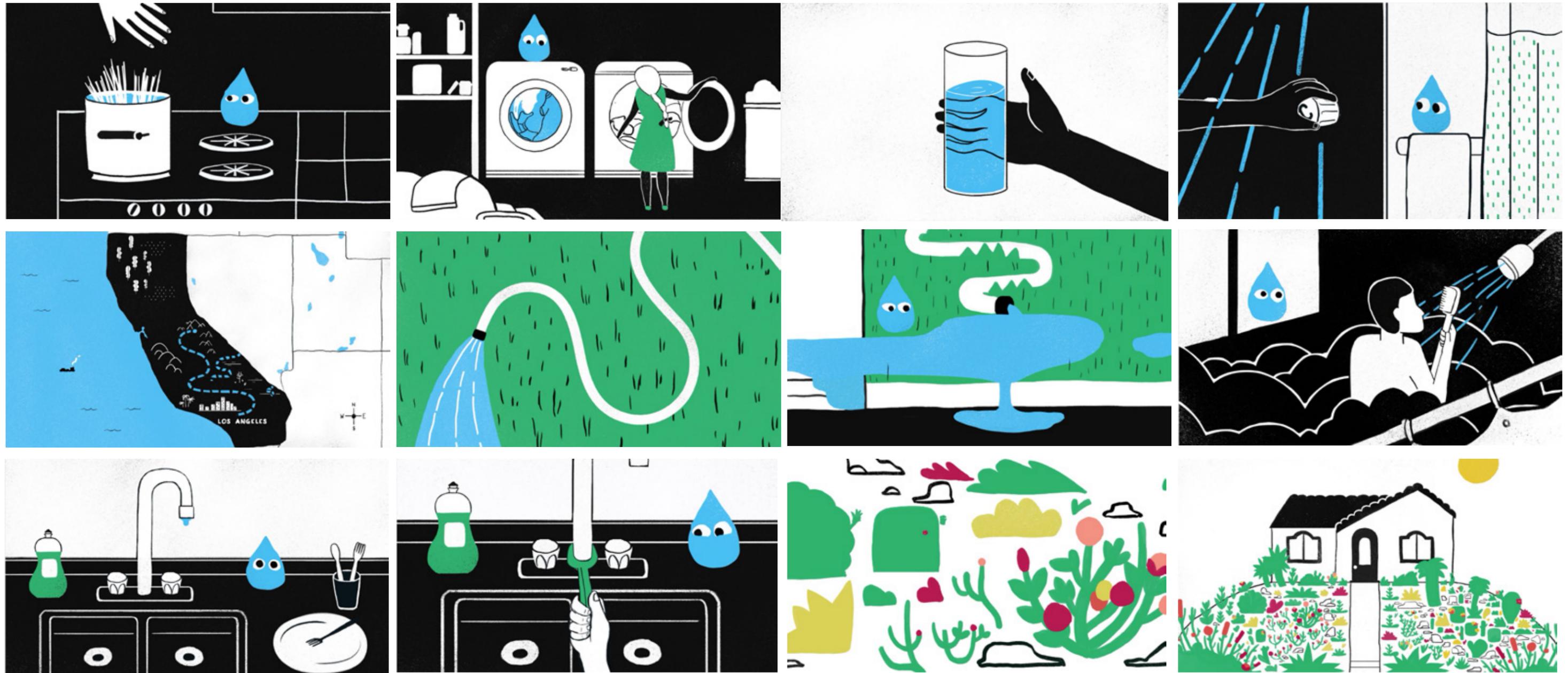
Onyx Texture

Onyx and Raven are interchangeable for use on black areas of 2-D illustrations and The Drop logo



Always use the appropriate resolution files so textures don't look pixelated or blurry

TV Stills



These are screen grabs of the 60s spot.
We will provide what Photoshop design files we can, but they will not look exactly like the final animation stills shown above since many design changes were made in the animation..

Social Media

To optimize The Drop's social presence, images need to be the correct dimensions and the highest possible quality for each platform. Below are the most current guidelines for each social platform:

Facebook

Shared image: 1200x630 pixels
Use “_FB.psd” as a template

Profile photo: 180x180 pixels
Use “Facebook_Profile_Photo.psd” as a template

Cover photo: 851x315 pixels
Use “Facebook_Cover_Photo.psd” as a template

Twitter

In-stream photo: 440x220 pixels (2:1 ratio)
Use “_Twitter.psd” as a template

Profile photo: 400x400 pixels
Use “Twitter_Profile_Photo.psd” as a template

Header photo: 1500x500 pixels
Use “Twitter_Header_Photo.psd” as a template

Instagram

Shared photo: 640x640 pixels (1:1 ratio)
Use “_Insta.psd” as a template

Profile photo: 110x110 pixels
Use “Instagram_Profile_Photo.psd” as a template

Do's and Don'ts



Facebook Post: 1200x630 pixels



Instagram: 640x640 pixels (1:1 ratio)



Twitter In-stream photo: 440x220 pixels (2:1)



- Do not use low-quality photos that are blurry or pixelated. Making sure that the image size and resolution are optimized for each platform will avoid making artwork appear pixelated or fuzzy.



- Do not use any kind of filters that alter the original colors of the image (this is especially important when posting to Instagram).

Social Media

Don't over-post on Instagram

Posting too frequently typically results in less social interactions.

Do not use filters

Do not use any filters or overlays on photos when posting them to social media (this is especially important when posting to Instagram).



Here are a few examples of high quality well lit photographs which are acceptable for sharing

Photography



• Do not use photos that are too dark or too light.



• Do not use photos that are out of focus or low quality

Samples

2-D Illustration

Here are a variety of examples that correctly utilize the 2-D illustration guidelines.

Reference these files for various illustrations:

- GIVE_DRY_A_TRY.psd
- WATER_ISNT_MAD.psd
- New_TipCard_Back.psd
- New_TipCard_Front.psd
- _FB.psd
- _Insta.psd
- _Twitter.psd



Reference file: Drop_LA_Mayor_LandingPage.psd

Samples

2-D Illustration, continued

Here are a variety of print examples that correctly utilize the 2-D illustration guidelines.

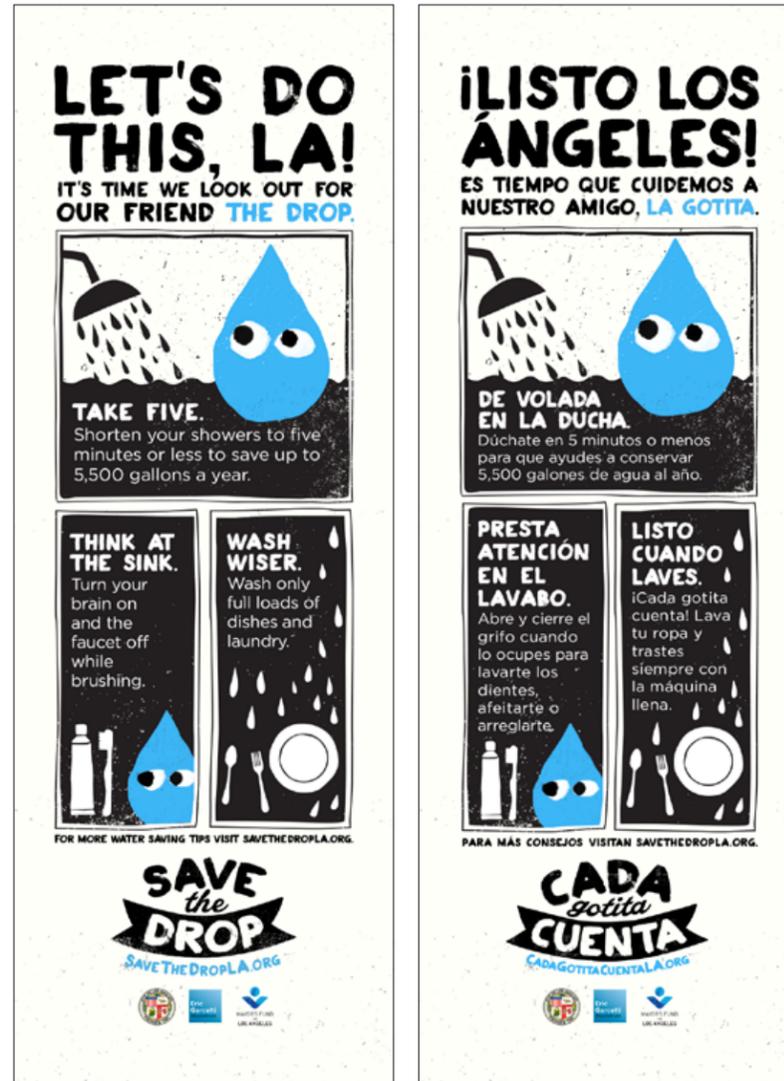
Reference these files:

BookMarkEnglish.psd

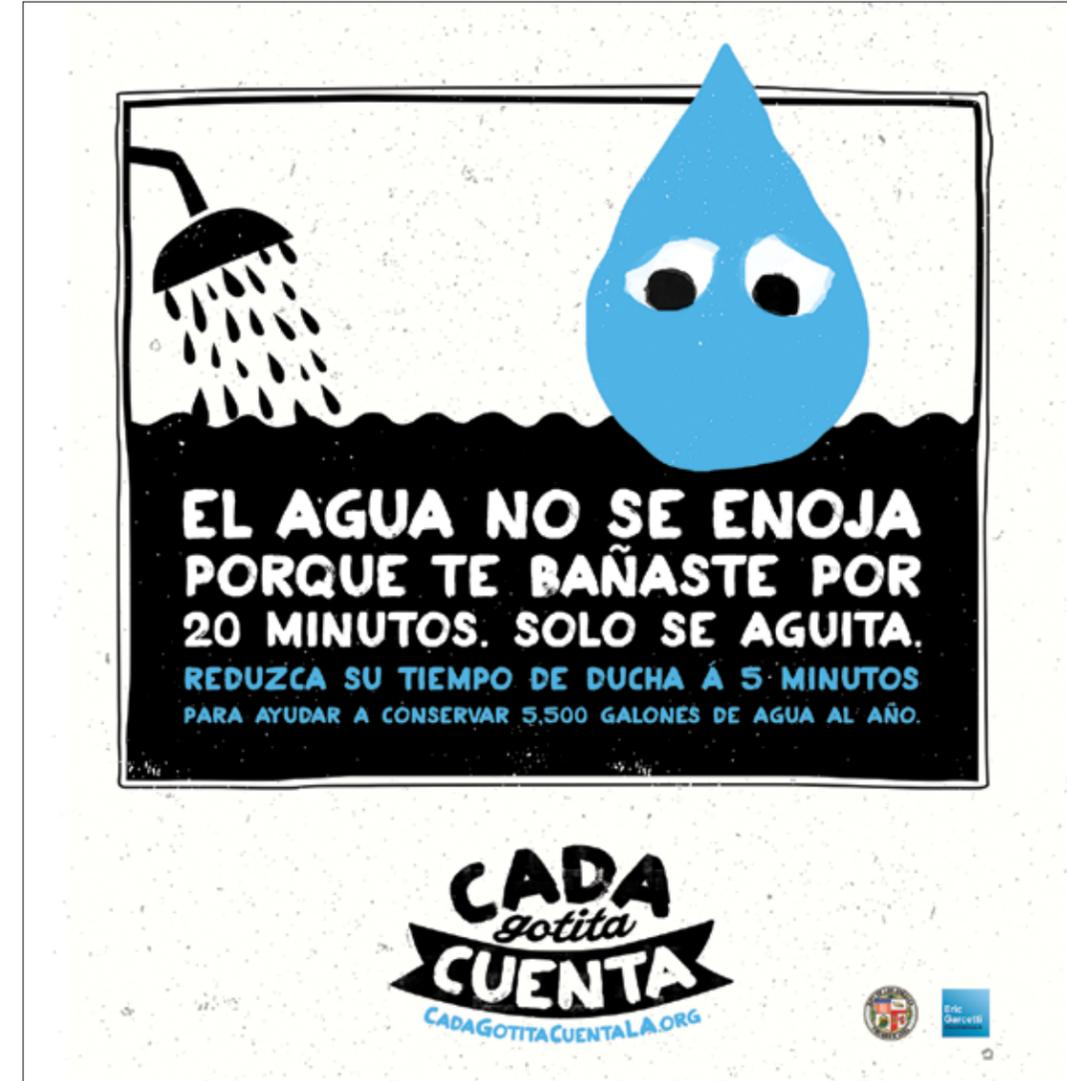
BookMarkSpanish.psd

BUMPER_STICKER_V4.psd

LA_OPINION_QUARTER_PAGE_SPANISH_INDOOR.psd



Bookmark



LA Opinion Quarter Page Ad



Bumper Sticker



Samples

Here are a variety of print and web examples that correctly utilize the 2-D illustration guidelines.

Reference these files:

LA_OPINION_QUARTER_PAGE_SPANISH_OUTDOOR.psd

LA_OPINION_WEB_BANNER_SPANISH_INDOOR.psd

LA_OPINION_WEB_BANNER_SPANISH_OUTDOOR.psd

LA_TIMES_QUARTER_PAGE_ENGLISH_INDOOR.psd

LA_TIMES_QUARTER_PAGE_ENGLISH_OUTDOOR.psd

2-D Illustration, continued



LA Opinion Quarter Page Ad



LA Times Quarter Page Ad



LA Times Quarter Page Ad



LA Opinion Web Banners

The Drop Mascot

The Drop mascot is the real-life representative of The Drop. The costume can be worn at city events that are related to water conservation.



- **The Drop mascot never talks**

Just like The Drop illustration, The Drop mascot does not speak.

- **The Drop mascot should always have a handler**

The person wearing The Drop costume should never be left alone at an event or in public. There should always be a handler there to guide The Drop mascot around and ensure its safety.

- **The person wearing the costume should always wear white tennis shoes**

The only parts of the body that are visible when wearing the costume are the person's feet. To maintain a consistent appearance, the person wearing The Drop costume should always wear clean all-white tennis shoes.

- **The costume fits a person who is between 5'6" - 5'10"**

No one under 5'6" should wear the drop costume because it will be too big and drag on the ground. No one over 5'10" should wear the costume because it will be too short.

- **The Drop mascot should pose with people for photo opportunities**

If someone wants to take a photo with The Drop mascot, then the person wearing the costume should comply. Again, The Drop mascot should not speak to anyone while taking the photo.



- The Drop mascot should always wear clean, white tennis shoes