

The background of the entire page is an aerial photograph taken at sunset. On the left, a sandy beach meets the ocean with gentle waves. A road runs along the coastline, curving through green, hilly terrain. In the distance, mountains are visible under a sky with soft, orange and pink hues from the setting sun. A semi-transparent white box is overlaid on the left side of the image, containing the title text.

OUR BRAND GUIDEBOOK



People who live, work, or play in coastal San Mateo County know this is a special place. We are inspired by the abundance and beauty of its natural and working lands, from the tops of redwood-forested mountains to the majestic coastline and beaches of the Pacific Ocean. We depend on its healthy soils, clean air, water resources, and ecosystems to sustain our health, economy, and way of life. How we steward these resources directly affects biodiversity, public safety, equity and justice, diverse industries, and our personal fulfillment.

The **San Mateo Resource Conservation District**, or **SMRCD**, is an important partner in San Mateo County's stewardship efforts. We are one of nearly 100 conservation districts in California and nearly 3,000 across the United States that were developed to support farmers and ranchers with soil and water conservation practices in the aftermath of the 1930's Dust Bowl. We serve as a local hub for conservation, connecting people with the technical, financial, and educational assistance they need to conserve and manage natural resources.

SMRCD works directly with landowners and other constituents to ensure the resilience and health of water resources, soils, wildlife habitat, and beyond. We coordinate assistance from all available sources — public and private, local, state, and federal — to develop locally-driven solutions to natural resource concerns.

While there have been significant investments to preserve, restore, and care for the lands and waters of coastal San Mateo County, our community, like many others in California, faces grave threats and significant challenges. Not surprisingly, the same forces that threaten plant and animal species also threaten human lives and livelihoods — climate change, species extinction, water pollution, catastrophic wildfire, historic drought, flooding, sea level rise, harsh inequity and injustice.

The San Mateo Resource Conservation District is up to the challenge. Our work takes many forms — from providing technical assistance through the expertise of hydrologists, engineers, biologists, foresters, and soil scientists to coordinating resource management and conservation efforts across jurisdictions and land ownerships. With a deep understanding of the people and the lands of San Mateo County, rooted in more than eighty years of service, we are ambitiously, courageously, and effectively bringing science-based solutions to environmental concerns to ensure a more thriving natural environment for all.

OUR MISSION

We are a local hub for conservation, helping the people of San Mateo County build a more thriving natural environment for all.

OUR VISION

Coastal San Mateo County will be environmentally, economically, and socially sustainable.

OUR TAGLINE

Helping people help the land.



OUR ELEVATOR PITCH

The San Mateo Resource Conservation District, or SMRCD, is an important partner in San Mateo County's stewardship efforts. We are one of nearly 100 conservation districts in California and nearly 3,000 across the United States that serve as a local hub for conservation, connecting people with the technical, financial, and educational assistance they need to conserve and manage natural resources. As a non-regulatory form of local government, we support a more sustainable community by working where we are invited to help people help the land.

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OUR FOCUS AREAS



WILDLIFE. San Mateo County is a hotspot of biological diversity and home to more than 40 species of plants and animals at risk of extinction. Our services restore ecosystems and habitat with a focus on species at risk of becoming extinct.



WATER. Water is one of the most significant resources shaping the future of California. Our services improve water conservation, water resource management, and water quality to help ensure clean and reliable water for fish and wildlife, farms, and people.



CLIMATE. Our work removes greenhouse gases from the atmosphere, reduces emissions, and builds resilience to extreme weather conditions for wildlife and the community.



AGRICULTURE. Agriculture is at the heart of coastal San Mateo County. Our work helps ensure viable local agriculture while also helping farmers and ranchers be environmental stewards of the lands they manage.



WILDFIRE. Wildfires continue to be a serious threat in our region. Our work helps reduce the risk of catastrophic fire, improve forest health, and heal the land after fire does occur.

OUR CULTURE

PASSIONATE AND DEDICATED. Members of our staff and board are devoted to our mission, focused on our community, and fully engaged in our work.

CREATIVE, COURAGEOUS, AND ADAPTIVE. We lead with vision not constraints. We are resourceful and forward thinking, always seeking solutions. We take risks, make mistakes, learn, and respond.

LEARNERS. We are a community of learners that embraces training, professional development and innovation. We learn from diverse types of expertise and wisdom.

TRUSTING AND TRUSTWORTHY. We trust each other to work independently and in supportive teams. We hold ourselves accountable to each other and to the community. We make space for courageous, real, vulnerable, and uncomfortable conversations that build trust.

EMPATHETIC. We invest in relationships. We listen to each other, treat each other with kindness, and understand what it means to be human and interdependent. We support each other during difficult times. Our whole selves are welcome at the RCD.

FUN. We bring a sense of humor and don't mind being goofy or whimsical as part of our whole selves doing important work.

OUR BRAND VISUAL IDENTITY

OUR LOGO

The San Mateo Resource Conservation District logo follows the design of many other RCD logos, with the leaf and fish logo symbol to the left and logo typeface in all caps to the right. Our logo seeks to emphasize that San Mateo is one among many RCDs across California and the country.



LOGO SPACING

To avoid clutter and give our logo prominence, always separate it from other text and graphic elements with a minimum clear space equivalent to the 2 times the x-height of the word "RESOURCE," as shown in the example below.



LOGO USAGE & MISUSE

To preserve the integrity of our logo, only the configurations and colors referenced in these guidelines are permitted. Do not create new configurations or use new colors. And be mindful of how the logo appears on colored or dark backgrounds to maximize contrast and allow the logo to stand out.



DON'T reposition logo elements



DON'T rearrange elements of the logo



DON'T skew or rotate the logo



DON'T use a font color other than the approved colors



DON'T place the logo on a colored background where gets visually lost



DO feel free to use the all-white version of the logo on dark colored backgrounds

OUR COLOR PALETTE

There are a total of seven colors that make up San Mateo Resource Conservation District's visual brand. The blue, green, dark gray and light gray colors are all used in the logo. The blue, green, red, orange, and yellow form the colors of the iconography used in the brand.



C67 M29 Y16 K0
R87 G151 B185
#5797B9



C59 M20 Y100 K3
R119 G158 B63
#779E3F



C16 M80 Y100 K5
R199 G84 B40
#C75428



C0 M54 Y90 K0
R246 G140 B51
#F68C33



C16 M36 Y100 K0
R216 G163 B41
#D8A329



C0 M0 Y0 K80
R88 G89 B91
#58595B



C0 M0 Y0 K50
R146 G148 B151
#929497

TYPOGRAPHY

Our logo is based on the **Proxima Nova** typeface, which is a wide, san-serif font developed by Mark Simonson of Mark Simonson Studio. It is a proprietary font, but as used in our logo, it does not require any special licensing. It is available for use across all Adobe design applications as part of the Adobe Typekit.

Montserrat is a serif typeface with a wide body that serves as a nice alternative to Proxima Nova and is compatible with your logotype. Montserrat is a Google Font and is therefore free for use and easily downloadable. It should be used as your primary or default typeface.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans is a popular sans serif font that pairs well with Montserrat. It is also a Google Font and is free to download and easy to use across all platforms. Open Sans works well for copy as well as subtitles.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Karla is another sans serif font that pairs well with Montserrat. It is also a Google Font and is free to download and easy to use across all platforms. It may be best used as an accent font for subtitles and sidebar copy or as a pairing with your primary typeface of Montserrat.

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

Example Use Case #1

THIS IS A MONTSERRAT BOLD HEADING

A Karla EXTRA LIGHT Subheading

[illegible]

Example Use Case #2

THIS IS A MONTSERRAT REGULAR HEADING

An Open Sans Light Italic Subheading

This is Montserrat regular body copy. This is Montserrat regular body copy. This is Montserrat regular body copy. This is Montserrat regular body copy. This is Montserrat regular body copy. This is Montserrat regular body copy.

Example Use Case #3

This is a Montserrat Bold Heading

A Karla Light Italic Subheading

[illegible]



SAN MATEO
RESOURCE
CONSERVATION
DISTRICT

This guidebook was designed and prepared by LightBox Collaborative
lightboxcollaborative.com