

## The Bakersfield Signature

In order to maintain a consistent and strong graphic identity for Bakersfield, these guidelines should be followed whenever the Bakersfield signature is used.

Any use of the Bakersfield signature on materials identifying or promoting a private business or development must be approved by the Greater Bakersfield Chamber of Commerce.

The Bakersfield signature consists of the logo (the name with the leaf symbol above the letter "i") and the tag line "Life as it should be."

The signature should always appear with the size and position of the elements relative to one another exactly as shown below. It should never be recreated and the name and tag line should never be re-typeset. The signature should always be reproduced using approved digital art files provided by the Greater Bakersfield Chamber of Commerce.

In certain situations where use of the tag line is inappropriate, such as for architectural signage, the logo (name and leaf) may be used without the tag line.

Whenever possible, the signature should appear in color with the name black and the leaf and tag line PMS 364 green. When color is not available, the signature should be all black. When reversed out of a dark background, the signature should be all white. *See attached examples of correct and incorrect use of color.*



The logo features the word "Bakersfield" in a black, elegant script font. A small green leaf icon is positioned above the letter "i". Below the name, the tagline "Life as it should be." is written in a green, sans-serif font.

## Guidelines for Use of the Signature

### Correct

The signature should always appear with the size and position of the elements relative to one another exactly as shown here

The logo for Bakersfield, featuring the word "Bakersfield" in a black, elegant script font with a small green leaf icon above the letter 'i'. Below the name, the tagline "Life as it should be." is written in a smaller, green, sans-serif font.

*Bakersfield*  
Life as it should be.

### Incorrect

Wrong font – the name should never be re-typeset in a different font

The logo for Bakersfield, but the word "Bakersfield" is written in a different, less elegant script font than the correct version. A large red 'X' is drawn over the entire logo to indicate it is incorrect. The tagline "Life as it should be." is in the correct green font.

*Bakersfield*  
Life as it should be.

### Incorrect

Tag line too big and positioned improperly relative to the logo

The logo for Bakersfield, but the tagline "Life as it should be." is significantly larger and positioned lower than in the correct version. A large red 'X' is drawn over the entire logo to indicate it is incorrect. The name "Bakersfield" is in the correct script font.

*Bakersfield*  
Life as it should be.

## Signature Color Guidelines

### Color Printing (two or more colors)

Name black,  
leaf and tag line PMS364 green



*Bakersfield*  
Life as it should be.

### One-Color Printing

All black or all PMS364 green



*Bakersfield*  
Life as it should be.



*Bakersfield*  
Life as it should be.

### The Signature Reversed Out of a Dark Background

All white



*Bakersfield*  
Life as it should be.



*Bakersfield*  
Life as it should be.

## Incorrect Use of Color

### Colors reversed

The name should be black and the leaf and tag line PMS364 green



### Wrong colors

The signature should only print in black and PMS364 green, in the approved combinations



### Insufficient contrast

Insufficient contrast between leaf and tag line and background for good legibility



### Insufficient contrast

Insufficient contrast between signature and background for good legibility

