DFPI

DEPARTMENT OF **FINANCIAL**
PROTECTION & INNOVATION

DESIGN

BRAND
GUIDELINES

BRAND GUIDELINES

Brand guidelines establish guides to ensure we present ourselves consistently to our audiences. Working together, we can strengthen our communications now and make them even better for the future.

This document includes all of the elements you may need—logos, typefaces, colors, and more—to create a consistent tone, look, and feel for DFPI. We invite you to absorb this information and reference it often to become an informed keeper of the brand.

DFPI

DEPARTMENT OF **FINANCIAL PROTECTION & INNOVATION**

BRAND GUIDELINE CONTENTS

DFPI

DEPARTMENT OF **FINANCIAL**
PROTECTION & INNOVATION

SECTION 01

BRAND INTRODUCTION

ABOUT US

The Department of Financial Protection and Innovation protects California consumers by regulating financial activity, licensing financial service providers, and enforcing state laws that help create a fair and resilient marketplace. The Department also reviews consumer complaints, takes legal action against bad actors, and examines licensees to make sure they're in compliance with the law. Key to the work of DFPI is ensuring that consumers understand their rights and know how to get help. The Department provides financial education resources, consumer alerts about financial fraud and scams, and an online search function so you can make sure your financial provider is licensed with us.

The passage of the California Consumer Financial Protection Law (CCFPL), which went into effect Jan. 1, 2021, also expanded DFPI oversight to include credit repair and consumer credit companies, debt collectors, debt relief companies, private student loan servicers, and others. Thanks to the new law, the DFPI can now investigate all claims of unlawful, unfair, deceptive and abusive practices by financial service providers, adding even more protections to California consumers.

MISSION

We are a national leader with a mission to protect consumers, foster trust, innovation, and fairness in the financial marketplace.

VISION

Serve Californians by effectively overseeing financial service providers, enforcing laws and regulations, promoting innovation and fair, honest business practices, enhancing consumer awareness, and protecting consumers by preventing potential marketplace risks, fraud, and abuse.

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SECTION 02

BRAND
LOGO OVERVIEW

BRAND MAIN LOGO

DFPI's combination logo makes it very modern, clean, and professional. There is one monoline version of this logo.

Full Logo

77 Mm

Logo symbol

77 Mm

Monoline Logo

125 Mm

LOGO CLEAR SPACE

Whenever you use the logo, it should be surrounded by clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. When using the logo, maintain a clear margin the same size as the "X" all the way around and the letter "X" represents Logo Icon.
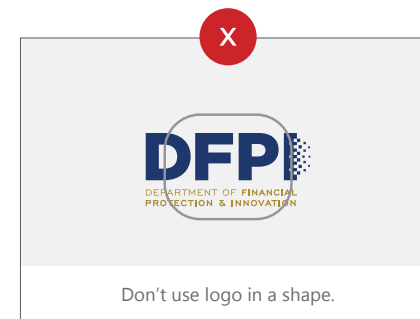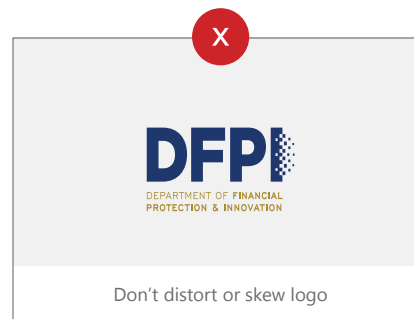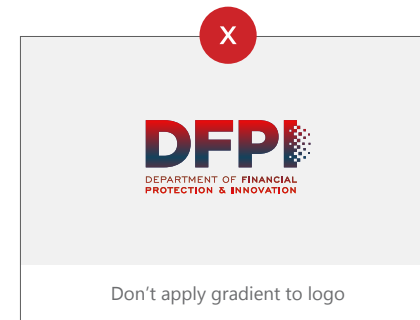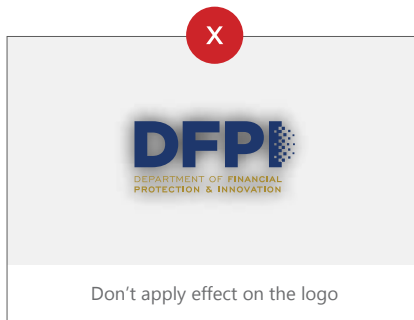
Full logo 50% clear space

Full construction

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BRAND IMAGERY

BRAND LOGO MISUSE

The following images are examples of improper use and alterations of our logo. Proper use ensures the integrity of the design and brand unity.

Don't apply effect on the logo

Don't use logo on same background

Don't apply gradient to logo

Don't rotate the logo design

Don't distort or skew logo

Don't use logo in a shape.

LOGO COLOR VARIATIONS

SECTION 03

BRAND TYPOGRAPHY

BRAND TYPOGRAPHY
Print

Typography enables us to create a particular context and have a specific personality. Careful use of typography reinforces our personality and ensures clarity and harmony in all of the communications.

PRIMARY PRINT TYPEFACE

ARIAL

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
0 1 2 3 4 5 6 7 8 9

Light

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

BRAND TYPOGRAPHY
Digital

Typography enables us to create a particular context and have a specific personality. Careful use of typography reinforces our personality and ensures clarity and harmony in all of the communications.

PRIMARY TYPEFACE

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
0 1 2 3 4 5 6 7 8 9

Medium

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

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
0 1 2 3 4 5 6 7 8 9

Light

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

SECONDARY TYPEFACE

SEGOE UI

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
0 1 2 3 4 5 6 7 8 9

Semibold

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

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
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

Italic

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

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TYPOGRAPHY FONT LEADING

HEADLINES

Should be used sparingly in marketing communications to draw attention to important text. When legibility/contrast is an issue, use the block behind the text.

THIS IS A HEADLINE

Gotham - Bold | 32 pt type and 42 pt leading

HEADING

Should be used in multipage documents and websites to denote a new section.

THIS IS A HEADING

Gotham- Bold | 24 pt type and 28 pt leading

SUBHEADLINES

Should be used under headlines or headers when necessary. Subheadlines may also be used as the first sentence of a paragraph in marketing communications.

THIS IS A SUBHEADLINE

Gotham- Semi Bold | 13 pt type and 14 pt leading

BODY COPY

Should be used for supportive messaging

THIS IS BODY COPY

Segoe UI - Regular | 10 pt type and 14 pt leading

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BRAND
COLOR SYSTEM

COLOR SYSTEM

Color plays a vital role in the DFPI brand identity and are recommended for various media. These colors are this brand's core colors that will be used across all digital and marketing material.

PRIMARY COLORS

COLOR CODE

Hex   : #AA8A00
Rgb   : 170, 138, 0

COLOR CODE

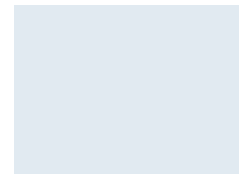Hex   : #002D72
Rgb   : 46, 102, 132

SECONDARY COLORS
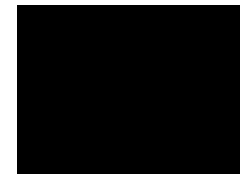
COLOR CODE

Hex   : #009CDE
Rgb   : 0, 156, 222

COLOR CODE

Hex   : #DBB716
Rgb   : 219, 183, 22

COLOR CODE

Hex   : #E1EAF1
Rgb   : 225, 234, 241

COLOR CODE

Hex   : #000000
Rgb   : 0, 0, 0

COLOR CODE

Hex   : #B9FAF8
Rgb   : 185, 250, 248

COLOR CODE

Hex   : #107E7D
Rgb   : 16, 126, 125

COLOR CODE

Hex   : #95190C
Rgb   : 149, 25, 12

COLOR CODE

Hex   : #A7C957
Rgb   : 167, 201, 87

COLOR CODE

Hex   : #A8407E
Rgb   : 168, 64, 126

SECTION 05

BRAND VISUALS

BRAND PHOTOGRAPHY
EXECUTIVE

These are the approved photos and images that we can use in marketing materials like website, flyers, Billboards and Social media, etc. These images should illustrate our committment to diversity, equity and inclusion.

BRAND PHOTOGRAPHY
EXECUTIVE

These are the approved photos and images that we can use in marketing materials like website, flyers, Billboards and Social media, etc. These images should illustrate our committment to diversity, equity and inclusion.

BRAND PHOTOGRAPHY

INDUSTRY

These are the approved photos and images that we can use in marketing materials like website, flyers, Billboards and Social media, etc. These images should illustrate our committment to diversity, equity and inclusion.

BRAND PHOTOGRAPHY

CONSUMER SERVICES/FINANCIAL PROTECTION

These are the approved photos and images that we can use in marketing materials like website, flyers, Billboards and Social media, etc. These images should illustrate our committment to diversity, equity and inclusion.

BRAND PHOTOGRAPHY

CONSUMER SERVICES/FINANCIAL PROTECTION

These are the approved photos and images that we can use in marketing materials like website, flyers, Billboards and Social media, etc. These images should illustrate our committment to diversity, equity and inclusion.
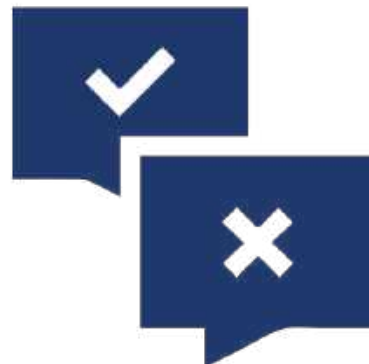
BRAND PHOTOGRAPHY
LEGAL

These are the approved photos and images that we can use in marketing materials like website, flyers, Billboards and Social media, etc. These images should illustrate our committment to diversity, equity and inclusion.
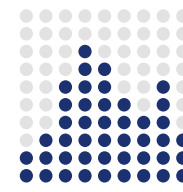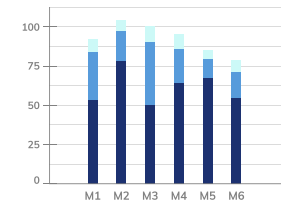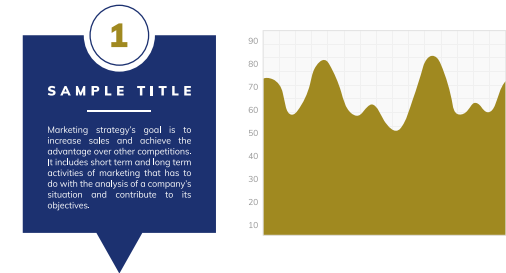
DFPI

BRAND IMAGERY

Social Icons

Web Icons

Data Visualization

1

SAMPLE TITLE

Marketing strategy's goal is to increase sales and achieve the advantage over other competitions. It includes short term and long term activities of marketing that has to do with the analysis of a company's situation and contribute to its objectives.

75% 25%

50% 50%

25% 75%
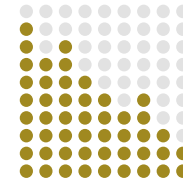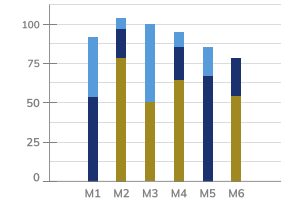
GROWTH RATE

GROWTH RATE

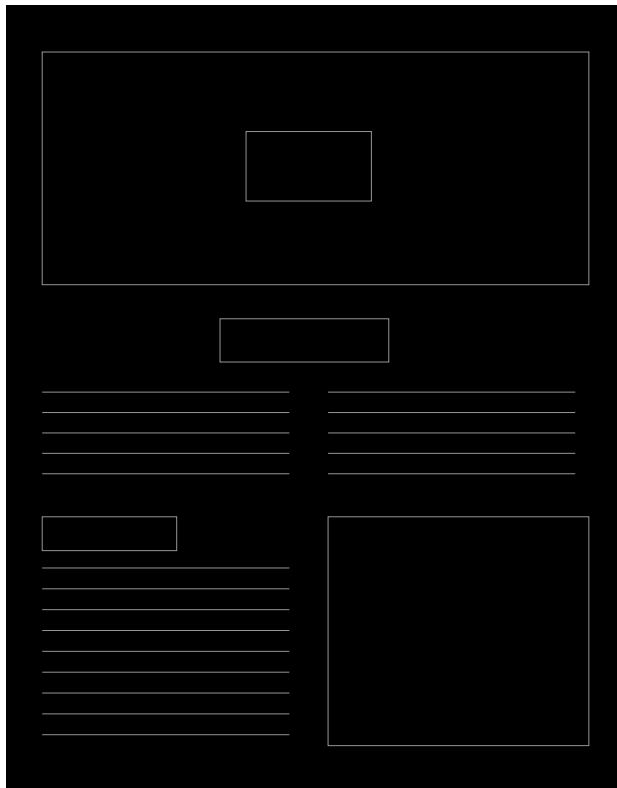![DFPI - Department of Financial Protection & Innovation]

SECTION 06
**BRAND
GRID SYSTEM**

BRAND GRID SYSTEM

This Brand Grid System shows an approved layout with a typography grid for DFPI web or printed articles. This Article Grid System supports our brand's desired layout configuration.

ARTICLE GRID SYSTEM

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INTRODUCTION

Gotham
24pt to 36pt

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat,

Gotham
18pt to 16pt

WHO WE ARE

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla

Segoe UI
12pt to 10pt

BRAND BUSINESS CARD

Our logo must be used in its approved format and should not be modified. Altering the logo weakens the integrity and consistency of our brand. Here are some examples of approved usages of the logo.

USAGE

These business cards will be used for all official contact and communication of the Department of Financial Protection and Innovation.

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DEPARTMENT OF FINANCIAL
PROTECTION & INNOVATION

CHRISTOPHER
ACTING COMMISSIONER

W   www.DFPI.com
E   info@DFPI.com
P   123 1234 1234

BRAND LETTERHEAD

Our logo must be used in its approved format and should not be modified. Altering the logo weakens the integrity and consistency of our brand. Here are some examples of approved usages of the logo.

USAGE

This letterhead will be used for all official communication.

SECTION 07
BRAND
SUMMARY

BRAND SUMMARY

OUR IDENTITY IS THE TOTAL EFFECT OF YOUR LOGOS, PRODUCTS, BRAND NAMES, TRADEMARKS, ADVERTISING, BROCHURES, AND PRESENTATIONS.
IT IS THE VISUAL REPRESENTATION OF OUR BRAND.

The DFPI brand, including the logo, name, colors, and identifying elements, are valuable company assets.
Our brand is an essential element and must be consistent. Minor variations and alterations will undermine and compromise our visual brand.
The guidelines set in this document are not meant to inhibit but to improve the creative process. By following these guidelines, the materials you create will represent the DFPI cohesively to the outside world.

BRAND GLOSSARY

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This format is one of the most widely used formats online, typically for photos, email graphics, and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously but increases artifacts or pixelation the more compressed the image.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency but can also display higher color depths, translating into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system, or web browser. PDF files have a robust vector graphics foundation at their core but can also display everything from raster graphics to form fields to spreadsheets. Because it's a nearly universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to PDF and EPS files (for easy reviewing and printing) and JPEG, PNG, GIF, TIFF, and PSD (for web use and further editing).

LOSSY

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, this format is used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also function as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.