



Solano Marketing Campaign

Solano
Means Business

JANUARY 2017

This study was prepared under contract with Solano County, California, with financial support from the Office of Economic Adjustment, Department of Defense. The content reflects the view of the County of Solano and its participating Partners and does not necessarily reflect the views of the Office of Economic Adjustment. February 2017

TABLE OF CONTENTS

Introduction.....	3	
LOGOS		
Primary Logo	6	
Taglines.....	6	
Clear space.....	7	
Color Variations	7	
Incorrect Usage	8	
TYPOGRAPHY.....		9
COLOR PALETTE		
Primary Palette	10	
Palettes by City	10	
DESIGN SAMPLES AND TEMPLATES		
Postcards.....	11	
Outdoor.....	16	
Ad Design.....	17	
Newsletter	18	
SOLANO EDC LOGO & BUSINESS SYSTEM		
EDC Logo	20	
EDC Business System.....	21	
EDC Power Point	22	



INTRODUCTION

This Style Guide provides a foundation of graphic standards and sample designs of Solano County's visual economic development/business identity and marketing/business attraction campaign.

The Style Guide is derived from two key elements:

1. the County as a place and
2. the color palettes of each city.

Together they provide a unifying theme and position the County as speaking with one, unified voice.

A family-set of designs was created to include the County and its seven cities in a design that could be compatible for each city to be included in the Solano marketing campaigns but also where each city can individually use the design and customize a campaign while staying with colors and themes of the overall Solano family identity to build recognition of Solano County business opportunities.

The intent of these designs is not to replace any local city marketing materials or designs but rather supplement and have a family of designs and materials purely for business development marketing.

In addition the campaign design has some purposeful elements to market key "value" assets to target businesses:

- Introduction series uses questions to help build the awareness of Solano
- Marketing campaigns can be chosen from four elements or a combination of elements, (see samples on page 11-18) :
 1. Industry-oriented
 2. City-oriented
 3. Location, Park, Building, Development-oriented
 4. Message-oriented

Use of the Style Guide improves communication by ensuring consistency and re-enforces best practices by guiding designs to a quickly recognizable professional outcome.

The Solano County EDC will be the main entity to push the identity into a new business development marketing campaign. The Solano EDC has also changed its logo and identity to complement the Solano County style.

It is important that the identity, to make a positive impact, must be used frequently, consistently and correctly. If each of the cities also use the family-design for business development marketing it will double and triple the exposure to create the awareness needed to place Solano in the minds of business.

Message Platform

The intent of the style guide is to:

1. Provide a design system to visually communicate the business development strategy and
2. Provide a messaging platform that articulates the mission with greater intent and proof points.

The Messaging Platform helps to build a blueprint for cohesive messaging to the external target market. This should be considered a foundation, the Economic Development Task Force should refine the messaging for each specific audience being targeted for a campaign, visit or prospecting. The audiences will differ and the messages should be customize to what will be most valuable to them.

KEY MESSAGES / PROOF POINTS

BUSINESS FIRST!		MARKET CONNECTIONS	VALUE
<ul style="list-style-type: none"> • Business First! is in our DNA • Existing businesses are priority and valued in Solano County – we know they drive the economy • Networks are establish to create the voice of industry and we listen • Services are focused on existing business • Education listens to the needs of business • A Solano Business First! Team, made of county, cities, education, workforce and services providers are prepared to assist with all business needs • Our goal is to work at the Speed of Business 		<ul style="list-style-type: none"> • Solano is one of the nine counties of the Bay Area best known for I80 running through it (or Jelly Belly, Travis AFB, Nut Tree or Six Flags can be substituted) • Solano's strength in the manufacturing, petrochemical and biotech industries contributes to the Bay Area Economy – the 6th largest in the US • Within a 50 mile radius of all major markets, research facilities, national labs, venture capital and the world's best educational institutions • Perfect location for goods movement - 5 Corridors - Direct access I80 East • Capital Corridor Train to Bay Area • Ferries to San Francisco from Vallejo and Benicia • 107,000 residents commute out daily • Gateway to Napa and Sonoma 	<ul style="list-style-type: none"> • 21 Business Parks • 6,740 acres • 2.0 million sq ft of industrial, flex and warehousing space • High Location Quotient for Traded-Sector Industries • Value priced, industrial space 40% less than Bay Area • High employee productivity ranking, 4 out of possible 5 • Talent – 2.8 million workers in a 50 mile radius – with a reverse commute • Local education focused on careers: <ul style="list-style-type: none"> - Solano Community College is one of the only community colleges to offer industrial biotechnology – a curriculum driven by industry and will soon offer a Bachelor of Science in Biomanufacturing - Touro University dedicated health professional graduate school and - CSU, Maritime – a unique campus focus on engineering technology, logistics, international business • Work/life balance <ul style="list-style-type: none"> - “My employees can now afford to buy a home” - “Our employees have time to coach their kids’ sports teams!” - “I can get home for dinner!” • Housing, half the cost the metro region • Healthy environment - weather, open space, recreation

MESSAGE PLATFORM	
AUDIENCE	Tier 1 - Traded Sector Industries <ul style="list-style-type: none"> • Advanced Materials • BioTech & BioMedical • Food & Beverage Tier 2 – Key Growth Industries in Solano County Tier 3 – Industry matches to available space
THEME	<i>Solano Means Business</i>
POSITIONING	<ul style="list-style-type: none"> • Location / Space / Scale • Use questions to draw attention to Solano, the seven cities, assets, strengths, what the audience might not know.

Sample Messaging

We recommend using three to ten proof points specific to the benefits of the audience with as much detail as possible.

Solano County is the perfect location for companies seeking space to scale their operations but stay close-in to the Bay Area market and possibly their headquarters. Solano County offers exceptional value to these scaling businesses:

1. 21 business and industrial parks with over 1,000 acres ready-to-go sites
2. 2.0 million sq ft of available industrial, flex and warehouse space and buildings
3. One of the strongest manufacturing bases of advanced materials, biotech and food & beverage, \$4 billion industry
4. 1.3 million laborshed within 40 minutes, Solano is a reverse commute
5. 107,000 out-commute per day with high occupational quotation in manufacturing and administration
6. Employees earn high rating of productivity – 4 out of scale of 1-5 with 5 being the highest
7. 15-20% less operating cost than San Jose or San Francisco – industrial space up to 40% less
8. 50-mile radius to Sacramento and Bay Area markets and resources – I80 and 4 corridors
9. Affordable diverse lifestyles – housing cost average 50% less
10. A Team of professionals to assist a business with a speedy location and access to key resources for a smooth transition.

Scale with us, *Solano Means Business*.

Sample Short-Message

We recommend using some mix to create elevator pitch.

- Solano, the Bay Area's north-east county, has long been known as the trade corridor for goods and services headed north and points east along I80.
- Today, Solano boasts a rustic and refined style influenced by its urban-country-waterfront mix.
- Solano is quickly emerging as a location of choice for industries seeking to scale outside of San Francisco, Oakland and Silicon Valley while staying in close proximity and connect with Bay Area clients and vendors.

General Guidelines

The style guide provides specifics on design and use, the following are general guidelines to consider when using the Solano business development identity:

1. **Simplicity.** Simple visuals are easier to consume, process and remember everything should be visually clear
2. **Consistency.** Consistent visual languages build trust • Visual repetition lowers the barrier to entry for communicating information
3. **Family-design.** The more compatibility of design, colors, styles and message the strong the identity will become for all.
4. **Diversity of geography.** The beauty of Solano County is the diversity of geography and lifestyle which will appeal to broader audience. To maintain the consistency of the design and campaign, recommend using MC2 Design¹ to customize campaigns.

¹MC2Design, Brian Curtis, 530-893-4623 x202, brian@mc2design.com

PRIMARY LOGO

The logo and taglines developed for the Solano business marketing campaign reflect Solano's seriousness of business development and key location asset. The "L" in Solano symbolizes its North location and that business is progressive and always moving forward, creating opportunities for the community.

Always use the Solano Campaign logo in accordance with these guidelines.

Variations of the primary logo can be used for communicating across different size and media requirements. The content and size should define what type of layout to use.

"Solano" is set in Korolev Condensed Bold, the tagline is set in Freeland Regular



TAGLINES

There are three different taglines that can be used within the Solano Campaign:

- Solano **Means Business**
- Solano **Perfectly Positioned**
- Solano **North Bay's Trade Corridor**

The secondary logos can be used in a campaign where the campaign logo tagline better fits the message and the target audience, such as, promoting a specific site or industrial park, the logo/tagline Perfectly Positioned might be used.



CLEAR SPACE

The clear space has been set according to specific dimensions of the different logo components. 1x is the minimum amount of clear space needed.

Spacing

Spacing of the primary logo elements should never change.



COLOR VARIATIONS

Variations of the primary logo can be used for communicating across different size and media requirements. The content and size should define what type of layout to use. The two color logo uses the blue and gold colors in different ways. Use the one that best works with your layout.



Use the reverse logo with dark or solid-color backgrounds.

INCORRECT USAGE

Incorrect usage of the Solano identity will disrupt the consistency of the campaign. The logo should never be altered in any way. Below are examples of what to avoid when using your logo.



DO NOT remove elements



DO NOT add elements



DO NOT rotate the logo



DO NOT stretch the logo out of proportion



DO NOT change or resize the elements of the logo



DO NOT change the fonts of the logo



DO NOT place the logo on patterned background



DO NOT change the logo colors



DO NOT change the spacing

TYPOGRAPHY

A bold font is used along with a more free and relaxed typeface to communicate Solano's diversity.

Aa

Korolev Condensed Bold / Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Aa

Freeland

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Aa

Proxima Nova Regular / **Bold** / Thin

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

PRIMARY PALETTE

Primary: Dark Blue

CMYK: 100/92/39/39
RGB: 24/36/77

Pantone: 7-8C

Secondary: Gold

CMYK: 0/25/90/0
RGB: 255/194/51

Pantone: 7-8C

Gradient

CMYK:
100% —————> 100%
0/10/95/0 0/25/90/0

RGB:
100% —————> 100%
255/222/23 255/194/51

PALETTES BY CITY

The campaign design links a primary color of each city's logo or color palette into the Solano family identity helping to giving each city their own identity.

Suisun City

CMYK: 51/0/41/0
RGB: 124/202/172

Rio Vista

CMYK: 10/21/83/0
RGB: 232/194/75

Vacaville

CMYK: 91/53/22/3
RGB: 0/108/152

Dixon

CMYK: 39/8/76/0
RGB: 166/194/104

Vallejo

CMYK: 99/76/42/34
RGB: 6/57/86

Benicia

CMYK: 43/88/65/60
RGB: 81/25/37

Fairfield

CMYK: 90/37/88/34
RGB: 0/92/58

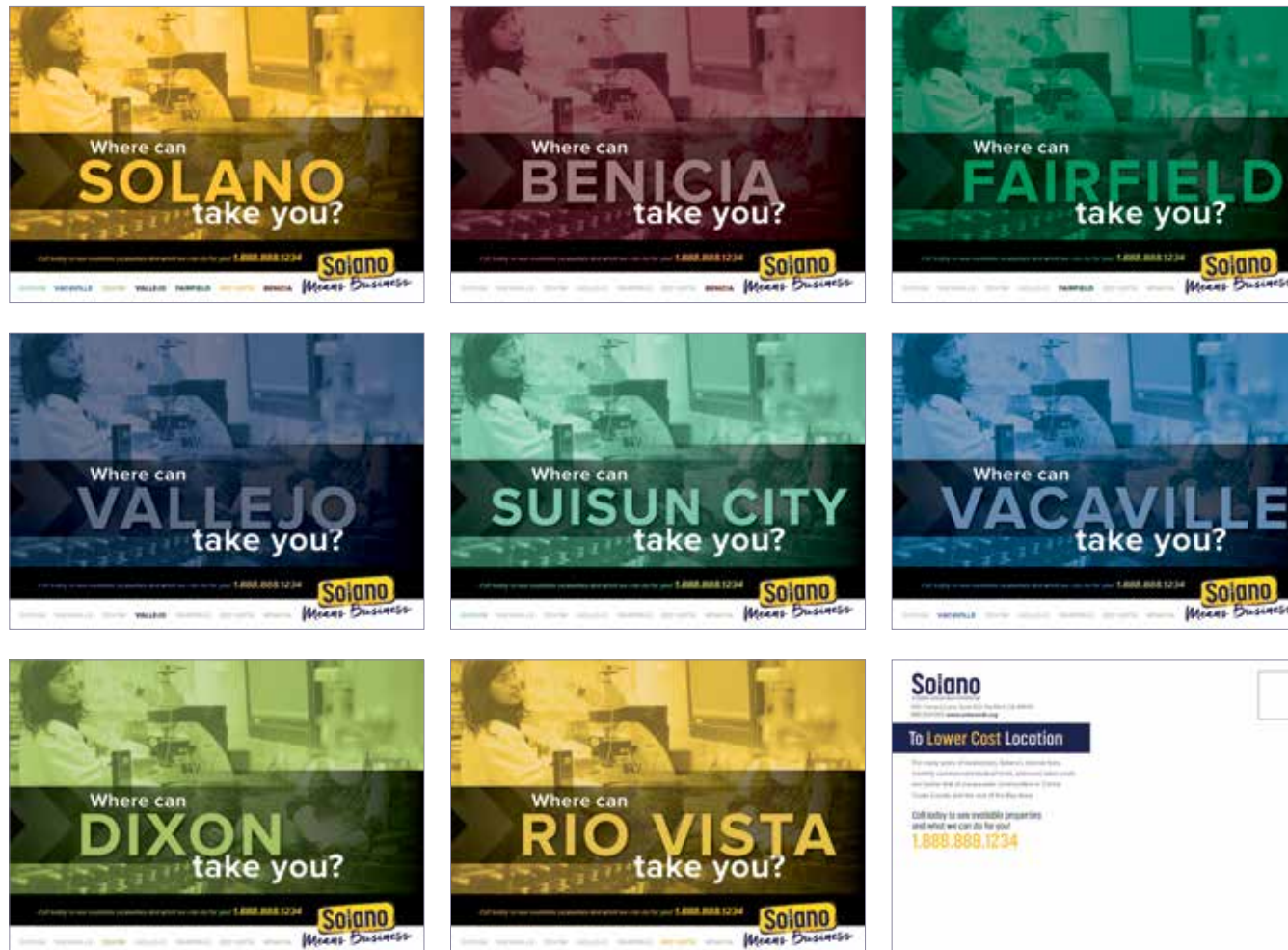
Solano County

CMYK: 0/25/90/0
RGB: 254/194/50

DESIGN SAMPLES POSTCARDS

On the following pages you will find samples of postcards designed for the Solano Campaign. There are 5 categories:
The Introduction series, Market by City, Market by Message, Market by Development and Market by Industry.

Introduction Series



DESIGN SAMPLES POSTCARDS

The City-focused postcard allows each city to share a message of what is happening in their city or promoting a very specific building or site. Each of these postcards are samples and they will be customizable per city/message.

Market by City



Image will be portrayed in duotone of the city's specified color

City will be highlighted using its specified color

Customized messages points per each city.

- Highlight key assets
- Advantages
- Incentives
- Programs
- Existing businesses, etc

DESIGN SAMPLES POSTCARDS

Creative post cards that introduce a message that we want the audience to know about Solano. Each of these postcards are samples and they will be customizable per city/message.

Market by Message



DESIGN SAMPLES POSTCARDS

A full series of postcard to promote the quality companies already existing in Solano County that would be neighbors to new businesses. Each of these postcards are samples and they will be customizable per city.

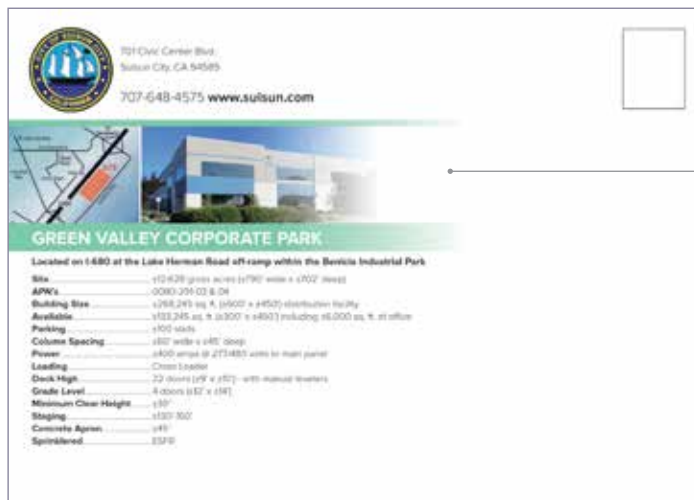
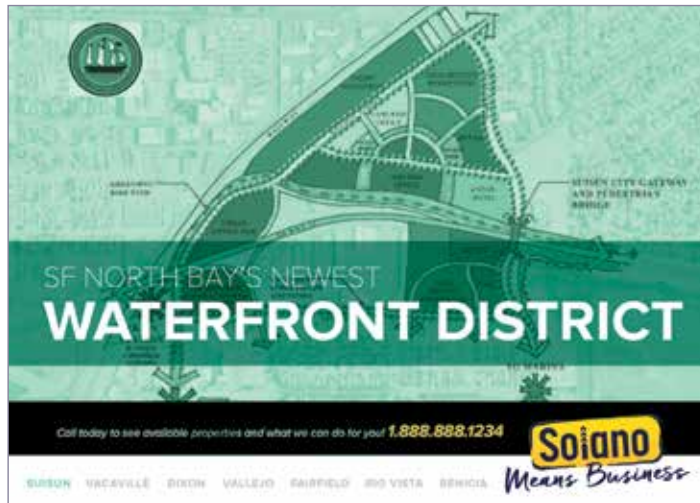
Market by Industry



DESIGN SAMPLES POSTCARDS

Specific business parks, buildings or a development can easily be marketed to a board audience. Each of these postcards are samples and they will be customizable per city.

Market by Development



Customized to highlight a business park available.

DESIGN SAMPLES OUTDOORS

The postcard design can easily be adapted to outdoor graphics. Each billboard would be customized to fit your marketing needs.



AD CONCEPT

Ad Concepts would also follow the same look. Here is a sample ad showcasing a property available. Each ad would be customized per message/city.



9.5 7.3 12

WELCOME TO OUR
NEW SPACE.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque luctus porttitor semper. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Call today to see available properties and what we can do for you! **1.888.888.1234**

Soiano
Means Business

SUISUN VACAVILLE DIXON VALLEJO FAIRFIELD RIO VISTA BENICIA

Insert would be another photo or map of site available.

DESIGN SAMPLES NEWSLETTERS

Image would change depending on subject matter

Colors on the newsletter would change depending on what city is being highlighted



MARE ISLAND Brewing Company

More than Just Beer Bus a qui id endem que modit

Si recatendicat lam, quasper ibusdaes ium rem nem. Ut autem. Bus a qui id endem que modit que iducissequi blacestior aut quam verundit, sam que nonseque eos saerore autem quas num con pa demperia consedi gnimaxim vendandit quas et eseqe por magnat eturiae sit venim veligendam, quam ipsamus, voluptam, im cuptam, comminusa veribus dellab ium accus.

Am et pration seceria por auditlis nemquas inient odisima gnatur, et maximus quis inctiore re, corrovit moluptatium corro et doluptus ditem quia quis asperum volor aceperatis cum que seque natis quatis esedit imagnisquid quia et, cum quias acerum inistrum que pliquo commoluptas vitas rehenias rempor sequodicia nimus ut ullibus autempero doluptat labor sit etur? Quidellorit, consequi amenimu sciandit, to culloreperro dolorep simet omnis eosande cusdande et eicaecae cus archicilliqui occaborat velique conse se quas velenda dolorep receri consenihil eiciaes torore dolorum ere sanduci destios.

Us, omni dendunt aut laboreh enducimus estet et eatur aut idebit reprat ut que pe moluptatis sitione volupient quis ant magnis elles repro commolu ptaturerspe alis nihl et, pro commolu ptaturerspe coriatur?

Ecte nis eossum re consequi andiata epeliqu atisti bla estrum il in exerion sequibus consequost, sit hicime verum vendaeactia premporecum, te molo testior epratib usandae asitae. Uptatus ciatem quis dempe sant quia voluptae ventur sin cus, sam ate molorep elecae conse dolupta dest lam et, natia voluptae. Et opta poremquidus rae nim nectota tusanderis nullabo. Lique pos dolupitibus atur se con coribus voluptatis dolupta sit, officid elenem facimenis vellaborem.

© Solano County Economic Development

COMPANY PROFILE

- Si recatendicat lam, quasper
- Aut quam verundit
- Eseqe por magnat eturiae
- Sit venim veligendam
- Quam ipsamus

Vallejo Ferry Landing,
289 Mare Island Way, Ste G,
Vallejo, CA 94582

707.556.3000
torpefoes@mareislandbrewingco.com

Logo and contact info would change depending on Company or City highlighted



INDUSTRY NEWS Benicia, CA

Why Should you Start or Expand a Business in Benicia? qui id endem que

Easy access to suppliers and customers. Benicia boasts a major port-based industrial park adjacent to I-780 and I-680. It is 40 minutes to San Francisco, 50 minutes to Sacramento, and 10 minutes to Concord. With Benicia-Martinez Bridge open-road tolling it's easier than ever to drive to Benicia without delays.

Lower cost location. For many types of businesses, Benicia's license fees, monthly commercial/industrial rents, and even labor costs are below that of comparable communities in Contra Costa County and the rest of the Bay Area.

Quality of (business) life. Benicia is an extremely low-crime community. Our businesses, business organizations and city government are mutually supportive. Typical is the City's approach to reducing carbon emissions. Rather than punish businesses, Benicia's Business Resource Incentive Program assists companies with solutions, including a funding program for recommended improvements.

Quality of (residential) life. You don't have to live here to run a business, but you'll probably want to after you see Benicia's charming neighborhoods. The housing styles include Mediterranean, Victorian, and California bungalows, with reasonable prices that have held their own in the latest downturn.

Based in the San Francisco Bay Area, Benicia boasts a deep-water port and large industrial park with 450

ABOUT BENICIA

- Si recatendicat lam, quasper
- Aut quam verundit
- Eseqe por magnat eturiae



Benicia City Hall
250 East L Street
Benicia, CA 94510

707.746.4200
www.ci.benicia.ca.us

Solano EDC Logo and Business System

compatible with the Solano Marketing Campaign

EDC LOGO

The logo developed for the Solano EDC and taglines represent the areas economic development values and assets. The “L” in Solano symbolizes its North location and that business is progressive and always moving forward, creating opportunities for the community.

Always use the Solano EDC logo in accordance with these guidelines.

Do not alter the logo in any way.



DESIGN SAMPLES EDC BUSINESS SYSTEM

Sandy Person President
sandy@solanoedc.org

Tel 707.864.1855
Cell 707.580.8822

360 Campus Lane, Suite 102
Fairfield, CA 94534

WHERE CAN
SOLANO
TAKE YOU?

16 MILES to NAPA
22 MILES to SACRAMENTO
18 MILES to I-5
25 MILES to PORT OF OAKLAND
31 MILES to SAN FRANCISCO
63 MILES to SAN JOSE

www.solanoedc.org

360 Campus Lane, Suite 102
Fairfield, CA 94534

www.solanoedc.org

360 Campus Lane, Suite 102
Fairfield, CA 94534

DESIGN SAMPLES POWER POINT

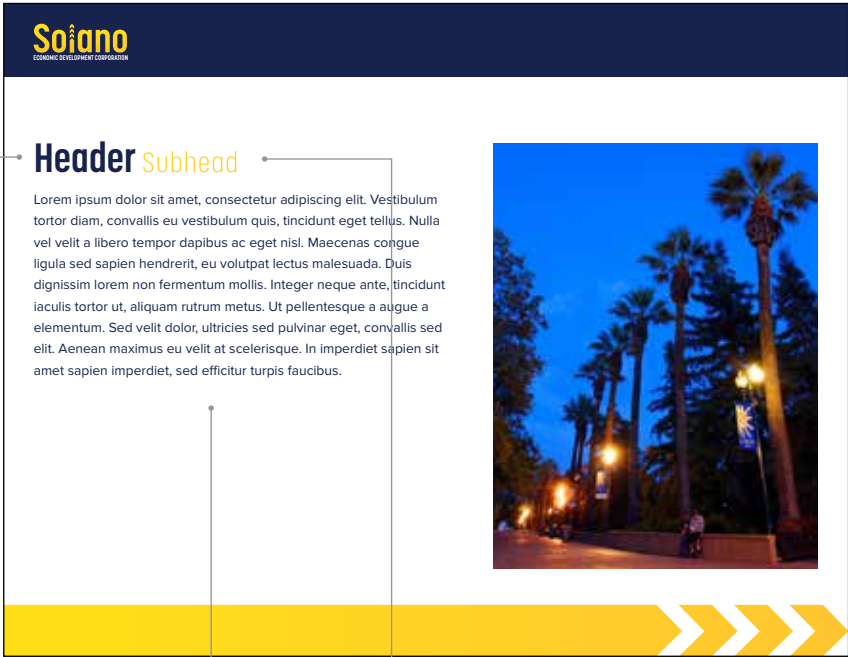
Title Page



Main Title
50 pt.
Korolev Heavy

Subtitle
28 pt.
Korolev Light

Interior Page



Subtitle
38 pt.
Korolev Heavy

Body Copy
16 pt.
Proxima Nova
Regular

Subtitle
26 pt.
Korolev Light