



Corporate Style Guide for Central Valley Party

Business Information for use with corporate collateral:

Name: Central Valley Party
Address: 320 W Larch Rd # 16, Tracy, CA 95304
Contact: (209) 832-8890
info@centralvalleyparty.com

Color Palette

Primary

CMYK 23,100,99,17
Hex #A71F23

Trim



CMYK 0,0,0,95
Hex #333132

Dark Text Dark Accent



CMYK 58,49,49,16
Hex #6D6D6D

Light Text Light Accent



CMYK 0,0,0,30
Hex #B3B3B3

White Text



CMYK 0,0,0,5
Hex #FFFFFF

Primary color used for all strong elements in graphic designs, including text on logo, website icons, and H1 headers. Trim is used on tent logo and for drop shadow on "detailed" logos. Trim should be used sparingly as to not compete with Accent colors. The Dark Text/Accent should be used as primary text used with H2 headers and below as well as body and paragraph text.

This color is also used for footer on website. The Light Text/Accent is used in the logo for star trails. It may also be used for light text over Dark Accent in website footer and similar needs. White Text should only be used for text over Trim color in special conditions such as website header.



Font Package

Headers - Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890

Paragraph or Body - Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890

Logo Application

All official logos should be used with a white colored background. When presented on a dark background, a white box should be placed behind the logo. The logo is made of two components: Two tents w/ flags and stars & the custom text "Central Valley Party" Unless otherwise specified, the "stacked" logo should be used.

Official Logos (Samples only. Download graphics package for full resolution logos)

Stacked Detailed Logo

Used for print and graphics in high resolutions and large format only. Not for use in prints under 2 vertical inches

Notice drop shadow on star trail and text for all "detailed" logos



Stacked Simple Logo

Used for print and graphics in low resolution or smaller format only.

Notice **lack** of drop shadow on star trail and text for "simple" logos



Text Logo Detailed

Tents Logo Detailed

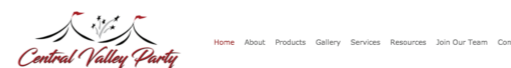


Text Logo Simple

Tents Logo Simple



Sample of Style Guide Applied (website)



Central California's Detailed Rental Specialist

Central Valley Party is the Central Valley's detail-oriented party, wedding, event, and corporate rental store. We offer a large selection of products and will ensure that your event is exactly how you want it.



Home About Products Gallery Services

Party & Event Rentals

To learn more about the products we have available, click on one of the categories listed below. You can list: Download Product List



Tables & Umbrellas



Chairs



Tents & Canopies

Sample Swatches

