



RivCoParks Branding Guidelines

Standard Specs:

Website (*Druple Components*):

Please make images responsive, so the appropriate size is served for desktop, tablet, and mobile. Images should maintain their aspect ratio and not be stretched.

- Hero / Banner: 1920 × 1080 px
- Large Content Image: 1440 × 810 px
- Card Image: 640 × 360 px
- Event Calendar Image: 640 × 360 px
 - *For the event calendar, please use a consistent 16:9 crop so all event images display uniformly.*
- Thumbnail: 320 × 180 px
- Square Image: 800 × 800 px
- Portrait Image: 1000 × 800 px

Social Media:

- Facebook Post: 1080 × 1350 px
- Instagram Post: 1080 × 1350 px
- Instagram Reels & Stories: 1080 × 1920 px

Printed Materials:

Printed materials must include Spanish translation.

- Flyers: Letter, 8.5 × 11"
- Postcard Mailers: 5 × 7"

Timelines

All graphics are due 60 days prior to event date.

We go live on all platforms 30 days prior to the event.

This includes social media, website, press, newsletters, etc.

**For any questions relating to branding guidelines and specifications,
please contact the RivCoParks Marketing Team:**

Public Information Specialist

Jaquelyn Muller
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Graphic Arts Illustrator

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Main Colors (Anchor)



Dark Blue
Hex #1C3563
CMYK 100, 87, 33, 23
RGB 28, 53, 99



RivCoParks Green
Hex #374D3B
CMYK 73, 48, 74, 44
RGB 56, 78, 59

Logo



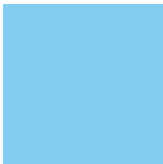
Secondary Colors (Optional)



Hex #91AA3C
CMYK 49, 18, 100, 1
RGB 145, 170, 60



Hex #BED182
CMYK 28, 5, 62, 0
RGB 190, 209, 130



Hex #84CBF0
CMYK 44, 5, 0, 0
RGB 132, 203, 240



Hex #D35E1C
CMYK 13, 75, 100, 2
RGB 211, 94, 28



Hex #E79124
CMYK 7, 50, 100, 0
RGB 231, 145, 36

Font: Metropolis | Font Family

RivCoParks | One Word

Riverside County Regional Park and Open-Space District | Full Name

Explore more at

RivCoParks.org | (800) 234-PARK (7275) | @RivCoParks

<https://www.1001fonts.com/metropolis-font.html>

Volunteer Tagline Footer

WE ARE A FAN OF VOLUNTEERS!

Special Events | Camphosts | Trail Cleanup | Docents | Park Assistants | & More!

Contact parks-volunteers@rivco.org for more information or to apply!