



Brand Guidelines

Updated February 2026

Contents

Primary & Eat Local Logos	3
Spanish Primary & Eat Local Logos	4
Primary Brand Colors	5
Secondary Brand Colors	6
Typography	7
More Information	8



Primary & Eat Local Logos

Logo Usage

Shop Local Novato's primary logos should be used in most applications to ensure consistent brand recognition.

All versions of the logo can be used in light or dark applications.

Our secondary Eat Local Novato logos can be used for businesses that are predominantly food-based. The secondary logo does not have to be used in addition to the primary logo, but rather as a replacement for it.



Navy Logo



Blue Logo



Orange Logo



Two-Tone Logo
(White Backgrounds Only)



Spanish Primary & Eat Local Logos

Spanish variations of Shop Local Novato's primary logo and Eat Local logo can be used where the use of Spanish is preferential.



Navy Logo



Blue Logo



Orange Logo



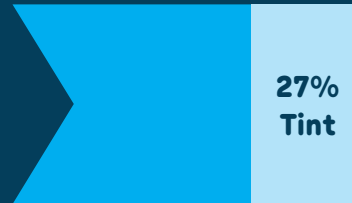
Two-Tone Logo
(White Backgrounds Only)



Primary Brand Colors

Shop Local Novato uses three primary brand colours. These colours can be tinted to 27% to create a wider palette.

Opacity can be used at 90% to change how the brand colours interact with elements underneath the colour.



Blue

Hex: #00aeef

RGB: 0/174/239

CMYK: 100/0/0/0



Navy

Hex: #003F5C

RGB: 0/63/92

CMYK: 100/73/41/30



Orange

Hex: #f7941d

RGB: 247/148/29

CMYK: 0/50/100/0

Secondary Brand Colors

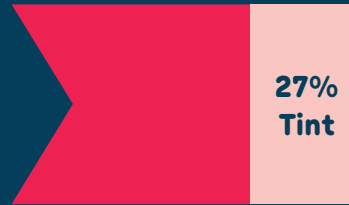
Shop Local Novato's secondary colors can be used to convey more emphasis for special occasions and events.

Secondary colors should be used sparingly and always in conjunction with the primary brand colors.



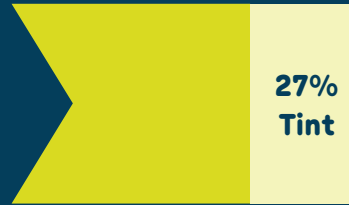
Teal

Hex: #0b87af
RGB: 11/135/175
CMYK: 100/73/41/30



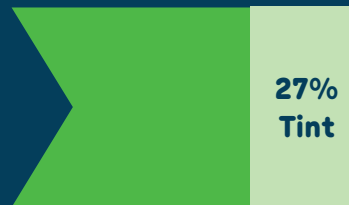
Red

Hex: #ee2752
RGB: 238/39/82
CMYK: 0/96/60/0



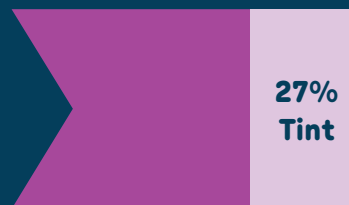
Yellow

Hex: #dad922
RGB: 218/217/34
CMYK: 18/3/99/0



Green

Hex: #51b848
RGB: 81/184/72
CMYK: 70/0/100/0



Purple

Hex: #a7489b
RGB: 167/72/155
CMYK: 37/86/0/0

Typography

Shop Local Novato uses Bitter for headings and Menco body copy to maintain a consistent and distinctive brand voice.

Bitter and Menco can be found via **fonts.adobe.com**.

If the brand fonts are unavailable, Arial may be used as a substitute.

Money spent
locally stays in
our community.

Bitter

For headline use only.

Creates new jobs
and sustains
existing ones.

Menco

For body copy only.

Improves our local
services by keeping
tax dollars at home.

Arial

Where Bitter or Menco are not available.

More Information

For further assistance, please contact:

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