



# Host your own Modesto 150 event

Submit your idea at [Modesto150.com](http://Modesto150.com)

For the entire 2020 calendar year (150 years since its founding), the city of Modesto will hold a sesquicentennial celebration - *Modesto 150* - consisting of a year-long series of community events. Across the city, organizations and communities are encouraged to pledge their support.

The Goals of the Modesto 150 Celebration are to:

- Embrace civic pride through a celebration of the city's history.
- Strengthen the role of Modesto's heritage as a part of its cultural identity for residents and tourists.
- Enhance long-term public appreciation of Modesto's heritage while keeping an eye toward a fresh and prosperous future.
- Increase awareness of Modesto's historic buildings, structures, landscapes, and people.
- Involve greater numbers of people in preservation and economic related efforts.

Submit your event at [Modesto150.com](http://Modesto150.com)

For early entry at the public launch, submit by October 1, 2019.

## You're Invited!

We invite you to use this guide to help you join the festivities by planning and hosting an event of your own. Your efforts will help bring the Modesto 150 celebrations to life, and we are excited to partner with both new and existing events and organizations!

## Who can get involved?

### NONPROFIT ORGANIZATIONS

Arts and culture, history, academic, youth, senior, volunteer and services club organizations.

### PUBLIC ORGANIZATIONS

Government, Tribes, museums, schools, libraries, local archives, parks and recreation departments.

### BUSINESSES\*

Financial institutions, chambers of commerce, advertising agencies and local small businesses.

### TAP INTO YOUR NETWORKS

Reach out to people you know to gauge interest in planning and taking part in a Modesto 150 event. This could include your workplace, volunteer group, nonprofit organization, neighborhood association or business.

## What are the outreach opportunities for my event?

The City of Modesto will host a central calendar at [Modesto150.com](http://Modesto150.com) to track all of the Modesto 150 events. The public will be able to use the calendar to find your event.

Social media is a valuable tool to engage people. Use channels like Facebook, Twitter and Instagram - with the hashtag #Modesto150 - to connect across your community.

The City of Modesto's Office of Community & Media Relations will highlight Modesto 150 events via a combination of several outreach tools: press releases, Modesto 150 media/public events, social media, e-newsletters, videos, local advertising and more.

## How to be included?

Any events wishing to be on the City of Modesto's official calendar will need to meet the City's Modesto 150 goals and mission, which are:

An event that strongly supports the Modesto 150 celebration. The Modesto 150 logo will need to be visible at your event.

Once event/activity is approved, please see reverse side for use of Modesto 150 icon.

The event must have strong ties to the Modesto community: past, present and future.

\* The city will only promote business events that meet the goals of the Modesto 150 event - the City cannot and will not promote purely commercial events.

\* Please remember that the City of Modesto will be your partner with this event when programming so the event must be programmed for the general public. The appropriateness and quality of proposals is determined by a review panel of City Staff.





### MODESTO 150 GOALS

- Embrace civic pride through a celebration of the city's history.
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### MODESTO 150 ICON GUIDELINES

Consistency is critically important when using the Modesto 150 icon. Utilize this page to reference acceptable – and unacceptable – uses of the City brand.

- Do not rearrange icon elements
- Do not enclose another shape or place icon against a color of insufficient contrast
- Do not add elements to the icon
- Do not stretch, condense or transform the icon
- Do not use scanned, web or low-resolution version of the icon for print

### MODESTO 150 THEME MONTHS

We encourage you to incorporate our monthly themes where appropriate.

- January:** Modesto History
- February:** Location\*
- March:** Parks & Outdoors\*
- April:** Community\*
- May:** Agriculture & Industry\*
- June:** Hometown Heroes\*
- July:** Hometown Pride
- August:** Small Town Feel\*
- September:** Education
- October:** Culture\*
- November:** Small Business/Our Economy
- December:** Arts & Entertainment

\*City of Modesto Brand Anchors

### MODESTO 150 BRAND ENHANCEMENTS

These colors, and the official city logo, are offered as enhancements to your existing style. Together, our strong brands can reinforce the strategic goals of Modesto 150 and your organization.

- Builds Recognition
- Creates Trust & Value
- Helps tell Modesto's Story

### City Color Palettes

Both primary and secondary colors can be used together or on their own. However, it's not recommended to combine too many different colors on a single piece.

#### Primary Palette

<b>PANTONE 549 CP</b> CMYK: 56 8 9 21 RGB: 97 158 183 HEX: #619EB87	<b>PANTONE 362 CP</b> CMYK: 78 0 100 2 RGB: 78 169 63 HEX: #4EA93F	<b>PANTONE 7623 CP</b> CMYK: 0 97 87 53 RGB: 145 45 41 HEX: #912D29

#### Secondary Palette

<b>PANTONE COOL GRAY 11 CP</b> CMYK: 44 34 22 77 RGB: 85 86 91 HEX: #55565B	<b>PANTONE 548 CP</b> CMYK: 100 21 28 76 RGB: 0 68 85 HEX: #004455	<b>PANTONE 1375 CP</b> CMYK: 0 45 94 0 RGB: 233 156 53 HEX: #E99C34	<b>PANTONE 400 CP</b> CMYK: 6 7 13 16 RGB: 198 192 182 HEX: #C6C0B6



### FOR QUESTIONS CONTACT:

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