

D-4 GRAPHIC IDENTITY POLICY



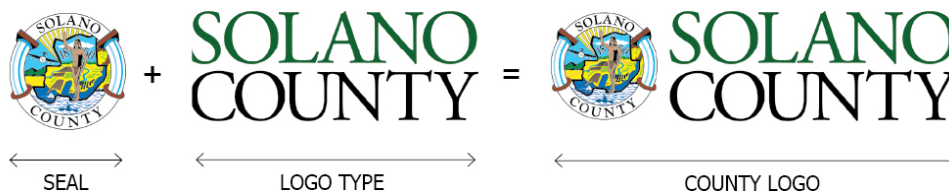
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By: County Administrator's Office
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4.1.0 PURPOSE

- 4.1.1 This policy establishes the use, appearance and graphic standards for the County of Solano SEAL or COUNTY LOGO. This policy establishes guidelines on the creation and use of department and program logos to identify services and programs provided by the County.
- 4.1.2 The County Administrator shall be responsible for monitoring this policy and procedure. Elected officials and Department Heads shall ensure compliance within their departments.

4.2.0 GENERAL REQUIREMENTS

- 4.2.1 County Code ordinance, Chapter 2, Section 2-06 prescribes the use of the County of Solano SEAL. The ordinance adopts the following three statutory prohibitions that apply to the use of state seals:
- A. When used maliciously (Government Code §402, 442 and 443)
 - B. When used for commercial purposes (Government Code §402, 442 and 443)
 - C. When used to mislead the public (Penal Code §146a)
- 4.2.2 Unapproved use of the SEAL or COUNTY LOGO is a violation of state and federal laws and subject to litigation. To obtain permission to use the SEAL or COUNTY LOGO, contact the County's Senior Management Analyst/Public Communications Officer.
- 4.2.3 This policy is not intended to conflict with state statutory and other requirements for unique identifiers for employees in public safety departments, e.g., badges, uniform patches.



4.3.0 USE OF SEAL AND COUNTY LOGO

- 4.3.1 The County of Solano SEAL is an identifiable icon to identify County programs and services. To further brand the image of the County of Solano, the SEAL can be used with the LOGO TYPE to form the COUNTY LOGO. The COUNTY LOGO was designed

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to stand out and be quickly recognized among other visual images. The public identifies the County of Solano government and what it stands for through the SEAL and COUNTY LOGO.

- 4.3.2 Guidelines on the use of the County of Solano SEAL and COUNTY LOGO are outlined in Attachment A. These guidelines may not address all possible or potential ways the SEAL or COUNTY LOGO may be used. Exceptions to the guidelines must be approved in advance by the County Administrator's Office.
- 4.3.3 The COUNTY LOGO and its parts must never be distorted, altered, redrawn or modified in any way. The COUNTY LOGO can only be changed as noted in the guidelines in Attachment A.
- 4.3.4 It is important to avoid situations in which the SEAL or COUNTY LOGO must compete for attention or placement with secondary logos, such as one for a specific County program, service or event.
- 4.3.5 The County may not pay for nonconforming items produced by outside vendors.
- 4.3.6 The SEAL or COUNTY LOGO are not to be used by any private party or for any use unrelated to County business without permission from the County Administrator's Office.
- 4.3.7 Electronic copies of the SEAL and COUNTY LOGO are available on the employee Intranet, under Forms & Publications, Graphics, County Seal.

4.4.0 DEPARTMENT AND PROGRAM LOGOS

- 4.4.1 The use of the SEAL or COUNTY LOGO helps to establish an identity (visual image) that enables members of the general public and outside agencies to identify the work product, reports and activities of all County departments as being a function of the County of Solano government. Secondary logos can be used to further refine the connection between the program or service and the targeted audience. A secondary logo should not be used on its own as it dilutes the purpose of identity branding for the County of Solano, which is to reflect a common, mutually reinforcing image of the organization.
- 4.4.2 The establishment of a department, division, or program logo requires approval by the County Administrator's Office. Existing logos at the time of adopting this policy shall be submitted to the County Administrator's Office to validate consistency with this policy and approval.
- 4.4.3 Copies of approved department, division or program logos are available on the employee Intranet under Forms & Publications, Graphics, County Seal.

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4.5.0 VEHICLE MARKING

- 4.5.1 All County vehicles shall be identified by the use of the SEAL or COUNTY LOGO affixed to the doors of all passenger cars and trucks with the name of the department under the SEAL or COUNTY LOGO in a standard application as described in this procedure. All heavy equipment shall be identified by a SEAL or COUNTY LOGO affixed as is practical, given the structure of the individual piece of equipment.
- 4.5.2 Exceptions to marking of vehicles may be granted by the Department Head for the following:
- A. Sheriff vehicles marked using the standard Solano County Sheriff's Department markings;
 - B. Vehicles used for undercover operations;
 - C. If the use of a marked vehicle may jeopardize the confidentiality of a client or any citizen where confidentiality is reasonable and expected;
 - D. If the vehicle is used for some type of enforcement effort where use of a marked vehicle may interfere with the ability to perform the enforcement duties, such as unannounced inspections; and
 - E. If the County activity may be jeopardized or interfered with in a way that is not in the best interest of the citizens by having a marked vehicle (i.e., site visits to property under consideration for purchase, where the negotiations would be jeopardized if County interest was disclosed).
- 4.5.3 Mixed use County vehicles may require an exception at one time or another, but not on an ongoing basis. For these vehicles, magnetic logos and department identification may be used that can be removed when necessary.

4.6.0 FORMS DESIGN AND DOCUMENT LAYOUT

- 4.6.1 The SEAL or COUNTY LOGO should appear on all County of Solano forms and documents, except documents having a strictly internal use, i.e. notations, inter-office memoranda, working papers, etc.
- 4.6.2 The SEAL or COUNTY LOGO should appear in all print advertising, promotional materials, public information releases and display materials for County programs and events. Publications include, but are not limited to, brochures, annual reports, magazines, newsletters, forms, letterhead, signage, business cards and advertising.
- 4.6.3 The SEAL or COUNTY LOGO should appear on County assets, e.g., signage, heavy equipment and vehicles (except as noted under Section 4.5.2).

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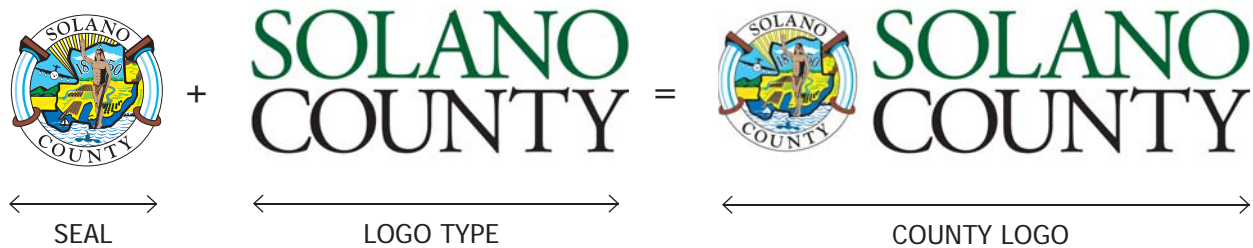


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- 4.6.4 When using the multi-colored SEAL or COUNTY LOGO design, forms and other County documents generally should be printed on white paper; recycled is preferred. When using a solid color SEAL or COUNTY LOGO, color paper is appropriate; recycled preferred.
- 4.6.5 Guidelines on the design of documents, including typography and templates for business cards, letterhead and brochures are outlined in Attachment B. These guidelines should serve as a reference for making documents that present a consistent and professional image of the County.
- 4.6.6 Copies of templates are available on the employee Intranet under Forms & Publications, Graphics, County Seal.

GUIDELINES ON THE USE OF THE COUNTY OF SOLANO SEAL AND LOGO

The County of Solano SEAL is an identifiable icon often used to identify County programs and services. To further brand the image of the County of Solano, the SEAL can be used with the LOGO TYPE to form the COUNTY LOGO. The COUNTY LOGO may be used in conjunction with program logos and graphics to further communicate to the public the County's connection to the program or service. Questions regarding the proper use of the SEAL or the COUNTY LOGO should be directed to the County's Senior Management Analyst/Public Communications Officer in the County Administrator's Office.



CONSISTENCY OF USE: The COUNTY LOGO is the cornerstone of the County's branding strategy. As such, its consistent application is essential. The COUNTY LOGO may appear in two ways: horizontal or vertical. The LOGO TYPE should never appear on its own.

LOGO TYPE COLORS: The LOGO TYPE can be all black, all white when used as a reverse, or the shade of green (PMS 349C) and black, or the shade of dark blue (PMS2945C) and black.



COUNTY LOGO COLOR COMBINATIONS: It is critical that the COUNTY LOGO is used only in the color combinations listed under Logo Type Colors. Placing the SEAL or COUNTY LOGO on a background color other than white should be done judiciously and in such a way as to present a professional image of the County.

Do not use the SEAL or COUNTY LOGO on a colored background if the graphic file produces a white or gray box surrounding the image.



SOLANO
COUNTY



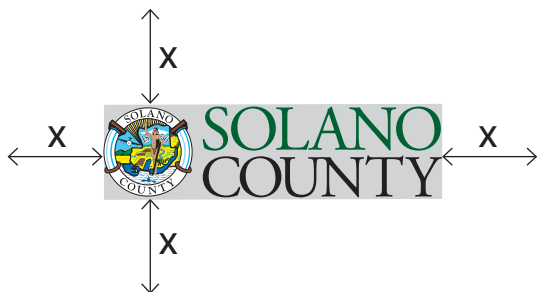
COUNTY LOGO CONSTRUCTION: The LOGO TYPE should be the same height as the County Seal. The distance between the COUNTY SEAL and the LOGO TYPE is 8% of the diameter of the SEAL.



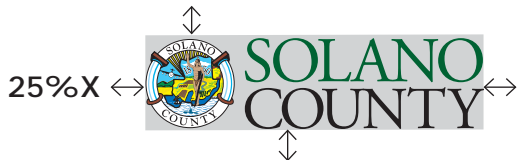
SIZE AND PLACEMENT: The size and placement of the COUNTY LOGO in relation to other elements on the page or from the sides of the page is important in maintaining a consistent look and feel between publications, ads, websites, etc.



THE MINIMUM COUNTY LOGO HEIGHT IS ½-INCH (ACTUAL SIZE SHOWN)



IT IS PREFERRED TO MAINTAIN THE WIDTH OF ONE "SEAL" TO ANY OTHER ELEMENT ON THE PAGE OR TO THE EDGE OF THE PAGE



THE MINIMUM FREE SPACE AROUND THE COUNTY LOGO IS ¼ THE SIZES OF ONE "SEAL" TO ANY OTHER ELEMENT ON THE PAGE OR TO THE EDGE OF THE PAGE

IMPROPER LOGO USAGE: The COUNTY SEAL or COUNTY LOGO should never be used in any of the following ways:



DO NOT STRETCH OR CONDENSE THE SEAL OR COUNTY LOGO DISPROPORTIONALLY



DO NOT USE THE COUNTY LOGO IN ANY OTHER COLOR COMBINATIONS OTHER THAN THOSE LISTED UNDER LOGO TYPE COLORS



DO NOT REARRANGE THE COUNTY LOGO ELEMENTS



DO NOT USE THE SEAL IN REVERSE



DO NOT USE THE LOGO TYPE ON ITS OWN

REPRODUCTION OF SEAL AND COUNTY LOGO: The SEAL or COUNTY LOGO should always be reproduced from high-quality artwork to maintain the clarity and quality of its appearance.

Computer users should access the electronic versions of the SEAL or COUNTY LOGO created specifically for computer applications. Black-and-white and color versions are available to County staff on employee Intranet under Forms & Publications, Graphics, County Seal or through the Senior Management Analyst/Public Communications Officer.

Versions of the SEAL or COUNTY LOGO generated by 600-dpi laser printers are usually sufficient for reproduction. However, for some applications, a high-resolution electronic copy of the SEAL or COUNTY LOGO may be necessary for best reproduction.

With color printers, a four-color process is to be used consisting of Cyan, Magenta, Yellow, Black, commonly referred to as CMYK.

With printing presses, a nine-color process is to be used and only specific colors are permitted as follows:

- A. Black – outlines, detail, shadows
- B. Light blue PMS 2985 C – sky and first stripe in pillar
- C. Medium blue PMS 2995 C – rivers and second stripe in pillar
- D. Dark blue PMS 2945 C – lake, submarine, sea waves
- E. Process yellow C – rays and fields
- F. Light green PMS 347 C – patches of field, back hills, scramble to right
- G. Dark green PMS 349 C – forward hills, trees to right, details in back hills, scramble right
- H. Skin PMS 4655 C – Native American only
- I. Brown PMS 1615 C – top of pillar, donut shapes, field patched and detail, loin cloth, scramble to right

GUIDELINES ON FORMS DESIGN AND DOCUMENT LAYOUT

TYPOGRAPHY

The County of Solano has standards for typography to ensure brand consistency across all printed materials. Typography is one of the most important design elements. It is used to differentiate sections of information as headlines, text, or captions. The font family Tahoma was selected for clarity. Garamond Regular is used in the COUNTY LOGO and LOGO TYPE.

As a general rule, Tahoma Bold is used for headlines, subheads, and highlighted text; Tahoma Regular or Light is used for notations, graphics and captions. When the Tahoma font family is not available, default to Arial.

Garamond Regular, Bold, and Italic may be used for body text in longer documents or technical papers and reports. When the Garamond font family is not available, default to Times New Roman.

PRIMARY FONT

TAHOMA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TAHOMA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GARAMOND REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GARAMOND REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GARAMOND BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GARAMOND BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ALTERNATE FONT

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TIMES NEW ROMAN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TIMES NEW ROMAN REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TIMES NEW ROMAN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TIMES NEW ROMAN BOLD ITALIC

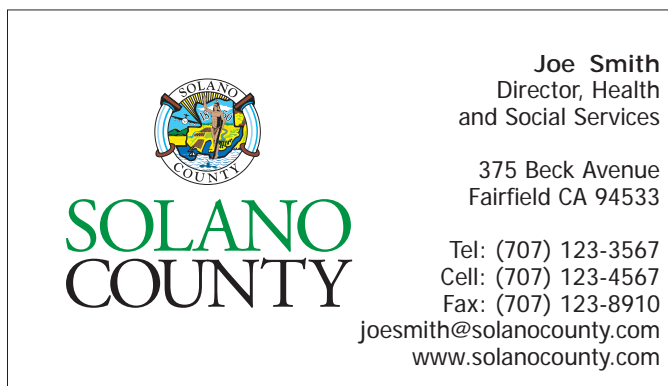
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TEMPLATES

A series of communications templates has been developed for common items such as business cards, letterhead and brochures. All graphic elements—typography, images, areas of color, and other items—are oriented to specific areas, as shown in the following pages. Consistent placement of these elements will result in a standard family of communications. These guidelines should serve as a reference for making documents that present a consistent and professional image of the County of Solano.

BUSINESS CARDS

The copy for the name should be set in 8 point Tahoma Bold, with the title and contact block set in 8 point Tahoma Regular on 9 point leading. All text should appear right justified. All copy is set in black. Allow at least one line of clear space between the title and the contact block.



LETTERHEAD

The COUNTY LOGO should go in the upper left corner with a 0.5 inch margin on the top and left. The address block should be placed in the lower left corner with a 0.5 inch margin on the bottom and left. Department, division and program logos should go in the upper right corner with a 0.5 inch margin on the top and right.

The name of the department, division or program should be placed to the right of the COUNTY LOGO separated by a 2 point rule that is the height of the SEAL. The name of the department should be in 12 point Tahoma Bold, ALL CAPS. A secondary line, when applicable for a division or program, should be in 12 point Tahoma Regular.

Name blocks should go on the left and start 2 inches from the top and 0.5 inches from the left. Names should be in 8 point Tahoma Bold and titles, and other information in 8 point Tahoma Regular. Body copy should be aligned at 2 inches when a name block occupies the left margin.

BROCHURES

The look of brochures will vary depending on the material being presented. Font selections described in the template reflect 12 point Tahoma for headlines and 10 point Garamond Regular for body text. Variations from these fonts should be considered carefully, as to not compromise a professional image of the County of Solano. The brochure must clearly identify the County of Solano and the department providing the information. The reader should always have information about where to go for more information. The program logo may be more dominate than the COUNTY LOGO; however, it should be clear that the program is being provided by the County of Solano.

