COUNTY OF MARIN IDENTITY STYLE GUIDE

COUNTY OF MARIN

IDENTITY STYLE GUIDE: PURPOSE

The following pages are meant to guide County staff, designers, and vendors in the application of the logo for the County of Marin. The Identity Style Guide has been created to promote a uniform portrayal of the County (Outcome C of Strategic Plan). Consistent use of the county logo will convey a sense of continuity to the public as a family of departments and agencies working together toward the County's mission, "to provide excellent services that support healthy, safe and sustainable communities; preserve Marin's unique environment heritage; and encourage meaningful participation in the governance of the County by all". In practical terms, standardization of logo and materials will optimize efficiency in the production and use of stationery and other materials across all levels of County government.

Because many departments of the County of Marin have their own publicly recognized logos and graphical styles, the materials shown have been designed to allow for the individual expression of departments and agencies where appropriate.

IDENTITY STYLE GUIDE **1**.0 LOGOS

COUNTY OF MARIN

The main graphic element in the County of Marin's logo is the drawing of the Marin Civic Center. Designed by legendary architect Frank Lloyd Wright, the building is a reflection of Marin County's unique character and values. These include transparent governance, environmental preservation and healthy, sustainable and safe communities. The drawing of the Marin Civic Center was designed by Aaron Green, Frank Lloyd Wright's West Coast Representative and Architect of Record for the Marin Civic Center, which was completed in 1962.

MARIN COUNTY CIVIC CENTER
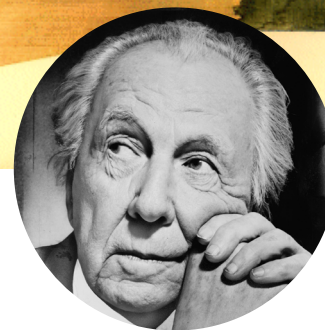
FRANK LLOYD WRIGHT

AARON GREEN

COUNTY OF MARIN

Wright described his design for the Marin Civic Center as an "Architecture of Democracy," representing aspiration, humanism, equality and meritocracy. The organic arches of the building mimic the surrounding hills of Marin County. It was designed to touch the land lightly, reflecting the County's deep commitment to land conservation. Inside, the light, openness and cleanliness of the space was intended to expose the community to the transparency of government, inspire trust in leadership and collaboration amongst government entities, and encourage citizen involvement in County affairs. The building was designed to last 300 years, consistent with the County's shared values for sustainability, and was recently nominated to become a UNESCO World Heritage site.


COUNTY OF MARIN

The Primary Logo for the County of Marin is comprised of the Civic Center symbol designed by Aaron Green, and the County of Marin logotype. This logo should be the first choice when representing the County of Marin. Because the logo was derived from a pen and ink drawing, it is most often used in simple black and white. Color versions are described on page 1.7 and are reserved for special applications.

The symbol can be used by itself only in select and approved applications.

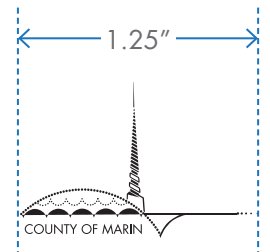Art for the logo has been provided and should never be recreated.

PRIMARY LOGO
Comprised of Civic Center symbol and County of Marin logotype rendered in black lines and type. Always place the logo so that it has enough "breathing" room in a layout. Never overlap with other logos or graphics.

COUNTY OF MARIN

← SYMBOL

LOGOTYPE →

COUNTY OF MARIN
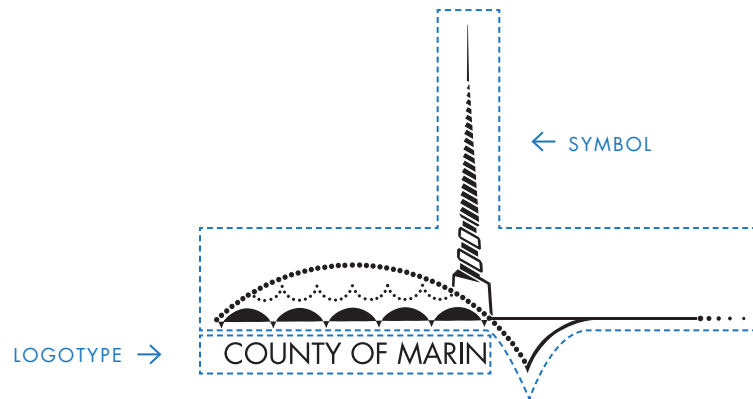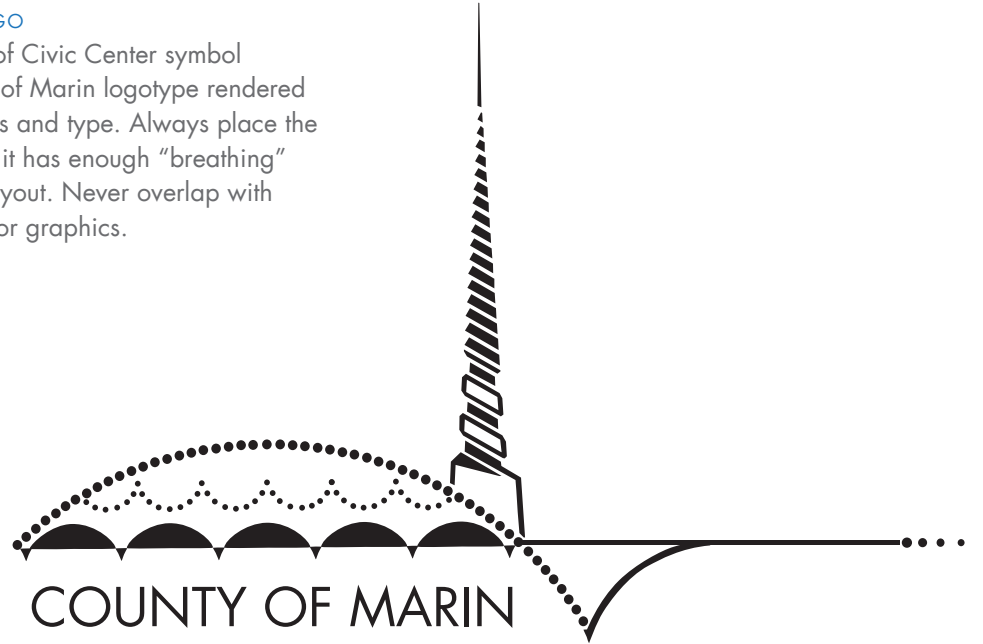
MINIMUM SIZE
The Primary Logo should maintain a minimum width of 1.25" from the left edge of the dome to the dotted end of the horizon line on the right. The logo should never be stretched or distorted.

1.25"

COUNTY OF MARIN

The Secondary Logo reproportions the logotype in relation to the Civic Center symbol. This logo is to be used in cases where space limitations in a layout require a smaller logo. The Secondary Logo allows for "County of Marin" to be legible or appropriately emphasized even at a small size.

Art for the logo has been provided and should never be recreated.

COUNTY OF
MARIN

SECONDARY LOGO
Comprised of Civic Center symbol
and County of Marin Secondary Logotype.
Always place the logo so that it has enough breath-
ing room in a layout. Never overlap with other
logos or graphics.

MINIMUM SIZE
The Secondary Logo should maintain a
minimum width of 0.75" from the left
edge of the dome to the right margin of
the logotype. The logo should never be
stretched or distorted.

←— 0.75" —→
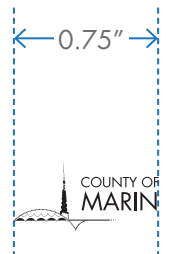
COUNTY OF
MARIN

LOGOTYPES

The Primary and Secondary Logotypes for the County of Marin can be used in instances where size constraints or logo clutter in a layout call for a simple, typographic representation of the County.

The Primary Logotype arranges "County of Marin" in Futura typeface in all caps on one line. This logotype should be used preferentially when typographic representations of the County are appropriate.

The Secondary Logotype arranges the words "County of" in smaller type above the word "Marin." This logotype can be used in cases where horizontal layout constraints call for a more compact version of the logotype.

Futura font was selected to be consistent with the font found inside the Marin Civic Center in signage and other historic lettering.
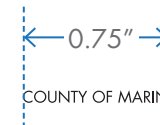
Digital files for these logotypes have been provided. They should never be altered or recreated.

COUNTY OF MARIN

PRIMARY LOGOTYPE

MINIMUM SIZE
The Primary Logotype should maintain a minimum width of 0.75". The logotype should never be recreated stretched or distorted.

←0.75"→

COUNTY OF MARIN

COUNTY OF
MARIN

SECONDARY LOGOTYPE

MINIMUM SIZE
The Secondary Logotype should maintain a minimum width of 0.5". The logotype should never be stretched or distorted.

←0.5"→

COUNTY OF
MARIN

When being placed on dark or black backgrounds, use the reversed version of the Primary and Secondary Logos and Logotypes. These versions replace the black line art and typography with white. Artwork for the reversed logos and logotypes has been provided and should never be altered or recreated.
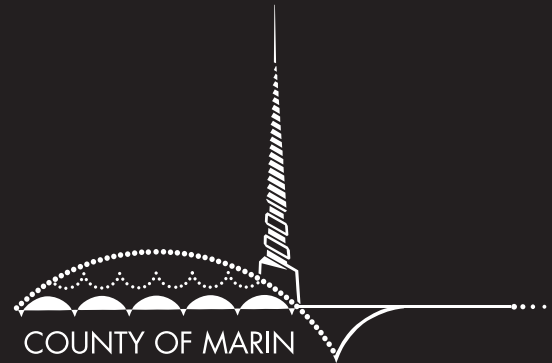
COUNTY OF MARIN

PRIMARY LOGO REVERSED

COUNTY OF
MARIN

SECONDARY LOGO REVERSED

COUNTY OF MARIN

PRIMARY LOGOTYPE REVERSED

COUNTY OF
MARIN

SECONDARY LOGOTYPE REVERSED

COLORED LOGOS

Color can be added to the Primary Logo by using a circle or square to fully or partially contain the logo, or by changing the spire to gold. Colored logos can be used in cases where the logo needs to be emphasized by a containing shape, or for special documents or certificates where metallic gold can be printed or foil-stamped.

Option A places a solid gold circle behind the Primary Logo but allows the spire and the dotted horizon line to break out.

Option B places the logo inside a square but shortens the line so that the entire logo is contained within. This option can be used in cases where production constraints require the logo to be contained within a shape.

In Option C, the spire has been changed from black to gold. Option D is an all-gold version of the logo.

The specifications for the gold color have been provided and should never be altered. Metallic gold should only be used in printed pieces when metallic spot color or gold foil can be applied, such as certificates and special publications.
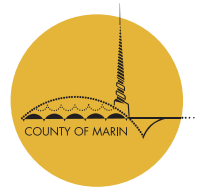
[A] CIRCULAR SEAL

[B] SQUARE PATCH

[C] GOLD SYMBOL

Print this logo in metallic or foil only

MARIN COUNTY GOLD
(for digital uses)

c11 m28 y90 k0
PMS 7405 (uncoated)
PMS 7406 (coated)
r229 g181 b59
#e5b53b

METALLIC GOLD
(for printing only)

Metallic: PMS 8643
Foil: Use a matte metallic foil that matches the PMS metallic.

LOGO GRAPHIC

A graphic mark can be used as a design element on print or presentation materials when needed. The mark is comprised of the primary logo without the County of Marin logotype. The black color of the logo has been converted to gray (15% black) only for this purpose and should not be altered.

Art for the logo graphic has been provided and should never be recreated.
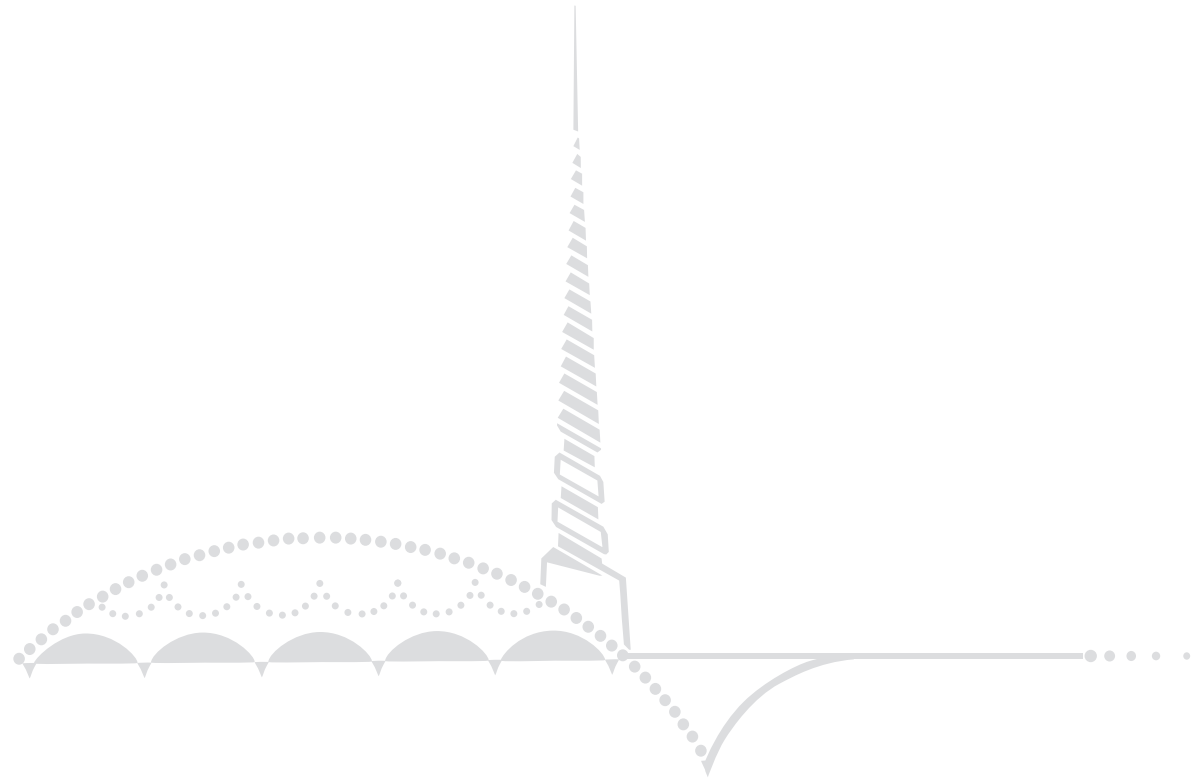
COLOR PALETTE

The Primary Color Palette consists of 2 colors, black and gold. Black is used in the line art and typography for the County logos and logotypes. The Gold is derived from the gold spire of the Marin Civic Center and can be used in special cases as in the circular seal version of the logo. The specifications for metallic gold can be found on page 1.7 of this guide and can be used in foil stamping the logo. All colors are available to be used in other print material created by any County Department for their communications.

The Secondary Color Palette is comprised of 6 additional colors which are derived from either the building color or the surrounding environment of the Marin Civic Center. These can be used in the design of official communications for the County and Departments. The Blue should be used sparingly, primarily for an accent color. The Greys shown can be used for lighter version screens of the logo. The remaining colors can be used as a larger background color or in graphics such as charts and graphs.
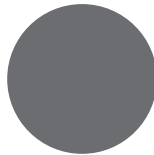
PRIMARY PALETTE
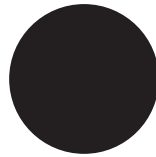
BLACK
c0 m0 y0 k100
r0 g0 b0
000000
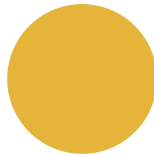
GOLD
pms 7405 (Uncoated)
pms 7406 (Coated)
c11 m28 y90 k0
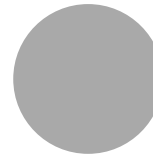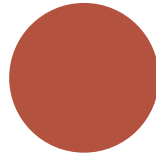r229 g181 b59
e5b53b

SECONDARY PALETTE
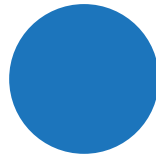
BLUE
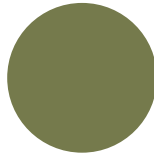pms 3005
c83 m50 y0 k0
r7 g119 b207
#0777cf

DARK GRAY
c0 m0 y0 k70
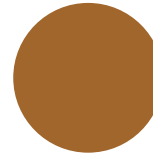r111 g111 b111
6f6f6f

LIGHT GRAY
c0 m0 y0 k40
r169 g169 b169
a9a9a

RED
pms 492
c0 m70 y66 k30
r180 g83 b64
b45340

GREEN
pms 5763
c53 m38 y79 k17
r115 g120 b74
73784a

BROWN
pms 730
c29 m61 y96 k16
r162 g102 b43
a2662b

SUGGESTED COLORS

Use of this color palette will create continuity and a strong family brand of departments and agencies.

Futura is the primary font used in the signage at the Marin Civic Center. The Futura font family was therefore adopted for all official logo and logotype art for the County and has been purchased for use by all Departments. It can also be used in print collateral as specified here and as indicated in the word templates provided.

Arial Regular is the preferred font for body copy. However, in special cases where a serif font is needed to communicate information, the Georgia family of fonts can be substituted.

Verdana is the font used on the website.

SUGGESTED FONTS

Futura Family

Arial Family

Georgia Family

Verdana Family

Headline 1

HEADLINE 2 : ALL CAPS, SPACING 75 PARUMDITI SIT, SITATINCIPIS NONSEQUIS ERAERUM ENDUNT.

Subhead 1 : Futura Book Bold, U&lc.

Body Copy 1, san serif font is set in Arial for all print materials. Make note that leading should be 2pts larger than font size or more for best legibility. Ficidips andipsaped ut lamus corum volores untiam eos minis a volorrum ut asperita susam quam quias sa non cone volorist exeribu sandel id et de volor maximaximin corum ipis exeruntem di dipsam re pla de volupta tisquiaernam il inus et int, ommos diat. Mus, ipsunt, que sequi as verestotata ni nobis vitiosa ndelecto beri arum imolupta dolorae latusant occuscilis a dolor rehentis ut ut ea con ni offic to invenim possiti quid moluptatem quo qui to eumque omniatur?

SUBHEAD 2 : FUTURA BOOK BOLD, ALL CAPS.

Body Copy 2, serif font is set in Georgia Regular. Ficidips andipsaped ut lamus corum volores untiam eos minis a volorrum ut asperita susam quam quias sa non cone volorist exeribu sandel id et de volor maximaximin corum ipis exeruntem di dipsam re pla de volupta tisquiaernam il inus et int, ommos diat. Mus, ipsunt, que sequi as verestotata ni nobis vitiosa ndelecto beri arum imolupta dolorae latusant occuscilis a dolor rehentis ut ut ea

HEADLINE 1
Futura
28pt

HEADLINE 2
Futura
ALL CAPS
11/14pt
letterspacing 4.5

SUBHEAD 1
Futura Book Bold
11pt

BODY COPY 1
Arial Regular
9/11pt

SUBHEAD 2
Futura Book Bold
ALL CAPS
8pt
letterspacing 4.5

BODY COPY 2
Georgia Regular
8/10/12pt

FILE FORMATS AND ACCESS

Digital art for the Primary Logo, Secondary Logo, Logotypes and Color Logos has been provided and is available for download on the County of Marin's MINE intranet. County of Marin Identity art should never be altered or recreated.

Digital art files for use in print, web and MS Office applications have been provided. Vector EPS versions of logos and logotypes are considered the native, or original files. These files provide the highest quality reproduction and should be used whenever possible. The filenames of the logos match the names used in this style guide.

COUNTY OF MARIN
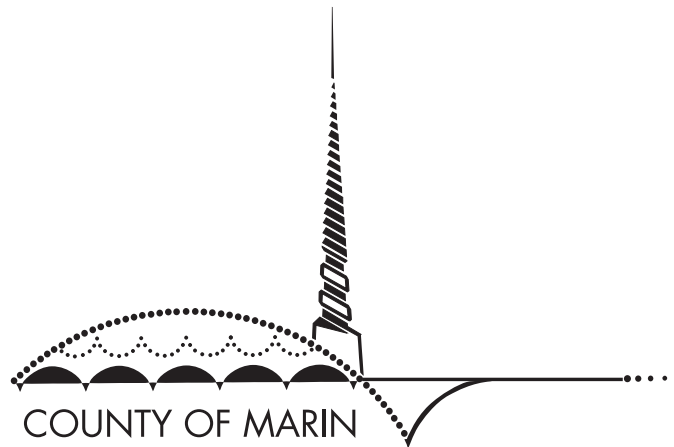
PRINT

EPS: This vector-based file format should be used for all high resolution print applications.

COLORSPACE: EPS files have been provided in both PMS spot colors and as CMYK mixes for four-color printing.

RESOLUTION: Because this file type is vector-based, it can be enlarged without losing quality.

WEB / ELECTRONIC

PNG: This file format has been provided for use on the web and in on-screen or Microsoft Office applications. PNG files can be used in the same way as JPGs and are considered equivalent to JPG files. PNGs have been provided because they offer better quality for line art, are smaller in file size, and because they allow for transparency (which is necessary for the black-only logos that will be placed on colored backgrounds).

COLORSPACE: PNGs have been provided in RGB for use on the web, in on-screen applications, and in Microsoft Office.

RESOLUTION: These file types have been provided at resolutions appropriate for both Microsoft Office print applications and at lower resolution for on-screen and web-based applications.

IDENTITY STYLE GUIDE **2**.0 APPLICATIONS
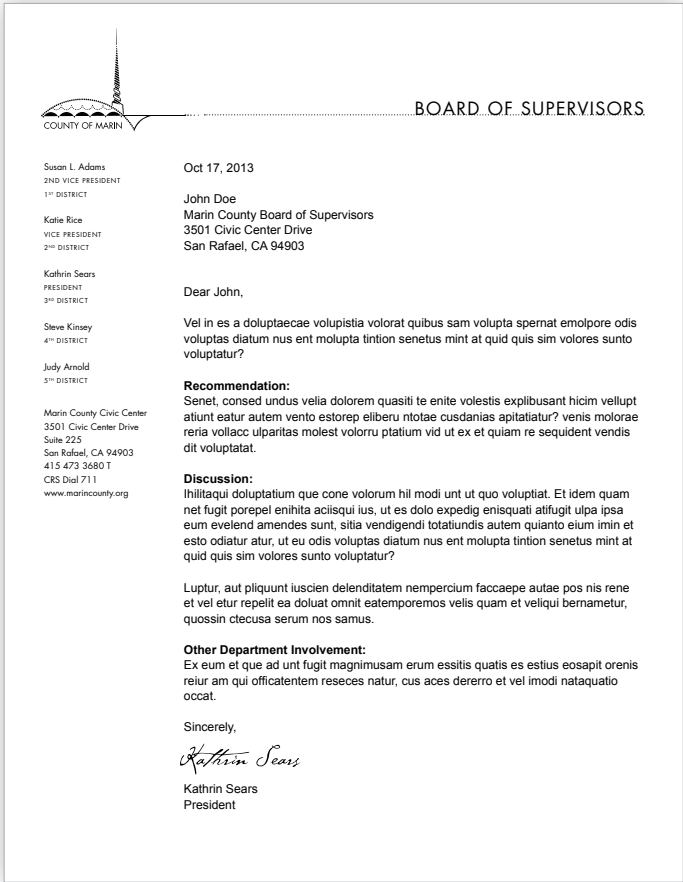
COUNTY OF MARIN

LETTERHEAD

Templates for letterhead for all departments of the County of Marin have been created in both InDesign (for producing pre-printed letterhead) and MS Word (for electronic documents). The Primary Logo sits in the top left above the sender's name and address block. Department name, division and tagline are used as a header to the right of the logo.

Departments that have their own logos use a slightly modified letterhead template which leaves room for the department logo above the sender's address block. (See page 2.2.)

Letter 1 (Board of Supervisors)

COUNTY OF MARIN

BOARD OF SUPERVISORS

Susan L. Adams
2ND VICE PRESIDENT
1ST DISTRICT

Katie Rice
VICE PRESIDENT
2ND DISTRICT

Kathrin Sears
PRESIDENT
3RD DISTRICT

Steve Kinsey
4TH DISTRICT

Judy Arnold
5TH DISTRICT

Marin County Civic Center
3501 Civic Center Drive
Suite 225
San Rafael, CA 94903
415 473 3680 T
CRS Dial 711
www.marincounty.org

Oct 17, 2013

John Doe
Marin County Board of Supervisors
3501 Civic Center Drive
San Rafael, CA 94903

Dear John,

Vel in es a doluptaecae volupistia volorat quibus sam volupta spernat emolpore odis voluptas diatum nus ent molupta tintion senetus mint at quid quis sim volores sunto voluptatur?

Recommendation:
Senet, consed undus velia dolorem quasiti te enite volestis explibusant hicim vellupt atiunt eatur autem vento estorep eliberu ntotae cusdanias apitatiatur? venis molorae reria vollacc ulparitas molest volorru ptatium vid ut ex et quiam re sequident vendis dit voluptatat.
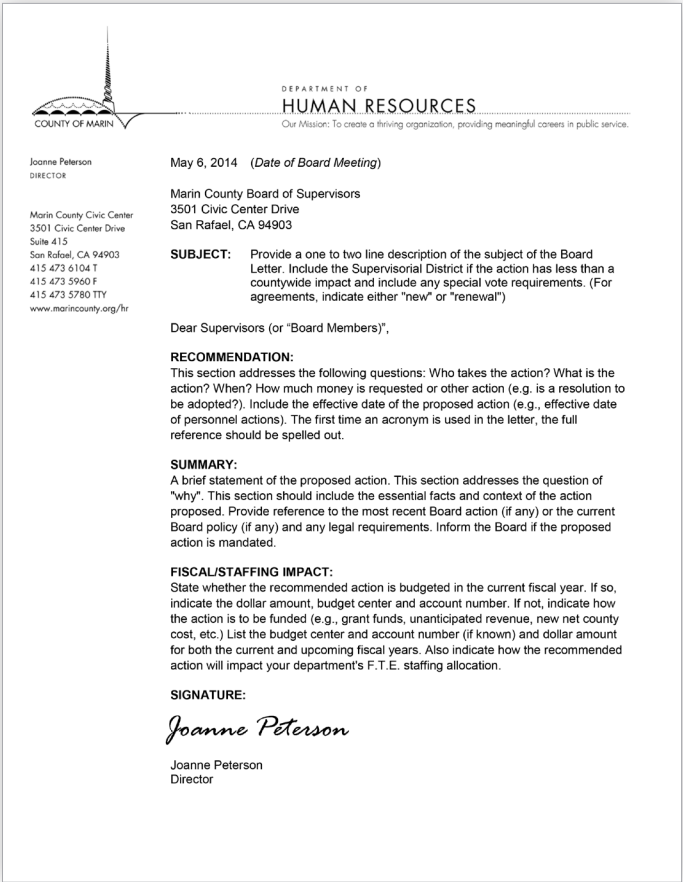
Discussion:
Ihilitaqui doluptatium que cone volorum hil modi unt ut quo voluptiat. Et idem quam net fugit porepel enihita aciisqui ius, ut es dolo expedig enisquati atifugit ulpa ipsa eum evelend amendes sunt, sitia vendigendi totatiundis autem quianto eium imin et esto odiatur atur, ut eu odis voluptas diatum nus ent molupta tintion senetus mint at quid quis sim volores sunto voluptatur?

Luptur, aut pliquunt iuscien delenditatem nempercium faccaepe autae pos nis rene et vel etur repelit ea doluat omnit eatemporemos velis quam et veliqui bernametur, quossin ctecusa serum nos samus.

Other Department Involvement:
Ex eum et que ad unt fugit magnimusam erum essitis quatis as estius eosapit orenis reiur am qui officatentem reseces natur, cus aces dererro et vel imodi nataquatio occat.

Sincerely,

Kathrin Sears

Kathrin Sears
President

Letter 2 (Departments Without Logos)

COUNTY OF MARIN

DEPARTMENT OF
HUMAN RESOURCES
Our Mission: To create a thriving organization, providing meaningful careers in public service.

Joanne Peterson
DIRECTOR

Marin County Civic Center
3501 Civic Center Drive
Suite 415
San Rafael, CA 94903
415 473 6104 T
415 473 5960 F
415 473 5780 TTY
www.marincounty.org/hr

May 6, 2014   (*Date of Board Meeting*)

Marin County Board of Supervisors
3501 Civic Center Drive
San Rafael, CA 94903

SUBJECT: Provide a one to two line description of the subject of the Board Letter. Include the Supervisorial District if the action has less than a countywide impact and include any special vote requirements. (For agreements, indicate either "new" or "renewal")

Dear Supervisors (or "Board Members"),

RECOMMENDATION:
This section addresses the following questions: Who takes the action? What is the action? When? How much money is requested or other action (e.g. is a resolution to be adopted?). Include the effective date of the proposed action (e.g., effective date of personnel actions). The first time an acronym is used in the letter, the full reference should be spelled out.

SUMMARY:
A brief statement of the proposed action. This section addresses the question of "why". This section should include the essential facts and context of the action proposed. Provide reference to the most recent Board action (if any) or the current Board policy (if any) and any legal requirements. Inform the Board if the proposed action is mandated.

FISCAL/STAFFING IMPACT:
State whether the recommended action is budgeted in the current fiscal year. If so, indicate the dollar amount, budget center and account number. If not, indicate how the action is to be funded (e.g., grant funds, unanticipated revenue, new net county cost, etc.) List the budget center and account number (if known) and dollar amount for both the current and upcoming fiscal years. Also indicate how the recommended action will impact your department's F.T.E. staffing allocation.

SIGNATURE:

Joanne Peterson

Joanne Peterson
Director

Correspondence from all departments of the County of Marin should be composed on County of Marin letterhead. Templates for secondary pages of multiple-page letters have also been provided.

Pre-printed letterhead contains headers with the County of Marin Primary Logo and department names, as well as department logo and sender's address block. MS Word templates include these elements as placed digital art to preserve consistent placement of logos and the County's distinctive Futura typeface.

The body of each letter can be composed using the universal font Arial in 11 point size. Subheads in letters use Arial Bold for emphasis.

DEPARTMENT WITH LOGO

FIRST PAGE

SECONDARY PAGE

(for all letterhead)

BUSINESS CARDS

At right are recommended business card layouts for the County of Marin.

Option A is a layout for departments that do not have their own proprietary logos. This layout uses the County of Marin Primary Logo, with the name, department and address block to the right of the logo.

Option B is an alternate layout for departments with their own logos. It provides more emphasis to the department logo and uses the County of Marin Logo as a watermark in the bottom right hand corner of the card.

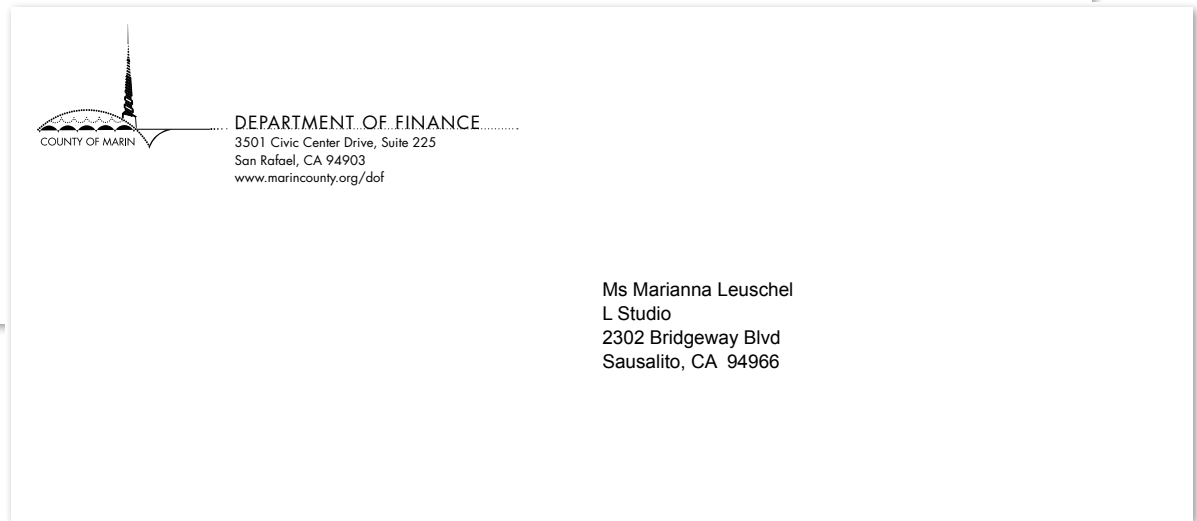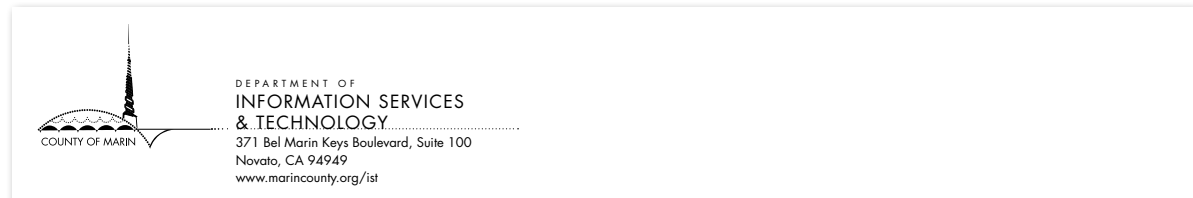Digital templates have been provided and should not be altered or recreated.

Kathrin Sears
PRESIDENT

BOARD OF SUPERVISORS

3501 Civic Center Drive, Suite 225
San Rafael, CA 94903
415 473 7331 T
415 473 3645 F
KSears@marincounty.org
marincounty.org/bos

COUNTY OF MARIN

Linda Dahl
DIRECTOR & GENERAL MANAGER

Marin County Parks
3501 Civic Center Drive, Suite 260
San Rafael, CA 94903
415 473 6387 T
415 473 3795 F
LDahl@marincounty.org
marinparks.org

MARIN COUNTY PARKS
PRESERVATION·RECREATION

COUNTY OF MARIN

Joanne Peterson
DIRECTOR

DEPARTMENT OF
HUMAN RESOURCES

3501 Civic Center Drive, Suite 415
San Rafael, CA 94903
415 473 6104 T
415 473 5960 F
JPeterson@marincounty.org
www.marincounty.org/hr

COUNTY OF MARIN

Jason Weber
FIRE CHIEF

Marin County Fire Department
33 Castle Roack Avenue
PO Box 518
Woodacre, CA 94973
415 473 6717 T
415 473 7820 F
JWeber@marincounty.org
marincountyfire.org

MARIN COUNTY FIRE DEPT.

COUNTY OF MARIN

DEPARTMENTS WITHOUT LOGOS [A]

DEPARTMENTS WITH LOGOS [B]

ENVELOPES AND LABELS

Standard envelopes and mailing labels have been created for all departments of the County of Marin. Envelopes and labels use the Primary Logo of the County of Marin with department names and return address in type only. Individual department logos will not be included on envelopes and labels.

COUNTY OF MARIN

DEPARTMENT OF
INFORMATION SERVICES
& TECHNOLOGY
371 Bel Marin Keys Boulevard, Suite 100
Novato, CA 94949
www.marincounty.org/ist

COUNTY OF MARIN

DEPARTMENT OF FINANCE
3501 Civic Center Drive, Suite 225
San Rafael, CA 94903
www.marincounty.org/dof

Ms Marianna Leuschel
L Studio
2302 Bridgeway Blvd
Sausalito, CA 94966

#10 ENVELOPES

COUNTY OF MARIN

MARIN COUNTY PARKS
3501 Civic Center Drive, Suite 260
San Rafael, CA 94903
www.marinparks.org

Ms Marianna Leuschel
L Studio
2302 Bridgeway Blvd
Sausalito, Ca 94965

STANDARD MAILING LABELS

FLYERS

A suite of flyers has been created for use by the County and all County Departments. Templates are available with the Primary County logo, the Gold Seal logo and departmental logos, as applicable.

Shown here are both the color and black/white versions of the flyers. Images on colored versions amy be removed for an alternative format.

[A] SIDE BAR (COLOR)

[B] TITLE BAR (COLOR)

[C] CENTERED (COLOR)

[D] SIDE BAR (B/W)

[E] TITLE BAR (B/W)

[F] CENTERED (B/W)

A template for the newsletter has been created for use by the County and all County Departments. The template uses the Primary County Logo and options are provided for it to be printed in either black and white or in color; the black and white version may also be printed on gold-colored paper.

The recommended colored paper is available at Staples, Item No. 490944.

NEWSLETTER

NEWSLETTER
PRINTED ON COLORED PAPER

Two PowerPoint templates are available, in both 4:3 and 16:9 aspect ratios, so that both standard and high-definition (HD) screens may be accommodated.

In this version, the Gold Seal placed in the footer, accompanied by the title of the presentation. Futura is the font family used throughout (you must have Futura installed when using this presentation).

The template includes layouts for the title slide, bullet point slides, dividers, bullet list and image slides and a closing slide.
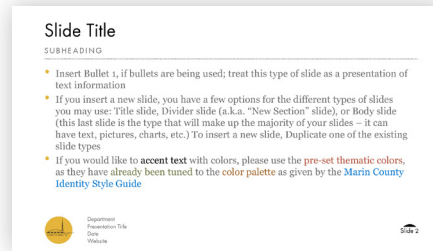
Font styles and layouts are embedded in the PowerPoint template.

Please constrain placed images to the areas provided in the slide templates. Remember to resize images proportionally so that they are not stretched or distorted.

Also, please note that the best way to ensure proper formatting is to "Duplicate" slides in Powerpoint, as opposed to inserting "New Slide."
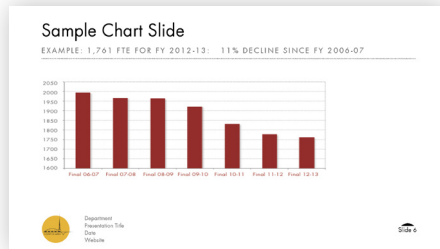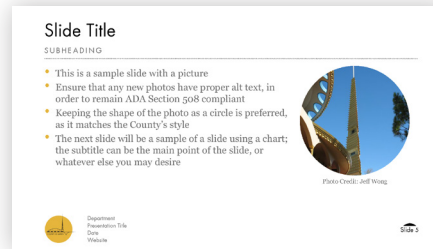

[A] TITLE SLIDE

[B] TEXT AND BULLET LIST SLIDE
Slide without images.

[C] DIVIDER SLIDE
Full bleed image with section title.

[D] GRAPHIC SLIDE
Use this slide for charts, tables and other types of large graph.

[E] IMAGE SLIDE
Similar to Text and Bullet List slide, with photo in circle added.

[F] CLOSING SLIDE
Repeat of the cover slide

A second set of PowerPoint templates are available. In this version, the Primary Logo is placed in the footer, accompanied by the title of the presentation. Arial is the font family used throughout, with Arial Bold used for headings. Use this presentation when you will not have access to a device with the Futura font installed.

The template includes layouts for the title slide, bullet point slides, dividers, bullet list and image slides and a closing slide.

Font styles and layouts are embedded in the PowerPoint template.

A flyer is available that is based on this PowerPoint template.

Please constrain placed images to the areas provided in the slide templates. Remember to resize images proportionally so that they are not stretched or distorted.

Also, please note that the best way to ensure proper formatting is to "Duplicate" slides in Powerpoint, as opposed to inserting "New Slide."
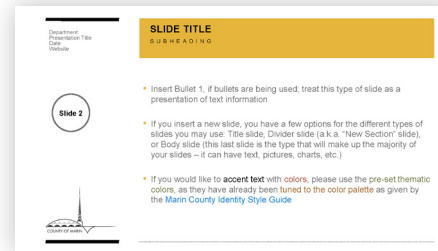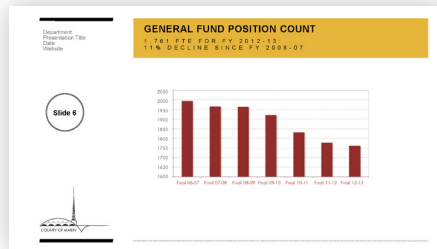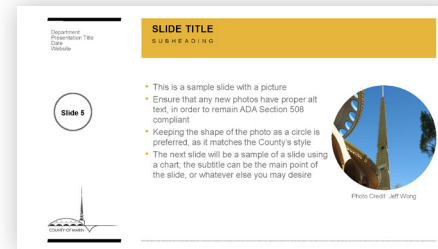

[A] TITLE SLIDE

[B] TEXT AND BULLET LIST SLIDE
Slide without images.

[C] DIVIDER SLIDE
Full bleed image with section title.

[D] GRAPHIC SLIDE
Use this slide for charts, tables and other types of large graph.

[E] CLOSING SLIDE
Similar to Text and Bullet List slide, with photo in circle added.

[F] CLOSING SLIDE
Repeat of the cover slide

DIGITAL SIGNATURES

Specifications for standard email signatures have been created for all departments.

Departments with logos may use their own logos above the sender's name and address block. Departments without logos may use either [A] the County of Marin Primary Logo or [B] their own department logotype (as placed digital art set in Futura typeface, in keeping with other County correspondence).

Set the email signature in Arial Regular, with the exception of the sender's name being in Arial Bold 9pt. The title/position is set in 8pt all caps. Address blocks are 9pt and separated from the title by a single line space. Disclaimer link is set in 8pt. Black type should be used throughout.

In order to keep the "County of Marin" legible, the Secondary Logo or Secondary Logotype is used for the social media avatar.
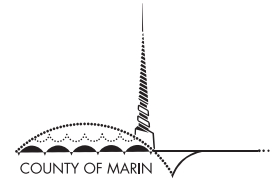
Digital artwork and templates have been provided and should not be altered or recreated.

EMAIL SIGNATURES
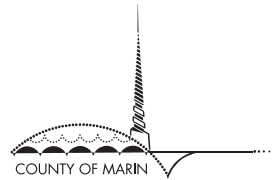
COUNTY OF MARIN

Kathrin Sears
PRESIDENT, 3RD DISTRICT

County of Marin
Board of Supervisors
3501 Civic Center Drive, Suite 260
San Rafael, CA 94903
415 473 7331 T
415 473 3645 F
CRS Dial 711
KSears@marincounty.org

BOARD OF SUPERVISORS

MARIN COUNTY
PARKS
PRESERVATION·RECREATION

Linda Dahl
DIRECTOR & GENERAL MANAGER

County of Marin
Marin County Parks
3501 Civic Center Dr, Suite 260
San Rafael, CA 94903
415 473 7010 T
415 473 3795 F
CRS Dial 711
LDahl@marincounty.org

DEPARTMENTS WITH LOGOS

SOCIAL MEDIA AVATARS

COUNTY OF MARIN

Joanne Peterson
DIRECTOR

County of Marin
Department of Human Resources
3501 Civic Center Drive, Suite 415
San Rafael, CA 94903
415 473 6104 T
415 473 5960 F
CRS Dial 711
JPeterson@marincounty.org

DEPARTMENTS WITHOUT LOGOS [A]

DEPARTMENT OF
HUMAN RESOURCES

Joanne Peterson
DIRECTOR

County of Marin
Department of Human Resources
3501 Civic Center Drive, Suite 415
San Rafael, CA 94903
415 473 6104 T
415 473 5960 F
CRS Dial 711
JPeterson@marincounty.org

DEPARTMENTS WITHOUT LOGOS [B]

SOCIAL MEDIA LINKS

Social Media icons will be used to direct audience to social media sites.

COUNTY OF MARIN: The County of Marin website homepage uses the Secondary Logo in the top left corner of the page.

DEPARTMENT WEBSITES: Several County of Marin departments have their own, custom-designed and individually branded websites, with proprietary URL addresses, but which are hosted by and accessible from the County of Marin website.

These websites must use the County of Marin Primary Logo in their standard page footer to link back to the County of Marin homepage. The logo should be placed on the bottom right hand corner, in either black or white.
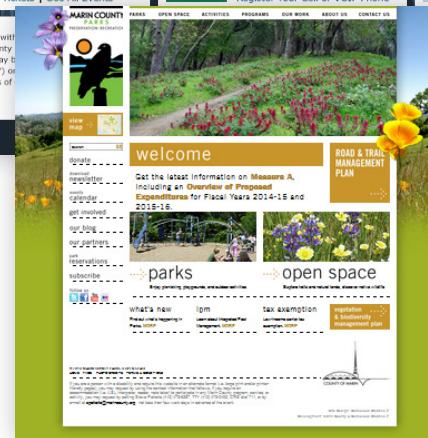
PLACEMENT

The County of Marin Primary Logo appears in the bottom right hand corner of the page, preferably with a dotted line to its left.
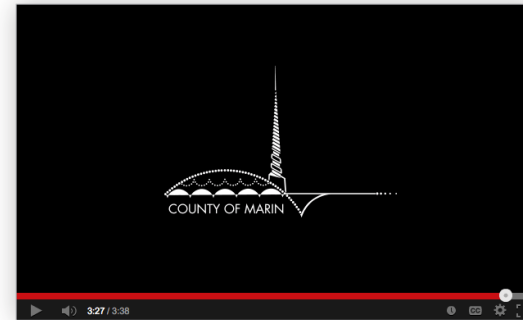
VIDEOS

When creating videos, specific instructions are available that define logo usage. Logos must be placed at the beginning and end of the video.

Use the Primary Logo if a Department logo does not exist. If a third party vendor will be creating the video, their logo can appear at the end of the video, accompanied by the Primary Logo.

[A] DEPT. WITHOUT LOGO, START OF VIDEO
For the first several seconds, the County's Primary Logo should appear on any corner depending on graphic. Logo should be no more than 1/9.

[B] DEPT. WITHOUT LOGO, END OF VIDEO
Last slide/segment should have the County's Primary Logo in reverse against a black background. Logo should not be bigger than 1/4 of screen

[C] DEPT. WITH LOGO, START OF VIDEO
For the first several seconds, the Department logo should overlay any corner depending on graphic. Logo should be no more than 1/9.

[D] DEPT. WITH LOGO, END OF VIDEO
The Department logo will appear right before County's primary logo. Size can vary as long as logo is legible.

[E] THIRD PARTY CONTRACTORS, END OF VIDEO
The contractor's logo can appear on the last slide along with the County's Primary Logo. County logo should be approximately 1/4 of screen. Size of logo should not exceed 1/9 of the screen.

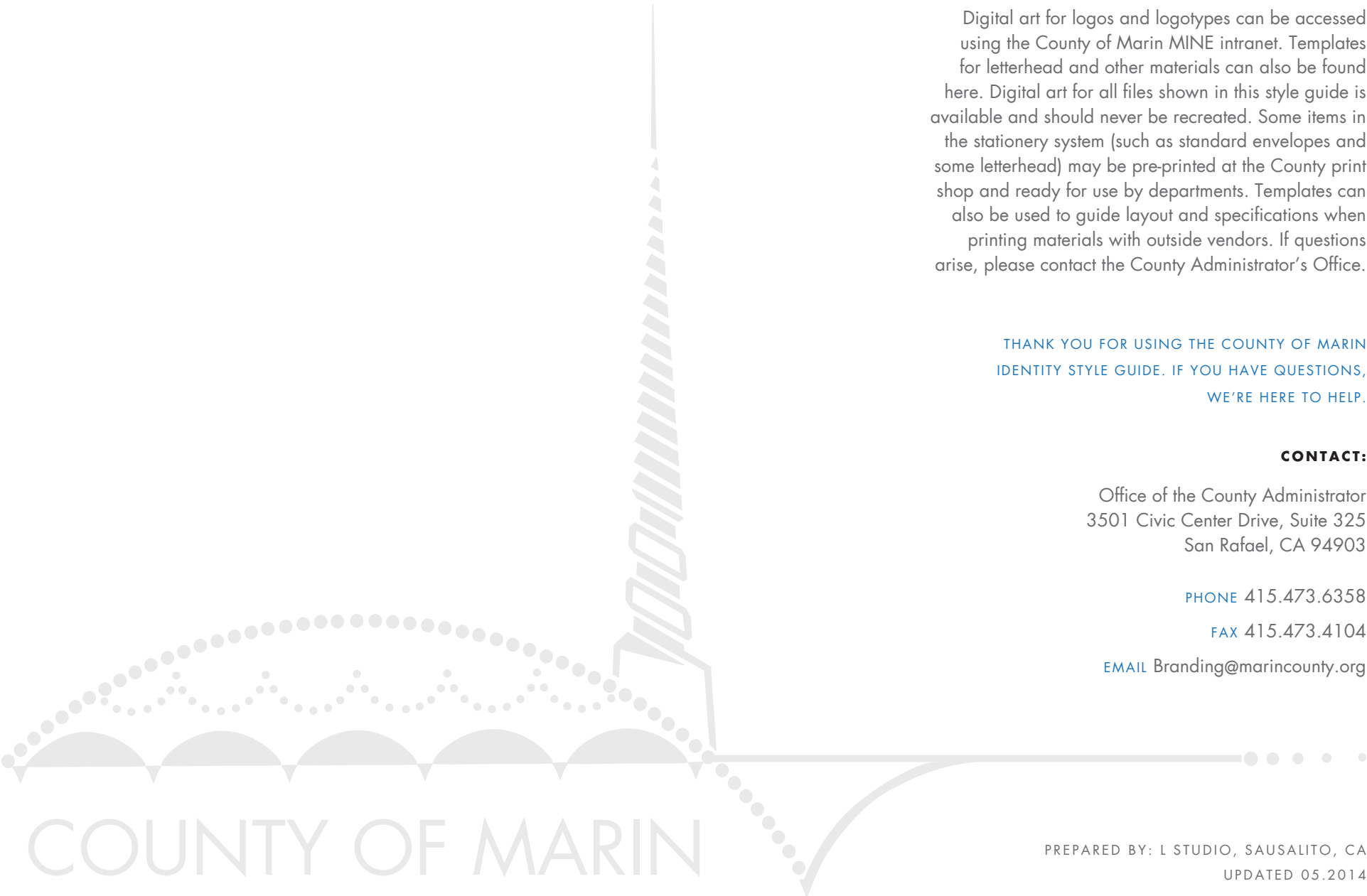THANK YOU FOR USING THE COUNTY OF MARIN IDENTITY STYLE GUIDE. IF YOU HAVE QUESTIONS, WE'RE HERE TO HELP.

COUNTY OF MARIN