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.
COUNTY OF MARIN

IDENTITY STYLE GUIDE 1.0 LOGOS

1.1 Background
1.2 Significance
1.3 Primary Logo
1.4 Secondary Logo
1.5 Logotypes
1.6 Logos Reversed
1.7 Colored Logos
1.8 Logo Graphic
1.9 Color Palette
1.10 Fonts
1.11 File Formats and Access
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.
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.
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.

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.
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.
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.
LOGOS REVERSED

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.
COLOR 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.
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.

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 korum volores untiam eos minis a volorrum ut asperita susam quam quias sa non cone volorist exeribu sandel id et de volor maximaximimn korum ipis exeruntem di dipsam re pla de volupta tisquiarrem il inus et int, ommos diat. Mus, ipsunt, que sequi as verestotata ni nobis vitiosa ndelecto beri arum imolupta dolorae latusan occuscilis a dolor rehentis ut ut ea con ni offic to invenim possiti quid moluptatem quo qui to eumque omnatur?

### SUBHEAD 2: FUTURA BOOK BOLD, ALL CAPS.

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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.

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

2.1 Letterhead
2.2 Letters
2.3 Business Cards
2.4 Envelopes and Labels
2.5 Flyers
2.6 Newsletters
2.7 PowerPoint, Gold Seal
2.8 PowerPoint, Primary Logo
2.9 Digital Signatures
2.10 Websites
2.11 Videos
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.)

**LETTERHEAD**

Oct 17, 2013

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

Dear John,

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Recommendation:

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Other Department Involvement:

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Sincerely,

Kathrin Sears
President

**BOARD OF SUPERVISORS**

Judy Arnold
5th District

Oct 17, 2013

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

Dear John,

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Discussion:

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Other Department Involvement:

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Sincerely,

Kathrin Sears
President

**DEPARTMENTS WITHOUT LOGOS**

May 6, 2014

(Signature)

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

**S U B J E C T:**

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

**DEPARTMENT OF HUMAN RESOURCES**

Joanne Peterson
Director

05.2014

COUNTY OF MARIN IDENTITY STYLE GUIDE
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 for emphasis.

### DEPARTMENT WITH LOGO

**FIRST PAGE**

![Letterhead with Logo]

**November 1, 2013**

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

Dear John,

Ve in ea a dulitaeae vulpiaea stam volupi eae enmepore oda vulpiaea diakm nus etn moklae trion se neelae m et al qui qul ais volores eunt vulpiaea?

**Recommendation:**

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**Discussion:**

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**Other Department Involvement:**

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**SECONDARY PAGE**

(for all letterhead)

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Sincerely,

Jason Weber
Fire Chief
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.
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.
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 may be removed for an alternative format.

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**FLYERS**

**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.
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.”
POWERPOINT: PRIMARY LOGO, ARIAL

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
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.
**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.
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.
FILE ACCESS

Digital art for logos and logotypes can be accessed using the County of Marin MINE intranet. Templates for letterhead and other materials can also be found here. Digital art for all files shown in this style guide is available and should never be recreated. Some items in the stationery system (such as standard envelopes and some letterhead) may be pre-printed at the County print shop and ready for use by departments. Templates can also be used to guide layout and specifications when printing materials with outside vendors. If questions arise, please contact the County Administrator’s Office.

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

CONTACT:

Office of the County Administrator
3501 Civic Center Drive, Suite 325
San Rafael, CA 94903

PHONE 415.473.6358
FAX 415.473.4104
EMAIL Branding@marincounty.org