



IDENTITY STANDARDS MANUAL

INTRODUCTION

The County of San Luis Obispo has embarked on an effort to create instant identification of the organization and build a strong connection between who we are and what we do for the community. In order to build this connection, all County representatives and staff are directed to follow the guidelines in this document.

The Identity Standards Manual is a tool to help ensure that the County's identity is recognizable, consistent and well-maintained. The County has 23 departments that provide a wide variety of public services, all of which enhance the economic, environmental and social quality of life in San Luis Obispo County in some important way.

Upholding these design standards is paramount to building awareness of and bringing credibility to the County's brand, which is what people remember about us when we aren't around. The County's brand is the impression left by everything we say and do.

Ultimately, adhering to the County's design standards outlined in this document will help build awareness of all that the County does for the community and help members of the public more easily see the value provided by the government agency as a whole.

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WHO CAN USE THESE DESIGN ASSETS?

The County's design assets are available for use by employees of the County of San Luis Obispo and may only be used for official County business.

Third parties or outside entities **may not** use the County seal unless usage rights are granted by authorized County Clerk-Recorder's Office personnel, per existing County policy. Likewise, third parties or outside entities **may not** use the County logo (popular mark) unless authorized by County Administrative Office personnel.

To ensure a strong and consistent visual identity, County identity marks – namely, the official seal and the popular mark – may only be used from original source files. Any use of the seal or popular mark **must** conform to the guidelines specified in this manual.



The official seal and popular mark are the County of San Luis Obispo's most important design assets.

WHO ARE WE?

The County of San Luis Obispo is a local government agency made up of dedicated elected officials, skilled employees, and devoted volunteers who are committed to public service. Together, they provide a variety of essential public services that contribute to a safe, healthy, livable, prosperous and well-governed community.

OUR MISSION

The County's elected representatives and employees are committed to serving the community with pride to enhance the economic, environmental and social quality of life in San Luis Obispo County.

OUR VISION STATEMENT & COMMUNITYWIDE RESULTS

Our vision is to create a safe, healthy, livable, prosperous and well-governed community.

A Safe Community: The County will strive to create a community where all people – adults and children alike – have a sense of security and well-being, crime is controlled, fire and rescue response is timely, and roads are safe.

A Healthy Community: The County will strive to ensure all people in our community enjoy healthy, successful and productive lives, and have access to the basic necessities.

A Livable Community: The County will strive to keep our community a good place to live by carefully managing growth, protecting our natural resources, promoting lifelong learning, and creating an environment that encourages respect for all people.

A Prosperous Community: The County will strive to keep our economy strong and viable and assure that all share in this economic prosperity.

A Well-Governed Community: The County will provide high quality “results oriented” services that are responsive to community desires.

OUR ORGANIZATIONAL VALUES

We demonstrate *integrity* through the practice of high ethical and moral standards, as well as uncompromising honesty, in our dealings with the public and each other. We behave in a consistent manner with open, truthful communication, respecting commitments and being true to our word.

We demonstrate *collaboration* by celebrating teamwork and relying on the participation and initiative of every employee. We work cooperatively within and between departments and the public to address issues and achieve results.

We demonstrate *professionalism* by providing a high level of customer service and continuously improving our skills, knowledge, and experience in our respective fields of expertise in order to serve the public well. We consistently treat customers, each other, and the resources entrusted to us with respect and honesty.

We demonstrate *accountability* by assuming personal responsibility for our conduct and actions and by following through on our commitments. We are responsible managers of available fiscal and natural resources.

We demonstrate *responsiveness* by providing timely, accurate and complete information to each other and those we serve. We solicit feedback from customers and listen well with the intent to understand and address the customer's wants and needs.



County of San Luis Obispo's Mission, Vision & Values poster.

THE COUNTY NAME

In an effort to build awareness of the County's services and programs, the organization must use and display its name consistently.

As designated by the State of California, the formal name for the organization is "County of San Luis Obispo." In informal communications, the name may appear as "County of SLO." If the name is used within text or narrative, uses may also include "the County" (with the C capitalized), but only after the full formal name is used on first reference.

The following uses refer to the geographic location and, as such, the name of the organization should never appear as:

- San Luis Obispo County
- SLO County

APPROVED FORMAL NAMES FOR THE ORGANIZATION

✓ **County of San Luis Obispo**

✓ **County of SLO**

✓ **The County**

UNAPPROVED NAMES

(References Location)

✗ **San Luis Obispo County**

✗ **SLO County**

OFFICIAL SEAL

The primary identity mark for the County of San Luis Obispo is the official seal, which consists of an outer band containing the County name and slogan. The center of the seal contains illustrations that depict the historical significance of the region as well as a county-shaped mark.

Each element of the seal was custom-created and specifically chosen for its meaning and aesthetic impact. As such, the seal must only be used in its original design and color scheme, and no element of the seal may be recreated, recast, or re-typeset. Any changes to this seal must be first approved by the Board of Supervisors before it is used to identify the County. By default, the seal should be used in full-color, but may also be used in grayscale or reverse on dark (see page 16). To ensure a strong and consistent visual identity, the seal may only be used from original source files.

For questions on official seal usage, please see the FAQs on the intranet (mySLO) or contact the County Clerk-Recorder's Office.

WHEN TO USE THE SEAL

The official seal should be used on its own in all formal, ceremonial and/or official contexts that relate specifically to official Board of Supervisors correspondence, legal documents, notices, mandates, PowerPoint presentations, and/or resolutions approved by the Board of Supervisors.

By default, the official seal should not be used when the purpose is everyday communication to the general public, such as social media, department news releases, e-mail footers, government vehicles, business cards, letterhead, etc., unless otherwise approved by the Clerk-Recorder's Office.

To avoid confusion, the official seal should not be used together with the popular mark or any other logo representing County departments. For more information on when to use the seal and when to use the popular mark, see page 12.



CLEAR SPACE

It is essential to maintain clear space around the seal in order to maximize clear recognition and visual impact. This clear space protects the seal from impeding imagery, graphics and page trim.

To ensure readability, the clear space around the seal should always be at minimum the same length of the height of the outer band around the seal. For example, if the outer band around the seal measures 2" (two inches) in height, the clear space should be a minimum of 2" (two inches) on each side of the seal.

MINIMUM SIZE

The seal can be enlarged proportionally to any size. However, for ideal legibility in print and on the web, the seal should not be scaled below a minimum size.

For print, the seal should not be resized to be smaller than 1.25 inches wide. Although it may not always be possible given the nature of digital media and devices, the seal should not be resized to be smaller than 90 pixels wide in digital media.

Clear Space



Minimum Size



The x height here is the height of the outer band. A space of at least one times the x height is required at all times around the entire seal.

POPULAR MARK

The popular mark is comprised of the county-shaped mark with the County of San Luis Obispo name in the center. As with the official seal, the popular mark must only be used in its original design and no element of the mark may be edited, recreated, or re-typeset. Any changes to the popular mark must first be approved by the County Administrative Office before it is used to identify the County.

To ensure a strong and consistent visual identity, the mark may only be used from original source files. The popular mark should be used in its original navy color, by default, but it may also be used in grayscale or reverse on dark (see page 16).

For questions on popular mark usage, please see the FAQs on the intranet (mySLO) or contact the County Administrative Office.

WHEN TO USE THE POPULAR MARK

Unlike the seal, which must be used in all formal and official contexts directly related to the Board of Supervisors, the popular mark will represent the County in informal or departmental public communications and in internal County communications. As such, it is the primary point of visual contact for the general public with respect to the County's identity.

The popular mark must be used in all official County contexts *not relating to the County Board of Supervisors*. These contexts include internal County correspondence, news releases, internal and external departmental memos, digital media, e-mail signatures, social media, printed outreach and marketing materials, government vehicles, public PowerPoint presentations, etc., wherein personable appeal and/or everyday communication to the general public is desired.

To avoid confusion, the popular mark may not be used together with the official seal. The popular mark may be used, however, in grouped mark arrangements, as indicated on page 13. For more information on when to use the official seal and when to use the popular mark, see page 12.

The popular mark should be the default logo in nearly all instances. When in doubt, contact the County Administrative Office.



CLEAR SPACE

It is essential to maintain the clear space around the mark in order to maximize clear recognition and visual impact. This clear space protects the mark from impeding imagery, graphics and page trim.

To ensure readability, the clear space around the mark should always be at minimum 1/3 of the height of the mark. For example, if the mark is 2" (two inches) in height, the clear space should be a minimum of 2/3" (two-thirds of an inch) on each side of the mark.

MINIMUM SIZE

The mark can be enlarged proportionally to any size. However, for ideal legibility in print and the web, it should not be scaled below a minimum size. For print, the mark should not be sized to be smaller than .75 inches wide. Although it is not always possible given the nature of digital media and devices, the mark should not be sized to be smaller than 55 pixels wide.

Clear Space



Minimum Size



The x height here is 1/3 the height of the mark. A space of at least one times the x height is required at all times around the entire mark.

QUICK LOOK: WHEN TO USE EACH MARK

COUNTY SEAL



All official contexts **DIRECTLY RELATED** to the Board of Supervisors, including but not limited to:

- ✓ Formal or official correspondence from the County via the Board of Supervisors (letters, email, agreements, contracts, MOUs signed and/or approved by the Board of Supervisors and/or individual district supervisors)
- ✓ Correspondence from District Supervisors (letters, email, agreements, contracts)
- ✓ Presentations to and from the Board of Supervisors
- ✓ Board of Supervisors stationery and business cards
- ✓ Awards/recognition ceremonies and documents (e.g., resolutions) presented by the Board of Supervisors
- ✓ Official District Supervisor social media pages
- ✓ Official Board of Supervisors news releases, notices and advisories
- ✓ Advertisements related specifically to the Board of Supervisors
- ✓ Official ordinances approved by the Board of Supervisors

POPULAR MARK



All official contexts **NOT DIRECTLY RELATED** to the Board, including but not limited to:

- ✓ Everyday communication from the County to the general public (websites, blogs, social media, newsletters, etc.)
- ✓ Formal and informal correspondence from a County Department (letters, email, memos, agreements, contracts, newsletters)
- ✓ Internal staff presentations
- ✓ Public presentations (slides) that aren't specifically related to the Board of Supervisors
- ✓ Awards/recognition ceremonies and documents presented by County Departments or staff
- ✓ County vehicles
- ✓ Department business cards, stationery, news releases, notices and advisories
- ✓ Annual reports
- ✓ Advertisements related to a specific County Department, Division, Unit, Service or Program

DEPARTMENT & GROUPED MARKS

County department names may be paired with the popular mark when presented or displayed in a way that suggests a logo-like usage. In order to maintain the prominence and legitimacy of the County identity across all departments, and for the sake of consistency, attractiveness, and intelligibility, a horizontal arrangement **must** be used that features the popular mark in the prominent position on the left, the department identity in the subordinate position on the right, and a vertical rule separating the two (see page 14).

Few County departments and divisions will be permitted to use a separate logo or seal.

Those departments and divisions include:

- Airports & Parks*
- Board of Supervisors
- Clerk-Recorder
- County Fire/CALFIRE**
- District Attorney
- Farm Advisor (UC Cooperative Extension)**
- Sheriff's Office

All exceptions must meet at least one of the following criteria:

- The current department logo is State-approved, Board-approved, approved by an elected official managing the department, or required per government codes or mandates.
- The department must use a specified logo or seal in order to comply with State/Federal contracts or grant funding.
- The department operates as a business and must therefore compete in a more competitive market in order to meet its goals and objectives.
- Departments that have a large number of staff identified by the State as "peace officers" (pursuant to State Penal Code Section 830-832.18) will be permitted to retain the department's current badge or shield as an identifying mark.

Other exceptions may be granted by the County Administrative Officer. Departments and divisions that meet one of these criteria **must** use grouped marks that pair a department logo with the popular mark. It is imperative that the department choose one single logo. Any other logo(s) must be approved by the County Administrative Office prior to use.

Source files of grouped marks are available for department use. For file requests, please contact the County Administrative Office.

** Only existing logos will be grandfathered into these guidelines. After October 2016, all redesigned or new logos must be approved by the County Administrative Officer.*

*** State or Federal agency identity standards supersede the County's standards. All standards of the superior agency must be followed.*

GROUPED MARK ARRANGEMENTS

County Mark + Existing Department Logo

The County mark **must** appear in the prominent position on the left and the department logo in the subordinate position on the right, separated by a vertical rule.



County Mark + Existing Department Logo + Department Name

The County mark **must** appear in the prominent position on the left and the department logo in the subordinate position on the right, separated by a vertical rule. The department name **must** appear below the two, left-aligned with the County mark.



County Mark + Department Name

The County mark **must** appear in the prominent position on the left and the department name in the subordinate position on the right, separated by a vertical rule.



County Mark + Department Name + Division or Unit

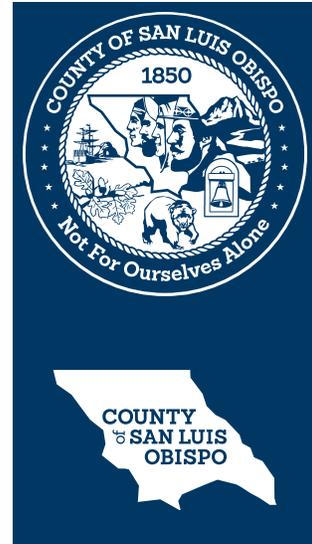
The County mark **must** appear in the prominent position on the left and the department name in the subordinate position on the right, separated by a vertical rule. The division or unit **must** appear below and left-aligned with the department name in two-thirds the font size.



IDENTITY MARK COLORS

FULL-COLOR, GRAYSCALE & REVERSED

The colors of the County’s identity marks represent the values and character of the County. For that reason, their integrity must be protected as an essential part of maintaining the brand. The marks may only be treated in one of three ways: full-color, grayscale, or reversed in white on a solid contrasting color. Do not use County identity marks in colors outside of those specified below.



Full-Color

Grayscale

Reversed on Dark

OFFICIAL SEAL COLOR PALETTE WITH GRAYSCALE ACCENTS

The official palette with grayscale accents should be used with the official seal ***in all official Board of Supervisors materials***, such as public meeting agendas, letterhead, business cards, news releases, building signage, the County website, board business, etc. Be sure to choose the appropriate asset files for the intended purpose (CMYK for print, RGB for digital use, etc.). When brand PANTONE® colors are not available, colors may be built using the values listed below.

PMS 7694 CP PMS 295 UP*	PMS WARM GRAY 1 CP PMS WARM GRAY 1 UP*	PMS COOL GRAY 8 CP PMS COOL GRAY 9 UP*	PMS 427 CP PMS 427 UP*
CMYK: 100, 57, 9, 52	CMYK: 3, 3, 6, 7	CMYK: 23, 16, 13, 46	CMYK: 7, 3, 5, 8
RGB: 1, 66, 106	RGB: 215, 210, 203	RGB: 136, 139, 141	RGB: 208, 211, 212
HEX: #01426A	HEX: #D7D2CB	HEX: #888B8D	HEX: #D0D3D4

*Estimated uncoated values – best match available.

APPROVED COLOR PALETTE FOR USE WITH THE MARKS

COLORS, VALUES & USES

When selecting colors for digital or print designs, any of the approved identity mark colors below may be used as an accent, but it is not necessary to use all of the colors. However, no more than five colors should be used in a given design. To clarify, the colors of the marks themselves cannot be changed. The only versions of the marks that are permitted are the ones that appear on page 16.

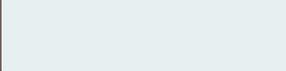
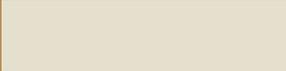
It is important to understand there is no 1-to-1 relationship between PMS, CMYK, RGB, and hex colors. The values listed here are simply the closest matches to the brand colors in their various color spaces. 100% black and tints thereof may be tastefully used as accent colors with any of the palettes.

PMS Colors (print) One-color PANTONE® colors. These will generally not be used unless requested by a printing professional. Values are shown for both coated & uncoated paper applications.*

CMYK Colors (print) Colors created using different percentages of cyan, magenta, yellow and black ink. CMYK colors are to be used for nearly all print purposes. (Large format printing—such as billboards or vehicle wraps—can require RGB files in rare instances. If unsure, check with the installer or printer.)

RGB/Hex Colors (web/television) Colors created using different percentages of red, green and blue light. RGB colors are to be used for digital or on-screen display purposes.

A Note on RGB/Hex Colors There is no informational or compositional difference between RGB and hex colors. The difference is simply that the television industry specifies colors in terms of RGB, while the web industry does so in terms of hex codes. For practical purposes, they are simply two different ways of expressing the same red, green and blue color space and can safely be regarded as such.

			
PMS 7694 CP PMS 295 UP* CMYK: 100, 57, 9, 52 RGB: 1, 66, 106 HEX: #01426A	PMS 326 CP PMS 325 UP* CMYK: 81, 0, 39, 0 RGB: 0, 178, 169 HEX: #00B2A9	PMS WARM GRAY 9 CP PMS WARM GRAY 9 UP* CMYK: 23, 32, 34, 51 RGB: 131, 120, 111 HEX: #83786F	PMS 7541 CP PMS 7541 UP* CMYK: 7, 1, 3, 2 RGB: 217, 225, 226 HEX: #D9E1E2
			
PMS 360 CP PMS 360 UP* CMYK: 63, 0, 84, 0 RGB: 108, 194, 74 HEX: #6CC24A	PMS 462 CP PMS 462 UP* CMYK: 28, 48, 71, 73 RGB: 92, 70, 43 HEX: #5C462B	PMS 465 CP PMS 465 UP* CMYK: 9, 29, 66, 24 RGB: 185, 151, 91 HEX: #B9975B	PMS 7527 CP PMS 7527 UP* CMYK: 3, 4, 14, 8 RGB: 214, 201, 196 HEX: #D6D2C4

*Estimated uncoated values – best match available.

INCORRECT USES

Each element of the official seal and the popular mark was custom-created and specifically chosen for its meaning and aesthetic impact. Therefore, the official seal and popular mark must only be used in their original design and color scheme, respectively.

No element of either the official seal or popular mark may be edited, recreated, or re-typeset.

Do not alter the intended design of either the seal or the mark, and do not use either in any color scheme not specified in this manual.

Do not rotate, stretch or skew the seal or the mark.

Do not alter the opacity of the seal or the mark.

Do not wrongly use the seal or mark on color backgrounds.

For questions on particular usages of either mark not covered in this manual, please contact the County Administrative Office.

See page 19 for examples of incorrect uses.

OFFICIAL SEAL: INCORRECT USES



Do not change the colors.



Do not use the "reverse-on-dark" treatment if the background is light.



Do not rotate.



Do not distort.



Do not use the "full-color" treatment on a dark background or cover the seal in any way.

POPULAR MARK: INCORRECT USES



Do not change the colors.



Do not alter the text in the center of the mark.



Do not rotate.



Do not distort.



Do not use the "full-color" treatment on a dark background or cover the seal in any way.

APPROVED TYPOGRAPHY

THE OPEN SANS TYPEFACE

The consistent and coordinated use of type with other visual elements, such as color, plays a major role in the County identification system. By default, the Open Sans typeface is to be used on all County stationery, printed material, and digital media. If the Open Sans typeface is not available or installed on a given software program, **Helvetica** or **Arial Unicode MS** may be used as an alternative.

Other typefaces may be used, for instance, if specified or directed, or if required for the purposes of a unique project, or for a particular design project or campaign. Aside from these and similar exceptions, no other typeface may be used in any County materials or media.

Open Sans is an open-source font, free for any personal or commercial use. It can be obtained at <https://www.google.com/fonts/specimen/Open+Sans>.

TYPOGRAPHY STYLING

When using other typefaces for unique projects, simplicity enhances effective communication. Here are a few good rules of thumb to help you in your use of typography:

- Use no more than three complementary fonts in a given design or project
- Limit the number of font weights and styles used
- Avoid using all-caps for long headlines or body copy
- Use bold type in headlines, subheads and initial caps
- Use italic type in photo captions or quotations

For questions on County typography not covered in this manual, please contact the County Administrative Office.

PRIMARY TYPEFACE: OPEN SANS

OPEN SANS EXTRABOLD	<i>OPEN SANS EXTRABOLD ITALIC</i>
ABCDEFGHIJKLMNOPQRSTUVWXYZ	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>
abcdefghijklmnopqrstuvwxyz	<i>abcdefghijklmnopqrstuvwxyz</i>
123456789!@#%&*()	<i>123456789!@#%&*()</i>

OPEN SANS BOLD	<i>OPEN SANS BOLD ITALIC</i>
ABCDEFGHIJKLMNOPQRSTUVWXYZ	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>
abcdefghijklmnopqrstuvwxyz	<i>abcdefghijklmnopqrstuvwxyz</i>
123456789!@#%&*()	<i>123456789!@#%&*()</i>

OPEN SANS SEMIBOLD	<i>OPEN SANS SEMIBOLD ITALIC</i>
ABCDEFGHIJKLMNOPQRSTUVWXYZ	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>
abcdefghijklmnopqrstuvwxyz	<i>abcdefghijklmnopqrstuvwxyz</i>
123456789!@#%&*()	<i>123456789!@#%&*()</i>

OPEN SANS REGULAR	<i>OPEN SANS ITALIC</i>
ABCDEFGHIJKLMNOPQRSTUVWXYZ	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>
abcdefghijklmnopqrstuvwxyz	<i>abcdefghijklmnopqrstuvwxyz</i>
123456789!@#%&*()	<i>123456789!@#%&*()</i>

OPEN SANS REGULAR	<i>OPEN SANS REGULAR ITALIC</i>
ABCDEFGHIJKLMNOPQRSTUVWXYZ	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>
abcdefghijklmnopqrstuvwxyz	<i>abcdefghijklmnopqrstuvwxyz</i>
123456789!@#%&*()	<i>123456789!@#%&*()</i>

