

Washington
Est. 1852

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| Policy Title | Thurston County Logo Use |
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Number
801

Effective Date
08/16/2022

Latest Approval Date
08/16/2022

Approved by the Board

Commissioner Carolina Mejia
Chair of the Board

Next Review Date
09/01/2025

Policy Owner Title
Public Information Supervisor

Purpose

The purpose of this policy is to provide direction for consistent and uniform use of the Thurston County (county) logo.

Scope

Insert "Organization Wide" or list the impacted office(s)/department(s)
☒ Internal Only ☐ Direct Impact to Citizens

Are
Office/Department
Documents on this
subject permitted?

☒ Yes, however Offices/Department Documents must be consistent with this County-wide Document.

☐ No

POLICY STATEMENT

A. General Logo Policy

1. The Thurston County logo, referred to as 'logo' throughout this policy, plays an important role in enhancing the image of county government by creating cohesiveness among our myriad of services and providing an easily recognized visual representation of the county to citizens. To accomplish this, it is important that:
 - 1.1. The integrity and completeness of the logo must always be preserved and visible.
 - 1.2. The logo will be used consistently by all county government Offices/Departments.
 - 1.3. Reproduction of the logo is not authorized because of the significant importance in maintaining a cohesive county image. You can find quality logo versions for web, print, and embroidery uses on the county communications resources page.
 - 1.4. Offices/Departments are authorized to develop and use their own logos, but it cannot replace the county logo; Office/Department logos must appear in tandem with the county logo. Departments are required to abide by placement standards in the county's Branding and Usage Guide. Offices are encouraged to use the standards set in the guide for consistency purposes.
 - 1.4.1.1. Departments must have their logo reviewed/approved by the Public Information Supervisor

B. Requirements of the County Logo

1. **Elements:** The logo contains two elements - the symbol and the logotype.
2. **Logo Colors:** The official colors of the logo are:
 - PMS 540 (Blue)
 - PMS 649 C (Grey Shade)
 - PMS 355 (Green)
 - PMS 7625 C (Red Shade)
 - PMS 159 (Beige)
 - PMS 7443 C (Purple Shade)

3. **Sizing:** The minimum logo size authorized is 1" wide. This sizing requirement is for use in external branding and is not required for internal branding. The aspect ratio of the logo and logotype (not elongated or squished) must be maintained. The logo size you use will depend on the project, but the logo must be proportionate with the surface area it is being used on.
4. **Spacing:** Copy and other graphics must be at least three eighths of an inch away from the top, sides, and bottom of the logo.
5. **Co-branding:** On occasion you may need to brand Thurston County alongside other government agencies, municipalities, or nonprofit groups.
6. The logo appears first if the county is the primary funding stream or resource contributor, followed by other logos in succession of contribution level.
7. All logotypes appear in alphabetical order if all organizations provide equal contribution to the effort.
8. The logo should appear behind those of larger contribution, either financial or resource allocation, if Thurston County is a secondary partner.
9. **Using the Logo:** The logo and logotype must appear as one element. The full-color logo is preferred, but you are authorized to use the black and white logo available on the county communications resources page.

C. **Minimum Standards of Logo**

1. **When to use the Logo:** The logo will be prominently displayed on county equipment and all publications intended for the public. Departments must abide by the placement standards outlined in the Branding and Usage Guide. Offices are encouraged to use the standards set in the guide for consistency purposes.
2. **Web:** The logo must be used on county websites. The minimum logo quality is 250 pixels per inch or 32.9 KiloBytes. Placement and size are determined by the web coordinators group and implemented by the Public Information Office and the Information Technology Department.
3. **Print:** The logo must be used on all publications intended for public use. This may include newsletters, brochures, post cards, flyers, magazines, bookmarks, and more. The minimum logo quality is 500 pixels per inch or 50.7 KiloBytes.
4. **Uniforms, hats, and other clothing:** When used on uniforms, hats, and other clothing, the logo must be embroidered in full color using the vectored image file available on the county communications resources page. The minimum logo quality is 1.66 MegaBytes.
 - a. Employees may use the Office/Department logos on personally procured clothing or other items (i.e, coffee cups, water bottles, etc.).
5. **Vehicles:** The logo must be placed on all county vehicles and equipment. The full color logo will be used and contained in a square white box and centered on the front doors. County vehicles are ordered through the county fleet operations manager. For more information or to have the logo placed on an official vehicle, contact Fleet Services.
6. **Letterheads and business cards:** The logo will be displayed on letterheads and business cards. Departments must use the BoCC letterhead and business card template available on the county communications resources page. Offices may use unique logos as determined by the elected official. The minimum logo quality is 500 pixels per inch or 50.7 KiloBytes.
7. **Exhibits, displays:** The logo must be used on all exhibits and displays intended for public use. The minimum logo quality is 1000 pixels per inch or 76.8 KiloBytes.

8. **Flags:** It is prohibited to use the logo on any state or U.S. flag. There is no requirement to use the logo on any other flags. If the logo is used, however, follow the standards outlined in section C.4 of this policy (Uniforms, hats, and other clothing).

D. Exceptions

1. Sheriff's Office vehicles do not use the logo. Because of the need for law enforcement to be highly visible in the community, the Sheriff's Office has its own unique vehicle identification standards.
2. Sheriff's Deputy uniforms are not embroidered with the logo. Because of the need for law enforcement personnel to be highly visible in the community, the Sheriff's Office has its own unique uniform standards.
3. Use of the black and grey logo is authorized when placed on a nylon vest or other material that cannot be embroidered with the colored logo.
4. Interjurisdictional projects may result in the need to place several logos in a small space. In the event there is not enough room to meet the minimum spacing requirements, exceptions can be made. Contact the Public Information Office for guidance before moving forward.
5. Partnering agencies may have their own logo policies that contradict the county standards. Exceptions to the logo policy can be made on a case-by-case basis. Contact the Public Information Office before agreeing to any deviations from this policy.
6. There may be instances where the 1" size requirement for the logo is not tenable. If necessary, to print smaller than 1" wide, exclude the logotype since it will not be legible.
7. Spacing for copy and other graphics around the logo will be approximately 0.125 inches away when the logo is smaller than 1" wide.
8. Departments that implemented their own letterheads prior to July 1, 2019 can continue using that letterhead. However, the logo must be incorporated into the design if it hasn't been already.

If you have questions about this policy or need assistance in using the logo, contact the Commissioner's Office Public Information Supervisor.

DEFINITIONS AND ACRONYMS

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| Branding and Usage Guide | A document that establishes the county's public facing brand, including uses of the logo, colors, fonts, visuals, grammar, and tone. |
| County Communications Resources Page | An internal resource for county staff containing quality versions of the logo for web, print, and embroidery uses, along with public information procedures. |
| County Logo | The official county logo as mandated by this policy. |
| Logotype | An alphabetical configuration that is designed to identify Thurston County by name. The words "Thurston County", "Washington" and "Since 1852" are the logotype in the Thurston County logo. These elements may not be re-typeset or modified in any manner. |
| Partnering Agencies | Other government or nonprofit agencies county Offices/Departments may work with to partner on a program or project. |
| PMS | Pantone Matching System, a world-wide color standard designed to ensure color consistency. When you specify these color numbers, any printer will be able to match those colors. |
| Symbol | A graphic representation of the county. The Thurston County symbol is an outline of the county's boundaries, containing Mount Rainier, the capitol, a farm, trees and a sailboat on water. This symbol is the only one authorized to represent Thurston County. |

| RELEVANT LAWS AND OTHER SUPPORTING INFORMATION | | | | | | | | |
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| County Code State Law State Rule Other Sources | N/A | | | | | | | |
| Superseded Documents | Logo Policy 15.1: http://home/dept/bocc/tcam/Logo%20Policy.doc | | | | | | | |
| Supporting Documents | Branding and Usage Guide http://home/interdept/communicationsresources/Pages/default.aspx Communications Resources http://home/interdept/communicationsresources/Pages/default.aspx | | | | | | | |
| Related Documents | N/A | | | | | | | |
| Communication and Implementation Strategy | <p>This policy will be communicated to staff through:</p> <ul style="list-style-type: none"> • county-wide email describing the new policy, • article in the employee newsletter, and • presentation at the appointed directors and executive management team meetings and the administrative assistant group meetings. | | | | | | | |
| POLICY ADMINISTRATION | | | | | | | | |
| Policy Owner | Meghan Porter, Public Information Supervisor, Meghan.porter@co.thurston.wa.us , or 360-867-2097 | | | | | | | |
| Contact Person (if different from above) | Bryan Dominique, Public Information Officer, Bryan.dominique@co.thurston.wa.us , or 360-867-2091 | | | | | | | |
| Roles and Responsibilities | Thurston County Employee | <ul style="list-style-type: none"> • Follow policy to best ability | | | | | | |
| | Supervisor/Manager | <ul style="list-style-type: none"> • Ensure policy is being followed | | | | | | |
| | Public Information Supervisor | <ul style="list-style-type: none"> • Policy Owner • Assists supervisors/managers in implementation of this policy • Approves any exceptions to this policy | | | | | | |
| | Public Information Officer | <ul style="list-style-type: none"> • Policy Administrator • Provides technical assistance to customers and employees regarding this policy | | | | | | |
| REVISION HISTORY | | | | | | | | |
| Effective Date | Approved By | Modifications | | | | | | |
| Xx/xx/xxxx | _____ Name/Title | Policy Created | | | | | | |
| Xx/xx/xxxx | _____ Name/Title | Indicate what changed | | | | | | |
| Xx/xx/xxxx | _____ Name/Title | Indicate what changed | | | | | | |
| Reviewers of the Current Revision | <table border="0"> <tr> <td>_____ Name/Title</td> <td>_____ Name/Title</td> </tr> <tr> <td>_____ Name/Title</td> <td>_____ Name/Title</td> </tr> <tr> <td>_____ Name/Title</td> <td>_____ Name/Title</td> </tr> </table> | | _____ Name/Title | _____ Name/Title | _____ Name/Title | _____ Name/Title | _____ Name/Title | _____ Name/Title |
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FURTHER INFORMATION

This section is not published on the final PDF document. It is for website purposes only

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| Keywords for search engine | Logo, logo placement, logo sizes, symbol, Thurston County logo, using the logo, |
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RESOLUTION NO. 16185

A RESOLUTION adopting the Logo policy.

WHEREAS, by motion on April 13, 2021 the Board of County Commissioners recognized that Thurston County is committed to adopting a consistent, transparent, and standardized approach to the development, review, and repeal of policies, standards, procedures, and guidelines.; and

WHEREAS, the Board of County Commissioners desires to provide clear policy direction regarding guidance on the use of logos and that the county's style and branding guidance will align with the requirements in the policy and meets the needs of logo use on multiple mediums, to include website, print, clothing, vehicles, flags, banners, etc.; and

WHEREAS, the policy has passed review by the policy review committee, any applicable specialty committees, department directors and other elected officials; and

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF THURSTON COUNTY COMMISSIONERS that the Logo Policy as provided for in Exhibit A, attached hereto, is adopted effective August 16, 2022.

ATTEST:

Jamie Caldwell
Clerk of the Board

APPROVED AS TO FORM:
JON TUNHEIM
PROSECUTING ATTORNEY

Elizabeth Petrick
Deputy Prosecuting Attorney

BOARD OF COUNTY COMMISSIONERS
Thurston County, Washington

Carolina Mejia
CAROLINA MEJIA, Chair

Tye Menser
TYE MENSER, Vice-Chair

Gary Edwards 8-23-22
GARY EDWARDS, Commissioner