

County of Monterey Board Policy Manual

Policy Name County of Monterey Branding Guidelines & Policies	Policy Number G-140	Page 1 of 32
Policy Category Government and Administration		

I. Purpose

II. Background

III. Policy

IV. Procedure

V. Review Date

- a. This Policy will be reviewed for continuance by June 25, 2028.

VI. Board Action

- a. Legistar File Number: 23-496, June 6, 2023



County of Monterey

Branding Guidelines & Policies (G-140)

INTRODUCTION

As an organization, the County of Monterey has embarked on an effort to create instant identification 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 will use the guidelines and policies in this document.

This County Brand Guidelines & Policy will serve as a tool to help ensure that the County’s identity is recognizable, consistent and well-maintained. The County has 26 departments that provide a wide variety of public services, all of which enhance the economic, environmental, and social quality of life in Monterey County.

Upholding design standards will be paramount to building awareness of and bringing credibility to the County’s brand, of what we stand for and the work we do.

Ultimately, adhering to the County’s design standards will help increase awareness of the County’s community engagement and support enhancing the value of the services we provide.

The following policy is designed to show best practices for County of Monterey communications. It is understood, that on occasion, various circumstances may prohibit an elected official or County employee from complying with these guidelines.



2023 Emblem revision



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WHO CAN USE THESE ASSETS?

The County’s branding assets are available for use by employees of the County of Monterey and may only be used for official County business.

Third parties or outside entities **may not** use the County Emblem unless usage rights are granted by authorized County Administrative 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 or the County Communications Director as outlined in County Code Chapter 11.06.

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



The official Emblem and popular* mark are the County of Monterey’s most important design assets.



*Popular mark developed by a group of department representatives in creative collaboration with the County Communications Director approved by the Board of Supervisors on June 27, 2023.





WHO ARE WE?

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

OUR MISSION

The mission of the County of Monterey is to *“Excel at providing Quality Services for the benefit of all Monterey County residents while developing, maintaining, and enhancing the resources of the area.”*

OUR ORGANIZATIONAL VALUES

- We are committed to assuring honesty and integrity in all County actions.
- We are committed to providing top quality customer service.
- We are committed to practicing continuing innovation.
- We are committed to treating our fellow employees, customers and residents with respect and courtesy at all times.

Goals

- Assure a sustainable and diversified economy that builds on Monterey County’s local assets.
- Enhance and improve County services to assure an adequate safety net and quality of life for all County residents.
- Assure a strong public safety system which protects the public and minimizes the fear of crime.
- Assure the financial stability of the County.





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. The following represent best practices that should be adhered to when at all times possible. It is recognized that on occasion flexibility will be required.

As designated by the State of California, the formal name for the organization is “County of Monterey.” In informal communications, the name may appear as “CoM,” after first notating as County of Monterey (CoM). 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:

-  Monterey County
-  MC County



APPROVED FORMAL NAMES FOR THE ORGANIZATION	UNAPPROVED NAMES (References Location)
County of Monterey The County	Monterey County MC County



CLEAR SPACE

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

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

MINIMUM SIZE

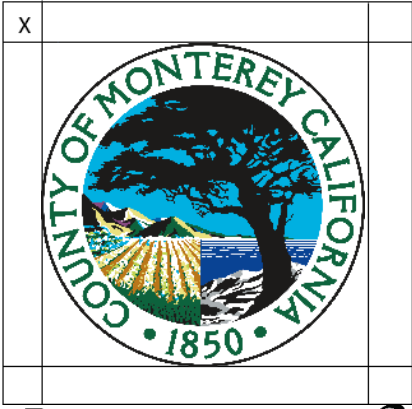
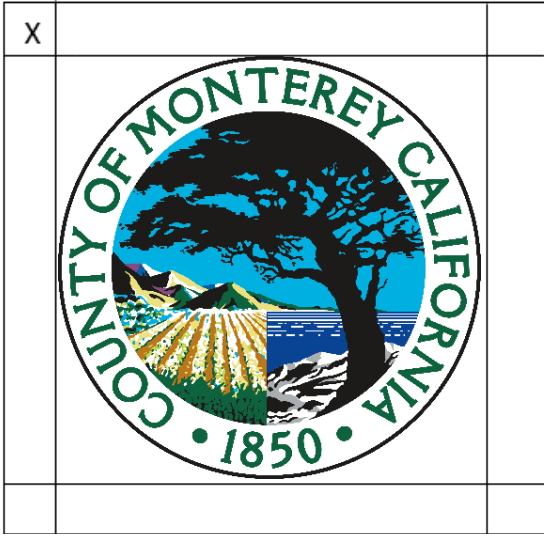
The Emblem can be enlarged proportionally to any size. However, for ideal legibility in print and on the web, the Emblem should not be scaled below a minimum size.

For print, the Emblem 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 Emblem should not be resized to be smaller than 90 pixels wide in digital media.

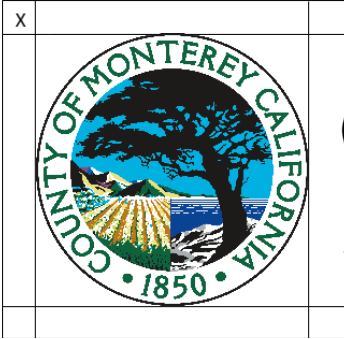


The x height here is the height of the outer band. A space of at least one times the x height is required at all times around the entire Emblem.

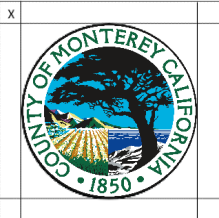
Clear Space



County of
Monterey



County of Monterey
Proudly serving the community since 1850



COUNTY OF MONTEREY
HEALTH DEPARTMENT



Minimum Size



ALTERNATIVE MARK (UNDER CONSTRUCTION)

The alternative mark (aka Popular Mark)

Any changes to the alternative mark ideally should be approved by the County Communications Director in the County Administrative Office before it is used to identify the County. However, it is recognized that flexibility may be warranted in some circumstances.

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

For questions on alternative mark usage, please see the Communications Bureau SharePoint Intranet Site or contact the County Communications Director in the County Administrative Office.

WHEN TO USE THE ALTERNATIVE MARK

Unlike the Emblem, which should be used in all formal and official contexts directly related to official County business and the Board of Supervisors, the alternative mark may represent the County in less formal public communications and in internal County communications. As such, it is an alternative point of visual representation for the general public with respect to the County's identity.

The alternative mark may be used in all official County contexts although ideally *not those 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 alternative mark should not be used in addition with the official Emblem. The alternative mark may be used, however, in grouped mark arrangements, as indicated on page 13. For more information on when to use the official Emblem and when to use the popular mark, see page 12.

The alternative mark may be the default logo in instances where a department does not have their own mark. When in doubt, please contact the County Communications Director in the County Administrative Office.



CLEAR SPACE for the ALTERNATIVE MARK (UNDER CONSTRUCTION)

Best Practices are 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 $\frac{1}{3}$ 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 $\frac{2}{3}$ " (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.

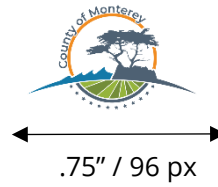




The x height here is 1/3 the height of the mark. A space of at least one times the x height is always required around the entire mark.

Clear Space



Minimum Size



COUNTY EMBLEM	POPULAR MARK
	
<p>Best practices are for all official contexts DIRECTLY RELATED to the Board of Supervisors, including but not limited to:</p> <p>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)</p> <p>Correspondence from District Supervisors (letters, email, agreements, contracts)</p> <p>Presentations to and from the Board of Supervisors</p> <p>Board of Supervisors stationery and business cards</p> <p>Awards/recognition ceremonies and documents (e.g., resolutions) presented by the Board of Supervisors</p> <p>Official District Supervisor social media pages</p> <p>Official Board of Supervisors news releases, notices and advisories</p> <p>Advertisements related specifically to the Board of Supervisors</p> <p>Official ordinances approved by the Board of Supervisors</p>	<p>Best practices are for all official contexts NOT DIRECTLY RELATED to the Board, including but not limited to:</p> <p>Everyday communication from the County to the general public (websites, blogs, social media, newsletters, etc.)</p> <p>Formal and informal correspondence from a County Department, that does not have their own logo. Departments with no logo may use this format with the department name under “County of Monterey” (letters, email, memos, agreements, contracts, newsletters) Samples on page 11.</p> <p>Internal staff presentations</p> <p>Public presentations (slides) that aren’t specifically related to the Board of Supervisors</p> <p>Awards/recognition ceremonies and documents presented by County Departments or staff</p> <p>County vehicles</p> <p>Department business cards, stationery, news releases, notices and advisories</p> <p>Annual reports</p> <p>Advertisements related to a specific County Department, Division, Unit, Service or Program (may be co-branded)</p>



DEPARTMENT & GROUPED MARKS (co-branding)

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, best practices are for a horizontal arrangement 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). It is understood that there may be occasions when this is not possible

There are a few County departments and divisions which will be grandfathered in to use a separate logo or Emblem.

Those departments and divisions include:

- Parks*
- Board of Supervisors
- Social Services
- Civil Rights Office
- District Attorney
- Probation
- Ag Commissioner
- Sheriff's Office
- Human Resources
- Natividad Hospital
- Health Department
- DSS
- ITD
- Military & Veterans
- Public Defender's
- Water Resources
- Libraries

All exceptions should attempt to meet at least one of the following best practice 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 Emblem 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 **may** use grouped marks that pair a department logo with the popular mark. It is best practices for each department choose one single logo. Any other logo(s) should be approved by the County Communications Director in the County Administrative Office prior to use.

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

** Only existing logos will be grandfathered into these guidelines. After July 2023, all redesigned or new logos should be approved either by the County Communications Director and 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 (co-branding)

County Mark + Existing Department Logo (Sample mockups below)

The County mark **should** appear in the prominent position on the left and the department logo in the subordinate position on the right, separated by a vertical rule. It is recognized that on occasion this may not be possible.



County Mark + Existing Department Logo + Department Name

The County mark **should** 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 **should** appear below the two, left-aligned with the County mark. (Below are sample best practice guidelines)



County Mark + Department Name

The County mark **should** 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, Unit or Bureau

The County mark **should** 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 **should** appear below and left-aligned with the department name in two-thirds the font size. (Below is an example only)



COUNTY OF MONTEREY
HEALTH DEPARTMENT
Behavioral Health



IDENTITY MARK COLORS

FULL-COLOR, GRAYSCALE, GOLD & 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 four ways: full-color, grayscale, gold or reversed in white on a solid contrasting color. Do not use, if at all possible, County identity marks in colors outside of those specified below. (Unable to show gold here)



Full-Color



Grayscale



Gold



Reversed on Dark

OFFICIAL EMBLEM COLOR PALETTE WITH GRAYSCALE ACCENTS

Although there may be times when a variance is required, the official palette with grayscale accents should be used with the official Emblem *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.

(Color values)

To be provided as needed.



[intentionally left blank]



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.

(Insert all color values for emblem here)

Full color

Black

White

Blue

Green

Gold

To be provided as needed



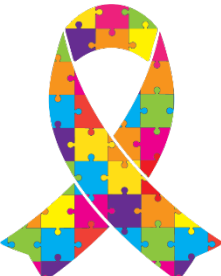
Potential Color Bar Themes (colors may not reflect actual CMYK values)



Special Occasion Bar Themes



Special Occasion Ribbon Themes



INCORRECT USES

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

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

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

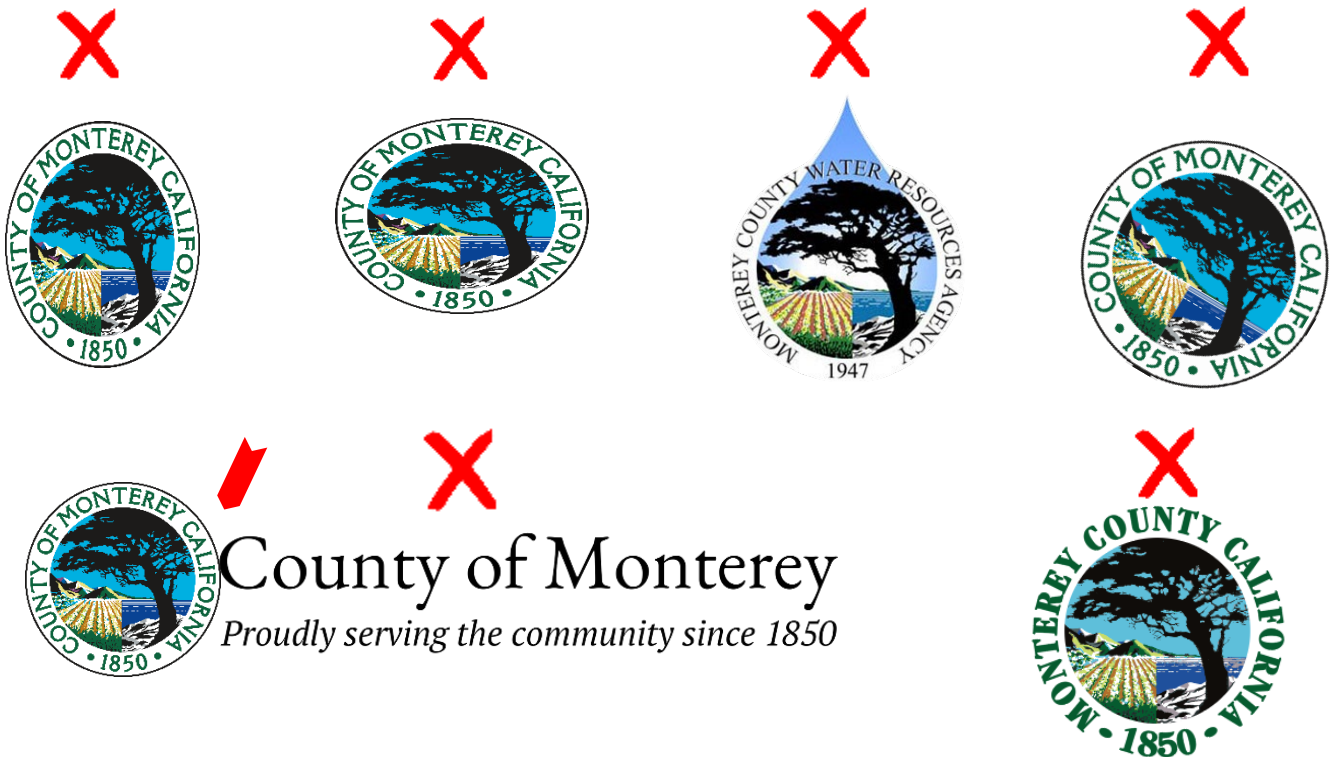
Do not rotate, stretch or skew the Emblem or the mark.

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

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

For questions on particular usages of either mark not covered in this manual, please contact the County Communications Program in the County Administrative Office. Again, it is understood that there may be times in the interest of expedience that one may not be able to adhere to these best practices.

See page 17 for examples of incorrect uses.



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] should 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, 1. **Montserrat**, 2. **Magdelin**, 3. **Helvetica** or 4. **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 should be used in any County materials or media. Again, it is recognized that certain circumstances may cause a departure from best practices.

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 Communications Program in the County Administrative Office.



(Primary Typeface)

Official Primary Font for text and appearance of the County name

SemiBold 600 **Montserrat**

County of Monterey

Optional Font for text and appearance of the County name

Magdelin Semi Bold

County of Monterey



Guidelines and Best Practice Portion of G-140 | Supplemental Information Only – Not part of the Policy

Marketing Services Request

The County Communications Program provides a variety of marketing and communications services to the county community. These services include:

- » Consultation
- » Editing
- » Event Promotion
- » Layout and Design
- » Marketing Strategy
- » Photography
- » Press Releases/Media Alerts
- » Web Creative
- » Writing
- » Social Media Exposure

Email PR@co.monterey.ca.us to submit a marketing services request. For large projects that require multiple services, contact the County Communications Director at least four to six weeks in advance.

Photography and Graphic Design Request

To request photography services, a completed electronic photo request form is required. Email PR@co.monterey.ca.us to submit a marketing services request. Allow 15 working days for all photo and graphics requests. Assignments received less than 15 working days before an event may be subject to outsourcing and any associated costs.

To submit a Graphic Design Request, email PR@co.monterey.ca.us to submit a services request. Allow four weeks for receipt of design.

Photo and Video Release

The County of Monterey does not require written photo releases for individuals in photos or videography taken at public events. However, a written photo release is required for photos or video of children under the age of 18 years. Contact the County Communications Program for a release form or for any questions.

Printing Review – Best Practice

To ensure that the County's brand is portrayed in accordance with the visual standards outlined in this manual, all printed materials intended for distribution to the general public or to the county community may be reviewed by the County Communications Bureau at the discretion of the Department Director. These include (but are not limited to) brochures, flyers, posters, mailers, handbooks, and signage. Departmental services marketing pieces should first be approved by the department/program head before they are submitted to the County Communications Program for approval. Email all review requests along with associated documents to the County Communications Director at PR@co.monterey.ca.us.



Advertising

There are three basic rules for creating effective advertising:

1. Keep it clear: Make sure your audience knows who you are right away, understands the message, and feels an emotional connection. Do not confuse the viewer with unnecessary information. Readers will not take the time to figure things out; they will just move on. You only get a few seconds to make the connection.
2. Keep it simple: Define what you need to say and make that your priority. A single, clear and compelling message is far more persuasive than multiple offers and benefits. The same applies to layouts; ads crowded with too much text or design elements feel chaotic. Use white space to create calmness and allow the message to get the audience's attention. Less is always more.
3. Keep it real: What is important to you may not be what is important to your audience. Identify what the benefit is to them and communicate it quickly and in a familiar tone.

Be sure that a strong visual image is being used to connect with the reader and show a relationship to the subject matter and the image. Lifestyle images are preferred and appeal to people in a friendly and compelling way, over cartoons or animations. Info graphics are also a strong visual in communicating data and statistical information.

Your messaging should be short and to the point. It needs to also convey the brand image of your department or program. Do not forget a call to action and a fast and simple way for people to contact you.

We recommend using QR codes whenever possible. Below are samples and a link to a QR Code generator you are encouraged to use.



E-mail Signature Guidelines

Less is more: E-mail signatures should not be longer than 10 lines. Go wider rather than longer and use pipes (|) to separate components. Use two spaces between content and pipes.

Images and logos: Best practice is to not use any unapproved images or logos within the e-mail signature. It is important to note that many e-mail clients and mobile devices block the appearance of images. Images can also increase the size of e-mail inboxes exponentially. For those with inbox size limits, this can be problematic.

Fonts: Best practice is to use a simple minimum 10-point standard font (preferred) or your e-mail client's default font. Non-standard typefaces and HTML may not translate well across e-mail clients.

Rich text formatting: Best practice is to use plain text so that the signature is compatible with all e-mail clients and devices. Avoid colors, special fonts, bold, italics, and graphics.

vCards: While vCards can be a convenient way to share contact information for some (using a .VCF compatible e-mail client), they add bytes and appear as attachments. It might be valuable to use a vCard for an initial correspondence but sending it every time is redundant.

E-mail is our most commonly used form of communication and is a reflection of the County. The format of one's e-mail should be professional in terms of signature and other formatting. E-mail signatures should follow certain guidelines to fit with the overall branding initiative of the County. As such, the style of address, tone, spelling, grammar and punctuation of all messages should reflect the standards of formal business communication.

The purpose of this standardization is to prevent quotations (no matter how innocent that they may seem) that are personal, political, religious, racist, jokes, or other viewpoints that might be considered offensive by other individuals. Signatures should look professional and represent the County.

Thank you for your assistance in helping the County of Monterey brand itself in a more unified way.



STANDARD E-MAIL SIGNATURE FORMAT SAMPLES

OPTION 1: SIMPLE



Johnathan J. Doe Smith (*pronouns*)
County Analyst
County Administrative Office
168 W. Alisal Street, 3rd Floor, Salinas, CA 93901
O: (831) 123-4567 C: (831) 123-4657
DoesmithJ@co.monterey.ca.us



OPTION 2: SIMPLE CO-BRANDED W SPECIAL MARKER



Jane Jennifer Jones (*pronouns*)
Personnel Analyst
Human Resources Department
168 W. Alisal St. 3rd Floor, Salinas CA 93901
Phone: (831) 123-4567
JonesJJ@co.monterey.ca.us



OPTION 3: CO-BRANDED w DEPARTMENT



Jane Jennifer Jones (*pronouns*)
Personnel Analyst
Human Resources Department
168 W. Alisal St. 3rd Floor, Salinas CA 93901
Phone: (831) 123-4567
JonesJJ@co.monterey.ca.us



OPTION 4: ALTERNATE DESIGN 1

Johnathan Doe Smith *(pronouns)*

County Analyst



County Administrative Office
168 W. Alisal Street, 3rd Floor, Salinas, CA 93901
O: (831) 123-4567 C: (831) 123-4657
DoeSmithJ@co.monterey.ca.us



OPTION 5: ALTERNATE DESIGN 1 CO-BRANDED W DEPARTMENT

Johnathan Doe Smith *(pronouns)*

County Analyst



County Administrative Office
168 W. Alisal Street, 3rd Floor, Salinas, CA 93901
O: (831) 123-4567 C: (831) 123-4657
DoeSmithJ@co.monterey.ca.us



OPTION 6: ALTERNATE DESIGN 2

Johnathan Doe Smith *(pronouns)*

County Analyst



County Administrative Office
168 W. Alisal Street, 3rd Floor, Salinas, CA 93901
O: (831) 123-4567 C: (831) 123-4657
DoeSmithJ@co.monterey.ca.us



OPTION 7: ALTERNATE DESIGN 2 CO-BRANDED W DEPARTMENT

Johnathan Doe Smith *(pronouns)*

County Analyst



County Administrative Office
168 W. Alisal Street, 3rd Floor, Salinas, CA 93901
O: (831) 123-4567 C: (831) 123-4657
DoeSmithJ@co.monterey.ca.us



OPTION 8: ALTERNATE DESIGN 2 CO-BRANDED SPECIAL MARKER

Johnathan Doe Smith *(pronouns)*

County Analyst



County Administrative Office
168 W. Alisal Street, 3rd Floor, Salinas, CA 93901
O: (831) 123-4567 C: (831) 123-4657
DoeSmithJ@co.monterey.ca.us



OPTION 6: SIMPLE- NO ADDRESS/ REPLY



John Doe Smith
County Analyst
County Administrative Office
DoeSmithJ@co.monterey.ca.us
O: (831) 123-4567



Optional:

- Pronouns
- Cell number
- Social Media Icons



(Back Cover)

