



## STYLE GUIDE

## BRAND IDENTITY

This identity standards manual is designed to advise you in the correct and consistent use of the Washington County logo, typefaces, colors etc. The manual presents elements that are intended to be used as a guide for application on company business papers, marketing literature, advertising, signage, temporary promotional items, etc. As with most graphic communications, final application and usage will most likely be contextual, and specific circumstances may dictate either complete adherence or the appropriate adjustments when necessary.



## LOGO COMPONENTS

There are two primary components to the Washington County logo: the logo mark and the logo type.



← LOGO MARK

← LOGO TYPE

## LOGO LOCK-UPS

A “lock-up” is the configuration of the logo elements and their relationship to each other. There are two lock-ups for the Washington County logo. The preferred lock-up is the stacked version but there may be times when the space for this taller version may not work. For these instances, it is acceptable to use the horizontal version.



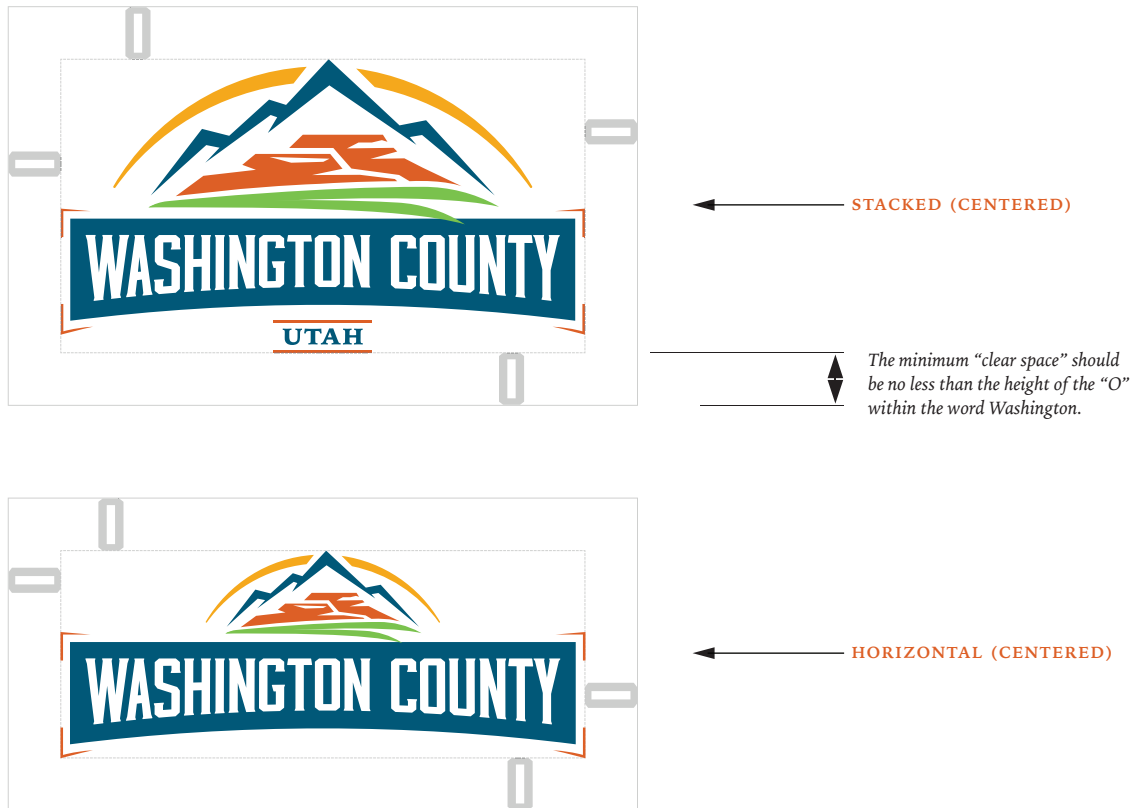
← STACKED (CENTERED)



← HORIZONTAL (CENTERED)

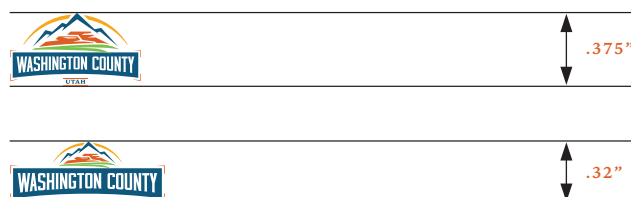
## LOGO CLEAR SPACE

Always make sure that the integrity of the logo is preserved by providing a “clear space” within which no text, picture, illustration or other element shall be present.



## MINIMUM REPRODUCTION SIZE

The minimum reproduction size of the stacked version of the logo is a height of .375". The minimum reproduction size of the horizontal version of the logo is a height of .32".

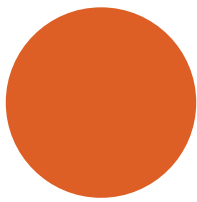


## CORPORATE COLORS

Thoughtful consideration has gone into choosing the Washington County corporate colors. These colors embody organization's ideals. The consistent use of these colors will strengthen our brand.

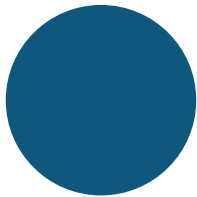
### PRIMARY COLOR PALETTE

There are four primary Washington County corporate colors. How these colors should be applied will be presented in the pages of this guide.



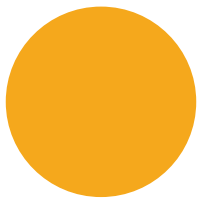
#### PANTONE 1595

0	C	216	R
71	M	96	G
100	Y	24	B
3	K		



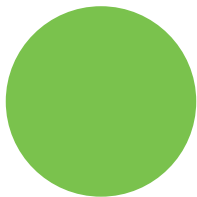
#### PANTONE 308

100	C	0	R
18	M	88	G
8	Y	124	B
50	K		



#### PANTONE 130

0	C	242	R
32	M	169	G
100	Y	0	B
0	K		



#### PANTONE 7488

52	C	120	R
0	M	214	G
82	Y	75	B
0	K		

## LOGO COLORS

Whenever possible the Washington County logo should be represented in the full color logo. Below shows the breakdown of the colors used.



PANTONE 1595



PANTONE 308



PANTONE 130



PANTONE 7488

## REVERSING THE LOGO

At times, it is desirable to reverse the logo to enhance drama or impact. The reverse design is often used in promotional campaigns. The only acceptable ways to reverse the logo are noted below.



*When reversing the logo always use white, the background color can be any of the primary colors. Black, or other neutral colors are also acceptable. Avoid reversing the full-color logo on bright or lively backgrounds.*

## SINGLE COLOR LOGO

While it is discouraged to reproduce the logo in a single color. Sometimes it is necessary, especially in black and white only instances.



*Single color logos can be any of the primary colors including black.*

## UNACCEPTABLE LOGO TREATMENTS

Do not recolor, stretch, reconfigure or otherwise deform the logo to make it fit a space or complement a color scheme. Avoid separating the logo elements or their relationship (size and spacing). Do not place the logo over photos, complex backgrounds or backgrounds that lack adequate contrast. Here are examples of unacceptable logo treatments.



*(Do not change the logo mark colors)*



*(Do not put the color logo over a photo)*



*(Do not change the logo type colors)*



*(Do not put the color logo over a color background)*



*(Do not stretch or distort the logo)*



PRIMARY TYPOGRAPHY

Letterhead, body copy, etc: Iowan Old Style

IOWAN OLD STYLE	
ROMAN	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890,.;!?!&
ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> <i>1234567890,.;!?!&amp;</i>
BOLD	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b> <b>1234567890,.;!?!&amp;</b>
BOLD ITALIC	<b><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i></b> <b><i>abcdefghijklmnopqrstuvwxyz</i></b> <b><i>1234567890,.;!?!&amp;</i></b>
BLACK	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b> <b>1234567890,.;!?!&amp;</b>
BLACK ITALIC	<b><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i></b> <b><i>abcdefghijklmnopqrstuvwxyz</i></b> <b><i>1234567890,.;!?!&amp;</i></b>

## SECONDARY TYPOGRAPHY

Short headlines, etc: Moonshiner

### MOONSHINER

ROUND	ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890.,:;!?&
ROUND OBLIQUE	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890.,:;!?&amp;</i>

## TERTIARY TYPOGRAPHY

Department/facilities names that are added to the logo: Bank Gothic BT Medium

### BANK GOTHIC BT MEDIUM

MEDIUM	ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890.,:;!?&
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## LETTERHEAD



Company, Inc.  
Address  
St. George, UT 84770

March 9, 2016

Dear (Name),

Lorem ipsum dolor sit amet, blandit disputando cum ad, te nusquam epicurei argumentum qui, illud homero habemus ex sit. At civibus aliquando qui. Per te quod voluptua legendos, te fabulas oportere convenire cum. Erant labitur an mea, qui in dolor decore, an cum eius praesent.

Eum copiosae expetenda et, epicurei salutandi id pro. Id mel putant aliquip interesset. Te congue iuaret mel, nam urbanitas dissentiet ne. Eum solum civibus singulis ex. Per at vide facer.

Ut eos natum partem equidem, mea ea postea consequuntur voluptatibus, vix saepe tollit complectitur ne. Mei amet harum corrumpit ut, perfecto recteque est ex. Sea ei probo legimus, solum dicat delicata mei et. Quod perfecto ex has.

Cu mei wisi omnium, mea ut vocent maluisset. Facete facilisi salutatus eum id. Eam cu dicat vivendum, eu salutatus repudiare est. No vero omnes mei. Tritani elaboraret vim cu, usu eu solum quaestio mediocritatem.

Sincerely,

(Name)

197 EAST TABERNACLE ST. | ST. GEORGE, UT 84770 | P 435.634-5700

Font: Iowan Old Style Roman

Font size: 10pt

Leading: 15pt

## EMAIL SIGNATURE



Name

TITLE

O 123.456.7890 D 999.999.9999 M 111.111.1111

E name@washingtoncountyutah.com

197 East Tabernacle St. | St. George, UT 84770

Font: Iowan Old Style Bold

Font size: 12pt

Leading: 16pt

## DEPARTMENTS

When adding department names to the logo please follow the specified style outlined below.



## FACILITIES

When adding facilities names to the logo please follow the specified style outlined below.

