

Pima County Logo: Quick Reference Guide

1. About the new logo

The new logo was designed to provide a uniform look for all Pima County departments. The logo must appear on all Pima County sponsored materials (e.g. posters, fliers, media releases, programs, invitations, etc.). Under the County Administrator’s directive, use of old logos is no longer permitted when old materials run out.

2. Logo vs. Seal

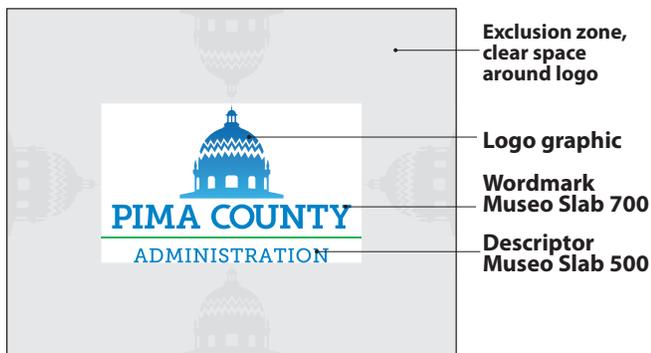
The new logo replaces the County Seal, which going forward, will be used only for official County documents and by the Board of Supervisors.

3. Use the correct logo art

Two distinct versions of the logo artwork exist, one designed for conventional print applications and one for electronic (Web, PowerPoint®, video) applications. Do not use logo art created for electronic formats in print applications and vice versa.

4. Exclusion zone, clear space around the logo

To maximize its visual presence and distinctiveness, the Pima County logo is surrounded by an “exclusion zone.” This zone must be clear of all graphic elements, including surface edges, text, images, and color fields, except for acceptable backgrounds as described in sections 8 and 9. The “exclusion zone” is equal to the width of the logo’s house and roof graphic, as shown in the illustration below



5. Pima County department/division descriptor

The Pima County department or division descriptor is an integral part of the logo. Departments may use their full name internally, but the shortened department titles seen in the logo will be used for all communication with the public. The descriptor is “attached” to the logo in a predetermined typeface, size, proportion, and spacing and is embedded

in nearly all approved logo artwork. Do not re-create, resize or reposition the descriptor. On limited applications — with approval from the Communications Office — the descriptor may be omitted if it would reproduce poorly, such as with embroidery or on a small premium.

6. Approved versions of the logo

<p>Full-color Used in most applications, preferably on a white background.</p>	
<p>One color solid black May only be printed in solid black. Should not be used on websites.</p>	
<p>Reversed out Appears white on a dark, solid background. Use when printing in one color that is not black.</p>	

7. Color standards

The Pima County logo must appear with exact color reproduction in all applications. Follow these color standards; do not match color to pre-existing logos, which may be inaccurate or faded over time.

	Pima County Blue	Pima County Green
Solid color on uncoated paper	Pantone 3005U	Pantone 354U
Solid color on coated paper	Pantone 3005C	Pantone 354C
Process color (CMYK) on uncoated paper	C 100 M 34 Y 0 K 2	C 80 M 0 Y 90 K 0
RGB for Web and screen use	R 0 G 129 B 198	R 0 G 178 B 89

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8. Color backgrounds

Whenever possible, the logo should appear on a white background. If using a background color other than white, the background color must be of significant contrast to the logo. Use a dark background color for the reversed out version of the logo and a light colored background for the one-color or full-color versions of the logo.

9. Image backgrounds

The logo may not be placed on a patterned or textured background. The logo may only be put over a photographic image if the image area on which the logo appears is a solid, uninterrupted area of white or a color. The logo may not be reversed-out of a screened or halftone background. For special applications, such as embroidery, contact the Communications Office for specifications and assistance.

10. Printing in one color

For one-color printing, the logo should be printed in black. If printing with colored inks other than black, then the reversed-out version of the logo must be used on a dark-colored background to provide contrast.

11. Digital applications

The logo should never be copied from a Pima County website and used for any purpose — whether on the Web or in print. The smallest the Pima County logo may appear is 78 by 144 pixels, or about one by two inches. The logo may not be animated in any way.

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Correct Logo Usage		Incorrect Logo Usage	
Exclusion zone Exclusion zone must be clear of all graphic elements.		Exclusion zone Graphic element may not intrude on exclusion zone.	
Proportion Maintain correct proportion.		Proportion Proportion may not be changed.	
Contrast White logo over dark background or black logo on a light background.		Contrast There must be substantial contrast between the logo and the background.	
Background Use a solid color background.		Background Logo must be on solid color portion of photographic or patterned background.	