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Graphics Standards Manual



LAKE COUNTY
FLORIDA

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INTRODUCTION AND BACKGROUND

Branding and Graphic identity

In order for any organization to cultivate lasting confidence within its constituencies, it must build a unique and positive image of itself. This image is the organization's brand, the central, defining image or idea of what it is and does.

And with the rapid growth that Lake County has seen in recent years, the need for a communicative brand has never been greater. Recognizing this, the Board of County Commissioners launched a program to develop the tools necessary to begin a branding program. This manual represents the outcome of that initiative.

The foundation of a brand is its graphic identity, the logo and other visual elements that represent it. A cohesive graphic identity allows everything from business cards to the doors on a County vehicle to tell a brand's story.

By having a strong brand and graphic identity, Lake County will inspire its citizens and be equipped to share the area's amenities with the world. This branding journey begins with a new identity system and standards to maintain it. But the final destination will be determined by resourcefulness and good stewardship by every County employee.

The Importance of Having Standards

Simply put, standards are what put the identity in graphic identity. They enable an organization to maintain its distinctive look and feel in any situation.

By using its graphic elements consistently and judiciously, Lake County can build a lasting image and distinguish itself from other areas and organizations. Graphic standards allow the many individual departments that make up the Lake County team to come together as a unified whole before the citizens we serve.

It is imperative that you employ the standards contained herein whenever using graphic elements — for use in every medium. This manual is our team's visual playbook, providing the guidelines necessary to reach our goal of clear communication and an effective brand image.

LOGO

As the primary visual representation of Lake County, our logo is the most vital graphic component of our brand. It communicates at a glance the natural amenities that make the area a wonderful place to live, work and play.

The great branding asset—and potential difficulty—of a logo is how readily it lends itself to a myriad of uses. By using the new logo widely, Lake County will have it constantly before the eyes of its citizens and quickly build recognition. However, the varying demands of diverse media (*e.g., a black-and-white printed piece versus a Web image or a vehicle decal*) increase the danger of producing inconsistent finished products, which would erode the very visual unity that the County wishes to achieve.

That is why it is essential that all Lake County employees follow a standard for the County’s graphical identity. Every conceivable graphic needs to fall within these guidelines, making it easy for projects across the County to stay in harmony.



LAKE COUNTY
FLORIDA

Official Uses

The County logo is protected by County Ord. No. 2007-38, § 2, 8-7-07 – County logo and seal. Below is information pertaining to the adopted ordinance:

County logo and seal.

- a) The Lake County Board of County Commissioners hereby designates the following logo to be the official logo of Lake County, Florida:



Horizontal Treatment



Vertical Treatment

The imagery for the logo features palm trees, a sailboat, an orange tree, an egret and a picturesque sunset overlooking a lake. Accompanying the collection of images are the words “Lake County” and “Florida.” When the logo represents an approved county department, division or the board of county commissioners, the word “Florida” is replaced with the appropriate nomenclature.

- b) The Lake County Board of County Commissioners hereby designates the following seal to be the official seal of Lake County, Florida:



- c) The logo and seal are to be used only for official county business by county officials or employees in the performance of their official duties, unless written approval is obtained from the county manager or designee. The county manager may authorize use of the logo upon request from any person or entity with a proper purpose for use of the logo. Approval for use of the county logo may be revoked upon written notice from the county manager or designee.
- d) Any manufacture, use, display, facsimile, or reproduction of the county logo or seal other than as provided for above is prohibited. A violation of this section shall be punishable as provided in F.S. § 165.043, as a second degree misdemeanor.

LOGO *(continued)*

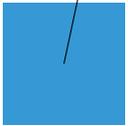
Official Colors

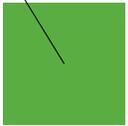
The official color for Lake County is a Deep Blue, Pantone Matching System (PMS #280.) Accent colors of Light Blue (PMS #2925), Green (PMS #396), Black and White can be used to compliment the official color. We recommend that these colors be incorporated into use in brochures, pamphlets, presentations, and other printed materials when appropriate to maintain consistency.

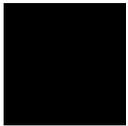


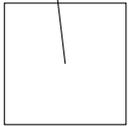
LAKE COUNTY
FLORIDA

	C 100
	M 65
	Y 0
	K 30
R 0	
G 70	
B 133	
DEEP BLUE PMS 280*	

	C 72
	M 27
	Y 0
	K 0
R 53	
G 152	
B 212	
MEDIUM BLUE PMS 2925*	

	C 65
	M 0
	Y 100
	K 8
R 90	
G 174	
B 65	
GREEN PMS 369*	

	C 0
	M 0
	Y 0
	K 100
R 35	
G 31	
B 32	
BLACK PMS BLACK 6	

	C 0
	M 0
	Y 0
	K 0
R 255	
G 255	
B 255	
WHITE	

* Indicates closest PMS match to the 4-color process logo.

Official Type

The typeface and type size used with a passage can communicate as much to the reader as the words themselves. Type helps establish mood, attract attention and promote visual harmony. As such, consistency in type usage is as important to the County's branding program as it is for any other graphic element.

Lake County's graphic identity system includes the Trajan Pro and Warnock Pro type families, with specific typefaces within each family dedicated to specific uses. Rigorous adherence to type standards will help the County maintain a unified brand.

TRAJAN PRO

Trajan Pro Bold is the primary font for the Lake County branding program. Trajan Pro Bold is used in the Lake County logotype, descriptive copy and department designations (*when used in conjunction with Division names.*) Trajan Pro Regular is also used in the County business papers.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#%&^*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#%&^*()

Warnock Pro

Warnock Pro is the secondary font for the Lake County branding program. Warnock Pro Semi-Bold Italic is used for the Lake County tagline and the Division font (*when used in conjunction with a Department name.*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#%&^()*



LAKE COUNTY
FLORIDA
DEPARTMENT NAME
WITH TWO LINES
Division Name

Horizontal Use



**LAKE
COUNTY**
FLORIDA
DEPARTMENT NAME
WITH TWO LINES
Division Name

Vertical Use

LOGO *(continued)*

Logo Variations

File Types: Bitmap vs. Vector

The preferred file format to use is Vector (*EPS*), which produces the cleanest reproduction quality. All digital files for the logo can be found on the intranet, and have been saved in .jpg format for use in PowerPoint, Word & Excel documents that each department might produce. Below are some specifications on file types:

Bitmap format (reference: Sue Chastain. "Vector and Bitmap Images". About.com 19 Jan. 2005):

Bitmap images (*also known as raster images*) are made up of pixels in a grid. Pixels are picture elements; tiny dots of individual color that make up what you see on your screen. All these tiny dots of color come together to form the images you see. Bitmap images are resolution dependent. Resolution refers to the number of pixels in an image and is usually stated as dpi (*dots per inch*) or ppi (*pixels per inch*). Because bitmaps are resolution dependent, it's difficult to increase or decrease their size without sacrificing a degree of image quality. When you reduce the size of a bitmap image through your software's resample or resize command, you must throw away pixels. When you increase the size of a bitmap image through your software's resample or resize command, the software has to create new pixels. All scanned images are bitmaps, and all images from digital cameras are bitmaps.

Some common types of Bitmap formats are:

- BMP
- GIF
- JPEG, JPG
- PNG
- TIFF
- PSD (*Adobe Photoshop Document*)

Some popular bitmap editing programs are:

- Microsoft Paint
- Adobe Photoshop
- Corel Photo-Paint

Vector format (reference: Sue Chastain. "Vector and Bitmap Images". About.com 19 Jan. 2005):

Vector images are made up of many individual, scalable objects. These objects are defined by mathematical equations rather than pixels, so they always render at the highest quality. Objects may consist of lines, curves, and shapes with editable attributes such as color, fill, and outline. Changing the attributes of a vector object does not affect the object itself. You can freely change any number of object attributes without destroying the basic object. An object can be modified not only by changing its attributes, but also by shaping and transforming it.

Because they're scalable, vector-based images are resolution independent. You can increase and decrease the size of vector images to any degree and your lines will remain crisp and sharp, both on screen and in print. Fonts are a type of vector object.

Another advantage of vector images is that they're not restricted to a rectangular shape like bitmaps. Vector objects can be placed over other objects, and the object below will show through.



Vector images primarily originate from software. You can't scan an image and save it as a vector file without using special conversion software. On the other hand, vector images can, quite easily, be converted to bitmaps. This process is called rasterizing. When you convert a vector image to a bitmap, you can specify the output resolution of the final bitmap for whatever size you need. Once it has been converted to a bitmap, the image loses all the wonderful qualities it had in its vector state. If you convert a vector to a bitmap at a size of 100 x 100 pixels and then decide you need the image to be larger, you'll need to go back to the original vector file and export the image again.

The most common reason for wanting to convert a vector to a bitmap would be for use on the Web. Due to the nature of vector images, they are best converted to GIF, JPEG or PNG format for use on the Web.

Some common types of Vector formats are:

- AI (Adobe Illustrator)
- EPS (Encapsulated Postscript File)
- CDR (CorelDraw)
- DXF (AutoCAD)
- WMF (Windows Metafile)

Some popular Vector editing programs are:

- Adobe Illustrator
- CorelDraw
- Adobe FreeHand

Logo Orientation

Each of the digital files for the Lake County logo has been created with two type treatments, Horizontal and Vertical:



LOGO *(continued)*

Logo Sizes

The Lake County logo has been created to accommodate multiple size variations. The proper size limit for both the vertical and horizontal versions of the logo files are listed below:

Logo Type:	Smallest Use Allowed	Largest Use Allowed
Horizontal Logo	1.4" x 1"	None
Vertical Logo	.75" x .75"	None

The logos are available for download in JPEG and PNG format in three different sizes on the Lake County web site: http://www.lakecountyfl.gov/media/county_logo/. Below are the sizes available, along with some parameters with which to judge what size logo to download for your project.

Horizontal Logo:	Examples of Use	Smallest Use Allowed	Largest Use Allowed
Large	Poster, Banner	6.5" x 3"	None
Medium	Report Covers, Presentations	3.25" x 1.5"	6.5" x 3"
Small	Business Cards, Pamphlets, Promotional Items	1.4" x 1"	3.25" x 1.5"

Vertical Logo:	Examples of Use	Smallest Use Allowed	Largest Use Allowed
Large	Poster, Banner	4" x 4"	None
Medium	Report Covers, Presentations	2" x 2"	4" x 4"
Small	Business Cards, Pamphlets, Promotional Items	.75" x .75"	2" x 2"

If you have questions about which size you should use with your project, please contact the Office of Information Outreach (343-9603).

Logo Color Options

The logo can be used in three main color categories: 4-Color, 1-Color and 1-Color with Screen tints. Only approved colors should be used on the County Logo. Below is some information about each of the color categories available.

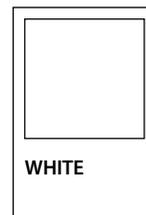
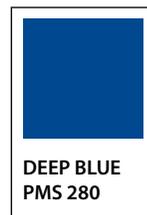
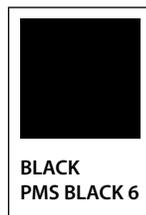
4-Color logo:

The Lake County logo is a 4-color process graphic, and is the preferred version to be used whenever possible. The color usage and breakdowns for the major colors in the 4-color logo are as follows:



1-Color logo:

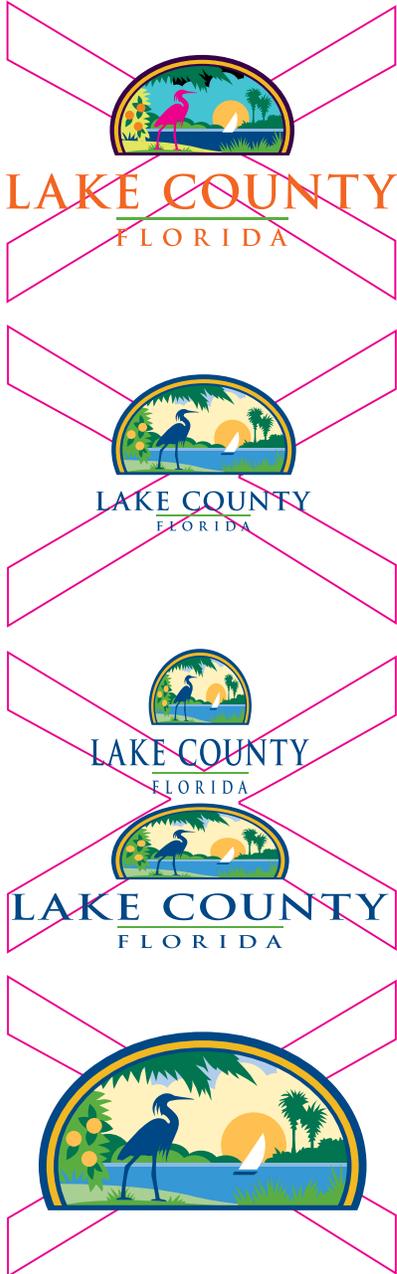
The following options should be used if a 1-color logo is required. The only acceptable color options are PMS 280, Black or White.



LOGO *(continued)*

Prohibited Uses of Logo

In order to establish and maintain consistent and effective use of the Lake County logo, it is essential that the standards established in this manual be followed. Use only one of the variations provided in this document. Don't try to use different configurations of the art and type or attempt to change one to suit your project. Below are some common errors that should be avoided. If you need assistance with incorporating the logo into your project, please contact Information Outreach at 343-9603.



Improper Color Usage

The Lake County logo should not be reproduced with any other colors not listed or displayed in this manual.

Improper Size Relationships

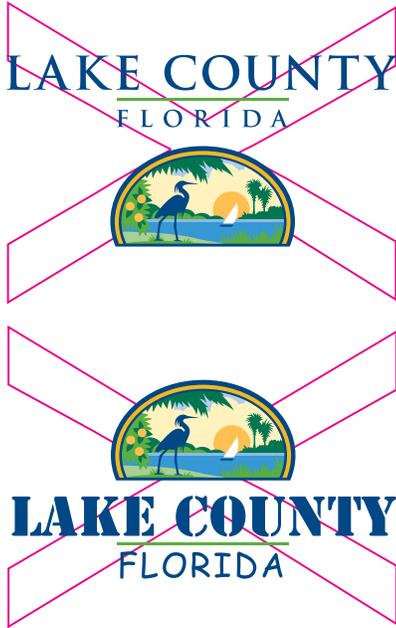
Do not change the relationship of the logo in relation to the nomenclature or department designations.

Improper Resize

Do not distort the logo by resizing it incorrectly. Always hold down the "SHIFT" key on the keyboard while dragging one of the corner resize handles.

Removing the Text Under the Image

Do not remove the text under the Lake County Logo, and use the image only. The logo consists of the graphical elements and the text combined.



Improper Positioning

Do not change the position of the logo in relation to the nomenclature.

Improper FONT USAGE

Do not change the fonts of the Lake County logo and nomenclature.



Improper Type Reversal

Not converting the lettering & green line

When using the logo on dark backgrounds, all elements under the imagery must be converted to white, including the green line.



Converting the lettering only

When using the logo on dark backgrounds, all elements under the imagery must be converted to white, including the green line.

LOGO *(continued)*



Improper Orientation

Do not skew or rotate the logo or nomenclature of the Lake County Logo.



Distracting Background

Do not use the Lake County Logo on a busy background that distracts from its legibility.



Adding Effects or Graphics

Do not use any special effects that may distract from its legibility. Do not add or overlap any additional graphics to the Lake County Logo.



Replacing Lettering

Do not replace Lake County wording with your name.

Logo proportions

The logo should never be manipulated to adjust the proportions. An example would be to increase the picture part of the logo, while decreasing the font “Lake County” underneath. The text beneath the imagery is a part of the overall County brand, and should not be increased or decreased outside of the specifications set in these guidelines.



TECHNICAL SPECIFICATIONS

For vendors and organizations using the Lake County logo in digital or printed format, the following technical guidelines have been established, and should be followed to ensure the brand for Lake County is maintained.

Type Standards & Relationships

The following demonstrates the various type configurations and their spatial relationships for the Lake County logo. In a vertical oriented logo, the same type size and proportions from the horizontal usage still apply. When typesetting is needed, these standards must be followed to in order to maintain a consistent brand image, and County employees must adhere to these standards at all times.

Font Usage Standards



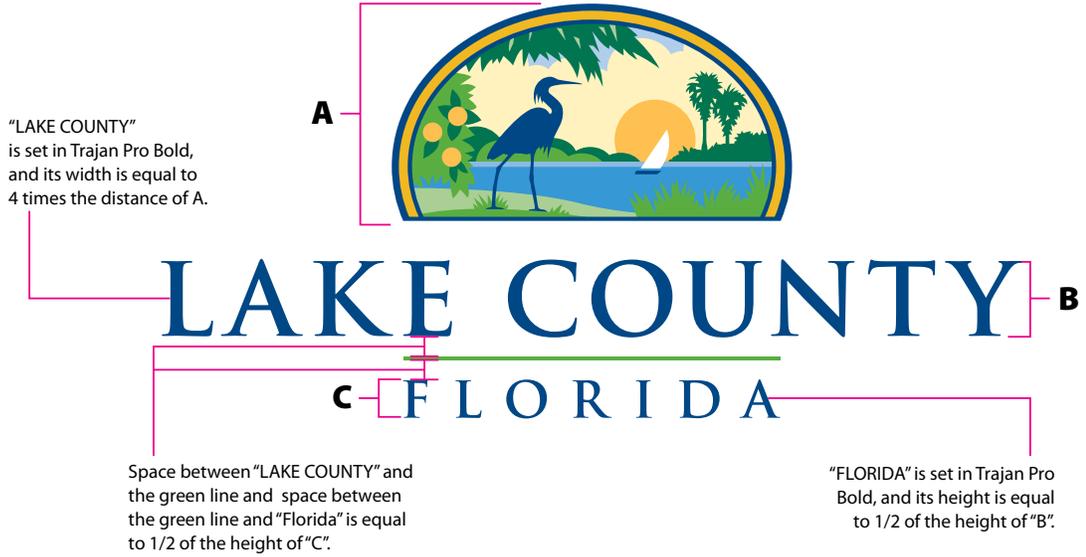
	C 100
	M 65
	Y 0
	K 30
DEEP BLUE PMS 280*	R 0
	G 70
	B 133

	C 72
	M 27
	Y 0
	K 0
MEDIUM BLUE PMS 2925*	R 53
	G 152
	B 212

	C 65
	M 0
	Y 100
	K 8
GREEN PMS 369*	R 90
	G 174
	B 65

* Colors for 4-Color usage. When using 2-Color or 1-Color logos, please follow the usage guidelines on pages 11 - 12.

Horizontal Logotype



TECHNICAL SPECIFICATIONS *(continued)*

Vertical Logotype



Horizontal Logo with Descriptive Copy and Tagline

The descriptive copy is set in Trajan Pro Bold, and should be 1/2 of the height of "A."

B

A — FLORIDA

LAKES. HILLS. HORIZONS.

Where the best comes into view

The tagline is set in Warnok Pro Semibold Italic and should be the same height as the height as the descriptive copy.

Distance between the descriptive copy and the logotype is equal to "B."

The width of the descriptive copy should line up with the width of the green line, the edges of "FLORIDA" and the bottom of the graphic.

A

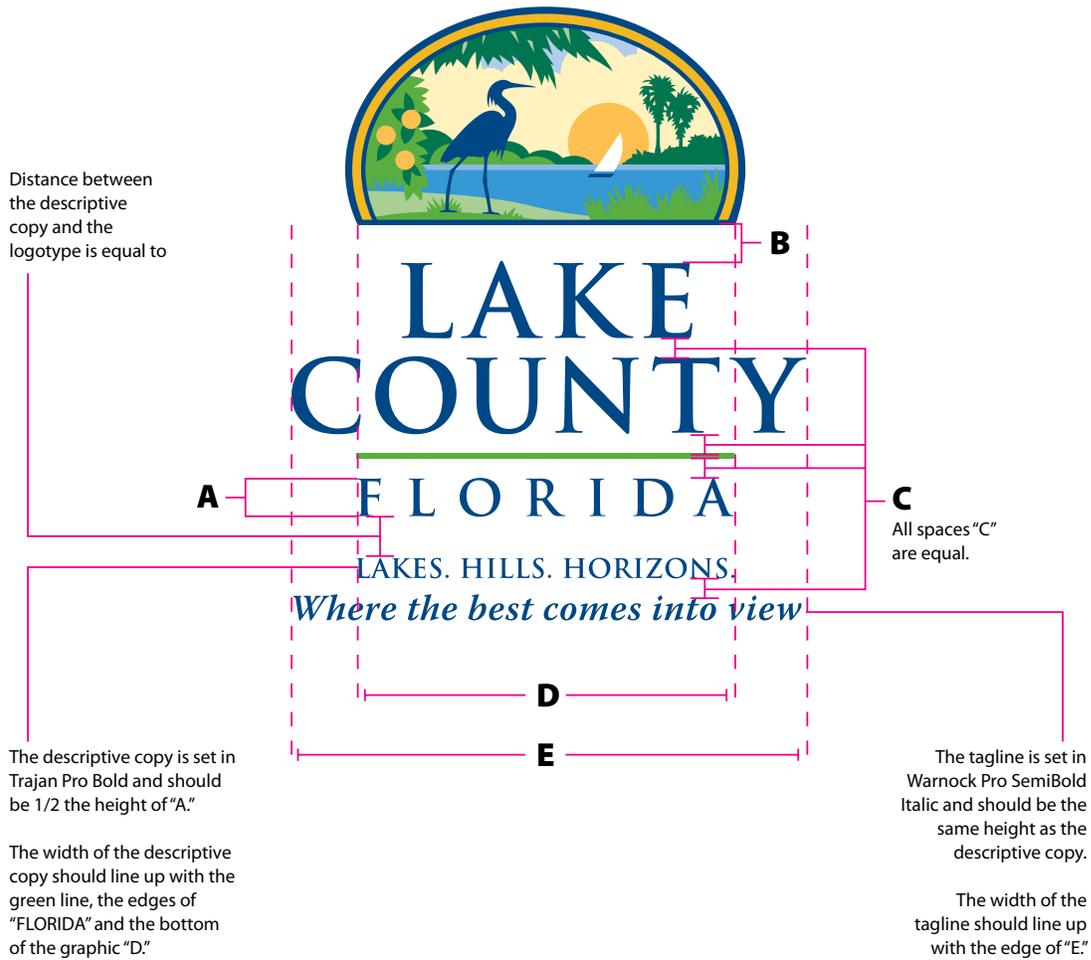
B

The width of the tagline should be equal to 1 1/2 the width of "B."

All spaces "A" are equal.

TECHNICAL SPECIFICATIONS *(continued)*

Vertical Logo with Descriptive Copy and Tagline



Horizontal Logo with Tagline Only

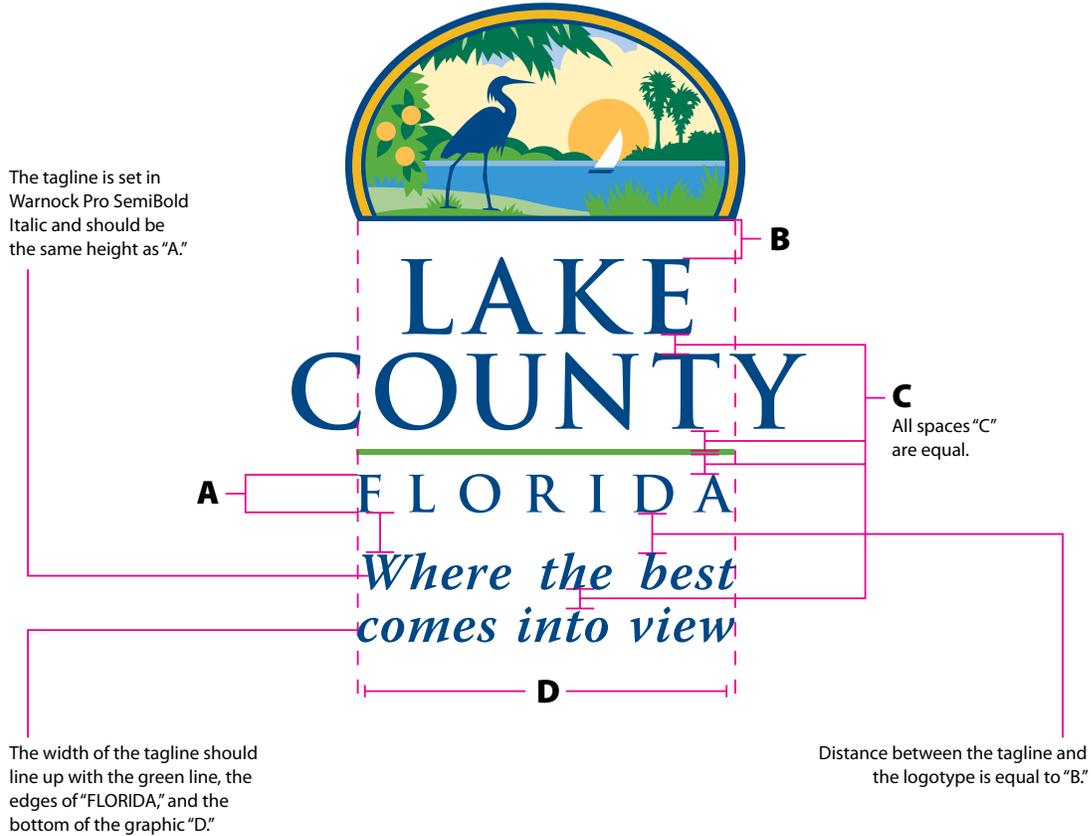


Distance between the tagline and the logotype is equal to "B."

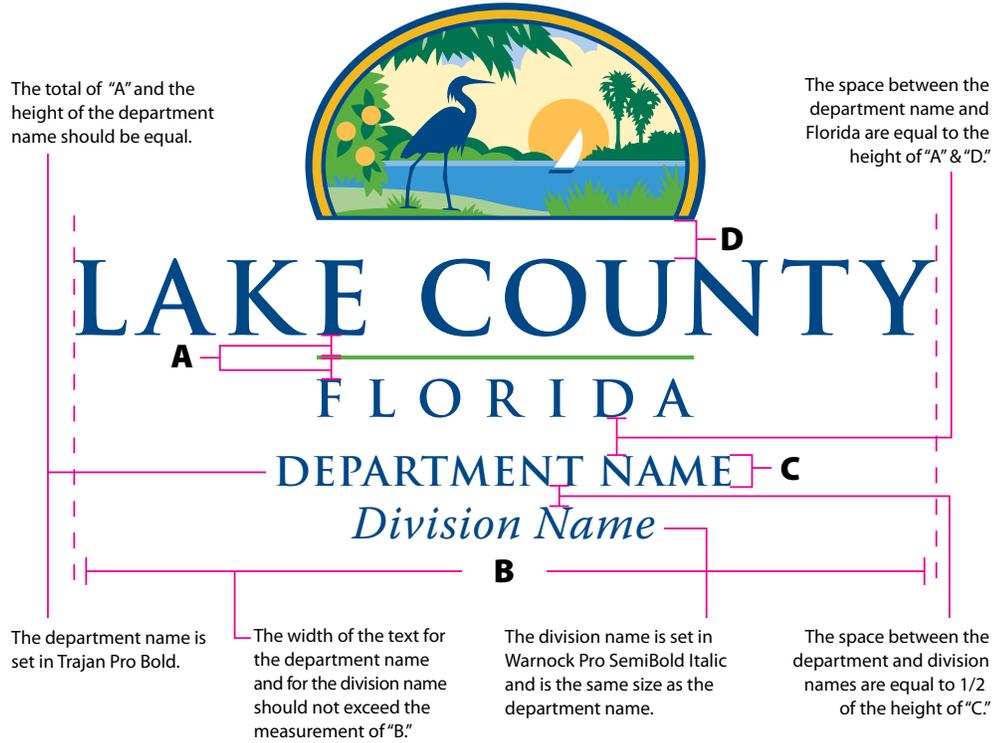
The tagline is set in Warnok Pro Semibold Italic and should be the same height as "A," and tracked to line up with the edge of "LAKE COUNTY."

TECHNICAL SPECIFICATIONS *(continued)*

Vertical logo with tagline only

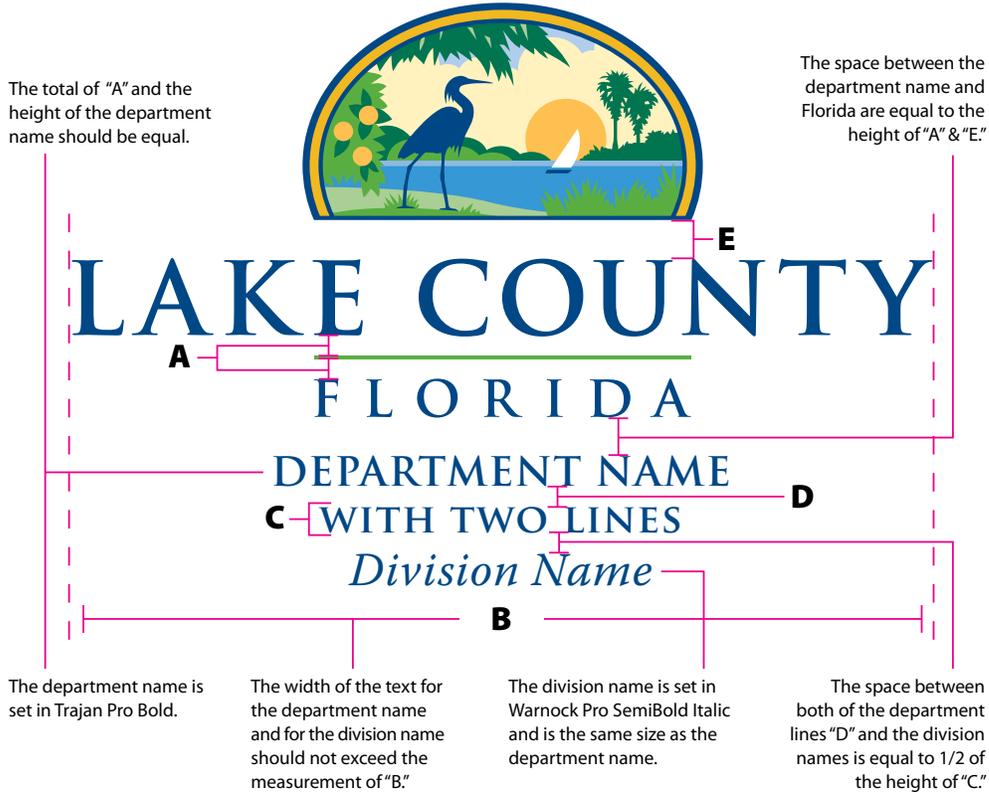


Horizontal Logo with One-line Department and Division Names

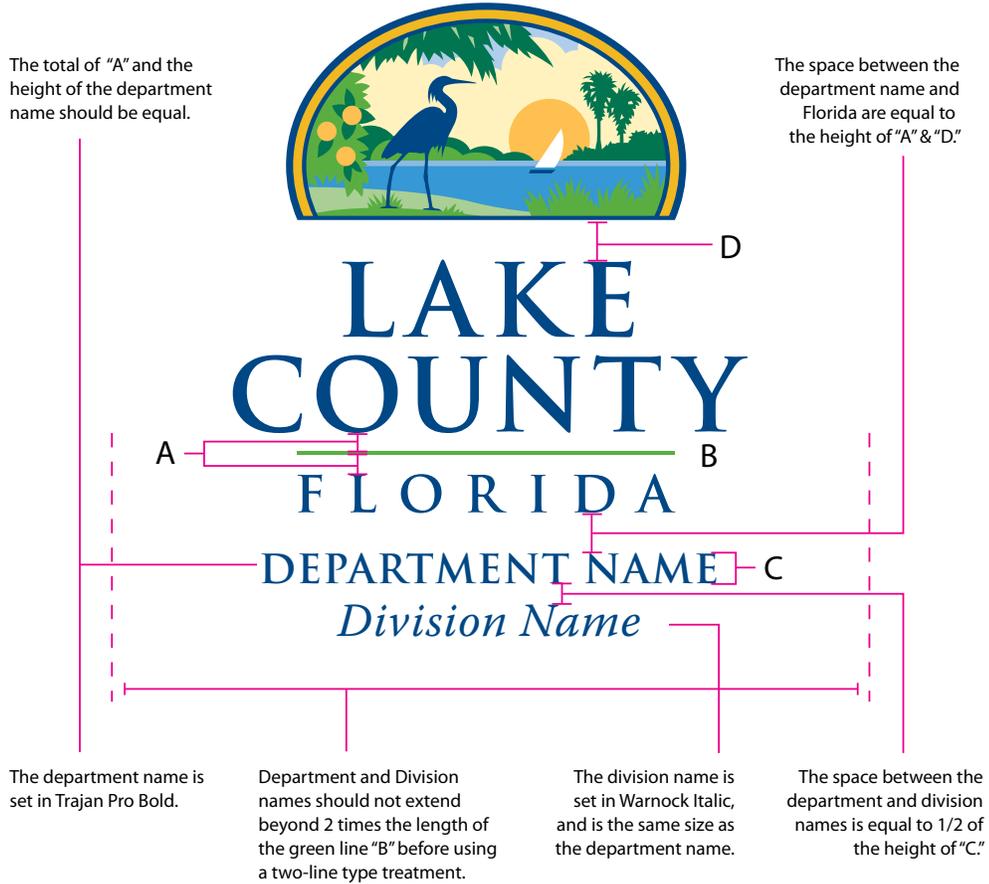


TECHNICAL SPECIFICATIONS *(continued)*

Horizontal Logo with Two-Line Department Name and Division Name

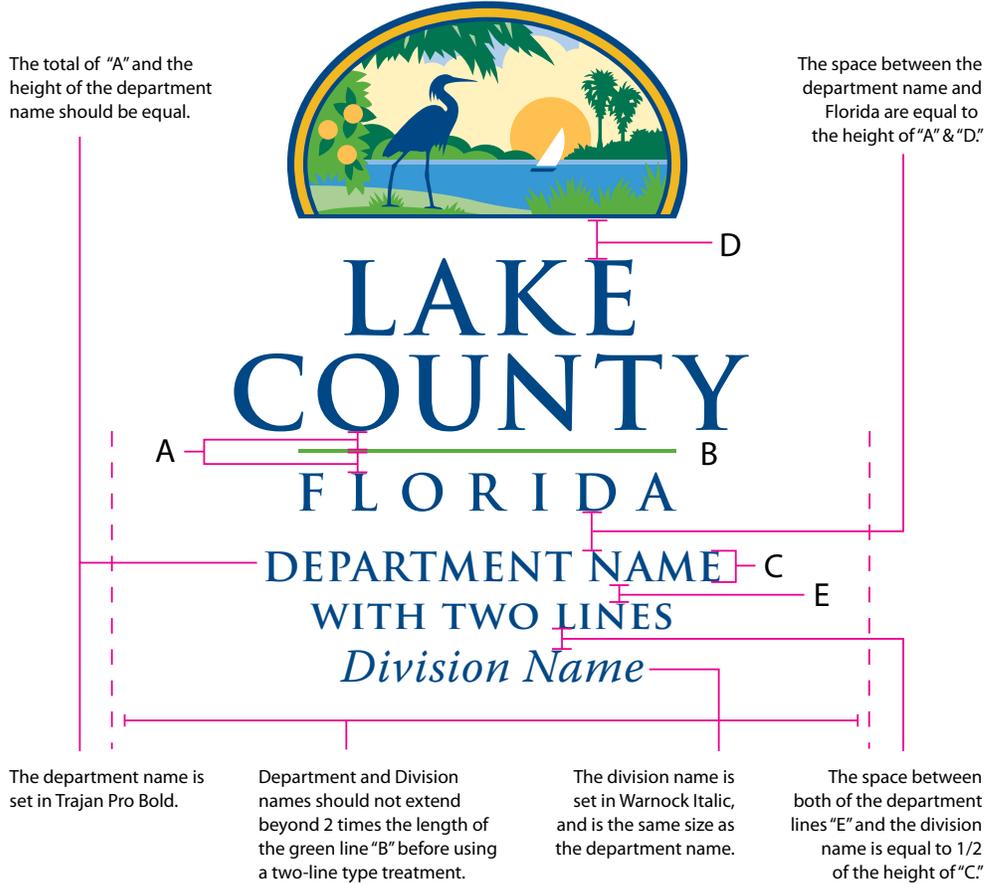


Vertical Logo with One-line Department and Division Names



TECHNICAL SPECIFICATIONS *(continued)*

Vertical Logo with Two-line Department Name and Division Name



For assistance with Departmental logos for your documents, please contact the Office of Information Outreach at 343-9603.

NOMENCLATURE

Descriptive Copy and Tagline

The two new elements that compose the County’s nomenclature system are descriptive copy and a tagline. Descriptive copy briefly conveys what an organization is, while a tagline expresses how it wants to be perceived.

Lake County’s descriptive copy—“Lakes. Hills. Horizons.”—Relates the natural assets that make the area unique in Florida. The County’s tagline—“Where The Best Comes Into View.”—References the area’s vistas and other amenities while suggesting that the ideal is always in sight.

The descriptive copy and tagline work together to favorably articulate the essence of Lake County. These elements will often be combined with the logo for even greater impact. When they are used, maintaining the standards that follow will ensure the most effective communications possible.

The following examples show the proper usage of the descriptive copy and tagline when used with the Lake County logo. The tagline can be used with the logo separately. However, the descriptive copy should NOT be used without the tagline.



*Descriptive Copy and Tagline Logo
Horizontal Logo*



*Tagline Usage
Horizontal Logo*

Mission, Vision & Values

A mission statement describes the overall purpose of the organization, while the vision statement focuses on the reward that lies at the end of the roadmap described in the mission statement. Values showcase the toolbox of qualities that allow an organization to fulfill its mission and achieve its vision. In January 2006, the Board updated the County’s mission, vision and value statements.

Below are the official statements approved for use within the County:

MISSION: To Provide Excellence in Service

VISION: Lake County offers an unsurpassed quality of life for its citizens

VALUES: Diversity, Innovation, Excellent Service, Integrity, Accountability, Professionalism and Teamwork

BUSINESS PAPERS

In the interest of presenting a clear, consistent and professional identity, only the Lake County logo can be printed on letterhead, business cards, and envelopes.

Business Cards

The business cards have been designed in an attractive layout, with two different options, 1-color and full color. All Department and Division directors are required to have full color business cards. All other staff is required to have 1-color business cards. Below is an example of the business card layouts in both 1-color and full color.

Full-Color Business Card (General or County Attorney)



General



County Attorney's Office

Print Specifications: Full Color Business Card (General or County Attorney)

PAPER BRAND: Fox River, Capital Bond, 30% Recycled

PAPER TYPE: Bright White, 80 lb, Cover - Smooth

SIZE: 3 ½" x 2"

COLORS: 5/0 (4-Color Process + PMS 280/0)

BLEEDS: Yes



Small Usage Vertical Logo
 Image 4-color Process, text uses 100% PMS 280,
 Green Line uses C65/M0/Y100/K8

Employee name set in Trajan Pro Bold 8 pt., All Caps, using 100% PMS 280. Department name, phone, fax and cell numbers set in Trajan Pro Bold 7 pt., All Caps, using 100% PMS 280.

Employee's title, set in Warnock Pro, Semi-Bold Italic, 8 pt., using 80% PMS 280. Division/Section/Program name and e-mail address set in Warnock Pro, Semi-Bold Italic, 7 pt., using 80% PMS 280.

Bullet is set in 6 pt. Wingdings, using 50% PMS 280 with a .5 pt. baseline shift.

Blue Line uses 50% PMS 280

Address information should always be centered, set in Trajan Pro Bold, 6.5 pt., All Caps, using C0/M0/Y0/K0. "Board of County Commissioners" and Web address set in Warnock Pro, Semi-bold Italic, 6.5 pt, using C0/M0/Y0/K0. Bullet is set in 6 pt. Wingdings, using C0/M0/Y0/K0.

BUSINESS PAPERS *(continued)*

1-Color Business Card



Print Specifications: 1-Color Business Card (PMS 280)

PAPER BRAND: Fox River, Capital Bond, 30% Recycled

PAPER TYPE: Bright White, 80 lb, Cover - Smooth

SIZE: 3 ½" x 2"

COLORS: 1/0 (PMS 280/0)

BLEEDS: Yes



Employee name set in Trajan Pro Bold 8 pt., All Caps, using 100% PMS 280. Department name, phone, fax and cell numbers set in Trajan Pro Bold 7 pt., All Caps, using 100% PMS 280.

Employee's title, set in Warnock Pro, Semi-Bold Italic, 8 pt., using 80% PMS 280. Division/Section/Program name and e-mail address set in Warnock Pro, Semi-Bold Italic, 7 pt., using 80% PMS 280.

Bullet is set in 6 pt. Wingdings, using 50% PMS 280 with a .5 pt. baseline shift.

Blue line uses 50% PMS 280

Address information should always be centered, set in Trajan Pro Bold, 6.5 pt., All Caps, using C0/M0/Y0/K0. "Board of County Commissioners" and Web address set in Warnock Pro, Semi-bold Italic, 6.5 pt, using C0/M0/Y0/K0. Bullet is set in 6 pt. Wingdings, using C0/M0/Y0/K0.

Small Usage 1-Color Vertical
Logo, 100% PMS 280

Letterhead

The official letterhead for the County features a full color and one color option, with the County logo featured at the top. The Board of County Commissioner names, the Department, Division, Section or Program name and corresponding address are located at the bottom. All letterhead should conform to type specifications listed below. Examples of letterhead featuring a Department and a Division is shown in the following pages for your reference.

Full Color Standard Letterhead



BUSINESS PAPERS *(continued)*

Print Specifications: Full Color Standard Letterhead

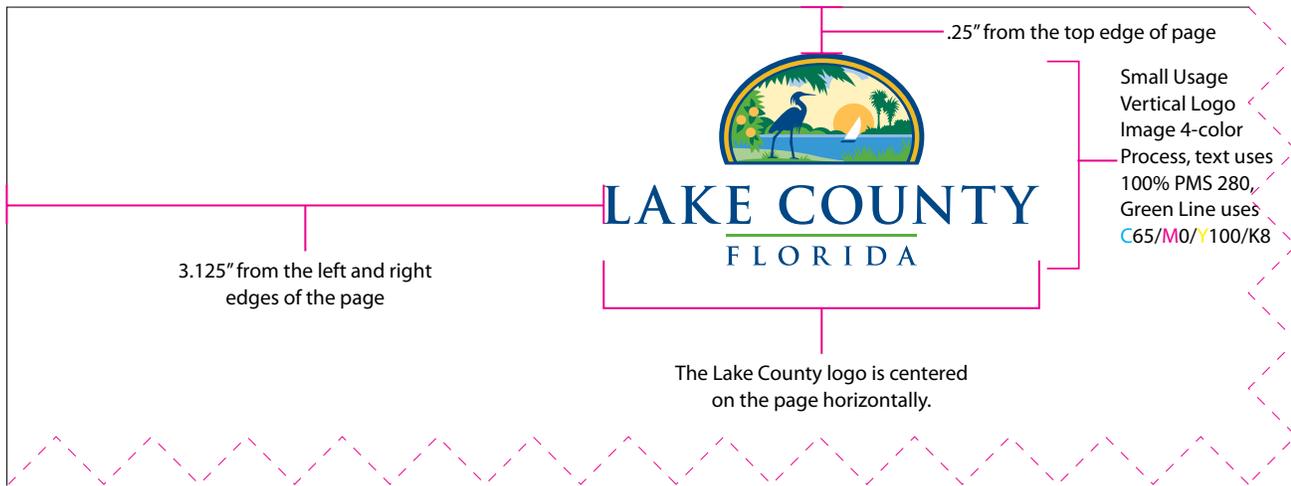
PAPER BRAND: Fox River, Capital Bond, 30% Recycled

PAPER TYPE: White, Writing, 24 lb., Light Cockle

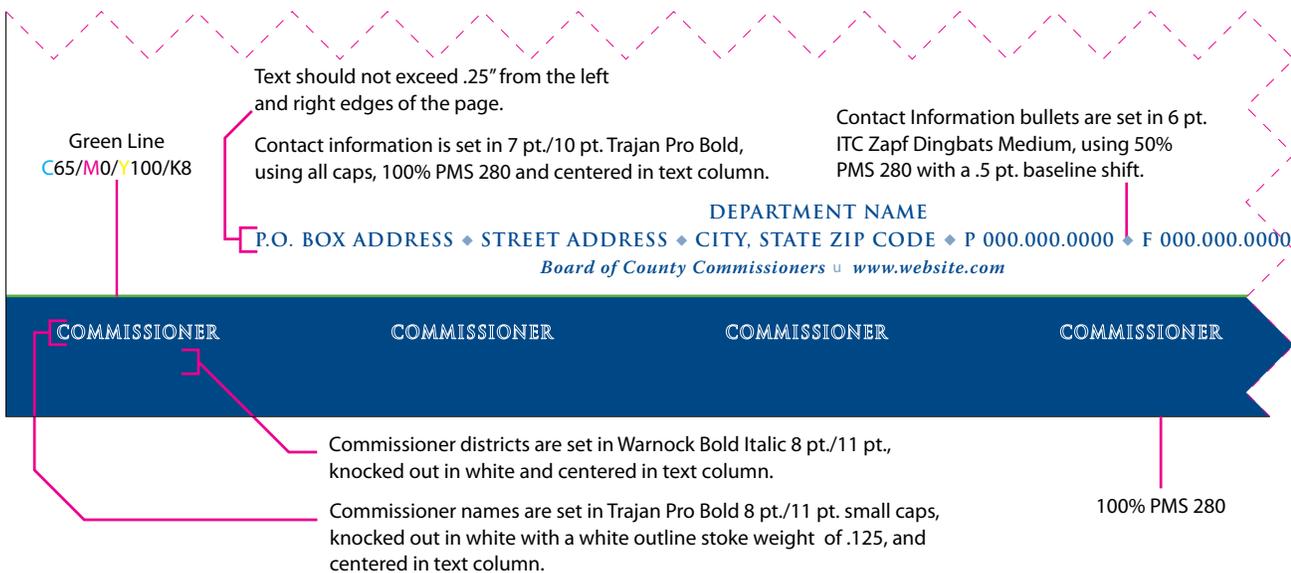
SIZE: 8.5" x 11"

COLORS: 5/0 (4-Color Process + PMS 280/0)

BLEEDS: Yes



Standard 4-Color Letterhead Design — Logo Placement Specifications



Standard 4-Color Standard Letterhead Design — Type Treatment

Departmental Application: Standard letterhead

Below are examples of how the address areas should be formatted at the bottom of County letterhead for a Department, Division, Section and Program.

DEPARTMENT NAME P.O. BOX 0000 ♦ STREET ADDRESS ♦ SUITE ♦ TAVARES, FLORIDA 00000 ♦ P 000.000.0000 ♦ F 000.000.0000 <i>Board of County Commissioners ♦ www.lakecountyfl.gov</i>				
NAME LASTNAME <i>District 1</i>	NAME LASTNAME <i>District 2</i>	NAME LASTNAME <i>District 3</i>	NAME LASTNAME <i>District 4</i>	NAME LASTNAME <i>District 5</i>

Department-level Letterhead

DIVISION NAME <i>A division of the Department Name</i> P.O. BOX 0000 ♦ STREET ADDRESS ♦ SUITE ♦ TAVARES, FLORIDA 00000 ♦ P 000.000.0000 ♦ F 000.000.0000 <i>Board of County Commissioners ♦ www.lakecountyfl.gov</i>				
NAME LASTNAME <i>District 1</i>	NAME LASTNAME <i>District 2</i>	NAME LASTNAME <i>District 3</i>	NAME LASTNAME <i>District 4</i>	NAME LASTNAME <i>District 5</i>

Division-level Letterhead

SECTION NAME <i>A section of the Department Name</i> P.O. BOX 0000 ♦ STREET ADDRESS ♦ SUITE ♦ TAVARES, FLORIDA 00000 ♦ P 000.000.0000 ♦ F 000.000.0000 <i>Board of County Commissioners ♦ www.lakecountyfl.gov</i>				
NAME LASTNAME <i>District 1</i>	NAME LASTNAME <i>District 2</i>	NAME LASTNAME <i>District 3</i>	NAME LASTNAME <i>District 4</i>	NAME LASTNAME <i>District 5</i>

Section-level Letterhead

PROGRAM NAME <i>A program of the Department Name</i> P.O. BOX 0000 ♦ STREET ADDRESS ♦ SUITE ♦ TAVARES, FLORIDA 00000 ♦ P 000.000.0000 ♦ F 000.000.0000 <i>Board of County Commissioners ♦ www.lakecountyfl.gov</i>				
NAME LASTNAME <i>District 1</i>	NAME LASTNAME <i>District 2</i>	NAME LASTNAME <i>District 3</i>	NAME LASTNAME <i>District 4</i>	NAME LASTNAME <i>District 5</i>

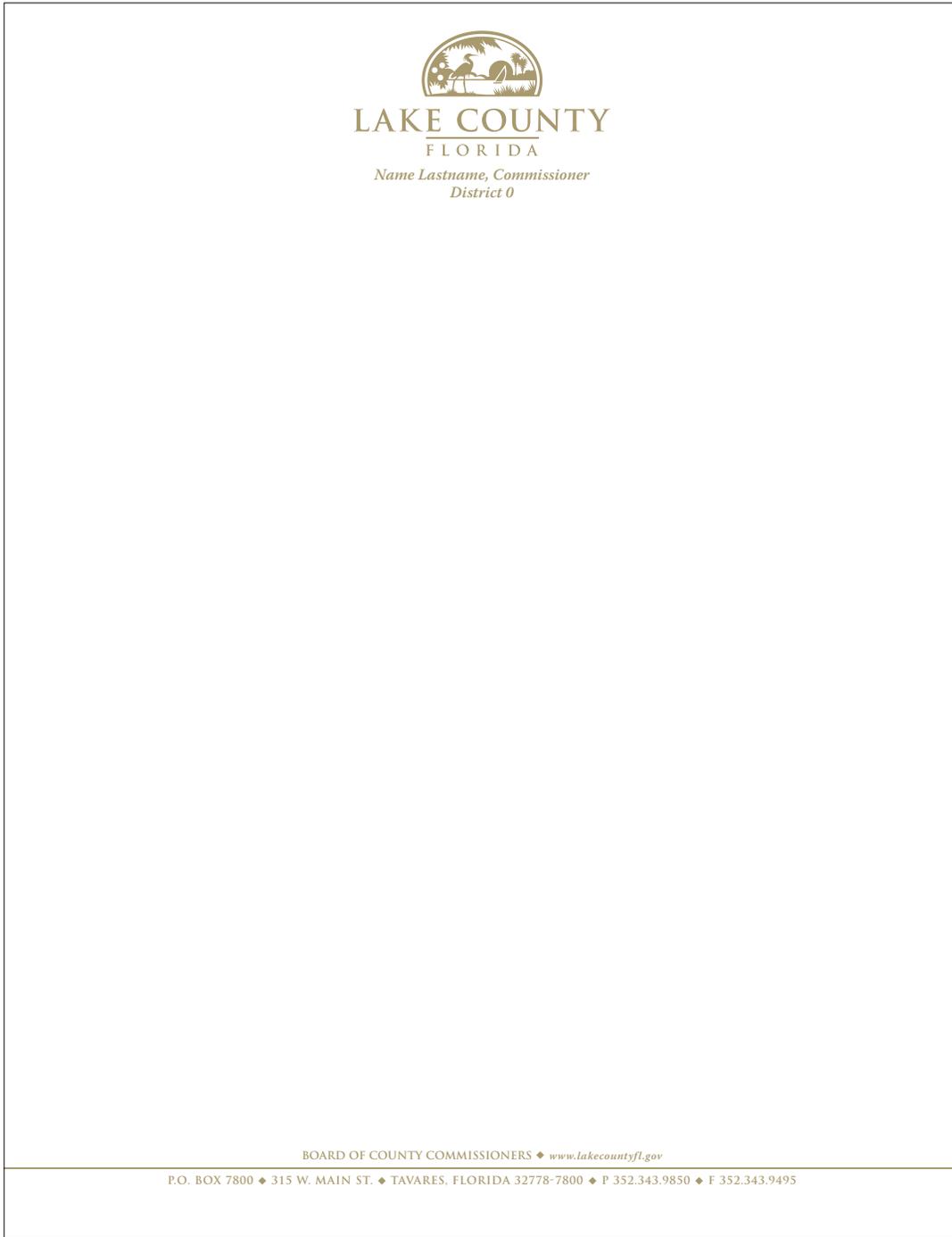
Program-level Letterhead

BUSINESS PAPERS *(continued)*

Executive Letterhead

For County Officials only, the monarch letterhead is provided featuring the text and logo in gold metallic print. All monarch letterhead should conform to type specifications listed below.

1-Color Executive Letterhead (PMS 873)



Print Specifications: 1-Color Executive Letterhead (PMS 873)

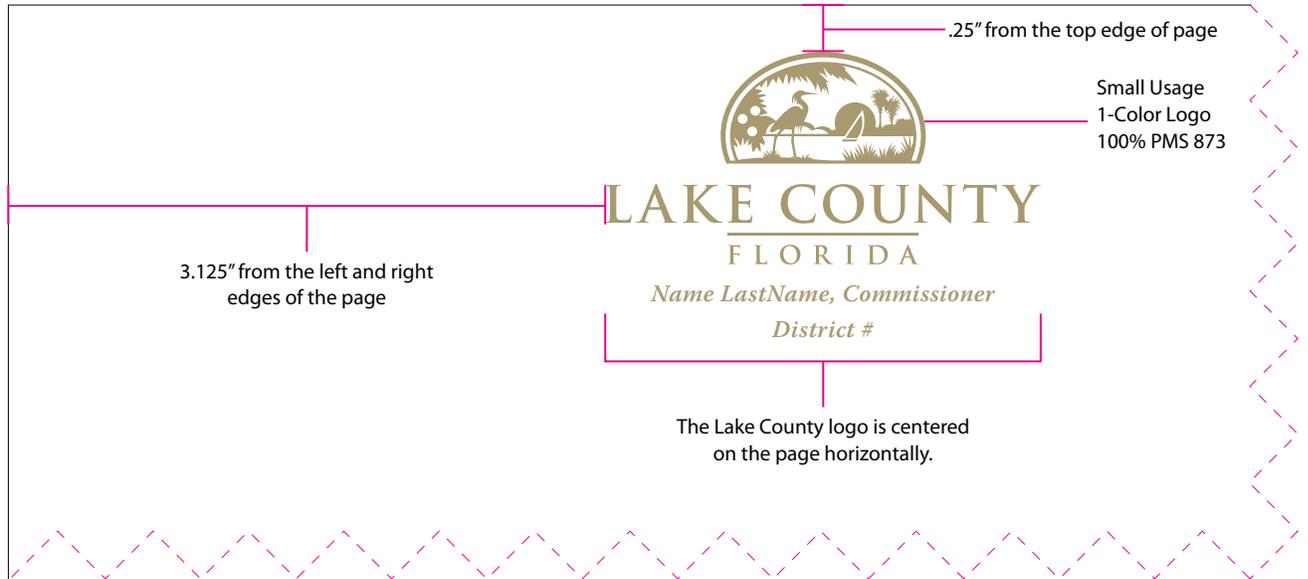
PAPER BRAND: Fox River, Capital Bond, 30% Recycled

PAPER TYPE: White, Writing, 24 lb., Light Cockle

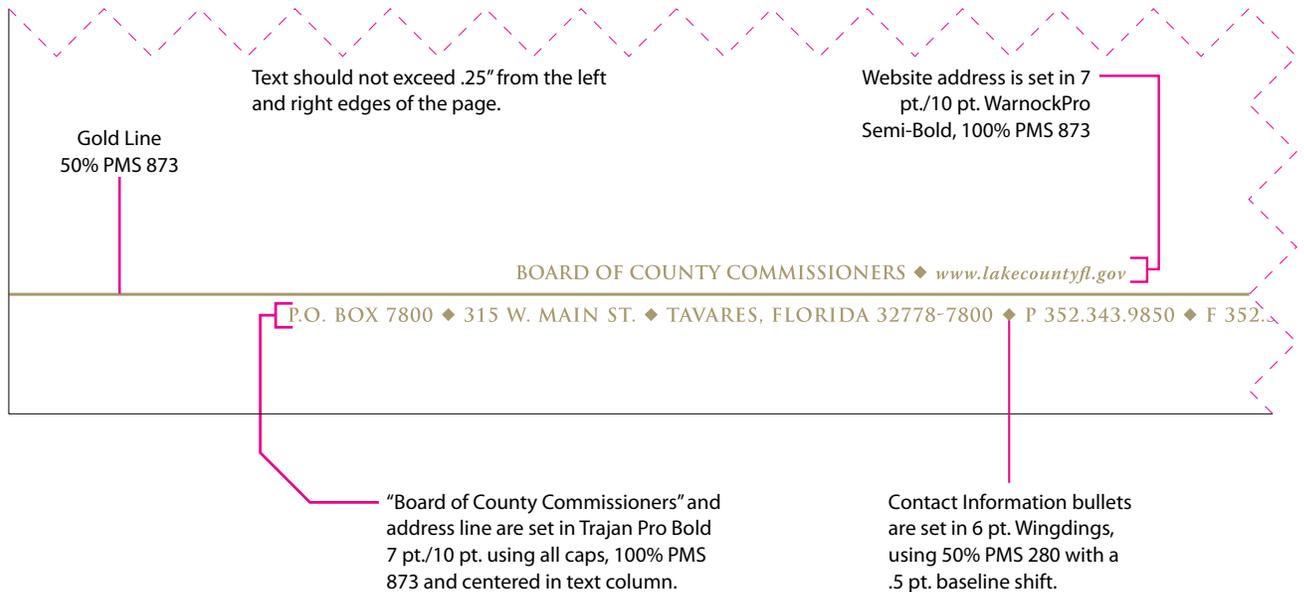
SIZE: 8.5" x 11"

COLORS: 1/0 (PMS 280/0)

BLEEDS: Yes



Executive Letterhead Design — Logo Placement Specifications



Standard 1-Color Letterhead Design — Type Treatment

BUSINESS PAPERS *(continued)*

1-Color Monarch Executive Letterhead (PMS 873)



LAKE COUNTY
FLORIDA

Name LastName, Commissioner
District #

BOARD OF COUNTY COMMISSIONERS ♦ www.lakecountyfl.gov

P.O. BOX 7800 ♦ 315 W. MAIN ST. ♦ TAVARES, FLORIDA 32778-7800 ♦ P 352.000.0000 ♦ F 352.000.0000

Print Specifications: 1-Color Monarch Executive Letterhead (PMS 873)

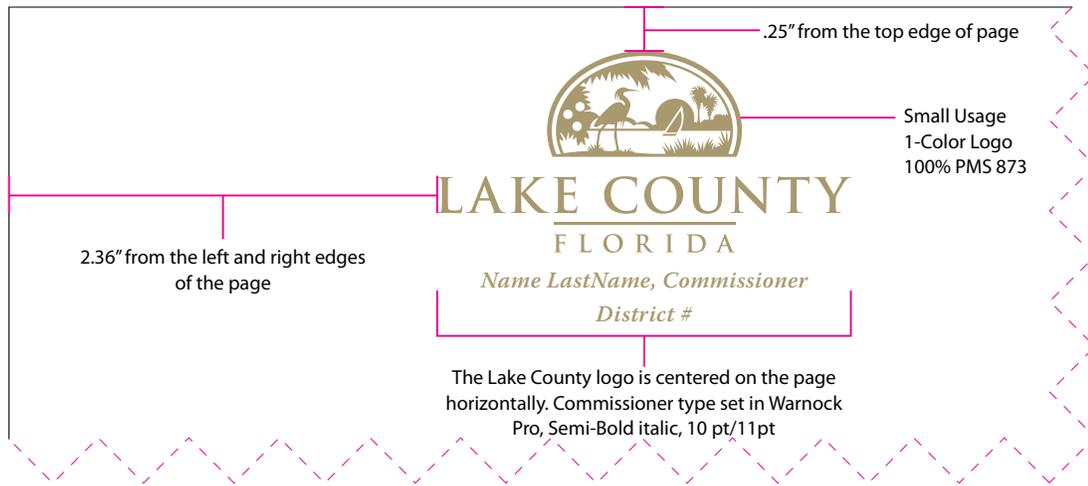
PAPER BRAND: Fox River, Capital Bond, 30% Recycled

PAPER TYPE: White, Writing, 24 lb., Light Cockle

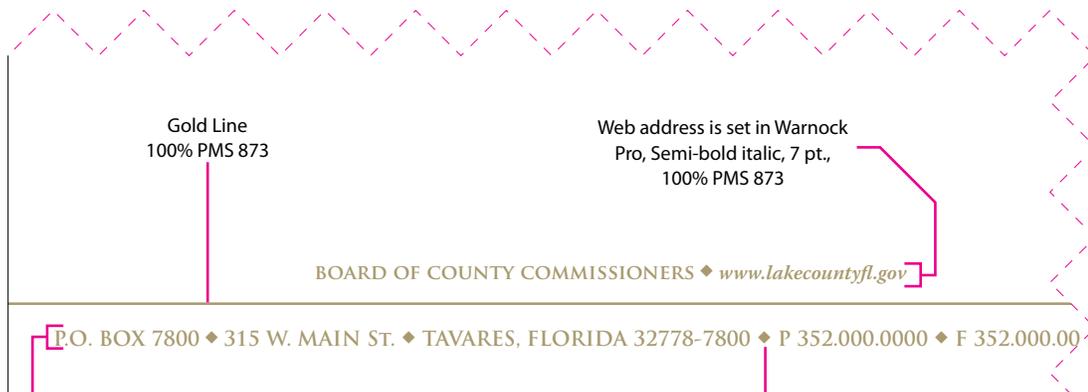
SIZE: 7" x 10"

COLORS: 1/0 (PMS 873/0)

BLEEDS: Yes



Monarch Letterhead Design — Logo Placement Specifications



Letterhead contact information is centered on page.

Text should not exceed .25" from the left, right and bottom edges on the page.

Contact information is set in 7 pt. Trajan Pro Bold, using all caps and 100% PMS 873.

Contact Information bullets are set in 6 pt. Wingdings, using 100% PMS 873 with a .5 pt. baseline shift.

Monarch Letterhead Design — Type Treatment

BUSINESS PAPERS *(continued)*

Full Color Library Services Letterhead

For the Library System, the letterhead below is provided featuring the Library System logo. All Library System letterhead should conform to type specifications listed below.



P.O. BOX 7800 ♦ 2401 WOODLEA ROAD ♦ TAVARES, FLORIDA 32778 ♦ P 352.253.6180 ♦ F 352.253.6184
Board of County Commissioners ♦ www.mylakelibrary.org

NAME LASTNAME
District 1

NAME LASTNAME
District 2

NAME LASTNAME
District 3

NAME LASTNAME
District 4

NAME LASTNAME
District 5

Print Specifications: Full Color Standard Letterhead (Library System)

PAPER BRAND: Fox River, Capital Bond, 30% Recycled

PAPER TYPE: White, Writing, 24 lb., Light Cockle

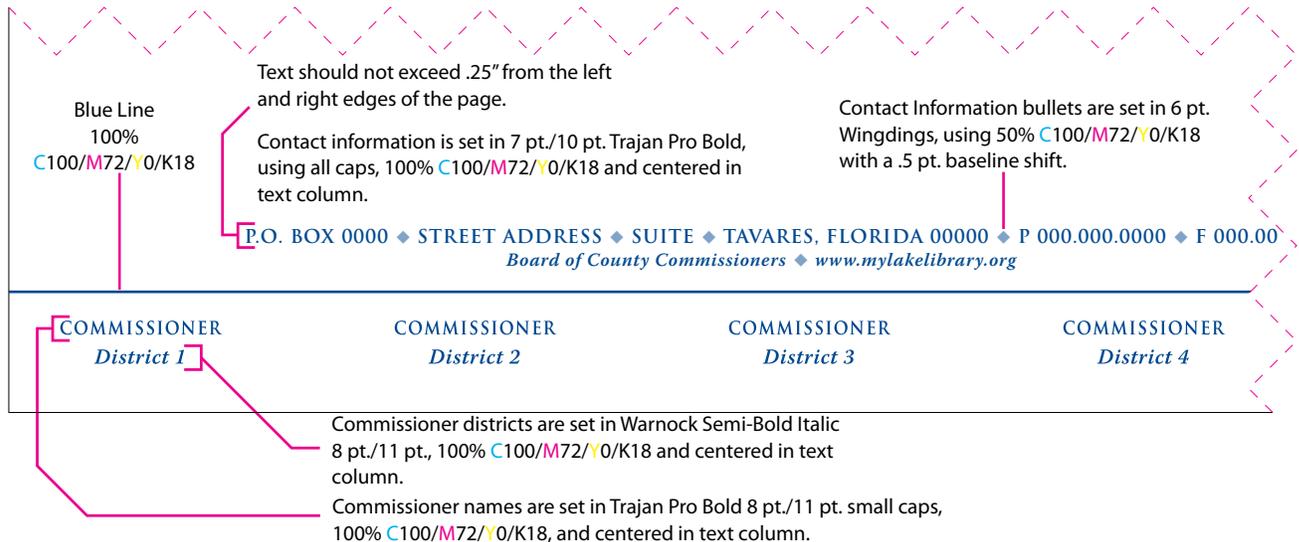
SIZE: 8.5" x 11"

COLORS: 5/0 (4-Color Process + PMS 280/0)

BLEEDS: Yes



Standard Library System Letterhead Design — Logo Placement Specifications



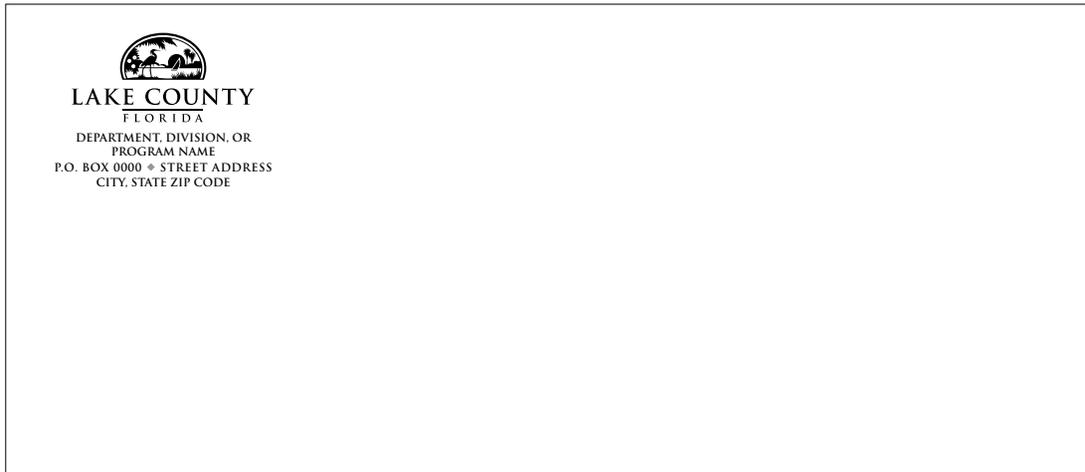
Standard Library System Letterhead Design — Type Treatment

BUSINESS PAPERS *(continued)*

Envelopes

There are three different Envelope options, #10, #10 with window and monarch size. For the #10 size envelopes, you have the option of full-color or 1-color. All envelopes should conform to type specifications listed below.

#10 Envelopes, General - 1-color (Black)



Print Specifications: 1-Color #10 Envelopes

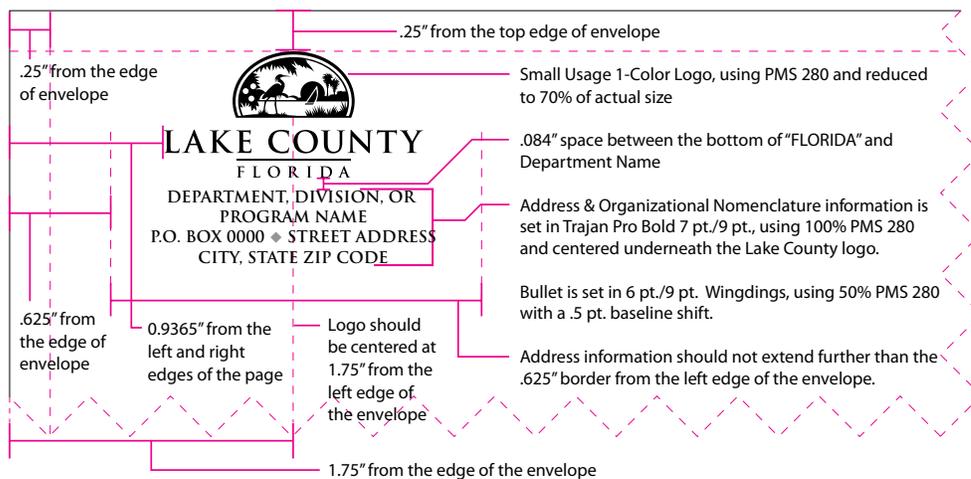
PAPER BRAND: Fox River, Capital Bond, 30% Recycled

PAPER TYPE: White, Writing, 24 lb., Light Cockle

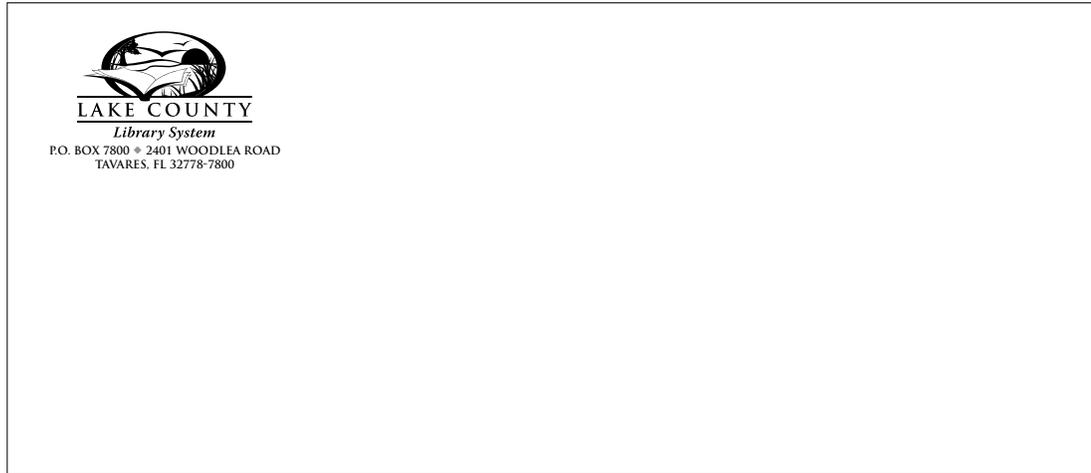
SIZE: 9.5" x 4.125"

COLORS: 1/0 (PMS 280/0)

BLEEDS: No

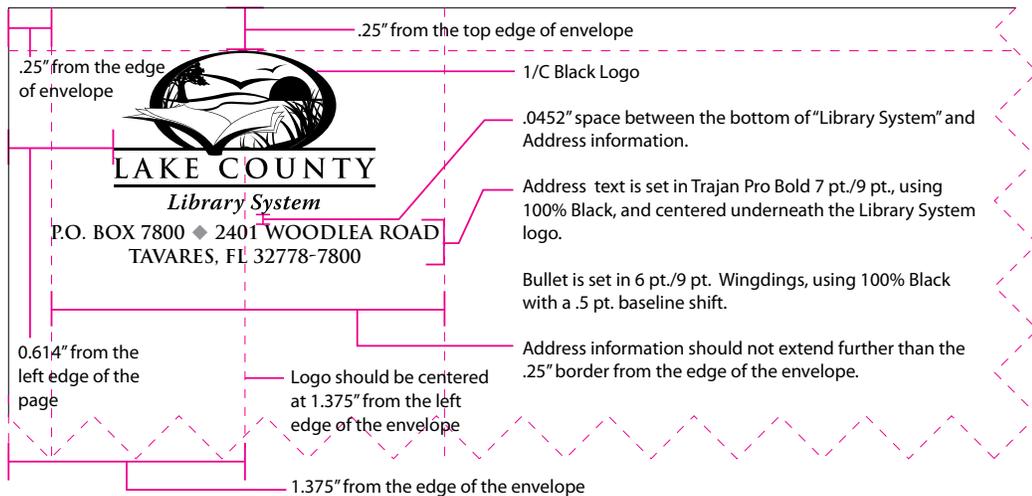


#10 Envelopes, Library Services - 1-color (Black)



Print Specifications: 1-Color #10 Envelopes (with and without window)

- PAPER BRAND:** Fox River, Capital Bond
PAPER: Bright white, recycled, 24 lb. writing, smooth
SIZE: 9.5" x 4.125"
COLORS: 1/0 (PMS 280/0)
BLEEDS: No



BUSINESS PAPERS *(continued)*

#10 Envelopes - Full Color



Print Specifications: Full Color #10 Envelopes

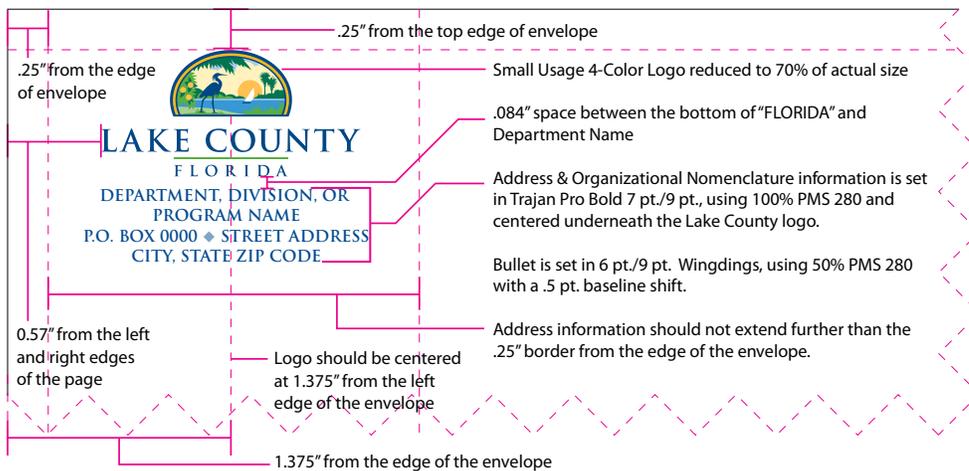
PAPER BRAND: Fox River, Capital Bond, 30% Recycled

PAPER TYPE: White, Writing, 24 lb., Light Cockle

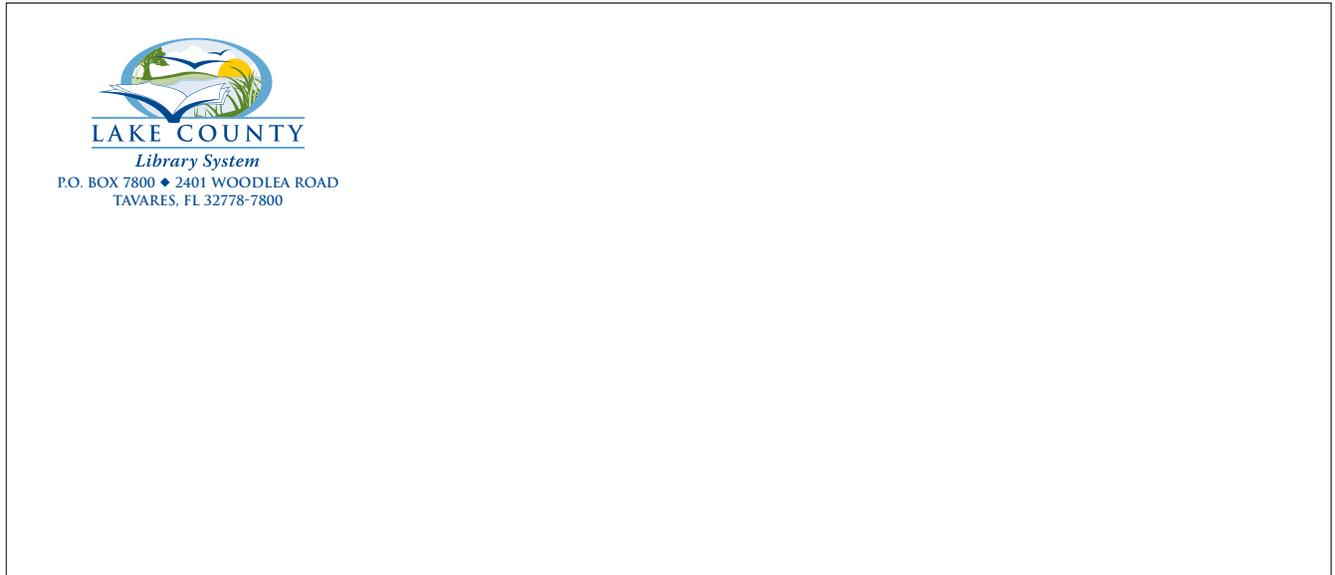
SIZE: 9.5" x 4.125"

COLORS: 5/0 (4-Color Process + PMS 280/0)

BLEEDS: No



#10 Envelopes, Library Services - Full Color



Print Specifications: Full Color #10 Envelopes (Library Services)

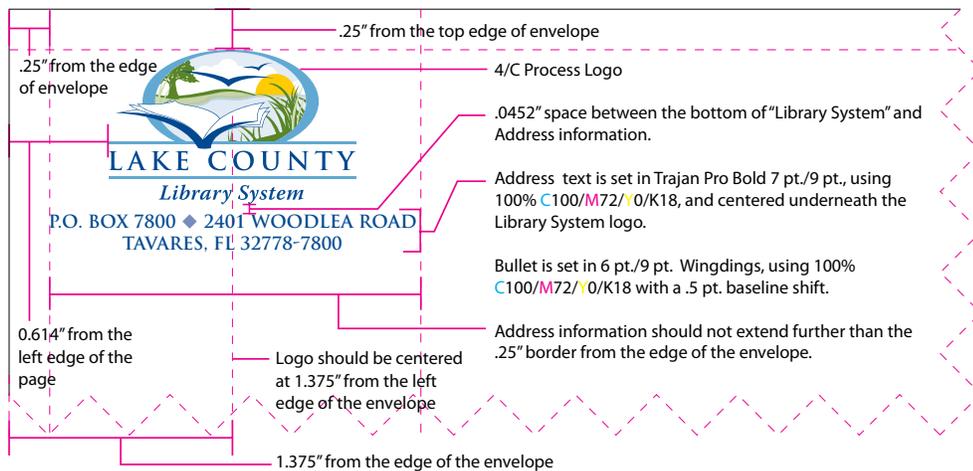
PAPER BRAND: Fox River, Capital Bond, 30% Recycled

PAPER TYPE: White, Writing, 24 lb., Light Cockle

SIZE: 7.5" x 3.875"

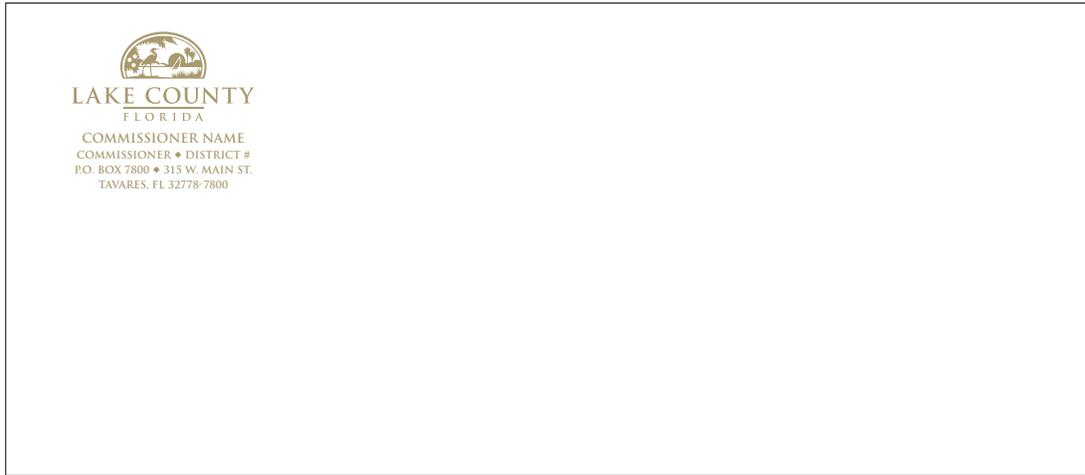
COLORS: 4/0 (4-Color Process/0)

BLEEDS: No

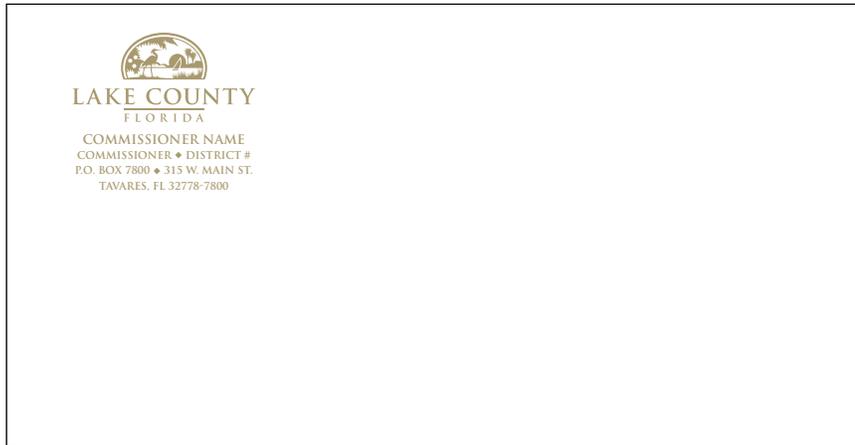


BUSINESS PAPERS *(continued)*

#10 Envelopes, Executive - 1-color (PMS 873)



Monarch Envelopes, Executive - 1-color (PMS 873)



Print Specifications: 1-Color #10 & Monarch Envelopes (PMS 873)

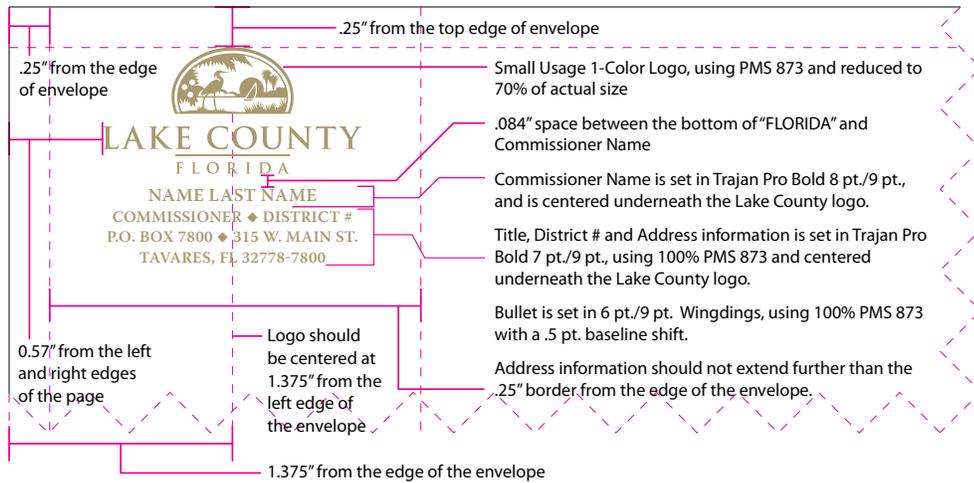
PAPER BRAND: Fox River, Capital Bond, 30% Recycled

PAPER TYPE: White, Writing, 24 lb., Light Cockle

SIZE: 9.5" x 4.25" (Executive), 7.5" x 3.875" (Monarch)

COLORS: 1/0 (PMS 873/0)

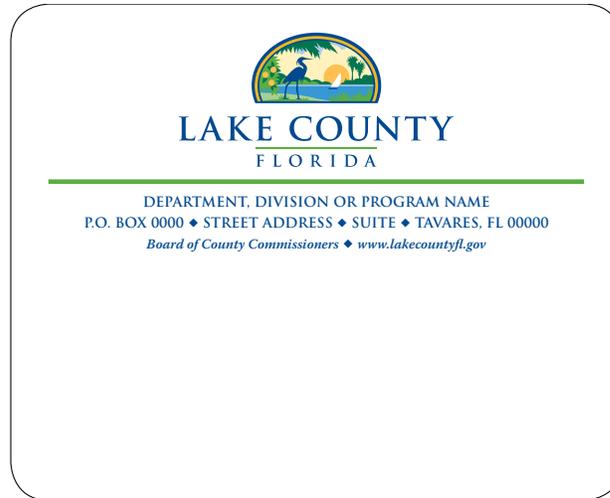
BLEEDS: No



BUSINESS PAPERS *(continued)*

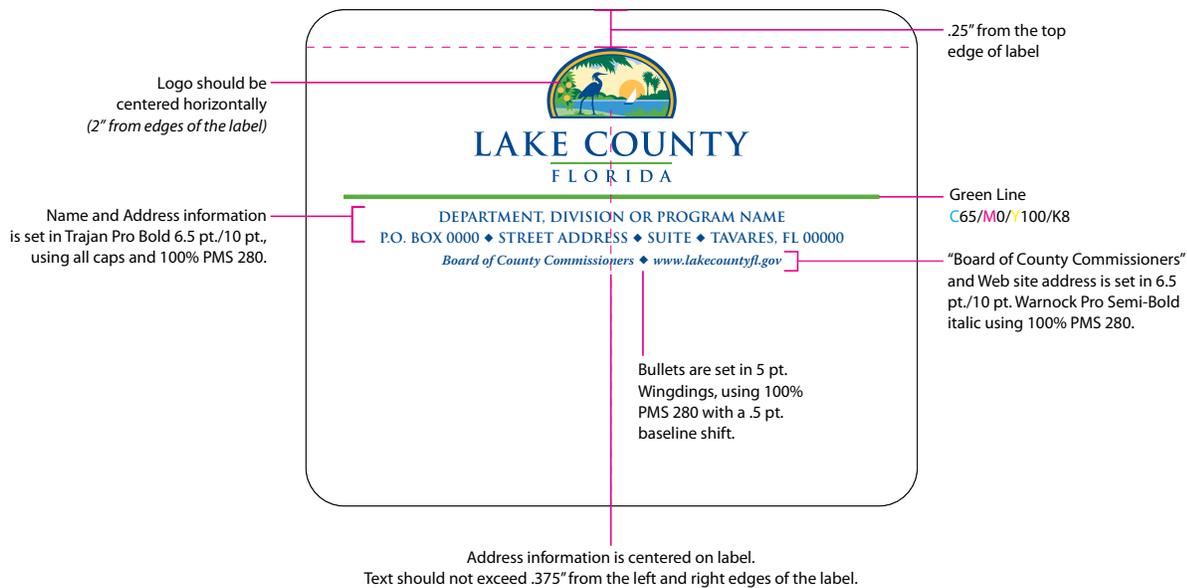
Mailing Labels

For large envelopes, mailing labels can be provided with departmental information on them. Below are the layout specifications for the County mailing label.



Print Specifications: Full Color Mailing Labels

- PAPER BRAND:** Gum Papers of America
PAPER: Crack & Peel, Multi-Print, High Bright Matte, 60 lb.
SIZE: 4" x 3.25"
COLORS: 5/0 (4-Color Process + PMS 280/0)
BLEEDS: No



Shipping Label Design — Logo Placement and Type Specifications

How to Order Stationary

No purchase of stationary will be authorized for departments or individuals if it is not from the County's approved contract printer.

No alterations of the approved layouts of the County's official stationary will be accepted. For design layout questions of any stationary, please contact the Office of Information Outreach at (352) 343-9603. If you have questions about the contracted vendor, call Procurement Services at (352) 343-9479.

To place an order, fill out a stationary order form, which can be found in the forms section of the County's intranet, and email it to proofs@lakecountyfl.gov. Once the order is placed and processed by the vendor, a proof will be sent to the contact person listed for final review and approval.

For letterhead, business cards and envelopes, contact:

PRIDE Enterprises

ADDRESS: 9544 County Road 476B, Bushnell, FL 33513

PHONE: 877-277-2208

FAX: 352-793-1396

E-MAIL: sumterprint@pride-enterprises.com

ORDER FORM: Can be downloaded from the County's Intranet - Forms section

Item	Units	Qty	Price Per Unit	Comments
Business Cards				
Business Cards (<i>Full Color</i>)	Box	500	\$22.50	Color business cards are limited to County Commissioners, County Manager, County Attorney, Department & Division Directors.
Business Cards (<i>1-Color</i>)	Box	500	\$17.50	Blue ink (<i>PMS 280</i>)
Letterhead				
Letterhead (<i>Full Color</i>)	Ream	500	\$27.95	Board of County Commissioners, County Attorney & Library Services
Letterhead, Executive (<i>1-Color</i>)	Ream	500	\$29.50	Gold Ink (<i>PMS 873</i>), limited to County Commissioners & County Attorney
Letterhead, Monarch (<i>1-Color</i>)	Ream	500	\$24.50	
Envelopes				
Envelopes, #10 (<i>Full Color</i>)	Box	500	\$57.25	Board of County Commissioners, County Attorney & Library Services
Envelopes, #10 (<i>1-Color</i>)	Box	500	\$31.23	Black ink
Envelopes, Executive #10 (<i>1-Color</i>)	Box	500	\$41.50	Gold Ink (<i>PMS 873</i>), limited to County Commissioners & County Attorney
Envelopes (<i>Monarch</i>)	Box	500	\$55.50	
Mailing Labels				
Mailing Labels (<i>Full color</i>)	Box	500	\$94.40	Board of County Commissioners

INTERNAL BUSINESS PAPERS

While we discourage the use of multiple identities, you can use program identities on brochures as long as the Lake County logo is presented on the brochure as well. Any new program identities or logos must be approved through Information Outreach and the County Manager's Office.

In keeping with the overall branding of the County, some internal templates have been created for your use. For use with official stationary, a layout template has been made for the letterhead, envelope, and mailing labels. the templates that can be printed without official stationary are a fax coversheet and memorandum. For presentations, some PowerPoint templates have also been provided.

The pre-made templates can be found under the "Graphic Templates" heading in the Forms section of the County's Intranet web site (http://bccnet.co.lake.fl.us/documents_forms.aspx).

Designing your own materials

When developing brochures or printed materials for the County, make sure your brochure exhibits a professional look and layout, is well written, and the printing is clear and easy to read.

Printed material, such as a brochure, is a marketing tool that can be helpful in advertising a particular service or product. When you design a brochure to sell or explain your products or services, you must remember that this brochure is going to represent not only your department, but also the County as a whole. It is extremely important to make sure that your brochure gets the correct message across, is clear and explains your product or service.

You **NEVER** want to copy or use content (*including clipart, pictures, text*) that is copyrighted unless you get written consent from the original author or copyright holder.

The following is some key points to remember when creating printed materials

- a) Anyone can write copy, but only a skilled copywriter can write easy-to-read, strong sentence structures that articulate the County's message. Keep in mind that someone should easily understand the content with a 5th grade reading level. When you write content for a brochure, have a fellow employee review it to make sure it is clear and understandable.
- b) If you do not need pictures to convey a message, then do not use them. Most of the time people are prone to use so many pictures in a brochure, they don't realize they are clouding their message and making their brochure ineffective. Pictures are great, especially when relevant, but they draw reader's eyes away from the copy. So, use pictures and clipart with taste and if at all possible, don't use them at all.
- c) The font you use can make or break a brochure. Stay away from fonts that take away from your message or are hard to read.
- d) Stay in tune with the County's official colors. This will help keep an overall brand image in tact as well as strengthen the brand. It is a good idea to stay away from too many colors, or bright text on colored backgrounds. You do not want to draw attention away from the message you are trying to present.

Imaginary County Department

Fantastic Programs!!!

CARTOONS!!
Learn to draw your favorite cartoon characters.
Monday, November 18 at 3:00 pm

Learn about butterflies, walking sticks, and other really cool insects!
Friday, November 5 at 3:30 pm

Teddy Bear Storytime
Wednesdays at 10:30 am

All year long the library offers **FUN FANTASTIC PROGRAMS** for you!
Draw your favorite cartoons, watch movies, and see some really **COOL** stuff.

MOVIE TIME at your library
Saturdays at Noon

315 W. Main Street
Tavares, FL 32778
(352) 123-4567

LAKE COUNTY FLORIDA

Example A

Imaginary County Department

Fantastic Programs

Teddy Bear Storytime
Wednesdays at 10:30 a.m.

Movie Time at Your Library
Saturdays at 12:00 p.m.

All year long the library offers fun Fantastic Programs for you! Draw cartoons, watch movies, and see some really cool stuff.

Special Events
Friday, November 5 at 3:30 p.m.
Learn about butterflies, walking sticks, and other really cool insects!
Monday, November 18 at 3:00 p.m.
Learn to draw your favorite cartoon characters.

Imaginary County Department
315 W. Main Street
Tavares, FL 32778
(352) 123-4567

LAKE COUNTY FLORIDA

Example B

The examples above have the same content, but Example B is much easier to read. Internal Business Papers

VEHICLES AND SIGNS

Vehicles

All County vehicles will have the official County logo displayed on both the driver and passenger side doors, along with the asset tag number. The names of certain functions within the organization, such as “Code Enforcement”, “Building Services”, “Public Works” and “Animal Services”, will also be added below the logo on vehicles used for those functions. Because of the nature of these three divisions, it is acceptable to identify them separately on County vehicles. County Asset numbers will also be located below the County logo on both the driver and passenger side doors, as well as the rear of the vehicle. For more information regarding vehicle decals and their installation, contact the Fleet Management Division at 352-343-9852



LAKE COUNTY
FLORIDA
BUILDING SERVICES
123456



LAKE COUNTY
FLORIDA
CODE ENFORCEMENT
123456



LAKE COUNTY
FLORIDA
ANIMAL SERVICES
123456

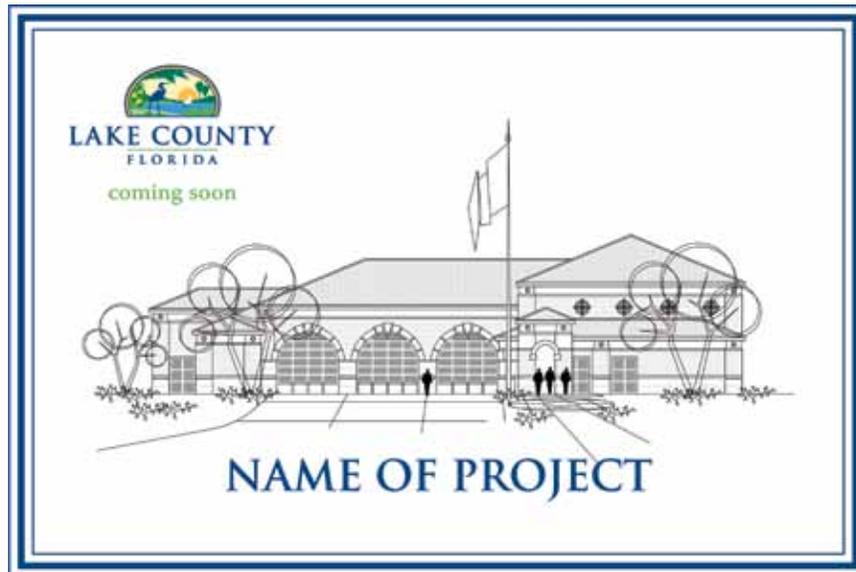


LAKE COUNTY
FLORIDA
AQUATIC PLANT MANAGEMENT
123456

Some examples of door decals

County building Signs

The County has adopted some standard guidelines for all construction signs erected for County structures in order to regulate the designs of these signs. Drawings of the signs required by a project shall be submitted to the Facilities Management and Development Department for approval. For more information on construction signs, contact the Department of Facilities Management & Development at 352-742-3810.



Street Signs

The following is an example of the design guidelines for the County maintained street signs. For more information regarding County street signs, contact the Department of Public Works, Road Operations Division – Traffic Operations at 352-742-1766.



UNIFORMS AND MARKETING MATERIALS

Lake County’s graphic identity can be applied to a variety of media and materials, presenting many opportunities to help market Lake County, and the services provided to residents. From uniforms to pens, a multitude of items can contain the County’s logo, and therefore, certain standards must be in place to ensure consistency in its use.

Uniforms

The County logo must be imprinted on all County-issued uniforms. For polo-type uniform shirts, the logo will be placed on the left-hand side, and will have no other markings or lettering to accompany it. Also required, is the employee’s department or division name on the right-hand side of the shirt. Department and division names will be based on the most current organizational chart approved by the Lake County Board of County Commissioners.

Optional items that can be included on uniforms are the first name of the employee on the right side of the shirt, above the department or division name. The name used must be the employee’s official name – no nicknames (i.e. – “Bubba”).

Exceptions to the information stated above must be made by the Communications Department and approved by the County Manager. To order County uniforms, use the approved Term & Supply contract vendor.



Shirt Embroidery Application — Full Color on Dark Background



Shirt Embroidery Application — One Color on Light Background

Marketing Materials

There will be times when the County logo will need to be used by vendors for presentations, or for promotional materials. All vendors must comply with the standards for design, writing, and production set in this document. Because some item imprint areas may be limited, in promotional items only, the text for Lake County may be used without the logo imagery. Most vendors will need the logo in a Vector format, which can be provided by contacting the Office of Information Outreach. Below are some examples of promotional materials and the usage of the logo on them. If you have any questions about what to forward to vendors for your particular project, please call Information Outreach at 343-9603.



Coffee Mug Application — 4-Color Logo



Small Item Application — Lettering Only — 1-Color



Backpack Embroidery Application — 4-Color Logo



Coffee Mug Application — 1-Color Logo



Cooler Embroidery Application — 1-Color Logo

GRAPHIC REQUESTS

The County's Office of Information Outreach is responsible for all requests dealing with graphic design, media relations and web development. If you have a project coming up that requires help in any of these categories, please call Kelly LaFollette, Information Outreach Director at 343-9603.

To place a request for a graphics project, fill out a Graphics Request Form (http://bccnet.co.lake.fl.us/documents/information_outreach/GraphicsStandardsManual.pdf) and return it via interoffice mail to Information Outreach, Historic Courthouse, fifth floor, or by fax at 343-9698.

Project Request Form

Lake County Board of County Commissioners • Information Outreach PAGE 1

Fill out form completely before submitting.
Incomplete forms may result in delays in processing your request and/or missed deadlines.

Please include the following with completed form when submitting an advertisement request:
A copy of media kit/advertisement guide, a copy of invoice or contract, a copy of publication, as well as a copy of previous advertisements.

FOR OFFICE USE ONLY	
JOB NUMBER:	
RECEIVED:	
PREVIOUS JOB #:	
APPROVED:	
PRESS CHECK:	
COMPLETED:	

PROJECT MANAGER		PHONE:
NAME:	FAX:	
DEPARTMENT:	E-MAIL:	
ALTERNATE CONTACT		PHONE:
NAME:	FAX:	
DEPARTMENT:	E-MAIL:	

PROJECT DETAILS	EVENT DETAILS																				
PROJECT NAME:	EVENT TITLE:																				
MATERIALS DUE DATE:	EVENT/PRINT DATE:																				
MAIL OUT WITH PROOF: <input type="radio"/> YES <input type="radio"/> NO	EVENT LOCATION:																				
PRINTER DETAILS: <input type="radio"/> DOCUMENT SERVICES <input type="radio"/> PLOTTER: <i>(please specify)</i> <input type="radio"/> OUTSIDE PRINTER	COMPANY NAME: _____ PHONE: _____ CONTACT PERSON: _____ E-MAIL: _____																				
PROJECT TYPE: <i>(check all that apply)</i> <input type="checkbox"/> ADVERTISEMENT <input type="checkbox"/> EXHIBIT DISPLAY <input type="checkbox"/> EVENT LOGO <input type="checkbox"/> POSTER <input type="checkbox"/> OTHER: <i>(please specify)</i> <input type="checkbox"/> ANNUAL REPORT <input type="checkbox"/> FLYER <input type="checkbox"/> MASTHEADS <input type="checkbox"/> POWERPOINT <input type="checkbox"/> BROCHURE <input type="checkbox"/> FORM <input type="checkbox"/> NEWSLETTER <input type="checkbox"/> RACK CARD <input type="checkbox"/> EVENT PROGRAM <input type="checkbox"/> INVITATION <input type="checkbox"/> POSTCARD <input type="checkbox"/> REPORT COVER																					
REQUESTED FILE FORMAT: <input type="checkbox"/> EPS <i>(vector)</i> <input type="checkbox"/> INDD <input type="checkbox"/> PDF <input type="checkbox"/> PSD <input type="checkbox"/> OTHER: <i>(please specify)</i> <input type="checkbox"/> GIF <input type="checkbox"/> JPG <input type="checkbox"/> PPT <input type="checkbox"/> TIFF																					
WORK REQUESTED: <input type="radio"/> NEW PROJECT <input type="radio"/> OTHER: <i>(please specify)</i> <input type="radio"/> REVISE EXISTING PROJECT <input type="radio"/> CREATE PDF OF PROJECT																					
DESIGN SPECIFICATIONS: <i>(circle applicable item)</i> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%;">FINAL SIZE:</td> <td><input type="radio"/> 8.5" x 11"</td> <td style="width: 25%;">BLEED DETAILS:</td> <td><input type="radio"/> BLEEDS <input type="radio"/> NO BLEEDS</td> </tr> <tr> <td><input type="radio"/> 4" x 6"</td> <td><input type="radio"/> 8.5" x 14"</td> <td>PAPER STOCK:</td> <td><input type="radio"/> COATED <input type="radio"/> UNCOATED</td> </tr> <tr> <td><input type="radio"/> 5.5" x 8.5"</td> <td><input type="radio"/> 11" x 17"</td> <td>ARTWORK PROVIDED:</td> <td><input type="radio"/> YES <input type="radio"/> NO</td> </tr> <tr> <td><input type="radio"/> OTHER: <i>(please specify)</i></td> <td></td> <td>IMAGES PROVIDED:</td> <td><input type="radio"/> YES <input type="radio"/> NO</td> </tr> <tr> <td>COLOR INFORMATION:</td> <td><input type="radio"/> FULL COLOR <input type="radio"/> BLACK & WHITE</td> <td><input type="radio"/> ONE COLOR <input type="radio"/> TWO COLOR</td> <td></td> </tr> </table>	FINAL SIZE:	<input type="radio"/> 8.5" x 11"	BLEED DETAILS:	<input type="radio"/> BLEEDS <input type="radio"/> NO BLEEDS	<input type="radio"/> 4" x 6"	<input type="radio"/> 8.5" x 14"	PAPER STOCK:	<input type="radio"/> COATED <input type="radio"/> UNCOATED	<input type="radio"/> 5.5" x 8.5"	<input type="radio"/> 11" x 17"	ARTWORK PROVIDED:	<input type="radio"/> YES <input type="radio"/> NO	<input type="radio"/> OTHER: <i>(please specify)</i>		IMAGES PROVIDED:	<input type="radio"/> YES <input type="radio"/> NO	COLOR INFORMATION:	<input type="radio"/> FULL COLOR <input type="radio"/> BLACK & WHITE	<input type="radio"/> ONE COLOR <input type="radio"/> TWO COLOR		
FINAL SIZE:	<input type="radio"/> 8.5" x 11"	BLEED DETAILS:	<input type="radio"/> BLEEDS <input type="radio"/> NO BLEEDS																		
<input type="radio"/> 4" x 6"	<input type="radio"/> 8.5" x 14"	PAPER STOCK:	<input type="radio"/> COATED <input type="radio"/> UNCOATED																		
<input type="radio"/> 5.5" x 8.5"	<input type="radio"/> 11" x 17"	ARTWORK PROVIDED:	<input type="radio"/> YES <input type="radio"/> NO																		
<input type="radio"/> OTHER: <i>(please specify)</i>		IMAGES PROVIDED:	<input type="radio"/> YES <input type="radio"/> NO																		
COLOR INFORMATION:	<input type="radio"/> FULL COLOR <input type="radio"/> BLACK & WHITE	<input type="radio"/> ONE COLOR <input type="radio"/> TWO COLOR																			

(continued on back)



LAKE COUNTY
FLORIDA

LAKE COUNTY BOARD OF COUNTY COMMISSIONERS

315 W. Main St., Tavares, Florida 32778 • www.lakecountyfl.gov

V/4-09/2013