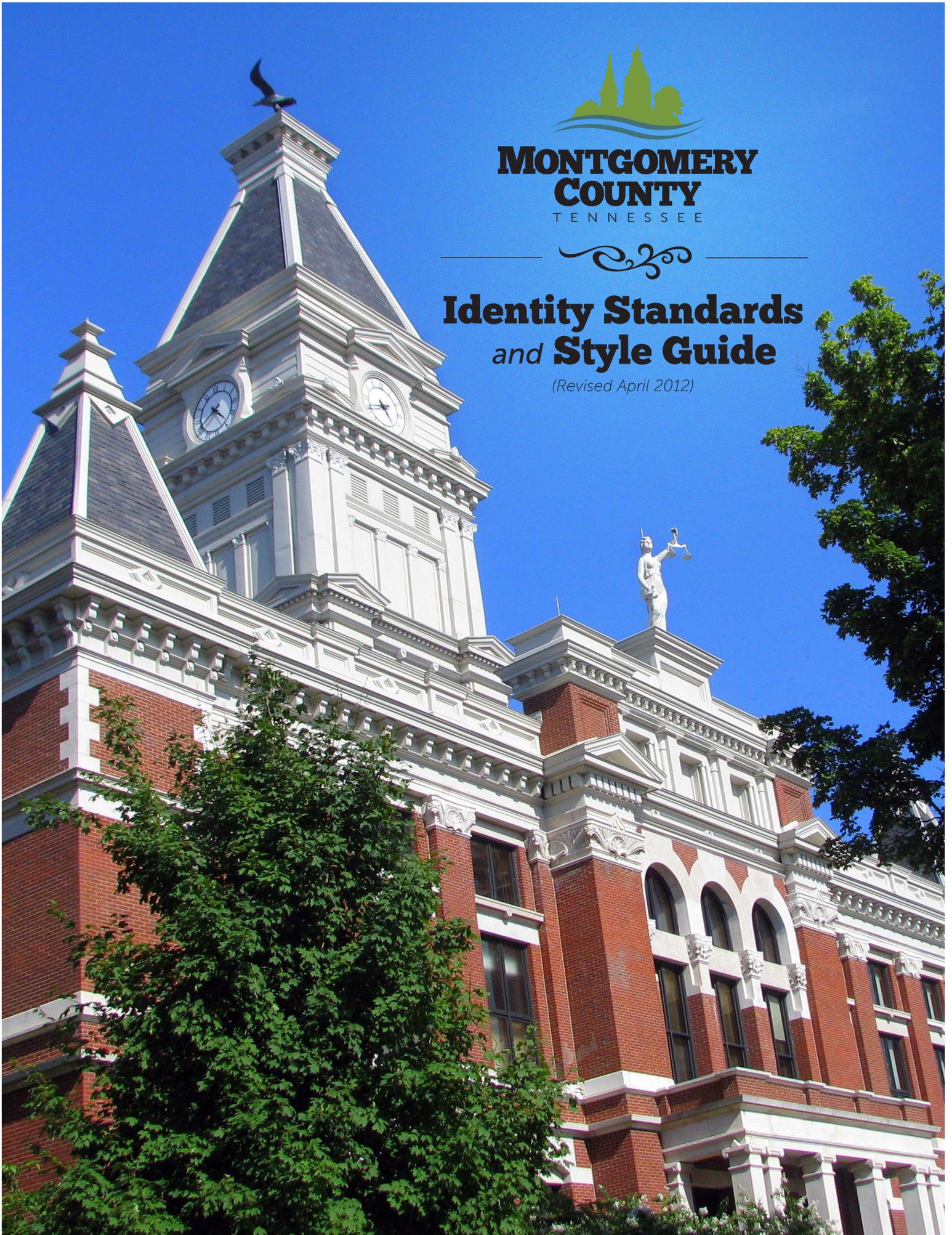# MONTGOMERY COUNTY
TENNESSEE

Identity Standards *and* Style Guide

(Revised April 2012)

Overview

In an effort to promote Montgomery County in the most efficient and consistent manner, we have developed guidelines and standards for use of the official County logo and wordmark as well as department/office identifiers.

These standards should apply to any communication from Montgomery County, whether internal or external. The following pages will describe proper development of County promotional materials, including:

1. Use of the official County logo and wordmark
2. Use of the official County seal
3. Website templates, imagery and content
4. Copyrighted imagery

Table of Contents

Official County logo and wordmark

The official logo or wordmark is affixed to many County publications, letterhead, business cards, signage and online materials. Any use of the official logo or wordmark must be approved by the County's Graphic and Web Designer or Public Information Officer.

The logo/wordmark has several variations for use. These are illustrated below.

Each County department or office has a unique identifier that can be used for individual use (see Page 5).

Variations

The official logo and wordmark has been developed for different layout situations for usage within a vertical or horizontal space. Each of these logo uses are acceptable.

Vertical (Stacked)

Horizontal (Single Line)

Official logo

The official logo can be used without the wordmark in certain situations.

However, for all external communication, the full official logo and wordmark should be used.

Official wordmark

The official wordmark can be used without the logo in certain situations.

However, for all external communication, the full official logo and wordmark should be used.

MONTGOMERY COUNTY
TENNESSEE

Typography

The official wordmark uses a combination of the following two fonts:

Chunk Five Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.;:!?)@

This font should only be used for the "Montgomery County" identifier or for major headings on promotional materials.

Museo Sans

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.;:!?)@

This font should only be used for the "Tennessee" identifier, department/office identifiers or for secondary headings on promotional materials. It can also be used for any interior body copy.

To request a department/office identifier for your area, please contact the County's Graphic and Web Designer or Public Information Officer.

Color palette

The colors of the official Montgomery County logo and wordmark are green and blue. Only the color values below should be used in the official logo. The numerical values below can be provided to printers or designers in order to ensure appropriate color depiction. For clarification or approval of colors, please contact the County's Graphic and Web Designer or Public Information Officer.

C = 59, M = 23
Y = 100, K = 5

Hex = #75993E

C = 76, M = 43
Y = 45, K = 13

Hex = #457178

Department/office identifiers

The official County logo and wordmark has been developed to allow departments and offices to have their own identifying logo for promotional use, while still retaining overall consistency.

Department/office names are to be displayed in the same typeface (Museo Sans) as in the words "Tennessee" in the official logo and wordmark

MONTGOMERY COUNTY
TENNESSEE
INFORMATION SYSTEMS

Vertical (Stacked)

MONTGOMERY COUNTY
TENNESSEE
INFORMATION SYSTEMS

Horizontal (Single Line)

Department/office identifiers are to follow the same guidelines and standards as the official County logo and wordmark.

To request a department/office identifier for your area, please contact the County's Graphic and Web Designer or Public Information Officer.

Official County seal

The official Montgomery County seal is only to be used on designated materials, such as official Mayoral commmunication, proclamations and documents.

Items such as signage, website identifiers, printed promotional materials, etc... should use the official County logo and wordmark, and not the official seal.

For clarification or approval of use, please contact the County's Graphic and Web Designer or Public Information Officer.

Unacceptable use of seal, logo and wordmark

Below are some unacceptable uses of the official County logo, wordmark and seal.

- Do not combine or add graphics to logos.

- Do not box or place logos within shapes.

- Do not place the logo too tightly against text or other imagery. The logo should have adequate surrounding white space.

- Do not distort the logos in any way.

- Do not apply special effects or outlines to the logos.

- Do not color the logo in any way other than approved colors/combinations.

- Do not use the official County seal for unapproved communication.

- Do not attempt to develop your own department/office identifier.

Printed Material Usgae

The official Montgomery County logo/wordmark can be printed on official County documents or other promotional items, as well as embroidered or printed on any apparel for County employees.

Rules regarding County logo usage on these items can be found in the section below.

County Logo Printing/Embroidering Rules

If the item to be printed/embroidered is **50% black or less** (white, gray, light denim) such that the full-color logo can be distinguished and read easily, the **full-color logo** should be used.

If the item to be printed/embroidered is medium tone to dark/**over 50% black** (similar values to the logo colors), a **one-color black or white County logo** should be used. The **one-color black logo** may also be printed/embroidered on a **light/50% black or less** item as well.

A **one-color white logo** should be used on any **100% black** items/materials.

Individual colors from the County logo may also be used to print the official County logo as one color. Please reference the official County logo color values on page 5 for more information.

Examples of unacceptable printing of the official County logo

Below are some unacceptable uses of the official County logo on printed/embroidered materials.

Official Montgomery County Website

The official Montgomery County website, located at http://www.montgomerycountytn.org, is an important informational service to residents of our County, as well as visitors and potential businesses. Therefore, promotion of the County and it's services on this website should be consistent, timely and effective.

The website uses an approved template for both general, departmental and elected official pages. Any additions or changes to imagery should first be communicated with the County's Graphic and Web Designer or Public Information Officer, and should not detract from the colors, imagery and structure of the original website template.

Website imagery

Imagery on any website is very important. Images on the official Montgomery County website should be colorful, vivid and portray the County in a positive manner.

While use of stock photography, clip art or personal photography is not prohibited, it should be used sparingly and only when approved by the County's Graphic and Web Designer or Director of Communications.

Photography of County landmarks, buildings and people have been furnished for use on any website. For specific photography requests, such as staff photos, please contact the County's Graphic and Web Designer or Public Information Officer.

Copyright or illegal imagery

Use of copyrighted imagery from other websites on any Montgomery County website is strictly prohibited, unless the imagery has been approved for use by the original author.

Copying or "hotlinking" images from other websites is also strictly prohibited. "Hotlinking" refers to the use of an image by linking to the original image located on someone else's website.

These types of images may be removed from any Montgomery County website without notice.