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Pierce County Identity • Graphics Standards Manual





## THE IMPORTANCE OF CONSISTENT COMMUNICATIONS

The Pierce County Graphics Standards Manual was designed to give you clear directions on how to correctly use our logo and wordmark. Don't think of it as more rules to follow. Think of it as an eliminator of guesswork and confusion.

Pierce County has established itself as a responsive organization that consistently provides a high level of service to residents, visitors, businesses and neighboring governments. This reputation is communicated most effectively through the performance of our more than 3,000 employees. Nevertheless, Pierce County's image is demonstrated in many other ways and should be treated correctly in every area, including print, broadcast and online medias.

How Pierce County is visually presented to the public impacts our standing in the community. To maintain our reputation for superior service and effectiveness, we must adhere to a high standard of coordinated professionalism. Communications that are inconsistently presented damage our reputation with the public we work so hard to serve. Consistent communications send the right message.

Although there may be occasions when a degree of flexibility is required, the standards included in this manual will help you accurately apply our identity in a wide variety of uses and settings. Your cooperation is appreciated.

## CONTENTS

|   |     |
|---|-----|
| Basic Guidelines . . . . .                    | 2   |
| Acceptable Logo / Wordmark Usage . . .        | 3-4 |
| Do's and Don'ts . . . . .                     | 4   |
| Stationery / Associated text guidelines . . . | 5   |
| Logo use on Clothing, Signage and TV . . .    | 6   |
| Approved Logo files . . . . .                 | 7   |
| Color and File Format Guidelines . . . . .    | 8-9 |
| Frequently Asked Questions . . . . .          | 10  |
| Identity Question Contact Information . .     | 10  |

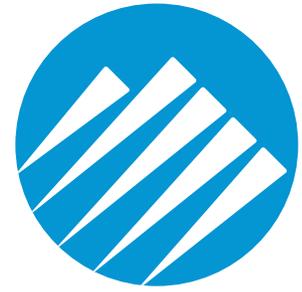
## LOGO, LOGOMARK AND WORDMARK

### BASIC GUIDELINES

Pierce County's logo consists of two elements, the logomark (commonly referred to as the mountain circle) and the wordmark (Pierce County). Together, these key components form our organization's visual identity. To preserve and strengthen this valuable community asset, each element must be used appropriately.



LOGO



LOGOMARK

# Pierce County

WORDMARK

There are general, common sense limitations that extend to all uses. These restrictions help to maintain a consistent graphic presentation – the key to building a recognized and respected identity.

Elements may not be:

- Altered
- Rotated
- Skewed
- Shaded
- Flipped
- Embellished

(Dramatized example of the negative impact tampering with your identity can have.)



The identity you've worked so hard to create.



Altered



Rotated



Skewed



Shaded



Flipped



Embellished



## Logo

The Pierce County logo is the foundation of the Pierce County identity. By limiting the way we use the logo, we ensure both consistency and quality.

There are two primary versions of the Pierce County logo:

**Version One** features the logomark and wordmark in horizontal and vertical formats. There are three color options:

1. In black and white.
2. Pierce County blue, PMS 7461\* (PMS stands for Pantone® Matching System, a color guide used by printers.)
3. Logomark PMS7461 and wordmark black.

The logomark should never be used by itself. It should always be closely associated with the Pierce County wordmark.



**Version Two** includes the text Pierce County wrapped around the top of the mountain circle. This version can also be used in the following ways:

1. In black and white.
2. Pierce County blue.
3. The logo can also be reversed out to white from a Pierce County blue background.
4. Or, it can be reversed out to white from a black background.

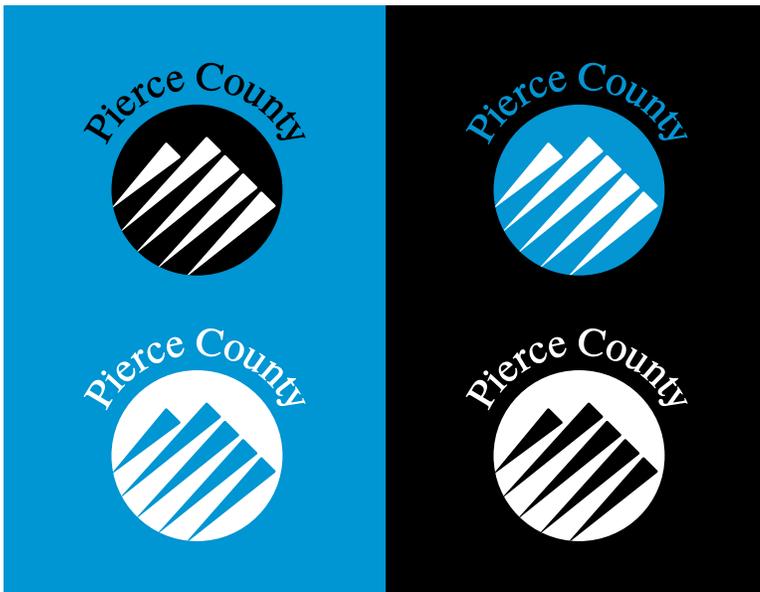
These are the only official versions of the Pierce County logo. The logo should not be modified in any way without approval from the Department of Communications.

*\*When printing in full color, use the following 4-color (CMYK) build to match Pierce County blue:*

C = 78 M = 28 Y = 0 K = 0

*When printing in RGB, use the following:*

R = 0 G = 130 B = 200



## WORDMARK

There is only one version of the Pierce County wordmark. Whenever you use this wordmark, an approved EPS or JPEG file should be used. The wordmark can be used in the following ways:

1. In black and white.
2. In Pierce County blue, PMS 7461.
3. The wordmark can also be reversed out to white from a black background.
4. Or, it can be reversed out to white from a Pierce County blue background.

These are the only official versions of the Pierce County logo and wordmark. The logo and wordmark should not be modified in any way without approval from the Department of Communications.

1. DO NOT use any other symbols as logos for Pierce County.
2. DO NOT modify the county logo's dimensions or colors.
3. DO NOT reverse the logo out to white from any color other than a black or Pierce County blue (see acceptable alternative pg.6).
4. DO NOT modify the wordmark by changing the typeface (font).
5. DO NOT modify the wordmark by altering the spacing of the font.
6. DO NOT modify the wordmark by distorting the font.

# Pierce County

# Pierce County



Pierce County

Pierce County

## DO NOTS (including whatever else may be dreamed up)

1. No symbol substitutions
2. No color or dimension changes



3. No other background colors



4. No typeface changes



5. No letter spacing variations



6. No font distortions



Pierce County

Letterhead (not actual size)



**Pierce County**

**Department of Communications**  
930 Tacoma Avenue South, Room 737  
Tacoma, Washington 98402-2100  
(253) 798-6228 • Fax: (253) 798-6628  
www.piercecountywa.org

Envelope (not actual size)



**Pierce County**

**Department of Communications**

930 TACOMA AVE S, RM 737  
TACOMA, WA 98402-2100

## STATIONERY

Examples of approved materials.



**Pierce County**

**Department of Communications**

BARRY TAULKER  
Communications Assistant

930 Tacoma Avenue South, Room 737  
Tacoma, Washington 98402-2100  
www.piercecountywa.org

(253) 798-6228  
FAX (253) 798-6628  
mtaulker@co.pierce.wa.us

Business Card

### HOW NOT TO MESS UP A GOOD RELATIONSHIP

1. No larger type in relation to logo



**Pierce County**  
**Communications**

2. No dominant type above



**Communications**  
Pierce County

3. No type or photos too close

Lorem zzrit laore commole seniamet  
autpat. Nummolo rtisi. Cipisim duismod  
olessed dui. Em quis deliscidunt wis  
aliquam, sequip etumsandio odoluptatio  
odolutat nimu enuti  
iriuusto com molenitil  
etunim ati otniminil  
tu plutpat inet, nots  
sumnoistr by udtrem



4. Nothing separating logo



Agniam ilit doloborem ipit  
lamet ullaore rostrud tississit

**Pierce County**



Above: the space around  
should be equal or greater  
than Pierce County's  
lower case letter height.  
Right: the space around  
should be equal to or  
greater than the distance  
from the logomark to the  
top of the logotype.



When the logo and  
department name are  
combined into a circular  
unit, the department  
name should be Arial  
Bold or Helvetica Bold  
all caps, with small bullet  
points to separate.



## USING THE LOGO AND WORDMARK WITH ASSOCIATED TEXT

The Pierce County logo and wordmark are often used in conjunction with department names, program names, official and approved county slogans, or other related titles.

In these instances, the logo and wordmark must be superior in size and position to associated text. Department and program names should be Arial Bold or Helvetica Bold. And, when the department name and logo are combined into a circular unit, the department name should be all caps with a size relationship as shown. Small round bullets should separate wordmark and department.

1. DO NOT allow the logo or wordmark to be inferior in size to the associated text.
2. DO NOT allow the logo or wordmark to be inferior in position to the associated text.
3. DO NOT crowd with text or photos. There must always be a reasonable amount of clear space around the logo or wordmark. Please use the examples provided here as a guide for the appropriate clear space.
4. When using vertical or horizontal formats, DO NOT separate the logo and wordmark with other text or images.

## LOGO ON CLOTHING OR SIGNAGE

The aforementioned rules apply to clothing, signage, packaging, print, and the Web. In regards to clothing, pens and promotional items, a few additional rules apply.

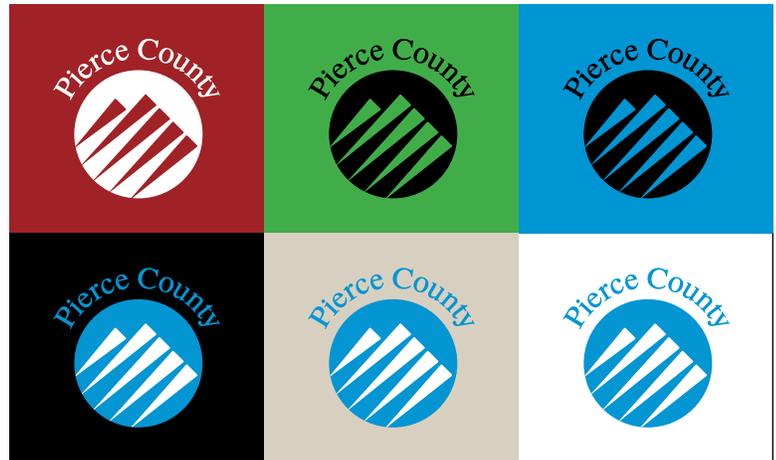
**Written permission.** All employees must receive written permission from their departmental director before ordering and wearing items bearing a Pierce County logo. A copy of the request must also be sent to the Department of Communications before the vendor is allowed to proceed.

**Colored backgrounds.** A black or reverse Pierce County logo can be used on clothing or items of various colors.

**Acceptable items.** The Pierce County logo may only appear on appropriate clothing and promotional items.

Unacceptable items include halter tops, tank tops, and shorts. In addition, if there is another logo, name, saying, quote or other information on a clothing or promotional item, it cannot bear the Pierce County logo. Exceptions for co-sponsorships of non-profit events and similar activities may be permitted on a case-by-case basis.

**Employees only.** To prevent non-employees from being identified as Pierce County employees, items containing department names, offices, divisions, or programs can only be ordered or worn by employees.



On darker colors, as with the red above, it is best to use a reverse white logo. On lighter colors, a black logo can be used. The Pierce County blue logo should only be used on black, white, off white or light tan backgrounds.

Signs should be white. On vertical signs, the Pierce County blue logo should be used with secondary type in black. On horizontal signs, the Pierce County horizontal blue and black logo should be used with secondary type in black. The line is optional on vertical signs, but required on horizontal signs.



## LOGO ON TV OR VIDEO

All logo rules apply to TV, video, and other electronic presentations. In addition, the Pierce County logo and wordmark should always be static. It should not spin, blink, move, change color, or be animated.

The logo should only appear on official county presentations. Exceptions for co-sponsorships of non-profit events and similar activities may be permitted on a case-by-case basis.





PCLB.eps • PCLB.jpg



PCL7461.eps • PCLCMYK.eps  
PCLRGB.jpg



PCLR7461.eps    PCLRB.eps  
PCLRCMYK.eps



Pierce County

PCLWVB.eps • PCLWVB.jpg



Pierce County

PCLWV7461.eps • PCLWVCMYK.eps  
PCLWVRGB.jpg



Pierce County

PCLWV7461B.eps • PCLWVCMYKB.eps  
PCLWVRGBB.jpg



Pierce County

PCLWHB.eps  
PCLWHB.jpg



Pierce County

PCLWH7461.eps  
PCLWHCMYK.eps  
PCLWHRGB.jpg



Pierce County

PCLWH7461B.eps  
PCLWHCMYKB.eps  
PCLWHRGBB.jpg

Pierce County

PCWB.eps  
PCWB.jpg

Pierce County

PCW7461.eps  
PCWCMYK.eps  
PCWRGB.jpg

Pierce County

PCWR.eps

## LOGO/WORDMARK FILE FORMAT GUIDELINES

The Pierce County logo and wordmark are available in a number of file formats. Please use the following information to determine which file name and type (.eps or .jpg) will work best for your application.

### APPROVED DIGITAL LOGO FILES

To the left are samples and the file names and types of approved Pierce County logo and wordmark versions. In the years since our current identity was adopted, we have found that numerous versions of our logo exist that do not match the original approved formats. If the files here do not match the files you are currently using or you need a more appropriate logo format or file type, please contact the Department of Communications. You can also download the files from our website.

### GLOSSARY FOR FILE NAMES:

|          |                           |
|----------|---------------------------|
| PC       | Pierce County             |
| L        | Logo                      |
| W        | Wordmark                  |
| LW       | Logomark/Wordmark         |
| V        | Vertical                  |
| H        | Horizontal                |
| B        | Black                     |
| 7461     | PMS 7461 (blue)           |
| CMYK     | 4-color (blue)            |
| RGB      | 3-color (blue)            |
| R        | Reverse (white)           |
| B at end | Black type with blue logo |

## COLOR TYPE OPTIONS

There are four color types to choose from. B (black ink), 7461 (PMS7461), CMYK (4-color printing), and RGB (primarily for Web use). Following is an explanation of what color type to pick for your project.

### B

Black ink is the most obvious. It is used whenever you are printing a job using only black ink.

### 7461

This number refers to the PMS (Pantone® Matching System) color chip professional printers use, which gives them the ink formula to duplicate our blue. This color type should be used when you are printing a 2-color or 3-color job (these colors are commonly called spot ink colors). Our stationery is an example of 2-color printing.

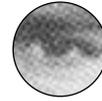
### CMYK

Use this color type when professionally printing a 4-color (full color) job. 4-color refers to the ink colors that are used to print color photos on a commercial printing press. The ink colors used are C (cyan), M (magenta), Y (yellow), and K (black), which are separated into small dots that, when printed together, create all the colors you see. The blue color in our logo and wordmark is also created using two of these four colors when this printing method is used.

### RGB

Similar to 4-color brochures, all the colors on your computer monitor and television screens are created using only three colors: R (red), G (green), and B (blue). For this reason RGB is the best color type to use on the Web.

*Note: If you are printing a job on your desktop printer, you can use either RGB or CMYK (you may notice a slight variation in color between the two).*



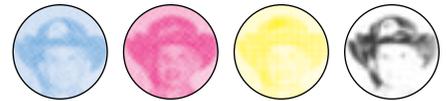
B (black ink)

Mr. Image printed using black ink.



7461 (PMS spot ink color)

Mr. Image printed using PMS 7461 (Pierce County blue).



CMYK (cyan, magenta, yellow, black)

Mr. Image exposed in full color. Printers use the four color separations shown above to print color photos. Each is printed, one over the other, creating all the colors your eye sees.

Pierce County blue is created using two of the four colors, 78% cyan and 28% magenta.

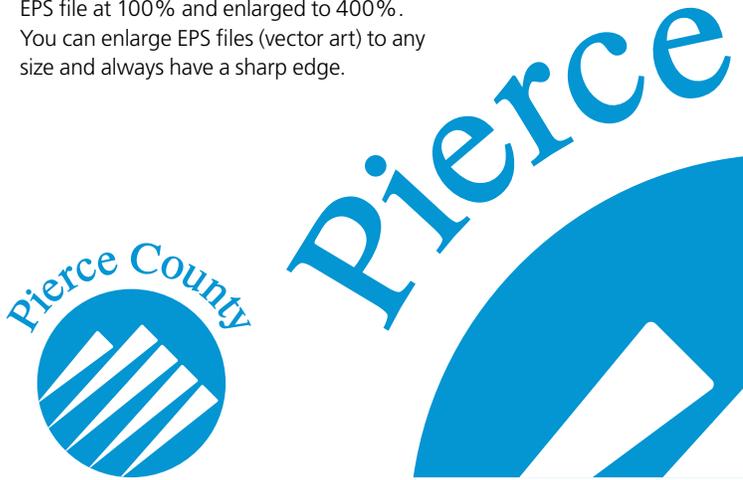


RGB (red, green, blue)

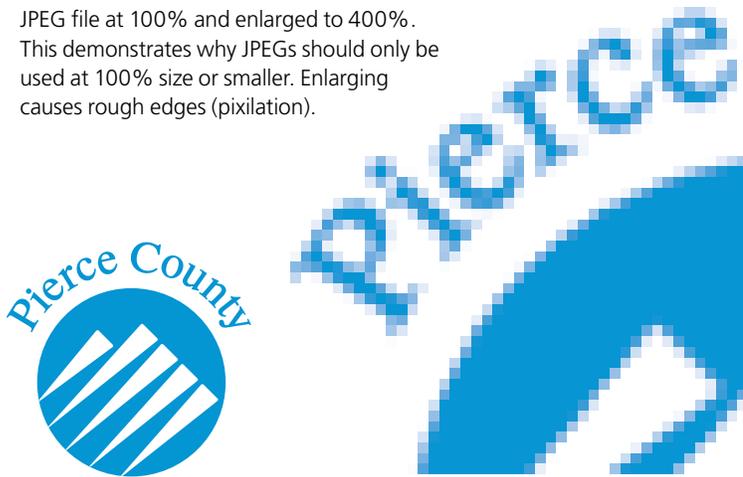
To expose Mr. Image in living color on your computer monitor or on television, you'd be viewing a combination of the three colors above in combinations on a scale from 0 to 255.

Pierce County blue is created using two of the three colors, 130 green and 200 blue.

EPS file at 100% and enlarged to 400%.  
You can enlarge EPS files (vector art) to any size and always have a sharp edge.



JPEG file at 100% and enlarged to 400%.  
This demonstrates why JPEGs should only be used at 100% size or smaller. Enlarging causes rough edges (pixilation).



#### Other File Types:

PDF (.pdf) files are documents that allow all computers to view and print a file as it was created without needing the same software it was created in. They should not be used as logo files.

GIF (.gif) files are used for simple Web images and Web animations. They work especially well with "flat-colored" items such as logos or artwork for the Web. GIFs are typically the smallest file size, which means they load quickly on Web pages. They should not be used for printing. GIF logo files are available upon request.

TIFF (.tif) are the standard file type for printing photos. Like JPEGs, they should not be enlarged. TIFF files should not be used as logo files.

BMP (.bmp) files are used primarily for line art or simple graphics. The Pierce County logo should not be printed or placed on the Web using this file type.

PSD (.psd) is an Adobe Photoshop file format that is meant for use in that program only. They are not meant for print or Web output.

## FILE TYPE GUIDELINES

Choosing the right file type is the best way to ensure the highest quality possible. It can be the difference between a sharp professional image and a "good enough" look. If you are not sure which file type to use, the following guidelines will help. Please call the Department of Communications for assistance if you are still unsure.

### BEST OPTIONS:

#### EPS (.eps)

This is the standard file format used by graphic and print professionals. It should be used for all professionally printed materials (stationery, brochures, displays, signs, etc.). The advantage of an EPS file is that it can be enlarged to any size and the edges of the type and logo will still look sharp and clean. If you enlarge a JPEG file, the edges will look ragged or pixelated. When working with a graphics professional or submitting a logo to be used by an event you are sponsoring, please send them an EPS file or direct them to the Department of Communications.

For you to be able to open or place an EPS file you must use professional graphic software like PageMaker, InDesign, Quark, Illustrator, Freehand, etc. If you are using software that is not able to open or place an EPS file, but you are sending your job to a professional printer, we recommend you use a JPEG in your files and include an EPS separately on your disk. This gives the printer the option of replacing the JPEG with the EPS if necessary.

#### JPEG (.jpg)

JPEGs are typically used when working in Word, Publisher, PowerPoint and on the Web (sometimes GIF files work better on Web jobs). They should only be used at 100 percent size or smaller. Enlarging a JPEG will result in poor quality. If you need a larger size, contact the Department of Communications and we will supply you with the size you need.

## FREQUENTLY ASKED QUESTIONS

### What approved slogans can be used with the logo and wordmark?

While Pierce County does have an official slogan, it is not meant to be used as part of the logo or wordmark. Typically, no slogans should be used with the logo and wordmark without approval from the Department of Communications.

### What if I discover the Pierce County logo or wordmark used inappropriately on material that is already printed or online?

If you find any communications material, including brochures, newsletters, Web pages, letterhead, business cards, or other examples that are using the Pierce County logo or wordmark in ways other than those described in this document, please immediately forward an example to the Department of Communications.

### I'm trying to create a separate identity for my department or program. Why can't I use a separate logo?

Pierce County's brand is strongly recognized and represents the county as a single, coordinated organization. Separate identities are exclusionary and inconsistent. In addition, the strength of the Pierce County brand depends upon all departments using it on a regular basis.

### I'm using an official Pierce County logo, but it is older than the current one. Is that acceptable?

No. You must use the current official Pierce County logo or wordmark.

### Can I change the color of the Pierce County logo or wordmark to match the rest of my printed material, Web page, or clothing?

No. You cannot change the color of the Pierce County logo.

### Can I recreate the Pierce County wordmark myself if I use the correct typeface?

No. You must only use the actual image file for the Pierce County wordmark. This is the only way to ensure that proper sizing, spacing, and other characteristics are in place. You can obtain the image file by contacting the Department of Communications.

### Is there an official Pierce County typeface (font) that I should use for all the text on documents or material I create?

No. There is no official Pierce County font, except for the typeface used specifically for the Pierce County wordmark. However, we strongly recommend simple, professional typefaces, such as Times Roman or Arial.

### How do I request an exception to the Graphics Standards Manual?

All exceptions to the Graphics Standards Manual must be approved by the Pierce County Department of Communications. For further information, call (253) 798-6209 or email the department at [pccommunications@co.pierce.wa.us](mailto:pccommunications@co.pierce.wa.us).

[More Questions? Contact Us.](#)



Department of Communications  
930 Tacoma Ave. S. #737  
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An image this good is a terrible thing to waste. Thank you for your cooperation.



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