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.

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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.

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.
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
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.

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
Examples of approved materials.

**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.

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.
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
- **R**: Reverse (white)
- **7461**: PMS 7461 (blue)
- **CMYK**: 4-color (blue)
- **RGB**: 3-color (blue)
- **B at end**: Black type with blue logo

![Logo/Wordmark File Format Guidelines](image)
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).
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)

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

EPS 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).

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.

**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.

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.

More Questions? Contact Us.

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An image this good is a terrible thing to waste. Thank you for your cooperation.