Brand Identity Guidelines

Communications, Board of Supervisors Office

2024

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Welcome to the Johnson County Brand Identity Guide.

This document serves to bring a fresh look and detailed guidance to help Johnson County employees communicate and represent the County in a consistent and thoughtful manner by simplifying your use of logos, color palettes, and fonts.

This guide is a living document and updates are inevitable.

We encourage employees to use this guide when creating anything new such as flyers, brochures, tablecloths, name tags, stationery, and promotional items. Please feel free to continue using existing materials until supplies are gone or up for renewal.

A current copy of this guide and all logos, graphics, and templates can be found on the share drive at:

S:\Everyone\Official Johnson County Branding Kit.

If you have questions or need assistance, contact us at communications@johnsoncountyiowa.gov.

Thank you,

Communications,
Board of Supervisors Office

Logo

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Logo Variations

Following these guidelines when displaying the County logo enables departments and offices to identify themselves as a part of a wider Johnson County in a professional, unified, and consistent manner.

The official Johnson County logo

- Can be used for both internal and external audiences; for formal or informal purposes.
- Department/office name or department/office name and sub-unit can be displayed.

SOCIAL SERVICES

SOCIAL SERVICES

Livable Community for Successful Aging

Blank Johnson County logo

- Can be used to display the County name more prominently.
- Can be used to identify specific offices or departments.
- Can be used when the official logo's text is too small to clearly engrave, embroider, or print.

JOHNSON COUNTY

Social Services

JOHNSON COUNTY

Iowa

Black and white logo

Use the full-color logo wherever possible and only reserve the black and white version for specialty print projects where color is unavailable, such as a 2-color printing limit.

JOHNSON COUNTY

Social Services

Logo Guidelines

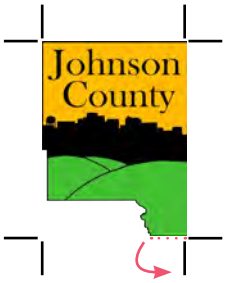
Size Limit

In order to ensure legibility, the logo must not appear smaller than the following dimensions:

- Print: 0.75 inches wide
- Digital: 85 pixels wide
- Minimum imprint area: 0.5 inches wide

Spacing

To ensure the amount of clear space is appropriate, use the length of the panhandle’s bottom border as a guide to consider how much padding is needed surrounding the logo.



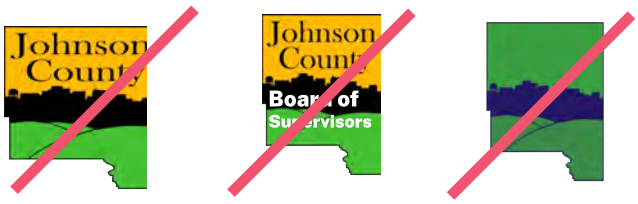
Co-branding

When a co-sponsorship requires another brand to be displayed, the total graphic space should be no smaller than 1.0 inch high.

The width can vary depending on the size(s) of the secondary logo(s).

Avoid

- Avoid stretching, recoloring, or adding text to the logo.
- Avoid using the old gradient logo for any new projects and consider updating it before reprinting.



Accessibility Matters

Alternative text (alt text) is designed to make visual content accessible to people with vision disabilities who use screen readers. Graphics in documents and emails should have alt text applied for this purpose.

Learn more:
Everything you need to know to write effective alt text

JoCo Wordmark

A new way to represent Johnson County comes from the longtime nickname "JoCo". Using the "JoCo" wordmark provides an informal style of communication and adds versatility to your designs.

The JoCo wordmark should not be used on formal pieces of communication materials, including those that address sensitive topics such as trauma or crises-related services, official County documents (i.e. financial statements, registrations, tax statements), or County news releases.

Accessibility Matters

Apply logos to backgrounds where text can be read clearly. Make sure there is enough contrast between the logo and the background color/photo. Adjusting the opacity of a photo can make the logo more visible.

Use JoCo wordmark for:

- Flyers inviting the public to a fun, family-friendly event
- Brochures about programs that have a positive impact on the County such as prairie conservation, recreation, and volunteer opportunities
- Invitations to employee or public events aimed at building community, promoting unity, and celebrations

Do not use for:

- Materials about crises or trauma-related services
- County news releases
- Official business documents or statements

Microsoft has accessibility tools included in their software to guide you through the steps to insure files are accessible.

Learn more:
Accessibility tools for Microsoft 365

Font

09 Primary Font
10 Formal Font

Primary Font

Typography is an effective tool that adds a visual tone to complement your message and helps it stand out. Using fonts consistently helps reinforce our identity. These fonts are suitable for use in print and digital applications.

Calibri

Calibri Regular

Calibri Light

Calibri Bold

Calibri Italic

Calibri Light Italic

Calibri Bold Italic

Calibri Regular
16pt.

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz

Ideal for:

- Headlines
- Body Text
- Callouts
- Graphs
- Captions

Calibri is a free font available on all Microsoft products.

Alternative Canva Font:

Public Sans

Public Sans Regular

Public Sans Thin

Public Sans Bold

Public Sans Regular
16pt.

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz

Public Sans is a free font available for download at:
https://fonts.google.com/specimen/Public+Sans

Formal Font

Baskerville Old Face font can be used for more formal pieces of communication such as certificates and letters. Baskerville can also be used throughout for subheadings.

Baskerville Old Face

Baskerville Old Face Regular

Baskerville Old Face Bold

Baskerville Old Face Italic

Baskerville Old Face Regular 16pt.

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz

Alternative Canva Font:

Libre Baskerville Regular

Libre Baskerville Bold

Libre Baskerville Italic

Ideal for:

- Formal Letters
- Invites/Certificates
- Subheadings
- Intro Copy
- Quotes

Download Libre Baskerville font on google:
https://fonts.google.com/specimen/Libre+Baskerville

Libre Baskerville Regular 16pt.

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz

Cursive Fonts:

Cursive fonts should not be used on items other than certificates and formal event invitations. Feel free to seek guidance and recommendations from Communications in the Board of Supervisors Office.

Color

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Color Introduction

Revised logo **Old logo**

In the revised logo, flat colors are used. Gradients and shadows have been removed and only solid colors remain. Recreating gradients and shadows on an image that is transferred onto promotional items and apparel can be costly, whereas using only two colors (green and yellow) on a black t-shirt, for example, would be significantly less expensive.

Do not discontinue use of items that still display the old logo. Use them until supplies are gone.

Use the revised logo when making new materials, ordering new promotional items, and updating templates for future use.

In the second column, JoCo Yellow #FDBA1D was applied to each header and opacity was reduced by 25% each time to help with visual tracking.

Accessibility Matters

Though we removed the gradient and shadows on our logo, applying gradients and changing opacity levels of photos and colors in visual layouts can still be beneficial. You can use these methods to increase accessibility in many ways.

Visual tracking

Gradients can help guide the eyes from one part of a design to another, such as between lines of text or to specific elements. For example, in gradient text, each line can start with a different color to help readers move their eyes down the page without skipping words. This can be especially helpful for people with dyslexia, ADHD, or vision impairments.

Color distinction

Gradients can provide visual cues that help users distinguish colors, which can be important for people with color blindness.

Contrast

Gradients can be used to draw attention to specific areas of a design, such as clickable elements or headlines. When text is meant to be read on a digital document or on slides it's important to ensure that the colors of text used in the gradient meet accessibility standards.

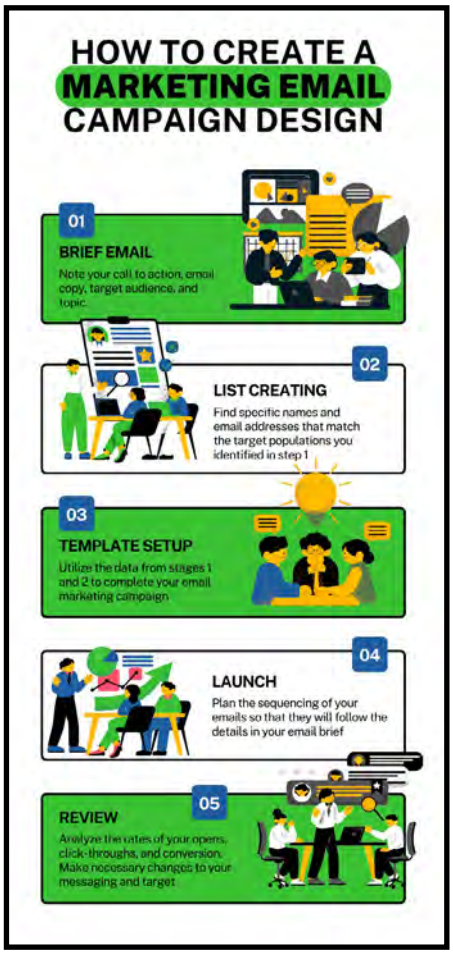
See the color chart on page 14 for a full list of available colors based on opacity levels.

Primary Colors

Designs should contain a majority of color from our primary palette and only a small amount of color from the secondary palette except promotional giveaways which may use yellow or grey as its background color.

Black Text OK	*Green Text OK* | *White Text OK*	*Grey Text OK* | *Black Text OK*
JOCO GREEN **HEX COLOR: #76C044**	**BLACK** **HEX COLOR: #000000**	**WHITE** **HEX COLOR: #FFFFFF**

Example of color application:



Accessibility Matters

When using the web or any digital platform to display your designs, the contrast between the letters in the foreground and the background color must meet certain guidelines to adhere to ADA compliance.

Use the guide shown above to check which colors are appropriate for text when displayed on top of another color. This is especially important when presenting text on digital screens and sending digital documents to your audience.

Learn how to use HEX codes to choose colors in Microsoft and Canva.

Color Contrast Checker

Secondary Colors

The secondary color palette was carefully selected to complement and support our primary brand colors of black, green and white, while creating flexibility to design effective visual communications.

Secondary colors are ideal for elements that require differentiation, such as charts and graphs, iconography, and call to action buttons in web applications.

Yellow and grey can be used as primary color for clothing apparel and giveaways.

HEX COLOR: #3C5E9C

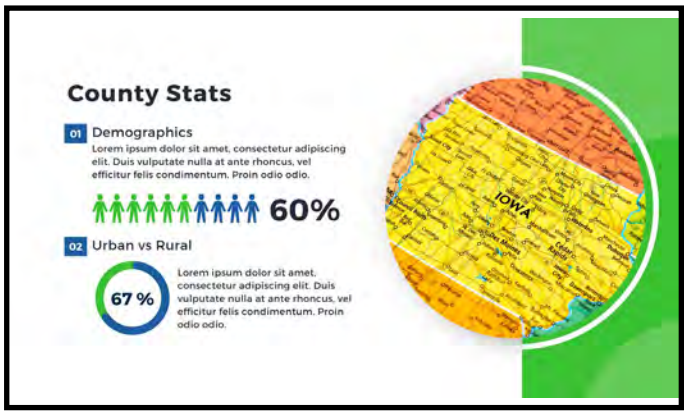
HEX COLOR: #FDBA1D

HEX COLOR: #FF526A

HEX COLOR: #5F774D

Brand color gradients

Example of color use



Branded PowerPoint slides can be found in the template folder at: S:\Everyone\Official Johnson County Branding Kit

Use the color picker at the link below to get the hex code from this chart. https://photokit.com/colors/eyedropper/

Brand

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Formatting

Which file format do I use?

Johnson County logos are available in high-resolution .png files ideal for PowerPoint, Word documents and web applications.

For commercial printing, silk-screened items, engravings, and signage, a vector-based file is usually preferred by the printing company (AI or EPS). When printing physical versions of your custom designs, .pdf files are sufficient.

Contact Communications in the Board of Supervisors Office if you need access to AI or EPS files, or need support with ordering from outside printers.

Social Media:

Avatars (also known as profile pictures) for different social media platforms are in the branding guide folder under social media.

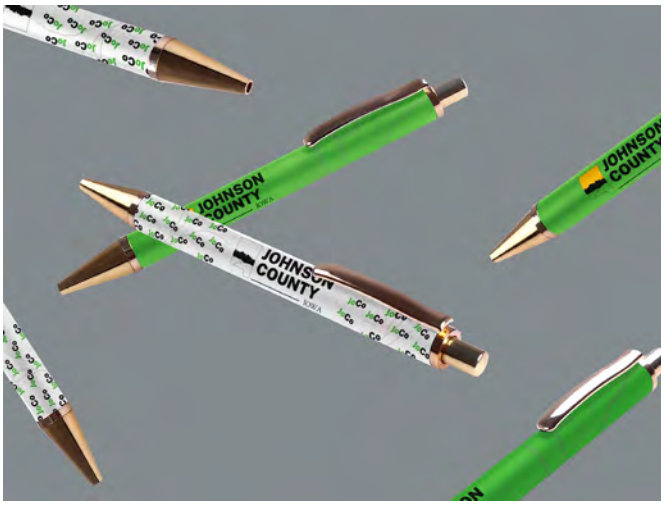
Do not use logos where text is stretched or cut-off.

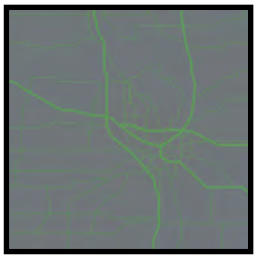
Cover photos work best for header images because they resize differently on desktop and mobile; text and graphics can get cut off or covered depending on the device a visitor uses to access your channel.

If you need help formatting photos and creating headers for social media, please contact Communications in the Board of Supervisors Office.

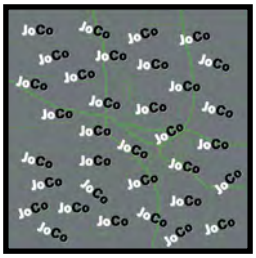
Graphic Patterns

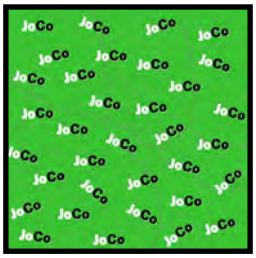
The patterns below are a way to blend County elements into your designs. You can use patterns to fill space, insert into shapes, or use it as a background.





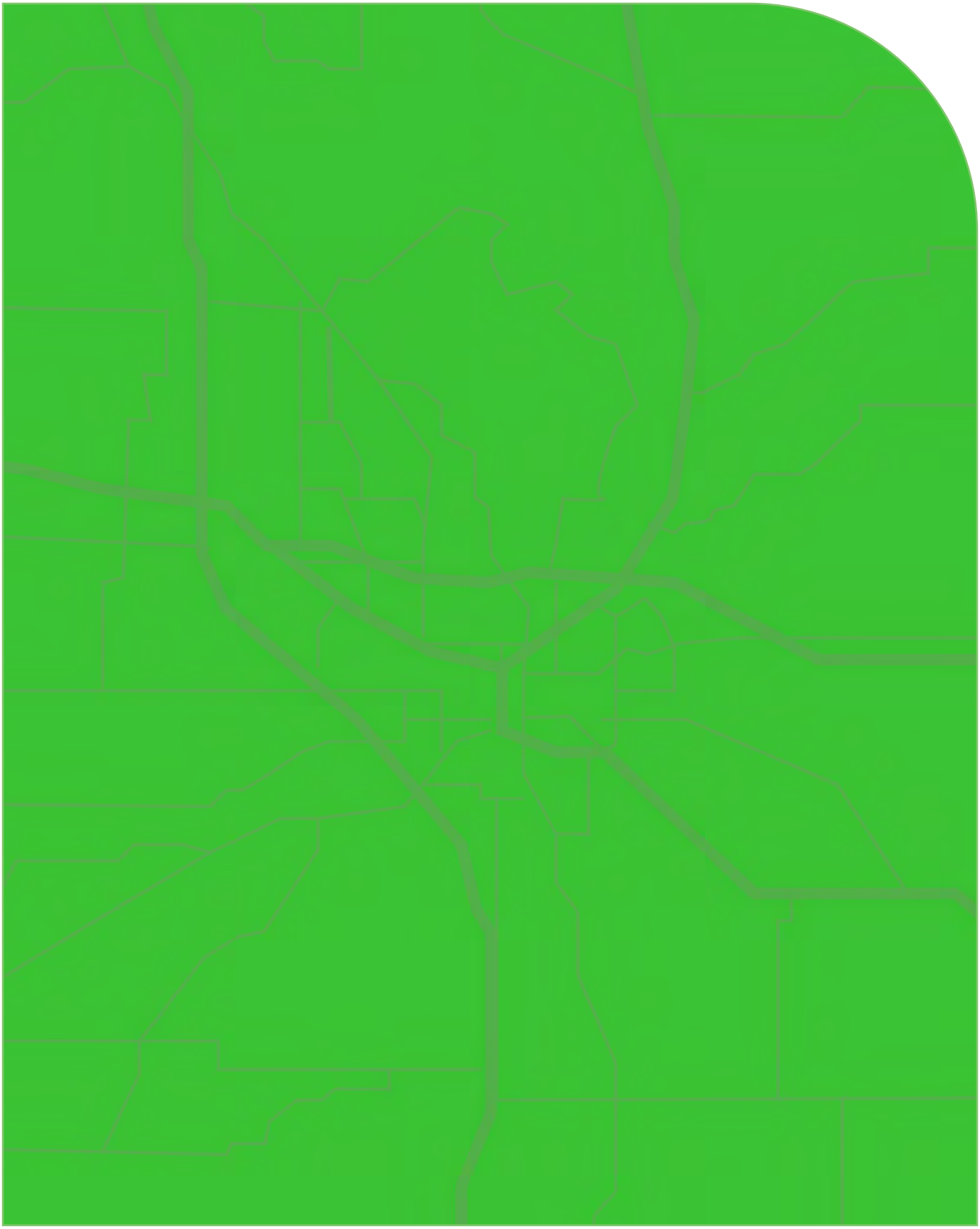
Graphic files and templates for stationery, email signatures, business cards, and slides are in the Brand Guide folder under "Graphics & Templates".





Brand Application

Need help designing promotional materials?

communications@johnsoncountyiowa.gov
319-688-8011

Brand Application