



# BRAND STYLE GUIDE

VISUAL IDENTITY USAGE & GUIDELINES



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# BENTON COUNTY WA

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# WHAT ARE BRAND STANDARDS?



## OVERVIEW

This Brand Style Guide sets forth the brand standards for Benton County Government, establishing a cohesive image for our organization. Our branding serves as a stamp of quality on every product and service we provide. These standards have been approved by the Board of County Commissioners, with the expectation that all Commissioners' and/or Administrative departments, divisions, and agencies will adhere to the guidelines set forth.

Other independently elected County officials are encouraged, though not required, to also adopt the standards in this guide, so that Benton County residents can easily identify and recognize the high-quality services we provide.

Our brand highlights the dedication and passion of the Benton County Government employees who work hard to maintain an exceptional level of service and create a high standard of living for our community.



# INTRODUCTION



## OUR BRAND PROMISE

Benton County Government means something different to each citizen and resident of our community: reliable services; solid roads and utilities; exceptional courts; steady job market; booming agricultural and technology industries. Hard work and attention to detail has helped us to transform the tax revenues of our residents into these valuable community assets. Our brand is a stamp of quality for each of the services we provide.

To make our "stamp" more visible and recognizable, we have chosen to unify and streamline our image throughout the County with a brand system that reflects our community. Whether paying property taxes, applying for a job, watching a street get repaved, or voting in an election, the residents of Benton County will see and hear a consistent message and symbol of quality service.

## BRANDING UPDATES

This guide will be updated as necessary. Any updated page(s) will be provided to department, office, agency, and related and/or affiliated entities and the updated document file will replace any digital files overseen by the Board of County Commissioners. Each department or office will be responsible for replacing any version made available on their own shared network drives.





# CONTACT

## BENTON COUNTY CONTACT

For any questions or concerns regarding the Benton County brand signatures or visual identity, including usage of brand assets, colors, or fonts, please contact:

### Shyanne Faulconer

Community Programs &  
Public Relations Coordinator

### BENTON COUNTY COMMISSIONERS OFFICE

7122 W. Okanogan Place  
Kennewick, WA 99336  
(509) 222-3760 PHONE  
[Shyanne.Faulconer@co.benton.wa.us](mailto:Shyanne.Faulconer@co.benton.wa.us)





# THE BENTON COUNTY BRAND



**BENTON  
COUNTY  
WASHINGTON**

## BRAND JOURNEY

The Benton County brand started by listening to our employees and elected officials. Through individual interviews, small group discussions, and online surveys, the people within the County government shared their perspectives and opinions about what makes Benton County unique and distinctive.

In early 2017, Administrative and Commissioners staff began developing what the Benton County brand meant and helped bring the essence of Benton County to life. Throughout the year, employees coalesced and shared ideas with one another about what makes Benton County great, and how that could best be represented in a visual brand.

Benton County employees, along with the support of Focal Point Marketing & Multimedia, reviewed the staff and officials' feedback and other qualitative and quantitative data before brainstorming together ways to give Benton County an identity that reflected the vision of our community. The goal was to develop unique brand elements that would set Benton County apart, and would unify our organization with a singular look and voice.

At the end of the development process, three logo designs were presented to elected officials and County staff via online survey and one-on-one meetings to ensure that the work completed honored their input and best represented Benton County Government.

This document provides the directions, ideas, and tools for accurately representing and unifying the Benton County brand. The artwork, colors, examples, and specifications provided in this guide will enable users to consistently implement the Benton County brand.



# ABOUT BENTON COUNTY

## REGION ON THE RISE

Benton County was established in 1905 from what were larger versions of Klickitat and Yakima Counties. Benton County is named for Thomas Hart Benton, a 19th Century U.S. Senator from Missouri who was an outspoken champion for westward expansion.

Benton County's economic, demographic, and cultural history was largely shaped by World War II and the ensuing Cold War, which brought a sustained federal presence to the region in the form of the Hanford Site. Hanford was a primary site for the Army's secret Manhattan Project, legacies of which include a national laboratory and numerous multinational science and technology contractors that drive the Benton County economy and STEM culture to this day.

With about 200,000 people, Benton County is the tenth largest county in Washington state and third largest county east of the Cascade Mountains. Growth and prosperity of the Tri-Cities region has been relatively steady since World War II, and while agriculture and the Hanford Site remain the bedrock of the economy that has sustained that growth and prosperity over most of this time, burgeoning retail, medical, retirement, and tourism sectors are maturing that afford Benton County a more diverse and complex economic mosaic that bodes well for the future.





# BRAND ELEMENTS & STYLE



# VISUAL IDENTITY

BENTON COUNTY "SEAL" SIGNATURE



BENTON COUNTY "STACKED" SIGNATURES



BENTON  
COUNTY  
WASHINGTON

BENTON COUNTY "COUNTY OF" SIGNATURE



BENTON  
COUNTY  
WASHINGTON

BENTON COUNTY "WIDE" SIGNATURE



BENTON COUNTY WA

## BENTON COUNTY SIGNATURES

The Benton County visual identity is represented in these logo marks, called signatures. The Benton County signatures combine unique visual identifiers – including a river and rolling hills against a sunset – with a modern logotype to make up a memorable visual identity system.

The identity system was developed with input and guidance from county employees through various surveys. The end result emphasizes the traits and characteristics that the county is most known for: confluence of three major rivers and the beautiful natural landscapes and sunshine of our region.

The adopted brand consists of four signature options:

- **Seal Signature**
- **Stacked Signatures**
- **Wide Signature**
- **County Of Signature**

The Seal Signature is the preferred logo signature, as it is the most versatile and symbolic visual identifier by all county departments. This should be the default and go-to logo signature used in branding efforts.



# SIGNATURE MECHANICS



## SIGNATURE

The Benton County brand will come to be recognized by its visual identity, or signature. The signature is represented in four options, varying in shape and size, which offer flexibility for use in print, digital, and various media. The Benton County visual identity, when used in compliance with these guidelines, will help to build brand awareness and recognition as a thriving and vibrant southeastern Washington region.

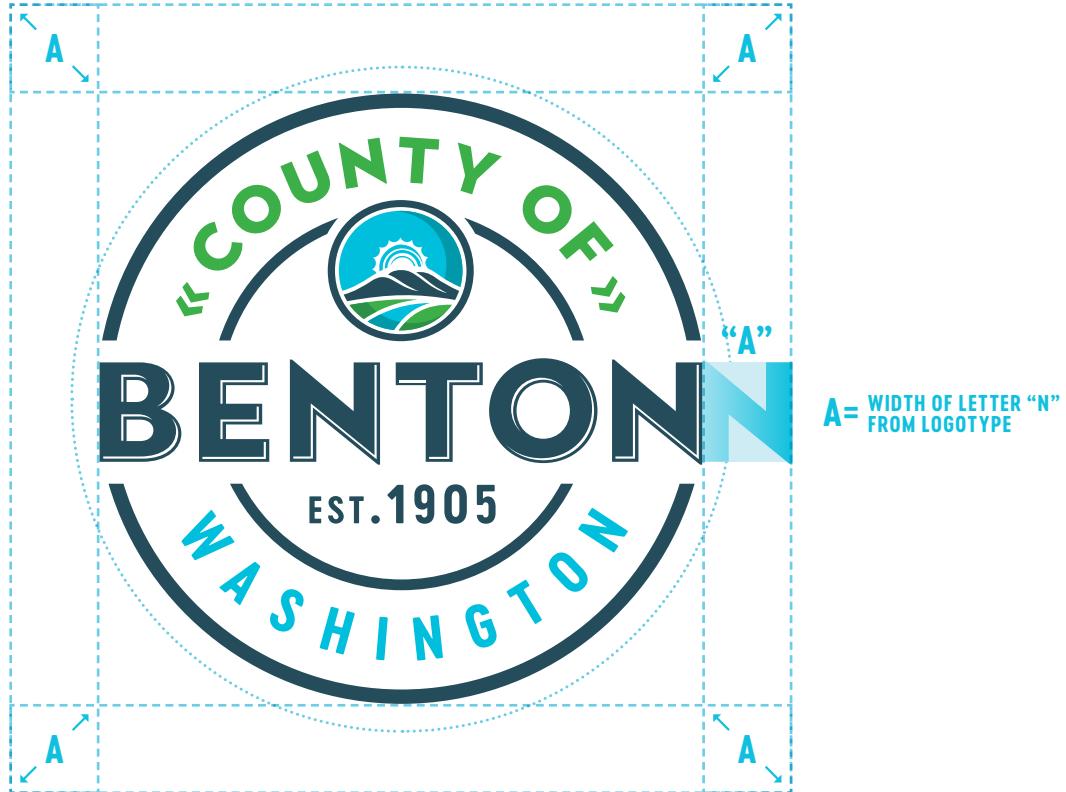
## CONSTRUCTION

Knowing the make-up, or construction of the signature, helps to identify its components and how they each fit together like a puzzle. The signatures were built with intention, scale, and proximity in mind. This construction is identified above, showing the spacial relationships of each component and their proximity. Adhering to this construction will help to preserve the integrity of the Benton County brand.

*Please do not attempt to recreate  
the signature in any way.*



## CLEAR SPACE



### CLEAR SPACE

The protected area surrounding the logo (as indicated by the dotted perimeter margin) is referred to as clear space. This margin of negative space helps ensure that nothing interferes with the logo.

### MARGIN

The size of this clear space is identified by the width of the "N" in Benton, identified as "A" (shown above).

### MINIMUM SIZING

For best readability, any Benton County signature should be sized no smaller than 1.25" on the shortest edge (90 pixels for web). If used on promotional products that require a smaller size, use the black or 1-color variation for best results.

### LOCKUP BORDER

A white margin has been included on all "lockup" logo variations for optimal appearance on dark or photographic backgrounds (indicated by dotted line).



# USAGE & GUIDELINES

## SIZING/SCALING



✓ Preferred / acceptable scale



✗ Wrong scaling (unproportional)



✗ Wrong scaling (unproportional)

## COLOR USAGE



✓ Preferred / acceptable color



✗ Wrong colors (not approved)



✗ Defacing/making derivative

## GUIDELINES

For all permitted uses of our brand assets, you may not:

- alter our logos in any way
- place a logo in too close of proximity to other content that it is indistinguishable
- use our logos in a way that suggests any type of association or partnership with another entity without first an approval by Benton County
- use our logos in a way that is harmful, obscene or damaging to our brand
- use our logos in places containing content associated with hate speech, pornography, gambling or illegal activities

## SCALING

The Benton County brand signatures should be scaled and sized proportionally. **DO NOT** attempt to stretch, expand, nudge, squeeze or misshape the logo assets. Inappropriate scaling negatively impacts the integrity of the brand.

## COLORS

Approved signature colors are outlined on page 20 of this document. Using colors other than the approved palette is prohibited.

## DERIVATIVES

Assets outlined in this document were developed specifically for the Benton County brand. Derivatives and modifications of the Benton County signatures and assets are prohibited.



# LOGO VARIATIONS



## BRAND SIGNATURES

The following logo variations were created for all four Benton County signatures – including the Seal Signature, Stacked Signature (vertical and horizontal), Wide Signature and County Of Signature (two styles). Each signature is provided in the varieties listed to the right, if applicable, in a range of file formats.

## DIGITAL LOGO FILES

All brand signatures and color variations are available in a number of file formats, each of which have preferred uses. EPS and PDF file formats are vector image files that are best for high-quality print reproduction. JPG and PNG file formats are best for digital implementations for presentations and on the web.

## COLOR VARIETIES



### 4-Color CMYK Logos

Four-color process logo options should be the primary variation used for most print collateral needs, including all full-color printed materials.



### 1 & 3-Color Spot Logos

Spot color logos should be used on materials utilizing individual Pantone-color printing. This applies to screenprinting or embroidery on apparel, as well as offset printing. Spot colors include Pantone® 7477 (navy), 361 (green) and 311 (blue).



### Black Logos

These logos should be used on documents that utilize black-only printing (copiers, faxing, etc.). Full color graphics do not fax or reproduce well, leading to poor brand consistency.



### Negative/White Logos

These logos are best suited when being used on top of dark, solid colors or graphics. If there is question about when to use this variation, consult a Benton County representative.



### Lockup Logos

These multi-functional logos have a white border that helps provide optimal results on any background.



VECTOR FORMATS (FOR PRINT USE)



RASTER FORMATS (FOR WEB USE)

# LOGO VARIATIONS

CONTINUED

## SEAL SIGNATURE - VARIATIONS

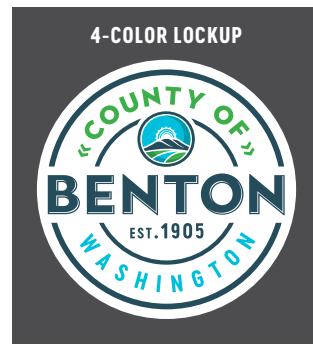
4-COLOR



4-COLOR NAVY



4-COLOR LOCKUP



4-COLOR NAVY LOCKUP



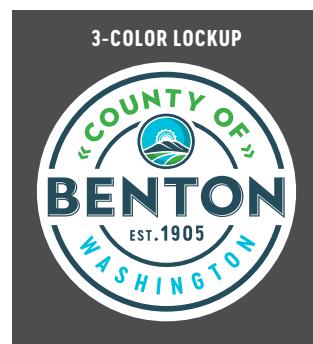
3-COLOR



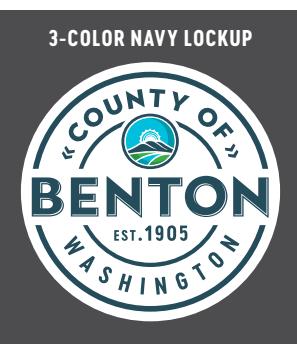
3-COLOR NAVY



3-COLOR LOCKUP



3-COLOR NAVY LOCKUP



1-COLOR NAVY



1-COLOR BLUE



1-COLOR GREEN



BLACK



WHITE



# LOGO VARIATIONS

CONTINUED

## "COUNTY OF" SIGNATURE - "O" VARIATIONS

4-COLOR



3-COLOR



BLACK



WHITE



1-COLOR NAVY



1-COLOR BLUE



1-COLOR GREEN



## "COUNTY OF" SIGNATURE - "STYLED T" VARIATIONS

4-COLOR



3-COLOR



BLACK



WHITE



1-COLOR NAVY



1-COLOR BLUE



1-COLOR GREEN



## WIDE SIGNATURE - VARIATIONS

4-COLOR



3-COLOR



BLACK



WHITE



1-COLOR NAVY



1-COLOR BLUE



1-COLOR GREEN



# LOGO VARIATIONS

CONTINUED

## STACKED SIGNATURE - HORIZONTAL VARIATIONS

4-COLOR



3-COLOR



BLACK



WHITE



1-COLOR NAVY



1-COLOR BLUE



1-COLOR GREEN



## STACKED SIGNATURE - VERTICAL VARIATIONS

4-COLOR



3-COLOR



BLACK



WHITE



1-COLOR NAVY



1-COLOR BLUE



1-COLOR GREEN





# OTHER VISUAL ASSETS

## COUNTY OUTLINE

4-COLOR "0"



3-COLOR "0"



BLACK "0"



WHITE "0"



4-COLOR "STYLED T"



3-COLOR "STYLED T"



BLACK "STYLED T"



WHITE "STYLED T"

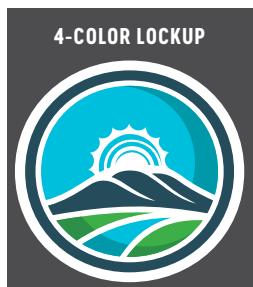


## SUNSET ICON

4-COLOR



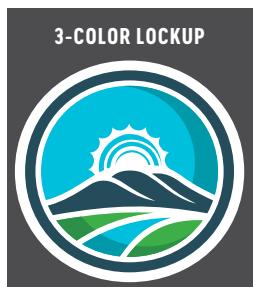
4-COLOR LOCKUP



3-COLOR



3-COLOR LOCKUP



BLACK



1-COLOR NAVY



1-COLOR BLUE



1-COLOR GREEN



WHITE



## OTHER VISUAL ASSETS

CONTINUED

### LOGOTYPE - TITLE STACKED

4-COLOR



3-COLOR



BLACK



WHITE



### LOGOTYPE - TITLE STACKED SOLID

4-COLOR



3-COLOR



BLACK



WHITE



### LOGOTYPE - TITLE WIDE

4-COLOR



3-COLOR



BLACK



WHITE



### LOGOTYPE - TITLE WIDE SOLID

4-COLOR



3-COLOR



BLACK



WHITE



### BENCO (specialty use only)

4-COLOR



3-COLOR



BLACK



WHITE





# COLOR OUTPUT

## UNDERSTANDING COLOR OUTPUT

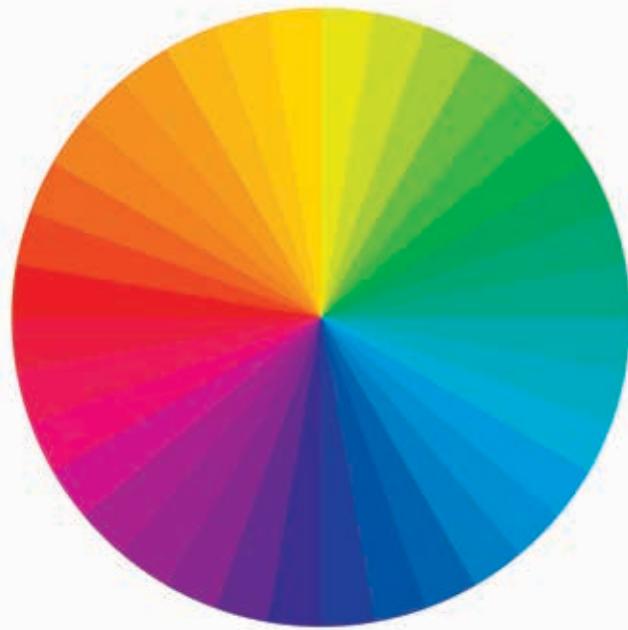
Logo graphic files contain very specific information on how their colors are reproduced. This information is commonly referred to as “color mode”. The most widely used color modes are CMYK and RGB. See the chart at the bottom of this page to learn what distinguishes these color modes apart.

### CMYK

CMYK stands for Cyan, Magenta, Yellow, Keytone (black). CMYK printing is also known as process color printing. Printers digitally separate the artwork into these four different “layers” and print them on top of each other to composite the image or logo. These four inks mix on the paper in different ways to recreate almost any color. Process CMYK is the recommended way to create photos and illustrated artwork for printed reproduction.

### RGB

RGB stands for Red Green Blue. This is a color mode that is specific to computers, TV screens, mobile devices and other digital displays. There are no exact equivalents in print. Logos that are used on-screen are built in RGB. An RGB logo file may not print very well on standard printers. It is not meant to be reproduced on paper. RGB is especially tricky because virtually all digital displays are calibrated differently. One color may look perfect on one screen, but terrible on another. RGB color should be considered variable and inconsistent as far as printing is concerned. This color mode is not recommended for print.



## COLOR OUTPUT & USAGE

	CMYK	RGB
ACRONYM MEANING	Cyan, Magenta, Yellow, Black	Red, Green, Blue
USES	Print	Digital (computers, TVs, mobile, etc.)
OTHER USEFUL INFO	<ul style="list-style-type: none"><li>CMYK consistency can vary by printer.</li><li>Color matching can be done with CMYK offset printing to ensure optimal color.</li></ul>	<ul style="list-style-type: none"><li>Not recommended for print.</li><li>On-screen logos will be built in RGB.</li><li>Screen color can vary due to color calibration.</li></ul>

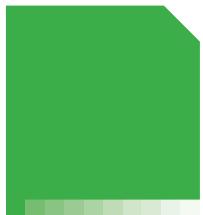


# COLOR PALETTE

## PRIMARY PALETTE



PANTONE® 7477  
C-87, M-60, Y-48, K-0  
R-38, G-76, B-90  
HEX #254B59



PANTONE® 361  
C-76, M-4, Y-100, K-0  
R-59, G-174, B-73  
HEX #3AAD49



PANTONE® 311  
C-69, M-0, Y-11, K-0  
R-8, G-192, B-222  
HEX #08BFDD

## BRAND ACCENT PALETTE



PANTONE® 124  
C-7, M-36, Y-100, K-0  
R-235, G-169, B-33  
HEX #EAA820



PANTONE® 152  
C-5, M-67, Y-100, K-0  
R-232, G-116, B-37  
HEX #E87324



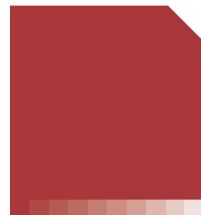
PANTONE® 154  
C-29, M-67, Y-100, K-19  
R-157, G-91, B-37  
HEX #9D5B25



PANTONE® 5783  
C-39, M-25, Y-55, K-1  
R-162, G-168, B-130  
HEX #A1A882



PANTONE® 5405  
C-75, M-47, Y-33, K-7  
R-76, G-116, B-139  
HEX #4B738B



PANTONE® 1807  
C-24, M-91, Y-78, K-16  
R-167, G-52, B-57  
HEX #A73439

Color can have a powerful emotional effect on consumers and it plays a big role in the success of brands today. Color has the ability to evoke feelings and emotional responses, and more importantly, can influence opinions. A brand's color palette should be a visual representation of its personality and when used consistently, it can root in the minds of consumers for positive brand recognition.

In this case, the foundation for which this palette was developed was the scenic landscape of Benton County and the Mid-Columbia region. The colors were chosen to pay tribute to the natural landscape and agricultural history of our area, focusing on the mighty Columbia River, Horse Heaven hills and sprawling vineyards and farm land.



# FONTS

## FONT RECOMMENDATIONS

It is recommended that whenever possible, utilize these suggested font options for headlines, subheads, or body copy in all advertising and marketing collateral. From business documents to forms and brochures, these fonts work best with the Benton County brand signatures.

### PRIMARY/RECOMMENDED FONT

#### PREFERRED TYPEFACE: GOTHAM BOOK

Gotham Thin  
*Gotham Thin Italic*  
Gotham Extra Light  
*Gotham Extra Light Italic*  
Gotham Light  
*Gotham Light Italic*  
► Gotham Book  
*Gotham Book Italic*  
Gotham Medium  
*Gotham Medium Italic*  
Gotham Bold  
*Gotham Bold Italic*  
Gotham Black  
*Gotham Black Italic*  
Gotham Ultra  
*Gotham Ultra Italic*

#### LOGOTYPE: TOWN

**TOWN 10 DISPLAY BLACK**  
**TOWN 22 EMBOSSED BLACK**

### SECONDARY/SUBSTITUTE FONTS

#### PREFERRED SUBSTITUTES:

Century Gothic Regular  
Century Gothic *Italic*  
**Century Gothic Bold**  
**Century Gothic Bold Italic**

Helvetica Regular  
*Helvetica Italic (or Oblique)*  
**Helvetica Bold**  
**Helvetica Bold Italic (or Oblique)**

Arial Regular  
*Arial Italic*  
**Arial Bold**  
**Arial Bold Italic**

# BUSINESS SYSTEM



# STATIONARY

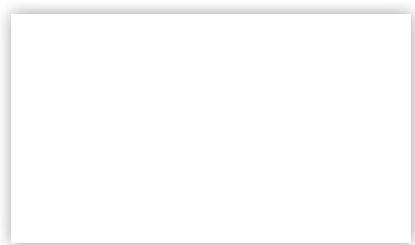
LETTERHEAD / STATIONARY



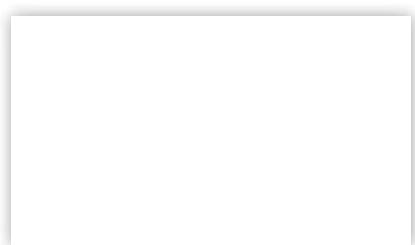
STANDARD NO.10 ENVELOPE



BUSINESS CARD (FRONT)



BUSINESS CARD (BACK)

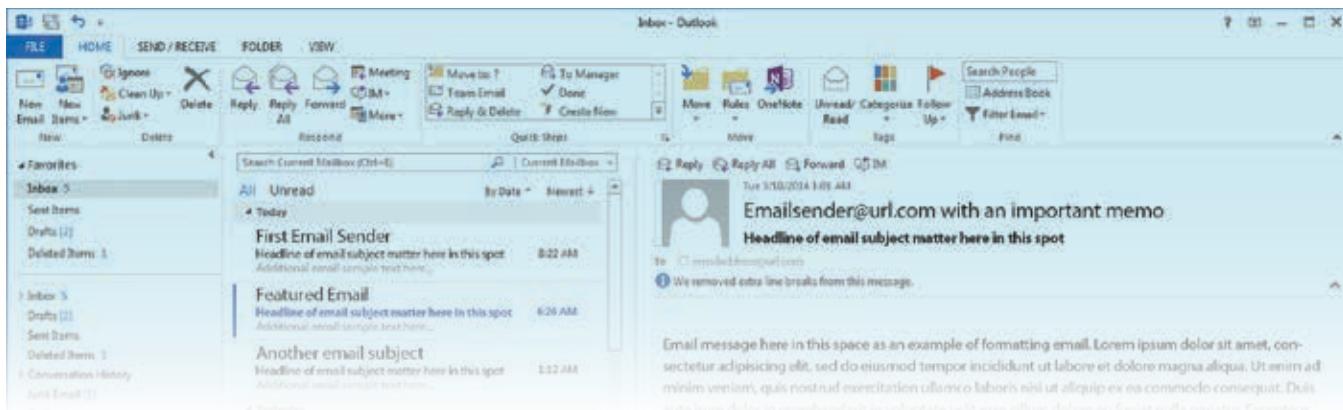


## BENTON COUNTY STATIONARY

Stationary, including letterhead, business cards, and No.10 envelopes have been developed for Benton County and its departments (shown on this page). All stationary materials are standard sizes: letterhead (8.5" x 11"), No.10 envelope (9.5" x 4.125") and business cards (3.5" x 2").



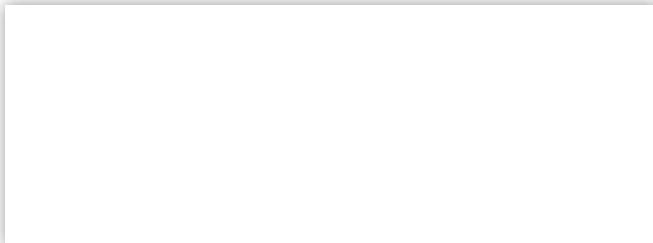
# EMAIL



## EMAIL OVERVIEW

Email is official County communication, and as such it should adhere to proper formatting, grammar, and style. Email should be clean, without stationary or backgrounds. Use (insert standard preferred font here), (standard size) for the body of the email. Colors other than black should be used only as a rare exception. Italic or script fonts should be avoided; not only are they difficult to read, but they do not adhere to brand standards.

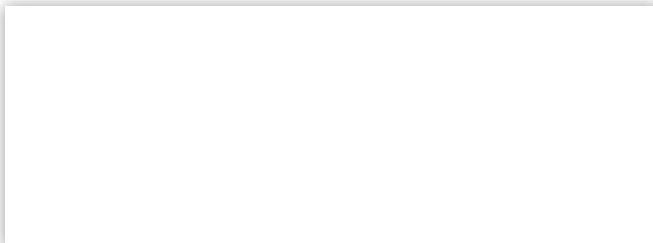
EMAIL SIGNATURE STYLE-1



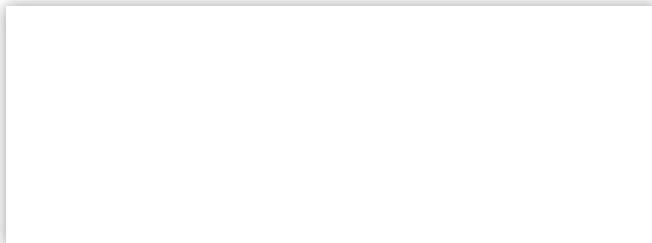
EMAIL SIGNATURE STYLE-3



EMAIL SIGNATURE STYLE-2



EMAIL SIGNATURE STYLE-4



## EMAIL SIGNATURE

Email signatures are not required, but are recommended to improve our customer service by providing contact information and sharing our brand through our emails. Please avoid adding quotes and additional tags and icons to your email signature to maintain consistency. It is recommended to use one of the styled signatures above that incorporate one of the approved Benton County brand signatures, as well as appropriate contact information.

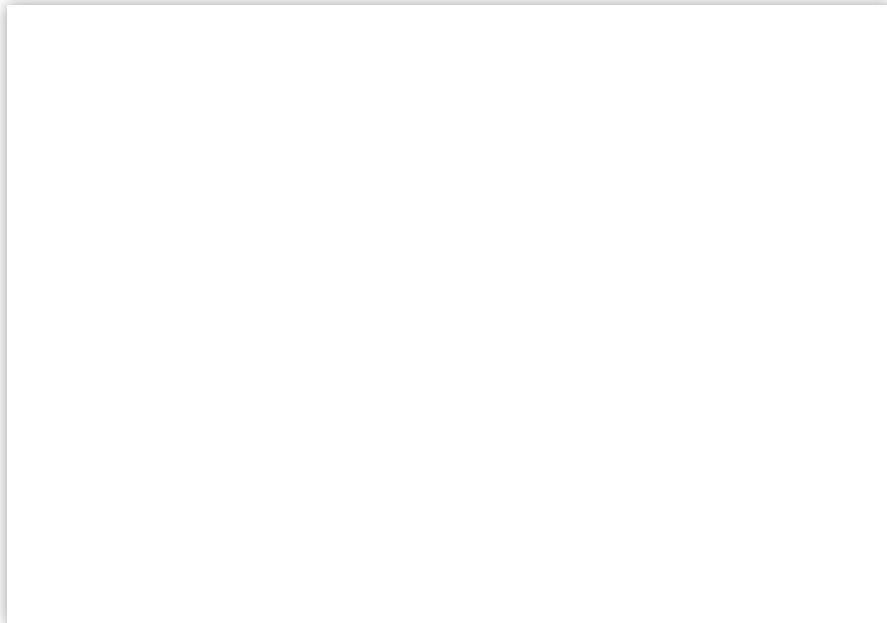


# POWERPOINT

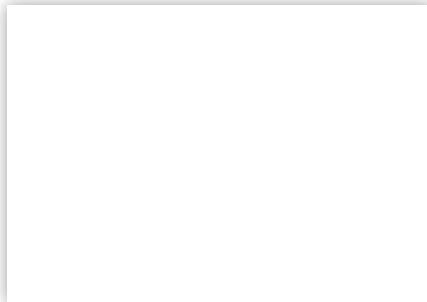
## MICROSOFT POWERPOINT TEMPLATE

Information about Benton County PowerPoint templates...

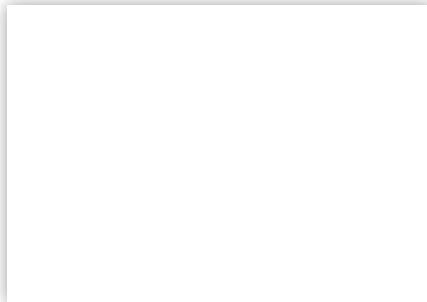
COVER SLIDE



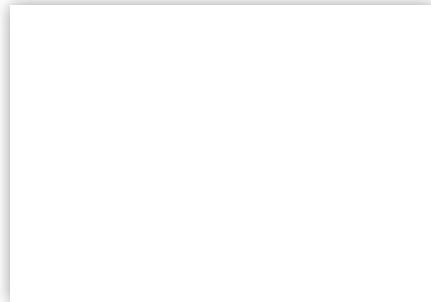
TITLE SLIDE-1



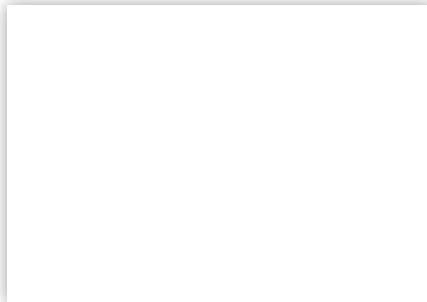
CONTENT SLIDE-1



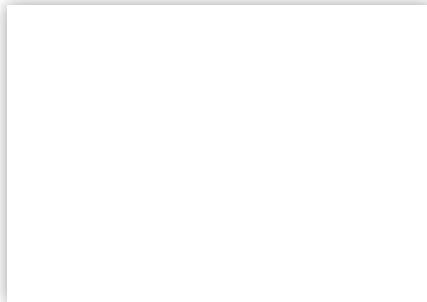
CONTENT SLIDE-3



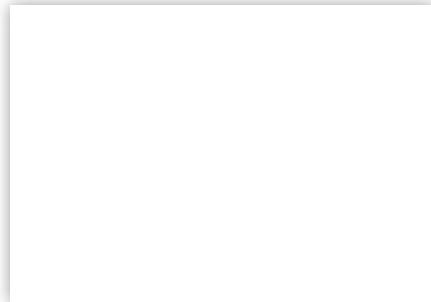
TITLE SLIDE-2



CONTENT SLIDE-2



CONTENT SLIDE-4





# BRAND APPLICATION



# PROMOTIONAL & APPAREL

## APPLYING THE BENTON COUNTY BRAND TO PROMOTIONAL ITEMS & APPAREL

Naturally, one of the easiest ways to introduce the Benton County visual brand identity is to wear it! When applying the signature to apparel and other promotional items such as water bottles, coffee mugs and pens, remember to use the best signature and variation for the job.

The samples provided below illustrate various promotional gear and an appropriate Benton County signature option for each. These are for reference only, they are meant as suggested usage options.

For questions or concerns, refer to page 5 for Benton County brand contact information.



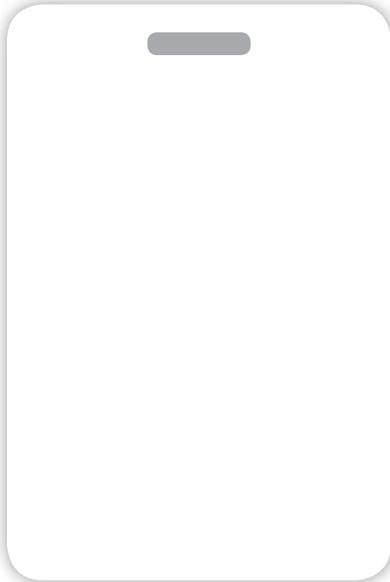


# BADGES

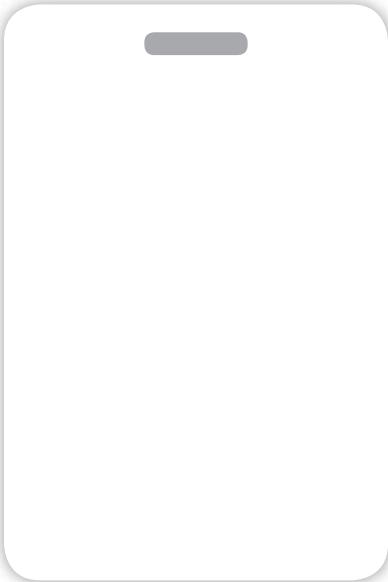
## BRANDED IDENTIFICATION BADGES

Information about customizing Benton County ID badges.

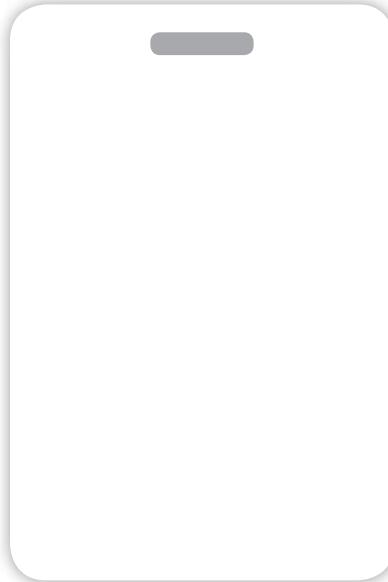
BADGE STYLE-1



BADGE STYLE-2



BADGE STYLE-3



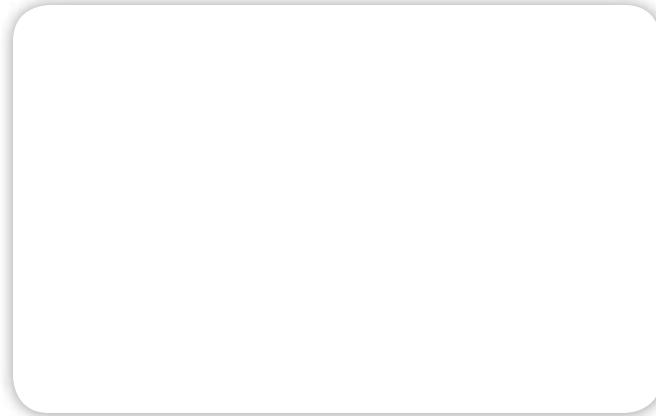


# PURCHASING CARDS

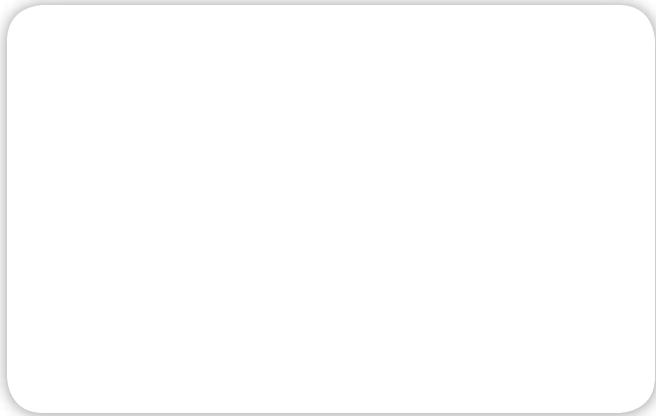
## BRANDED PURCHASING CARDS

Information about customizing Benton County purchasing cards (P-Cards).

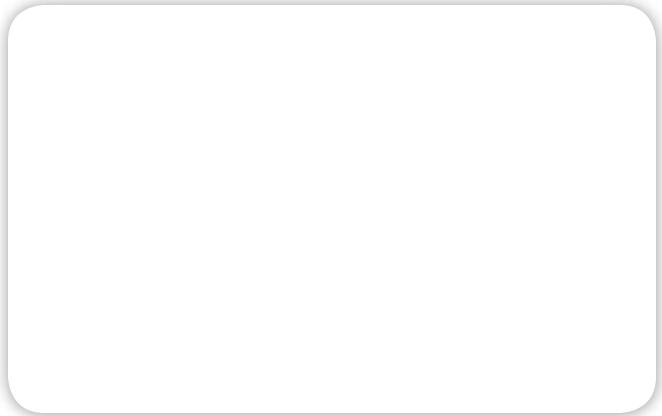
P-CARD STYLE-1



P-CARD STYLE-2



P-CARD STYLE-3





# CONSISTENCY



## CONSISTENCY IS KEY!

Consistency plays a critical role in establishing and maintaining the Benton County brand. Today, there are more platforms and channels to convey our brand than ever before – making it even more difficult to remain consistent.

When audiences see a consistent Benton County visual identity, it reinforces our unique brand in their minds. By knowing what they can expect from our brand, as well as seeing it multiple times in various formats and applications, they will begin to assign a higher value and trust in our brand.

This brand style guide should serve as a consistency rule book for all intents and purposes. It's a resource for individuals responsible for carrying out visual executions of the brand. Being consistent doesn't mean that all advertisements, campaigns, or marketing materials have to look the same. But while our brand's visual identity and messaging should be consistent, our advertising and marketing campaigns can be more flexible. The key is to find a happy middle ground where the visual identity isn't compromised as a result.



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## BRAND STYLE GUIDE

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