

# COUNTY *of* YOLO

2024 STYLE GUIDE



# BRAND STORY

Yolo County, nestled in the heart of California, is embarking on a transformative rebranding journey that encapsulates the essence of its rich landscape and vibrant culture. The inspiration for our new color palette draws directly from the breathtaking vistas of the Capay Valley as seen from the Sacramento River. The warm hues, reminiscent of the horizon at sunset, symbolize the unity between the land and the sky, mirroring the profound connection Yolo County residents have with their natural surroundings.

This impending rebranding initiative goes beyond aesthetics; it is a declaration of Yolo County's commitment to evolving with the times. The current branding, while historic, no longer reflects the innovative spirit, robust economy, and diverse culture that define our community today. Through our revamped visual identity, we aim to bridge the gap between tradition and progress, fostering a sense of pride and belonging among Yolo County residents. The new brand will serve as a powerful tool to enhance community identification, allowing Yolo County to shine as a beacon of innovation and cultural richness in the heart of California.

**OUR MISSION:** Making a difference by enhancing the quality of life in our community.

**OUR VALUES STATEMENT:** As Yolo County employees, we recognize this is a great place to live and work. We are committed to doing right by others through public service and maintaining the trust of our residents and peers. Together, we will continue to foster a healthy, supportive and professional environment, striving always for excellence.

## OUR CORE VALUES:

Service  
Performance  
Integrity  
Responsibility  
Innovation  
Teamwork

## OUR STRATEGIC GOALS:



Operational  
Excellence



Safe  
Communities



Thriving  
Residents



Flourishing  
Agriculture

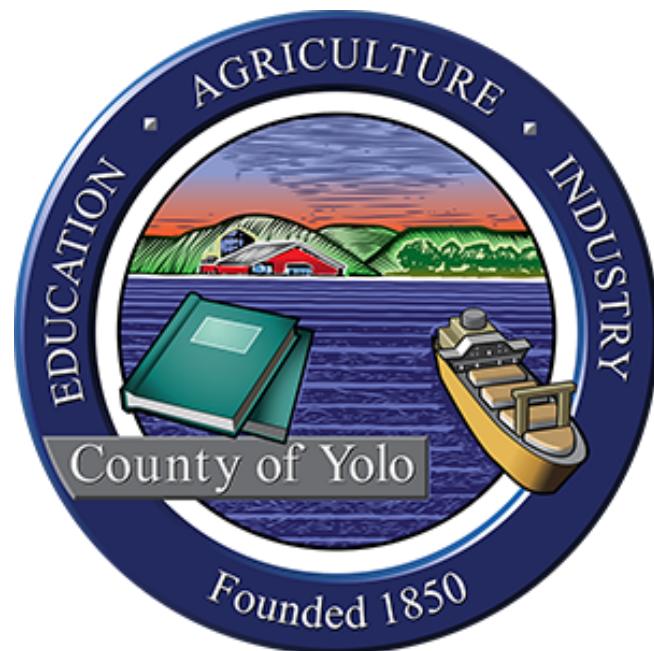
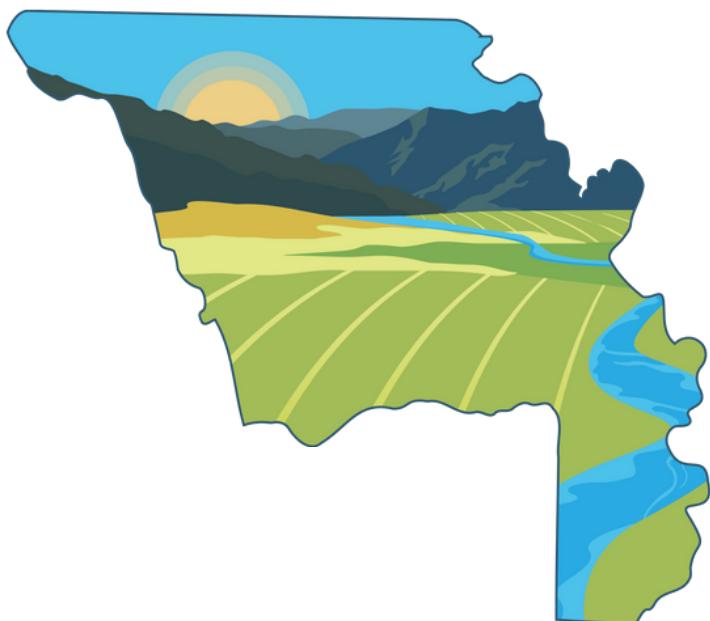


Robust  
Economy



Sustainable  
Environment

# LOGO & SEAL



## COLOR PALETTE



#2A566F\*



#46C2ED



#AD1550\*



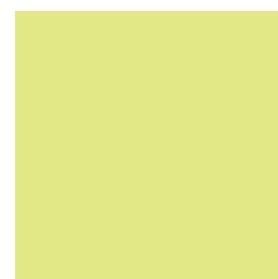
#F1BC41



#205B57\*



#A2BC58



#E2E886

\* Satisfies the criteria for conveying information with contrasting elements.

## TYPOGRAPHY

**Primary Typeface:**  
Open Sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ &

**Secondary Typeface:**  
Montserrat

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ &

# TIMELINES

## Homepage Renewal



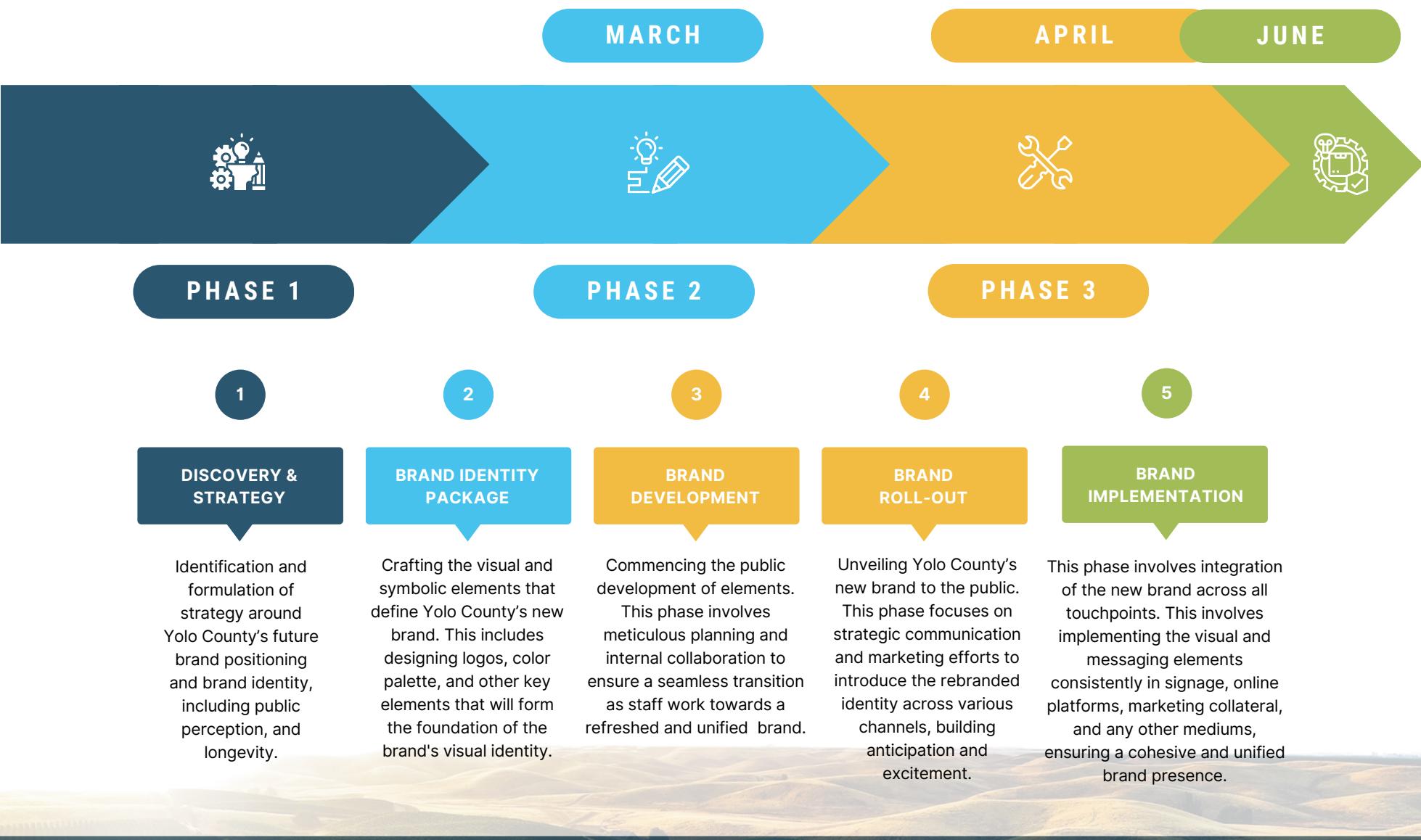
A homepage renewal is currently in **development** with our platform provider Granicus. Their pending update will be brought into alignment with our refreshed branding before entering an ongoing maintenance phase this spring.

## Webpage Content Audit



A 4-month-long webpage content **audit** will begin in March, which includes a series of workgroups to support responsible staff. **Alignment** is emphasized throughout the process and entails a review process before entering an ongoing **support** phase in July.

## REBRANDING TIMELINE



## PURPOSED USE OF LOGO

**Community Outreach:** The county logo is appropriate to use for community outreach programs, events, and initiatives aimed at engaging with the public.

**Promotional Materials:** The county logo is appropriate to use for promotional materials such as brochures, flyers, and banners for events or campaigns.

**Less Formal Communications:** The county logo is appropriate to use on less formal communications, such as newsletters or materials that are intended to be approachable and community-oriented.

**Community Events:** The county logo is appropriate to use for branding purposes at community events, festivals, and non-official gatherings.

**Online and Social Media:** The county logo is appropriate to use on social media profiles, websites, and other online platforms for a more casual and public-facing representation.

**Please refer to Chapter 5 of Yolo County's Administrative Policies and Procedures for additional information regarding use of the county seal and other logos.**

# SECONDARY LOGOS

Secondary logos enhance brand identity by providing visual diversity and specificity in different contexts. These logos can be particularly valuable when used to represent initiatives related to sustainability goals, showcasing the county's commitment to environmental responsibility. Additionally, in the context of law and justice initiatives, these logos can help convey a sense of authority and purpose, reinforcing Yolo County's dedication to societal well-being. Overall, these secondary logos serve as powerful visual tools to differentiate and communicate the county's diverse initiatives effectively.



SUSTAINABILITY INITIATIVES

STANDARD

LAW & JUSTICE

## USE OF SEAL

### THE SEAL OF YOLO COUNTY IS INTENDED FOR USE ON THE FOLLOWING MATERIALS:

**Official Documents:** Use the county seal on official documents such as legal agreements, resolutions, ordinances, and other formal paperwork.

**Government Communications:** Reserve the county seal for government communications, including official letters, statements, and announcements.

**Legal Matters:** The county seal should be employed in legal or judicial contexts to signify the authenticity and authority of government actions.

**Certificates and Licenses:** Utilize the county seal on certificates, licenses, or official documents that carry legal or regulatory significance.

**Formal Ceremonies:** Apply the county seal during formal ceremonies, awards, or events of significant importance.

### FULL COLOR VERSION

This version should be used widely and most often.

### GRAY SCALE VERSION

Grayscale should only be used in limited circumstances, for example if other seals are in grayscale or for cost-effective printing. However, the seal should still be clearly outlined and distinguishable. Preferably, you should use the full color version as much as possible and only use grayscale when necessary.

### BLACK AND WHITE VERSION

The black and white version can be convenient for fax cover sheets or photocopies and cost-effective printing. However, the full color version is preferable and the black and white version should only be used when necessary.

### MINIMUM SIZE

The smallest the logo should be represented is 1" wide.

### MULTIPLE SEALS & LOGOS

Place the County's logo on the left and other seals and logos OR in a centered and prominent position. To ensure legibility, keep a minimum clear space around the logo, this prevents competition and over-crowding.

### ADDITIONAL GUIDELINES

- A. Do not distort the seal
- B. Do not rotate the seal
- C. Do not overlay the seal with other seals and logos
- D. Do not add your own words to the seal; if you want to add any alterations, approval from the Public Information Officer is required.
- E. Do not edit the seal
- F. Do not add a border around the seal aside from sanctioned uses below.

Please refer to Chapter 5 of Yolo County's Administrative Policies and Procedures for additional information regarding use of the county seal and other logos.

# LETTERHEAD



# COUNTY of YOLO

DEPARTMENT NAME

Directors Name  
Directors Title

Address, City, CA (ZIP)  
[www.YoloCounty.org](http://www.YoloCounty.org) • (530) ####-####

## PRESS RELEASES:



# COUNTY of YOLO

OFFICE OF THE COUNTY ADMINISTRATOR

Gerardo Pinedo  
County Administrative Officer

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[www.YoloCounty.org](http://www.YoloCounty.org) • (530) 666-8150

## ZOOM BACKGROUNDS

