



LARIMER COUNTY POLICIES AND PROCEDURES

ADMINISTRATIVE POLICY AND PROCEDURE 100.10D

SUBJECT: LARIMER COUNTY LOGO GUIDELINES

DATE: March 17, 2009

EFFECTIVE PERIOD: Until Superseded

REVIEW SCHEDULE: Annual

CANCELLATION: Larimer County Administrative Procedure 100.10C, April 5, 2000

ENCLOSURE: None

REFERENCE:

A. Governing Policies Manual; 3.5.6 – [Asset Protection \(Intellectual Property\)](#)

PURPOSE: Establishes the use, appearance, and graphic standards for the Larimer County Logo; and provides reference for cross training and training new personnel.

SCOPE: This policy and procedure applies to all offices, divisions and departments of Larimer County government.

RESPONSIBILITY: The County Community Information Manager shall be responsible for monitoring this policy and procedure. Elected officials and department heads shall ensure compliance within their organizations. All county employees and elected officials using the logo must adhere to these guidelines.

SPECIFIC REQUIREMENTS:

1. Unapproved use of the logo is a violation of State and Federal laws and subject to litigation. To obtain permission to use the Larimer County logo contact the County's Community Information Manager in the Commissioner's office at 970-498-7150, or dlarue@larimer.org.

REVISION LOCATOR:

1. Reference A (added)
2. Section IV, A, 1, a
3. Section IV, C, 1
4. Section IV, E
5. Section IV, F, 5, and 6, b, c
6. Section IV, G
7. Updated Contact Titles and Phone Numbers throughout document

POLICY AND PROCEDURE:

- I. **LOGO GUIDELINE INTRODUCTION:** The impressions that people hold about Larimer County government are most strongly influenced by such things as the cost and quality of our services or the way we make decisions. Visual impressions are also important. Whether it's the condition of County vehicles, the cleanliness of County facilities, the look and function of documents and forms, or consistent use of the official Larimer County logo, these visual impressions add up to represent an important aspect of the County's identity.
- II. **GENERAL LOGO INFORMATION:** The Larimer County logo was designed to stand out and be quickly recognized among thousands of other visual images. At just a glance, we hope to help the public identify Larimer County government and what it stands for. A high quality visual image helps support the County's mission and strategic plan. Therefore, it is important, that the Larimer County logo always be used according to these guidelines.
- A. **FLEXIBILITY:** Flexibility is important. The following guidelines spell-out and allow for flexibility and choices. If you have questions about:
1. **Use Of The Logo:** Use of the logo on clothing, promotional items, advertising and related information, please contact the County's Community Information Manager in the Commissioner's office at 970-498-7150, or dlarue@larimer.org
 2. **Computer Applications:** If you are using the logo in a computer application, please contact the Print and Mail Services Team Lead in the Facilities and Information Management Division (FITD) at 970-498-5055, or dmosher@larimer.org.
- B. **COPYRIGHT & TRADEMARK (reference A):** The Larimer County logo has a copyright to protect its use. The logo is also the registered trademark (®) of Larimer County, Colorado.
1. Unapproved use of the logo is a violation of State and Federal laws and subject to litigation. To obtain permission to use the Larimer County logo contact the County's Community Information Manager in the Commissioner's office at 970-498-7150, or dlarue@larimer.org.
 2. Use of the registered trademark symbol (®) is not required of Larimer County departments, but can be used if desired.
- C. **PRIVATE SECTOR USE:** The County logo is not to be used by any private party or for any use unrelated to County business without permission from the Larimer County Community Information Manager.
- III. **VEHICLE MARKING POLICY:** It is the policy of Larimer County that all county vehicles shall be identified by the use of the county logo affixed to the doors of all passenger cars and trucks in a standard application as described in this procedure. The name of the department under the logo may be applied to the doors, if desired. All heavy equipment shall be identified by a county logo affixed as is practical, given the structure of the individual piece of equipment.
- A. **VEHICLES THAT SHOULD BE MARKED:** *Exceptions* to marking of vehicles may be granted by the department head, division head or elected official for the following:

1. All Sheriff's vehicles, which are marked using the standard State of Colorado Sheriff's Department markings.
2. Any vehicle used for undercover operations.
3. If the use of a marked vehicle may jeopardize the confidentiality of a client or any citizen where confidentiality is reasonable expected.
4. If the vehicle is used for some type of enforcement effort where use of a marked vehicle may interfere with the ability to perform the enforcement duties, such as unannounced inspections.
5. If the bonafide county activity may be jeopardized or interfered with in a way that is not in the best interest of the citizens by having a marked vehicle (i.e., site visits to property under consideration for purchase, where the negotiations would be jeopardized if county interest was disclosed).

B. **VEHICLES THAT SHOULD NOT BE MARKED:** *Exceptions* should not be granted for the following reasons:

1. Desire not to have citizens stop employees to ask questions or to voice concerns to employees in the field.
2. Concern over perceptions to passersby during performance of a bona fide county function (i.e., sitting at an intersection for long periods of time doing traffic counts, county vehicles parked at bars or restaurants when performing inspections or investigations).
3. To avoid citizen calls or complaints.

C. **MIXED USE VEHICLES:** Many county vehicles may require an exception at one time or another, but not on an ongoing basis. For these vehicles, magnetic logos and department identification may be used that can be removed when necessary.

IV. **LOGO GUIDELINES:** These guidelines may not address all possible or potential ways the County logo may be used. *Exceptions* to the guidelines must be approved in advance by the Community Information Manager (970-498-7150). The County Print Shop will not print items that do not comply with these guidelines, and the County may not pay for nonconforming items produced by outside vendors.

A. **COUNTY LOGO:** The County logo has **three** parts: A graphic symbol representing the county's mountains, foothills and plains, and the identifying words "LARIMER COUNTY" and "COMMITTED TO EXCELLENCE", and the white space surrounding the logo.



1. **Logo Modification:** **The logo and its parts must never be distorted, altered, redrawn, or modified in any way.** This guideline is especially important to keep in mind when the logo is being embroidered on uniforms, painted on a sign, or silk-screened on a banner, for instance.
 - a. **Computer Users:** Computer users should access the electronic versions of the logo created specifically for computer applications. Multiple sizes in black & white and color in several applications have been created. The Virtual Courthouse link is: <http://www.larimer.org/help/logos.htm>.
 - 1) **Internal users** can access the computer application guidelines and logos on the same site listed above or access the logo files on the P drive at: P:\Pubdata\Logos.
 - 2) **External users** who have a need to use the Larimer County logo should first seek permission by contacting the Community Information Manager at 970-498-7150, dlarue@larimer.org, or the Print and Mail Services Team Lead at 970-498-5055.

- B. LOGO APPEARANCE: The symbol portion of the logo should never appear without the identifying words “LARIMER COUNTY”, and “COMMITTED TO EXCELLENCE”.**
1. **The correct typefaces should always be used.** The typeface for “LARIMER COUNTY” is the Trajan font, and “COMMITTED TO EXCELLENCE” is the Futura font.
 2. If the words “COMMITTED TO EXCELLENCE” are so small on the logo as to be illegible, then these words may be omitted. The words “LARIMER COUNTY” must never be omitted.
 3. County Departments may choose to identify their department name below the logo. Departments may use any color for such identification.
 4. **Never attempt to assemble the logo parts freehand,** always use a first-generation copy. Contact the Community Information Manager at 970-498-7150 for camera-ready copy.

C. LOGO COLOR/DESIGN:

1. **Color: The correct logo colors must always be used.** The logo must never be printed in a combination of generic blue, mauve, and green. (When using a single color, such as blue, any blue color can be used).
 - a. When the three-color version is used, only specific colors are permitted: PMS 286 (a particular shade of blue), PMS 241 (a particular mauve), and PMS 328 (a particular green).
 - 1) The correct color for the top portion of the logo graphic symbol is:
Pantone 286 U, RGB 36-85-158.
 - 2) The correct color for the middle portion of the logo graphic symbol is:
Pantone 241 U, RGB 170-24-119.

- 3) The correct color for the bottom portion of the logo graphic symbol is:
Pantone 328 U, RGB 0-124-123.
2. The logo should always be surrounded by enough white space that it stands sufficiently apart from other items, including text on a page. In printing, banners, signage, and most promotional items, the white space is not an issue. There are **four exceptions** concerning the white space surrounding the logo.
 - a) When a logo is to be **embroidered** on a dark material, where the “LARIMER COUNTY” may not show up or stand out well, then **only the “LARIMER COUNTY”** can be printed in **white only.**
 - b) The color logo may be printed **on a clear background** for use as stick-on decals for vehicles. Sometimes the white background does not look appropriate on, for example, orange Road & Bridge equipment.
 - c) **A thin blue border** (Pantone 286 U) **may be used around the white space only** for large outdoor signs to help the logo stand out and be contained.
 - d) For many applications, the logo will be printed in solid black on a white background. The symbolic parts of the logo **may also be printed in some other solid color if that is the only color being used, this includes only white. When white is the solid logo color then the white space becomes a solid color space.**

D. LOGO USE:

1. The County logo should appear on all Larimer County forms and documents, except documents having a strictly internal use, i.e. notations, inter-office memoranda, working papers, etc.
2. The logo should appear in all print advertising and display materials for County programs and events.

E. REPRODUCTION: The logo should always be reproduced from high-quality artwork to maintain the clarity and quality of its appearance.

1. Printing and Resolution:

- a. Computer Applications’ information is located on the County’s Bulletin Board for Internal users at: http://bboard/county_info/logo_usage/county_logos.htm
- b. Versions of the logo generated by 600-dpi laser printers are usually sufficient for reproduction. Users should check with their print provider to make sure the log they provide is of sufficient quality for the use intended.
- c. For further information on higher-resolution or questions, contact the Print & Mail Services Team Lead at 970-498-5055, or dmosher@larimer.org.

2. Outside Vendors: The Larimer County Community Information Manager (located in the Commissioners' Office) keeps a list of approved vendors that provide embroidery services. When choosing a vendor for embroidered products, first obtain a list of approved vendors then choose a vendor from that list to work with. A Bulletin Board vendor list is available for internal customers at: http://bboard/county_info/logo_usage/embroidery_vendors.htm.
 - a. The County approves these vendors after a process whereby the vendor provides a sample of our embroidered logo in the correct colors.
 - 1) This process is necessary because the thread companies do not use the same universal codes for colors as printers do.
 - 2) The process involves picking the correct thread colors with the vendor.

F. FORMS DESIGN AND DOCUMENT LAYOUT:

1. Detailed formats have been developed for the County's letterhead, letterhead envelope, and business cards. These formats specify the particular typefaces to be used with the logo, and the placement of both primary and secondary items such as department names and phone numbers.
 - a. To help maintain consistency among the County's many printed materials, all departments which develop forms or documents bearing the County logo should obtain these typeface and placement guidelines from the Print & Mail Services Team Lead at 970-498-5055 or dmosher@larimer.org.
2. When using the multi-colored logo design, forms and other County documents should be printed on white paper, recycled is preferred. When using a solid color logo, any color paper is appropriate, recycled preferred. For printing jobs being sent to outside vendors, questions about the appropriate type, weight, and color of paper and ink can be answered by the Print & Mail Services Team Lead at 970-498-5055 or dmosher@larimer.org.
3. As much as possible, the design of forms should mirror the County letterhead (logo in the same size and upper-left-corner position). However, it is recognized that such consistency may not always be possible, and that alternative placements of the County logo may be necessary on some forms and documents. *Remember:* Designing forms that are both attractive and easy to use-and which meet the logo guidelines - can be difficult, it may be best to assign such work to a professional graphic artist or designer.
4. A "soft letterhead" or letterhead template is available through the County's computer system enabling users to easily produce documents in an approved letterhead format. The letterhead template can be customized with your Department's name. Contact the County's Support Central Department for assistance, 498-5000, SupCtrl@co.larimer.co.us.
5. In most cases, the names of individuals (such as county commissioners or department managers) should not be included on pre-printed forms and documents, to prevent waste when turnover occurs.

6. It is important to avoid situations in which the County logo must compete for attention or placement with a second logo, such as one for a specific County program or event, i.e. an event held by the CSU/Larimer County Cooperative Extension Program. The County logo should not appear with any other logo or tagline with the *exception* of:
 - a. A department name;
 - b. Materials for activities jointly sponsored by the County and other entities. When multiple logos are absolutely required, the Community Information Manager can work with the County department and the event's graphic designer to determine the best balance and relationship between the County logo and other logos or information.
 - c. County programs which, for strategic, promotional, or marketing reasons, have a separate 'program' or 'project' logo and/or project name designed specifically to work with the County logo, (such as 'Partnership Land Use System' or PLUS).
 - 1) Separate program/project logos can be placed on the back of the standard County business card.
 - 2) Please work the County Information Manager or Print & Mail Services Team Lead for all other applications with forms (letterhead, envelopes, etc.), as form layout and design with project or program logos in combination with the County logo must be approved before printing and use.

G. COMMON LOGO MISTAKES:

1. The logo must never be stretched nor compressed.
2. It must never be screened or printed in a shaded color, unless 'shaded' is a representation of a one-color choice.
3. The county name may not be deleted.
4. The county name may not be printed in any other typeface (even one that resembles the original).
5. The logo may not be decorated with lines, boxes, symbols or other kinds of artwork



Frank Lancaster
County Manager

Distribution:

All Elected Officials and County Departments
Records Management (Original)

DL/vl