STYLE GUIDE

Style and Usage Guidelines for
Roanoke County's Official Seal
and Branding Mark

May 2017

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FILES AND FORMATS

.JPG and .PNG
Both high and low-resolution pixel-based images that will lose quality if scaled/resized larger than the provided size. These are available in full-color format, black & white and are primarily used for in-house printing from a laser printer and for viewing on screen. This is also the preferred format for programs that are not design-based, such as Microsoft Word, Microsoft Excel, and Microsoft PowerPoint. The .PNG format includes a transparent background. The .JPG files are on a white background.

.EPS
Vector-based image that will not lose quality if scaled larger than the provided size. Available in four color process, spot color, and black & white. Primarily used for professional printing.

OTHER FILE FORMATS
For additional file formats that may be required by vendors to produce color-specific items featuring the Roanoke County Official Seal or Marketing Brand, please contact the Public Information Office.

INTRODUCTION

This Style Guide offers guidance on the proper usage of Roanoke County's Official Seal and its related Branding Mark.

To the extent reasonable, Roanoke County departments should transition to the Branding Mark for regular, day-to-day County business. As appropriate, all marketing, informational and informal material – including websites, non-public safety uniforms, brochures and other collateral material – should include either the horizontal Branding Mark or the approved vertical version of the Branding Mark, and exclude the Official Seal.

Exceptions may be made at the discretion of the County Administrator.

If you have any questions regarding usage policies for either the Offical Seal or the Branding Marks, please contact the Public Information Office.

If you have any questions regarding legal considerations around the use of the Official Seal, please contact the County Attorney's office.

OFFICIAL COUNTY SEAL

BRANDING MARKS

HORIZONTAL BRANDING MARK

VERTICAL BRANDING MARK

OFFICIAL SEAL

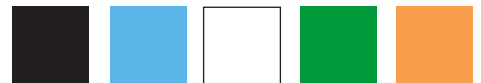## OFFICIAL SEAL OF THE COUNTY OF ROANOKE

The Official Seal has been specifically designed to represent the local government of Roanoke County, Virginia. The colors and typography have been specifically created to represent the unique characteristics of Roanoke County, its values, and heritage. The Official Seal was adopted by the Roanoke County Board of Supervisors in June 1968.

The Seal is the way people identify with the authority of Roanoke County government, and therefore it cannot be altered or distorted in any way. The images described and shown in this guide demonstrate the ways the Official Seal should and should not be used.

Certain departments or County offices should also retain usage of the Official County Seal to represent the authority of Roanoke County granted by the County's Charter, including but not limited to:

- Board of Supervisors
- County Attorney
- Public Safety (Police, Fire & Rescue, and Emergency Communications)
- Constitutional Offices (Treasurer, Commissioner of the Revenue, Clerk of Circuit Court, Commonwealth's Attorney)
- Zoning Code Enforcement

Exceptions to the uses above may be made at the discretion of the County Administrator.

OFFICIAL SEAL

STANDARD COLORS

The Official Seal colors were chosen specifically to represent Roanoke County and to provide a color palette to mix and match. The use and consistency of the approved colors are important to the County's identity. The Official Seal and branding colors below should be the only colors used. No substitutions for these color options are acceptable. Color specifications include the Pantone® PMS, CMYK, RGB, and HEX value breakdowns and guidelines for proper use.

RGB Format

Colors are used in RGB (red, green and blue) format when they appear on computer or television screens.

HEX#

Hexadecimal numbers or "hex" numbers are a base-16 numbering system used to define colors on web pages. A hex number is written from 0-9 and then A-f.

4 Color Process/Professional Printing

Process printing uses four inks (cyan, magenta, yellow and black — also referred to as CMYK) printed together to create a wide spectrum of colors.

Spot Color

Spot color printing uses pre-mixed ink colors determined by the Pantone Matching system (PMS). They accurately represent color chips provided to the print and design industry.

SKY BLUE	ORANGE	GREEN	BLACK
Web Colors	Web Colors	Web Colors	Web Colors
RGB: R91/G181/B229	RGB: R240/G152/B74	RGB: R0/G154/B61	RGB: R0/G0/B0
HEX #: 5bb5e5	HEX: F0984a	HEX: 009a3d	HEX: 000000
Printing/Press Colors	Printing/Press Colors	Printing/Press Colors	Printing/Press Colors
CMYK: C58/M12/Y0/K0	CMYK: C3/M47/Y79/K0	CMYK: C85/M13/Y100/K2	CMYK: C0/M0/Y0/100
PMS 2915-U or P 112	PMS 143-U	PMS 2426-U or P 142	PMS Black 6-C

OFFICIAL SEAL

SINGLE COLOR AND REVERSE USAGE

A single color Seal should only be used as an alternative to the preferred full-color version. It should not be used in four-color process printing or in RGB formats, where you can use a full-color version instead.

If using in a single color, a Black & White version is preferred. Contact Public Information for the Official Seal in other single colors in the approved color palette.

If your project requires a single color Official Seal, contact the Public Information Office for assistance.

When only one color is available and the Official Seal appears on black or another dark color, a white reverse should be used.
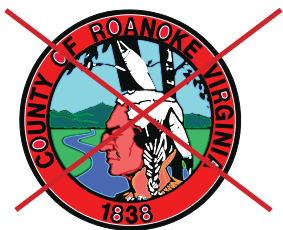
Reversed Seals should only be used with a background dark enough to provide sufficient contrast, or on top of the approved palette colors of dark blue or green.

OFFICIAL SEAL

INCORRECT USAGE

Do not reproduce in colors other than the standard colors in the branding guide.

Do not reproduce with any other typography.

Do not stretch or distort the Seal. Keep the Official Seal proportionate.

Do not put the Seal inside or on a shape.

Always use the complete Official Seal, and do not use parts of the seal to represent Roanoke County.

The Official Seal should be surrounded by a minimum amount of free space.

Text and images should not touch the Official Seal. See the section on Minimum Spacing/White Space requirements.

Do not add text to any part of Official Seal.

Do not reproduce at an angle or skew.

OFFICIAL SEAL

MINIMUM SIZE REQUIREMENTS

The Official Seal should always be used at an appropriate size to make sure it is legible. When the Official Seal is used, it should be no smaller than 3/4 inch wide.

3/4 inch in diameter
(.75 inch wide)

MINIMUM SPACING/WHITE SPACE REQUIREMENTS

The Official Seal should not touch other graphic elements on the page, including any text, lines, shapes, or other organizational logos. A minimum space equal to two times the height of the smallest letters in the Official Seal should be used on all sides to separate these marks from other graphic elements, the edge of a printed page, or edge of a web frame or browser.

LETTER HEIGHT

2 TIMES
LETTER HEIGHT

TYPOGRAPHY / FONT

The Official Seal uses Helvetica as the typeface around the graphic. Acceptable substitutions include Helvetica Neue and Arial.

HELVETICA NEUE SAMPLE
ABCDEFGHIJKLM
NOPQRYSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

ARIAL SAMPLE
ABCDEFGHIJKLM
NOPQRYSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

OFFICIAL SEAL

USING THE SEAL WITH DEPARTMENT NAMES

Names of official Roanoke County departments, divisions or elected office when used with the Official Seal should be set to the right of the Seal at a width of at least two times the smallest letter in the seal. Text for department names should be set at a maximum of four times the height of the smallest letter in the Official Seal. All lines of text should be aligned with the center of the Official Seal. The total height of department text should not exceed the height of the Official Seal.
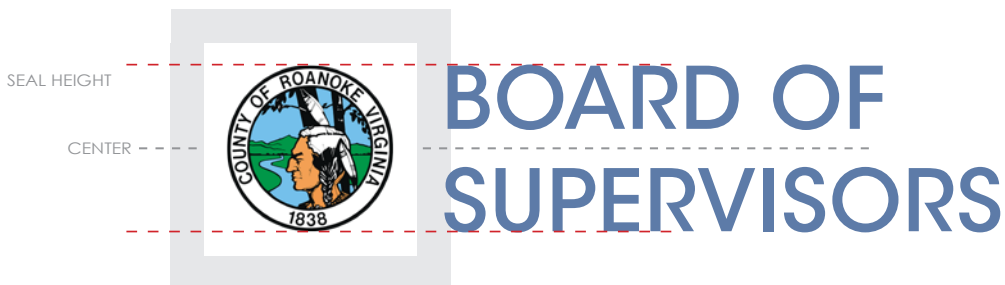
ONE-LINE DEPARTMENT NAME EXAMPLE
(ITC AVANT GARDE GOTHIC STD. typeface, medium weight)

SEAL HEIGHT

CENTER

TREASURER

TWO-LINE DEPARTMENT NAME EXAMPLE
(ITC AVANT GARDE GOTHIC STD. typeface, medium weight)
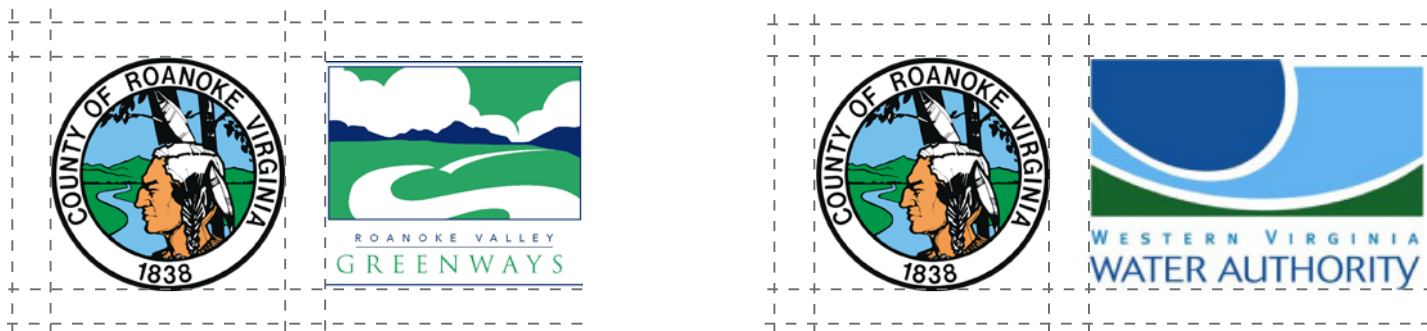

SEAL HEIGHT
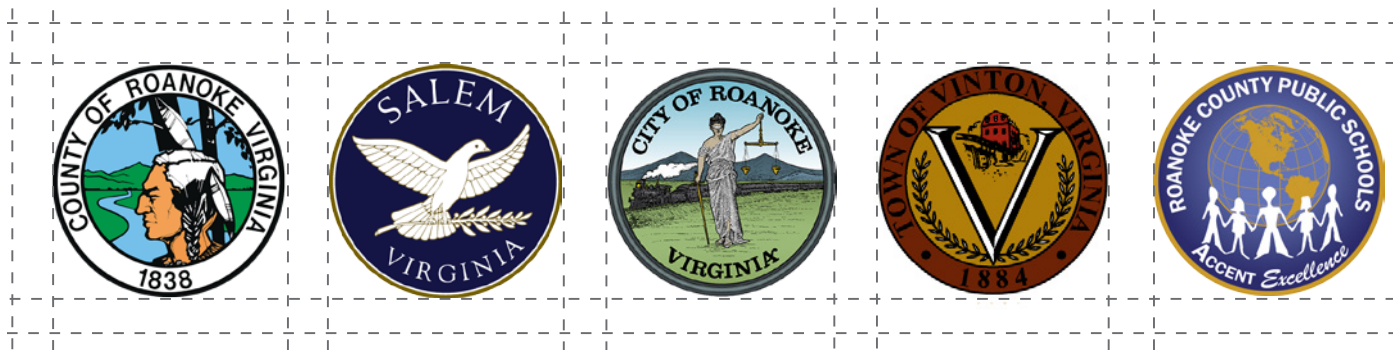
CENTER

BOARD OF SUPERVISORS

The examples above use ITC Avant Garde Gothics Std. (medium weight) for the department name. Helvetica, Arial, or Helvetica Neue may also be used to match the typeface around the graphic. Colors used in the department name should be dark blue or green from the approved color palette, or solid black.

OFFICIAL SEAL

USING WITH OTHER AGENCY MARKS

Usage of the Official Seal in conjunction with other agency seals or program logos should adhere to the minimum spacing and white space requirements established in this manual. Care should be taken to use each seal/logo in the same size, proportion, and page position.

Examples

OFFICIAL SEAL

USING WITH A PHOTOGRAPH

When using the Official Seal on top of a photograph, it is important to maintain sufficient contrast so that the Seal remains legible. Place the Seal within a portion of the photograph with the greatest amount of contrast, either within the darkest area if using a white reverse, or the lightest area if using a black Seal or a color Seal.

You may also use the Official Seal as a white reverse on a color field from the standar color palette as shown on page 5.

OFFICIAL SEAL

FLAG

The County of Roanoke flag graphic is not to be used as a replacement for the Official County Seal. The County flag image shown here is to specify color and placement only.

The Board of Supervisors approved the flag in 1981 by Resolution #3030 as the County Seal on a field of Kelly Green (PMS 348).

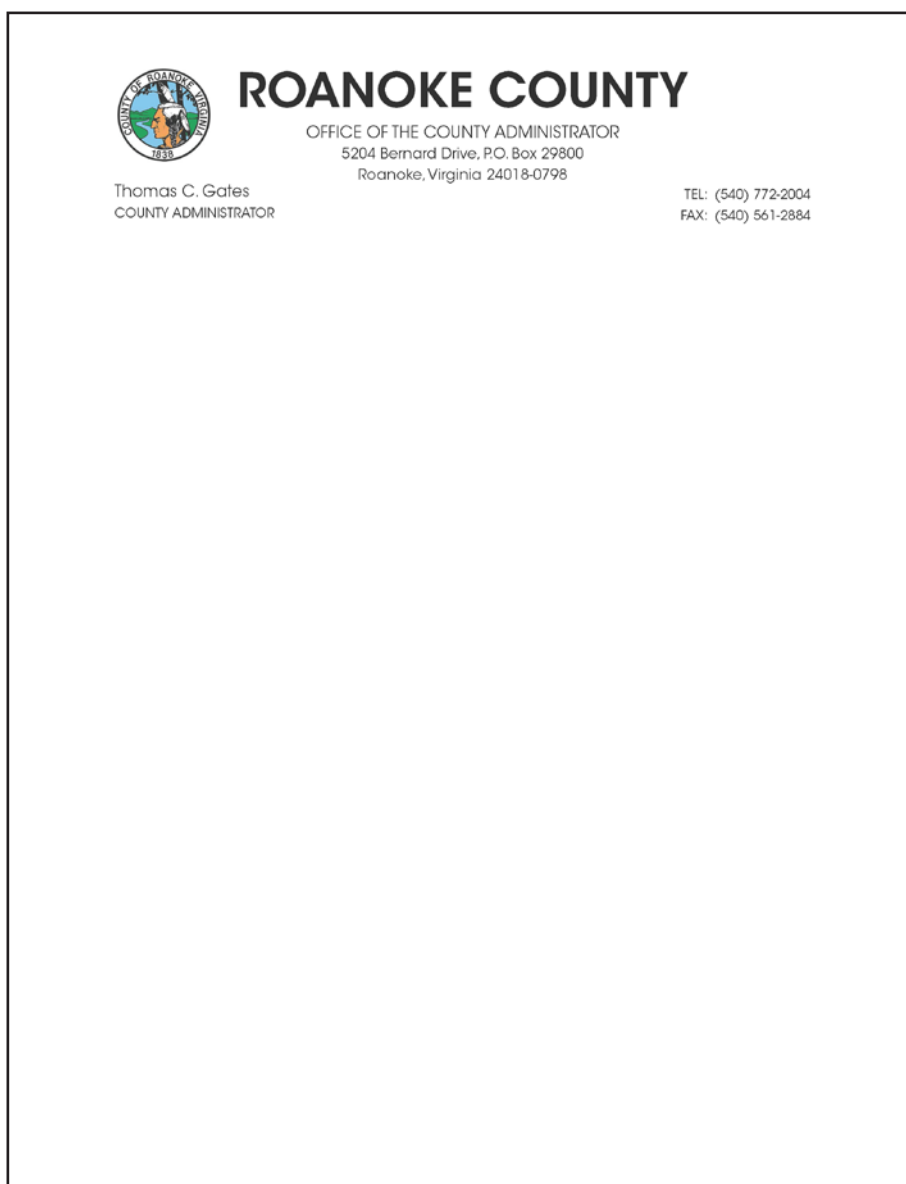The County flag should contain the Official Seal only.

INCORRECT USAGE

Specifications for the Roanoke County Flag are held by the Purchasing division of Roanoke County's Finance Department. For more information about obtaining an Official Roanoke County Flag, contact Purchasing division staff.

OFFICIAL SEAL

LETTERHEAD

When using the Official Seal on letterhead or business cards, the Seal should be placed on the left hand side. The typeface ITC Avant Garde Gothic Std should be used for all information in the title and header of the document. The words "ROANOKE COUNTY" should be Avant Garde ITC Gothic Std in Demi weight, with other text in the header using Century Gothic. The office and address should be centered below "ROANOKE COUNTY" in the header. Complimentary body text font for letters include Calibri, Century Gothic, or the serif typeface Georgia.

OFFICIAL SEAL

ENVELOPES AND BUSINESS CARDS

When using the Official Seal on envelopes, the mark should be placed on the left hand side, with the office and address set in ITC Avant Garde Gothic Std., The address should be positioned to the right of the Official Seal. Complementary body text font for letters include Century Gothic, Calibri, ITC Avant Garde Gothic Std., Myriad Web Pro, or the serif typeface Georgia.

ROANOKE COUNTY
OFFICE OF PUBLIC INFORMATION
P.O. BOX 29800
ROANOKE, VIRGINIA 24018-0798

ROANOKE COUNTY
OFFICE OF PUBLIC INFORMATION
P.O. BOX 29800
ROANOKE, VIRGINIA 24018-0798

ROANOKE COUNTY
OFFICE OF PUBLIC INFORMATION
5204 BERNARD DRIVE
ROANOKE, VIRGINIA 24018

AMY WHITTAKER
PUBLIC INFORMATION OFFICER

OFFICE: (540) 772-2010
FAX: (540) 561-2854
awhittaker@roanokecountyva.gov

Official Seal Business cards should feature "ROANOKE COUNTY" in ITC Avant Garde Std in Demi weight, font size 17 pt., with the staff name in the same typeface at size 11 pt.

Telephone, Fax, and Email should be set at 7 pt. font.

All other information (title. department, and address) on the business card should use ITC Avant Garde Std in 8pt. font.

BRANDING MARK

APPROVED BRANDING MARK

The Branding Mark is an approved Mark that may be used on the County's website, and by departments to identify affiliation with Roanoke County. The Branding Mark is available for both horizontal use and an approved vertical version for department use.

To the extent reasonable, Roanoke County departments should transition to the Branding Mark for regular, day-to-day County business.

As appropriate, all marketing, informational and informal material – including websites, non-public safety uniforms, brochures and other collateral material – should include the Branding Mark and not use the Official Seal.

The Branding Mark should not be use in conjunction with the Official Seal.

Exceptions to the approved usage of the Branding Mark described in this manual require the approval of the County Administrator.

Questions regarding the Branding Mark usage policies should be directed to the Public Information Office.

HORIZONTAL BRANDING MARK

VERTICAL BRANDING MARK

BRANDING MARK

STANDARD COLORS

The branding colors were chosen specifically to represent the qualities of Roanoke County as reflected in the Vision Statement adopted by the Board of Supervisors in January 2016.

The use and consistency of the approved colors are important to the County's identity as a "vibrant, innovative, and scenic community that values its citizens, heritage, and quality of life."

Any substitutions for these color standards must be approved by the Public Information Office. Pantone® PMS, CMYK, RGB, and HEX color values are specified below.

RGB Colors are used in RGB (red, green and blue) format when they appear on computer or television screens.

HEXADECIMAL (HEX) numbers are a base-16 numbering system used to define colors on web pages. A hex number is written from 0-9 and then A-f.

4 Color Process/Professional Printing
Process printing uses four inks (cyan, magenta, yellow and black — also referred to as CMYK) printed together to create a wide spectrum of colors.

Spot Color
Spot color printing uses pre-mixed ink colors determined by the Pantone Matching System (PMS). They accurately represent color chips provided to the print and design industry.

DARK BLUE

Web Colors
RGB: R51/G102/B153
HEX #: 336699

Printing/Press Colors
CMYK:
C 86/M 60/Y 17/K 2

PMS 661-U

SKY BLUE

Web Colors
RGB: R91/G181/B229
HEX #: 5bb5e5

Printing/Press Colors
CMYK:
C 58/M 12/Y 0/K 0

PMS 2915-U or P 112

GREEN

Web Colors
RGB: R0/G154/B61
HEX: 009a3d

Printing/Press Colors
CMYK:
C 85/M 13/Y 100/K 2

PMS 2426-U or P 142

BRANDING MARK

SINGLE COLOR AND REVERSE USAGE

The Branding Mark may be used as a single color image in certain circumstances.

A one-color Mark should only be used as an alternative to the preferred full-color version. The color version is preferred where you can economically use a full-color version instead.

In one-color versions, the "hiker and rock" sections of the Branding Mark should be left in white or reverse to maintain the unique silhouette of the Mark.

If your project requires the Branding Mark in a specific color, contact the Public Information Office for assistance.
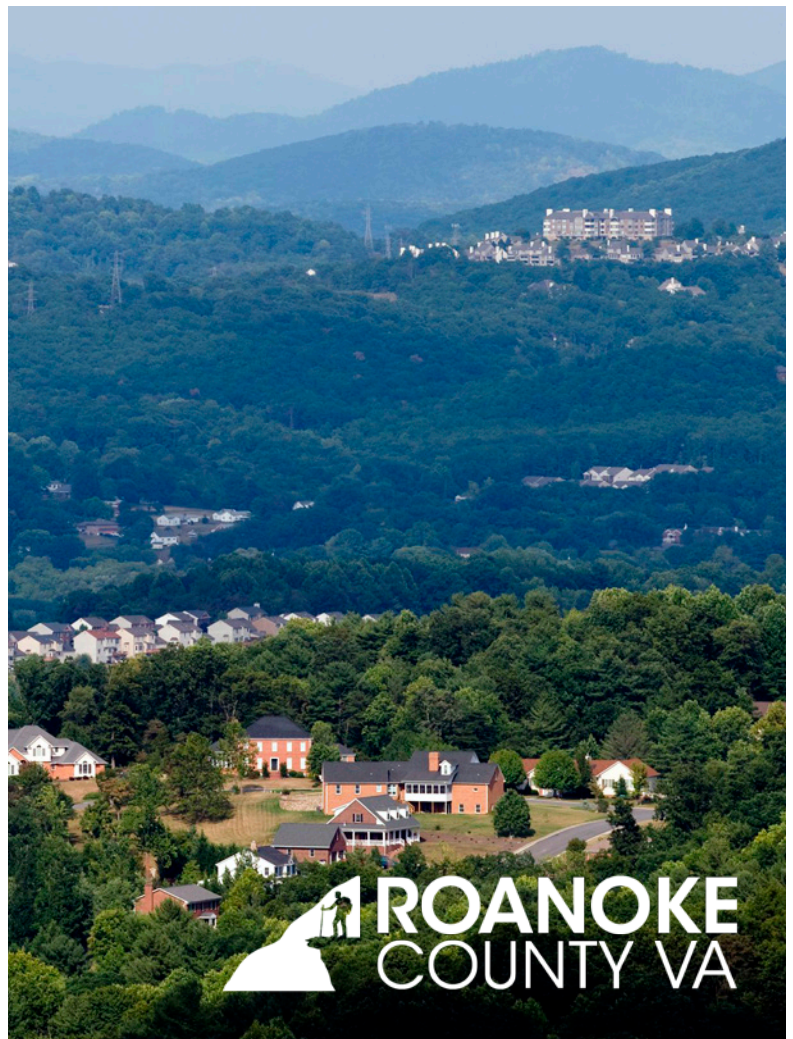
When the Branding Mark is used on a solid dark color, or on a dark background, a white reverse should be used.

In white reverse, the "hiker and rock" sections of the Branding Mark should be left in white or reverse to maintain the unique silhouette of the Mark.

A white reversed Branding Mark should only be used with a background dark enough to provide sufficient contrast.

White reverse

BRANDING MARK

INCORRECT USAGE

Do not reproduce in colors other than the standard colors in the branding guide.

Do not reproduce with any other typography.

Do not stretch or distort the Mark. Keep the Mark proportionate.

Do not put the Mark inside or on a shape.

Always use the entire Mark, and do not use parts of the Branding Mark to represent Roanoke County.

The Branding Mark should be surrounded by a minimum amount of free space.

Text and images should not touch the Branding Mark. See the section on Minimum Spacing/White Space requirements.

Do not add text to any part of the Mark.

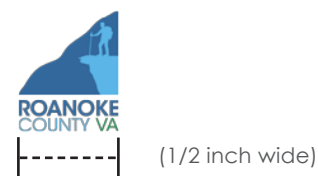Do not use the Mark at an angle or skew.

BRANDING MARK

MINIMUM SIZE REQUIREMENTS

The Branding Mark should always be used at an appropriate size to make sure it is legible. To maintain the legibility of the Branding Marks, the horizontal Mark should be used no smaller than 2 inches wide, and the vertical branding Mark should be used no smaller than 1/2 inch wide.
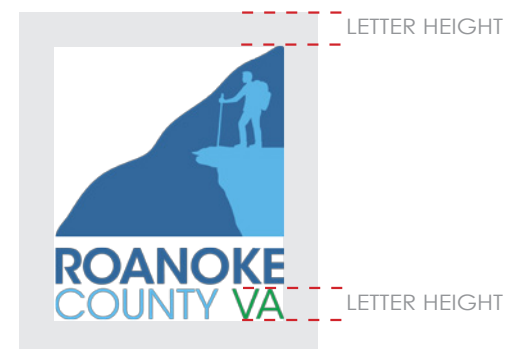
HORIZONTAL BRANDING MARK

(2 inches wide)

VERTICAL BRANDING MARK

(1/2 inch wide)

MINIMUM SPACING/WHITE SPACE REQUIREMENTS

A minimum space equal to the height of the letters in the Mark should separate the Branding Mark from other elements on the page, web frame or browser edge.

LETTER HEIGHT

LETTER HEIGHT

LETTER HEIGHT

LETTER HEIGHT

BRANDING MARK

TYPOGRAPHY / FONT

Typography used in the Branding Mark is limited to the font ITC Avant Garde Gothic Std. The words "ROANOKE COUNTY" are Demi weight, while "COUNTY VA" and any department name appearing below the Branding Mark should be right justified and used in the Medium weight.

ITC AVANT GARDE GOTHIC STD.
(Demi weight)
ABCDEFGHIJKLMNOP
QRYSTUVWXYZ 1234567890
abcdefghijklmnoprstuvwxyz

ITC AVANT GARDE GOTHIC STD.
(Medium weight)
ABCDEFGHIJKLMNOP
QRYSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

COMPLEMENTARY TYPEFACES

When crafting letters, brochures, or other communication pieces that feature the Branding Mark, it is important to select modern and web-safe fonts that complement the look and feel of the Mark. Complementary typefaces include the sans serif fonts Century Gothic, Myriad Web Pro, Calibri. The serif font Georgia may also be used.

CENTURY GOTHIC
ABCDEFGHIK
LMNOPQRYST
UVWXYZ
1234567890
abcdefghijklm
nopqrstuvwxyz

MYRIAD WEB PRO
ABCDEFGHIK
LMNOPQRYST
UVWXYZ
1234567890
abcdefghijklm
nopqrstuvwxyz

CALIBRI
ABCDEFGHIK
LMNOPQRYST
UVWXYZ
1234567890
abcdefghijklm
nopqrstuvwxyz

GEORGIA
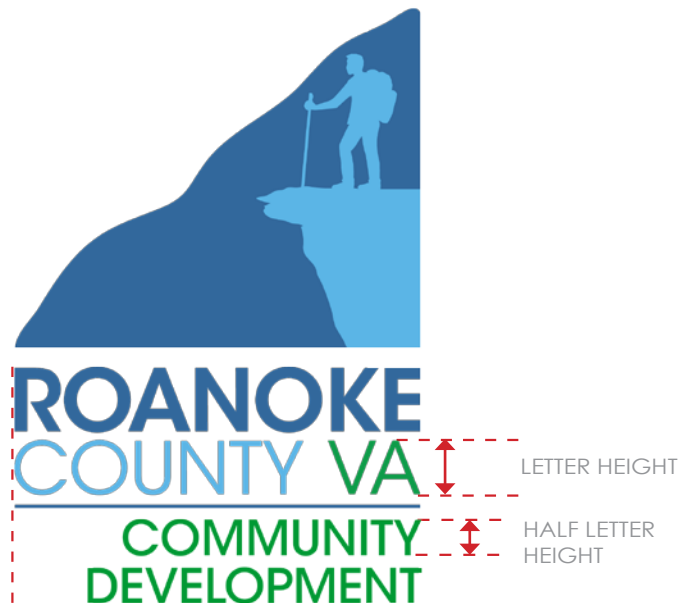ABCDEFGHIKL
MNOPQRYST
UVWXYZ
1234567890
abcdefghijklm
nopqrstuvwxyz

BRANDING MARK

USING THE BRANDING MARK WITH DEPARTMENT NAMES

Names of official Roanoke County departments or divisions should be set below the Branding Mark, and aligned as right justified. Department names should use the same green color as the letters VA in the Branding Mark. Text for department names should not be taller than approximately one-half the height of the words "COUNTY VA," and set justified to the right.

Department or division names may be set at a maximum of two lines to accommodate long department or division names. Department names should be separated from the Branding Mark by a thin, dark blue line in all instances. The Department or division name will not extend to the left beyond the "C" in COUNTY.

BRANDING MARK

USING WITH OTHER AGENCY MARKS

When placing the Branding Mark with other agency seals or program logos, all usage should adhere to the minimum spacing and white space requirements established in this manual. Care should be taken to use each mark or logo in the same size, proportion, and page position.

EXAMPLES

BRANDING MARK

USING WITH PHOTOGRAPHS

When using the Branding Mark on top of a photograph, it is important to maintain sufficient contrast so that the Mark remains legible and distinct.

Place the Branding Mark within a portion of the photograph with the greatest amount of contrast, either within the darkest area if using a white reverse, or the lightest area if using a full-color Mark.
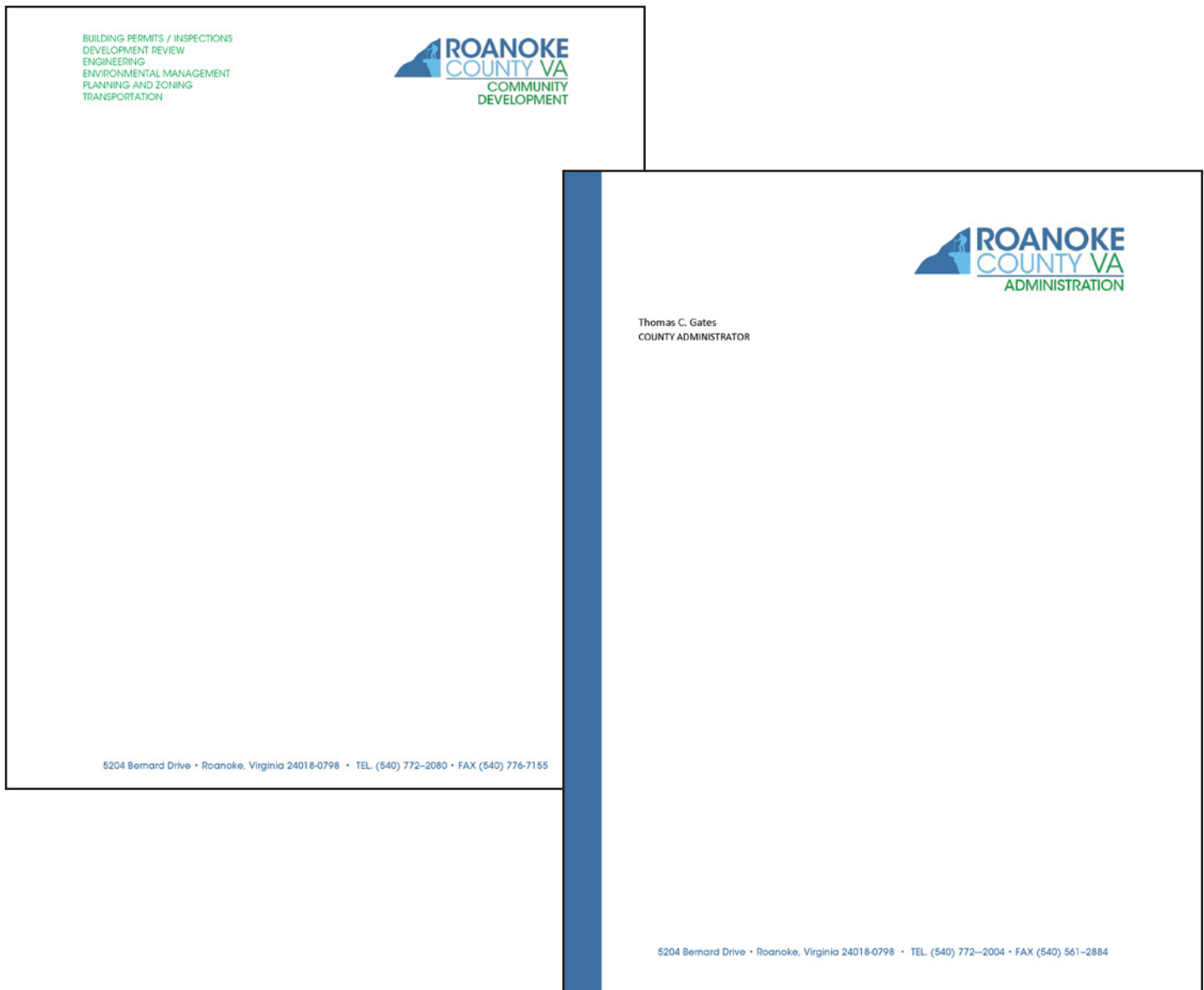
You may also use the Branding Mark as a white reverse on a color field from the official color palette in this manual.

BRANDING MARK

LETTERHEAD

Approved letterhead featuring the Branding Mark is available in versions with or without the solid dark blue bar on the left margin. When using the Branding Mark on letterhead, the mark should be placed on the right hand side. The address should be set at the bottom in dark blue, using ITC Avant Garde Gothic Std. Department division names can be placed at top left across from and aligned with the Branding Mark, set at 9 pt. ITC Avant Garde Gothic Std., in dark green. Complementary body text font for letters include Century Gothic, Calibri, ITC Avant Garde Gothic Std., Myriad Web Pro, or the serif typeface Georgia.

BRANDING MARK

ENVELOPES

When using the Branding Mark on envelopes, the Mark should be placed on the left hand side. The office and address should be set in ITC Avant Garde Gothic Std., and should be centered under the Branding Mark. Complementary body text font for letters include Century Gothic, Calibri, ITC Avant Garde Gothic Std., Myriad Web Pro, or the serif typeface Georgia.
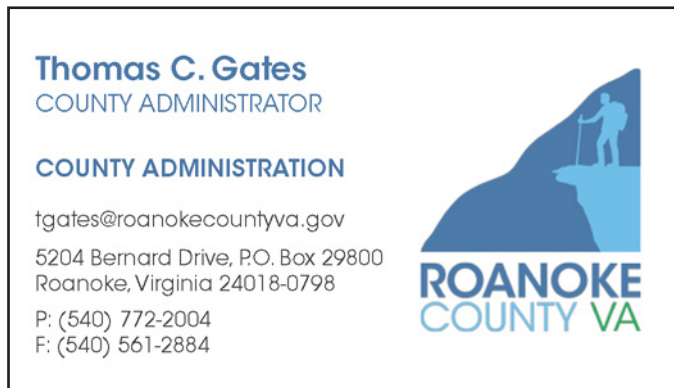
BRANDING MARK

BUSINESS CARDS

Business cards in both horizontal and vertical usage are approved for use.

HORIZONTAL BUSINESS CARD FRONT

Thomas C. Gates
COUNTY ADMINISTRATOR

COUNTY ADMINISTRATION

tgates@roanokecountyva.gov

5204 Bernard Drive, P.O. Box 29800
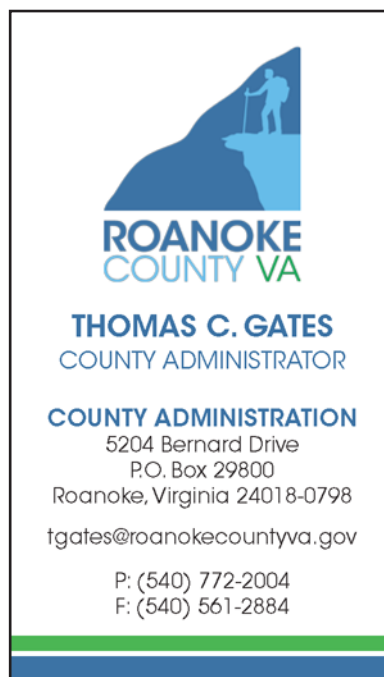Roanoke, Virginia 24018-0798

P: (540) 772-2004
F: (540) 561-2884

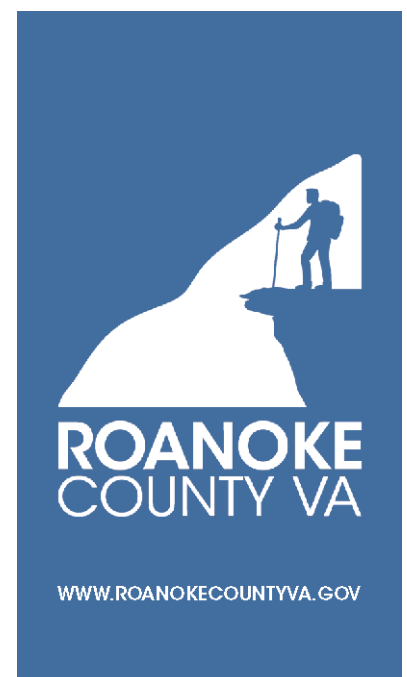OPTIONAL HORIZONTAL CARD BACK
(SOLID BLUE WITH WHITE REVERSE)

Business cards should feature "ROANOKE COUNTY" in ITC Avant Garde Std. in Demi weight, font size 17 pt., with the staff name in the same typeface at size 11 pt.

All other information on the business card should use ITC Avant Garde Std in 8pt. font.

VERTICAL BUSINESS CARD FRONT

THOMAS C. GATES
COUNTY ADMINISTRATOR

COUNTY ADMINISTRATION
5204 Bernard Drive
P.O. Box 29800
Roanoke, Virginia 24018-0798

tgates@roanokecountyva.gov

P: (540) 772-2004
F: (540) 561-2884

OPTIONAL VERTICAL CARD BACK
(SOLID BLUE WITH WHITE REVERSE)

BRANDING MARK

VEHICLES

This section is reserved for Branding Mark guidelines as they pertain to County fleet and light trucks, heavy vehicles and equipment.

Note: The Branding Mark is not to be used on Police or Fire & Rescue vehicles. Public Safety vehicles should retain the Official Seal or agency badge to represent the authority of Roanoke County's Public Safety officers.

SIGNS

This section is reserved for Branding Mark guidelines as they pertain to County facilities and gateway signs.

Note: The Branding Mark is not to be used at Police precincts or Fire & Rescue stations. Public Safety facilities should retain the Official Seal or agency badge to represent the authority of Roanoke County's Public Safety officers.

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