



Cc: Clayton connected

Cc: Connected to Style
Brand Standards Book

IDENTITY, LOGO USAGE
& COPY STYLE GUIDE

Clayton County Board of Commissioners
Office of Communications
121 S. McDonough Street (Annex 2) Ground Floor
Jonesboro, GA 30236

(770) 473-3834
www.claytoncountygga.gov

Where the
World Lands
and Opportunities
Take Off



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► Clayton County, Georgia Logo

The Clayton County logo was developed by the Clayton County Board of Commissioners Office of Communications in consultation with 365 Degree Total Marketing after months of research and design. Ultimately, the logo reflects the many positive aspects of Clayton County and was directly influenced by the county's diverse population, proximity to major metropolitan assets and global connectivity. This logo will position Clayton County as a forward-thinking community focused on leveraging its strengths to strategically attract businesses and potential residents.

Colors: Through extensive research and constituent feedback, it was determined that the Clayton County logo should have an array of colors. While this color palette is wider than most brands, Clayton County has unique elements and influences that were necessary to express through the colors listed below. When combined, these colors show the welcoming environment and diverse population present in Clayton County.

Blue: One of the most common colors across the branding landscape, blue is popular for its positive correlations with depth and stability. Not only is blue considered beneficial to the mind and body, it symbolizes trust, loyalty, wisdom, confidence and intelligence.

Of course, the natural connotations of blue with the sky are evident in the logo and are only enhanced by other graphic elements. The allusion to the sky is critical to inform the audience of Clayton County's accessibility to the world's busiest airport and global markets and works in concert with associated brand taglines. Blue is also commonly associated with water, which harkens to Clayton County's excellent water resources that are attractive for both residents and businesses.

Red: Known as a color of passion, energy, strength and power, red is a key component of the new Clayton County logo. Red is stimulating, vibrant and exciting and elicits strong ties with assertiveness and vitality. The location of red in the logo is significant, as it drives the eye and mind forward, literally to the right of the logo and figuratively into the future.

Purple: A versatile color, purple combines the stability of blue and the energy of red. Purple is associated with royalty and can symbolize power, nobility, luxury and ambition. Purple is also linked with wisdom, dignity, independence, creativity, sophistication, spirituality, wealth and youth.

Green: As one of the most significant earth tones, green in the logo can represent the many parks and outdoor resources of Clayton County. The lighter green in the lower half of the 'C' graphic has a calming effect and is associated with youth and the refreshing of the senses. With strong ties to the concepts of lushness, freshness and vitality, the green throughout the graphic will let the audience know that Clayton County is reliable and flourishing.

Orange: Initially, the light orange in the logo is viewed as stimulating, trustworthy, energetic and optimistic. Orange also represents enthusiasm, fascination, happiness, creativity, determination and success. This particular light orange hue has a gold nuance, which can bring about thoughts of prestige, wisdom and wealth and symbolize high quality attributes.

Yellow: Yellow stands for freshness, clarity, energy, enlightenment, happiness, honor, intellect, joy, loyalty, optimism, positivity and remembrance. In Clayton County's logo, the color is meant to shine a positive light on the county and to associate the county name with happiness.

Font: The font used for “Clayton” is, in fact, not a font. Rather, it is a custom designed graphic element exclusive to this project.

While the “Clayton” text is not a font, the design has a modern, even futuristic feeling. With strong edges, clean lines, defined angles and elliptical shapes on the “C” and “O,” the graphic pushes the eye forward and suggests concepts like innovation, industry and progress. The multiple colors used in the graphic are eye catching as well, and the colors work in concert to show the unique makeup and influences of Clayton County.

“County • Georgia” is Gotham Medium. The Gotham Medium font pairs well with the graphic and provides familiarity for the audience. Originally designed in 2000, the Gotham typeface family is a sans-serif font with a distinct geometric structure that is still viewed as new and fresh. Gotham is popular in commercial media and has been used by many organizations, from political campaigns to research universities and public monuments to movie trailers.

Graphics: The graphics of the logo emanate from a circular or spherical shape that represents the ideas of totality, wholeness, timelessness and the unity of the Clayton County community. Within the circle, the lines in the negative white space add the element of longitude and latitude indicating Clayton County’s global connections, both internally and externally.

The positioning of the colors within the globe graphic are meant to indicate the diversity of the population and the many positive elements that contribute to Clayton County, such as access to air transportation, water resources and numerous parks. The location of red at the open end of the globe-styled ‘C’ represents leadership pushing the county forward into the future.

The tagline **Cc: Clayton Connected** is presented beneath the logo in the font Crete Round, a warm slab serif with rounded corners providing a hint of softness to texts. The tall x-height, low contrast and sturdy slabs of the font prove to be efficient for web use and highly readable in other uses.

Cc: Clayton connected

The new tagline for Clayton County is **Cc: Clayton connected**. This tagline reflects Clayton County’s connectivity to the world via interstate highways and Atlanta Hartsfield-Jackson International Airport. It also reflects the sense of community that proliferates throughout Clayton County and its seven municipalities. Additionally, **Cc: Clayton connected** plays off the common email abbreviation “Cc:,” which references Clayton County’s digital infrastructure as the county moves toward the future.

The tagline needs to always be expressed as **Cc: Clayton connected**, with the uppercase and lowercase “C”s in “Cc:” and uppercase and lowercase “C”s in “Clayton connected.” Additionally, “Cc:” should never be used without being followed by “Clayton connected,” and “Clayton connected” should never be used without being preceded by “Cc:.” When used as a hashtag on social media, the tagline should appear as **#Claytonconnected**.

While **Cc: Clayton connected** is green when paired with the logo, it may be used in any color elsewhere to better coordinate with whatever collateral or digital project it is being used with, either by county government departments or by area businesses and organizations. However, the font should always be Crete Round.

In most instances, the logo should appear with the tagline, **Cc: Clayton connected**. However, the tagline may be used without the logo under the conditions described on page 4.

The logo can be used without the tagline **Cc: Clayton connected** in situations where the available space is too constrained to include it with the logo. These conditions include but are not limited to:

- Small promotional items, such as pens, USB drives, etc.
- Digital sponsorships or promotions where logo size is constricted.
- Event sponsorships where all participants are represented by logos only (without taglines).

For any conditions that fall outside of those listed above, please contact the Communication Administrator at the Clayton County Office of Communications for guidance.

Legal: The Clayton County logos are for the sole use of the Clayton County Board of Commissioners and associated government divisions, their partners and authorized vendors with express permission to use the logos according to brand standards.

- Files provided to organizations outside of this list are for single use/one-time events. Should such organizations require the use of the logo again, please contact the Clayton County Board of Commissioners Office of Communications. No permission or license is granted to use the Clayton County logos or brand elements without the prior written consent of the Clayton County Board of Commissioners Office of Communications.

- Files may not be distributed in any electronic form, other than 72dpi JPEG format, without written consent from the Clayton County Board of Commissioners Office of Communications.

- Files may not be altered in any way.

► Clayton County, Georgia Slogan

Slogan: The slogan for Clayton County is **“Where the World Lands and Opportunities Take Off.”** This marketing slogan serves two distinct purposes. First, it serves as a notifier or reminder that Atlanta Hartsfield-Jackson International Airport, the world’s busiest airport, is in Clayton County. Second, it takes an optimistic view for opportunities of all type. Whether is a business or personal goal, it can be achieved in Clayton County.

To ensure the slogan is flexible for a variety of marketing purposes, appropriate words may be substituted for the word **“Opportunities.”** Examples include **“Where the World Lands and Education Takes Off”** and **“Where the World Lands and Community Takes Off.”** These examples do not limit the word choices that can replace the word **“Opportunities.”**

Font: The font used for **“Where the World Lands and Opportunities Take Off”** is Crete Round.

Usage: The slogan should be used in most types of traditional advertising, including print, radio, television or digital. The slogan should be paired with photos or videos along with additional explanatory text – to be read or heard by an audience – that show the benefits of living, working, investing, etc. in Clayton County. Print examples have been provided in the Brand Overview.

► The Clayton County Logo

The Clayton County logo has been designed to ensure maximum visual impact across a variety of applications. The preferred logo should be used whenever possible. Additional logo versions are also available to accommodate special graphic situations. The preferred logo should be used whenever possible. Additional options should be used only in circumstances indicated below.



Preferred Logo – Full Color Version

The preferred, 4-color logo should be used whenever possible. Additional logo versions are also available to accommodate special graphic situations. Additional options should be used only in circumstances indicated below.



Black Version – For use in special situations where black only must be used, such as in a black and white newspaper ad or any other collateral piece that will print only in black ink.



Silkscreen Version – For use in special situations where cloth, leather or vinyl is to be silkscreened in a single color.



1-Color Version – For use in special situations where 1 color only must be used, such as in promotional pieces (coffee mugs, for example) or items that will be screen printed.



White Version – Knocked out of a solid background or photograph; use whenever the background is too dark for the preferred logo to be readable.

► The Clayton County Logo – Alternative Horizontal Version

The preferred logo should be used whenever possible. However, sometimes the logo may need to be in a horizontal format, such as on the barrel of a promotional pen. Instances such as this call for the use of this alternative horizontal logo.



Preferred Logo – Full Color Version

This preferred, 4-color logo should be used whenever the alternative horizontal logo is needed. Additional logo versions are also available to accommodate special graphic situations. The preferred logo should be used whenever possible; additional options should be used only in circumstances indicated below.



Black Version – For use in special situations where black only must be used, such as in a black and white newspaper ad or any other collateral piece that will print only in black ink.



Silkscreen Version – For use in special situations where cloth, leather or vinyl is to be silkscreened in a single color.



1-Color Version – For use in special situations where 1 color only must be used, such as in promotional pieces (coffee mugs, for example) or items that will be screen printed.



White Version – Knocked out of a solid background or photograph; use whenever the background is too dark for the preferred logo to be readable.

► Logo Usage: Guidelines For Promotional Items

This logo may be used at a 4" width, centered in the middle of the "Y" in Clayton. At 4", this logo should translate into an embroidered stitch count of approximately 7,000.

The logo may also be used on the back of shirts and jackets, on portfolios and messenger bags, on coffee cups and numerous other promotional items. In these cases, the logo should be no smaller than 3.5" and no larger than 6," from the far left curve in the green "C" in Clayton to the far right orange ascender of the "N" in Clayton, and it should be proportional to the item being printed or embroidered and the space available for printing on that item.



Refer to pages 6 and 7 of the branding standards book for samples of the logos shown in 4-Color, 1-Color, Black and White, Reversed, and in what circumstances you would use each logo.

*Note about stitch counts: Stitch counts given in this document are approximations only. To get actual stitch counts, your embroidery company will need to run the digitized logos through a software program built specifically to instruct embroidery machinery how to stitch the logo on your chosen item.

► Logo Usage: Guidelines For Promotional Items

The following minimum and maximum sizes are provided for logo variations that may be used on promotional items such as clothing, coffee mugs, door mats, etc. Guidelines are also provided for clear space around the logos to help ensure the logos maintain clarity and legibility.

When used on clothing such as shirts, the size of the logo should be in proportion to the size of the clothing piece.



On items such as baseball caps, keep the logo no smaller than 2.25" (approx. 4,200 stitch count).

► Purpose/Rationale

The new Clayton County community logo should be the most visible and recognizable element of the county's identity. All departments will replace the current logo with the approved version of the community logo that includes their department information (Phase-In Approach with Budgetary Consideration).

► Community Logo vs. County Seal

The Clayton County seal is to be reserved for legal representation of the county, including official county documents or legal correspondence from the chair and members of the Board of Commissioners and other Clayton County elected officials. It must not be used as a casual logo or identity, a design element in recruitment materials, a marketing or a decorative element.

The new Clayton County community logo is the marketing image for the county. It should be used on all collateral and signage designed to convey the progressive image of the county's brand. As appropriate, all marketing, informational and informal material – including websites, uniforms, brochures and other collateral material – should include the "Cc: Clayton connected" tagline (for exceptions, please see page 5) and exclude the county seal.

When using the Clayton County community logo with another logo (Official Seal), the other logo should not exceed the size of the community logo, observe the area of isolation for the Clayton County community logo, and center a .50" rule between the two logos. The logos may appear side by side or stacked, depending on space restrictions.



► Logo

The logo is used as a marketing mark on all other items. It is used on department materials to bring cohesiveness to county information.

► Seal

The seal is used for all items related to official Clayton County Board of Commissioners business. It is also used to mark all items of a permanent and lasting nature.



Logo Use

- Correspondence: Letterhead, fax cover sheets, email signature, business cards
- Clothing: Uniforms, sweatshirts, t-shirts, polo shirts, hats & ties
- Promotional merchandise/marketing: Banners, bags, umbrellas, pens, county store items, pins, advertising (print & web) or other swag items
- Library cards & membership cards
- Forms
- Electronic: Websites & social media sites
- Signs: Signs of a temporary nature
- Vehicles: a decal on the doors of Clayton County vehicles
- Internal correspondence: Benefits forms, statements, paychecks, name badges, tent cards
- Brochures/flyers, trade show booths, reports
- Presentations (i.e. PowerPoint)

Note: Submit requests for review/exception to the Graphics Standards Manual to the Office of Communications. Contact: communications@claytoncountygga.gov.



vs.

Official Seal Use

- County Flag
- County Board Ordinances & Official Legal Documents (forms & notarized documents) & tax liens
- Board Resolutions, Proclamations, Podium Emblem
- County Board & Legal Letterhead
- County Board Reports (County Board meetings)
- Constitutional Offices: sheriff summons, real estate assessments & bills, tax bills, marriage certificate/license
- County Board-adopted documents: General Land Use Plan, sector plans, master plans, etc.
- County Board-appointed Commissions, Task Forces, etc.: letterhead, documents, related materials. (Note: Commissions may also use the county logo.)
- County Board items: bags, hats, umbrellas, pens, giveaway items, pins, official Board of Commissioners plaques
- Permanent signage, e.g., used for building facades, building signs, permanent installations, County Board Room, Courthouse Lobby.
- Printed materials: where desired, departments have the option to include an identifier of "An official publication of Clayton County Government" that includes the county seal with dominant brand logo.
- Certificates: for safety issues, e.g. inspections, checks (Note: Use of logo by constitutional offices is suggested/preferred (in compliance with Graphic Standards for logo use).

Logo Use (Clear Space)

► Logo Usage: Clear Space Around Logo

Clear Space – To preserve clarity, no other graphic element should intrude upon the logo. A clear area equal to or greater than 0.25" must surround the logo on all four sides.



Centering – When the full logo is centered, it should be centered on the "Y" in Clayton.

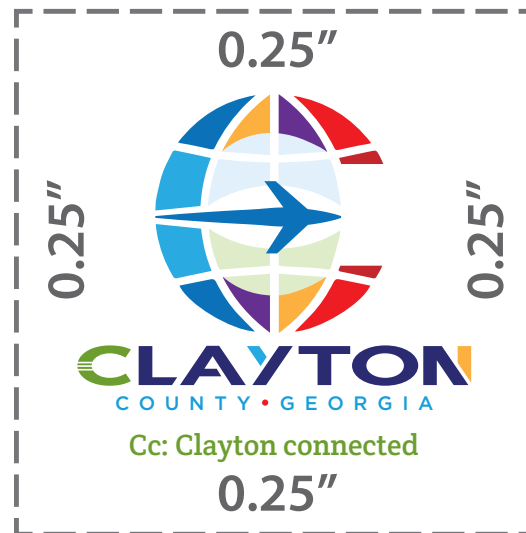


► Logo Usage In Print Advertising

When using the logo on print advertisements, the logo may be placed on the bottom right or bottom left of the ad, no smaller than 2.25" and no larger than 4.5", or in the top center of the ad, no smaller than 2.25" and no larger than 10" (for a full page newspaper advertisement, for example). The logo must be proportional to the page size.

HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Duis autem vel



► Logo Usage In Collateral Materials

On collateral material such as brochures, folders, flyers, etc., the logo may be placed on the left, center or right at the bottom or top of the page, no smaller than 2.25" and no larger than 4.5".

0.25"



0.25" 0.25"

CLAYTON
COUNTY • GEORGIA
Cc: Clayton connected

0.25"

HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation cilisi. Duis autem vel eum hendre.

|
Center

HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation cilisi. Duis autem vel eum hendre-rit in vulputate velit esse molestie.

0.25"



0.25" 0.25"

CLAYTON
COUNTY • GEORGIA
Cc: Clayton connected

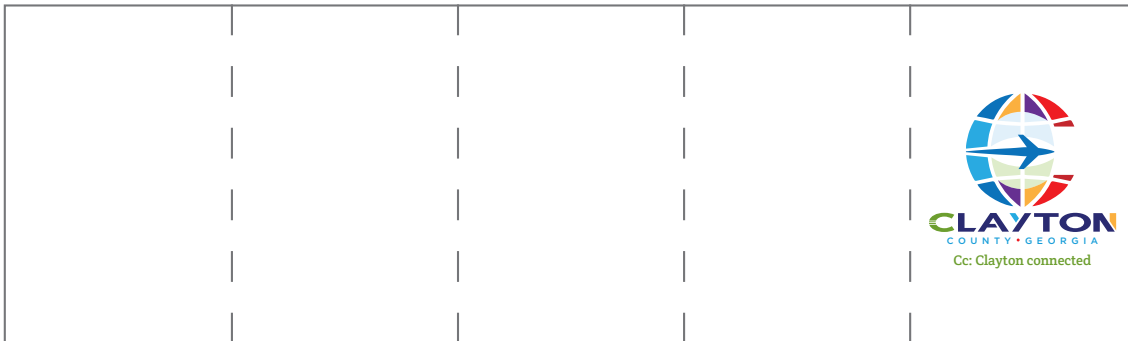
0.25"

|
Center

► Logo Usage In Outdoor Advertising

All usage standards for the logo as expressed on previous pages apply to billboard advertising except for size limitations. When using the logo on a billboard, the logo should always be sized for optimum legibility, preferably at the far right of the outdoor board. The logo should be a minimum of 20% of the billboard space.

Horizontal

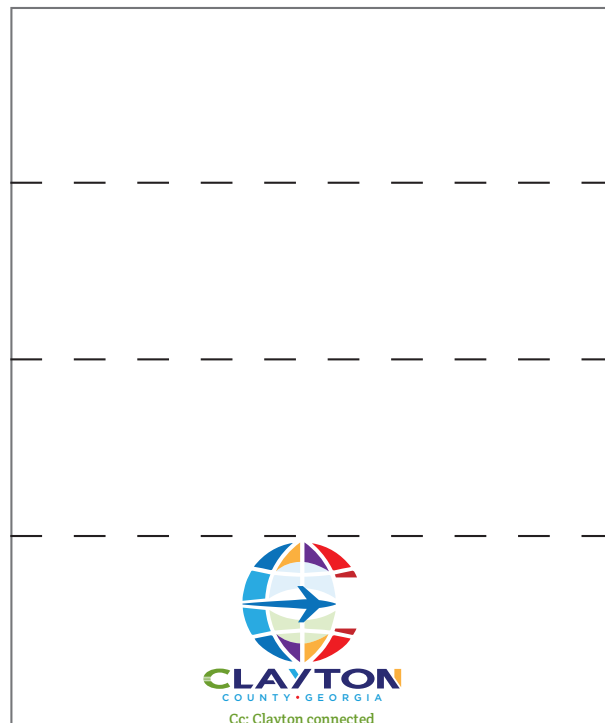


Vertical

Vertical Billboard or Bulletin (Usually 12' or 14' or 48')

(Usually vinyl or painted and seen from the interstate.)

Logo should be no smaller than 1/4 of the height of the billboard or bulletin.

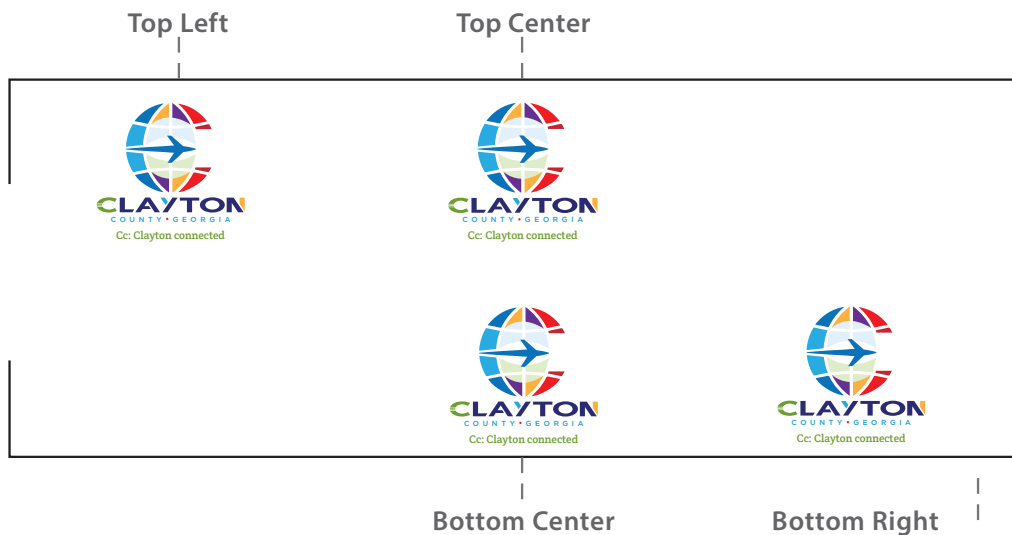


► Logo Usage On A Website

Website – When using the logo on a website, observe the following:



Opening Splash Page – The logo on an opening splash page, if applicable, should be centered on the page, no smaller than 410 pixels x 101 pixels and no larger than 560 pixels x 138 pixels.



Home Page – The logo on a Home Page may be placed in the top left or top center. It may also be placed on the bottom center or bottom right. It should be no smaller than 200 pixels x 51 pixels.



Other Websites – When other websites use the logo, the logo should be proportional to other logos on the page and should maintain a 20 pixel space around all sides of the logo.

► Logo Usage: Mistakes to Avoid

To ensure brand consistency across all applications, the logo should be used only as indicated on pages 6 - 16. The examples shown below represent the most common misuses of the logo and should be avoided.

❌ Do Not produce the Clayton County logos in any of the following ways:

X



Do Not – stretch the logo in any way.
Always size it up or down proportionately.

X



Do Not – alter any component of the logo, type or otherwise.

X



Do Not – place the full color or 1-color logo on a background that is noncomplementary in color.
Use the black and white logo in this instance.
See pages 16-17 for approved complementary colors.

X



Do Not – remove or alter the elements on the logo.

X



Do Not – place a graphic element too close to the logo. Refer to the clear space usage rules.

X



Do Not – convert the logo to grayscale.

X



Do Not – simply take the full color art of the logo and change it to white or black for 1-color applications. Custom art has been created for these instances. See page 5.

X



Do Not – reconfigure any of the elements of the logo. Use only the logo versions provided in this manual.

X



Do Not – assign different colors to the logo or to any component of the logo – including colors from the logo color palette. Use only the versions provided in this manual: Full Color, 1-Color, Black & White, Reversed-out.

X



Do Not – apply any artistic effect to the logo.

X



Do Not – place the logo on a busy photograph or busy graphic background. Use the reversed logo in this instance, on a portion of the photo that is not busy.



Fonts Used in the Logo

Clayton County GEORGIA
Brand Standards Book

► Fonts Used in the Logo

The font used in the logo is Gotham Medium.

The font used in the tagline is Crete Round.



► File Format Types and Their Uses

The logo is available in three file formats – **eps**, **png** and **jpg**. Each format has specific benefits and different uses.

EPS – Is a vector file format (Adobe Illustrator) that allows for unlimited scalability without the loss of image quality. It is the preferred file format for print production. It is also the preferred file format when submitting the logo to vendors for use on promotional products and large format displays such as billboards and trade show signage. This format will always provide the sharpest possible image quality.

PNG – Is a raster file format (Adobe Photoshop) that allows for limited scalability with possible loss of quality depending on how much the image is scaled. This format is perfect for online use including websites and social media providers. Some vendors of promotional products will accept this file format (or even prefer it based on their software capabilities). It can also be used in print if the resolution is at least 300 dots per image (dpi). The main benefit of this format is that it allows the logo to have a transparent background that allows placement on other colors or photos.

JPG (JPEG) – Is another type of raster file format (Adobe Photoshop) that behaves like a PNG except that the logo rests on a white box. This means that if the logo is placed on another color or a photograph, it will appear inside a white box. This format is good to use for online and social media as long as it appears on a white background. Some vendors of promotional products will accept this file format (or even prefer it based on their software capabilities). It can also be used in print if the resolution is at least 300 dpi.

► Logo Colors

Pantone	Process	R G B	RGB Hex
Pantone 298c	C = 65 M = 3 Y = 0 K = 0	R = 65 G = 182 B = 230	#41b6e6
Pantone 2383c	C = 83 M = 43 Y = 0 K = 2	R = 39 G = 116 B = 174	#2774ae
Pantone 526c	C = 66 M = 100 Y = 0 K = 0	R = 112 G = 47 B = 138	#702f8a
Pantone 1365c	C = 0 M = 28 Y = 79 K = 0	R = 255 G = 181 B = 73	#ffb549
Pantone 1788c	C = 0 M = 93 Y = 82 K = 0	R = 238 G = 39 B = 55	#ee2737
Pantone 1797c	C = 0 M = 92 Y = 72 K = 6	R = 203 G = 51 B = 59	#cb333b
Pantone 7737c	C = 58 M = 1 Y = 93 K = 10	R = 107 G = 165 B = 57	#6ba539
Pantone 2118c	C = 97 M = 93 Y = 0 K = 11	R = 52 G = 53 B = 121	#343579
Pantone 656c	C = 10 M = 2 Y = 0 K = 0	R = 221 G = 229 B = 237	#dde5ed
Pantone 2274c	C = 16 M = 0 Y = 31 K = 0	R = 207 G = 220 B = 177	#cfdcb1



Note on colors: Due to the nature of Pantone inks, there is a slight variation in color between the true Pantone colors and the CMYK mix colors. Tints of the logo colors may be used as complementary colors.

► Additional Complementary Colors

(Tints of these colors may also be used from 100% - 0%)

Pantone	Process	R G B	RGB Hex
Pantone Black 6c	C = 100 M = 61 Y = 32 K = 96	R = 16 G = 24 B = 32	101820
Pantone Cool Gray 1c	C = 10 M = 7 Y = 5 K = 0	R = 217 G = 217 B = 214	#d9d9d6
Pantone 7507c	C = 0 M = 12 Y = 39 K = 0	R = 252 G = 210 B = 153	#fcd299
PMS 665c	C = 19 M = 22 Y = 0 K = 0	R = 198 G = 188 B = 208	#c6bcd0

► Brand Standards Checklist

- ☐ Approved logo version used.
- ☐ Logo includes a clear space around it of 0.25" on all four sides.
- ☐ When the full logo is centered, it should be centered in the "Y" in Clayton.
- ☐ Logo use does not violate standards as outlined on pages 6-16 of the Graphic Standards book.
- ☐ Logo uses only the official brand colors as shown below, except when a background being used requires one of the three accepted usages for the logo to stand out.



Preferred Logo – Full Color Version



Black Version – For use in special situations where black only must be used, such as in a black and white newspaper ad or any other collateral piece that will print only in black ink.



1-Color Version – For use in special situations where 1 color only must be used, such as in promotional pieces (coffee mugs, for example) or items that will be screen printed.



White Version – Knocked out of solid background or photograph; use whenever the background is too dark for the preferred logo to be readable.

► Brand Standards Checklist (cont.)

- ☐ Logo is placed, ideally, only in conjunction with complementary colors provided on pages 20-21 of the Brand Standards book and shown here:

Pantone	Process	R G B	RGB Hex
Pantone 298c	C = 65 M = 3 Y = 0 K = 0	R = 65 G = 182 B = 230	#41b6e6
Pantone 2383c	C = 83 M = 43 Y = 0 K = 2	R = 39 G = 116 B = 174	#2774ae
Pantone 526c	C = 66 M = 100 Y = 0 K = 0	R = 112 G = 47 B = 138	#702f8a
Pantone 1365c	C = 0 M = 28 Y = 79 K = 0	R = 255 G = 181 B = 73	#ffb549
Pantone 1788c	C = 0 M = 93 Y = 82 K = 0	R = 238 G = 39 B = 55	#ee2737
Pantone 1797c	C = 0 M = 92 Y = 72 K = 6	R = 203 G = 51 B = 59	#cb333b
Pantone 7737c	C = 58 M = 1 Y = 93 K = 10	R = 107 G = 165 B = 57	#6ba539
Pantone 2118c	C = 97 M = 93 Y = 0 K = 11	R = 52 G = 53 B = 121	#343579
Pantone 656c	C = 10 M = 2 Y = 0 K = 0	R = 221 G = 229 B = 237	#dde5ed
Pantone 2274c	C = 16 M = 0 Y = 31 K = 0	R = 207 G = 220 B = 177	#cfdcb1

Pantone	Process	R G B	RGB Hex
Pantone Black 6c	C = 100 M = 61 Y = 32 K = 96	R = 16 G = 24 B = 32	101820
Pantone Cool Gray 1c	C = 10 M = 7 Y = 5 K = 0	R = 217 G = 217 B = 214	#d9d9d6
Pantone 7507c	C = 0 M = 12 Y = 39 K = 0	R = 252 G = 210 B = 153	#fcd299
PMS 665c	C = 19 M = 22 Y = 0 K = 0	R = 198 G = 188 B = 208	#c6bcd0

► Brand Standards Checklist (cont.)

Advertising & Print Collateral

- ☐ Logo in print advertising and print collateral, bottom left or right of the ad, is at least 2.25" wide, but no wider than 4.5".
- ☐ Logo in print advertising and print collateral, top center of the ad, is at least 2.25" wide, but no wider than 10".
- ☐ Logo is proportional to ad size in print ads.
- ☐ Logo on horizontal billboards is sized for optimum legibility, preferably at far right.
- ☐ Logo on vertical billboards is sized for optimum legibility, at bottom center.

Website

- ☐ Logo on splash page is centered on the page.
- ☐ Logo on splash page is no smaller than 410 pixels by 101 pixels.
- ☐ Logo on Home Page at the top, left or right of the page is no smaller than 200 pixels by 51 pixels.
- ☐ Logo on other websites is proportional to other logos on the page.
- ☐ Logo on other websites maintains a 20-pixel space around all four sides of the logo.

Clothing & Promotional Items

- ☐ Logo on items such as baseball caps is at least 2.25" (approx. 4,200 stitch count).
- ☐ Logo on items such as messenger bags or the back of shirts and jackets, on coffee cups, etc. is no smaller than 1.25" and no larger than 6" and is proportional to the size of the item being printed or embroidered, or the space on the item available for printing or embroidery.



Clayton County Board of Commissioners
Office of Communications
121 S. McDonough Street (Annex 2) Ground Floor
Jonesboro, GA 30236

(770) 473-3834
www.claytoncountygga.gov