

# WAKE COUNTY LOGO STANDARDS



Prepared by  
Wake County General Services Administration  
and  
Public Affairs Office



Wake County adopted this logo on July 1, 2000, to provide a corporate identity for the County and to replace the numerous existing logos in the various departments. The logo uses the colors of cobalt and copper to signify sky and land, and its design is intended to bring to mind the many paths of service the County delivers: paths for parks and greenways, paths of learning through our libraries, the healing paths of human services programs and paths toward a progressive and well-planned future. The design also conveys the idea of a flag, to signify government, with a star representing Wake County's standards of excellence, as well as its status as the state's capital county.

David Cooke, County Manager

## COMMITTEE CONTACT INFORMATION:

If you have questions concerning **printed material** you may call Dave Ceneskie, Support Services Supervisor (GSA), at 856-5445.

If you have questions concerning **signs or sign graphics** you may call Ken Rambeaut, Sign Graphics Supervisor (GSA), at 870-4029.

If you have questions concerning the **general usage of the logo**, you may call Sarah Williamson-Baker, Public Affairs Office, 919-856-7532.

If you have questions concerning the **electronic or video usage of the logo**, you may call Chris Smith (Web Administrator) at 856-7331.

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## WHAT IS A LOGO?

The Wake County logo is more than just an illustration. The consistent application of graphic elements and standards will reinforce Wake County's image as a strong, unified and progressive County. This logo replaces all former logos and these guidelines will introduce you to the County's corporate identity and help you communicate your message in a clear and consistent manner. Your cooperation is essential to the County's success. These guidelines must be followed uniformly and applied consistently through every aspect of our communications. (Any department or agency that reports to the County Manager must abide by the standards; those rest who do not are welcome to use the logo, and also must adhere to the standards.)

If business reasons necessitate a change to the corporate identity standards on your materials or if your application is not addressed in the manual, please contact General Services Administration, Support Services Supervisor, for assistance. See page i.

*official logo*



*departmental/  
divisional logo*



**Central  
Services**

## HIGHLIGHTS OF LOGO USAGE INSTRUCTIONS

Below is a summary of the guidelines in this manual. These do not represent all restrictions that apply.

- If the logo prints in two colors, it must be printed in PMS 5255 cobalt and PMS 876 copper inks. (**Pantone Matching System**)
- If the logo prints in a single color it should be PMS 5255 or black.
- If the logo is resized, the height to width ratio must be maintained.
- A minimum size of 3 picas by 4 picas (1/2" x 5/8") must be maintained.
- A minimum white space must be maintained around the logo that is equal to or greater than the height of the word "Wake" in the logo.
- The logo should not be surrounded on all sides by graphics or text.
- See the section on page 12 concerning the use of the logo in electronic form, such as on web pages.

These images are available in the P:\LOGO directory in EPS format:

- Color logo without border (for use as stand-alone image)
- Black and white logo without border (for use as stand-alone image)
- Color logo with border (for use with department name)
- Black and white logo with border (for use with department name)

You can copy the standards manual ("Logo Standards.PDF" file) from the P: drive\LOGO directory to your hard drive, then open it with Acrobat Reader. (Acrobat Reader is a free download from ADOBE.COM.) Please be sure you COPY the file and not MOVE the file.

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## LOGO USAGE IN DOCUMENTS

Forms, newsletters, brochures, fliers, etc.

### **Externally used documents:**

The logo should appear on any document that will be viewed by anyone other than Wake County staff.

### **Internally used documents:**

Existing documents used internally only may omit the logo if space limitations prohibit adding it to the document.

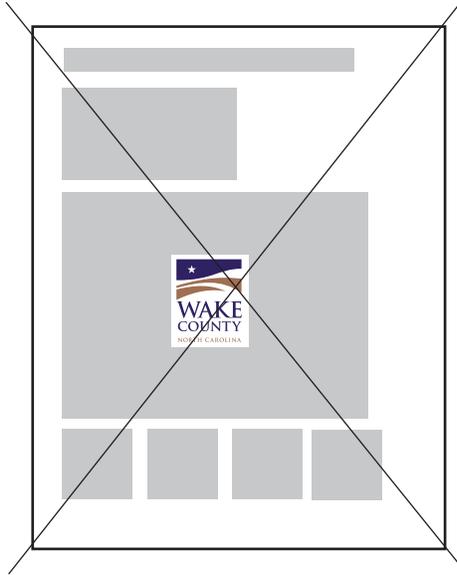
All new documents, internal and external, should be designed with the logo included.

*(Standards continued  
on page 3.)*

## POSITION AND SPACING STANDARDS

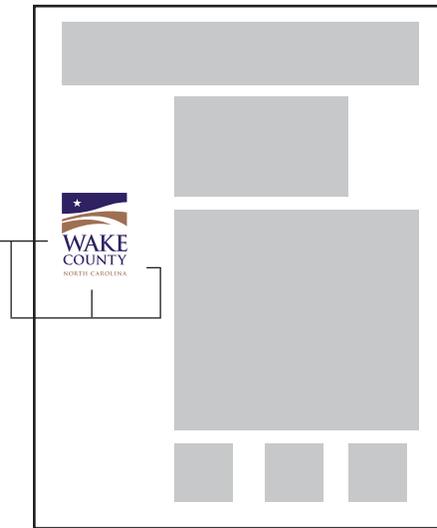
- The logo should be placed so that it is **never** surrounded on all sides by text or other graphics.

**a: inappropriate**  
Logo should not be surrounded with text on all sides.



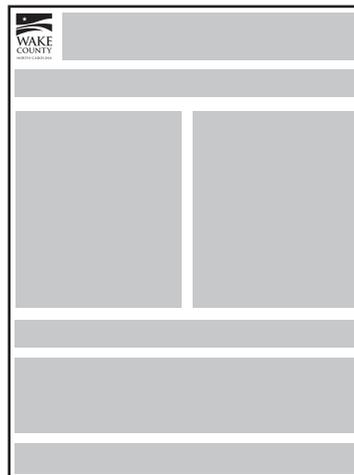
**b: APPROPRIATE**

Negative space to edge and around logo



## LOGO USAGE ON FORMS

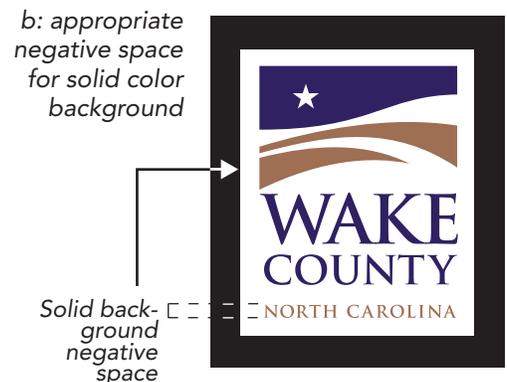
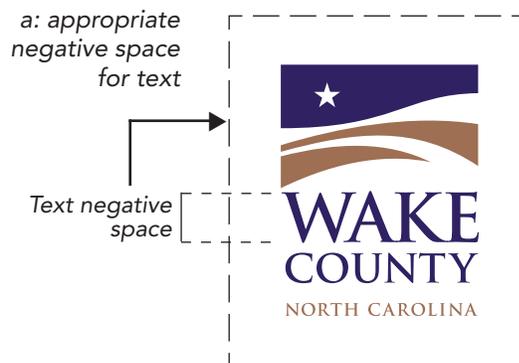
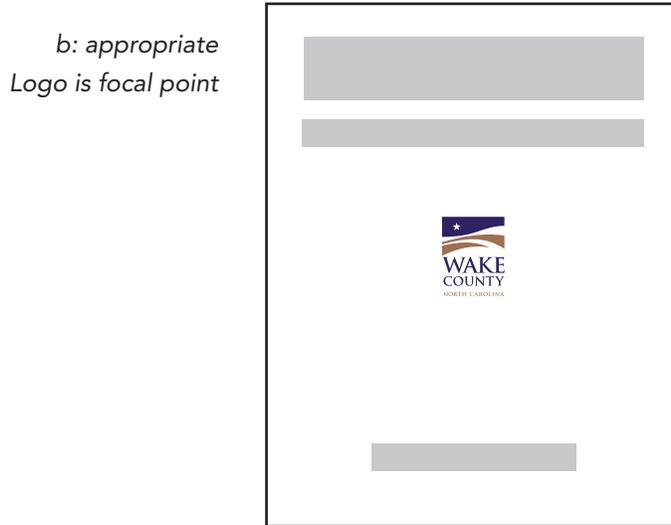
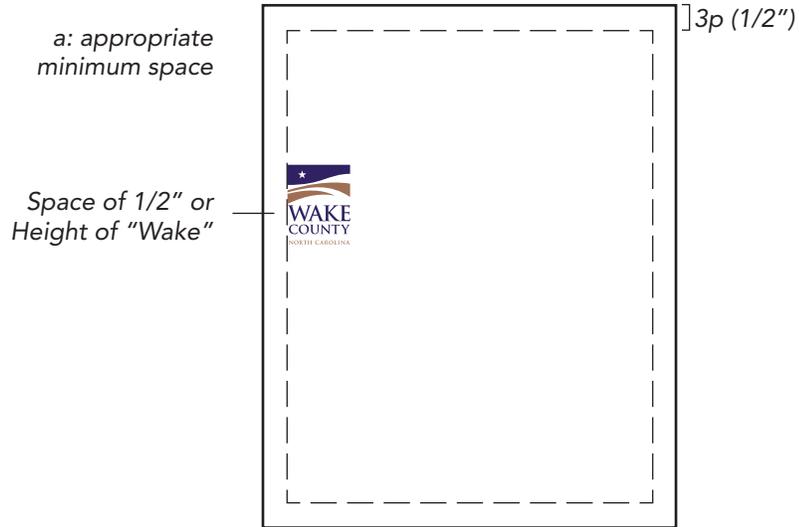
The logo should never be used smaller than the minimum size of 3 picas wide by 4 picas tall (1/2 x 5/8 in.). On forms, it should be in one of the corners when possible. On internal forms, if space is limited, the logo can be used as space allows or not at all (see diagram).



(Standards continued on page 4.)

**POSITION AND SPACING STANDARDS cont.**

- A minimum negative space (white border) of 1/2" or the height of the word "Wake," whichever is greater, must be maintained around the logo.
- When the logo is placed over a solid color background, white space may be reduced to a white border equal to the height of the "N" in "North Carolina."



## LOGO UNITY

Logo should always appear in its entirety and never be broken into separate elements. No graphics should appear as extensions of the logo.

## LOGO ORIENTATION/DISTORTION

Logo should never appear horizontally. When resizing, the height to width ratio must be maintained. No graphic distortion will be accepted.

a: *APPROPRIATE*



c: *inappropriate*



b: *inappropriate*



d: *inappropriate*



## MINIMUM SIZE

For readability, the logo should never be reduced smaller than 3 picas wide by 4 picas high (1/2 inch by 5/8 inch). Some exceptions in size may be made for promotional items. You may contact GSA regarding this (see page i).

3p (1/2 in.)



4p (5/8 in.)

## TYPEFACES

The words "Wake County" and "North Carolina" should always be in Trajan Bold. However, because these words have been specially kerned, the logo art should always be used for the logo itself. The departmental/divisional type such as "Central Services" should always be in Avenir Heavy and should be placed in size and relation to the logo as seen in the diagram below.



## DEPARTMENT NAME PLACEMENT

The cap height of the department name should always equal the height of and line up with the word "Wake." The baseline of the second line in the department name should always line up with the baseline of "North Carolina." The negative space (n) border rule listed on pages three and four still applies.



On envelopes only, there is the option of using the department name on the first line and a program name on the second line. The guides for the department name size and negative space still apply.



**STATIONERY: LETTERHEADS**

All departments will use one of the letterhead styles shown below. The exception will be for elected officials and at-will employees.

PAPER SIZE – 8.5 x 11 inches      LOGO – 3/4 x 1 inch (4p5 x 6p)

**TYPESETTING**

Set all departmental letterhead type uppercase and lowercase, flush right, ragged left, normal letter spacing, 7.5 pt. Avenir Medium (department name is 7.5 pt. Avenir Black) with 9.5 pt. leading. The department/division name to the right of the logo should be set flush left at 16.5 pt. Avenir Heavy with 17.5 pt. leading. See page 8 for margins. The bottom line of the generic letterhead is 8 pt. Avenir Medium (centered).

**COLOR**

Logo: Pantone 876, Pantone 5255      Text: Pantone 5255

PAPER STOCK – Standard: Georgia Pacific, Valorem Opaque, White Smooth 60# Text

Option: Certificate Bond 24# Rag content

PRINTING – Offset lithography, flat

*style a*  
*By division*



**Central Services**

TEL 919 856 5746  
FAX 919 856 6478

A Division of General Services Administration  
P.O. Box 550 • Raleigh, NC 27602

*style b*  
*By department*



**General Services Administration**

TEL 919 856 5746  
FAX 919 856 6478

Central Services  
P.O. Box 550 • Raleigh, NC 27602

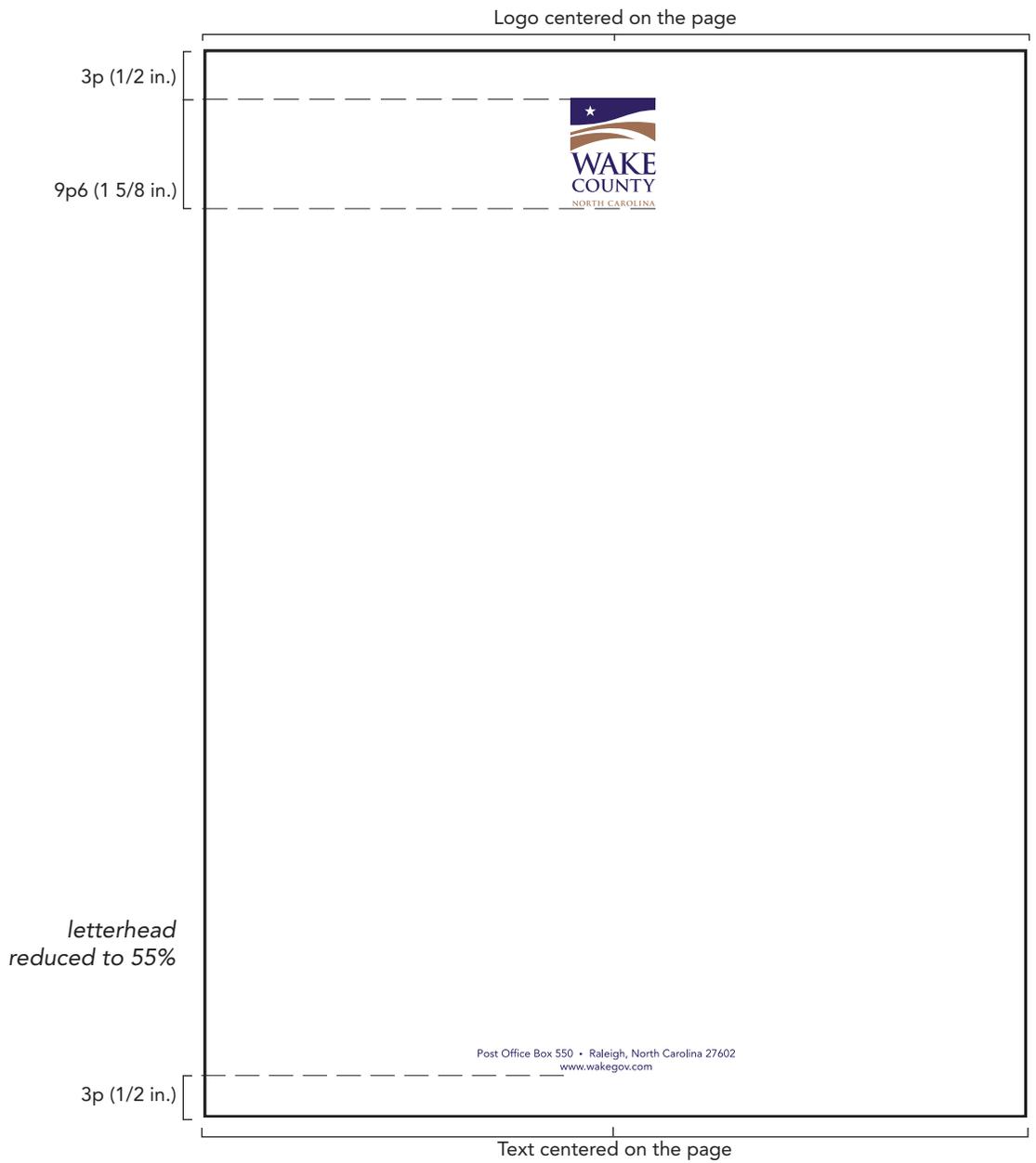
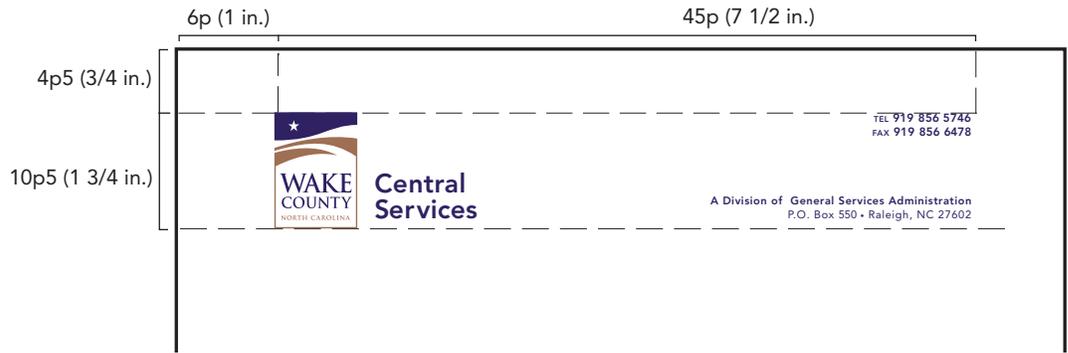
*style c*  
*Generic letterhead*



*(letterheads reduced to 50%)*

Post Office Box 550 • Raleigh, North Carolina 27602  
[www.wakegov.com](http://www.wakegov.com)

STATIONERY: LETTERHEADS cont.



**STATIONERY: ENVELOPES**

SIZE – no. 10 (9.25 x 4.125 inches)

LOGO – 9/16 x 3/4 inch (3p4.5 x 4p5)

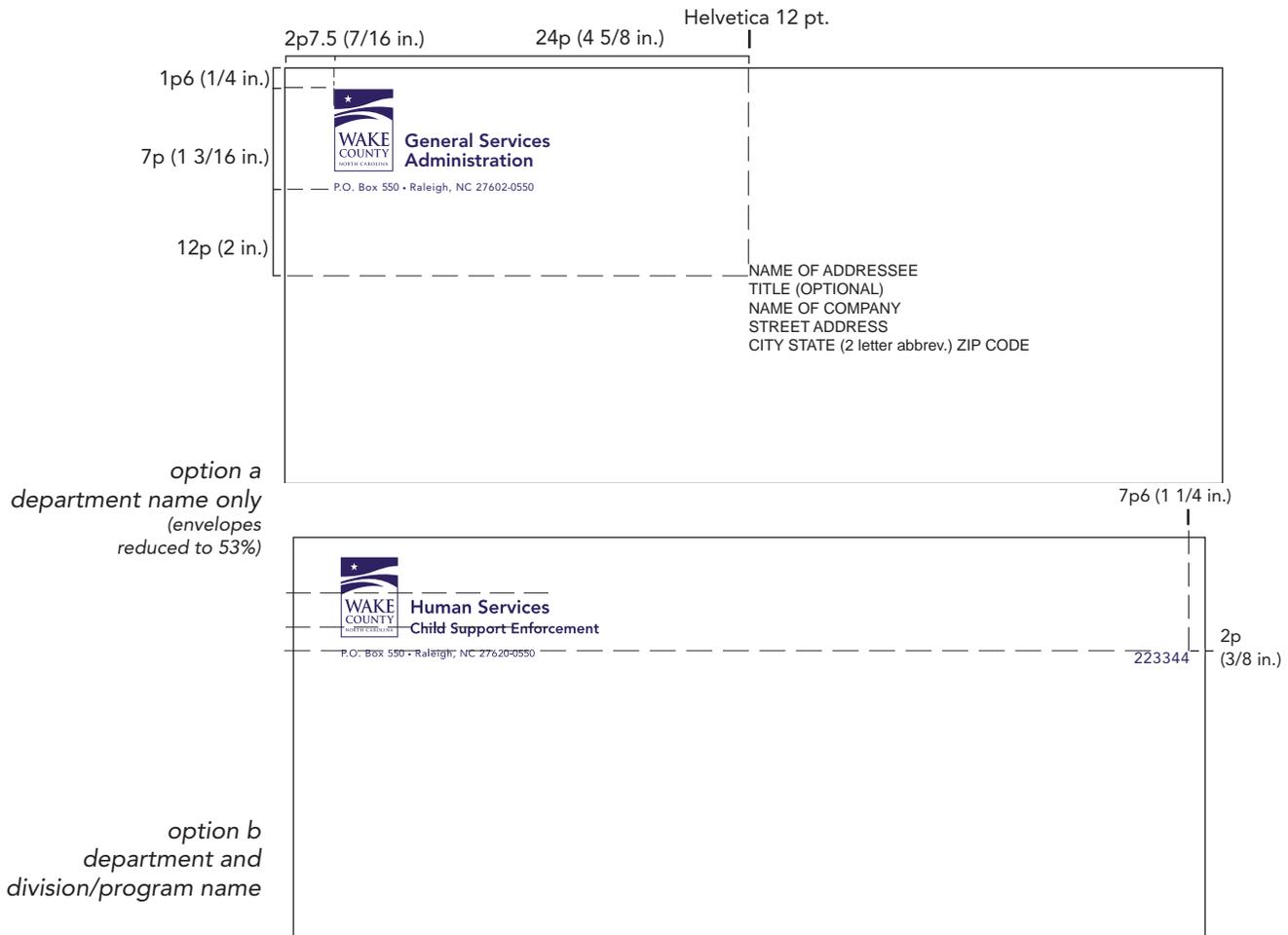
**TYPESETTING**

Set Wake County return address uppercase and lowercase, normal letter spacing, and 7.5 pt. Avenir Medium. When a department and a division name must be used for mailing purposes, the cap height of the department name should line up with the height of "Wake." The division or program name baseline should line up with the baseline of "North Carolina." The department should be in 12.5 pt. Avenir Heavy, with a leading of 13 pt. The division should be in 9 pt. Avenir Heavy, and the leading should be 13 pt.

COLOR – Logo: Pantone 876, Pantone 5255 Text: Pantone 5255

PAPER STOCK – Fox River, Starwhite Vicksburg, Tiara (white), Smooth 24#, #10 Commercial Flap

PRINTING – Offset lithography, flat



The **index code** may be printed on the right side (as shown above) for billing postage and should be set in 6 pt. Helvetica type. Postal regulations suggest the **mailing address** should be set in Helvetica 12 pt. type.

**STATIONERY: BUSINESS CARDS**

All departments will use one of the business card styles shown below. The exception will be for elected officials and at-will employees.

SIZE – 2 x 3.5 inches

LOGO – 1/2 x 3/4 inch (3p x 4p5)

**TYPESETTING**

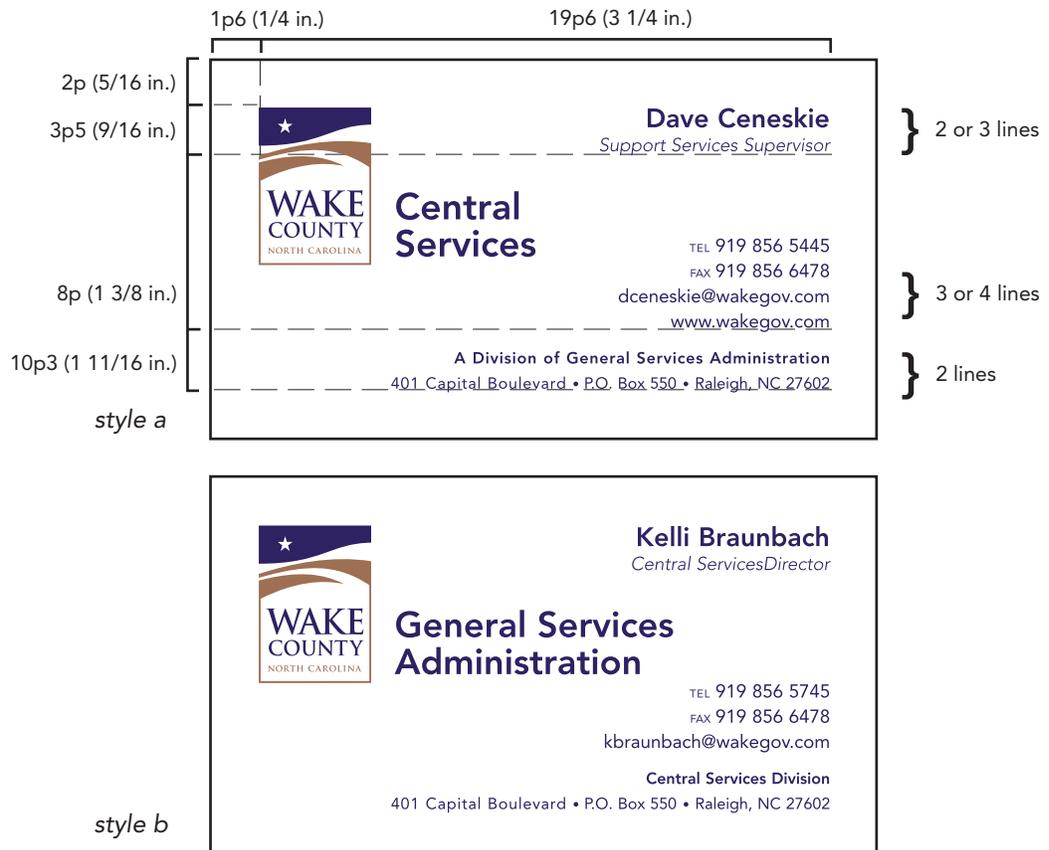
Set all type uppercase and lowercase, normal letter spacing, and 9.5 point leading. Set name in 10 pt. Avenir Heavy, title in 7 pt. Avenir Light Oblique, phone numbers in 7 pt. Avenir Medium, “tel” and “fax” in 6 pt. Avenir Medium, small caps, e-mail in 7 pt. Avenir Book, division in 6 pt. Avenir Heavy, and address in 6 pt. Avenir Medium.

**COLOR**

Logo: Pantone 876, Pantone 5255  
Text: Pantone 5255

PAPER STOCK – Wausau, Southern Hi-Bulk, Bright White 80# Cover

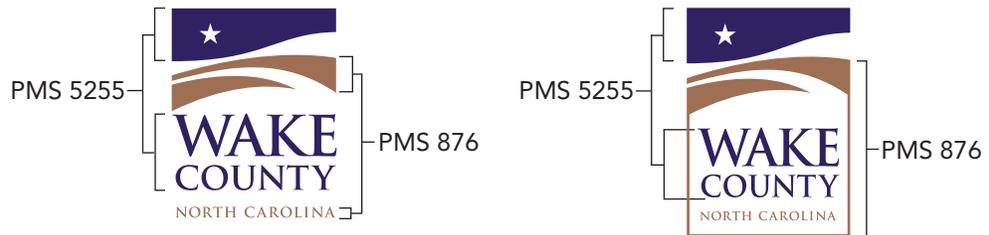
PRINTING – Thermograved/raised



## COLOR USAGE

The two PMS inks are PMS 5255 (cobalt) and PMS 876 (copper). Whenever possible the logo should appear in these two inks or the following equivalent.

- CMYK for printed materials: cobalt = C=83, M=87, Y=0, K=46; copper = C=38, M=59, Y=73, K=7
- RGB for screen/video: cobalt = R=29, G=13, B=73; copper = R=146, G=82, B=49
- For color output to laser printers, etc., match colors to the two PMS colors as closely as possible.



## COLOR USAGE OTHER THAN THOSE SPECIFIED ABOVE

When the logo is to be printed in two colors, it must always be in PMS 876 (copper) and PMS 5255 (cobalt); no other color combinations are to be used.

When a piece is not printed in PMS 5255 and 876 or the 4-color process equivalent, the logo should either reverse out to white (or the color of the paper) from the darkest color used OR print in all black or all cobalt. Logo should never appear in one color trapped in another color.



Ex: The piece is printing in green and cobalt; the logo should appear reversed out to white from the green ink (a) or the logo should print in all cobalt ink (b). The logo should never print in one color trapped by the other (c). (When the two specified PMS inks cannot be used, the logo should print in only one color; never a combination of two other colors.)

## ONE COLOR OFFSET PRINTING

When the logo is to be printed in just one color, on official correspondence where only one ink color is to be used, it should print in either all black or all cobalt.

## SPECIAL EFFECTS

### Watermark

The logo may be used as a watermark in a sheet of paper.

### Background Screen

When screened, the logo will be printed in black or 5255 cobalt blue. The logo will be screened to 5% if overprinted, or at least 50% if standing alone.

### Foil Stamped

The logo may be foil stamped, one color, in gold, silver, white, black, copper, or dark blue. The foil may be either gloss or matte finish.

### Blind Embossed

The logo may be blind embossed in paper or foil.

## ELECTRONIC/VIDEO USAGE

The logo should always appear in a prominent position on every web page in its web safe colors or RGB screen equivalents to the PMS inks. The web safe colors for the logo are:

Cobalt: #1D0C4A  
Copper: #945231

On pages that have a dark or black background, the logo can be reversed out to all white or provide a white border equal to 10 pixels of white space or more.

Always maintain the minimum buffer area around all sides of the logo equal to 30 pixels or more of negative white space.

The minimum size of the logo in an electronic document should not be smaller than 65 X 80 pixels.

The white space of the logo should never be transparent and have any background images passing through it.

The logo should never have any electronic special effects applied such as shadows, animation, or be distorted in any way. (See page 5.)

## VEHICLES

On all vehicles, the logo should be centered top to bottom and left to right over each front door panel. It should always be produced in the 2 logo colors PMS 5255 and PMS 876 on white background.



## PROMOTIONAL ITEMS

All county identified items, including mugs, hats, t-shirts, other clothing, paper-weights, plaques, pens, pencils, napkins, awards, etc. should bear the Wake County logo. If space is limited, the logo can be used as space allows (trying to maintain as much integrity as possible) or not at all. Specialty items should follow the corporate standards including typeface usage, logo placement, colors (except where engraved), etc.

## CLOTHING/UNIFORMS

The logo can appear by itself, or with either of the text elements, or with both text elements. Department names and division/program names can be interchanged between the top text and the bottom text. *Diagrams A–D*



## CLOTHING/UNIFORMS cont.

Any of the layouts (A–D on page 14) can be used for both screen printing and embroidery. However, when embroidering, the words “North Carolina” in the logo will be replaced by a solid copper bar. When screen printing, the “North Carolina” may be a solid copper bar if the material being printed creates a quality problem.

The logo measures 1 5/8” high by 1 1/4” wide. The text for the top element is Avenir Heavy, 24 pt. set on a 1 1/2” radius arc. The text for the bottom element is Avenir Heavy, 24 pt. centered below the logo.

The logo should be placed over the left breast or on the sleeve of the garment.

- For **screen-printed** apparel, the logo prints in PMS 5255 (cobalt) and PMS 876 (copper), or all cobalt, or black, or reversed to white or cream. White or cream will be used for darker color shirts such as maroon or black. *Photos A and B*
- For **embroidered** apparel, the thread colors should match the PMS colors as closely as possible. All other standards stated above also apply.

Photo A



Photo B



## SIGNAGE

When the logo is used on signage, first determine the final size the logo will be on the sign. Once the final size has been determined, the minimum border of negative space around the logo should always be the height of the "N" in "North Carolina" (see diagram).



For permanent signs, the logo should always be produced in the cobalt and copper (Premium Spar-cal #1508 copper metallic and 3M Custom Match PMS 5255 in vinyl signs, PMS 5255 and PMS 876 for screenprinting) on a white background.

For temporary banners, signs, etc. the logo should print in either the two specified PMS inks, or when other colors are used, the logo should print in just one color – blue or black, or reverse out to white (from the darkest color used). See section on one color usage.

## ENTRANCE PLAQUES

[Information about entrance plaques to come](#)

**SIGNAGE** cont.

**MAIN FACILITY SIGNAGE**

For permanent signs, the logo should always be produced in the cobalt and copper (Premium Spar-cal #1508 copper metallic and 3M Custom Match PMS 5255 in vinyl signs, PMS 5255 and PMS 876 for screenprinting) on a white background.

For temporary banners, signs, etc. the logo should print in either the two specified PMS inks, or when other colors are used, the logo should print in just one color – blue or black, or reverse out to white (from the darkest color used). See section on one color usage.

*Standard  
Internally  
Illuminated  
Facility Sign*

*38" high X  
96" long*



## **SPECIAL MATERIAL**

Use of special materials to create the Logo are reviewed on a case-by-case basis by GSA. (see page i) Examples include paint, carpet, vinyl and thread (other than uniforms). As a rule, any material that cannot be matched to the PMS inks should be reviewed by the logo committee.

## **COUNTY LOGO USAGE WITH OTHER LOGOS**

General Services Administration needs the following information submitted in written form before approval is to be given to use an official statewide or federal program logo on a County document:

1. If your department is required to use another logo in order to obtain funding from an organization, you must submit a copy of the legal contract or supporting document where this clause is mandated. Once approval has been obtained to use this secondary logo in conjunction with the County logo, then the following restrictions apply:
  - a) The County logo should always be equal to or larger than the secondary logo.
  - b) Secondary logos or funding information may appear at the bottom of the letterhead. Envelopes will carry the Wake County logo only.
  - c) The same color usage and logo placement standards apply from pages 7 through 11 when printing the County logo.
2. If your department (program) is in a partnership with an outside organization that wants logo representation, you must submit documentation of the organization's funding or in-kind contributions and/or services provided that benefit Wake County. Once approval has been obtained to use a secondary logo with the County logo, the same restrictions apply from 1a through 1c above.

## **EVENT GRAPHICS**

For events that occur only one time each year, it is permissible to establish a graphic to promote that event. If Wake County is the primary contributor to the event, either in funds or time, or the sole contributor, the Wake County logo will be used in conjunction with the event graphic.

## **EXCLUSIONS OF LOGO USAGE WITH NON-COUNTY LEASING GROUPS**

If an outside agency (i.e. United Arts) leases space from Wake County, then it will be allowed to use its corporate identity or logo at the storefront of the leased space only (i.e. on door or window). No other usage will be allowed within the facility. Pre-approval must be obtained, and leasing group must coordinate signage placement with GSA.