

# Graphic Standards

## Guidelines for using the Sedgwick County logo

*The Graphic Standards is a working document, with additions made as needed to clarify and improve the information it contains.*



*Sedgwick County...  
working for you*

### Use of the Official County Logo

The official County logo will be prominently displayed on all County public information and promotional materials. The logo cannot be graphically changed in any way. This includes its proportions, fonts and color applications as outlined in this guide. Adherence to the Sedgwick County identity program is critical to communicating a cohesive message.

The official Sedgwick County logo is shown in this guide. This version of the logo is to be used on all Sedgwick County publications including, but not limited to, brochures, annual reports, magazines, newsletters, forms, letterhead, signage, vehicles, business cards and advertising unless otherwise noted here. No logo may be used in place of the Sedgwick County logo unless specifically provided for in this guide, or with approval of the Communications Office.

Questions - 316-660-9370

• • • **Sedgwick County Communications** • • •

525 N Main, Suite 315 - Wichita KS 67203

• • • • • [WWW.SEDGWICKCOUNTY.ORG](http://WWW.SEDGWICKCOUNTY.ORG) • • • • •

**Correct usage for the Logo**

- The Sedgwick County logo must always be reproduced in one of the formats shown in this guide. It should not be broken apart or deconstructed when represented as a brand. The combination of the seal and wording "Sedgwick County...working for you" makes up the complete logo.
- The logo is a brand and it should not be used as the central visual element of a publication and should not replace photography or illustration as visual components.
- The exact proportions should be maintained when reducing or enlarging the logo.
- To ensure high-quality reproduction, the logo should always be reproduced from the approved digital artwork available through the Communications Office. Do not copy and paste files from the web.



**Color Standards**

The Sedgwick County logo is a full color graphic and is the preferred version to be used whenever possible for communication materials, including print advertising, television advertising, collateral materials, direct marketing and electronic media.

When color is not available the logo MUST appear in black or reversed out in white.

The logo may ONLY be used in one of the four ways below. There may be instances where the logo can be used in another color, ie metallic printing or foil stamping. Contact the Communications Office for approval.



Full Color



One Color PANTONE REFLEX BLUE



One Color BLACK



Reverse Out ALL WHITE

**Minimum size of the Logo**

All versions of the Sedgwick County logo must remain at an acceptable size for readability purposes.

The logo size is based on the circumference of the County Seal. The circumference of the seal is to be no less than .5 inch.

This minimum size is demonstrated in the Sedgwick County logo shown below.

This remains true for print, electronic and all other uses.



**Clear space around the Logo**

Adequate clear space should be kept between the Sedgwick County logo, other graphic elements and text.

The minimum clear space around the logo is .25 inches. The amount of clear space is demonstrated in the logo below.

Space around the Sedgwick County logo is especially critical when used in conjunction with other trademarks and logos.



**Improper use of the Logo**

No structural changes should be made to the logo. A digital logo file is available through the Communications Office and should be used as is. **Care should be taken to avoid these common usage errors:**



Do not use the logo out of proportion.



Do not use a low resolution file copy & pasted from the internet.



Do not substitute other typefaces for the logo wording.



Do not reconfigure the elements of the logo.



Do not use alternate colors in place of the specified colors.



Do not screen back the logo.



Do not use the logo in an area where there is not sufficient contrast.



Do not use the logo over a dark-colored background. The reversed logo should be used instead.



Do not apply shadows or dimensional devices to the logo.



Do not tilt or invert the logo. Always keep it on a horizontal axis.



## Typography with the Logo

There are no restrictions on the typefaces used with the Sedgwick County logo in a design. However, the typeface used for the wording that is part of the logo cannot be changed or altered in any way.

A typography palette has been developed that offers a broad range for creating everything from small, internal materials to larger pieces promoting Sedgwick County.

Each of the typefaces has a variety of weights and styles to allow maximum design flexibility. Combining typefaces is allowed, but it is recommended that you only use one serif and/or one sans-serif typeface per publication.

The consistent use of these fonts will create a continuity of appearance that will ensure the recognizability of the Sedgwick County brand, while promoting a solid, professional appearance in all communications.

Contact the Communications Office if you need any of the typefaces listed to the right.

### Serif Typefaces

**Calisto MT** (*Sedgwick County logo wording*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890-!@#%&\*'(){}:<?>

**Times New Roman**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890-!@#%&\*'(){}:<?>

**Book Antiqua**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890-!@#%&\*'(){}:<?>

### Sans-Serif Typefaces

**Arial MT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890-!@#%&\*'(){}:<?>

**Gill Sans MT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890-!@#%&\*'(){}:<?>

**Trebuchet MS**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890-!@#%&\*'(){}:<?>

**Optane**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890-!@#%&\*'(){}:<?>



## Guideline specifics

These guidelines have been developed to serve as a general starting point for the use and application of the Sedgwick County logo.

While clarity and consistency are crucial to the success of communicating Sedgwick County's identity, these guidelines provide flexibility for a variety of applications.

*Updated - October 2007*



*Sedgwick County...  
working for you*

The Sedgwick County Communications Office reserves the right to final approval of logo usage.

If you have any comments or questions regarding the logo and its usage as described in this guide, please call or send them to:

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