

AGENDA ITEM FOR ADMINISTRATIVE MEETING () Discussion only
(X) Action

FROM (DEPT/ DIVISION): County Counsel

SUBJECT: Branding Policy

<p>Background:</p> <p>On April 19, 2022, the Board adopted an official County logo. A policy, guidelines and procedures have been drafted on the use of the logo. The policy and Brank Book are before the Board for review and approval.</p>	<p>Requested Action:</p> <p>Approve Umatilla County Branding & Logo Usage Policy, including Brand Book</p>
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ATTACHMENTS: Draft Policy and Brand Book

*****For Internal Use Only*****

Checkoffs:

- () Dept. Heard (copy)
- () Human Resources (copy)
- () Fiscal
- (X) Legal (copy)
- () (Other - List:)

To be notified of Meeting:

Needed at Meeting:

Scheduled for meeting on: October 4, 2023

Action taken:

Follow-up:



Umatilla County Brand & Logo Usage Policy

Policy Statement

Our ability to build and maintain a clear, consistent identity is central to maintaining service and transparency for our residences and businesses. The strength of Umatilla County's image and reputation is critical to its ability to achieve many goals of the strategic plan.

This policy will establish procedures regarding the use of the adopted Umatilla County logo and guidelines for logo standards, colors, and use to ensure the County brand is consistently and correctly applied by County employees and departments.

Consistency in the use of the Umatilla County logo strengthens its value. The adopted logo sets forth that all County Departments will use the logo in accordance with the Brand Guidelines in each and every situation in which the County is represented graphically.

Guidelines and Procedures

In accordance with Umatilla County Brand Guidelines, which are attached as Exhibit A and incorporated by this reference, the adopted County logo and format will be used as follows:

- On all letterhead representing the County, including letters, memos, envelopes, media releases, PowerPoint presentations, etc.
- On monograms used on all articles of clothing and/or uniforms supplied by the County
- On all County owned vehicles bearing decals.
- On all business cards and identification badges.
- On all signage representing Umatilla County, including reserved parking spaces.

Co-Branding is defined as displaying the Umatilla County logo adjacent to another organization's logo. Co-branding with the UC Logo is not allowed without express written permission which can be obtained by contacting the Umatilla County Human Resources Department.

THE FOLLOWING ARE AUTHORIZED TO USE CO-BRANDING IN ACCORDANCE WITH THE BRAND GUIDELINES ATTACHED AS EXHIBIT A: PUBLIC HEALTH AND THE UMATILLA COUNTY FAIR.

Approved Logos

Use of the logo in color, black or white shall be at the discretion of the Department Heads and Elected Officials. Consideration shall be given to using a black or white version where it reduces costs and the impacts of color as part of the message may not be warranted (i.e. routine internal written correspondence within or between County Departments.)



Implementation Process and Timeline

Implementation of the new logo should begin immediately where its' use does not create a financial impact. Such as email signatures, electronic letterhead, electronic envelopes, website,

presentations, etc. Any pre-printed supplies should be utilized prior to transitioning to the new logo. In no case should more supplies be ordered using any previous versions of County logos.



UMATILLA COUNTY

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Umatilla County Brand Guidelines

EXHIBIT A

TWENTY TWENTY-THREE



This book is an introduction to Umatilla County's brand identity — what it means, and how to use it properly.

THE TOOLS IN THIS DOCUMENT ENSURE THE BRAND IS PRESENTED WITH CONSISTENCY.

**Umatilla County
Brand Book**

OUR LOGO

There are four different logo variations

LOGO LOCKUP — NUMBER ONE TAG LINE
- GRADIENT - EMBOSS - YEAR



LOGO LOCKUP — NUMBER THREE
SIMPLIFIED - FULL COLOR



LOGO LOCKUP — NUMBER TWO
GRADIENT - DROP SHADOW



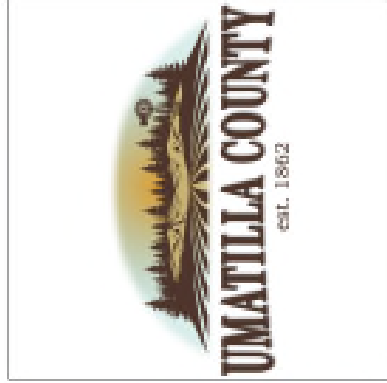
LOGO LOCKUP — NUMBER FOUR
SIMPLIFIED - BLACK & WHITE



OUR LOGO

Favicon & Co-branded logos

LOGO LOCKUP – NUMBER FIVE
(FOR FAVICON USE)



CO-BRANDED LOGO LOCKUPS

For co-branding that has previously been approved by the Board of Commissioners, the County logo shall be displayed as the primary logo.



DEPARTMENT LOGOS

The Umatilla County logo should never be modified to include a department, division or program name within the mark. However, department, division or program names can be added below the mark when applicable. It's recommended to only use these versions of the logo on vehicles, apparel and instances where the logo will be large enough to clearly read the words. See color and grayscale examples below. Please note, not all departments have been used as examples. Contact Human Resources for colored and grayscale department logos.



OUR COLORS

The color palette that reflects the visual identity of our region

Primary color Eastern Oregon Tan carries the most visual weight in branding applications. Secondary colors are Hat Rock Brown, Columbia River Blue Summer Night Blue, Northwest Green & Farmer Field Orange. Black and White can be used for text on a light colored background. White is used as a balancing element to the other colors in the palette and for text when it is placed on a dark colored background.



Eastern Oregon Tan

C24 M26 Y61 K0
R199 G178 B121
HEXC7B279



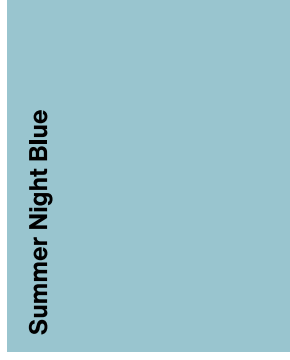
Hat Rock Brown

C49 M68 Y75 K58
R76 G50 B38
HEX4C3226



Northwest Green

C81 M42 Y66 K28
R48 G98 B85
HEX306255



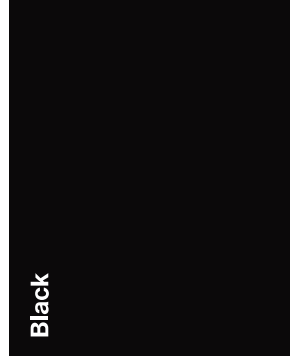
Summer Night Blue

C39 M9 Y15 K0
R154 G199 B208
HEX9AC7D0



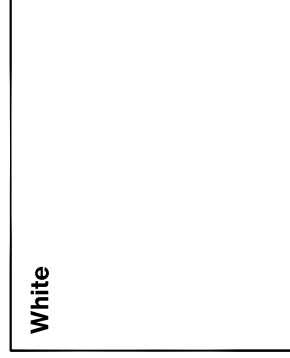
Farmer Field Orange

C15 M52 Y84 K1
R212 G136 B67
HEXD48843



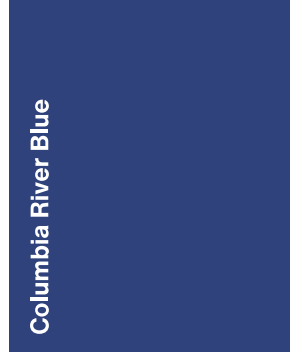
Black

C75 M68 Y67 K90
R0 G0 B0
HEX000000



White

C0 M0 Y0 K0
R255 G255 B255
HEXFFFFFFF



Columbia River Blue

C97 M82 Y22 K8
R37 G69 B127
HEX25457F

OUR FONTS

There are four different font families in use

Umatilla County uses Clarendon Condensed Bold as it's headline typeface for design (such as graphics and video). Clarendon Condensed Bold is a friendly serif that works well for headers, not body copy. Carlito Regular pairs nicely with Helvetica Now Display as a body typeface. Times New Roman Regular is a crisp and clean classic that works well in many different applications.

Aa

Clarendon Condensed Bold

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklmnopqrstuvwxy**z**

Aa

Helvetica Now Display (Regular and Extra Bold)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklmnopqrstuvwxy**z**

ABCDEFGHIJKLMNOP**QRSTUVWXYZ**

abcdefghijklmnopqrstuvwxyz****

Aa

Times New Roman Regular

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklmnopqrstuvwxy**z**

Aa

Carlito Regular

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklmnopqrstuvwxy**z**

BUSINESS CARDS

Please note - This is an example. We do ask that branding guidelines are followed such as font, colors, and logo positioning (please keep logos at the top of the document). Formatting and other details are up to each department.



**FRONT
PRIMARY BUSINESS CARDS
(Horizontal)**

What is a QR code?

A QR code enables you to simply scan a two dimensional barcode with any handheld device to access information instantly. Such as a web link, images, social media, pay systems and much more!

How do I create a QR code?


There are many different sites that can help you generate a QR code. QRCode Monkey is one of those. It's fast, easy and allows you to personalize your QR code the way you want. (visit www.qrcode-monkey.com to learn more!)



**BACK
PRIMARY BUSINESS CARDS
(Horizontal)**

LETTERHEAD

Please note - This is an example. We do ask that branding guidelines are followed such as font, colors, and logo positioning (please keep logos at the top of the document). Formatting and other details are up to each department.



Umatilla County
 Board of County Commissioners
 2125 E. P Street
 Prineville, OR 97601
 541-278-4304

Commissioners August 21, 2023
 John Taylor
 Chair/Treasurer
 Doug Olson

Date: _____



Umatilla County
 Board of Commissioners
 2125 E. P Street
 Prineville, OR 97601
 541-278-4304

Chair/Treasurer
 Doug Olson
 August 21, 2023



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November 1, 2022

Dear Jackson,

My name is Jackson. I am writing to you regarding the... (text continues)

Sincerely,
 Name
 Position

Justice Blake | 541-278-6207 | JBLAKE@CLERKS&SHERIFFS.COUNTY.OREGON



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November 1, 2022

Dear Jackson,

My name is Jackson. I am writing to you regarding the... (text continues)

Justice Blake | 541-278-6207 | JBLAKE@CLERKS&SHERIFFS.COUNTY.OREGON

FULL COLOR | PRIMARY LETTERHEAD

GRAYSCALE | SECONDARY LETTERHEAD

VEHICLES

All County vehicles will have a 9 x 16 clear oval vinyl decal with the full color version County logo, placed on both driver and passenger front doors. A white background can be used instead of clear if needed for visibility. Department specific vehicles may use the logo which identifies their department. Any requests for exceptions should be submitted in writing to the HR Department for approval with the Branding Committee.



DEPARTMENT TRUCK | EXAMPLE



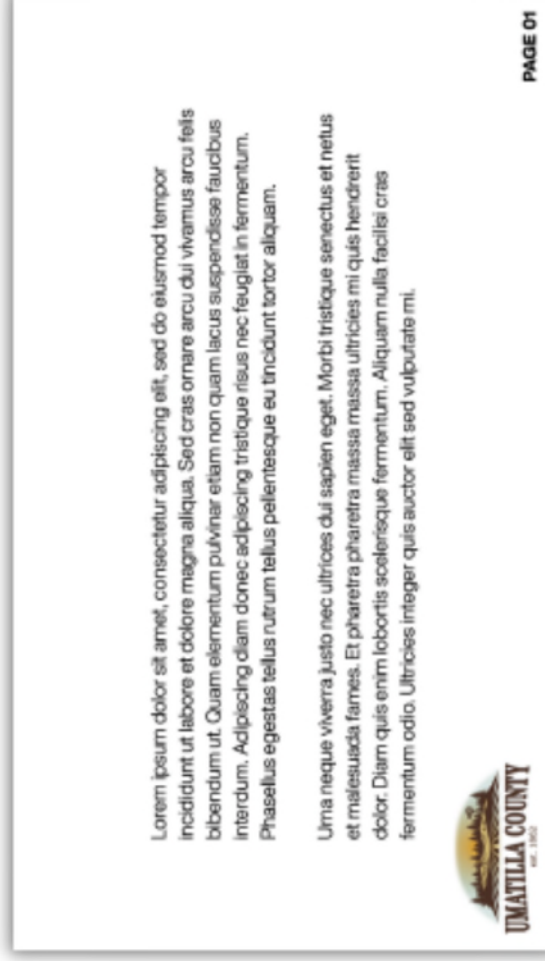
DEPARTMENT SEDAN | EXAMPLE

POWERPOINT EXAMPLE

Presentations should always display the county logo to ensure professionalism and consistency.



COVER -
POWERPOINT SLIDE TEMPLATE



BODY -
POWERPOINT SLIDE TEMPLATE

CLOTHING & UNIFORMS

All uniforms or county-purchased clothing and apparel shall include the county logo and adhere to all brand guidelines. Acceptable placement for the Umatilla County logo includes the left side of the shirt as well as on the left sleeve.



CLOTHING | BASIC LOGO



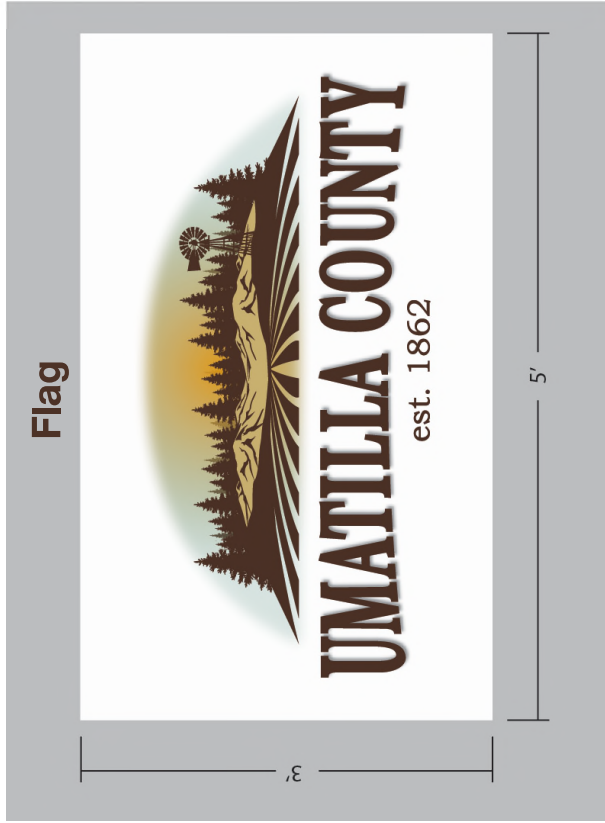
CLOTHING | BASIC LOGO WITH TITLE



CLOTHING | CO-BRANDED

FLAGS, POSTERS, BANNERS, & ADVERTISING

Logos on flags, posters, banners, and advertising shall follow branding guidelines and shall be used to positively identify and professionally represent Umatilla County. Flags will be displayed in the proper position of honor in accordance with the United States Flag Code.

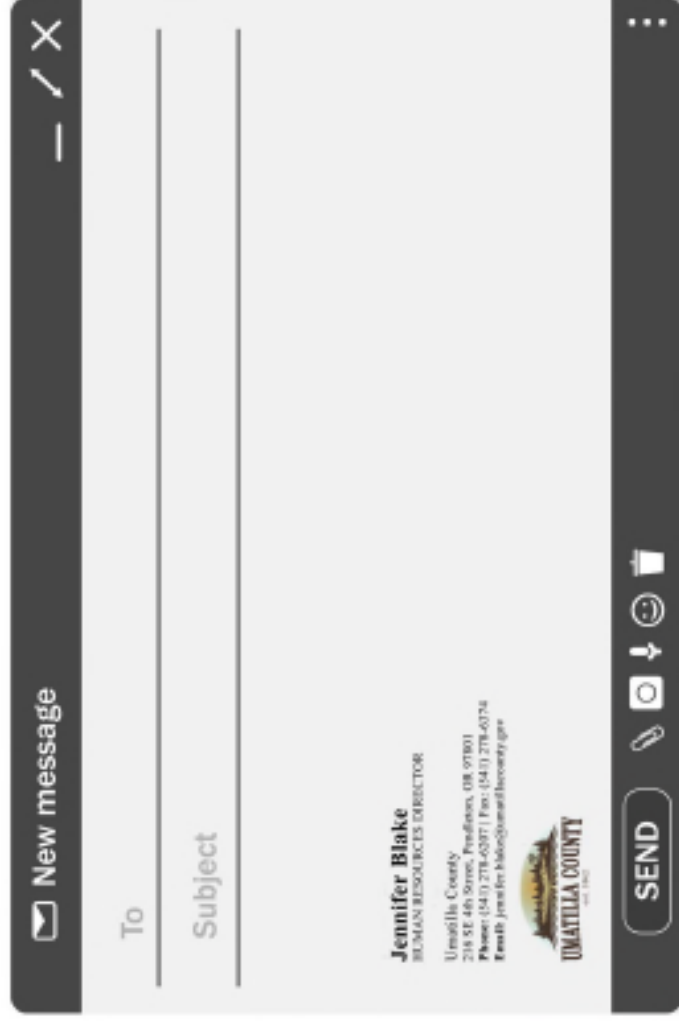


EMAIL SIGNATURE

A professional email signature identifies the employee, the position they hold, and County affiliation. All County email signatures should include Name, Department/Division, Contact Information and the County Logo.

Jennifer Blake
HUMAN RESOURCES DIRECTOR

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Email: jennifer.blake@umatillacounty.gov





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