

01-16-01

#94

FILE COPY



Visual Identity Manual



Yuma County is rapidly becoming a more modern community. An exciting, new visual identity was developed to celebrate the county's growing reputation for excellent customer service.

This Visual Identity Manual lays out the graphic standards for proper presentation of Yuma County's visual identity. The manual provides guidelines for everything from the use of the county logo and seal, to stationery, vehicles, signs, and buildings.

These standards are mandatory for all county departments, agencies, and commissions. Following these guidelines ensures a consistent visual identity for the county that is quickly becoming more recognizable by citizens, visitors, and our employees. Thank you for your cooperation.

The Visual Identity

Introduction: Currently, there are different departments that have their own logos that are on stationery, uniforms and signage. It is confusing for customers to receive mail or other correspondence from the County with different logos, or to visit different facilities and see these various identities. Different logos visually isolate departments from Yuma County as a whole, and create the impression that their own individual areas of service and departments stand alone. Furthermore, because the County seal is somewhat similar to state, county and city seals, it is difficult to quickly tell whether vehicles belong to the County, or other entities.

Historically, Yuma County's graphic image consisted only of the county seal on various printed materials, equipment, etc. This Visual Identity Manual explains the usage of the County Seal and Logo.

County Logo: On March 1, 2000, the Yuma County Public Relations Plan was adopted. Part of the plan involves developing a Public Relations Team (PRT) that would be responsible for creating a new county seal/logo for adoption. Since April 12, 2000, the PRT has been working to come up with the design in this manual.

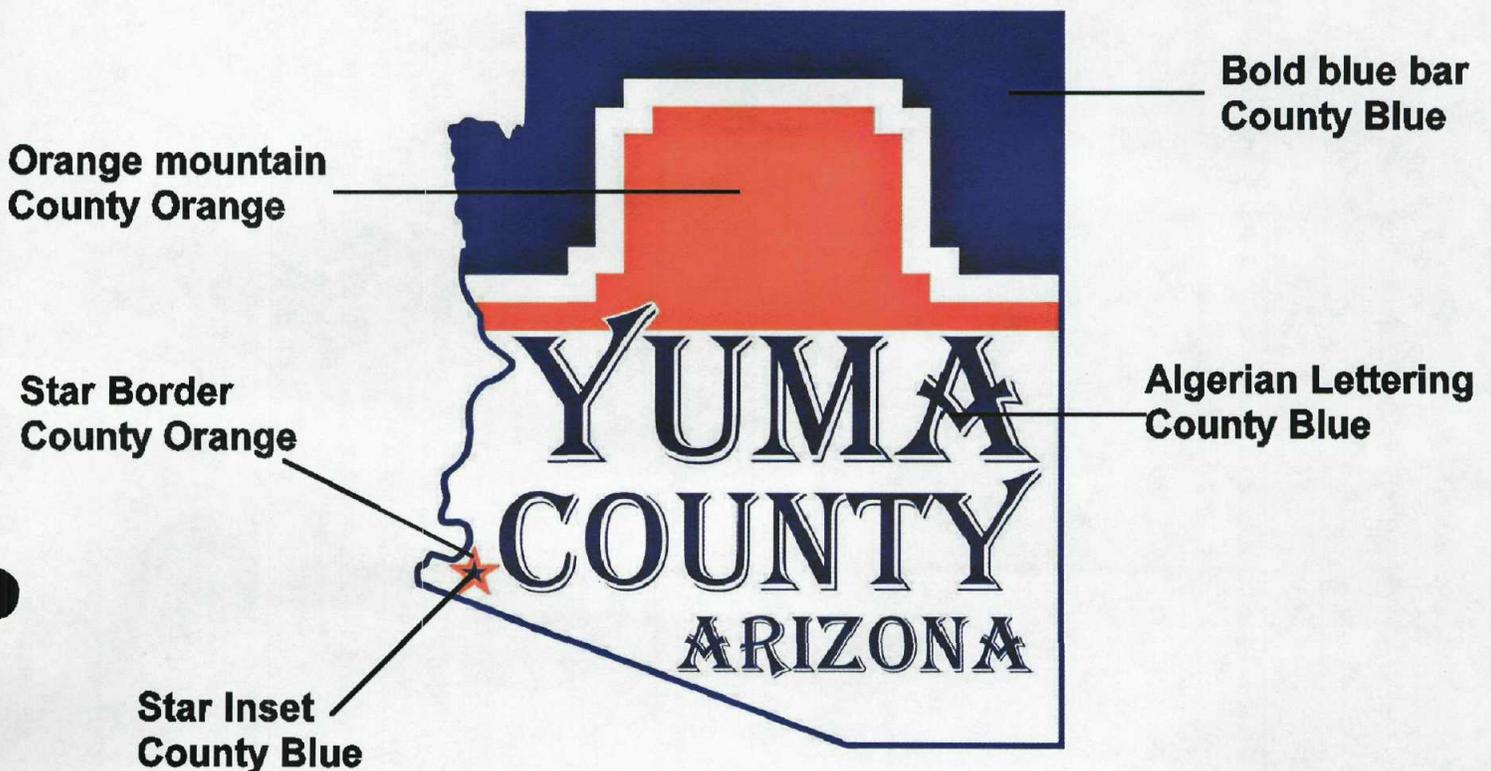
The Visual Identity: The logo represents the most common themes depicted in all designs submitted to the PRT. The blue sky represents the wonderful weather experienced in Yuma County throughout the year. The modern design of the orange mountain represents Castle Dome at sunset in the southwest, the most visual landmark in the county. The star locates the position of Yuma County in Arizona. The typeface is legible from a distance, reproduces well and has a western flair in keeping with our history. The impact of the design is retained when copied in black and white.

The shapes are in a dynamic, clean, well-structured design that is memorable and instantly recognizable.

The color standards:

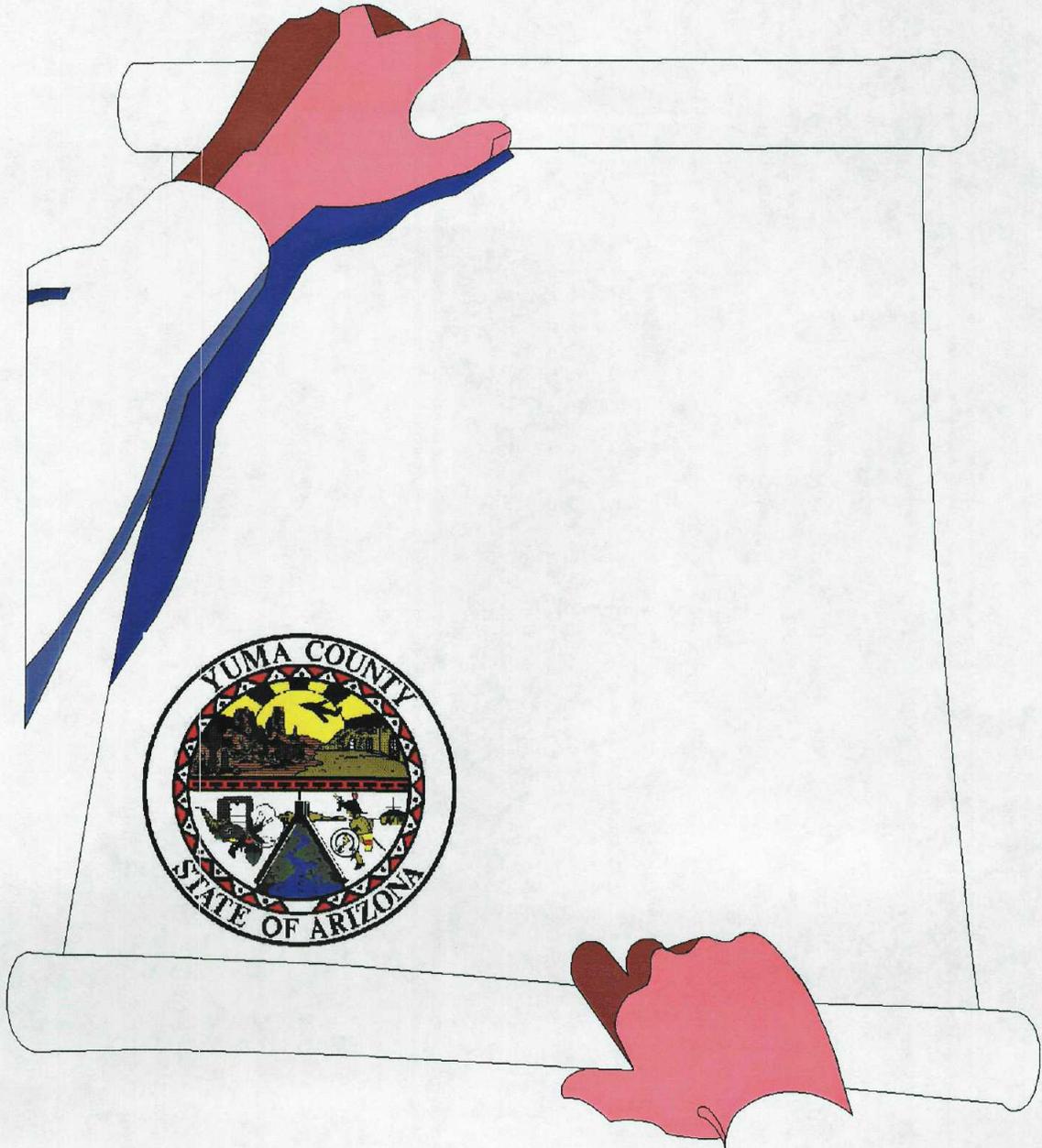
Bold blue bar, type, star inset
Orange mountain, star border

County Blue
County Orange



County Seal

Yuma County's official seal will be retained for documents adopted by the Board of Supervisors, and those recorded in the Yuma County Treasurer's Office.



Type Style

The use of county department names in conjunction with the logo are an important element in the new Yuma County look. The words must be placed to the right of the logo and be proportionately correct. The words should be in capital letters. The required typeface is Algerian.

Algerian

A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z
0 1 2 3 4 5 6 7 8 9

Letterhead

No single Yuma County document leaves a more lasting impression than a personal correspondence. Whether it is to clarify an important issue, say "thank you", or deliver some other information, the look of the letterhead reinforces the importance of that message.

There is only 1 format(s) for Yuma County letterhead. That (Those) standard(s) is (are) produced below. No variations of this (these) format(s) are allowed. However, letterhead for independent county agencies may also include their own identity, and must bear the words "A Service of Yuma County." (See examples)

Original letterhead is preferred over copies.

Information for letterheads should be provided as demonstrated in the following examples.

County Department Example 'A' (Not shown to scale) Proper dimensions = 8.5" x 11"



Program or Division and/or Department

CHAIRMAN (District 2)
LLOYD SHIPP

SUPERVISOR (District 1)
LENORE LORONA STUART

SUPERVISOR (District 3)
CASEY PROCHASKA

SUPERVISOR (District 4)
TONY REYES

SUPERVISOR (District 5)
ROBERT 'BOB' MCLENDON

COUNTY ADMINISTRATOR
WALLY HILL

**YUMA COUNTY
BOARD OF SUPERVISORS**
195 S. Main Street
Yuma, Arizona 93664
Ph: (908) 329-2104
Fax: (908) 329-2001



"A Service of Yuma County"

County Department Example 'B' (Not shown to scale) Proper dimensions = 8.5" x 11"

**YUMA COUNTY
BOARD OF SUPERVISORS**
195 S. Main Street
Yuma, Arizona 93664
Ph: (908) 329-2104
Fax: (908) 329-2001



**LLOYD SHIPP
CHAIRMAN (District 2)**

**LENORE LORONA STUART
SUPERVISOR (District 1)**

**TONY REYES
SUPERVISOR (District 4)**

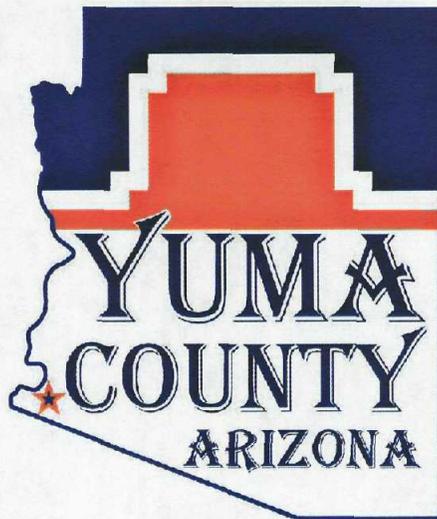
**CASEY PROCHASKA
SUPERVISOR (District 3)**

**ROBERT 'BOB' MCLENDON
SUPERVISOR (District 5)**

**COUNTY ADMINISTRATOR
WALLY HILL**



"A Service of Yuma County"



Program or Division and/or Department
Address (with commas) • Yuma, AZ 85xxx
Tel (520) 000-0000 • Fax (520) 000-0000

"A Service of Yuma County"



YUMA COUNTY BOARD OF SUPERVISORS

CHAIRMAN (District 2)
LUCY SHIPP

SUPERVISOR (District 1)
LENORE LOROÑA STUART

SUPERVISOR (District 3)
CASEY PROCHASKA

SUPERVISOR (District 4)
TONY REYES

SUPERVISOR (District 5)
ROBERT 'BOB' MCLENDON

COUNTY ADMINISTRATOR
WALLY HILL

**YUMA COUNTY
BOARD OF SUPERVISORS**
198 S. Main Street
Yuma, Arizona 85364
Ph: (520) 329-2104
Fax: (520) 329-2001

Example 'A' of scale



Buisness Cards

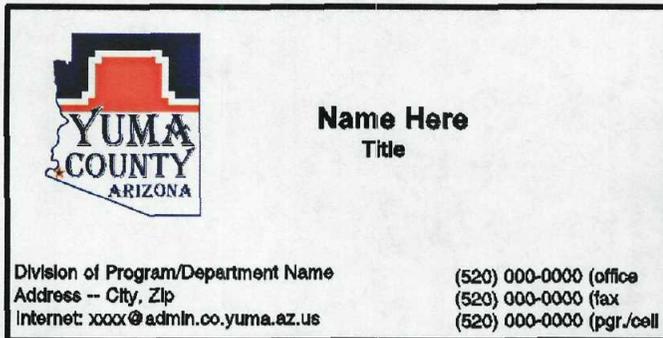
An important first impression of the County is the presentation of buisness cards by county personnel to customers.

There is only one format for County business cards. That standard is produced below. No variations of this format are allowed.

However, business cards of independent county agencies may utilize their own look, and must bear the county logo and the words "A Service of Yuma County."

Information for business cards should be provided as follows:

- Line 1. Name
- Line 2. Title
- Line 3. Division of Program / Department Name
- Line 4. Address – City, Zip Code
- Line 5. Internet Address
- Line 6. Phone Number
- Line 7. Fax Number
- Line 8. Pager/Cell Phone Number (if needed)



**County Department Example
(Not shown to scale)
Proper dimensions = 3.5" x 2"**



**County Independent Agency
Example
(Not shown to scale)
Proper dimensions = 3.5" x 2"**

Memo Pads

Memo pads are an informal, yet important means of communication that reflect the county's commitment to customer service.

There is only one format for Yuma County memo pads. That standard is produced below. No variations of this format are allowed. Memo pads of independent county agencies may utilize their own look, and must bear the county logo and the words "A Service of Yuma County."

Information for memo pads should be provided as follows:

- Line 1. Name
- Line 2. Title
- Line 3. Division or Program and/or Department (most appropriate or descriptive)
- Line 4. Phone Number — Fax Number
- Line 5. Pager Number — Cell Phone Number

**County Department Example
(Not shown to scale)
Proper dimensions = 5.5" x 8.5"**



Name Here
Title
Program or Division and/or Department
Tel (520) 000-0000 • Fax (520) 000-0000
Pgr./Cell Phone • Internet xxx@admin.co.yuma.az.us

**M
E
M
O**

**County Independent Agency Example
(Not shown to scale)
Proper dimensions = 5.5" x 8.5"**



Name Here
Title
Program or Division and/or Department
Tel (520) 000-0000 • Fax (520) 000-0000
Pgr./Cell Phone • Internet xxx@admin.co.yuma.az.us

**M
E
M
O**



"A Service of Yuma County"

Envelopes

When an envelope with the County Logo is received in the mail by a customer, it will immediately be identifiable as a county document.

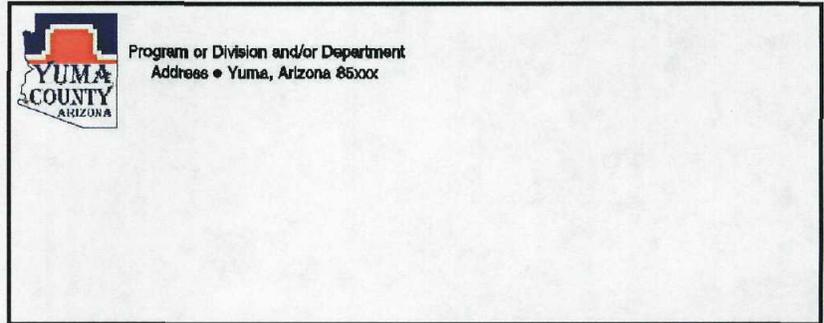
There is only one format for Yuma County envelopes. That standard is produced below. No variations of this format are allowed. Envelopes of independent county agencies may utilize their own look, and must bear the county logo and the words "A Service of Yuma County."

Information for envelopes should be provided as follows:

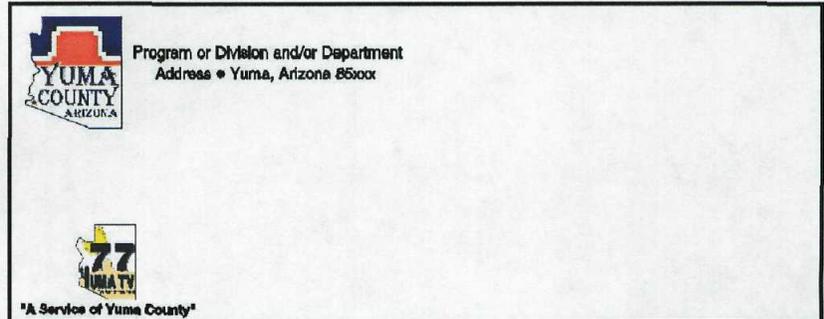
Line 1. Program or Division and/or Department (most appropriate or descriptive)

Line 2. Address — City, Zip Code

County Department Example (Not shown to scale)



County Independent Agency Example (Not shown to scale)



Mailing Labels

Standardizing mailing labels must be used for envelopes, boxes, or other containers larger than a regular business envelope. The address may be typed directly on the label or a white computerized mailing label may be placed in the address block. Handwritten addresses must be neat and legible; and are permissible only if the other two options are not available.

There is only one format for Yuma County mailing labels. That standard is produced below. No variations of this format are allowed. Mailing labels of independent county agencies may use their own look, and must bear the county logo and the words "A Service of Yuma County."

County Department Example (Not shown to scale)



Program or Division and/or Department
Address • Yuma, Arizona 8500x

TO:

County Independent Agency Example (Not shown to scale)



Program or Division and/or Department
Address • Yuma, Arizona 8500x

TO:



A Service of Yuma County*

Signage

Signage is an important component of Yuma County's visual identity.

It is important that the signage design incorporates the elements described below, and not be altered or redesigned in any way.

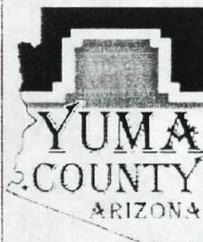
To order parking, building and glass door signage contact Yuma County Facilities Maintenance.

Door Signage



Division or Program
Department

Work Area Signage



Public
Works
Department

Building Signage



Board of
Supervisors

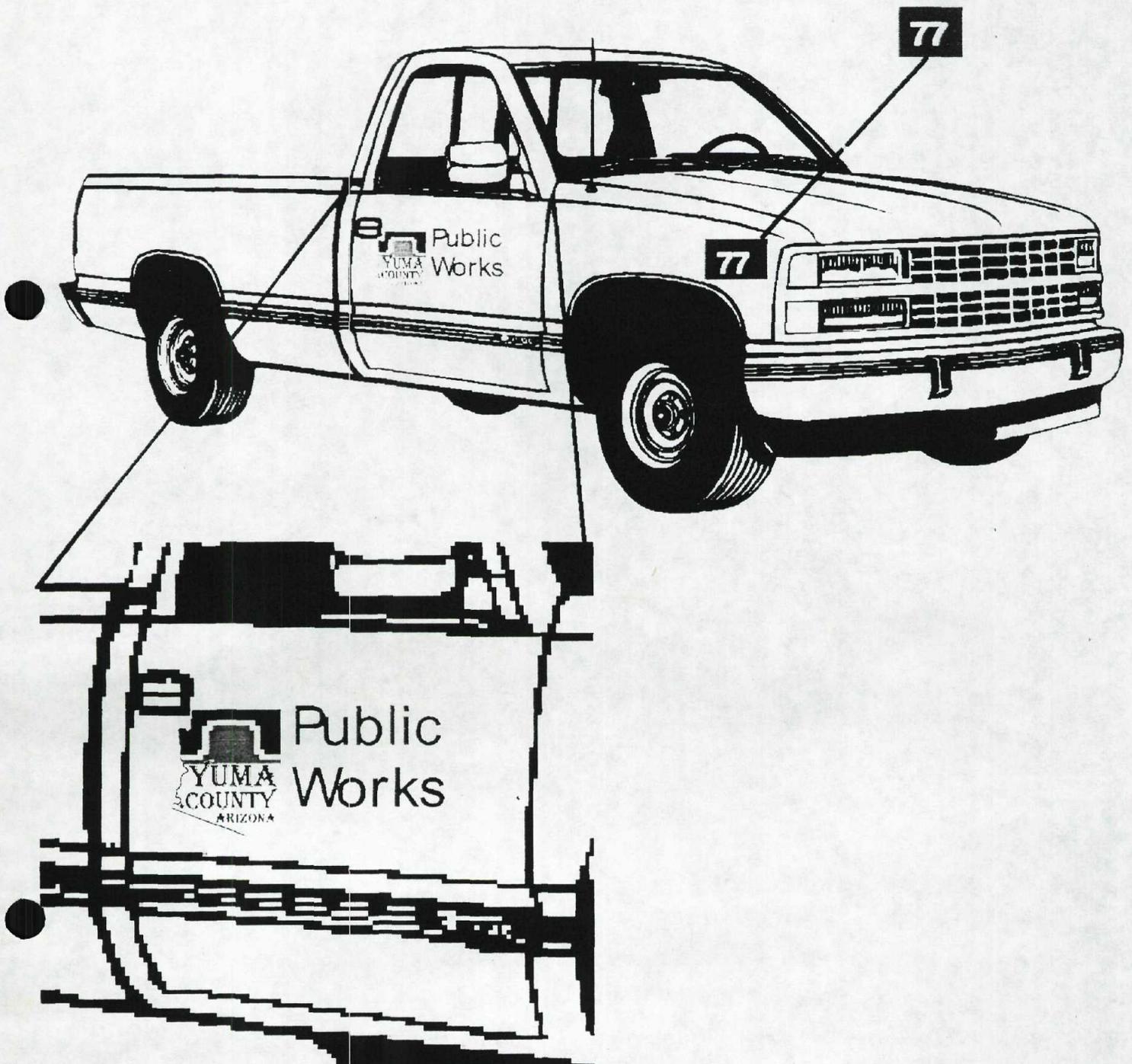


Vehicles

Yuma County vehicles are an important component of the county's visual identity. It is important that vehicle signage design incorporate the elements shown below and not be altered or redesigned in any way.

All county vehicles must be white with the exception of emergency vehicles.

A vehicle number is required. The location varies based on the type of vehicle.



Media Releases

News releases are important tools used to promote the county. They are a standardized format used by communications professionals to provide factual information to the media. There is only one format for Yuma County media advisories. That standard is produced below.



Media Release

For more information about
Media Advisory M00-XX call:
Yuma County Public Affairs
(520) 329-2145 (voice)
(520) 329-2001 (fax)
ketu@admin.co.yuma.az.us (email)



"A Service Of Yuma County"

Apparel

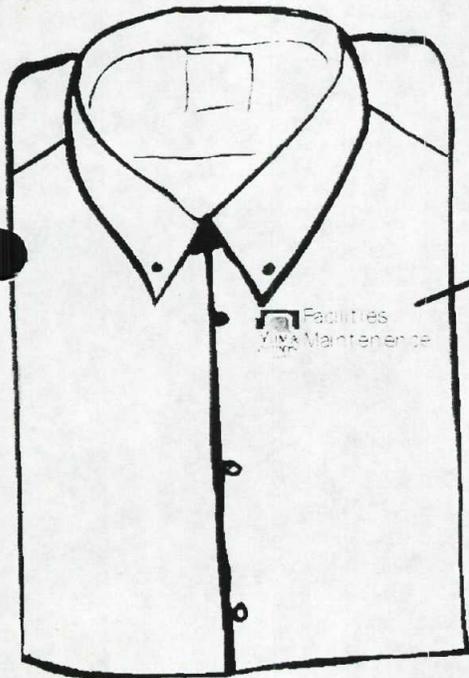
What we wear creates a significant impression on customers. It is the county's policy that county employees must wear appropriate apparel consistent with the function and responsibilities of the job. The following apparel items must reflect the county look.

Uniforms

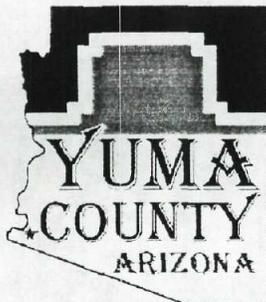
A number of county employees are required to wear uniforms. As uniforms currently in use reach the end of their life-cycle, they must be replaced by garments bearing the county look as indicated.

Other Apparel

In positions where golf and polo shirts, T-shirts, windbreakers and baseball hats are an acceptable means of professional dress, the county identity should be applied as indicated. County department and division or program name may be included as determined by each department director.



Facilities
Maintenance



Facilities
Maintenance



Logo Proportions

The correct proportions of the county logo are shown below.

Correct logo



Width is always 84% (approx.) of height for logo to appear correct.

