



SALINE COUNTY

— ESTABLISHED 1860 —

BRANDING GUIDE

This tool was designed to assist employees and departments to ensure a cohesive visual identity for Saline County. This updated logo was adopted as an additional logo by the Board of County Commissioners on February 1st, 2022. In this guide you will find the information to promote the brand of Saline County with colors, logos, and fonts. Implementation of branding standards is necessary to ensure consistency and unity to reach and be recognized by our citizens as one unifiable voice.

This implementation is not an overnight task, but a consistent effort from each one of us. Please join us in the implementation of these standards as a step toward more effective communication. For questions about this guide, please contact the County Administrator 309-5810.



PANTONE 7548C
C: 0 M: 11 Y: 100 K: 0
R: 255 G: 198 B: 0



PANTONE 7554C
C: 54 M: 60 Y: 77 K: 53
R: 75 G: 61 B: 42



PANTONE 7691C
C: 100 M: 44 Y: 0 K: 15
R: 0 G: 96 B: 152

Secondary Colors:



PANTONE 7549C
C: 0 M: 22 Y: 100 K: 0
R: 255 G: 182 B: 0

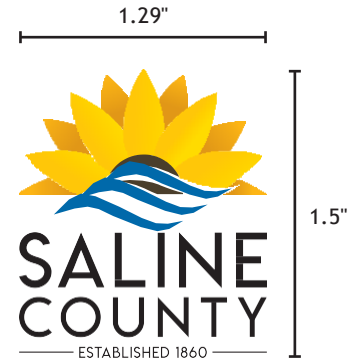


PANTONE 131C
C: 0 M: 39 Y: 100 K: 11
R: 207 G: 138 B: 0





Logo should be no smaller than:



Always keep a .25" of space around logo:



DO'S



**USE WITH CONTRASTING
BACKGROUND**

DONT'S



DON'T STRETCH



DON'T CHANGE LOGO COLOR



**DON'T CHANGE ORIENTATION
OF LOGO**

LEMON MILK regular

Helvetica Neue



Implementation Plan:

Transition to these standards is considered a partial rebrand or brand refresh which is seen more as an evolution of the County's brand and is visual in nature. With adoption of this additional logo and its associated standards, other logos of the County will continue to be used.

External implementation

1. Updates to County social media sites.
2. Integration of logo, colors, and fonts in website re-design process.
3. Communication and distribution of logo to external stakeholders and partners.

Internal implementation

1. Distribution of branding guide and official files for use of this additional logo and standards.
2. Creation of templates to update documents, letter heads, envelopes, decals, etc. that can be implemented and used in the future.
3. Consolidation of existing County logos in common public folder (P://Logo) to ensure consistent usage.
4. Communication with staff.



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