

# PINAL COUNTY

WIDE OPEN OPPORTUNITY

**BRAND GUIDELINES** 

#### CORPORATE IDENTITY

## PRIMARY LOGO APPLICATION | STACKED

#### CORPORATE LOCK-UP WITH TAGLINE

This is the preferred logo version to be used as the primary Pinal County identity in all internal/external applications including web, print advertising and collateral.



#### WIDE OF EN OFF ORTONITI

#### CORPORATE LOCK-UP

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### CLEAR SPACE AND MINIMUM SIZE

#### CLEAR SPACE CORPORATE LOCK-UP

To protect the integrity and consistency of the Pinal County logo, a minimum amount of clear space must appear around the logo. This space must remain free of text, colors or images of any kind unless otherwise specified within this document and its associated assets. Use the designated "X" as a standard as a measure for clear space around the logo.



#### MINIMUM SIZE LOCK-UP

For web applications a minimum size of 225 px width is preferred. A minimum size of .75 inches width for print. Note: Minium size applications the logo is to be represented with out tagline.



#### CORPORATE IDENTITY

# PRIMARY LOGO APPLICATION | HORIZONTAL

#### CORPORATE LOCK-UP WITH TAGLINE

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#### CORPORATE LOCK-UP

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### CLEAR SPACE AND MINIMUM SIZE

#### CLEAR SPACE CORPORATE LOCK-UP

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#### MINIMUM SIZE LOCK-UP

For web applications a minimum size of 72 px width is preferred. A minimum size of 1 inch width for print. Note: Minium size applications the logo is to be represented with out tagline.



# COLOR PALETTE

#### PRIMARY COLOR PALETTE

The primary color palette consists of Azurite Blue, Hub Copper, Transportation Turquoise, and Supersition Sand. These colors reference the landscape and history of Pinal County.

PRIMARY COLOR	TINTS	80%	60%	40%	20%
AZURITE BLUE					
PANTONE -7477 C CMYK - 84. 61. 48. 33 RGB - 47. 74. 88 HEX - 2F4A58					
SECONDARY COLOR	TINTS	80%	60%	40%	20%
HUB COPPER					
PANTONE -131 C CMYK - 16. 47. 87. 1 RGB - 210. 144. 64 HEX - D29040					
SECONDARY COLOR	TINTS	80%	60%	40%	20%
TRANSPORTATION TURQUOISE					
<b>PANTONE</b> - 7472 C					
SECONDARY COLOR	TINTS	80%	60%	40%	20%
SUPERSTITION SAND					

**PANTONE** - 454 C **CMYK** - 69. 25. 40. 1 **RGB** - 214. 203. 175 **HEX** - D6CBAF

#### CORPORATE IDENTITY

# LOGO COLOR VARIATIONS

#### CORPORATE LOGOTYPE COLOR

Color logo options should be used to complement designs and support photography. Colors selected should pay close attention to contrast and heirarchy. Use your best judgment when selecting colored logo options.





#### INVERSE LOGOTYPE COLOR

To maintain brand consistency, the logo must be reversed in the following options. Use the all white reverse option for placement on multi-colored backgrounds.





#### CORPORATE IDENTITY

## LOGO SPECIFIC DISPLAY TYPEFACE

**GOTHAM BOLD** 

Gotham Bold is the primary logo typeface used in caps only. The Gotham family can be used as a supporting typeface.

# ABCDEFGHIJKLM NOPQRSTUVWXYZ 0123456789&\$%

CHRONICLE TEXT G4 SEMIBOLD

Chronicle Text G4 Semibold is the primary tagline typeface used in caps only.

# ABCDEFGHIJKLM NQRSTUVWXYZ 0123456789&\$%

### WEBSAFE TYPEFACE

LATO BLACK

Lato Black has similar characteristics as Gotham Bold yet is recongnized as a standard websafe typeface.

# ABCDEFGHIJKLM NOPQRSTUVWXYZ

0123456789&\$%

DROID SERIF

Droid Serif has similar characteristics as Chronicle Text G4 yet is recongnized as a standard websafe typeface. Droid Serif is exceptionally legible and has a broad rand of weights and sizes.

# ABCDEFGHIJKLM NOPQRSTUVWXYZ

0123456789&\$%