LOGO

GUIDELINES
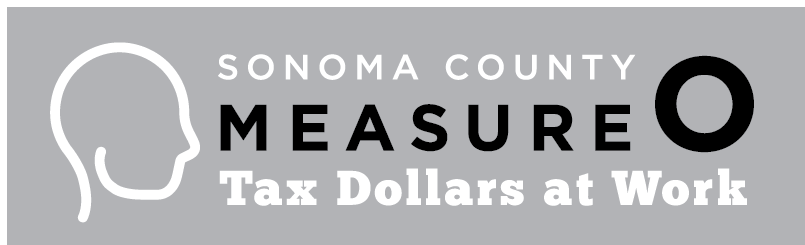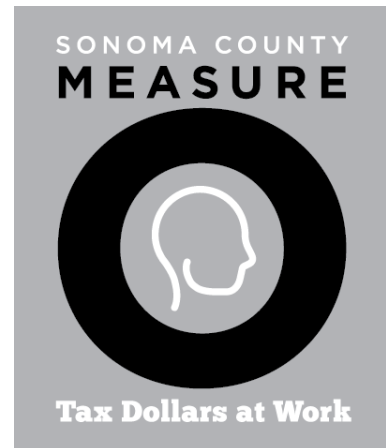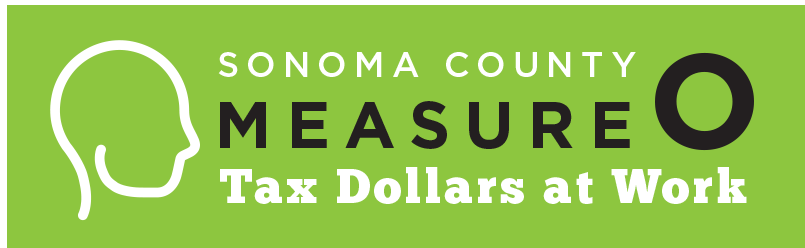
SONOMA COUNTY
MEASURE O
Tax Dollars at Work

LOGO

Variations

The logo is available in horizontal and vertical format.

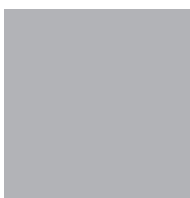The color logo may be placed on a black, white, or gray background.

There is also a grayscale version of each variation to be used when the logo must be placed on a colored background.

Color Palette

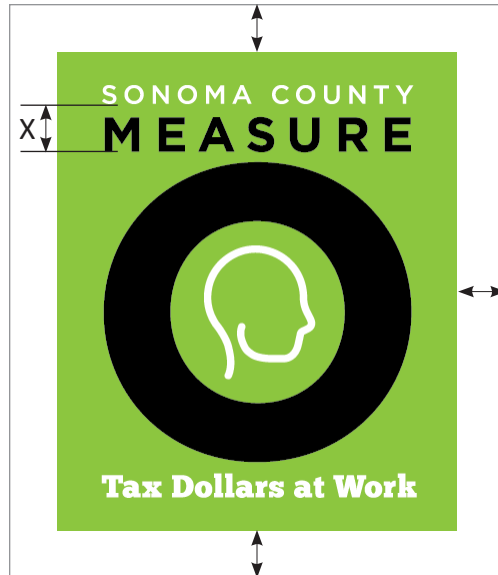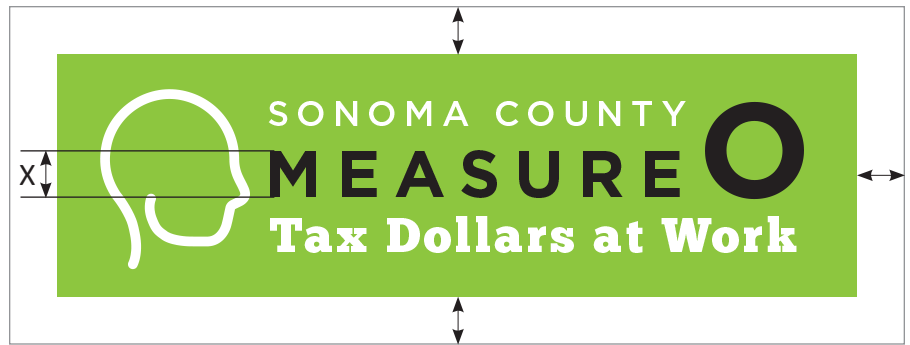C=50 M=0 Y=100 K=0

R=141 G=198 B=63

HEX: 8DC63F

PMS: 376

C=0 M=0 Y=0 K=35

R=166 G=166 B=166

HEX: A6A6A6

PMS: 35% BLACK

LOGO

Clear Space

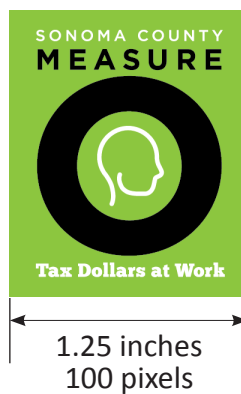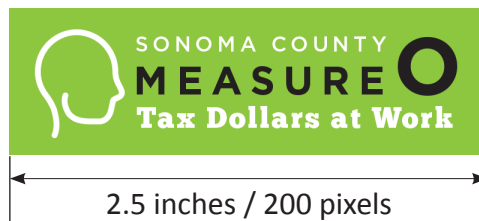

Minimum Size

2.5 inches / 200 pixels
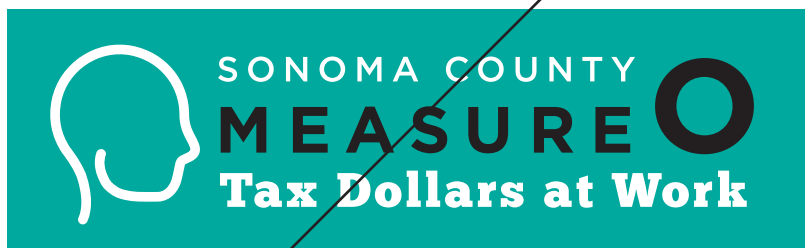

1.25 inches
100 pixels

USAGE

Incorrect Usage

Do not stretch.
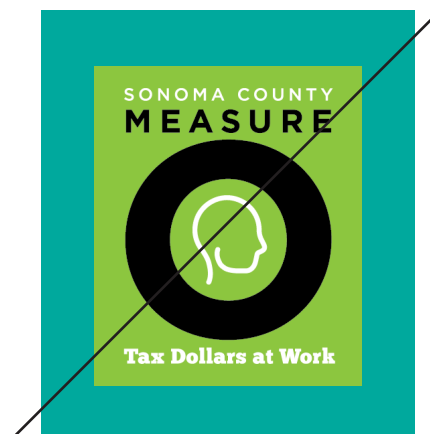
Do not rotate.

Do not change
the color.

Do not place
the color logo
on a colored
background;
use the grayscale
logo instead.

Sans Serif

Calibri may be used for heads, subheads and body copy. The minimum size for body copy is 9 point with leading (line spacing) of at least 11.5.

Calibri Regular
Calibri Bold

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Serif

Georgia may also be used for body copy. The minimum size for body copy is 9 point with leading (line spacing) of at least 11.5.

Georgia Regular

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Logo Files

Print:
The preferred file format for print is EPS using CMYK (process) colors. The EPS files are vector-based rather than pixel-based and can be scaled up or down as needed as long as it's no smaller than the minimum size (see page 3).
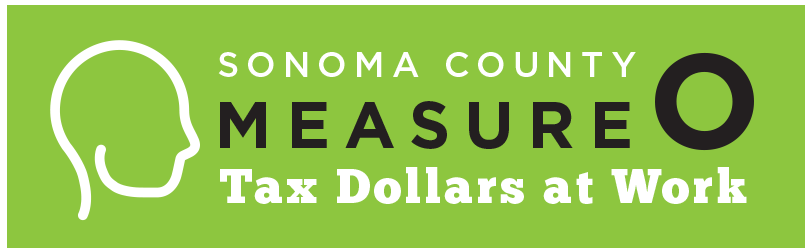
Screen:
The preferred file format for screen as well as Microsoft applications is PNG, which uses RGB colors. They can be sized down as needed but will become pixelated if scaled up.
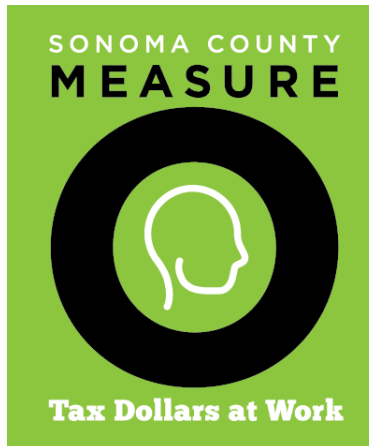
Grayscale:
The grayscale versions are to be used when the logo must be placed on a colored background
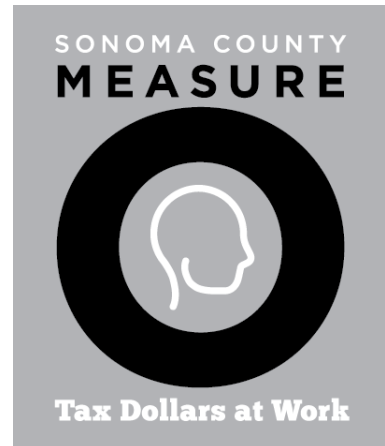
Choose the variation you prefer with the approriate file extension for how it will be used—"eps" for print, "png" for screen or Microsoft applications.
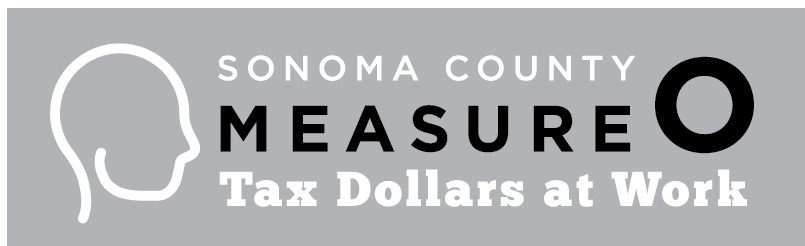

MeasureO_horiz

MeasureO_vert

MeasureO_vert_gray

MeasureO_horiz_gray

LOGO

GUIDELINES