



Forsyth County Branding Manual

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The Forsyth County Logo



The Forsyth County logo is an important building block for the marketing and communications of our county. It provides a strong and recognizable identity that can only be maintained through consistent application. This manual was designed to help implement the proper usage of the logo.

The Forsyth County logo design shares a vision of a healthy community that advocates family, future and its natural resources. The framed view shares a depiction of Sawnee Mountain, Lake Lanier and a family enjoying the Big Creek Greenway. The unique shape of the frame creates distinction and speaks to the many facets this county offers. Strong contrasting colors and the overlapping tree invite the viewer to enter the scene and imagine the grandeur of our county.

This easy-to-use reference will guide consistent use of our identity for both internal and external applications. Clear examples of how to apply the graphic identity are included. If you have any questions regarding an application not outlined in this guide or need further clarification, please contact the Department of Communications for assistance.

ELEMENTS



Logo

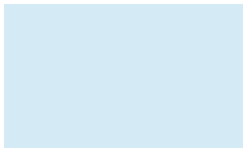
The logo, as shown above, may stand on its own or be used with the county tag line or county department /office name. Guidelines for its use with other elements are described later in the manual.

Your Community. Your Future.

Tag Line

The tag line speaks to the ownership we have with the county and how we shape its future. Guidelines for its use are described later in the manual.

COLOR



Light Blue PMS 7457
CMYK: 15/2/2/0
RGB: 213/233/242



Blue PMS 278
CMYK: 42/12/0/0
RGB: 141/193/232



Dark Green PMS 349
CMYK: 100/30/100/30
RGB: 0/101/54



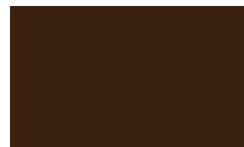
Tan PMS 729
CMYK: 25/45/70/5
RGB: 186/139/92



Medium Green PMS 7489
CMYK: 50/10/75/5
RGB: 132/175/102



Light Green PMS 367
CMYK: 35/0/75/0
RGB: 175/212/108



Dark Brown PMS 476
CMYK: 50/70/80/70
RGB: 60/36/21



Yellow PMS Process Yellow
CMYK: 0/0/100/0
RGB: 249/237/50

Logo Color

The colors in the logo are not to be altered. They were specifically chosen to enhance the illusion of depth and provide strength of contrast. The complexity of the color combinations work best when the logo is printed with a digital or 4-color process technique. Spot color options are identified above for any process that does not allow for 4-color process or digital techniques.

Note: Choosing the dark green, dark brown or blue and trying to achieve the lighter shade through a screen of the darker color is not desired.

Tag Line Color

The desired color for tag line use would be dark brown or dark green. If the background is a dark color, then reversing the tag line to the background or use of a light blue or light green is acceptable.

GREY SCALE/BLACK & WHITE



Grey Scale



Black & White



White

Some uses for the logo may call for only one color. If this is the case, the grey scale version of the logo would be the first option for reproduction. As a last option, either the black & white version or the white version may be used if the reproduction process does not handle tints.

LOGO ON COLOR FIELDS



If the logo is being placed on a color field, use the version of the full color logo with an extended white border. This allows for the logo to stand out from the color field and maintain its integrity. Regardless of whether the color field is a lighter or darker color, the white border should be used.

POSITIONING & SPACING



The logo should maintain a prominent position for all of its uses. A space should be maintained around the logo where no other graphic, except background color, should appear. This space rule is measured by taking the letter “O”, from the word Forsyth, and positioning it at all extremities of the logo.

FONT CHOICES

The font used for the word “Forsyth” is Janson Text.

Janson Roman:

abcdefghijklmnopqrstuvwxyz • ABCDEFGHIJKLMNOPQRSTUVWXYZ • 1234567890

Janson Italic:

abcdefghijklmnopqrstuvwxyz • ABCDEFGHIJKLMNOPQRSTUVWXYZ • 1234567890

Janson Bold:

abcdefghijklmnopqrstuvwxyz • ABCDEFGHIJKLMNOPQRSTUVWXYZ • 1234567890

Janson Bold Italic:

abcdefghijklmnopqrstuvwxyz • ABCDEFGHIJKLMNOPQRSTUVWXYZ • 1234567890

The font used for the words “County” and “Georgia” is Eurostyle Extended.

Eurostyle Extended:

abcdefghijklmnopqrstuvwxyz • ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Eurostyle:

abcdefghijklmnopqrstuvwxyz • ABCDEFGHIJKLMNOPQRSTUVWXYZ • 1234567890

Eurostyle Bold:

abcdefghijklmnopqrstuvwxyz • ABCDEFGHIJKLMNOPQRSTUVWXYZ • 1234567890

The year “1832” uses a font called Las Vegas (Fabulous option).

Las Vegas (Fabulous):

abcdefghijklmnopqrstuvwxyz • ABCDEFGHIJKLMNOPQRSTUVWXYZ • 1234567890

The fonts Georgia and Arial and their families can be used for internet or supporting purposes when the above fonts won't suit.

Georgia:

abcdefghijklmnopqrstuvwxyz • ABCDEFGHIJKLMNOPQRSTUVWXYZ • 1234567890

Arial:

abcdefghijklmnopqrstuvwxyz • ABCDEFGHIJKLMNOPQRSTUVWXYZ • 1234567890

FONT CHOICES

When the the tag line is used independent of the logo, the tag line fonts can be Janson 55 Roman, Eurostyle Regular or Georgia. This is described in more detail on page 11.

The department distinction font is Arial Bold with Arial Regular used for sub-departments. This is detailed on page 12.

Unless indicated, the font colors should remain a strong color such as black, dark brown or dark green.

These font choices should allow for some creative freedom while keeping a unified look with the Forsyth County branding.

TAG LINE USE

The tag line can be used on its own or with the logo. In all cases the tag line should appear in upper and lower cases and have a period after the word “Community” and the word “Future.” When using it on its own, the tag line can appear in a single line or centered and stacked in two lines. Acceptable fonts for the tag line are Janson 55 Roman, Eurostyle Regular or Georgia. No other font should be used for the tag line.

Your Community. Your Future.

Janson 55 Roman

Your Community. Your Future.

Eurostyle Regular

Your Community.
Your Future.

Centered & Stacked

If you desire the version of the logo with the tag line, utilize the supplied file with the tag line on an arc, shown below. When using this version, refrain from also adding the tag line beneath the logo.



DEPARTMENT DISTINCTION

Use of a department/office name with the logo will vary depending upon placement. On county vehicles, for example, department distinction is required and must adhere to guidelines for county marked vehicles. For other uses, if a department distinction is used with the logo, then it should appear in upper and lower cases, and the space rule around the logo applies. The department distinction can appear in a single line or centered and stacked in multiple lines below the logo. The desired width of the department names should not exceed the width of the bottom two corner points; however if space is needed, extending to the outer two corner points is acceptable. The desired cap height of the department names should generally be the same as the cap height of the words “County, Georgia.” The first choice for the department name color is dark brown; if that is not available black may be used. The font choice for the department distinction is Arial Bold with the regular weight used for sub-departments. No other font should be used for the department distinction.

CORRECT USES FOR DEPARTMENT DISTINCTION



Administration



Parks & Recreation
Athletics



Planning & Community Development

INCORRECT USES FOR DEPARTMENT DISTINCTION

ADMINISTRATION



Planning & Community Development



Parks and Recreation
Athletics

INCORRECT USAGE

Below are several examples of how not to use the logo.



Rotated



Wrong colors



Image altered



Touching color field



Not in proportion



Too close to other graphics



Over crazy backgrounds



Framed



Drop shadow

FORMATTING STANDARDS

Telephone numbers should be listed in the format shown below in all instances where it is feasible to do so:

(770) 781-2101

The county website address should be listed in the format below when included on business cards, letterhead, memorandums and other such items:

forsythco.com

When included on business cards, letterhead, memorandums and other such items, street addresses and the words 'Suite' and 'Georgia' should be spelled out rather than abbreviated.

USE OF TEMPLATES

Use of the county logo on items such as letterhead, envelopes, business cards and interoffice memorandums must adhere to the established templates for these items to help ensure consistency throughout the county's correspondence and materials.

On all templates the county logo is the primary feature. For those departments and offices with an approved departmental or office logo, that logo can be added as a secondary feature on some items.

In all instances the county logo should remain dominant.

No variations or modifications to templates are to be made unless authorized through the Department of Communications.

Business card templates are available in both horizontal and vertical layouts. Department heads and officials have the discretion to select and authorize only one layout for their department or office, or they may allow employees to select from the horizontal or vertical layout.

Business cards must include at a minimum: department or office name; employee name and title; address; office telephone number; email address; and county website address. Employees may elect to include their fax number and/or mobile number. Variations to these required elements may exist for field personnel.

CONTACT INFORMATION

Should you have any questions regarding the use of the Forsyth County logo or details within this manual, please contact us at:

Forsyth County Department of Communications
(770) 886-2802
forsythpr@forsythco.com