



NEVADA COUNTY
CALIFORNIA

Brand Style Guide

VERSION 01.2022

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INTRODUCTION

The Role of Communications in County Government

As a governmental organization, we have a responsibility to inform and engage the public on the role of County government, the services we provide, and how residents can impact County decision-making.

Local government can feel confusing and impenetrable to the community, but it doesn't have to be this way. As communicators, we have the power to make government accessible to everyone.

OUR APPROACH

Our communications work—like all of our work—is guided by our core values. It begins with great customer service.

We believe that good government content is the same as good content anywhere else: it is easy to understand, and it helps users do what they want to do.

We take a person-centered approach to communications, acknowledging the broad audience that government content is often addressing.

Adapted from the 18F Content Guide for Government.

ABOUT THIS GUIDE

This style guide will introduce you to a collection of tools and guiding principles to support your communications work. This is a living, breathing document that will be updated periodically to incorporate new tools and communications best practices.

MISSION

To work with the community to develop sound and innovative public policy, provide strong leadership and deliver excellent services in a fiscally responsible manner.

VISION

We are dedicated to outstanding public service.

VALUES

Customer Service

Collaboration

Open & Honest Communication

Innovation

Integrity

Personal Responsibility

Pride of Ownership

Our Community

Trust

Respect & Civility

Equity & Inclusion



**NEVADA
COUNTY**
CALIFORNIA

OUR VALUES

Customer Service: We tailor our communications to meet the unique needs of our customers, not presuming that "one size fits all." To do so, we make every effort to understand what customers need and value.

Collaboration: We work together across divisions, departments, agencies, and jurisdictional boundaries with cities, districts, and other governments to seamlessly serve our residents/customers.

Open and Honest Communication: Communication is a dynamic and ongoing process. We communicate information frequently, accurately, and succinctly.

Innovation: We proactively seek new opportunities to better serve our customers, and continually improve the way we do business to improve our efficiency and quality.

Integrity: Our organization and its processes must be ethically grounded. We strive for the success of our organization based on mutual trust and confidence. We are a team and we work together, respecting each individual's contribution and giving credit where it's due.

Personal Responsibility: We strive to do our very best in our jobs at all times. We take action when action is required. We don't wait to be told. Our actions provide an example for our co-workers.

Pride of Ownership: We are committed to the highest quality and professional excellence in our work. We always do the best we can. We proudly take ownership of what we produce.

Our Community: We help our community choose among our services and programs by facilitating their understanding of which alternative best matches their values.

Trust: We keep our word. We don't make commitments we cannot keep. If a commitment is delayed or interrupted, we notify those affected. We don't surprise them.

Respect and Civility: We treat each other with mutual respect. We are civil and respectful even in disagreement. We offer criticism or feedback to others directly and in a positive manner that respects individual dignity. We welcome constructive feedback to ourselves as an opportunity for professional improvement.

Equity and Inclusion: We strive to be a community where all residents thrive, visitors feel welcome, and we care for one another despite our differences. There is equal and fair access to resources, opportunities are abundant, and everyone does their part to embrace collective responsibility and take actions that uphold racial and social equity.



NEVADA COUNTY BRANDING
OVERVIEW & GUIDELINES

BRANDING

The Nevada County Brand

The way we communicate with the public is an expression of who we are as an organization. Like individuals, organizations have their own identities, with shared values, personality traits, and behaviors.

Our brand communicates who we are, what we do, and how we do it. It establishes a “face” for the organization and maintains that face consistently to create credibility and build trust.

A brand also supports transparency and accountability, providing a way to literally “mark” our work and make it known to the community.

A well-executed brand inspires pride—it’s a badge of honor and an expression of our shared values as County residents and employees.



OUR BRAND VISION

Our brand reflects the beauty of the natural environment we call home. From the strength and stability of the granite mountains to the movement and change of our watershed, our brand encompasses the diversity and complexity of our community and the places where we live, work, and play.

Our Personality

Our brand personality is a set of human characteristics that define our approach to communication and help us connect with the people we serve. This includes traits, values, and beliefs that we express through our language, design, and personal interactions with the public.

Most importantly, these words reflect our values and how we aim to work with the community:

Respectful

Informed

Trustworthy

Responsive

Innovative

Fair

Dedicated

Professional

Welcoming

Our Voice

Language is key to connecting with our community. Information written for the public should be:

- **Clear**
- **Concise**
- **Engaging**
- **Informative**
- **Non-partisan**
- **Inclusive**

BRANDING

Brand Elements

Our brand includes a set of tools—a logo, a color scheme, a collection of fonts—that communicate the identity of our organization. These brand elements work together to create a consistent look and feel and make our County communications easily recognizable.

Public Mark

Our public mark is the cornerstone of our brand identity. It is the face of our organization.



County Seal

The County seal represents our County government and should only be used on official documents.



In the next section, we will walk you through these tools and best practices for using them effectively.





NEVADA COUNTY PUBLIC MARK
OVERVIEW & GUIDELINES

PUBLIC MARK: OVERVIEW

Nevada County's public mark is the cornerstone of our brand identity. It is the face of our organization. The public mark is available in a number of formats and colors, shown in the following pages, to offer flexibility for use in print, digital, and other various media.

To maintain consistency in Nevada County's identity, the mark (in any form) should not be altered, recreated or distorted in any way. If you have a need that is not met by these guidelines, please contact PIO@co.nevada.ca.us for assistance.



Primary Public Mark



Horizontal Public Mark



Example of Agency Variation



Icon

Understanding File Formats

Every mark variation is available in a variety of file types, each of which has preferred uses, and are accessible on Nevada County's SharePoint.

[➔ Click Here for Public Mark Files](#)

PNG files are best for digital use. They are pixel-based images, and they will lose quality if scaled larger than the provided size. PNG files allow for a transparent background, while JPG files do not.

Examples of use: Websites, PowerPoints and when building Canva graphics.

EPS files are editable vector image files that are best for high-quality print reproduction. They will not lose quality if scaled larger than the provided size.

Examples of use: Flyers, brochures, banners, signage, swag items (t-shirts, hats, etc), and any project that requires professional design or printing support.

Other File Formats: For additional file formats that may be required by vendors to produce color-specific items featuring the Nevada County Seal or Public Mark, please contact: PIO@co.nevada.ca.us

PUBLIC MARK: FULL-COLOR VERSIONS



PUBLIC MARK: ONE-COLOR VERSIONS



PUBLIC MARK: AGENCY & DEPARTMENT VARIATIONS

We created the following variations of the popular mark specifically for agencies and departments with “department header” landing pages on our website. If you have a need for an Agency or Department variation that is not met by these current guidelines, please contact PIO@co.nevada.ca.us. Any customization of the public mark must be approved by your Department head and County PIO prior to production.



PUBLIC MARK: CLEAR SPACE & SIZING

Clear Space

Whenever you use official branding marks, they should be surrounded with clear space to ensure their visibility and impact. Clear space is an area that is kept free of other text, graphic elements or visual distractions and it is determined from the height of a single line of the logotype, as shown below. This area will scale proportionately as the size of the mark increases or decreases.



Minimum Sizing

On printed materials, the public mark should not be used at sizes less than 1.5" in width. The horizontal mark should not be used at sizes less than 1.75" wide. These minimum sizes are required to ensure legibility.



When using the mark digitally, the primary mark should not be used at sizes less than 250 pixels wide. The horizontal mark should not be used at sizes less than 300 pixels wide.



PUBLIC MARK: COLLABORATION

Collaboration is one of our core values. We often work in partnership with internal and external stakeholders and include their logos on our outreach materials. Below are examples of how the public mark should be paired with existing County marks developed for specific departments, programs, or campaigns. If you have questions, please contact PIO@co.nevada.ca.us.

For examples of how to pair the County Seal with the Public Mark, see page 20-21.



PUBLIC MARK: EXAMPLES OF INCORRECT USE

-  **NEVADA COUNTY**
CALIFORNIA
-  **NEVADA COUNTY**
CALIFORNIA
DEPARTMENT NAME
-  **NEVADA COUNTY**
CALIFORNIA
-  **NEVADA COUNTY**
CALIFORNIA
-   **NEVADA COUNTY**
CALIFORNIA
-  **NEVADA COUNTY**
CALIFORNIA
-  **NEVADA COUNTY**
CALIFORNIA
-  **NEVADA COUNTY**
CALIFORNIA

Maintaining Branding Marks

Consistent use of the public mark and seal ensures accurate and consistent messaging.

- Do not change, or add to, the mark typefaces in any way. Any text that will accompany the logo in Nevada County outreach materials should be complementary to the public mark. *Refer to pages 24-25 for supporting fonts.*
- Do not change the color of the branding marks to anything not specified in this document.
- Do not set the branding marks on a complex background that detracts from its readability.
- Do not rotate, stretch or skew the mark. If the branding mark needs to be enlarged or reduced, the original proportions should be maintained.
- Ensure all branding elements are crisp and clear (high resolution).
- Do not reproduce the full logo at a width smaller than the specified minimum sizes outlined on page 14.



NEVADA COUNTY SEAL
OVERVIEW & GUIDELINES

NEVADA COUNTY SEAL

The Nevada County Seal has been updated to be consistent with the new brand style guide and more accessible for customers. We strongly encourage replacing the full-color version with this new one-color version.



Minimum Sizing

On printed materials, the seal should not be used at sizes less than 0.75" in width. When used digitally, the seal should not be less than 40 px. These minimum sizes are required to ensure legibility.



0.75"



40 px

Clear Space

The seal should be surrounded with clear space to ensure its visibility and impact. Clear space is an area that is kept free of other text, graphic elements or visual distractions and it is determined from the width of the seal border, as shown below.

This area will scale proportionately as the size of the seal increases or decreases.



[→ Click Here for County Seal Files](#)

WHEN TO USE THE PUBLIC MARK VS. COUNTY SEAL



Public Mark

Use the Public Mark in all official contexts, including but not limited to:

- Everyday communication from the County to the general public (websites, blogs, social media, newsletters, etc.)
- Formal and informal correspondence from a County Department (letters, email, memos, agreements, contracts, newsletters)
- Internal staff presentations
- Public presentations that aren't specifically related to the Board of Supervisors
- Department business cards, stationery, news releases, notices, and advisories
- Annual reports
- Advertisements related to a specific County Department, Division, Unit, Service or Program



County Seal

Use the County Seal in formal and official contexts related to County government, including but not limited to:

- Certificate or awards
- Official documents
- Weights and measures

PUBLIC MARK WITH SEAL: FULL-COLOR VERSIONS



PUBLIC MARK WITH SEAL: ONE-COLOR VERSIONS

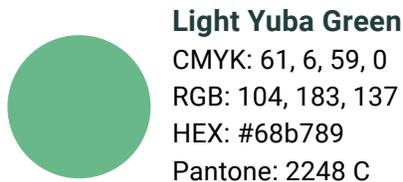
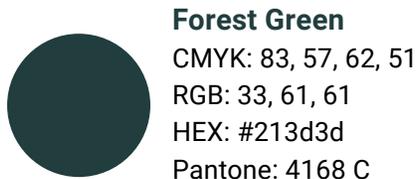




COLOR PALETTE & TYPOGRAPHY
OVERVIEW & GUIDELINES

NEVADA COUNTY COLOR PALETTE

The Nevada County color palette reflects the colors of our landscape, from sky blue and dark granite to Yuba green. These colors are an essential part of maintaining the Nevada County brand identity.



Understanding Color Codes

Digital and print mediums render color differently from one another. These codes ensure that colors remain consistent when used both in print and on-screen.

Print | CMYK: Cyan, Magenta, Yellow, Black
CMYK is a subtractive color model created using different percentages of cyan, magenta, yellow and black ink. This color mode can be used for nearly all print purposes.

On-screen | RGB: Red, Green, Blue
RGB colors are additive and are created using different percentages of red, green and blue light. RGB colors are to be used for digital or on-screen display purposes.

On-screen | HEX: Hexadecimal Color
Designers and developers use HEX colors in web design. HEX codes are essentially shorthand for RGB values.

Print | PANTONE® Colors
PANTONE® refers to a color or ink that has been specifically mixed and calibrated to a PANTONE® Matching System (PMS). Spot colors are typically used in offset printing and screen-printing, when color accuracy is essential.

NEVADA COUNTY TYPOGRAPHY

The consistent and coordinated use of type with other visual elements, such as color, plays a major role in Nevada County's branding. The public mark is comprised of Antonio Bold and Roboto Slab Bold in all caps. These fonts can also be used as header and title fonts. Roboto bold can be used for subheaders, and Roboto Regular should be used for body text. **Additional formatting guidelines are on the following page.**

ANTONIO SEMI BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz**

[DOWNLOAD ANTONIO](#)

Roboto Slab Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz**

[DOWNLOAD ROBOTO SLAB](#)

Roboto

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz*

[DOWNLOAD ROBOTO](#)

Large Headlines are set in Roboto Slab Bold (26 pt)

Subheadings are in Roboto Bold (18 pt)

Headlines are in Roboto Bold (14 pt)

Paragraph titles are in Roboto Bold (11 pt)

Roboto Regular (11 pt) should be used for all body text. A word can be accentuated using *italics* or even **bold** (if the need should arise). Also, make sure your text has a little breathing room from the headline.

Antonio Semibold can be used as an alternative subheader or headline.

It works well for shorter headlines in all caps, or to indicate a hyperlink. It should not be used as paragraph text, because it can be difficult to read in paragraph form.

HYPERLINK EXAMPLE IN ANTONIO



Alternate Typefaces

If the Roboto, Roboto Slab and Antonio typefaces are not available or installed on a given software program, Arial may be used as an alternative. Other typefaces may be used, if specified or directed, or if required for the purposes of a unique project, such as a particular design project or campaign. Aside from these and similar exceptions, no other typeface should be used in any County materials or media.

Large Headlines are set in Arial Black (24pt)

Subheadings are in Arial Bold (18 pt)

Headlines are in Arial Bold (14 pt)

Paragraph titles are in Arial Bold (11pt)

Arial Regular (11 pt) should be used for all body text. A word can be accentuated using italics or even bold (if the need should arise). Also, make sure your text has a little breathing room from the headline.

Roboto Alternate: Arial

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz**

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz*

For questions on County typography not covered in this manual, please contact PIO@co.nevada.ca.us



RESOURCES

RESOURCES

Reach out to us!

Our team has experience in creating campaigns both big and small. We can help guide you in creating a robust communications strategy. Email us at PIO@co.nevada.ca.us to schedule a conversation about your project.

Below is a list of suggested vendors to use for swag items. Please contact the PIO team for assistance and support to ensure the artwork is consistent with the style guide before ordering swag.

Recommended Vendors List

Real Graphic Source/Grass Valley Blueprint

Business cards, flyers, posters, brochures, postcards, banners, signage, car magnets, weather-resistant stickers, pens

Coaster Factory

Coasters

Sticker Mule

Stickers

Barebones Workwear

Workwear

Swag.com

High-quality branded items (water bottles, etc)

SharePoint Links

Public Mark Files

Stacked Format

Horizontal Format

Icon

Other Variatons

County Seal Files

Paired with Public Mark

Nevada County Fonts

Antonio

Roboto

Roboto Slab

Additional Resources

Microsoft Instructions

How to Install Fonts

Writing Tools

Grammarly

Hemingway Editor

Inclusive Language

Diversity Style Guide

Disability Language Style Guide

Associated Press Stylebook