### LEVY COUNTY

# BRAND GUIDELINES

NOVEMBER, 2024

PREPARED BY WATERMARK, INC. BRAND GUIDELINES



Introduction

## **OUR DESIGN TOOLKIT**

**Visual Elements** 

PRIMARY LOGO

PRIMARY LOGO





SECONDARY LOGO



SECONDARY LOGO







### LOGO USAGE

Regardless of the department, division, etc., there is only one official logo for Levy County, and it shall only be used as shown in this guide.

Department-specific logos shall be used only when identifying that department is essential to the understanding of the communication, and only the department-specific logos provided are authorized for use by Levy County departments.

Divisions, units, or other subdivisions below the department level will only use the official Levy County logo or the provided department-specific logo for the respective department responsible for that entity.

The Levy County logo, including department-specific logos, shall only be used as an image file and must never be attempted to be replicated by typing directly into a document.



#### **APPROVED LOGOS**

The Levy County logo shall never be sized in a manner that distorts its original proportions. The logo shall never be portrayed in a color or colors other than as shown in this guide.

Whenever possible, the logo as depicted at the top is preferable; however, there are times when another version will work better. The permutations shown here are the only ones authorized for use.



#### LOGO ON LIGHT BACKGROUND

The logo should be shown in full multi-color when shown on a light background.



#### LOGO ON DARK BACKGROUND

The white outline makes it possible to be used on a dark background as well.

#### PLACING THE LOGO ON A BACKGROUND

In order to ensure readability, the Levy County logo shall be placed only on simple backgrounds with solid colors being ideal. Placing the logo on a busy or complex background impedes its readability.

#### Incorrect

The logo is placed on a busy background and gets lost.





#### Correct

The logo is placed on an almost solid background area allowing it to be clearly identified.

#### **MAINTAINING PROPORTIONS**

The logo's original proportions must be maintained regardless of where it is being displayed. Also, no effects (such as drop shadow, glow, reflection, etc.) will be applied to the logo.

Modern software makes it easy to place the logo and other image files into documents, presentations, etc. However, it's also easy to skew the logo when trying to resize it.



Incorrect
The logo's
proportions have
been skewed.



#### Correct

The logo is placed on an almost solid background area and its original proporations are maintained.

#### MINIMUM SIZE

In order to ensure readability, the Levy County logo shall never be reproduced smaller than 1.5 inches. This does NOT include required clear space. This is a minimum and should not be construed as ideal.

1.5"



#### **CLEAR SPACE**

Whenever the Levy County logo or a department logo is used, there must be ample room around the logo to set it off from any text or other visual elements. This blank area around the logo is called breathing room or clear space, and it's equal to the width of the capital "LE" in "LEVY."





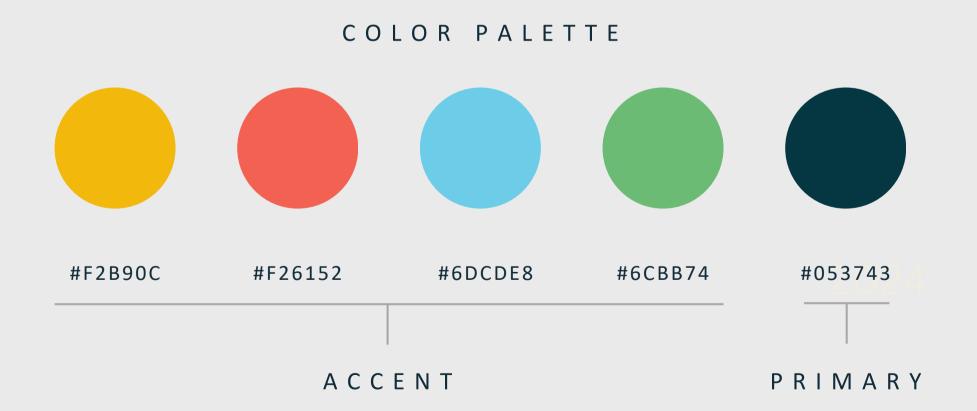
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2024

### COLOR

Color is an important part of all brands. The colors depicted in Levy County's color palette have been carefully chosen, and the color palette shall be strictly followed.

Levy County's color palette features blue as a primary color. Blue represents security and trustworthiness. The primary color is complemented by accent colors in light blue, green, red, and yellow. All of these colors are representative of Levy County Government and the nature within our county.



## **TYPOGRAPHY RULES**

**HEADER FONT** 



**BODY TYPE** 



abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz

A brown fox jumps over the lazy dog A brown fox jumps over the lazy dog

abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz

A brown fox jumps over the lazy dog A brown fox jumps over the lazy dog

## STATIONERY - BUSINESS CARDS

The most prevalent piece of stationery in Levy County is the business card. What follows are the approved business card designs and specifications. Brand liaisons should ensure their chosen print vendor has the correct design templates, and if in doubt, have the print vendor contact the appropriate department to coordinate delivery of the correct template files.











## STATIONERY - LETTERHEAD

Official Levy County stationery shall be consistent across departments.

Levy County's official letterhead template is available for download, and when printed by a vendor, stationery should be printed on 32 lb. white paper.

Department brand liaisons should contact the appropriate department for assistance working with their chosen print vendor.



Levy County Board of County Commission 355 Garner Street, Bronson, Florida, 32621 PO Box 310, Bronson, Florida, 32621 Office: 352.722.2244 | Cell: 352.914.7029

FIRST & LAST NAME 123 Anywhere St. Any City, ST 12345 February 29, 2030

#### Greetings

A letter is a message written for a variety of purposes, from friendly to formal. They can help maintain bonds between friends, especially if they're far apart. Letters are also used by professionals to communicate their concerns. In some schools, kids are encouraged to write letters to Santa for Christmas. There are also letters given by school administrators to the students' parents or guardians.

If you're thinking of writing a letter yourself, make your intentions clear from the start. You can be fun and creative or straightforward, depending on your needs. Most letters are divided into sections, including the date, recipient's name, and salutations. As for the main content of your letter, there are often three main parts: the introduction, paragraph, and conclusion.

Your letter's introduction can be a brief greeting, a few polite statements, or a background of why you're writing. The paragraph-1 is the bulk of your letter, containing the most important parts of your message. Finally, the conclusion sums up all your ideas. It can also include a closing statement or salutation. No matter what reason you have behind writing, it's best to be organized and plan the contents of your letter before sending it out.

Sincerely,

First Name Last Name

Commissioners Desiree Mills, Chair, District 3
Charlie Kennedy, District 1
Tim Hodge, Vice Chair, District 4
Rock Meeks, District 2
Johnny Hiers, District 5



Levy County Board of County Commission 355 Garner Street, Bronson, Florida, 32621 PO Box 310, Bronson, Florida, 32621

FIRST & LAST NAME 123 Anywhere St. Any City, ST 12345 February 29, 2030

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Sincerely,

Eirst Name Last Name

Charlie K

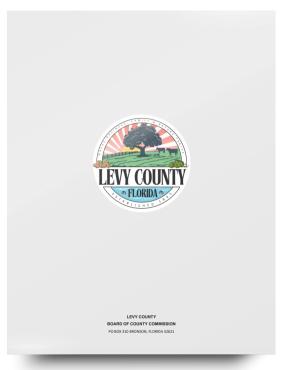
Charlie Kennedy, District 1 Rock Meeks, District 2 Desiree Mills, Chair, District 3 Tim Hodge, Vice Chair, District 4 Johnny Hiers, District 5

## ENVELOPE

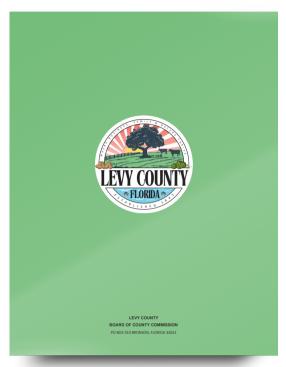


## **FOLDERS**

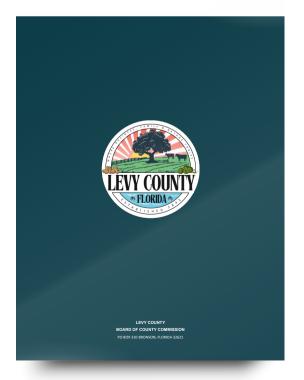




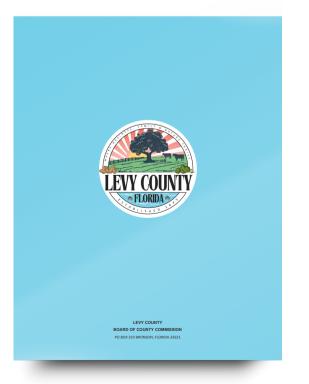














#### **SOCIAL BRANDING BUNDLE TEMPLATES:**

<u>Levy County Instagram Templates</u>

<u>Levy County Instagram Story Templates</u>

**Levy County LinkedIn Templates** 

**Levy County Facebook Templates** 

**Levy County Facebook Story Templates** 

#### **BRANDING ASSETS BUNDLE TEMPLATES:**

**Levy County Envelope Template** 

<u>Levy County Letterhead Template</u>

**Levy County Folder Template** 

**Levy County Business Card Template** 

#### **LOGO FILES:**

<u>Primary Logo</u>

Secondary Logo

<u>Department Logos</u>