LEVY COUNTY

BRAND GUIDELINES

NOVEMBER, 2024

OUR DESIGN TOOLKIT

Visual Elements

PREPARED BY WATERMARK, INC.
BRAND GUIDELINES

2024

WHERE BUSINESS, FAMILY & NATURE THRIVE

LEVY COUNTY
FLORIDA
ESTABLISHED 1845

LEVY COUNTY

LEVY COUNTY

WHERE BUSINESS, FAMILY & NATURE THRIVE

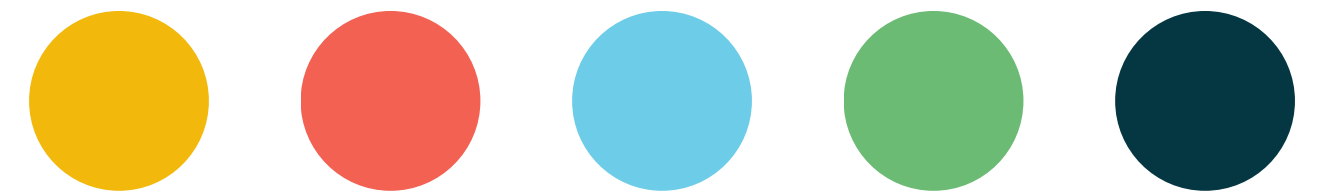LEVY COUNTY
FLORIDA
ESTABLISHED 1845

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.

2024

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.

2024

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.

2024

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"
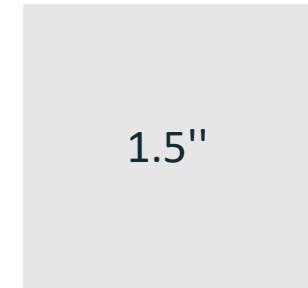
CLEAR SPACE

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."

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.

COLOR PALETTE

#F2B90C   #F26152   #6DCDE8   #6CBB74   #053743

ACCENT   PRIMARY
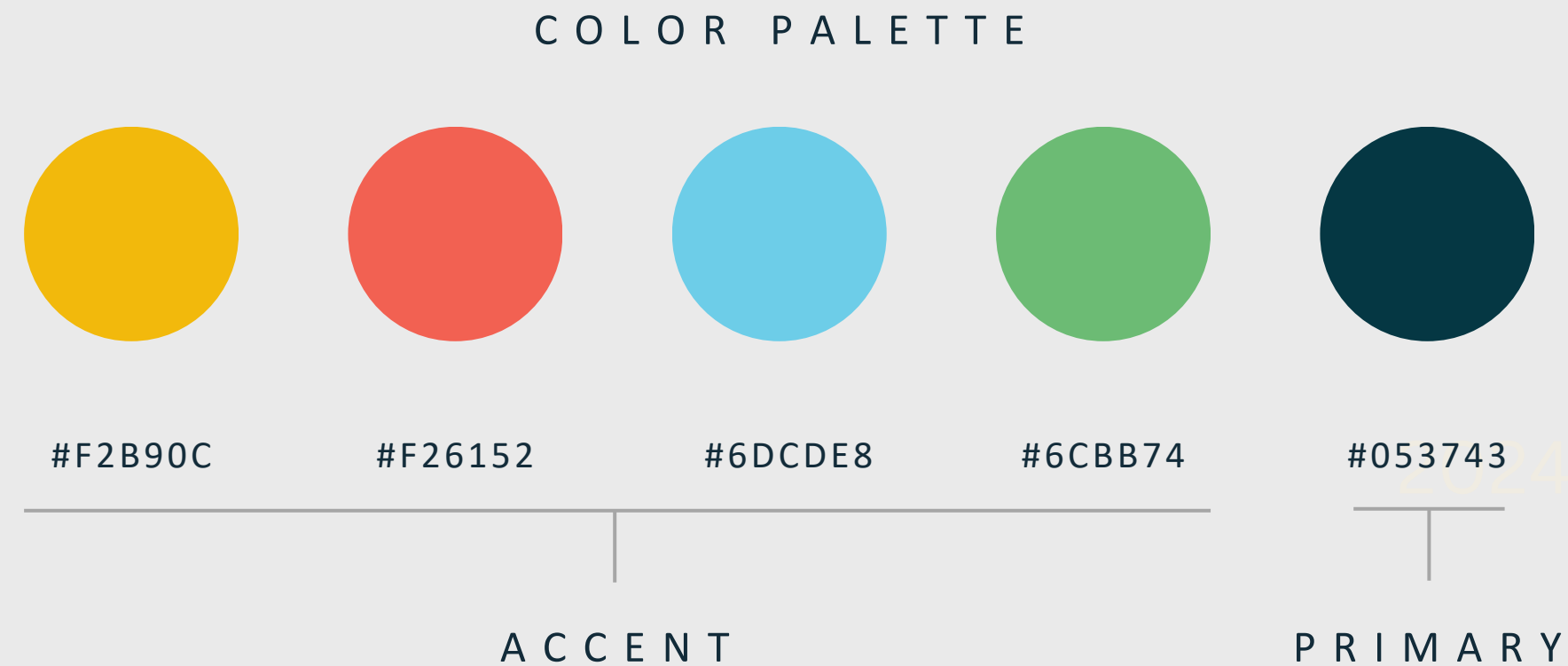
TYPOGRAPHY RULES

HEADER FONT

ARIAL

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

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

BODY TYPE

Calibri

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.


Mary-Ellen Harper, MPA, EFO
PUBLIC INFORMATION OFFICER

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

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.
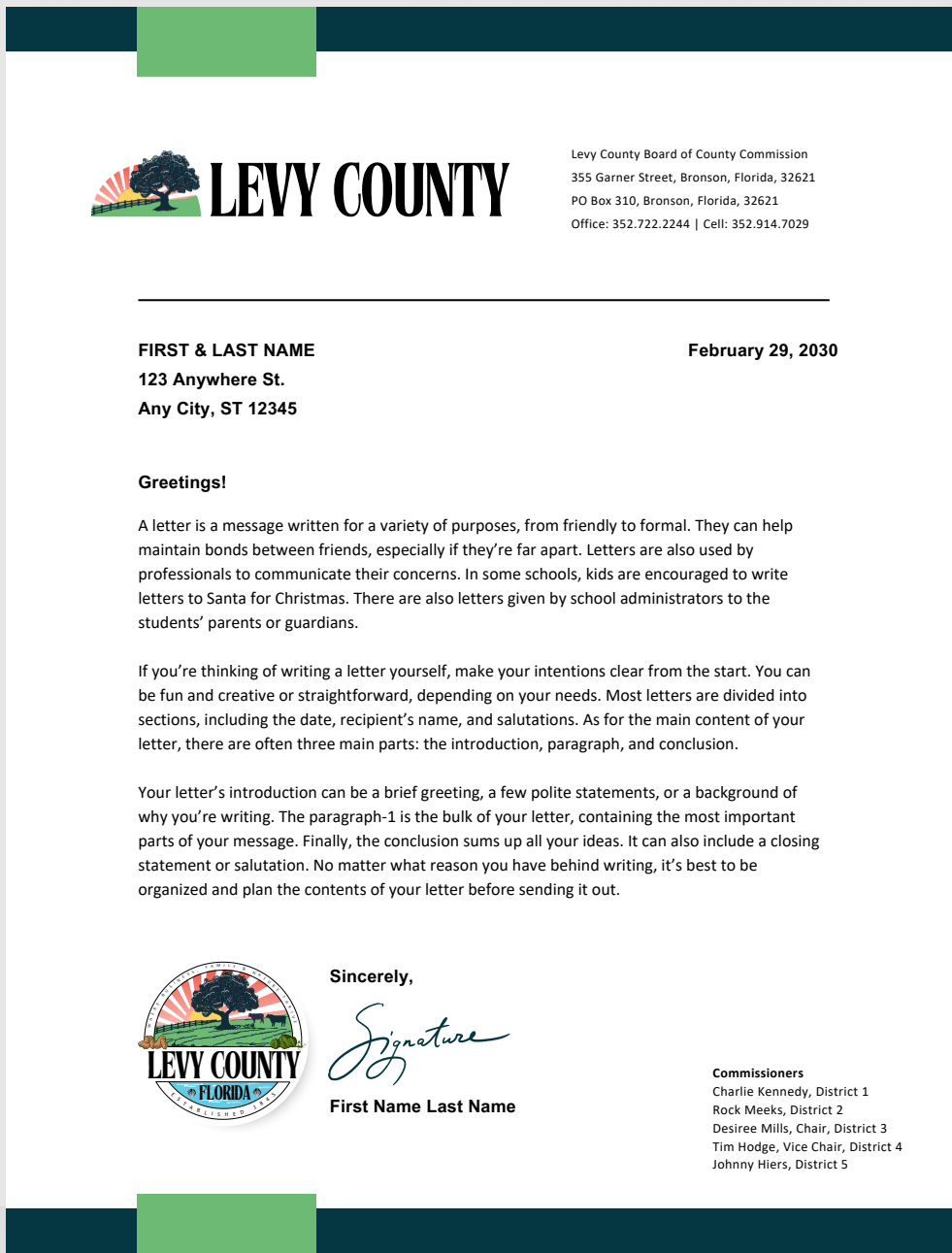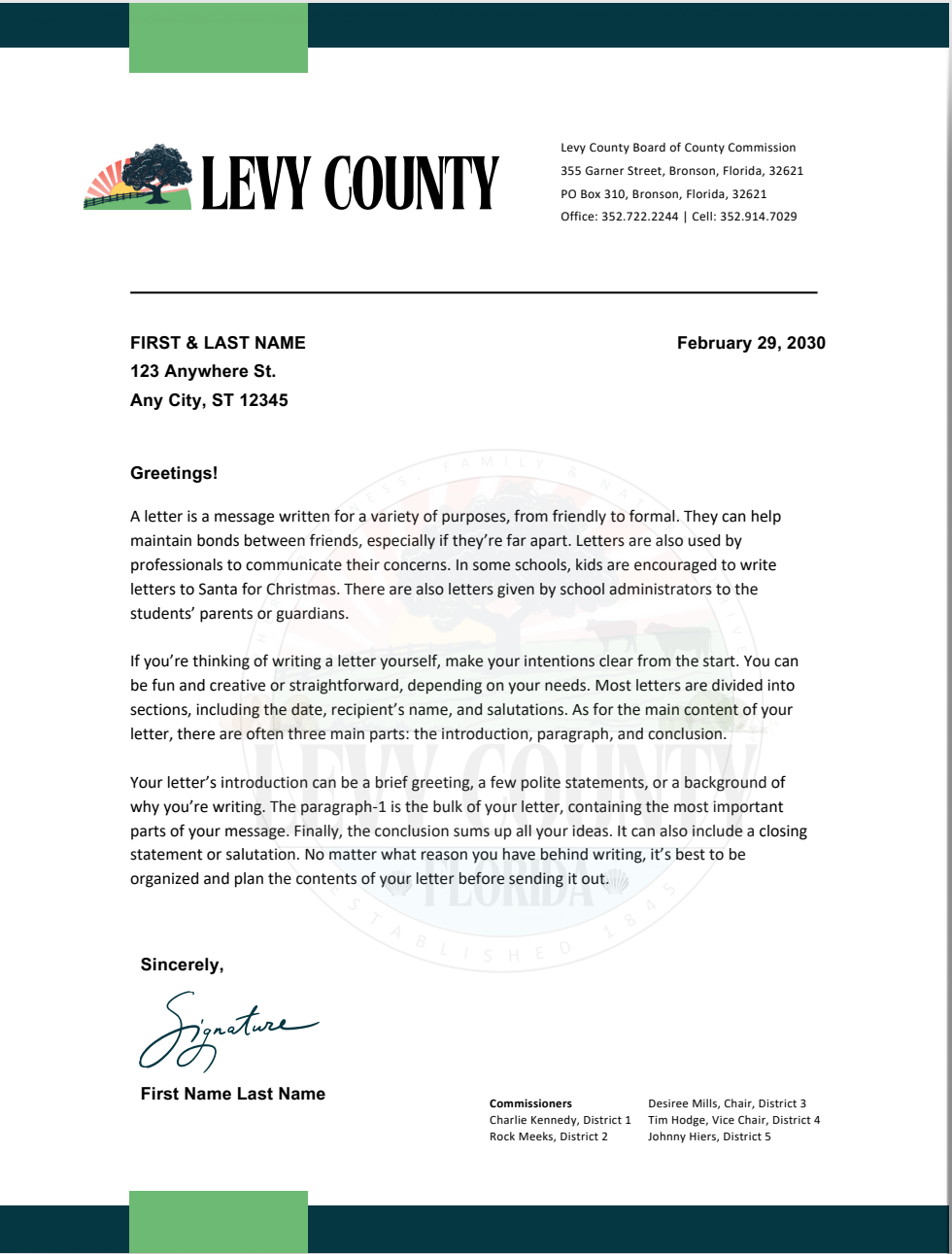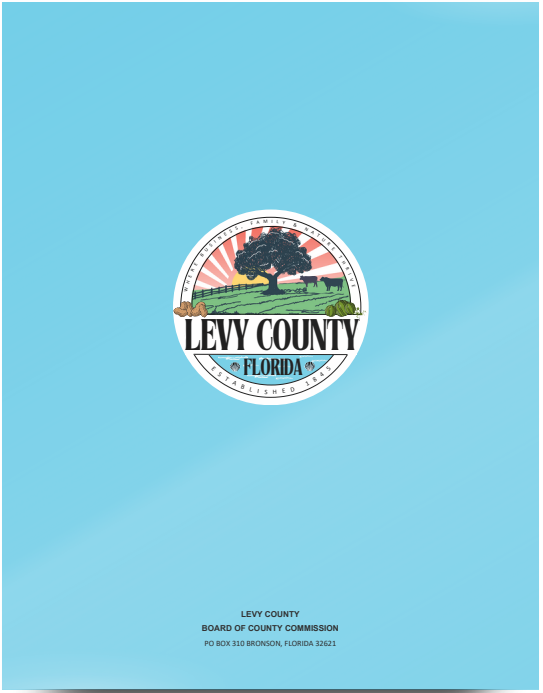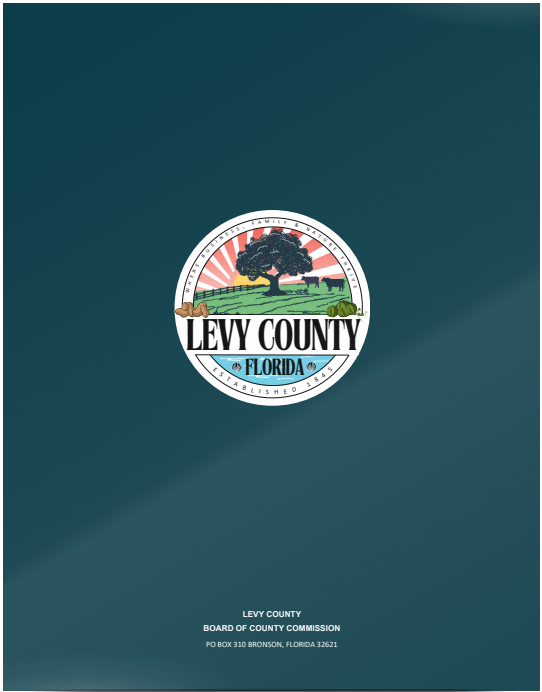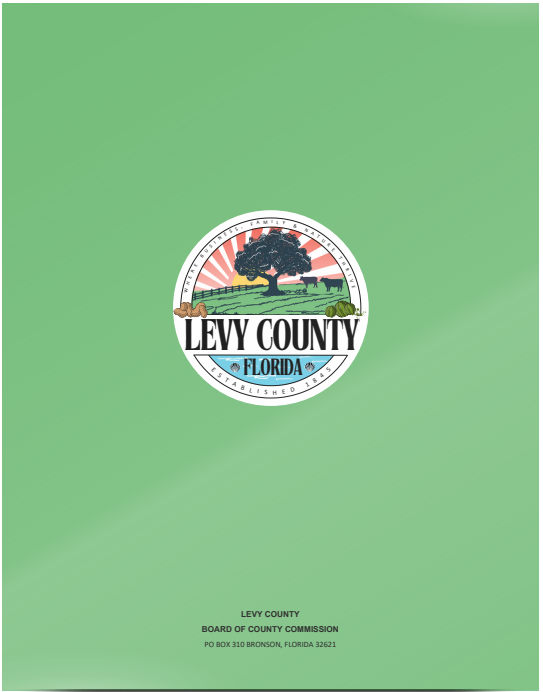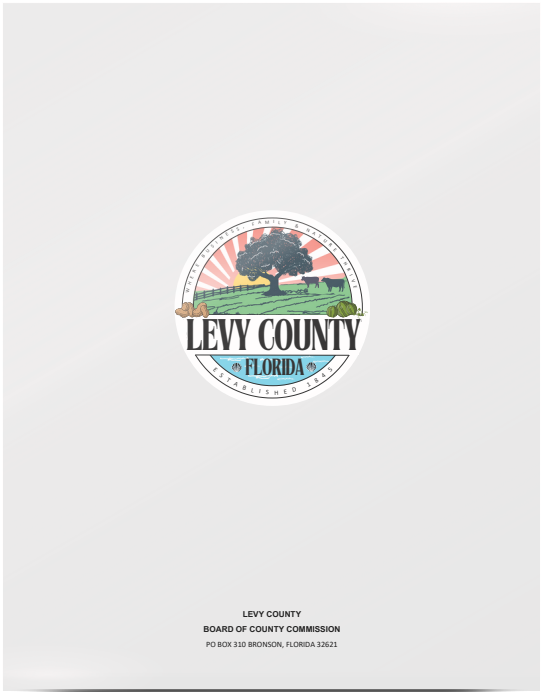
ENVELOPE

LEVY COUNTY
BOARD OF COUNTY COMMISSION
PO BOX 310
BRONSON, FLORIDA
32621

FOLDERS

SOCIAL BRANDING BUNDLE TEMPLATES:

Levy County Instagram Templates

Levy County Instagram Story Templates

Levy County LinkedIn Templates

Levy County Facebook Templates

Levy County Facebook Story Templates

BRANDING ASSETS BUNDLE TEMPLATES:

Levy County Envelope Template

Levy County Letterhead Template

Levy County Folder Template

Levy County Business Card Template

LOGO FILES:

Primary Logo

Secondary Logo

Department Logos