



Today. Tomorrow. Together.

# Brand Guide Book

**VERSION 1.2** 06.2025



# Table of Contents

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VISION, MISSION & VALUES .....	2
LOGO OVERVIEW .....	3
Minimum Size and Tagline Visibility .....	3
COLOR VARIATIONS (LOGO WITH TAGLINE) .....	4
COLOR VARIATIONS (LOGO WITHOUT TAGLINE) .....	5
UNACCEPTABLE USAGE .....	6
CLEAR SPACE .....	7
BRAND COLORS .....	8
TYPEFACES .....	9
STATIONERY .....	10
PRESENTATION TEMPLATES .....	11
EMAIL SIGNATURES .....	12
DEPARTMENT & DIVISIONS/BUILDINGS LOGO LOCKUPS .....	13
Department Logo Lockups .....	14
Divisions/Buildings Logo Lockups .....	15



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## Vision

A County that offers exceptional quality of life and economic opportunity where everyone is proud to live, work, and play.

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## Mission

Creating a stronger Lucas County by building vibrant communities through public service, innovation, and collaboration.

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## Values

- community impact
- collaboration
- belonging
- meeting challenges

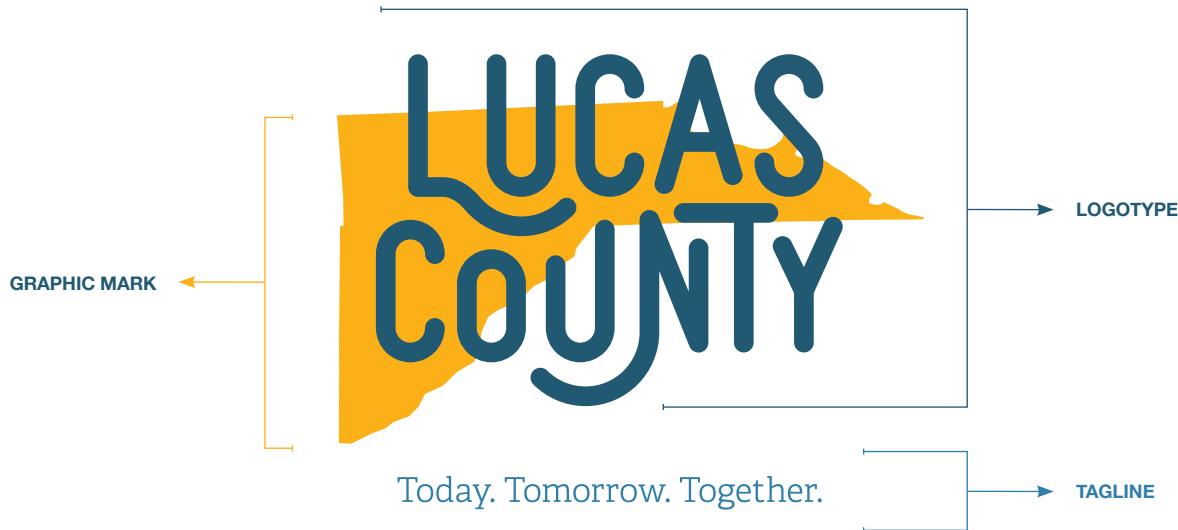


# Logo Overview

The Lucas County logo (identity mark) is the most commonly consumed visual representation of our organization and the single most important expression of the Lucas County brand. As such, this logo should be used in all visual communications generated on behalf of our organization. Appropriate and consistent usage of this logo is essential to the proper communication of our brand and our associated identity.

The Lucas County logotype is not a typeface; it has been specially created and should never be recreated or typeset in an alternate font.

The Lucas County logo is comprised of a graphic mark, logotype of the company name, and tagline. The logo is to consist of these three elements used together as a unit; no other components (graphic elements, typography, photography, etc.) should infringe upon the logo (see section Clear Space rules) and the logo should always follow the prescribed color mandates (described in the Brand Colors section of these guidelines).



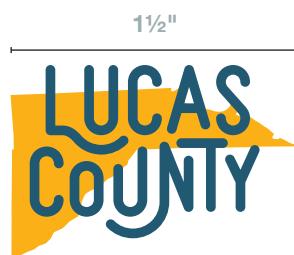
## Minimum Size and Tagline Visibility

To ensure the legibility and integrity of the Lucas County identity mark, the logo must always be used at a size that allows for proper visibility of its elements. When the logo is displayed at a small size, the tagline "Today. Tomorrow. Together." should be omitted to preserve the clarity of the logo.

### MINIMUM SIZE REQUIREMENTS:

- The logo—including the tagline—should never be used smaller than 1.5 inch width.
- If the logo needs to be resized below this threshold, the tagline must be dropped from the design, leaving only the graphic mark and the logotype. In this case, the logo—excluding the tagline—should never be smaller than .75 inch width.
- This ensures that the integrity of the visual identity is maintained and that the logo remains legible in all applications, even at smaller sizes.

### MINIMUM SIZE WITH TAGLINE



Today. Tomorrow. Together.

### MINIMUM SIZE WITHOUT TAGLINE





# Color Variations

The Lucas County logo is available in 4-color process CMYK, PMS spot color, RGB, black, white, grayscale and reverse variations.

## Logo with Tagline



Today. Tomorrow. Together.

SPOT



Today. Tomorrow. Together.

GRAYSCALE



Today. Tomorrow. Together.

COLOR + REVERSE



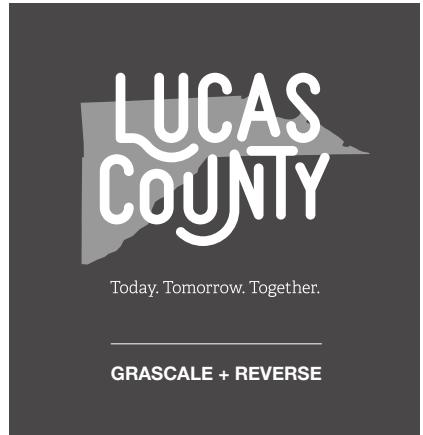
Today. Tomorrow. Together.

CMYK



Today. Tomorrow. Together.

BLACK



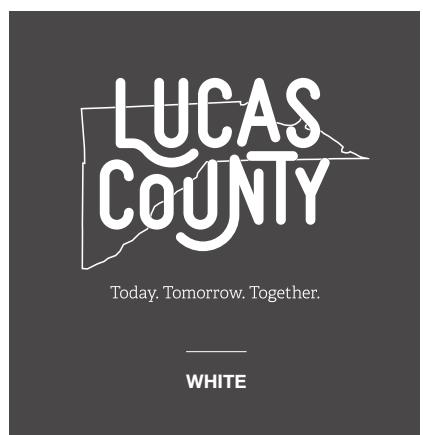
Today. Tomorrow. Together.

GRAYSCALE + REVERSE



Today. Tomorrow. Together.

RGB



Today. Tomorrow. Together.

WHITE



# Color Variations

The Lucas County logo is available in 4-color process CMYK, PMS spot color, RGB, black, white, grayscale and reverse variations.

## Logo without Tagline



SPOT



GRayscale



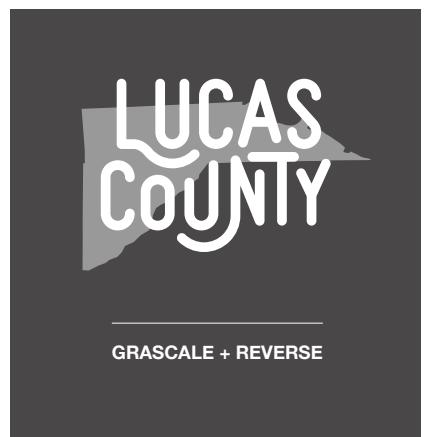
COLOR + REVERSE



CMYK



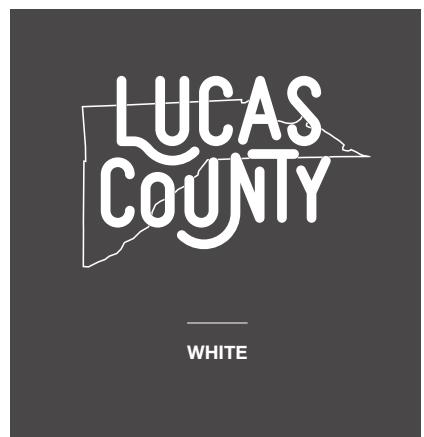
BLACK



GRayscale + REVERSE



RGB



WHITE



# Unacceptable Usage



There should be adequate contrast between the logo and its background



The logo should not appear in any other color except the approved color variations in brand standard



The logo should not be used as a screen or tint



The Lucas County graphic should not appear in any other arrangement except those specified in brand standard



The logo should never be stretched out of proportion



The logo should never be squeezed out of proportion



## Clear Space

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To maintain the integrity and visibility of the Lucas County logo, a defined clear space around the logo must always be respected. This clear space ensures that no other graphic elements, text, or imagery encroach upon the logo, allowing it to be presented in a way that is clean, uncluttered, and visually impactful. The *minimum* clear space is defined as the width of the “C” in the logotype, which should be maintained on all sides of the logo. This space should never be compromised, regardless of the logo’s size or application.





# Brand Colors

The Lucas County brand is represented by a specific color palette. For an accurate depiction of the Lucas County color palette, refer to a Pantone® Matching System (PMS) swatch book. CMYK and RGB values have been adjusted to match PMS values.

## PRIMARY COLORS

### LC Slate Navy

**SPOT** PANTONE® 2377 C  
**CMYK** 89 / 59 / 38 / 18  
**RGB** 37 / 89 / 115  
**HEX** #255973

### LC Gold

**SPOT** PANTONE® 130 C  
**CMYK** 0 / 34 / 100 / 3  
**RGB** 252 / 177 / 22  
**HEX** #FCB116

## SECONDARY COLORS

### LC Medium Blue

**SPOT** PANTONE® 2383 C  
**CMYK** 80 / 44 / 17 / 0  
**RGB** 56 / 126 / 171  
**HEX** #387EAB

### LC Medium Gray

**SPOT** PANTONE® 7543 C  
**CMYK** 40 / 24 / 27 / 0  
**RGB** 158 / 174 / 176  
**HEX** #9EAEB0

### LC Light Blue

**SPOT** PANTONE® 2142 C  
**CMYK** 51 / 19 / 6 / 0  
**RGB** 123 / 175 / 212  
**HEX** #7BAFD4

### LC Light Gray

**SPOT** PANTONE® COOL GRAY 1 C  
**CMYK** 0 / 0 / 0 / 10  
**RGB** 230 / 231 / 232  
**HEX** #E6E7E8



# Typefaces

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A consistent and correct usage of typefaces (fonts) is critical to maintaining the appropriate image for our organization. The following typefaces may be used on all Lucas County brand applications.

## Accent

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Aa

Primarily used for headlines and display text.

These fonts are available (with an existing Adobe Creative Cloud subscription) through Adobe Fonts at [fonts.adobe.com](https://fonts.adobe.com), or are available for purchase from external font foundries, such as [myfonts.com](https://www.myfonts.com).

**Adelle Light**  
**Adelle Regular**  
**Adelle Semibold**

*Adelle Light Italic*  
*Adelle Italic*  
*Adelle Semibold Italic*

## Main

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Aa

Primarily used for body copy and longer headlines.

These fonts are available (with an existing Adobe Creative Cloud subscription) through Adobe Fonts at [fonts.adobe.com](https://fonts.adobe.com), or are available for purchase from external font foundries, such as [myfonts.com](https://www.myfonts.com).

**Helvetica Neue Light**  
**Helvetica Neue Regular**  
**Helvetica Neue Medium**  
**Helvetica Neue Bold**

*Helvetica Neue Light Italic*  
*Helvetica Neue Italic*  
*Helvetica Neue Medium Italic*  
*Helvetica Neue Bold Italic*

## Web

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Aa

Used for employee-generated communications, such as HTML and applications such as Microsoft Word or PowerPoint.

**Georgia Regular**  
**Georgia Bold**  
*Georgia Italic*  
**Georgia Bold Italic**

**Arial Regular**  
**Arial Bold**  
*Arial Italic*  
**Arial Bold Italic**



# Stationery

The business cards and letterhead artwork have been provided by the Communications Department. If you need to order more business cards, please contact the employee in your department who manages reprints or contact the Communications Director. To maintain color accuracy and brand elements, business cards should not be reproduced by any other source.



## BUSINESS CARD



## LETTERHEAD



# Presentation Templates

PowerPoint template artwork has been provided to the Communications Department. If you need access to the template, please contact the Communications Director.



**LUCAS COUNTY**  
Today Tomorrow Together

## **Lorem Ipsum Dolor Sit Amet**

01/01/2025





## **Lorem Ipsum Dolor Sit Amet**

- Lorem Ipsum
- Dolor Sit Amet
- Lorem Ipsum Ipsum
- Dolor Sit Amet Lorem
- Dolor Sit Amet

- Lorem Ipsum
- Dolor Sit Amet
- Lorem Ipsum Ipsum
- Dolor Sit Amet Lorem
- Dolor Sit Amet

2 REPEAT OF TITLE NAME HERE | LUCAS COUNTY 





## **Lorem Ipsum Dolor Sit Amet**

- Lorem Ipsum
- Dolor Sit Amet
- Lorem Ipsum Ipsum
- Dolor Sit Amet Lorem
- Dolor Sit Amet

2 REPEAT OF TITLE NAME HERE | LUCAS COUNTY 



## **Lorem Ipsum Dolor Sit Amet**

Lucem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum facilis  
eque vitae, iaculis mauris. Donec posuere magna non condimentum  
vehicula. Sed pharetra sapien scelerisque vestibulum varius.

2 REPEAT OF TITLE NAME HERE | LUCAS COUNTY 



## **Lorem Ipsum Dolor Sit**

- Lorem Ipsum
- Dolor Sit Amet
- Lorem Ipsum Ipsum
- Dolor Sit Amet Lorem
- Dolor Sit Amet

2 REPEAT OF TITLE NAME HERE | LUCAS COUNTY 

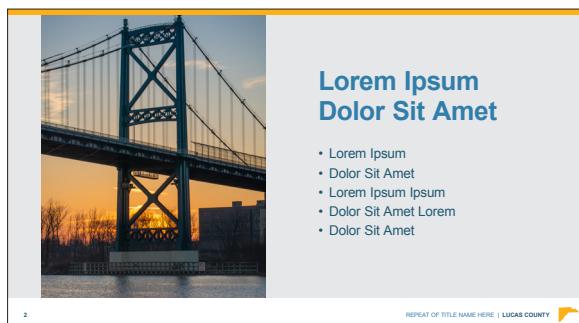


## **Lorem Ipsum Dolor Sit Amet**

- Lorem Ipsum
- Dolor Sit Amet
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- Dolor Sit Amet Lorem
- Dolor Sit Amet

- Lorem Ipsum
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- Dolor Sit Amet Lorem
- Dolor Sit Amet

2 REPEAT OF TITLE NAME HERE | LUCAS COUNTY 





## **Lorem Ipsum Dolor Sit Amet**

- Lorem Ipsum
- Dolor Sit Amet
- Lorem Ipsum Ipsum
- Dolor Sit Amet Lorem
- Dolor Sit Amet

2 REPEAT OF TITLE NAME HERE | LUCAS COUNTY 



**LUCAS COUNTY**  
Today. Tomorrow. Together.

• (419) 224-4000 • One Government Center | Suite 800 | Toledo, OH 43604 • [co.lucas.oh.us](http://co.lucas.oh.us)



# Email Signature

The Lucas County email signature must be formatted per the standards below. Please follow all specs on font size and weight next to each corresponding line of the email signature.

## FULL COLOR LOGO WITH TAGLINE



Today. Tomorrow. Together.

## First Lastname

Company Title Here

he/him/his

GEORGIA BOLD, 19 PT

ARIAL BOLD, 12 PT

ARIAL ITALIC, 11 PT

## Board of Lucas County Commissioners

○ O: (419) 213-4000

□ C: (ooo) 000-0000

♫ F: (ooo) 000-0000

📍 One Government Center | Suite 800 | Toledo, OH 43604

✉ first.lastname@co.lucas.oh.us

🌐 co.lucas.oh.us

GEORGIA BOLD, 11 PT

O, C, F: ARIAL BOLD, 11 PT

**CONTACT INFORMATION:**  
GEORGIA REGULAR, 11 PT



0.1875"



# Department & Divisions/Buildings Logo Lockups



# Department Logo Lockups

Additional identity marks have been specifically created for the various Lucas County departments. Each unique logo is comprised of the Lucas County logo, *without the tagline*, anchored by the the department identifier immediately to the right, as shown below.



Communications



Job & Family Services



Economic Development



Management and Budget



Emergency Services



Sanitary Engineer



Engagement



Support Services



Facilities



Systems Solutions



Human Resources



Workforce Development



# Divisions/Buildings Logo Lockups

Additional identity marks have been specifically created for the various Lucas County divisions/buildings. Each unique logo is comprised of the Lucas County logo, *without the tagline*, anchored by the the division/building identifier immediately to the right, as shown below.



Alerts



Risk Management



Building Regulations



Shared Services



Child Support Services



Solid Waste Management District



Economic Development Corporation



Water Resource Recovery Facility



Emergency Management Agency



Workforce Development Board



Employee Benefits



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## Questions?

Please contact our Communications Department at (419) 213-4500.