



Today. Tomorrow. Together.

# Brand Guide Book

VERSION 1.2 06.2025



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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

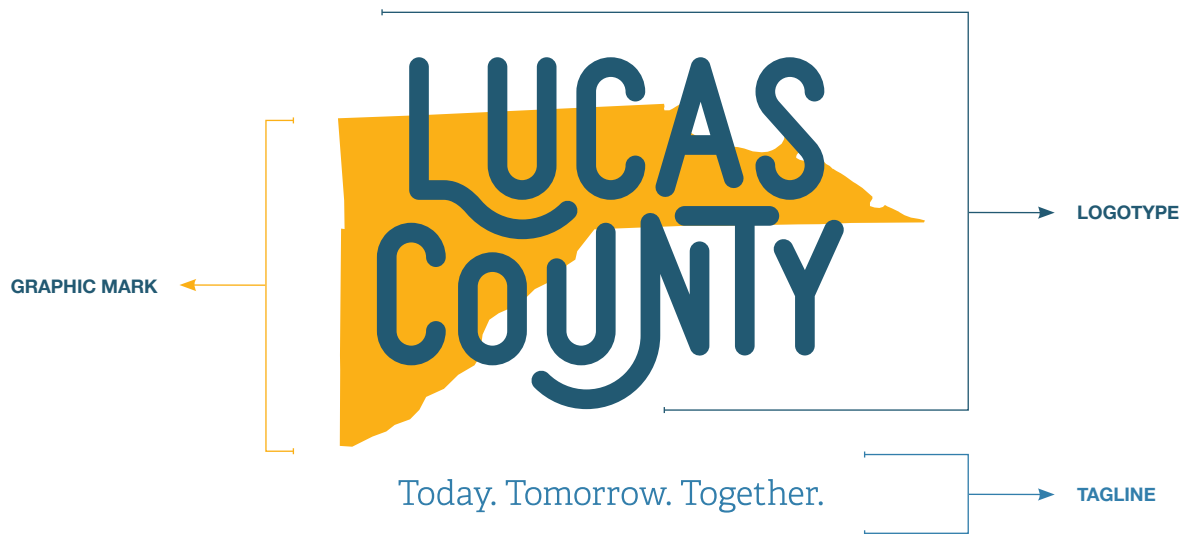


# Logo Overview

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).



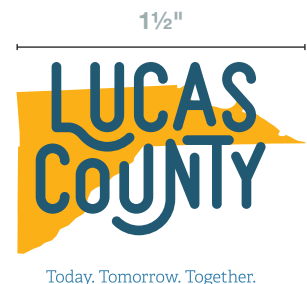
## Minimum Size and Tagline Visibility

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.

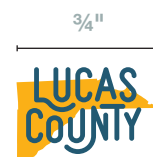
### MINIMUM SIZE REQUIREMENTS:

- 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



### 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



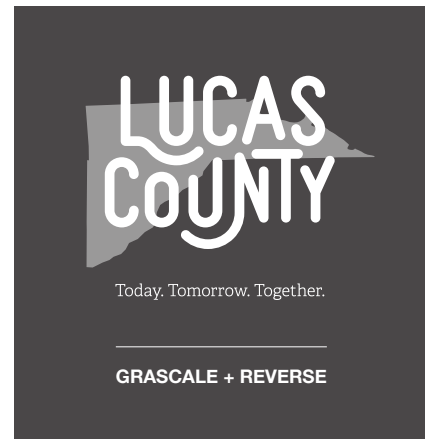
Today. Tomorrow. Together.

CMYK



Today. Tomorrow. Together.

BLACK



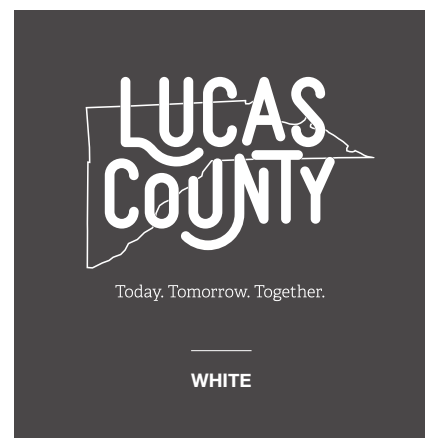
Today. Tomorrow. Together.

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



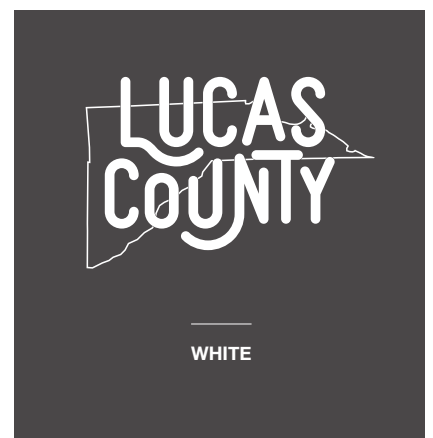
BLACK



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

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** #9EAEBO

### 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



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.

# Aa

## Accent

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://myfonts.com).

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

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

# Aa

## Main

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://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*

# Aa

# Aa

## Web

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.

First Lastname

Company Title Here

he/him/his



Board Of Lucas County Commissioners

 O: (419) 213-4000


 C: (000) 000-0000

 F: (000) 000-0000


 One Government Center | Suite 800 | Toledo, OH 43604

 first.lastname@co.lucas.oh.us


 co.lucas.oh.us



Today.  
Tomorrow.  
Together.



## BUSINESS CARD



Board of County Commissioners

Lisa A. Sebecki, President

Pete Gerken

Anita Lopez

Department of

Management and Budget

John Wendrick, Director

[1234 Street Address]

[City, State, Zip]

[Email Address]

[Today's Date]

[Addressee Name]

[Addressee Title]

[Company Name]

[1234 Street Address]

[City, State, Zip]

Dear [Name],

Prasent fells turpis, eleifend vel metus lacrima, elementum volutpat quam. Nulla placerat elementum convallis. In cursus nibh nibh, in commodo lorem sollicitudin et. Aenean fringilla odio vel acui semper, non rutrum uti ultrices. Morbi sit amet tellus vitae ligula tristique consetetur. Curabitur tristique condimentum mauris, eu veneratedis sem placerat eget. Prasent pulvinar massa sagittis metus sollicitudin dictum.


Integer a dolor euismod, tristique ligula a, euismod urna. Phasellus sit amet tellus et orci aliquam mattis. Donec sit amet mattis dolor. Nunc vel ipsum a purus sollicitudin varius. Class aptent taciti sociosque ad porta torquent per conubia nostra, per inceptos himenaeos. Pellentesque at nisi sit amet nisi lobortis ultricies et ac velit. Nunc quis mi sed purus consetetur tempus quis a mi.


Phasellus euismod gravida ante eu dictum. Donec turpis diam, aliquam vel viverra rutrum, elementum eu metus. Etiam euismod semper tortor, vel elementum diam porttitor vel. Aenean pharetra lectus quis nisi egestas, eget condimentum magna molestie. Maecenas tempus libero viverra odio tristique elementum. Nunc vitae veneratedis velit. Sed gravida at tellus vitae imperdiet. In diam mi, lacus nec bibendum non, blandit non leo. Vivamus mi tellus, veneratedis et vehicula non, elementum gravida turpis. Cras tempor ac leo et posuere. Curabitur lacus elit, imperdiet eu tempus nec, malesuada non fells. Vivamus consequat ex vel est consequat tristique. Integer aliquet euismod velit vel viverra. Donec fringilla nulla et volutpat suscipit. Curabitur porta quam vel arcu auctor, eu posuere dui placerat. Aliquam erat volutpat.


Respectfully/Sincerely,

[Your Signature]

[Your Typed Name]

 O: (419) 213-4000

 One Government Center | Suite 800 | Toledo, OH 43604

 co.lucas.oh.us

## 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.





# 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*

### Board of Lucas County Commissioners

**O:** (419) 213-4000

**C:** (000) 000-0000

**F:** (000) 000-0000

One Government Center | Suite 800 | Toledo, OH 43604

[first.lastname@co.lucas.oh.us](mailto:first.lastname@co.lucas.oh.us)

[co.lucas.oh.us](http://co.lucas.oh.us)

GEORGIA BOLD, 19 PT

ARIAL BOLD, 12 PT

ARIAL ITALIC, 11 PT

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

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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

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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





Today. Tomorrow. Together.

## Questions?

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