

JULY 2021

Anne Arundel County Brand Guidelines



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Brand

A brand allows an organization to communicate who they are without words. The use of a clear and consistent brand - county-wide - will increase awareness, signal the credibility of distributed information, establish expectations for residents about what type of information they will receive, and help visually distinguish the county from other government organizations. Ultimately, the consistent use of a strong brand will help foster public trust in government.

We have a unified approach to all communication within the Office of the County Executive and all Anne Arundel County's departments. At its core, we will use the county's brand to communicate our accessible and resident-centric 'personality.' We will make decisions with these foundational pillars in mind.

The county brand conveys the following values:

HARD-WORKING

- We hold residents at its centre
- We go above and beyond to serve residents and value this work intrinsically

RELIABLE

- Residents should be able to rely on consistent and predictable communication - using the same tone, messaging, vernacular and content pillars

ACCESSIBLE

- No matter their background or ability, residents should be able to access county information and content easily

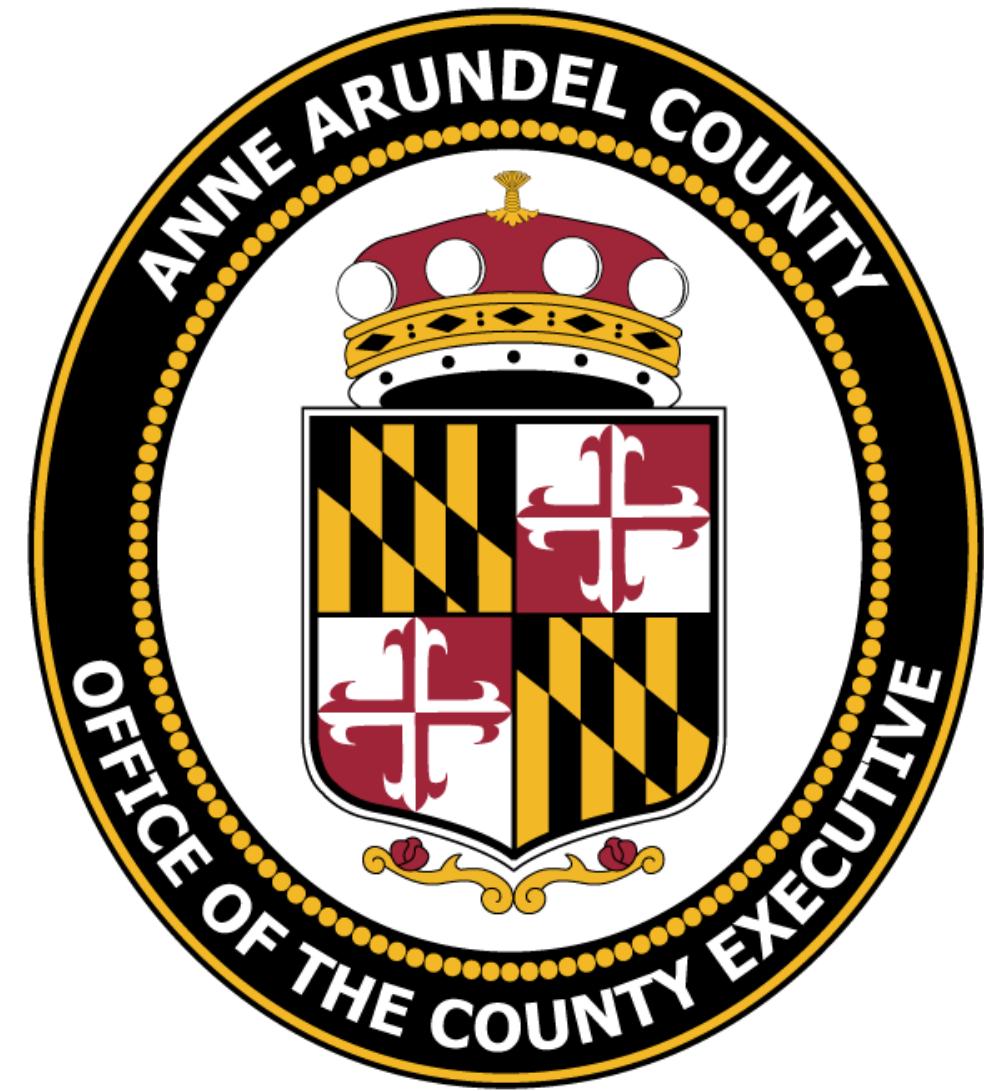
County slogan

THE BEST PLACE – FOR ALL

The simple slogan signals an investment in building community impact for all Anne Arundel residents - with a justice, equity, diversity, and inclusion lens.

The logos

There are two distinct logos, each with its own use – one for the County Executive's Office and one for the County as a government.



County Executive Logo

We use this logo only for communications coming from the County Executive, including but not limited to town hall flyers, fact sheets and social media graphics.



County Seal

We use this logo for all communications that represent the County beyond the office, including but not limited to news releases, formal invitations, email signatures, fact sheets and social media graphics. Departments use this logo in their communications.

Logo size

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility.

There is no preset maximum size for the logo. Minimum display sizes for digital use (in pixels) and printed material (in inches) are as shown here.



Digital: 90px
Print: 1.25in



Digital: 90px
Print: 1.25in

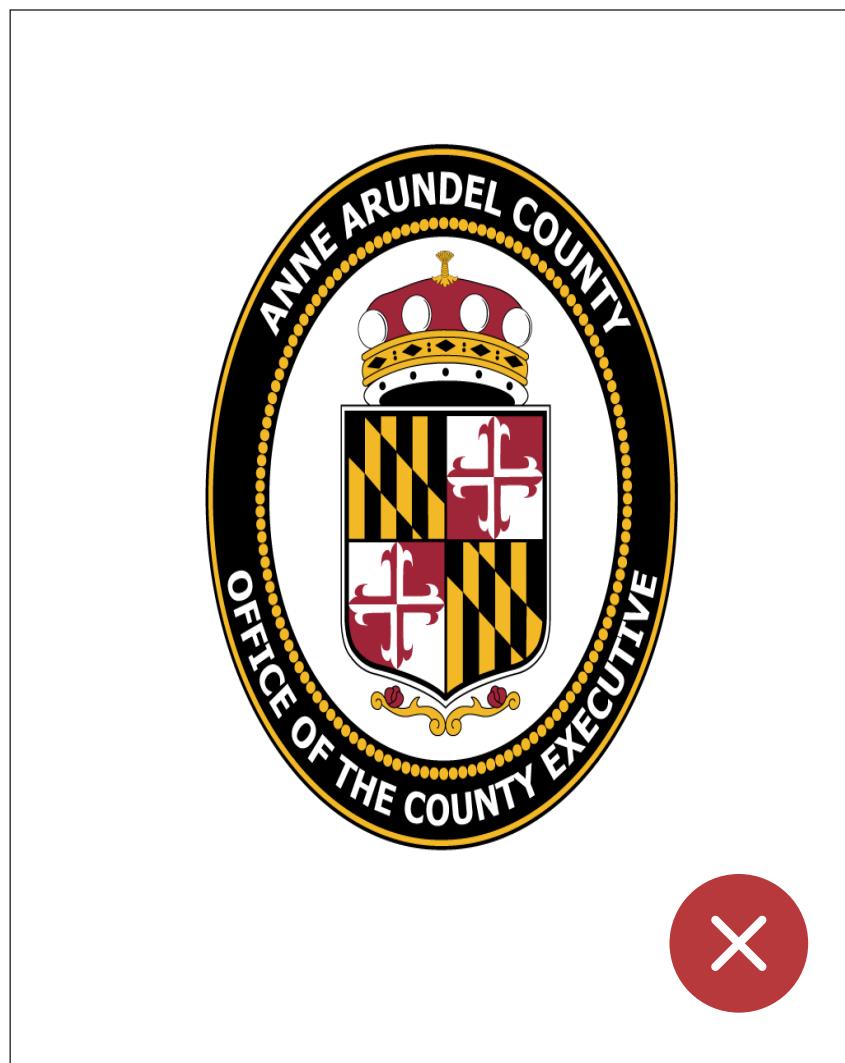
Co-branding (do's)



Example of co-branding

- Use the logos against a white background when possible
- Make both logos the same visual size
- Do maintain proportions and colours as provided
- Vertically middle-align logos for the best balance
- Use a logo with a transparent background on non-white materials or images

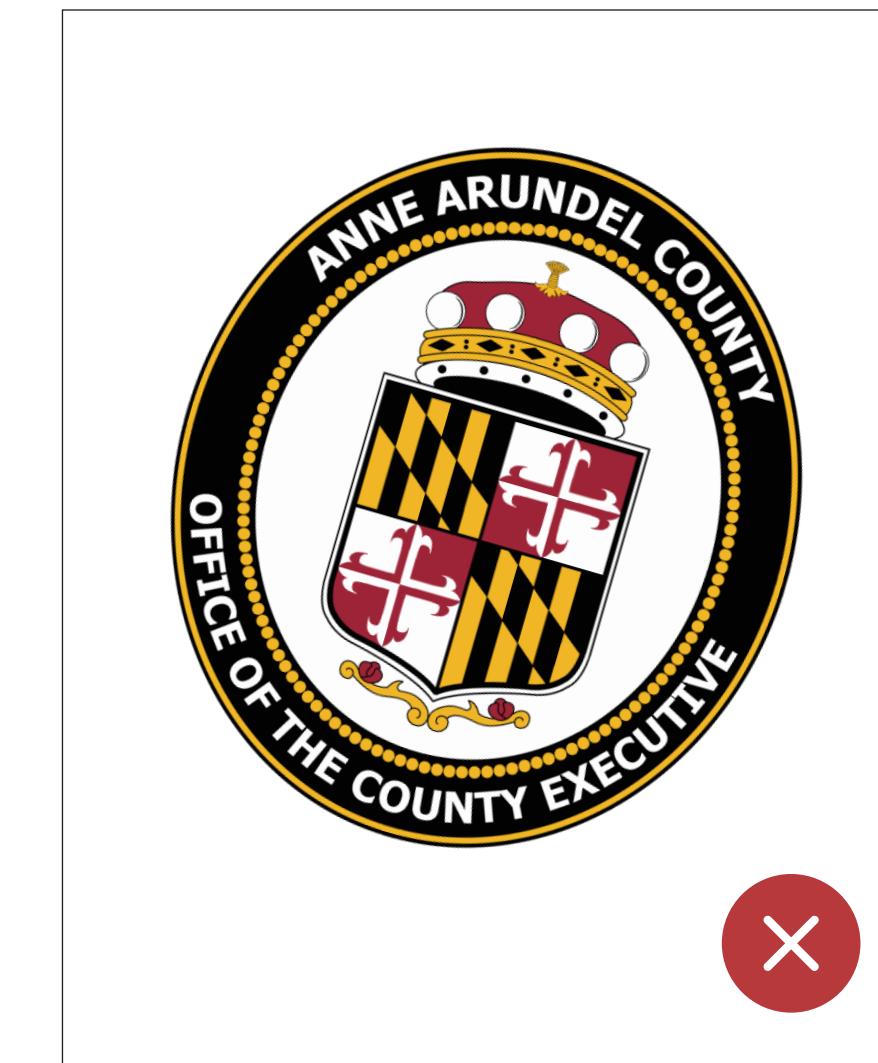
Co-branding (don'ts)



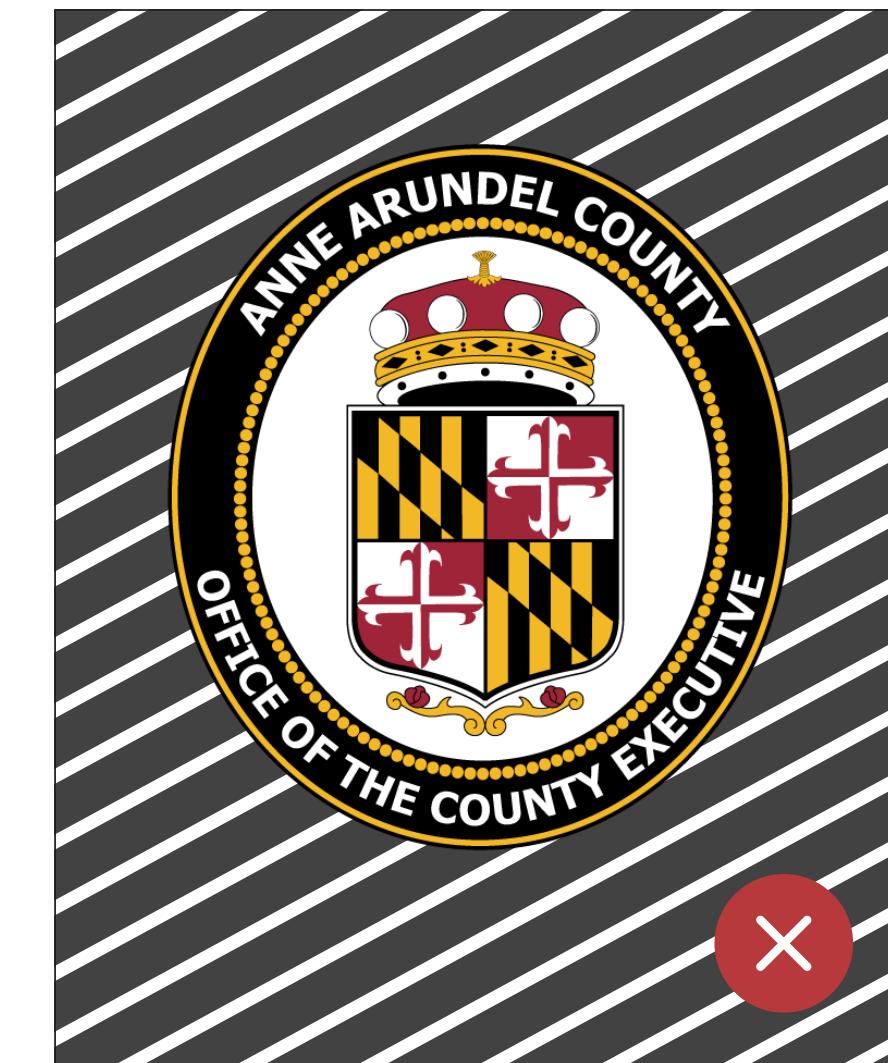
Don't skew or distort the logos



Don't add a mirror effect



Don't tilt the logos



Don't place the logos over a busy pattern

Typeface system

Our header font is Georgia, which is available in our main platforms of Word, Google and Constant Contact. In platforms that do not support Georgia, like Canva, use Times Neue Roman in its place.

Georgia

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789!@#\$%^&*()

Aliquam vitae nulla id tellus consequat scelerisque. Nam at erat ac erat tincidunt ornare vitae ac ante. Interdum et malesuada fames ac ante ipsum primis in faucibus.

Aa Aa Aa Aa

Regular

Italic

Bold

Bold Italic

Typeface system

Our body font is Arial, which is available in our main platforms. If you are using a platform where Arial is not available, use Source Sans Pro.

Arial

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789!@#\$%^&*()

Aliquam vitae nulla id tellus consequat scelerisque. Nam at erat ac erat tincidunt ornare vitae ac ante. Interdum et malesuada fames ac ante ipsum primis in faucibus.

Aa Aa Aa Aa

Regular

Italic

Bold

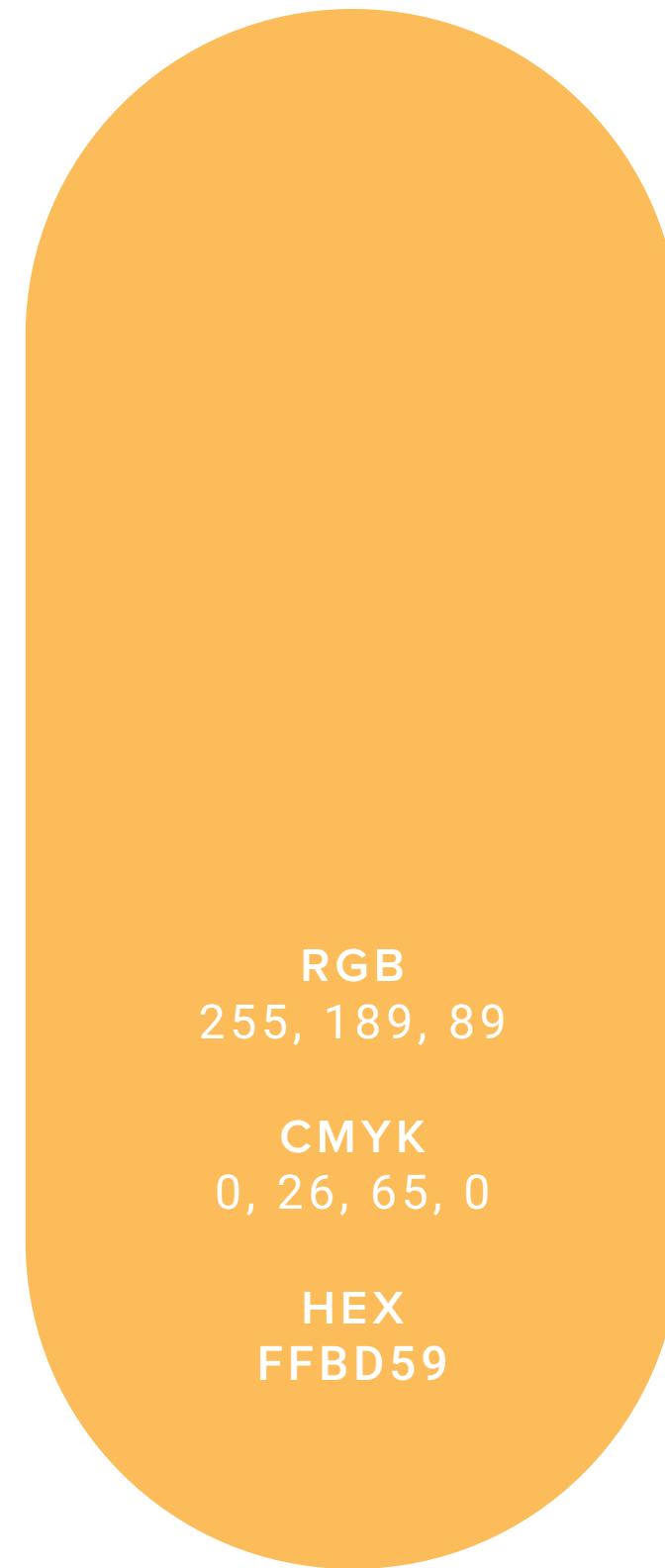
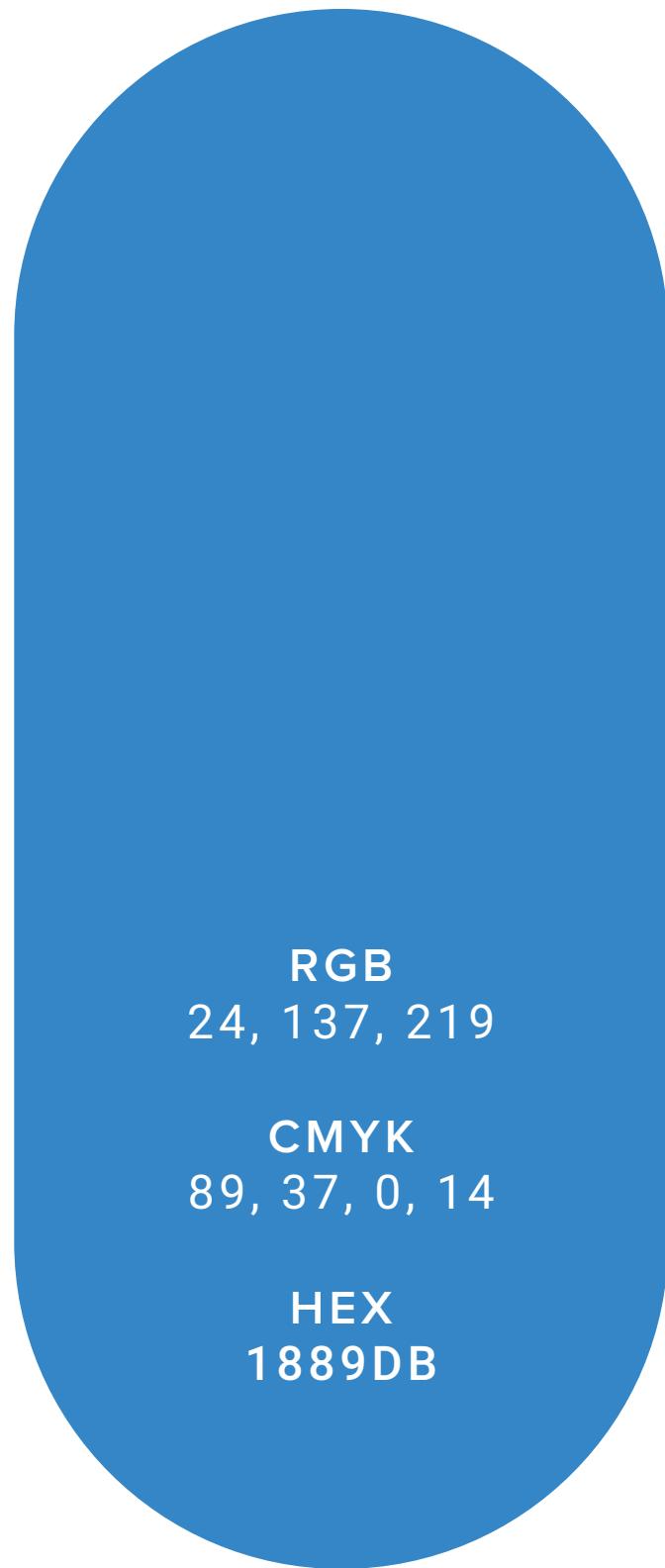
Bold Italic

Aa Aa

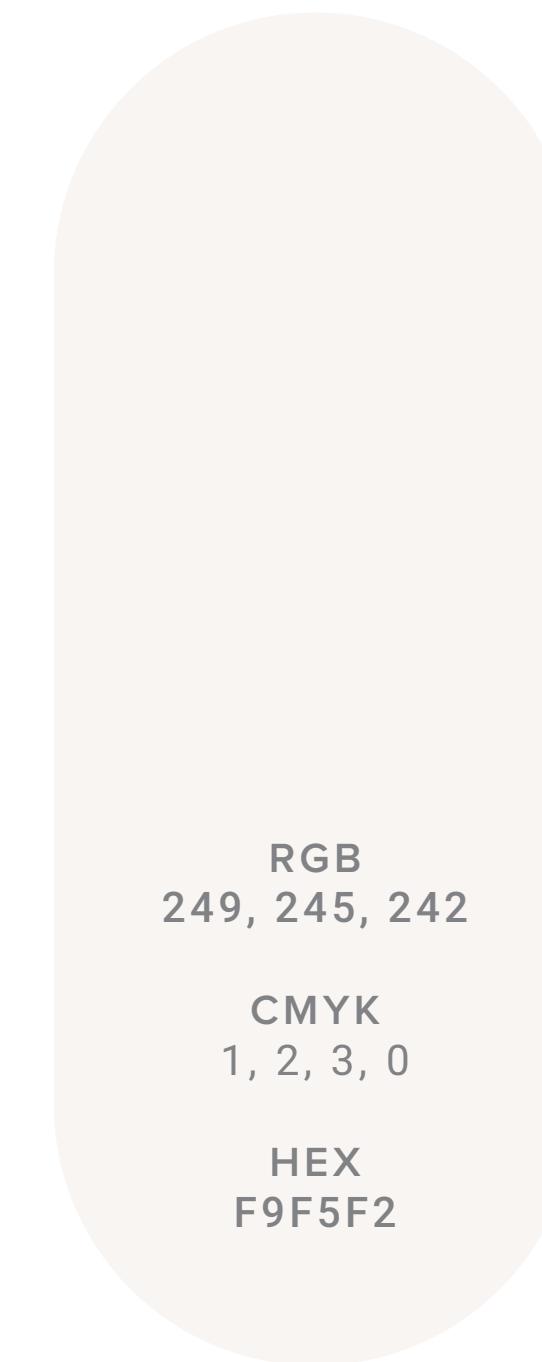
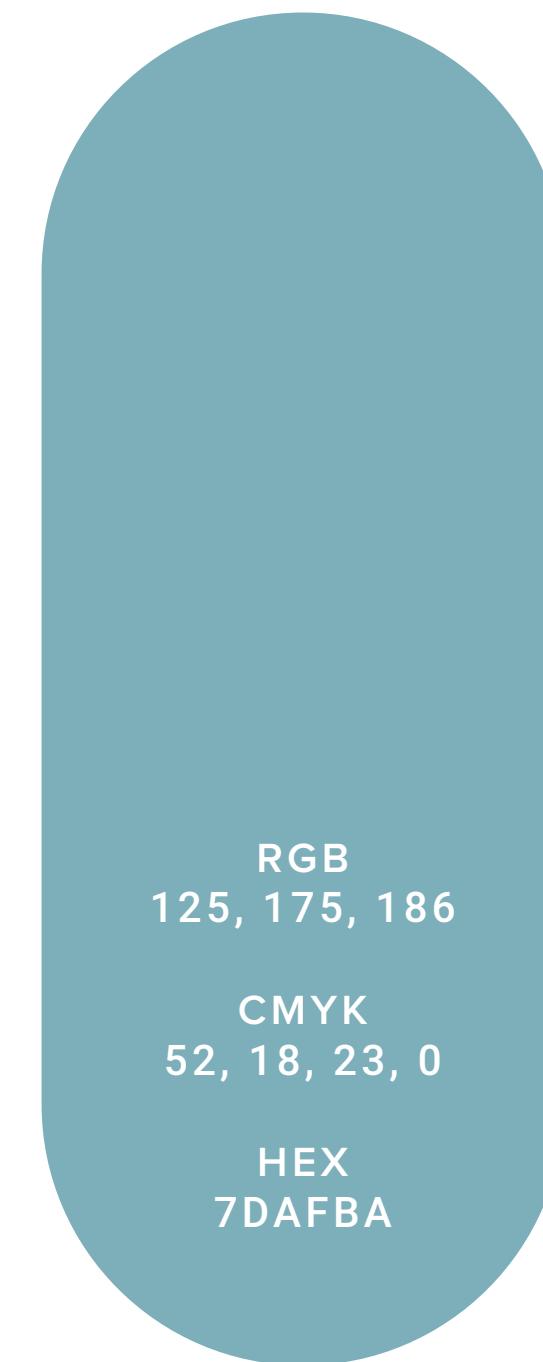
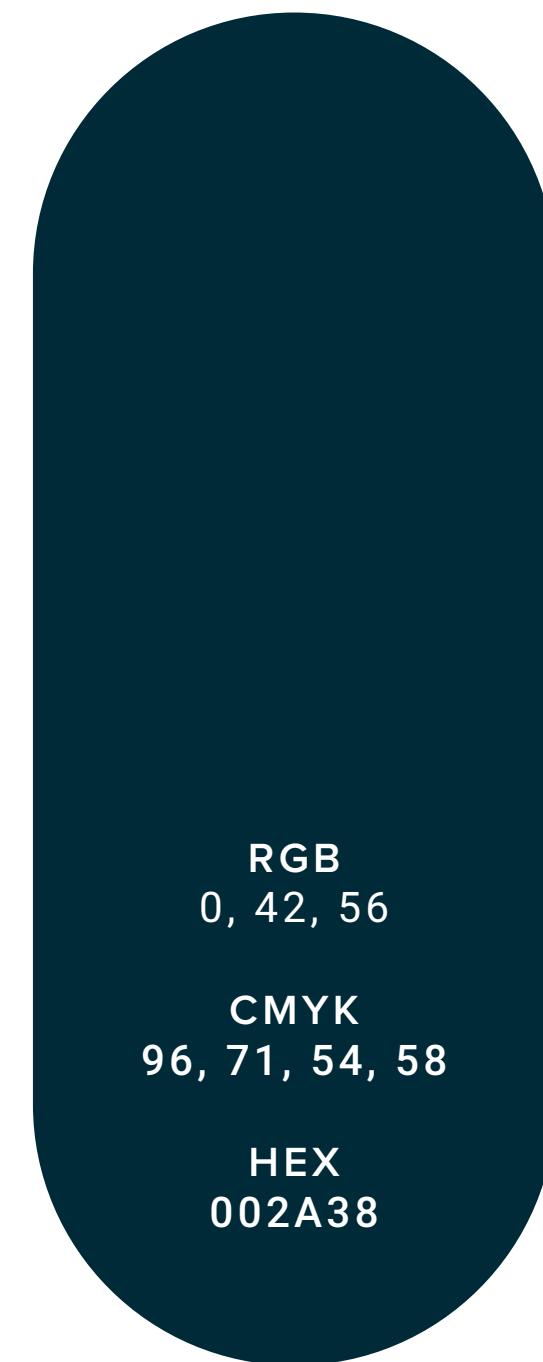
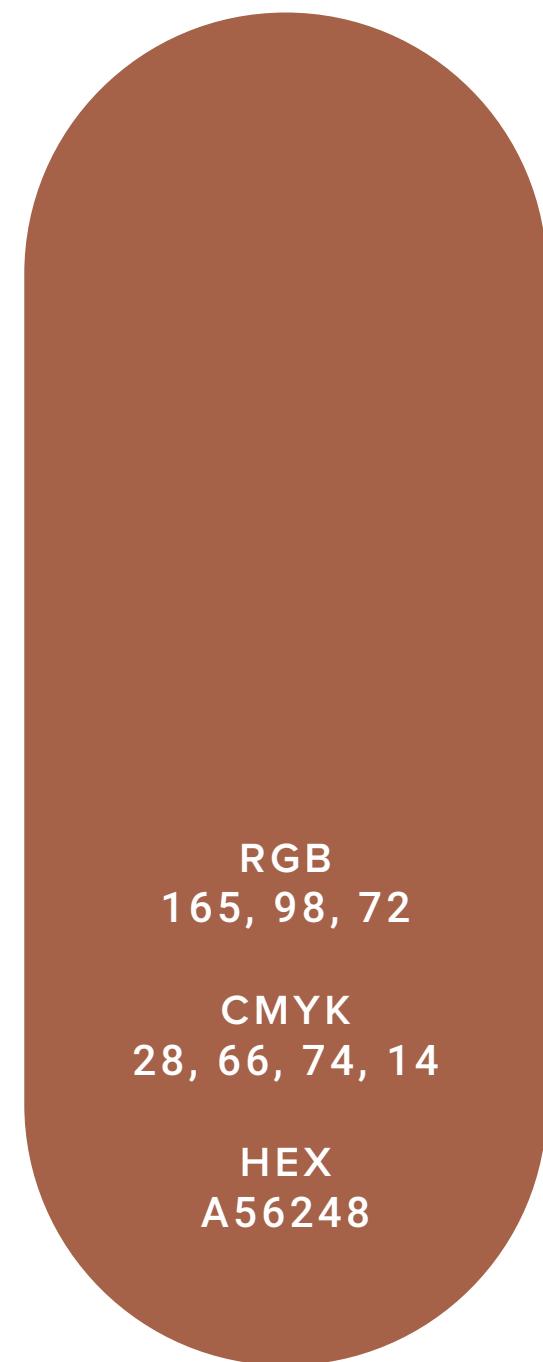
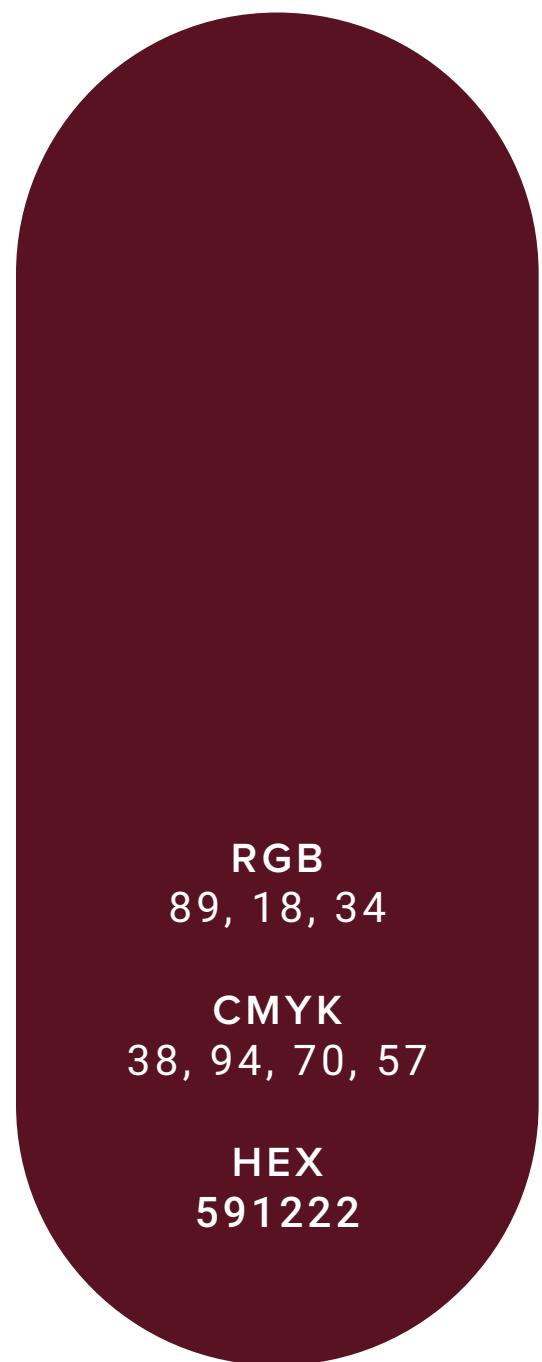
Black

Narrow

Primary colors



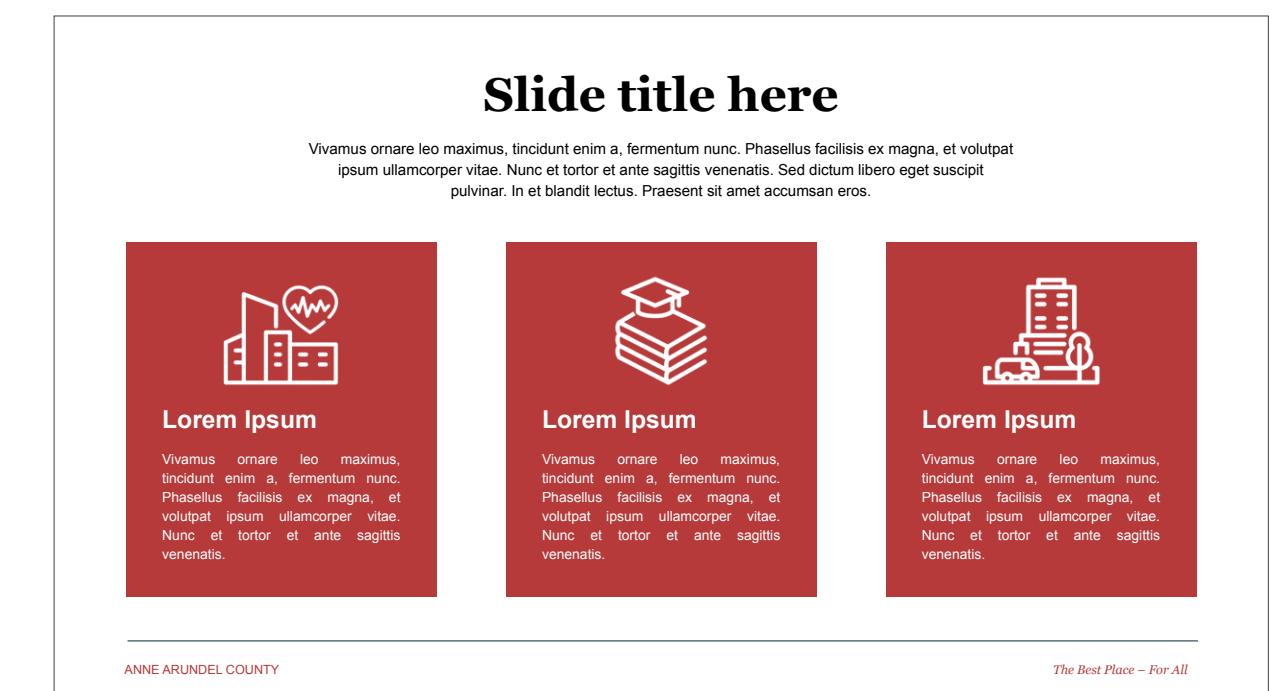
Secondary colors



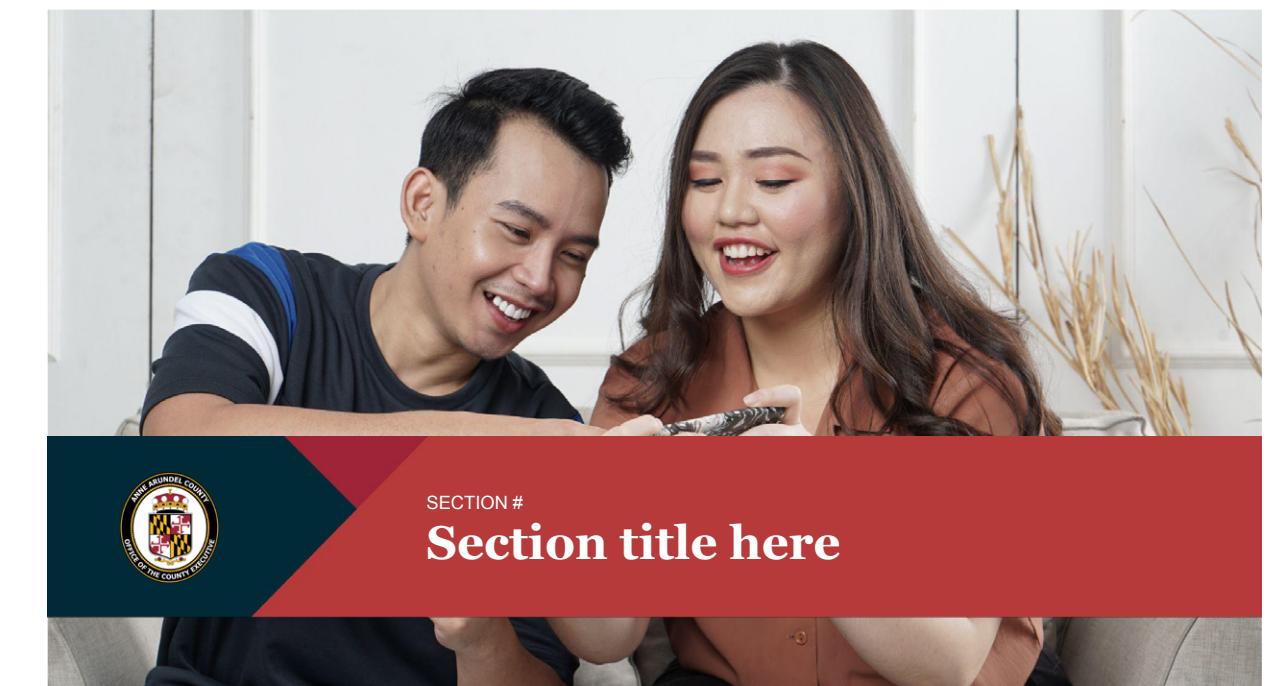
Examples of brand application



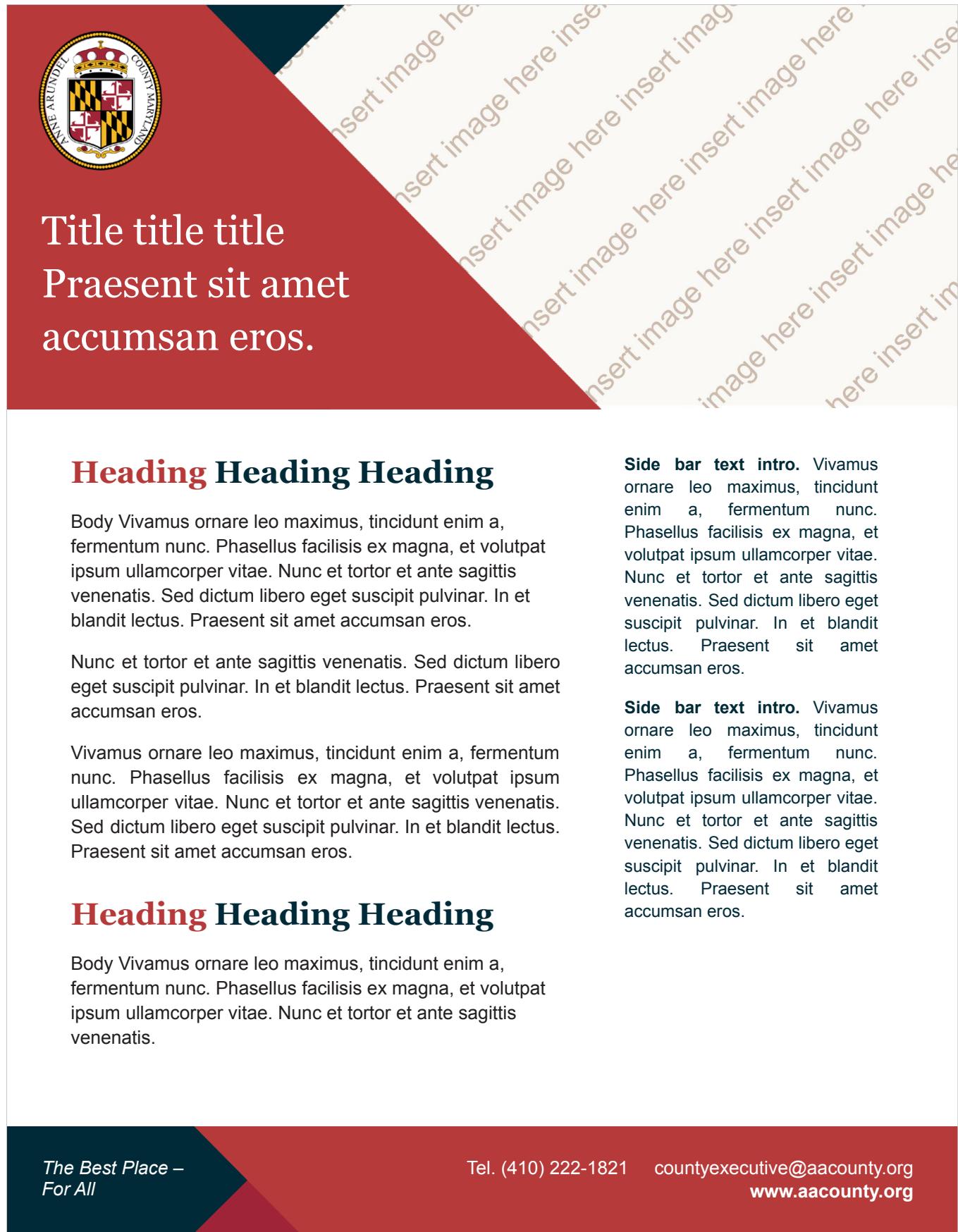
Letterhead



Powerpoint



Examples of brand application



The design features a red header bar with the Anne Arundel County seal on the left. Below the header is a white section containing a title and three headings. A large white arrow shape is overlaid on the page, pointing from the seal area towards the bottom right. At the bottom, there's a dark footer bar with contact information: 'The Best Place – For All' on the left, 'Tel. (410) 222-1821 countyexecutive@aacounty.org www.aacounty.org' in the center, and a dark teal arrow shape on the right.

Title title title
Praesent sit amet
accumsan eros.

Heading Heading Heading

Body Vivamus ornare leo maximus, tincidunt enim a, fermentum nunc. Phasellus facilisis ex magna, et volutpat ipsum ullamcorper vitae. Nunc et tortor et ante sagittis venenatis. Sed dictum libero eget suscipit pulvinar. In et blandit lectus. Praesent sit amet accumsan eros.

Nunc et tortor et ante sagittis venenatis. Sed dictum libero eget suscipit pulvinar. In et blandit lectus. Praesent sit amet accumsan eros.

Vivamus ornare leo maximus, tincidunt enim a, fermentum nunc. Phasellus facilisis ex magna, et volutpat ipsum ullamcorper vitae. Nunc et tortor et ante sagittis venenatis. Sed dictum libero eget suscipit pulvinar. In et blandit lectus. Praesent sit amet accumsan eros.

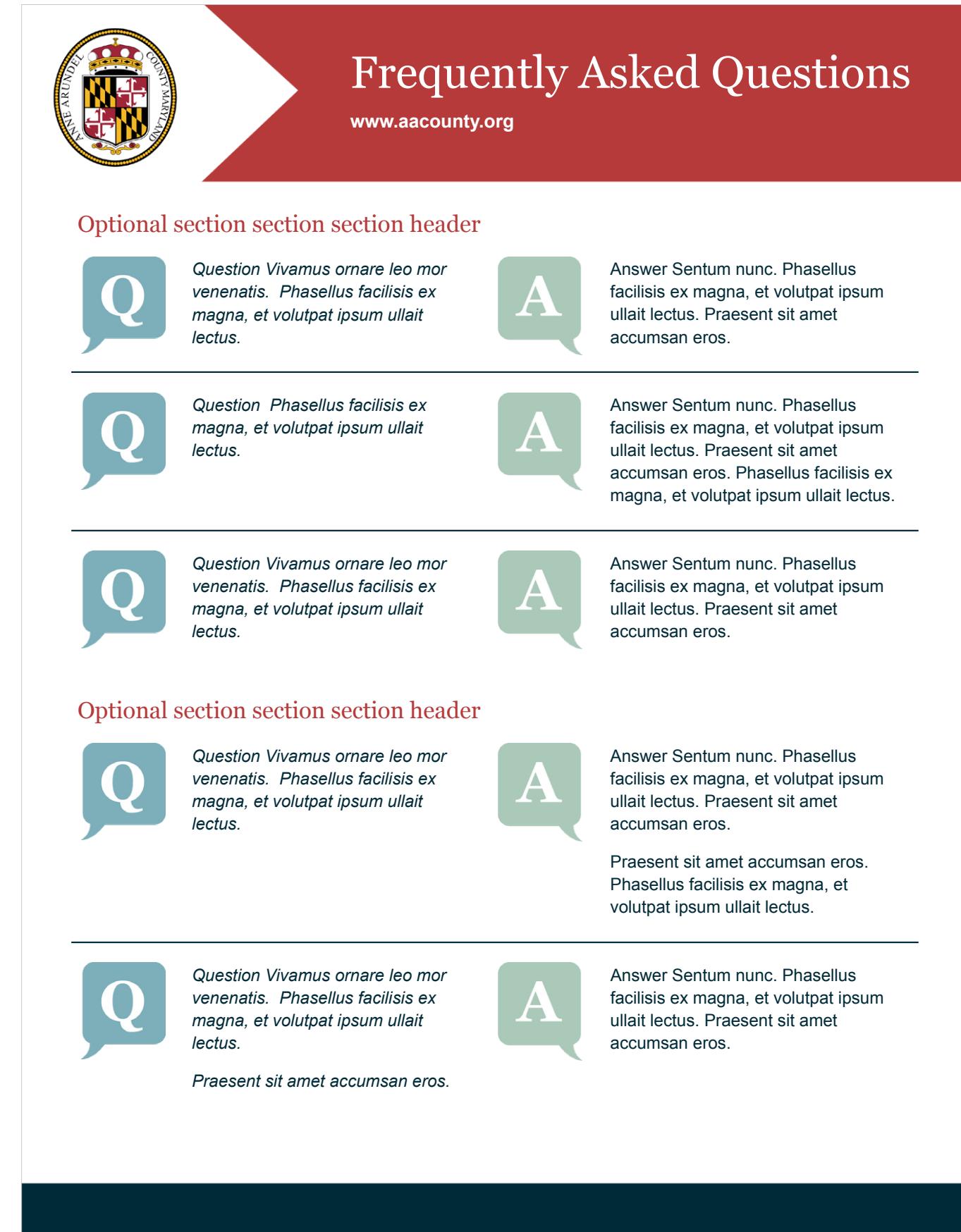
Heading Heading Heading

Body Vivamus ornare leo maximus, tincidunt enim a, fermentum nunc. Phasellus facilisis ex magna, et volutpat ipsum ullamcorper vitae. Nunc et tortor et ante sagittis venenatis.

*The Best Place –
For All*

Tel. (410) 222-1821 countyexecutive@aacounty.org
www.aacounty.org

One pager



The design features a red header bar with the Anne Arundel County seal on the left. To the right of the seal is a large white arrow pointing right. The word 'Frequently Asked Questions' is centered above the website address 'www.aacounty.org'. Below the header is a white section containing a section header 'Optional section section header' and four question-and-answer pairs. Each pair consists of a blue speech bubble icon with a white 'Q' (Question) and a green speech bubble icon with a white 'A' (Answer). The answers are separated by horizontal lines.

Frequently Asked Questions
www.aacounty.org

Optional section section header

Q Question Vivamus ornare leo mor
venenatis. Phasellus facilisis ex
magna, et volutpat ipsum ullait
lectus.

A Answer Sentum nunc. Phasellus
facilisis ex magna, et volutpat ipsum
ullait lectus. Praesent sit amet
accumsan eros.

Q Question Phasellus facilisis ex
magna, et volutpat ipsum ullait
lectus.

A Answer Sentum nunc. Phasellus
facilisis ex magna, et volutpat ipsum
ullait lectus. Praesent sit amet
accumsan eros. Phasellus facilisis ex
magna, et volutpat ipsum ullait lectus.

Q Question Vivamus ornare leo mor
venenatis. Phasellus facilisis ex
magna, et volutpat ipsum ullait
lectus.

A Answer Sentum nunc. Phasellus
facilisis ex magna, et volutpat ipsum
ullait lectus. Praesent sit amet
accumsan eros.

Optional section section header

Q Question Vivamus ornare leo mor
venenatis. Phasellus facilisis ex
magna, et volutpat ipsum ullait
lectus.

A Answer Sentum nunc. Phasellus
facilisis ex magna, et volutpat ipsum
ullait lectus. Praesent sit amet
accumsan eros.

Praesent sit amet accumsan eros.
Phasellus facilisis ex magna, et
volutpat ipsum ullait lectus.

Q Question Vivamus ornare leo mor
venenatis. Phasellus facilisis ex
magna, et volutpat ipsum ullait
lectus.

A Answer Sentum nunc. Phasellus
facilisis ex magna, et volutpat ipsum
ullait lectus. Praesent sit amet
accumsan eros.

Praesent sit amet accumsan eros.

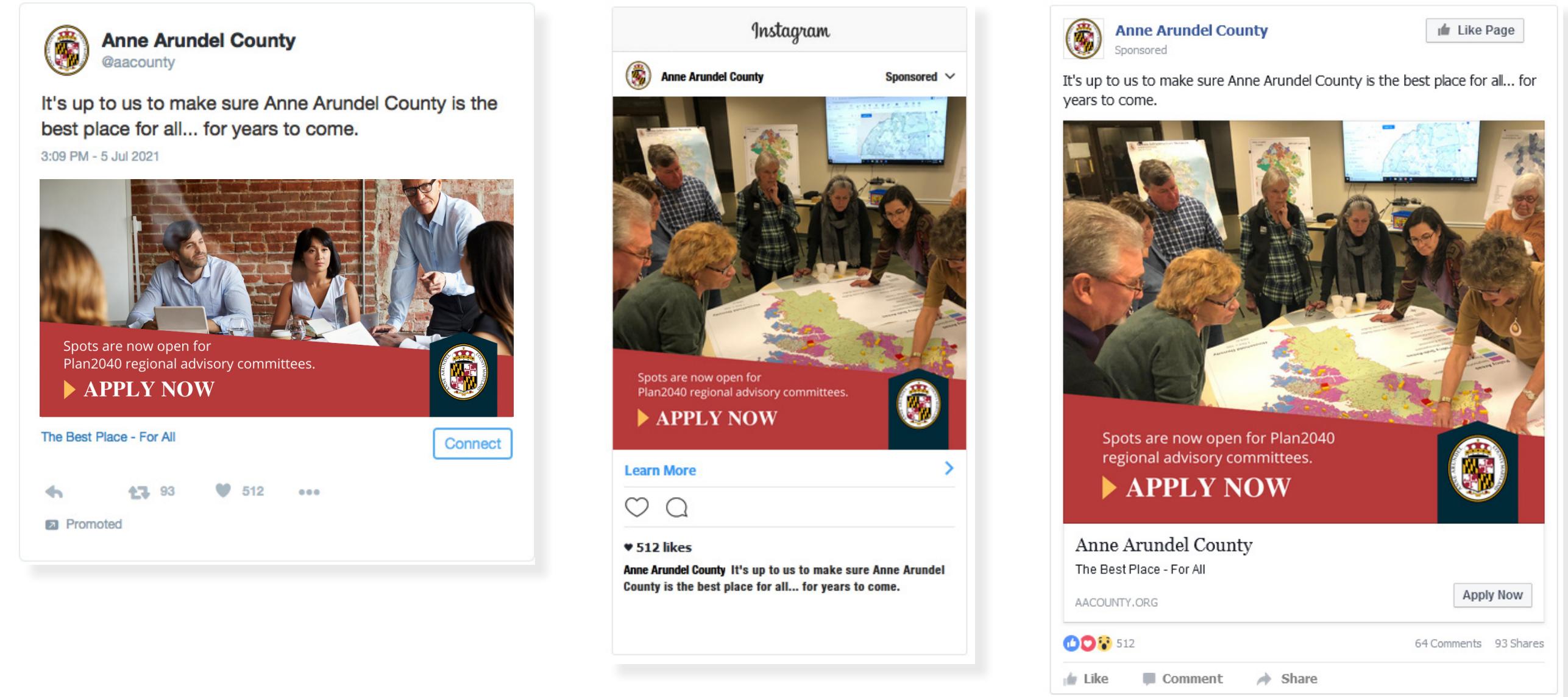
FAQ

Examples of brand application

The general Anne Arundel County post template leverages colours and design elements found in the other materials to form a cohesive brand presence online.

There are also Text Only and Image Only post templates for situations where information is the priority or an image is worth a thousand words.

Various community impact areas are differentiated through the use of secondary palette colours. Themed posts use special wordmarks to draw the eye.



Variations

