



King County

GRAPHIC STANDARDS & GUIDELINES

ATTACHMENT A

March 2007



King County

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King County Executive

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TTY Relay: 711

www.metrokc.gov

March 2007

To all King County employees and consultants:

In March 2007, King County officially changed its logo to an original graphic image of the county's namesake, Rev. Dr. Martin Luther King Jr. The new logo, like the former logo (gold crown) will be used according to the standards laid out in the King County Identity Program. The identity program was adopted in January 2002 by the Executive Branch with the goal of promoting greater visual recognition of King County government and its services and to ensure visual consistency and clarity.*

This guide has been updated with the new King County logo, an original graphic image of the county's namesake, Rev. Dr. Martin Luther King Jr. This guide was prepared in consultation with the county departments and user groups. This update was made as part of the contract to create the new logo.

Staff and consultants for all Executive branch departments, the Council and separately electeds who use the King County logo must follow these guidelines and standards for any business materials, facilities and equipment, including capital programs. It is the responsibility of county project managers to ensure this.

The King County Identity Program provides these Graphic Standards and Guidelines to promote a greater visual consistency, clarity and recognition of King County government to its residents, employees, businesses and other governments. Coordinated efforts to comply with these guidelines will achieve that goal.

To further ensure that these standards are adhered to, Executive Ordinance #ACO-8-16 (AEO) requires all graphic design and print work to go through King County Design and Production Services.

The information contained in these guidelines applies to all materials produced by, for and with King County.

*Because the county is committed to a low-cost transition to the new logo, both the old crown logo and the new MLK logo will be seen on county materials, equipment and structures over the five year transition period. Additionally, other branches of King County government with separately elected leaders such as district court and superior court use logos other than the King County logo.

Note: At times, incorrect use of the King County logo will appear within these guidelines, but is done so only for display, illustrative and educational purposes.

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1852 - 1888

King County, Washington Territory

1889 - 1920s

KING COUNTY, STATE OF WASHINGTON

1920's - 1950s

City/County Building



1950's - 1960s



1968 - 1980s

KC Charter–Public Contest



1984 - 2001



2002 - 2007



King County

2007 - Future



King County

Required Type fonts

Arial Regular

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 Zabcdefghijklmnop
 qrstuvwxyz!@#%
 &*()+

Arial Bold

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 Zabcdefghijklmnop
 pqrstuvwxyz!@#
 %&*()+

Times Roman

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 Zabcdefghijklmnop
 qrstuvwxyz!@#%
 &*()+

Times Bold

ABCDEFGHIJKL
 MNOPQRSTUVW
 XYZabcdefghijklmnop
 nqrstuvwxyz!@#
 \$%&*()+

What are the required “official” type fonts for county-wide use?

The Arial family (or Helvetica) and the Times family are the only approved type fonts that are to be used for day-to-day printed communications. These basic type fonts, along with their bold and italic variants, were selected for their versatility and appropriateness in representing King County. They are universally available in almost all software and operating systems.

Arial is a simple, contemporary, sans serif type font that is particularly suited for shorter passages of print in body copy and can be used as a headline with Arial and Times body copy. It is well suited for electronic media such as web sites. This type is highly readable and accessible, and for this reason, is preferred for county-wide use.

Times is a functional, elegant type font that has been in wide use prior to the new graphic guidelines. Because it is less readable, especially in italic, it is recommended as a second choice. It can be used to match existing documents and used more successfully in larger point sizes.

Important!

The type font *Verdana* is not a required general use font for printed communications. It is an integral part of the King County branding system and used for the printing of county letterhead, business cards and envelopes. It is also used for agency descriptions (department, division, program names) that are combined with the new King County logo. Because of its high readability on screen, this font can be used for both county internet and intranet applications.

On what types of county-wide communications will these fonts be required?

These type fonts should be used on both printed and electronic communications. Printed business communications such as letters, faxes, news releases, etc. and King County internet and intranet sites should be a prime user of these fonts.

Highly designed promotional and informational publications generally have a wider range of type font possibilities based on subject matter, audience and design preferences. Brochures, reports, manuals, newsletters, etc. fall into this category. *Readability and accessibility* should be a major consideration in choosing fonts for these pieces.

*Accessibility...
Equally effective
communication of information
to all audiences and age
groups, but specifically related
to the Americans with
Disabilities Act of 1990, where
King County is required to
ensure equally effective
communication to all
individuals served, including
qualified individuals with
disabilities.*

King County has a demonstrated commitment to ensure that everyone it serves has equal access to and opportunity to benefit from its programs and services, including people with disabilities. In addition, King County must comply with federal, state and local disability access laws. Part of King County's programs and services is the information it provides in printed materials. By following these guidelines, you will help ensure your publications meet legal requirements and be accessible to most people with disabilities, but also provide greater readability for those with English as a second language.

Access Notices

Here are situations where these notices are legally required to appear. They should be in a sans serif font, 14 point or larger type.*

- **All publications written for the public (programs and services brochures, flyers, reports, etc.)** – A notice that the publication is available in alternate formats upon request. This notice should include a contact telephone number and TTY number.
- **Publications that outline county services, programs or activities in which the public participates** – A notice that reasonable accommodations will be provided upon request. The notice should include a contact telephone number and TTY number.
- **Publications concerning a public meeting, hearing or event** – A notice that the meeting/event location is accessible (check to ensure facility meets access codes).

**Please see the Office of Civil Rights resources section below for optional wording of required notices.*

Disability access laws do not include specifications for printed materials, allowing for flexibility; however, governmental and disability organizations sources have developed guidelines to help ensure compliance with the intent of the law.

Font And Text

- **Style:** use sans serif fonts such as Arial and Helvetica and limit use of ornate fonts. Times New Roman and other serif fonts may be more difficult for some to read.
- **Size:** 12 point type or larger (Large print size: 14 point or larger upon request).
- **Non-standard Type:** Use bold, underlining or italics only for emphasis or headers. Use all-caps sparingly.

- **Background Images:** Generally, none; if used, be sure images do not obscure text. It is helpful to put contrasting “shadow” (positive or negative) directly under the text to increase contrast.
- **Shading Behind Text:** Acceptable, but be sure to achieve adequate text-to-background contrast.
- **Text Around Images:** If text is wrapped around an image, it is better to put the image to the right of the text, so there is a consistent margin at the left for easier “tracking.”

Paragraph

- **Style:** Block style (one line between paragraphs) or indented first line.
- **Line Width:** Single column not exceeding 6 inches; multiple columns at least 3 inches wide.
- **Justification/Alignment:** Left alignment or limited justification (Large print: left alignment only)
- **Hyphenation:** None or limited.
- **Leading:** Sufficient spacing between lines of print so lines are not crowded.

Paper and Printing

- **Color Contrast:** Good contrast between print and background color; avoid dark or intense color paper (such as neon) or colors that are the same as or similar to ink color used.
- **Paper Finish:** Matte (dull, not shiny, as glare can make a publication unreadable by some).
- **Double-sided Copies:** One-sided copying recommended for large print, unless heavy-weight paper is used.

Telephone and TTY Numbers*

- **Hyphens:** Use hyphens only (no parentheses around area code).
- **TTY number:** If no in-house TTY number, use “TTY Relay: 711.”

** Use TTY (not TDD) for Text Telephone (see “TTY is the Acronym for Text Telephone - But Why?” at*

<http://kcweb.metrokc.gov/dias/ocre/ttyhistory.htm>).

Any caller may dial 711 nationwide to be connected to the nearest TTY Relay Service.

Office Of Civil Rights Intranet Resources

Alternate Formats Overview

kcweb.metrokc.gov/dias/ocre/altforms.htm

See “Notification of Availability of Alternate Formats”

Public Meetings and Hearings – Announce Accessibility

<http://kcweb.metrokc.gov/dias/ocre/announce.htm>

See “How to Indicate That Reasonable Accommodations are Available”

Access Symbols

(from wheelchair access symbol to interpreter services symbol)

<http://kcweb.metrokc.gov/dias/ocre/symbol.htm>

<http://www.gag.org/resources/das.php>

(offers positive and negative versions)

Disability Language and Etiquette

(to help make sure you say it appropriately)

<http://kcweb.metrokc.gov/dias/ocre/etiquette.htm>

Illustration of Accessible Print Features

<http://kcweb.metrokc.gov/dias/ocre/poster.pdf>

Internet Resources**Effective Color Contrast, Lighthouse International**

http://www.lighthouse.org/color_contrast.htm

Print Legibility, Lighthouse International

http://www.lighthouse.org/print_leg.htm

Note: Please disregard the use of a serif font -- sans serif font is strongly preferred by consensus of guidelines sources, as noted above.

If you have any questions about these guidelines, or would like feedback on a draft design, please contact:

Disability Compliance Specialist and King County ADA
Coordinator, 206-296-7706, 206-296-7596 TTY

1 Obtaining Logos & Help Resources



King County



King County



King County



King County

Where can I get help with standards questions?

For help with applying graphic standards, call King County Graphic Design and Production Services at 206-205-8550, or consult the King County Web site at <http://kcweb.metrokc.gov/des/graphics/> for specific publications.

Where can I get electronic files of the King County logo?

Logos are available for PC and Mac in TIFF, EPS, GIF and EMF file formats and also available in black and reverse (white) versions.

These logo styles and formats are available on the Graphic Design and Production Services intranet Web site at:

<http://www.metrokc.gov/printing>.

- Special sizes for TIFF logos available on request
- Additional formats available on request

Where can I get printed sheets of the King County logo?

Logos are available on 8.5" x 11" printed sheets in different sizes and in black and reverse (white). Contact: Graphic Design and Production Services, Graybar Building, 416 Occidental Ave. S., 206-205-8550

What if I have special requests regarding the King County logo and its use?

Requests for exceptions to the general guidelines and standards will be reviewed by Graphic Design and Production Services at 206-205-8550. If a request cannot be resolved, it will be submitted for final resolution to the Office of the King County Executive, Communications Director, 206-296-4063.

Who can use the King County logo and for what purposes?

The King County logo is used for all official county business. Unauthorized and inappropriate use by vendors and consultants is prohibited. Using King County logos for personal projects is also prohibited.

Are there any other publications and user guides?

- *Business Communications Information Sheets* are available to assist in ordering and understanding layout and information changes regarding the revised style of letterhead/memo, business cards, envelopes and notepads.
- *A Quick Reference Guide* is an overview of the major elements of the standards program and includes the proper display and presentation of the King County logo. This publication will be available to consultants, vendors and county employees.
- *King County Graphic Standards and Guidelines – PDF* is an abbreviated form of the comprehensive handbook dealing mainly with the proper display and presentation of the King County logo and its application to various types of publications. It is mainly for use by employees involved in printed or electronic communications.

- *King County Graphic Standards and Guidelines Handbook* is a comprehensive reference guide to the King County brand and is mainly for use by King County managers, graphic designers and public information officers.

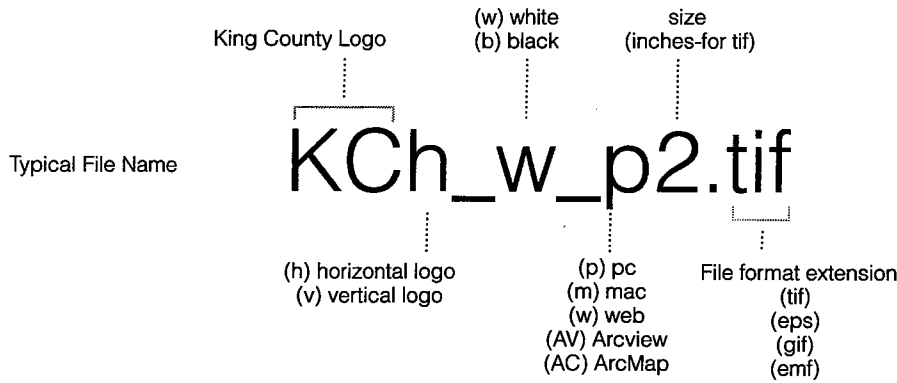
These publications, with the exception of the Handbook, will be available as PDF files to all employees on the King County Graphic Design and Production Services intranet web site at:





<http://www.metrokc.gov/printing>

Please contact your agency's Public Information Officer for additional information.

Some pages display important color information and it is recommended that a color printer be used when printing from the PDF file. Contact your agency Public Information Officer if you do not have a color printer.

Choosing a File Format



File Format and Names	Applications	Notes on Use
<p>EPS</p> <p>KCh_w_p.eps KCh_b_p.eps KCh_v_w_p.eps KCh_v_b_p.eps</p> <p>pc</p> <p>KCh_w_m.eps KCh_b_m.eps KCh_v_w_m.eps KCh_v_b_m.eps</p> <p>mac</p> <p>KCh_AV.eps KCh_v_AV.eps</p> <p>Arcview</p>	<p>Postscript-based programs such as Quark Express, Illustrator, Freehand, Pagemaker and Arcview users with postscript printers</p> 	<ul style="list-style-type: none"> • This truly scalable (vector) EPS graphic will remain sharp at any proportion, even billboard-size without any gain in file size. (Other image formats converted into EPS usually do not have the same scalable characteristics...please use the EPS logo provided rather than converting from something else). • Generally speaking, do not use this format if your final document will be eventually converted to an Acrobat PDF file! One exception would be: ArcView users using EPS logos and postscript printers should be able to use EPS logos with good results. Please note that ArcView EPS logos have been adjusted to work better in this application than general EPS logos.
<p>TIFF</p> <p>KCh_w_p2.tif KCh_b_p2.tif KCh_v_w_p2.tif KCh_v_b_p2.tif</p> <p>pc</p> <p>KCh_w_p4.tif KCh_b_p4.tif KCh_v_w_p4.tif KCh_v_b_p4.tif</p> <p>KCh_w_px.tif KCh_b_px.tif KCh_v_w_px.tif KCh_v_b_px.tif</p> <p>mac</p> <p>KCh_w_m2.tif KCh_b_m2.tif KCh_v_w_m2.tif KCh_v_b_m2.tif</p> <p>KCh_w_m8.tif KCh_b_m8.tif KCh_v_w_m8.tif KCh_v_b_m8.tif</p> <p>KCh_w_mx.tif KCh_b_mx.tif KCh_v_w_mx.tif KCh_v_b_mx.tif</p>	<p>Most non-web programs including Microsoft Word, Excel, Powerpoint, Autocad and GIS. Works well in postscript based applications such as Pagemaker, especially if exported to PDF files.</p> <p><i>Using these files with optimum results can be achieved when accompanied by a thorough knowledge of your software and printers.</i></p> 	<ul style="list-style-type: none"> • BEST format for documents to be converted to Acrobat PDF format, especially when viewing on various computer systems.** If PDF files are used, a suggested best practice would be to use this logo format on all reports, documents, brochures, flyers, slideshows, and maps to anticipate this need. • Choose a TIFF logo size for your project to avoid having to enlarge the logo. (Reducing the logo is fine but enlarging it makes it fuzzy.) Three resolutions are provided: <ul style="list-style-type: none"> Small for report covers, letter-size maps, etc. where logo is no larger than two (2) inches. Medium for posters or wall maps where logo is no larger than four (4) inches. Large for large graphics (banners, podium signs, etc.) where logo is no larger than twelve (12) inches. • If a PDF is not required, and a reasonable file size needs to be maintained, as well as the highest quality desired; then an EPS format would be a better choice. <p>If you need a different size, call King County Graphics at 206.205-8550.</p>
<p>EMF</p> <p>KCh_AC.emf KCh_v_AC.emf</p>	<p>ArcMap</p> 	<ul style="list-style-type: none"> • Excellent format for general ArcMap use. This vector format can be enlarged without distortion and has no background color.
<p>GIF</p> <p>KCh_w_gif KCh_b_gif KCh_v_w_gif KCh_v_b_gif</p>	<p>Web applications</p> 	<ul style="list-style-type: none"> • Use on web pages. Background is transparent, small file size. <i>This format is only for web use...do not use in other applications, especially if the file will be converted to PDF!*</i>

**PDF files created on a Macintosh and viewed on a PC or vice versa will often behave quite differently...displaying the same logo clearly on one system and blocky on the other. This is especially true when the original document is in Microsoft Word. Generally, TIFF logos have the most consistent results across platforms (for all but web or CAD work).

How can I avoid common mistakes when using electronic files?

- Choosing the correct TIFF logo size for your project avoids having to enlarge the logo. (Reducing a TIFF file is fine, but enlarging it makes it fuzzy.) Three basic sizes are provided. It is important to maintain this aspect ratio when resizing the logo so it doesn't appear distorted.
- Do not convert one format (EPS) into another format (TIFF).
- Do not try to open logo files directly as it may damage the file. *Place, insert, or import* the file directly into your application. Consult your program manual or your local network person for instructions.
- Check for distortion of the logo after it is placed into your document. A squeezed or stretched appearing logo is not acceptable. Setting your program controls correctly before inserting the logo can avoid this distortion.
- A fuzzy logo is not acceptable. This may have occurred because the incorrect file format type was used with your program.

2 The Revised King County Logo

Stacked and Horizontal Logo



King County



Smallest Size



Smallest Size

The Logo

The King County logo is an original graphic image of the Reverend Dr. Martin Luther King, Jr. on a black rectangular background locked up with the text “King County.” The image and text are combined to form two fixed arrangements, the stacked and the horizontal logo.

The stacked logo (a) is designed for applications where a more formal and traditional arrangement is desired, such as used in the county’s business communications (business cards, letterhead, memo, envelopes, note pads and vehicle identification). This arrangement is generally the “first choice” when representing King County. In addition, the stacked logo is designed for applications in which horizontal space is limited or a vertical alignment is desired.

The horizontal logo (b) is designed for horizontal configurations where vertical space is limited and where readability at small scale is an issue. This configuration readily lends itself to the blending of agency information below the logo.

Correct Use

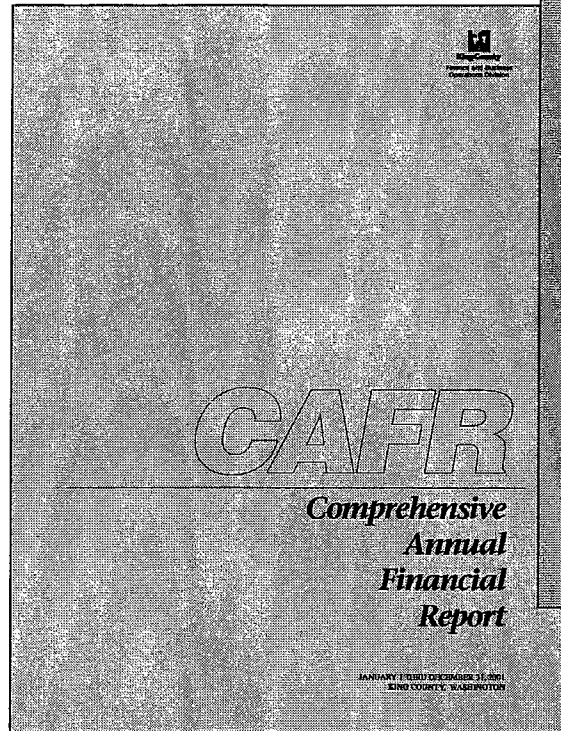
The King County logo must never be altered, redrawn or reproduced from secondary copies. The logo must always be reproduced from authorized electronic files or authorized reproduction-quality originals. The logo should not be rearranged, rotated, animated, etc. (See page 2.2 for examples of incorrect uses).

Use of the Stacked Logo

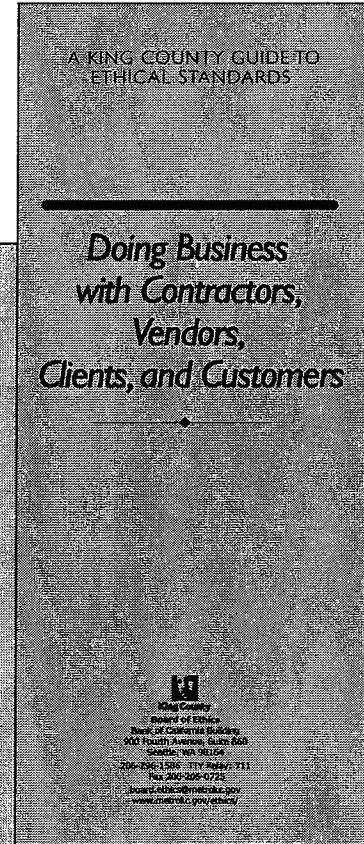
Vertical Areas



Report Covers



Brochures



Forms

Official Request for Records

Alternative Format Upon Request



Department of Executive Services
Records, Elections and Licensing Services Division
Animal Control Services
206-296-PETS (7387) TTY Relay: 711



King County

Anna Smith, ACIP
Engineer
Construction Management Unit

Metro Transit Division
Department of Transportation
King Street Center, KSC-TR-0224
201 South Jackson Street, Room 234
Seattle, WA 98104-3856
anna.smith@metrokc.gov
www.metrokc.gov

206-296-6575
FAX 206-296-0565
TTY 206-423-1015
Cell 206-423-1015

Business Cards

Use of the Horizontal Logo

Horizontal Areas



Miscellaneous Publications

KING COUNTY SOLID WASTE DIVISION



Residential 206-296-4466

- For more info about:
- General Recycling Questions
 - Wastemobile Locations
 - Curbside/Multi-Family Recycling Questions

Toll Free: 1-800-325-6165 (ext. 64466)
 24hr recorded message: 206-296-6540
 E-mail: website.swd@metrokc.gov

Business 206-296-8800

- For more info about:
- General Recycling Questions
 - Education and Training
 - Recycling Services Providers Database
 - Quick Information
 - Waste Reduction and Buying Recycled

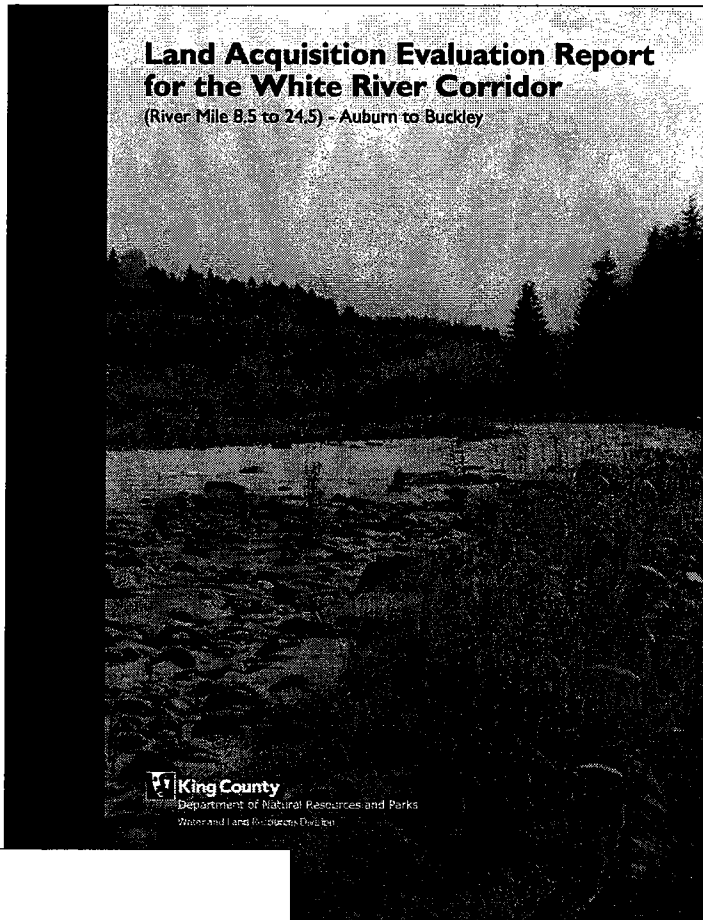
E-mail: greenworks.swd@metrokc.gov
 Call your city recycling coordinator for local services

<http://dnr.metrokc.gov/swd>
 TTY: 711

Text Identities



Report Covers



Miscellaneous Publications



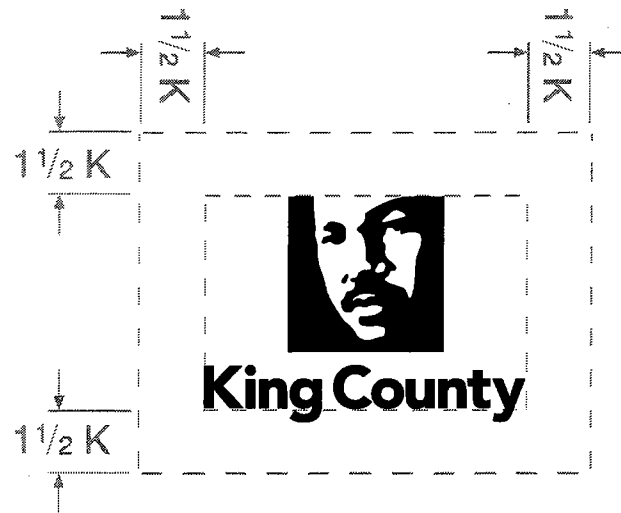
To Report Emergencies at Cedar Hills Landfill or any King County Solid Waste Transfer Station Call:

206-296-4490
 24 Hours A Day

Stacked and Horizontal Logo

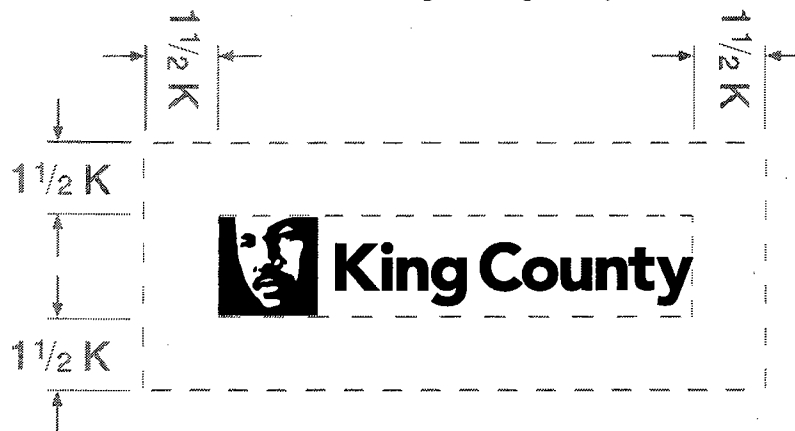
Stacked Logo Clear Space

"K" height = King County



Horizontal Logo Clear Space

"K" height = King County

**Clear Space**

Both the stacked and horizontal King County logo must be isolated from other elements. A distance measuring at least one and one half letter "K" heights in all directions creates a neutral zone separating the logo from competing elements such as type, illustrations, graphic elements or other symbols or logos. Please see appropriate section for blending type with both stacked and horizontal logos.

The logo should not be placed inside any other shape, such as an oval or square, combined with other symbols or graphic, or used within text or headlines. However, it may be placed in a band at the top of the publication or web page, provided that the band meets the specifications for clear space and stretches across the entire width of the page. The band serves as a neutral protected area for the logo.

Correct Clearspace Examples

Used in a line of type



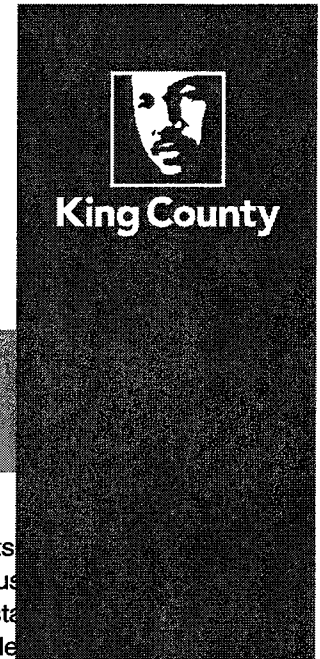
Text Identities

Construction Works

Recognizing jobsites that recycle, reduce waste and use recycled products



Graphic Blocks



Publications

KING COUNTY SOLID WASTE DIVISION



King County
Department of Natural Resources and Parks
Solid Waste Division

Residential 206-296-4466

For more info about:

- General Recycling Questions
- Wastemobile Locations
- Curbside/Multi-Family Recycling Questions

Toll Free: 1-800-325-6165 (ext. 64466)
24hr recorded message: 206-296-6540
E-mail: website.swd@metrokc.gov

Business 206-296-8800

For more info about:

- General Recycling Questions
- Education and Training
- Recycling Services Providers Database
- Quick Information
- Waste Reduction and Buying Recycled

E-mail: greenworks.swd@metrokc.gov
Call your city recycling coordinator for local services

<http://dnr.metrokc.gov/swd>
TTY: 711

Text Areas

on (YNA) is a youth-led, organized group of youth activists involved in at least one other youth action council. Their focus issues to the attention of policy makers to promote understanding. The core orff

s, young people opportunity to speak

ently incarcerated and commenced a life as asi outsc

fitting into a



King County

Some are bravely

Outside the warmth and facing recovery after the

Publications

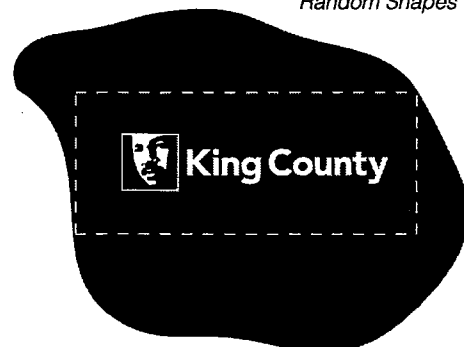


King County
Department of Natural Resources and Parks
Solid Waste Division

To Report Emergencies at Cedar Hills Landfill or any King County Solid Waste Transfer Station Call:

206-296-4490
— 24 Hours A Day

Random Shapes



Exemptions

Text Identities



Agency Descriptions



King County

Department of Executive Services
Records, Elections and Licensing Services Division

Animal Control Services

206-296-PETS (7387) TTY Relay: 711



King County

Department of Executive Services
Records, Elections and Licensing Services Division

Animal Control Services

206-296-PETS (7387) TTY Relay: 711



King County

Department of Executive Services
Records, Elections and Licensing Services Division

Animal Control Services

206-296-PETS (7387) TTY Relay: 711

Applies to both stacked and horizontal versions of the King County logo.

In this document, the King County logo appears incorrectly for illustrative purposes only.

The logo is used for all official county purposes. For detailed information regarding permitted and prohibited uses, including prohibited commercial uses, fundraising or solicitation of donation uses, consult the King County Graphic Standards and Guidelines handbook.



Do not alter the size of the elements.



Do not rotate or tilt the logo.

King County



Do not alter the relationship of logo elements.



Do not alter the graphic elements of the logo.



Do not use the image without the text "King County."



Do not allow competing graphic elements or non-agency text to encroach on clear space.



Do not place logo on a distracting background pattern or use it as part of a background pattern.



Do not distort or electronically alter the shape of the logo.



Do not place logo on a background that doesn't provide sufficient contrast.



Do not copy a low resolution version of the logo from a web site or a reproduced copy to use in a publication.



Do not replace elements of the logo.



Do not reproduce the logo in outline form.



Do not use a drop shadow with the logo.



Do not enclose the logo in another shape that affects the readability of the logo. Provide proper clear space for badges and patches.



Do not create different color areas within the logo.



Do not reverse the logo out of a background making the logo white.



Do not screen* logo (*make a percentage of a solid color).



Do not make a pattern or texture from the logo.



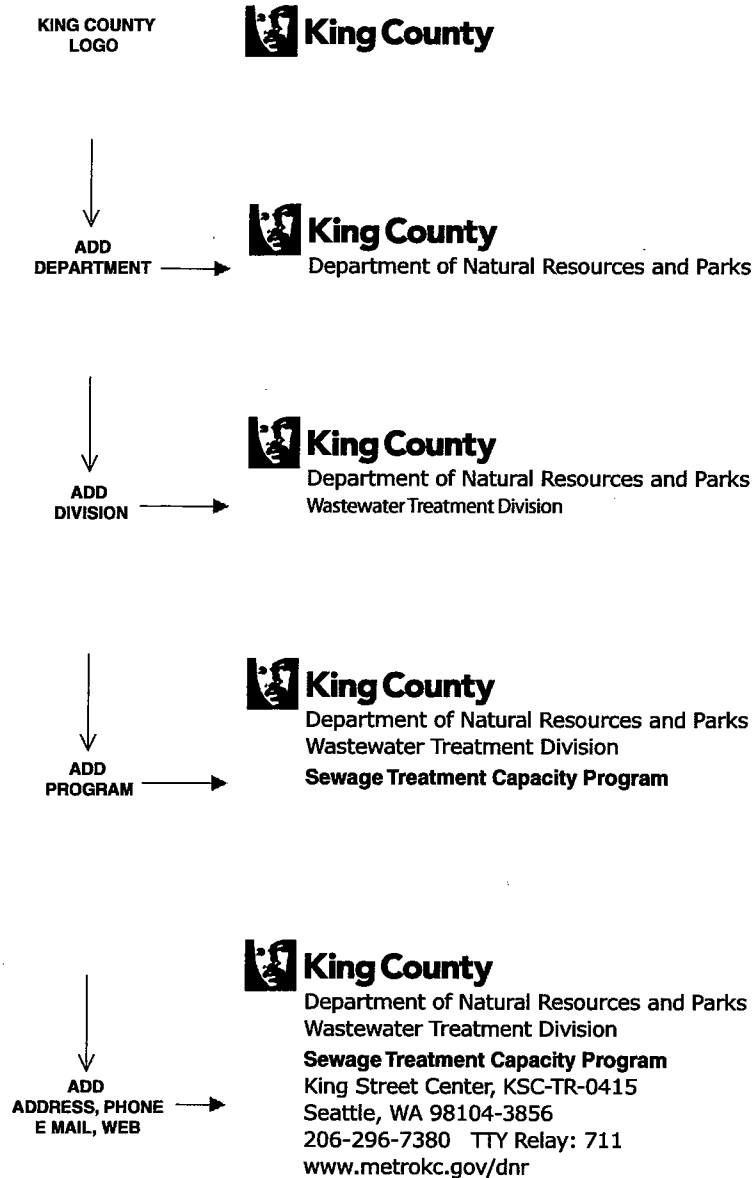
Do not use an obsolete logo.



Do not reproduce or use smaller than standards allow. (Distortions of the logo are used for illustrative purposes in standards documentation only.)

3 Agency Descriptions

Developing Agency Information Blocks Department, Division, Program



The System

Developing an agency relationship to the logo is created by a progressive linking in descending order of department, division and program names. The amount of information occurring below the logo is determined by the type of branding required relative to its position in the document i.e., a cover requires department and/or division reference whereas the title page requires a fuller description, including address and phone numbers.

As each new level is added, that level becomes bold, putting the emphasis on the agency providing the service. In addition, more detailed information regarding this agency in the form of an address, phone numbers, email, web site, etc., may be attached just below that entry.

Combining Agency Descriptions with the King County Logo Four Options

①



King County

Department of Natural Resources and Parks
Wastewater Treatment Division

Sewage Treatment Capacity Program

King Street Center, KSC-TR-0415

Seattle, WA 98104-3856

206-296-7380 TTY Relay: 711

www.metrokc.gov/dnr

Acceptable Alternatives

②



King County

Department of Natural Resources and Parks
Wastewater Treatment Division

Sewage Treatment Capacity Program

King Street Center, KSC-TR-0415

Seattle, WA 98104-3856

206-296-7380 TTY Relay: 711

www.metrokc.gov/dnr

③



King County

Department of Natural Resources and Parks
Wastewater Treatment Division

Sewage Treatment Capacity Program

King Street Center, KSC-TR-0415

Seattle, WA 98104-3856

206-296-7380 TTY Relay: 711

www.metrokc.gov/dnr

④



King County

Department of Natural Resources and Parks
Wastewater Treatment Division

Sewage Treatment Capacity Program

King Street Center, KSC-TR-0415

Seattle, WA 98104-3856

206-296-7380 TTY Relay: 711

www.metrokc.gov/dnr

Shown above are the four preferred methods of combining the King County logo with agency descriptions.

These four possibilities provide enough flexibility to meet the majority of layout demands. The choice of one option over another usually is dictated by space considerations, layout requirements or the Identity Standards for a particular document.

Adhering to *logo clear space measurements* relative to the agency type blocks ensures a distinct, readable image. In all four examples, the type blocks are all the same in type size, weight and spacing.

1. Horizontal Logo with Agency Block

This is the preferred version. It allows the horizontal logo to be sized to smaller dimensions than the vertical logo. This arrangement can be used in layouts where horizon-

tal space is not at a premium. It allows the most flexibility in branding of department, division and program, the least space requirement and best aesthetics.

2. Left Aligned Stacked Logo and Agency Block

For use in layouts where vertical space is plentiful. Best used where flush-left alignment dominates the layout.

3. Offset Stacked Logo with Agency Block

Easiest to read and most aesthetic as long as agency information is four or more lines. Not a good choice if three lines or less are used.

4. Centered Logo and Agency Block

This option is used in layouts where symmetry is strong and where horizontal space is limited. The use of this option lends itself to a more traditional display of type.

Creating Agency Information Blocks
Type Weights and Proportions

1

Left Aligned with Horizontal Logo

"K" height = King County

K		King County	
2/3 K		Department of Natural Resources and Parks	Mandatory Font= Verdana
2/3 K		Wastewater Treatment Division	
1/2 K		Sewage Treatment Capacity Program	Mandatory Font= Verdana or Arial
2/3 K		King Street Center, KSC-TR-0415	
2/3 K		Seattle, WA 98104-3856	
1/2 K		206-296-7380 TTY Relay: 711	
2/3 K		www.metrokc.gov/dnr	

Creating Agency Information Blocks
Suggested Type Weights and Proportions

Left Aligned and Offset Stacked Logo (same size)
"K" height = King County

②

Same sized logo for styles 2, 3, and 4

③

King County

1.5 K

King County Department of Natural Resources and Parks

3/4 K Wastewater Treatment Division

K Sewage Treatment Capacity Program

3/4 K King Street Center, KSC-TR-0415

King County Seattle, WA 98104-3856

206-296-7380 TTY Relay: 711

www.metrokc.gov/dnr

1.5K

Same information block for varieties 1, 2, 3, and 4

④ Centered with Stacked Logo

King County

Department of Natural Resources and Parks
Wastewater Treatment Division

Sewage Treatment Capacity Program
King Street Center, KSC-TR-0415
Seattle, WA 98104-3856
206-2967380 TTY Relay: 711
www.metrokc.gov/dnr

Incorrect Agency Information Block Arrangements*(lose of clarity – logo loses identity in address block)*

Department of Natural Resources and Parks
Wastewater Treatment Division
Sewage Treatment Capacity Program
King Street Center, KSC-TR-0415
Seattle, WA 98104-3856
206-296-7380 TTY Relay: 711
www.metrokc.gov/dnr

(wrong progression – logo is always first)

Department of Natural Resources and Parks
Wastewater Treatment Division
Sewage Treatment Capacity Program
King Street Center, KSC-TR-0415
Seattle, WA 98104-3856
206-296-7380 TTY Relay: 711
www.metrokc.gov/dnr

*(lose of clarity – logo loses identity in address block and entire unit is hard to read)*

Department of Natural Resources and Parks
Wastewater Treatment Division
Sewage Treatment Capacity Program
King Street Center, KSC-TR-0415
Seattle, WA 98104-3856
206-296-7380 TTY Relay: 711
www.metrokc.gov/dnr

(poor easthetics – logo poorly placed)

Department of Natural Resources and Parks
Wastewater Treatment Division
Sewage Treatment Capacity Program
King Street Center, KSC-TR-0415
Seattle, WA 98104-3856
206-296-7380 TTY Relay: 711
www.metrokc.gov/dnr

(poor easthetics – logo too large)

Department of Natural Resources and Parks
Wastewater Treatment Division
Sewage Treatment Capacity Program
King Street Center, KSC-TR-0415
Seattle, WA 98104-3856
206-296-7380 TTY Relay: 711
www.metrokc.gov/dnr

(wrong progression – logo is always first)

Department of Natural Resources and Parks
Wastewater Treatment Division
Sewage Treatment Capacity Program
King Street Center, KSC-TR-0415
Seattle, WA 98104-3856
206-296-7380 TTY Relay: 711
www.metrokc.gov/dnr



Department Name Line Breaks When Used with the King County Logo



Preferred Line Breaks	Alternatives	Line Breaks to Avoid
Department of Judicial Administration	Department of Judicial Administration	Department of Judicial Administration
Department of Adult and Juvenile Detention	Department of Adult and Juvenile Detention	Department of Adult and Juvenile Detention
Department of Public Health	Department of Public Health	Department of Public Health
Department of Community and Human Services	Department of Community and Human Services Department of Community and Human Services	Department of Community and Human Services
Department of Executive Services	Department of Executive Services	Department of Executive Services
Department of Natural Resources and Parks	Department of Natural Resources and Parks	Department of Natural Resources and Parks
Department of Transportation	Department of Transportation	Department of Transportation
Department of Development and Environmental Services	Department of Development and Environmental Services Department of Development and Environmental Services	Department of Development and Environmental Services

When branding King County and its various agencies, *recognition and readability* are very important. Organizing line breaks correctly help agency descriptions to be *read quickly and clearly*. Some patterns work better than others. Placing the introductory words "Department of" on a separate line, places less emphasis on these support words and helps the department title to be read as a unit and be quickly recognized at a glance.

This method of line organization should be followed whenever describing the department. There may be situations where limited space is a factor and may require an alternate but less desirable random form of line breaking. Spelling out the entire department name on one line is another alternative.

4 Primary Business Communications



King County

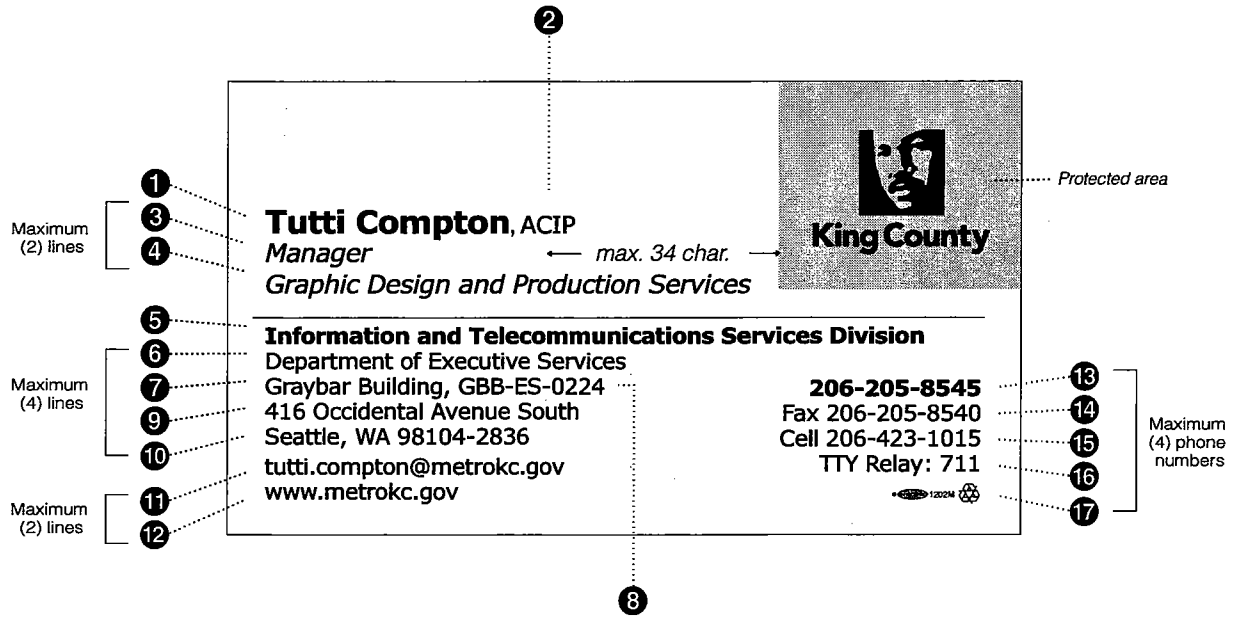
► In January of 2002, the *King County Identity Program* was initiated with the introduction of the revised King County logo and a new style of letterhead, business card, envelope, and notepad. This program was updated in March 2007 with the introduction of the new King County logo, which includes a likeness of its namesake, the Reverend Dr. Martin Luther King Jr.*

- *Business Communications Information Sheets* to assist in ordering and understanding layout and information changes are available to all employees as an Adobe Acrobat PDF file on the King County Graphic Design and Production Services intranet Web site at <http://www.metrokc.gov/printing>. For additional information, please call 206-205-8550.
- Please be advised of the Executive Ordinance #ACO-8-16 (AEO) requiring all agencies under the Executive Branch to use King County Graphics and Production Services as the *first source* for graphic design, printing projects, photography and video production. Projects that cannot be initiated because of scheduling or technical challenges will be reviewed with the customer and an appropriate outside vendor selected.
- It is recommended that existing letterhead, business cards, envelopes and notepads should be used to depletion before ordering new materials.
- The present system of ordering letterhead, business cards, envelopes and notepads remains the same. Submit information by including new changes on an old piece of letterhead, notepad, etc., along with the standard Print Services Work Order (form ARMS 100-2-U-1).
- Information submitted for these new items must meet the criteria and format requirements as described in the *Information Sheets*.
- Changes that require departure from these standards must first be reviewed by your agency Public Information Officer (PIO) or graphic standards point person. If still unresolved, these issues will then be reviewed by King County Graphic Design and Production Services at 206-205-8550 and, if needed, by the Office of the King County Executive, communications director, 206-296-4063.

*Although the King County Identity program was initiated by the Executive Office and specifically mandated for the executive branch, its longer term vision is for a uniform acceptance by other branches of King County government. At the time of publication other branches, such as the Assessor's Office and the King County Council, have chosen to begin to comply with this uniform identity. Because of this gradual transition countywide, use of secondary logos and other inconsistencies in application of the guidelines may exist on the business communications of these and other branches.

Note: At times, incorrect use of the King County logo will appear within these guidelines, but is done so only for display, illustrative and educational purposes.

Information Hierarchy



Incorrect use of the King County logo will appear within these guidelines, but is done so only for display, illustrative and educational purposes.

1. **Name:** include all hyphens and accent marks. Avoid nicknames and marital titles
2. **Professional Initials (optional):** AIA, PhD, MA, etc., 2 groups maximum, no periods
3. **Job Title:** one line, minimum description (max. 34 characters)
4. **Job Title/Unit (optional):** one line, additional title or section or program (max. 34 characters)
5. **Agency:** one line, the primary agency represented: division, office or program
6. **Department:** one line, the department in which the agency is a unit
7. **Building (optional):** major county business buildings only, building number (if needed)
8. **Mail Stop (optional):** standard county mail stop designations and must appear above physical address
9. **Address (line 1):** street number, street name (spelled out), room number or suite (if needed)
10. **Address (line 2):** city, WA (not spelled out) with ZIP code plus 4-digit extension
11. **E-mail Address:** standard county e-mail designations for individuals or organizations
12. **Main County Web Site Only (optional):** www.metrokc.gov
13. **Primary Phone Number:** area code, phone number
14. **Fax Number:** fax, area code, phone number
15. **Additional Phone Numbers and Other Information:** area code, phone number (may include cell, pager, voice mail, 1-800 etc.) A maximum of (4) phone numbers can be used on front of business cards. Additional phone numbers, web addresses and other types of information can be printed on the reverse side of business cards and the printing will be charged *the price of a two-sided business card*.
16. **TTY Phone Number:** TTY, area code, phone number. TTY numbers must appear when a primary phone number is used. Check with your PIO for correct TTY number or if none is available use: TTY Relay: 711.
17. **GCIU Union and the Recycled Paper Logos:** appear on all business cards

- Note: ►
- Avoid abbreviations, spell out all words except Bldg.
 - Cards with 4 phone numbers may need additional information (mail stops, building name, web site, etc.) placed on the left to provide balance for the phone numbers.
 - No substitutions allowed for color or weight of paper and type font.

Printing on the Reverse Side (Double-sided)

Accessible Format

Roxanne Vierra
King County OCRE
206-263-3453 V
206-263-3453 TTY
roxanne.vierra@metrokc.gov

Labels: Name, Title, Main Phone Number, TTY Phone Number, E-mail

Font: Arial 17B/25

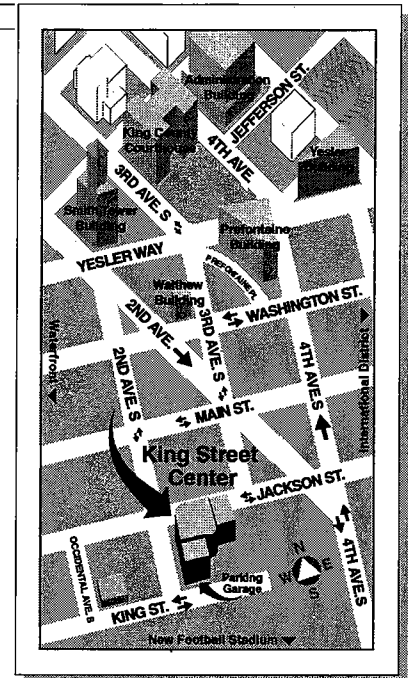
Additional Phone Numbers

Administration 206-296-8888
 360-825-7777
 1-800-325-6165 ext 68888
 Fax 206-296-8891
 TTY Relay: 711
 Facility Rental 206-296-8892
 Maintenance 206-296-8893
 Manager 206-296-8890
 After Hours Emergency 206-296-8100
 Other Emergencies 911

E-mail available on web site
 Web site www.metrokc.gov/parks/fair
 Office Hours 8:00 am - 5:00 pm Mon.- Fri.
 Closed weekends and holidays

1/8" setback

Maps



Bilingual Cards

喬治 罗觉
业务关系和经济发展处长

King County

景都执行委员 Ron Sims 办公室
 景都法院大楼
 516 Third Avenue, Room 550
 Seattle, WA 98104-3271

george.northcroft@metrokc.gov
www.metrokc.gov

206-296-4068
 电传 206-205-0719
 TTY Relay: 711

Printing on the Reverse Side



Certain agencies may require additional information beyond what is permitted on the front side of the card. Items such as maps, accessible formats, additional phone numbers, bilingual cards, lists, etc., may be printed on the reverse side of the card, as shown in the examples above.

Graphic items, such as maps incorporating light screens and fine lines, need to be increased in strength and boldness to reproduce well on photocopy equipment.

Note: Printing on the reverse side of business cards will be charged the rate of a double-sided business card.





Slogans and Exempted Logos



Slogans

	12pt	144pt (2") max	
12pt	<p><i>Clean Water – A Sound Investment</i></p> <p>Anna Smith, ACIP <i>Engineer</i> <i>Construction Management Unit</i></p> <hr/> <p>Water and Land Resources Division Department of Natural Resources King Street Center, KSC-TR-0224 201 South Jackson Street, Room 234 Seattle, WA 98104-3856 anna.smith@metrokc.gov www.metrokc.gov</p>		 King County
Palatino 8L It			<p>206-296-6575 Fax 206-296-0565 Cell 206-423-1015 TTY Relay: 711</p> 

Officially Exempted Logos
(executive branch only)

No Additional Logos

<p>Anna Smith <i>Engineer</i> <i>Construction Management Unit</i></p> <hr/> <p>Metro Transit Division Department of Transportation King Street Center, KSC-TR-0224 201 South Jackson Street, Room 234 Seattle, WA 98104-3856 anna.smith@metrokc.gov www.metrokc.gov</p>	 Metro Transit Division	
<p>...fly quietly and avoid residential areas</p> <p>Stephanie Weber <i>Project Program Manager</i> <i>Planning Section</i></p> <hr/> <p>King County International Airport/Boeing Field Department of Transportation</p>	 King County International Airport Boeing Field	
<p> Public Health Seattle & King County HEALTHY PEOPLE. HEALTHY COMMUNITIES.</p> <hr/> <p>James Apa, Communications Manager Office of the Director 999 3rd Avenue, Suite 1200 · Seattle, WA 98104 T 206-205-5442 F 206-296-0166 james.apa@metrokc.gov www.metrokc.gov/health</p>	<p>7457 0190 1015 711</p>  King County International Airport/Boeing Field	Public Health – Seattle & King County

<p>Anna Smith, ACIP <i>Engineer</i> <i>Construction Management Unit</i></p> <hr/> <p>Roads Services Division Department of Transportation King Street Center, KSC-TR-0224 201 South Jackson Street, Room 234 Seattle, WA 98104-3856 anna.smith@metrokc.gov www.metrokc.gov</p>	 King County	<p>206-296-6575 Fax 206-296-0565 Cell 206-423-1015 TTY Relay: 711</p> 
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Slogans


Department, division or program slogans or tag lines are allowed as long as they are formatted properly. Slogans should be one line of 8 pt. Palatino font, light italic type, not to exceed 2" in length and printed in 100% black. The use of a slogan shall not overpower, compete with or intrude into the clear zone around the King County logo and other information displayed on the card.

Exempted Logos

Metro Transit Division, King County International Airport/ Boeing Field both use officially exempted logos to replace the King County logo and the parameters for the text remain the same as those used on all standard county business cards.

The Public Health – Seattle & King County agency uses a different layout and type font for business cards. Please refer to this agency's respective guidelines section for more information.



Business Card Examples



Rachel Dolly Tyndall
Engineer
Neighborhood Enhancement & Pedestrian Safety

Road Services Division
Department of Transportation
KSC-TR-0222
201 South Jackson Street
Seattle, WA 98104-3856
rachel.tyndall@metrokc.gov



206-263-6129
Fax 206-296-0176
TTY 206-296-1015

Silvette Lee
Human Resources Senior Analyst

Department of Community and Human Services
KSC-NR-0701
821 Second Avenue, Suite 701
Seattle, WA 98104-1598
silvette.lee@metrokc.gov



206-296-4488
Fax 206-296-8352
TTY 206-423-1015

Anna Smith
Engineer
Construction Management Unit

Metro Transit Division
Department of Transportation
King Street Center, KSC-TR-0224
201 South Jackson Street, Room 234
Seattle, WA 98104-3856
anna.smith@metrokc.gov
www.metrokc.gov


206-296-6575
Fax 206-296-0565
Cell 206-423-1015
TTY Relay: 711


Paul Tanaka
Director

Department of Executive Services
King County Courthouse
KCC-ES-0224
515 Third Avenue, Room 404
Seattle, WA 98104-2304
paul.tanaka@metrokc.gov

206-296-0628
Fax 206-296-0565
TTY 206-296-7549





...fly quietly and avoid residential areas



Robert I. Burke, AAE
Airport Director

King County International Airport/Boeing Field
ACF-TR-0100
7233 Perimeter Road South
P.O. Box 80245
Seattle, WA 98108-3812
robert.burke@metrokc.gov
www.metrokc.gov



206-296-7430
Fax 206-296-0190
TTY 206-296-0100

Terry Denend
Assistant Manager

Records, Elections and Licensing Services
Department of Executive Services
ADM-ES-0100
500 Fifth Avenue, Room 534
Seattle, WA 98104-2332
terry.denend@metrokc.gov


206-296-7077
Fax 206-296-7002
TTY 206-296-7217

Carolyn Duncan
*Community Relations
Director's Office*

Department of Natural Resources and Parks
King Street Center
KSC-TR-0224
201 South Jackson Street, Room 234
Seattle, WA 98104-3855
carolyn.duncan@metrokc.gov
www.metrokc.gov


206-296-8304
Fax 206-296-0565
Cell 206-423-1015
TTY 206-423-1015




John Klophenstein
Deputy Fire Marshall

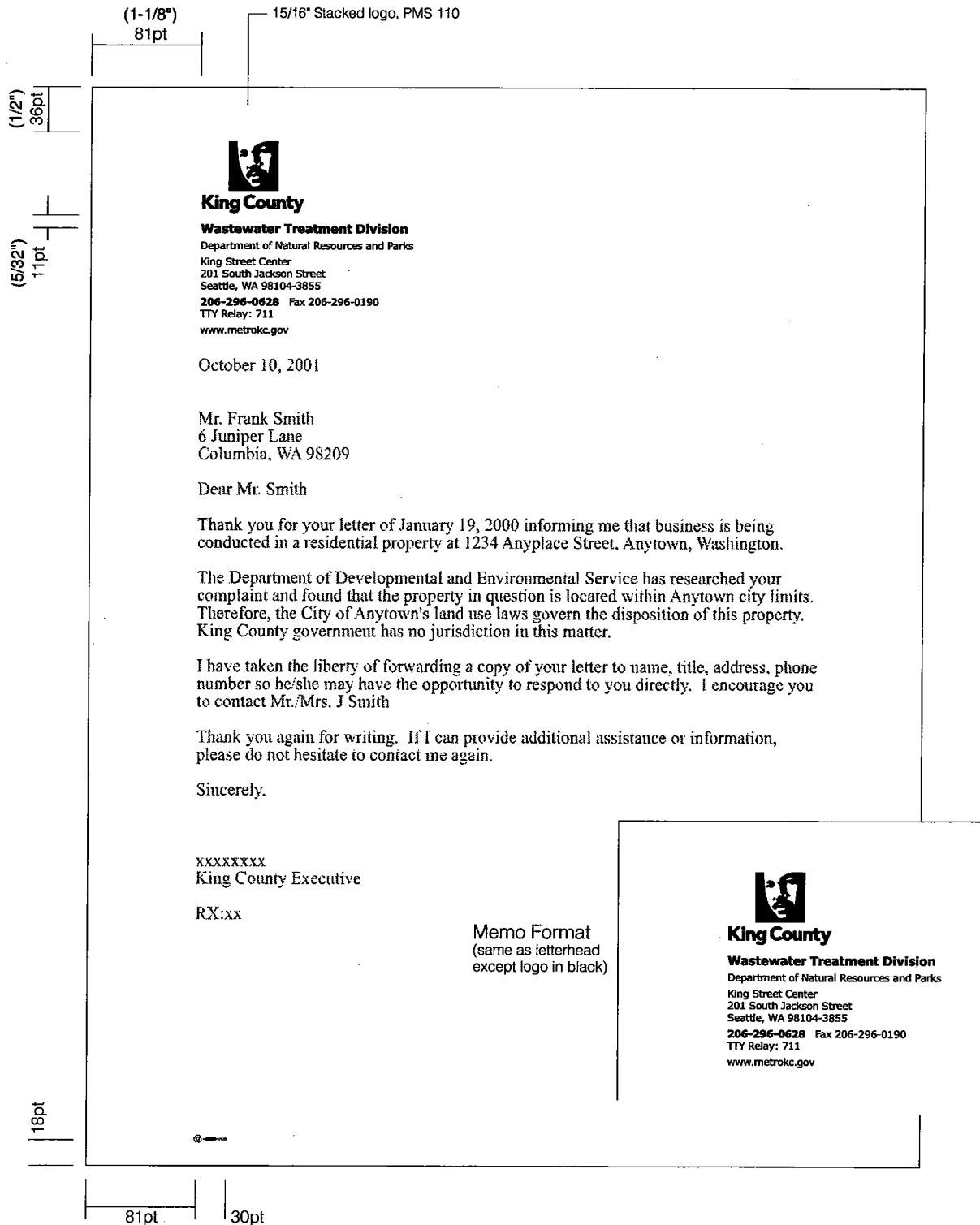
Fire Marshal's Office
Department of Development and Environmental Services
OAK-DE-0100
900 Oaksdale Avenue Southwest
Renton, WA 98055-1219
john.klophenstein@metrokc.gov

206-296-7077
Fax 206-296-7002
Pager 206-991-4536
TTY 206-296-7217



Note: Other branches of King County government such as the Assessor's Office and King County Council staff, also use this basic business card layout with minor modifications.

Standard Letterhead Format



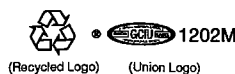
Type: See type specifications.

Paper: 8.5" x11" Atlas Bond, Sub. 24, recycled bright white, 25% cotton, light cockle finish.

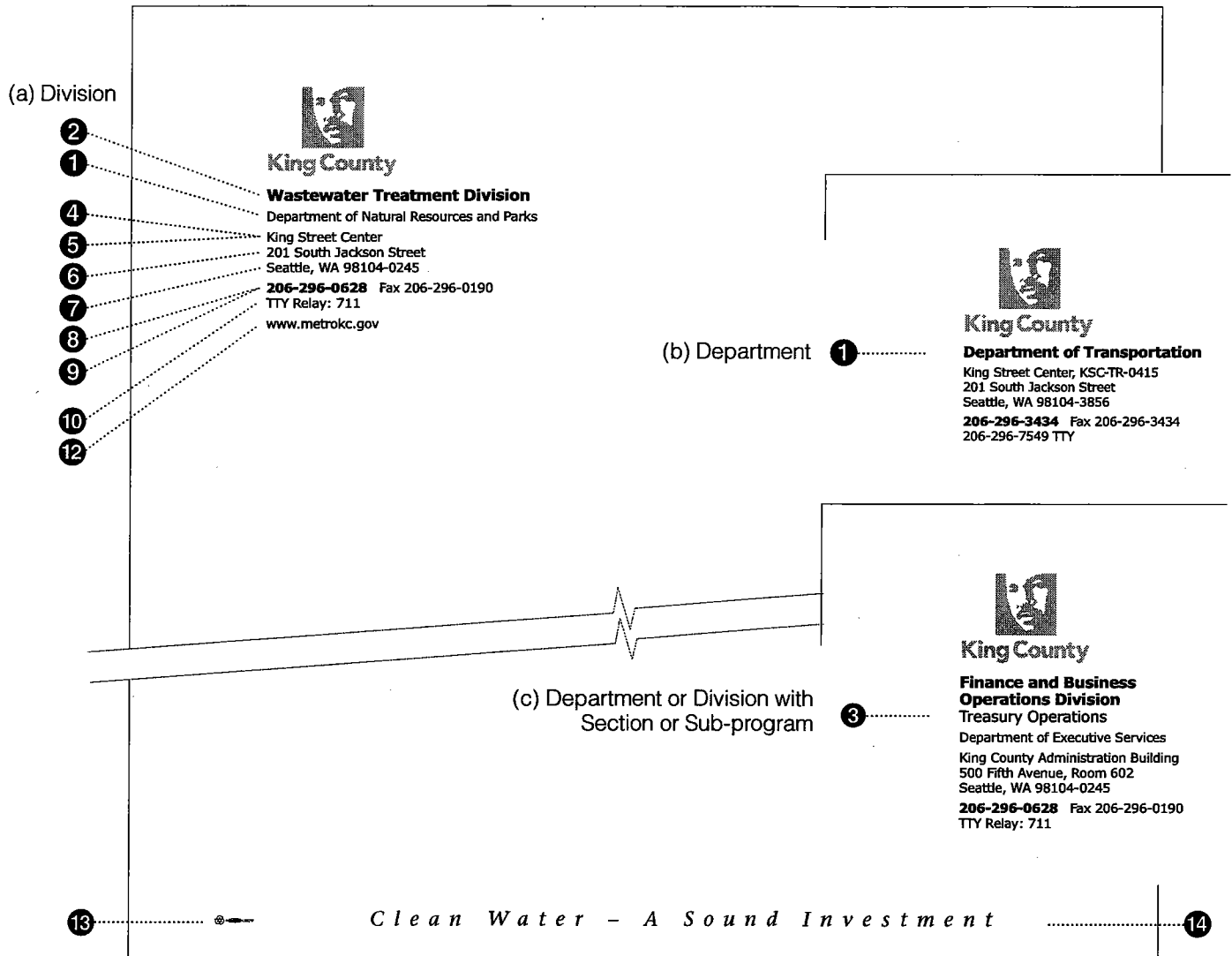
Ink: Black

Use: Letterhead and memo are initiated by agency office managers.

Recycled Paper and the GCIU Union logos: These logos must appear on all letterhead as indicated.



Address Block Information




1. **Department:** primary agency
2. **Division:** sub-level of a department
3. **Section or Program:** sub-level of a division
4. **Building:** (optional) major county business buildings
5. **Mail Stop:** (optional) standard county mail stop designations
6. **Address:** (Line 1): building number, street name (spelled out), room number or suite (if needed)
7. **Address:** (Line 2): city, WA (not spelled out) with ZIP code plus 4 digit extension
8. **Main Phone Number:** area code, phone number
9. **Fax Number:** Fax, area code, phone number
10. **TTY Phone Number:** area code, phone number or TTY Relay: 711^{1a}
11. **Additional Phone Numbers:** area code, phone number, letter designation of system
12. **Main King County Web Site:** www.metrokc.gov (optional)
13. **Recycled Paper and GCIU Union Logo:** appears on all letterhead
14. **Slogan:** (optional) one or two lines printed in black, not to exceed five inches wide

- Note: ▶
- Avoid abbreviations, spell out all words
 - A maximum of four phone numbers can be used.
- 1a. TTY numbers must appear when a main phone number is used. Check with your PIO for correct number or if none is available use: TTY Relay: 711


Exempted Logos with Address Block Information

Please refer to this agency's respective guidelines section.




Public Health
Seattle & King County
HEALTHY PEOPLE. HEALTHY COMMUNITIES.
Alonzo L. Plough, Ph.D., MPH, Director and Health Officer

Follows standard address block information



King County METRO
Metro Transit Division
Rideshare Operations - Vanpool
Department of Transportation
821 Second Avenue
Seattle, WA 98104-1598
206-296-3434 Fax 206-296-3434
206-296-7549 TTY

Division name not included



King County International Airport Boeing Field
Department of Transportation
AIR-TR-0100
7233 Perimeter Road South
P.O. Box 80245
Seattle, WA 98108-0245
206-296-0628 Fax 206-296-0190
TTY Relay: 711
www.metrokc.gov

Environmental Health Services Division
999 3rd Avenue, Suite 700 • Seattle, WA 98104-4039
T 206-205-4394 F 206-296-0189 TTY Relay: 711
www.metrokc.gov/health

Exempted Logos

The letterhead of Metro Transit Division and King County International Airport/ Boeing Field both use officially exempted logos to replace the King County logo.

The Public Health – Seattle & King County letterhead has an entirely different layout, type font and placement of the King County logo. Please refer to this agency's respective guidelines section for more information.

Metro Transit Division's letterhead follows the same address block parameters as does standard King County letterhead.

The letterhead for the King County International Airport/ Boeing Field *drops the division name*, otherwise the address block parameters are the same as standard King County letterhead.
(See above illustrations)

Letterhead Samples

**King County****Human Services Division**

Department of
Community and Human Services

EXC-CS-7233
821 Second Avenue, Suite 400
Seattle, WA 98104

206-296-0628 Fax 206-296-0190
TTY Relay: 711

www.metrokc.gov

**King County****Department of
Development and
Environmental Services**

900 Oakesdale Avenue Southwest
Renton, WA 98055-1219

**King County****Fire Marshal's Office**

Department of
Development and Environmental Services

900 Oakesdale Avenue Southwest
Renton, WA 98055-1219

**King County****Information and
Telecommunications
Services Division**

Department of Executive Services

Key Tower, KEY-ES-2400
700 Fifth Avenue, Suite 2300
Seattle, WA 98104-0245

206-296-0628 Fax 206-296-0190
TTY 206-296-7549

www.metrokc.gov

**King County****Finance and Business
Operations Division
Treasury Operations**

Department of Executive Services

King County Administration Building
500 Fifth Avenue, Room 602
Seattle, WA 98104-0245

206-296-0628 Fax 206-296-0190
TTY Relay: 711

**King County****Wastewater Treatment Division
Denny Way CSO Control Project**

Department of
Natural Resources and Parks

King County Administration Building
500 Fifth Avenue, Room 602
Seattle, WA 98104-0245

206-296-0628 Fax 206-296-0190
TTY 206-296-7549

**King County****Department of
Executive Services**

King County Courthouse
515 Fourth Avenue, Room 404
Seattle, WA 98104-0245

206-296-0628 Fax 206-296-0190
TTY 206-296-7549

www.metrokc.gov

**King County****Parks and Recreation Division**

Department of
Natural Resources and Parks

King County Administration Building
500 Fifth Avenue, Room 602
Seattle, WA 98104-0245

206-296-0628 Fax 206-296-0190
TTY Relay: 711

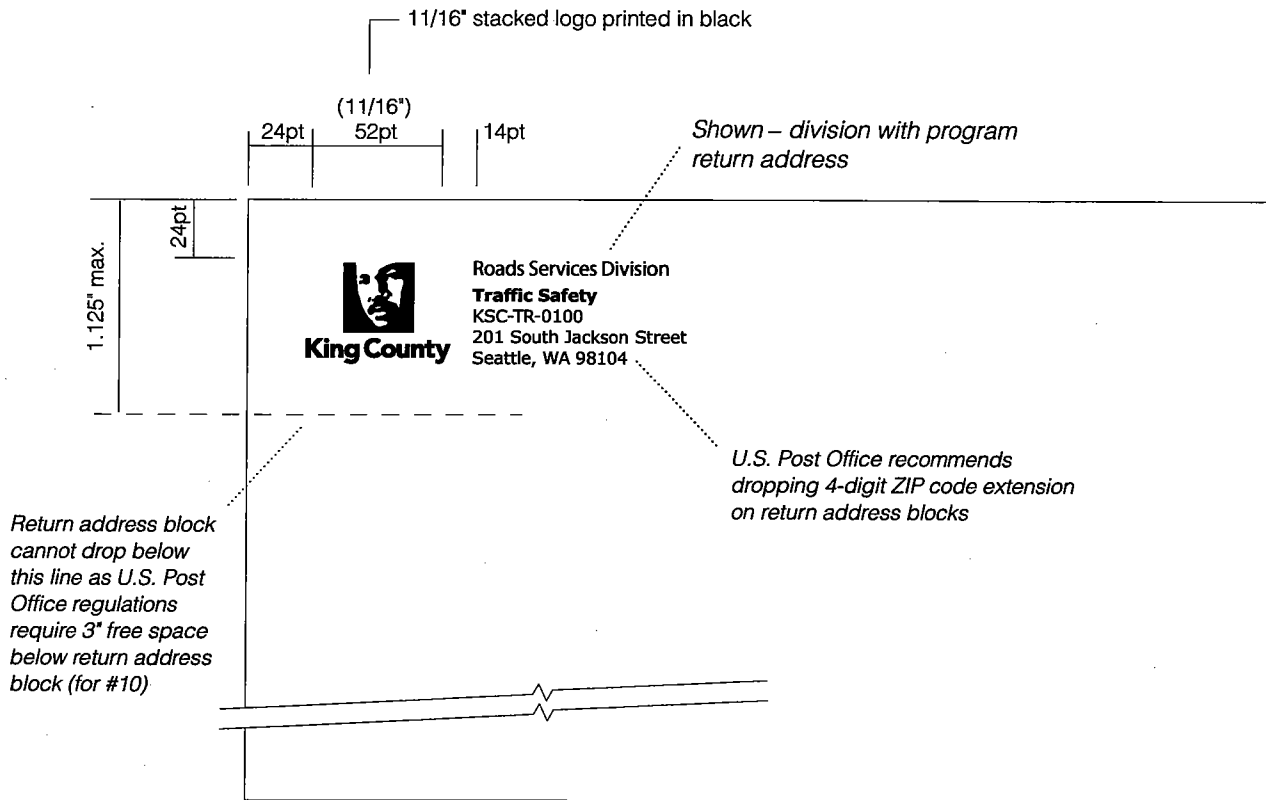
**King County****Road Services Division
Traffic Safety**

Department of Transportation
King Street Center, KSC-TR-0224
201 South Jackson Street
Seattle, WA 98104-3856

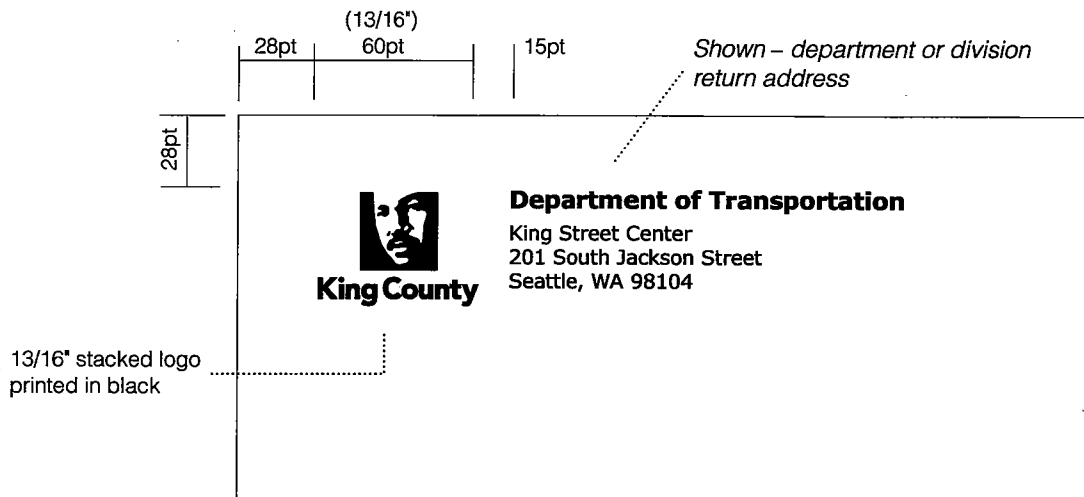
206-296-0628 Fax 206-296-0190
TTY Relay: 711

Standard Envelope Format (all sizes)

Format for (6" x 9") or smaller envelope



Enlarged Format for 7" x 10" or Larger Envelopes



General Specifications

Type: See type specifications.

Paper: Typical for #10 and most business correspondence; Sub 24, white, recycled. Size and color may vary with purpose.

Ink: The King County logo and the return address block are printed in black. A second color may be used for additional artwork on envelope when required.

Printing: Standard envelopes are printed offset.

Use: Envelope use and data initiated by agency office managers.

GCIU Union and Recycled Paper Logos: Not required.

Information Hierarchy

Department or Division with Sub Agency



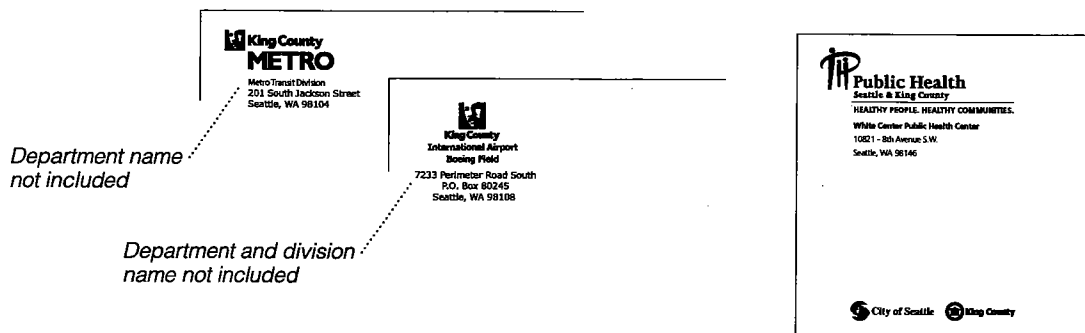
Department or Division Only



1. **Agency:** one line, the primary agency represented: division, office or program
2. **Sub-Agency:** program, section, etc., initiating correspondence
3. **Building (optional):** major county business buildings only, building number (if needed)
4. **Mail Stop (optional):** standard county mail stop designations and appears above physical address
5. **Address (line 1):** building number, street name (spelled out), room number or suite (if needed)
6. **Address (line 2):** city, WA (not spelled out) with ZIP code (Post Office prefers no 4-digit ZIP extension on return addresses)

- Note: ►
- Avoid abbreviations, spell out all words.
 - King County logo and return address block enlarged to 115% for envelopes 7"x10" or larger.
 - Return address blocks are always printed in black. Additional information or instructions may require a second color, such as red, if necessary.

Envelope Format for Exempted Logos

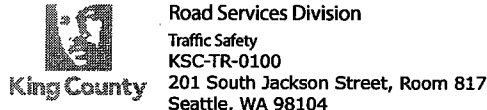


Exempted Logos

Metro Transit Division, King County International Airport/ Boeing Field both use officially exempted logos to replace the King County logo. However, the parameters for the text are slightly different than those used on standard county envelopes. (See above illustrations)

The Public Health – Seattle & King County agency has an entirely different design and type font for envelopes. Please refer to their respective guidelines section for more information.

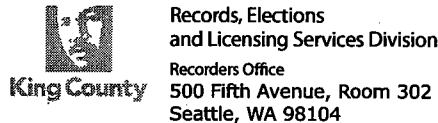
Envelope Samples



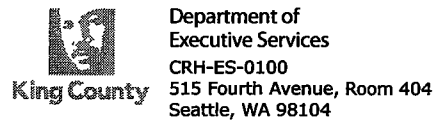
Road Services Division
Traffic Safety
KSC-TR-0100
201 South Jackson Street, Room 817
Seattle, WA 98104



Department of
Executive Services
Information and
Telecommunication Services Division
700 Fifth Avenue, Suite 2300
Seattle, WA 98104



Records, Elections
and Licensing Services Division
Recorders Office
500 Fifth Avenue, Room 302
Seattle, WA 98104



Department of
Executive Services
CRH-ES-0100
515 Fourth Avenue, Room 404
Seattle, WA 98104



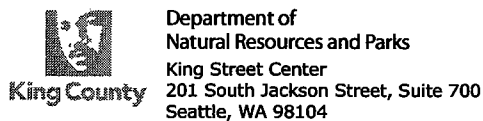
Department of
Development and
Environmental Services
Fire Marshal's Office
900 Oakesdale Avenue Southwest
Renton, WA 98055



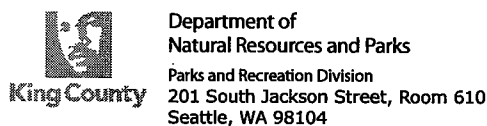
Department of
Natural Resources and Parks
Wastewater Treatment Division
King Street Center
201 South Jackson Street, Room 610
Seattle, WA 98104



Finance and
Business Operations Division
Treasury Operations
700 Fifth Avenue, Suite 2300
Seattle, WA 98104

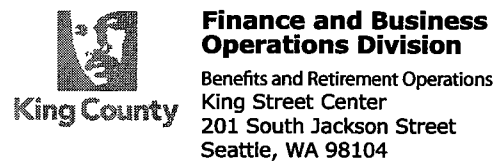


Department of
Natural Resources and Parks
King Street Center
201 South Jackson Street, Suite 700
Seattle, WA 98104



Department of
Natural Resources and Parks
Parks and Recreation Division
201 South Jackson Street, Room 610
Seattle, WA 98104

Large Format for 7" x 10" or Larger Envelopes

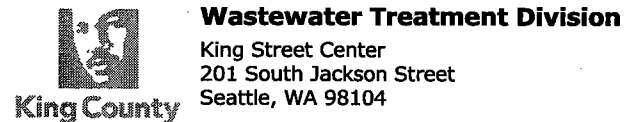


Finance and Business Operations Division

Benefits and Retirement Operations
King Street Center
201 South Jackson Street
Seattle, WA 98104

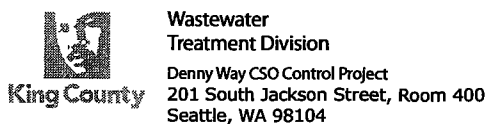


Department of
Development and
Environmental Services
900 Oakesdale Avenue Southwest
Renton, WA 98055



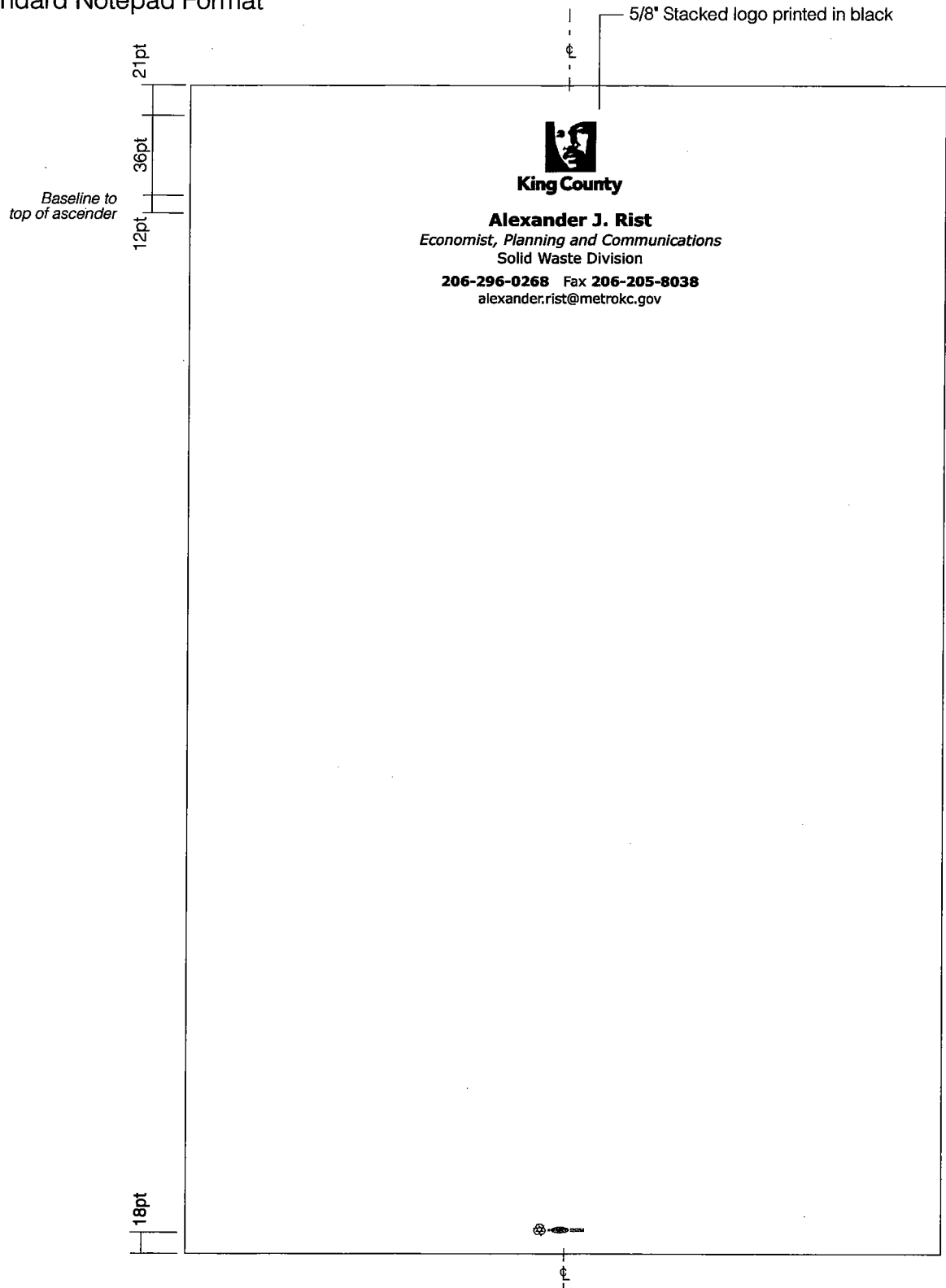
Wastewater Treatment Division

King Street Center
201 South Jackson Street
Seattle, WA 98104



Wastewater
Treatment Division
Denny Way CSO Control Project
201 South Jackson Street, Room 400
Seattle, WA 98104

Standard Notepad Format



Specifications

Type: See type specifications

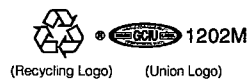
Paper: 5.5" x 8.5" Worx, 20# Bond, Creme, recycled

Ink: Black, all job classifications

Printing: 2-up from 8.5" x11" parent sheet, printed offset or photocopied.

Use: This notepad layout supersedes all other previous layouts and is used by all job classifications. Custom or special order notepads not permitted.

Recycled Paper and Union Logos: The Recycled Paper logo and the GCIU logo must appear on all notepads in the lower center.



Information Hierarchy



1. **Name:** Include all hyphens and accent marks on languages. Avoid nicknames and marital titles.
2. **Professional Initials:** (if needed) AIA, PhD, MA etc., 2 groups maximum, no periods
3. **Title:** 1 Line
4. **Title or Agency:** (if needed) 1 Line
5. **Main Phone Number:** Area code, phone number
6. **Fax Number:** Fax, area code, phone number
7. **E-mail Address:** Standard county e-mail designations for individuals or organizations.
8. **Additional Information:** The standard King County notepad contains 5 lines maximum at the top. To accommodate additional information, a maximum of 5 lines may be used at the bottom.
9. **Recycled Paper and GCIU Union Logo:** appears on all notepads

Note: • Avoid abbreviations, spell out all words
 • In certain instances, more abbreviated formats may be necessary with the simplest format containing three lines: a name, a title and an agency. See examples (a) and (b) on the following page.

The standard King County notepad contains 5 lines maximum. In certain instances more abbreviated formats may be necessary with the simplest format containing three lines: a

name: a title and an agency. See next page for notepads needing additional information.

Exempted Logos with Notepads


Exempted Logos

Metro Transit Division, King County International Airport/Boeing Field and Public Health – Seattle & King County all use officially exempted logos to replace the King County logo. However, the parameters for the information below the logo remain the same as those used on all standard county notepads.

Public Health – Seattle & King County notepads use a different layout and type font. Please refer to this agency's respective guidelines section for more information. Additional agency logos, program logos, slogans or text identities are not permitted on notepads.


Additional Formats

(a) Abbreviated Format




King County
Laura E. Edwards
 Community Organizing Program
 Community Services Division

(b) Abbreviated Format



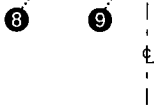
King County
Laura E. Edwards
 Manager
 Community Organizing Program

(c) Expanded Format



King County
Laura E. Edwards
 Manager
 Community Organizing Program
206-296-5250 Fax **206-296-0229**
 laura.edwards@metrokc.gov

Community Services Division
 Department of Community and Human Services
 VM 206-296-0229
 821 Second Avenue, Suite 500
 Seattle, WA 98104-1598



15pt
9pt

Guidelines

The standard King County notepad contains 5 lines maximum. In certain instances additional information may be required. Please see expanded format (c).

No provision has been made for additional logos and slogans and it is suggested that additional graphics of any kind be omitted.

Sample Formats



King County

Alexander J. RistEconomist, Planning and Communications
Solid Waste Division**206-296-0268** Fax **206-205-8038**

King County

Christina R. JaramilloCable Compliance Officer
Office of Cable Communications**206-296-3878**

King County

George NorthcroftDeputy Chief of Staff
for Business Affairs
Office of King County Executive Ron Sims**206-296-4068**

King County

Kathleen Shannon

Department of Natural Resources and Parks

206-296-3710 Fax **206-296-3749**

King County

Jim DevereauxProject Manager
Waste Reduction and Recycling**206-296-4407** Fax **206-296-4475**
jim.devereaux@metrokc.gov

King County

Rodger WintersElectronic Court Records (ECR) Manager
Department of Judicial Administration**206-296-7838**Solid Waste Division
Department of Natural Resources and Parks
KSC-NR-0701
201 South Jackson Street, #701
Seattle, WA 98104-3855

King County

Paula AdamsCommunications Director
Department of Development and Environmental Services**206-296-6682**

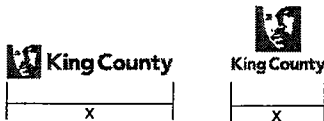
King County

Kevin KearnsDirector
Information and Telecommunications Services Division**206-296-0660** Fax **206-296-0842**
kevin.kearns@metrokc.gov

King County

Angela BrinkLegislative Aide to Councilman Kent Pullen
Metropolitan King County Council**206-296-4407** Fax **206-296-4475**
angela.brink@metrokc.govKing County Courthouse
516 Third Avenue, Suite 1200
Seattle, WA 98104-3272

Suggested Logo/Type Sizes for Different Communications



Suggested Logo Size		Agency Block (Font & Pt. Size)	Application	Application Examples
Horizontal Logo – x	Stacked Logo – x			
15/16"	1/2"	6 pt Arial/Helv 6 pt Verdana none 6 pt Verdana	<ul style="list-style-type: none"> • Maps: 8.5 x 11", 11 x 17" • Forms-Agency Block • Printed Spines and Combs • Postcards • CDs & DVDs & packaging 	King County Department of Natural Resources and Parks Water & Land Resources Division GIS Unit and Visual Communications & Web Unit (maps only font exception)
1-3/16" (min) (these are minimum sizes)	9/16" (min)	Verdana 7 on 7.5 7 on 9.5 space (-20 kerning)	<ul style="list-style-type: none"> • Brochures (3 panel): 8.5 x 11", 8.5 x 14" • Flyers (single sheet): 8.5 x 11", 8.5 x 14" • Title & Acknowledgement Pages: all sizes • Flyers: 8.5 x 11", 8.5 x 14" • Bulletins and Info Sheets: 8.5 x 11" 	King County Department of Community and Human Services Community Organizing Program King County Department of Natural Resources and Parks Wastewater Treatment Division
1-3/8" (these are minimum sizes)	5/8"	8.5 pt Verdana (-20 kerning)	<ul style="list-style-type: none"> • Report Covers: 8.5 x 11" and Odd sizes • Flyers: 8.5 x 11", 8.5 x 14" • Newsletters • Doorhangers 	King County Department of Natu... Water and Land Res...
1-5/8" (these are minimum sizes)	3/4"	9 pt Verdana (-20 kerning)	<ul style="list-style-type: none"> • Posters: 11 x 17" • Posters: 18 x 24" • Posters: 32 x 40" 	King County Department of Natural Resources and Parks Wastewater Treatment Division

Logo Sizes for Particular Applications

Logo sizes for printing and general use functions are listed in the schedule above. These suggested sizes are based on readability, space considerations and particular branding requirements occurring in most situations. Some projects may have unique conditions that will require a slightly different size of logo. Following the proportions of logo size relative to agency type size will keep a variation within the bounds of the standards.

Logo/Agency Type Proportions

The examples above show the preferred proportion of the type size relative to the logo size. The font style, size, kerning and leading should be followed closely.

The only exception to these parameters occurs in the title blocks of 8-1/2" x 11" maps where space is extremely limited. The font used in this case is Arial with a smaller proportion to the logo.

Applying the Logo and Agency Information

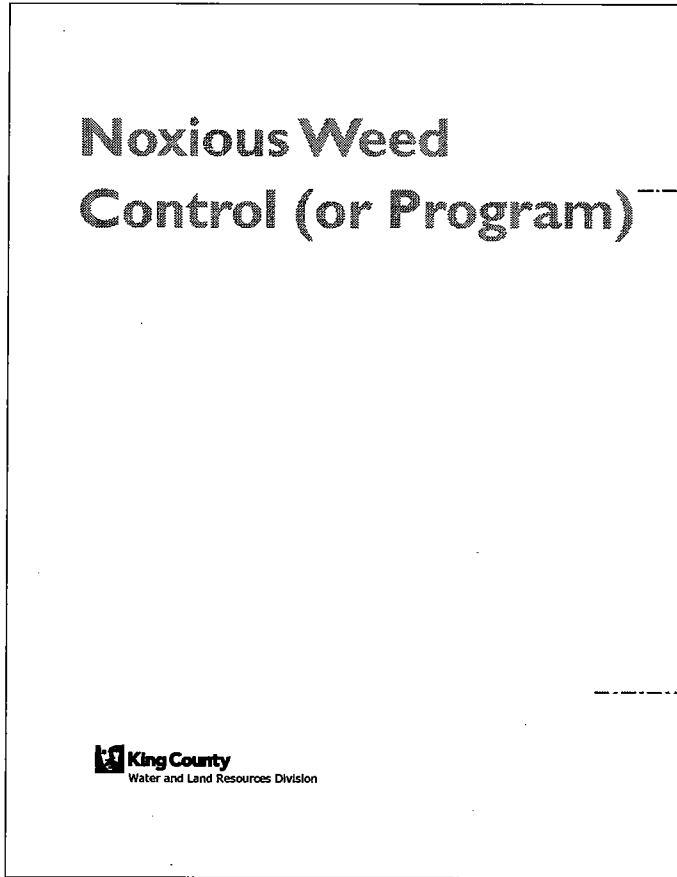
Reduced version of 8-1/2" x 11" covers

Branding Requirement

a. Front: KC Logo w/agency

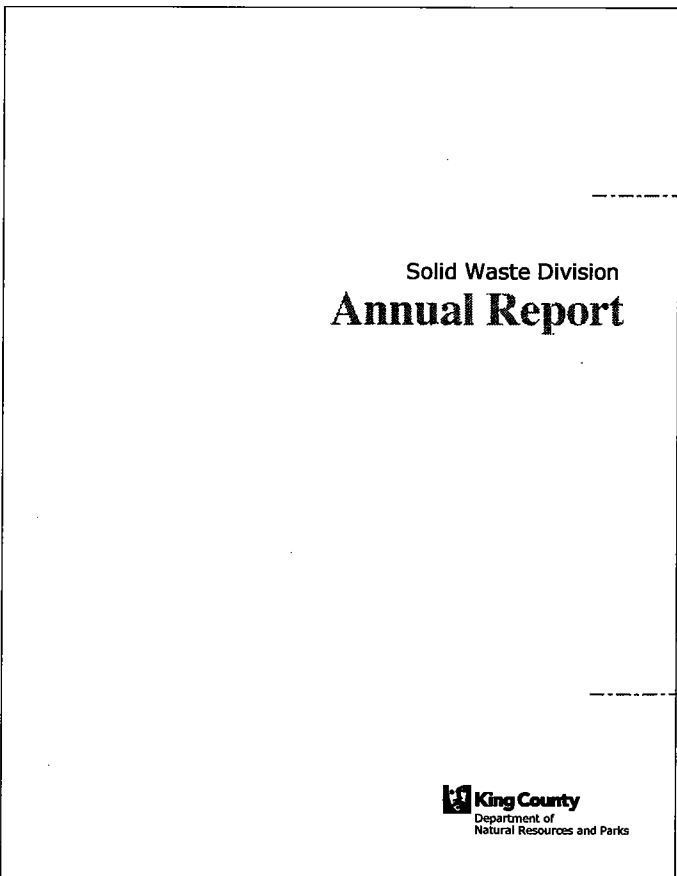
King County Logo Requirement

- Stacked: 5/8" (min.) or
- Horizontal: 1-3/8" (min.)



Logo plus division shown in lower or upper 20% of cover

1) Cover showing program or subject as title



Logo plus division shown in lower or upper 20% of cover

2) Cover showing division name introducing title

Cover 1.

If the name of section, program or simply a subject title appears on the cover as a title, then the King County logo should appear with the division name in the upper or lower 20% of the cover.

Cover 2.

If the name of a division appears on the cover and introduces the title of the report, then the King County logo should appear with the department name in the upper or lower 20% of the cover.

If the name of a department appears on the cover and introduces the title of the report, then the King County logo should appear by itself in the upper or lower 20% of the cover.

Exempted Logo Placement on Brochure Covers

Metro Transit Division, Public Health – Seattle and King County and King County International Airport/Boeing Field logos follow the same guidelines as above. For detailed information refer to the specific guidelines for these agencies.

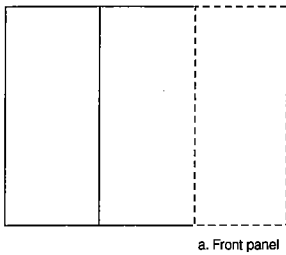
Partnership Brochures

Please call the King County Graphic Design and Production Services at 206-205-8550 for details.

Logo plus department shown in lower or upper 20% of cover

Front Panel - Branding Requirements

Reduced version of 8-1/2" x 11" letter fold brochure shown

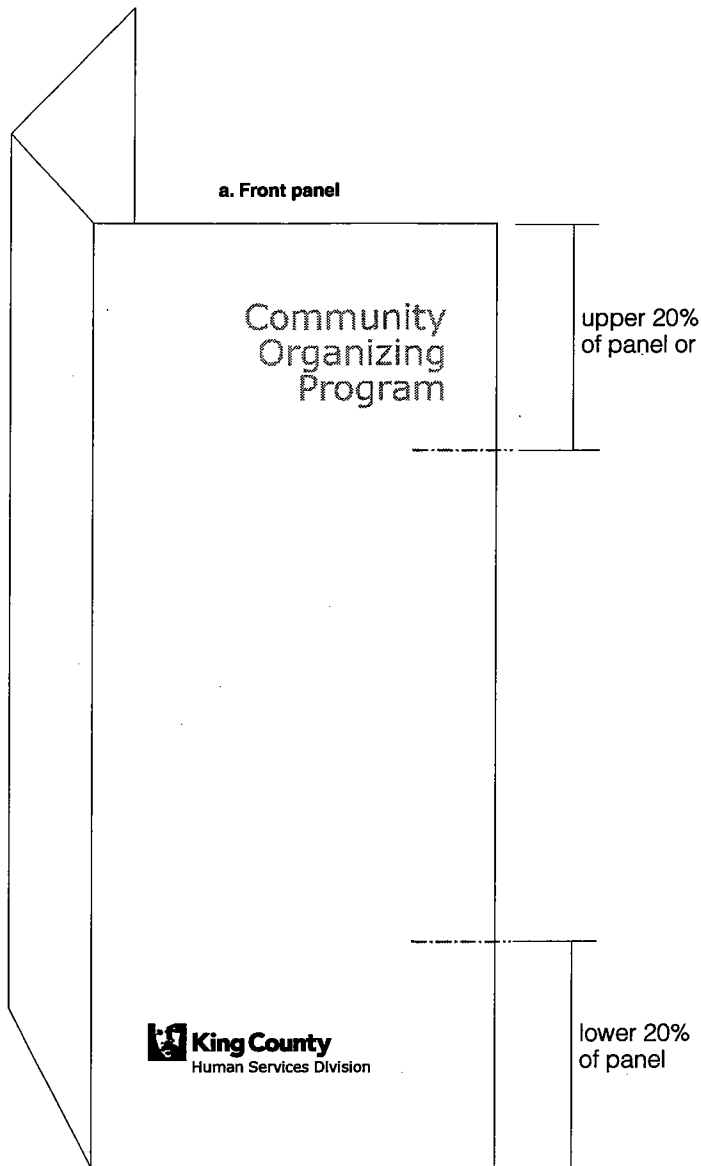


Branding Requirement

a. Front panel: KC logo with one line of agency identification (dept., division, or program name).

King County Logo Requirement

- Stacked: 9/16" (min.) or
- Horizontal: 1-3/16" (min.)



Front Panel

If the name of section, program or simply a subject title appears on the cover as a title, then the King County logo should appear with the division name in the upper or lower 20% of the front panel.

If the name of the division introduces the title of the brochure, then the King County logo should appear with the department name in the upper or lower 20% of the front panel.

If the name of a department introduces the title of the brochure, then the King County logo should appear by itself in the upper or lower 20% of the front panel.

Exempted Logo Placement on Brochure Covers

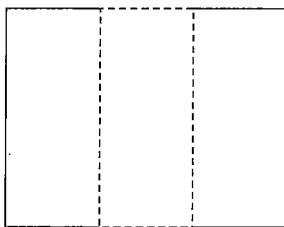
Metro Transit Division, Public Health – Seattle and King County and King County International Airport/Boeing Field logos follow the same guidelines as above. For detailed information refer to the specific guidelines for these agencies.

Partnership Brochures

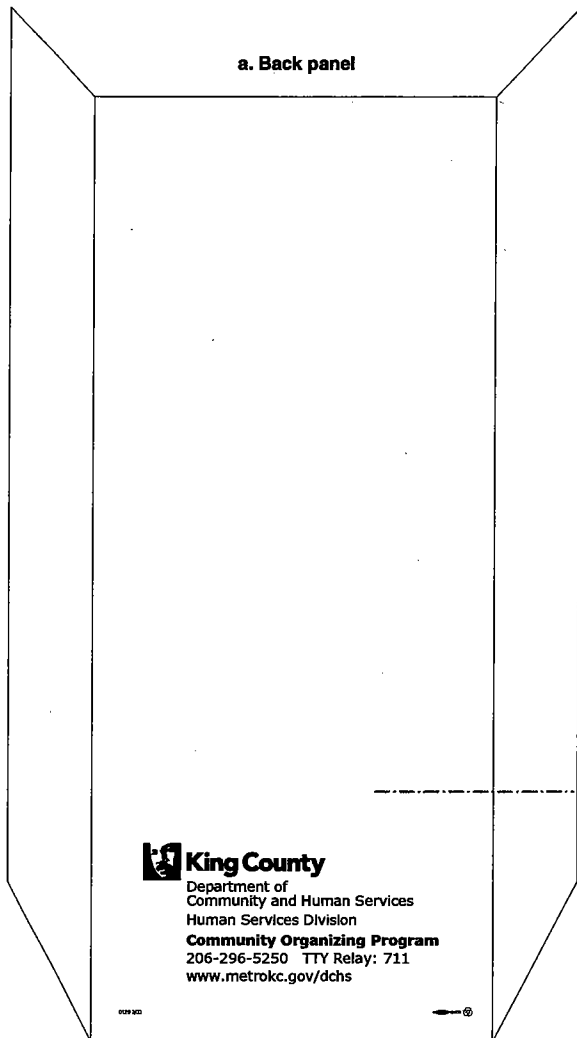
Please call the King County Graphic Design and Production Services at 206-205-8550 for details.

Back Panel - Branding Requirements

Reduced version of 8-1/2" x 11" letterfold brochure shown



b. Back panel or
c. Mailer panel



a. Back panel

lower 25%
of panel

King County
Department of
Community and Human Services
Human Services Division
Community Organizing Program
206-296-5250 TTY Relay: 711
www.metrokc.gov/dchs



King County

Department of
Community and Human Services
Human Services Division
Community Organizing Program
Exchange Building, EXC-HS-0550
812 Second Avenue, Room 550
Seattle, WA 98104-3856
206-296-5250 Fax 206-296-0190
www.metrokc.gov/dchs

Mandatory

Optional

Branding Requirement

b. Back panel (not a self-mailer)

1) Mandatory:

- In Standard ID Block shown below: KC logo, department, division and program (if one exists)
- Somewhere on the back cover (could be in brochure text): contact phone number(s) and web site address(es)

2) Optional: mailing address as part of the Standard ID Block shown below.

c. Back panel (self-mailer)

(see mailer section page 5.2)

King County Logo Requirement

- Stacked: 9/16" (min.) or
- Horizontal: 1-3/16" (min.)

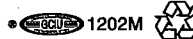
Standard ID Block on Back Panel

This information is included to provide a consistent place and format for users to identify the publishers of the brochure, how to contact them, and where to go for additional information. It should always appear on the back cover of a non-mailer brochure or the last panel (in normal reading order) if the back cover is used for addressing as a mailer.

Place the Standard Identification Block on the lower 25% of the panel. Please use the format shown above. The Verdana font should be specified. If contact phone

number(s) and web site address(es) have not been placed elsewhere on the back cover, then they should be included in this Standard Identification Block.

Union Logo and Recycled Paper Logo: All brochures printed in the KC Printshop (Graphic Design and Production Services) will display the GCIU logo as well as the Recycled Paper logo and will appear in the lower right corner.



Interior Panels - Branding Requirements

Reduced version of 8-1/2" x 11" letter fold brochure shown

Branding Requirement

Interior Panels

- Mention the King County program or agency in the text at least once

King County Logo Requirement

- None

interior panels

The King County Community Organizing Program

Who We Are

Our History
The King County Community Organizing Program (KCCOP) began working with community groups and coalitions to implement alcohol and other drug prevention strategies in 1989.

Our community-based core advisory Board was established to ensure our accountability to community, State, and Federal funds. We funded by the Federal Safe and Drug Free Schools and Communities Act, through the Washington State Office of Community Development. KCCOP is housed in the King County Community and Human Services, Community

Interior Panels

The King County program or agency is mentioned at least once in the body of text and optionally, as in a headline at the top.

Exceptions to Guidelines

Call King County Graphic Design and Production Services at 206-205-8550 for review.

Brochure - Back Panel Used for Mailing

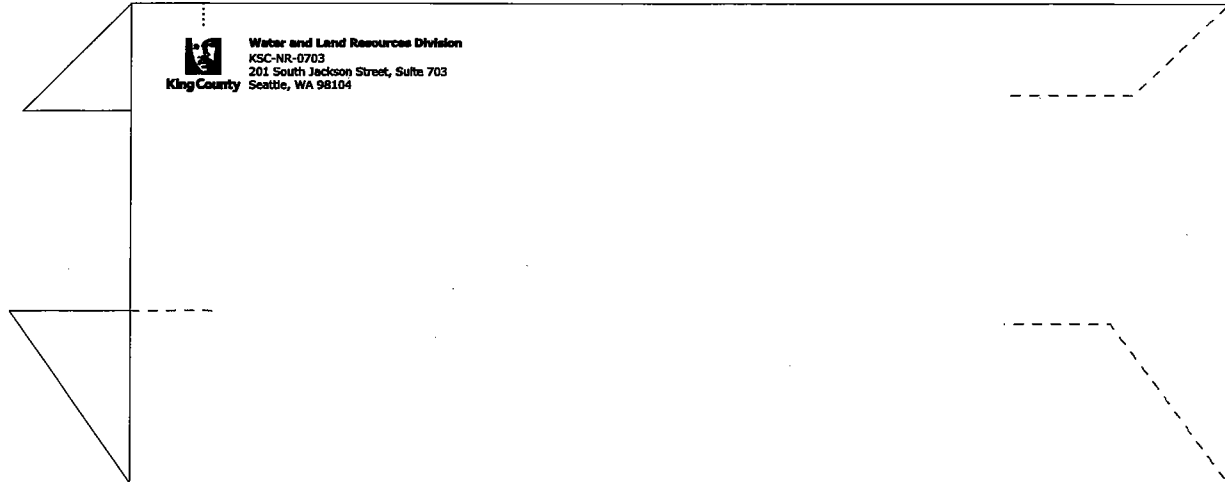
Branding Requirement

- Sending agency name only
- Return address
- Drop 4-digit extension

King County Logo Requirement

- Stacked – 1/2"
- Horizontal – 15/16"

Stacked or horizontal logo

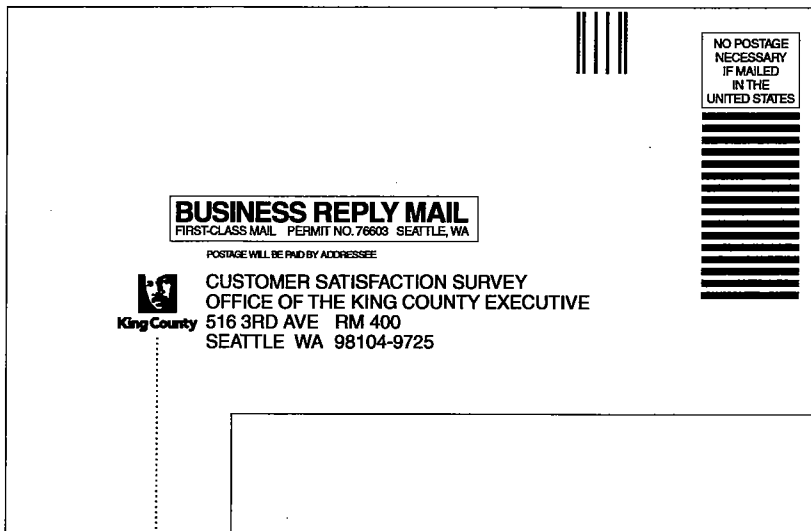


Back Panel

Reduced version of a back panel from a 8-1/2" x 11" letterfold brochure shown

Business Reply Mail or Return Mail Envelope

Business Reply Mail



Branding Requirement

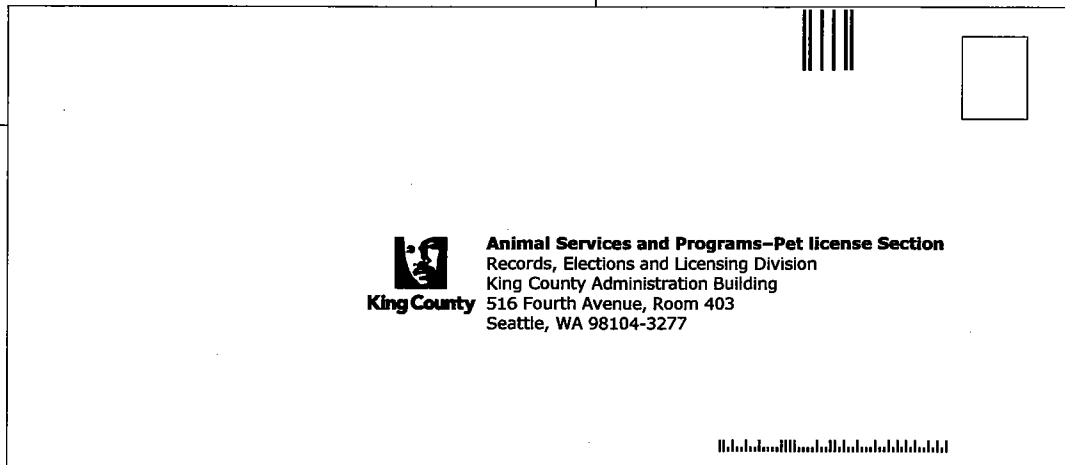
Business Reply Mail Address Block (New)

- Program, project or initiating county agency on first line
- Parent agency on second line
- Sans serif type font
- Follow U.S. Postal requirements

King County Logo Requirement

- Stacked
- Minimum logo size: 9/16"

Return Mail Envelope



Add logo only to existing address block

Logo and Agency ID Requirements

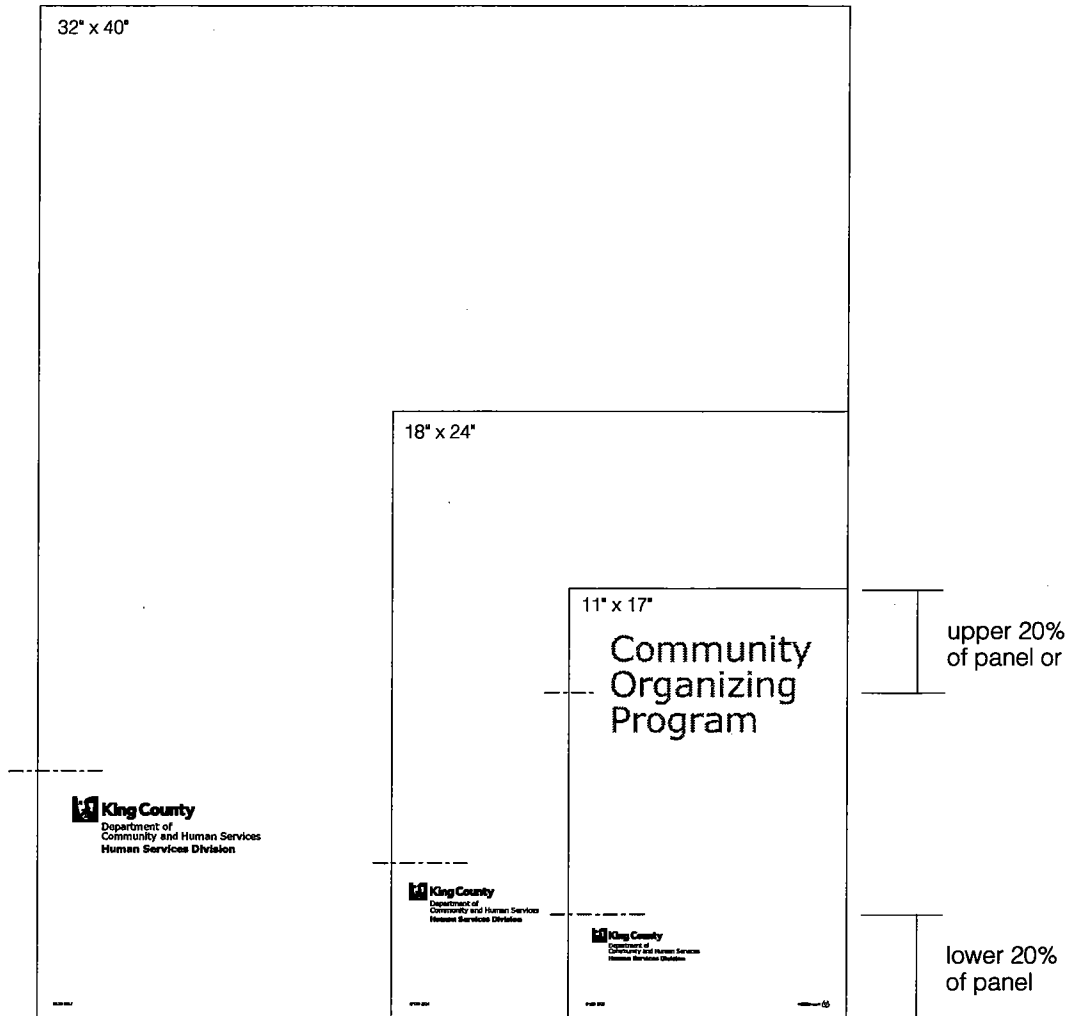
Branding Requirement

- a. Logo w/agency block
- b. Additional agency information as needed

King County Logo Requirement

- Stacked or Horizontal
- Minimum logo sizes:
See logo size chart page 4.5

Reduced version of posters shown



Poster Front

If the name of the section, program or a subject appears as a title on the poster, then the King County logo should appear with the department and division name in the upper or lower 20% of the poster.

If the name of the division introduces or is part of the title of the poster, then the King County logo should appear with the department name in the upper or lower 20% of the poster.

If the name of a department introduces or is part of the title of the poster, then the King County logo should appear by itself in the upper or lower 20% of the poster.

Additional Information

The amount of information displayed below the agency block is relative to the mission of the poster. In most cases the information should be conveniently located and contain enough detail for a reader to contact the agency.

(e.g., telephone numbers, TTY number, email address, internet address, contact person, etc.)

Exempted Logo Placement on Posters

Metro Transit Division, Public Health – Seattle and King County and King County International Airport/Boeing Field logos follow the same guidelines as above. For detailed information refer to the specific guidelines for these agencies.

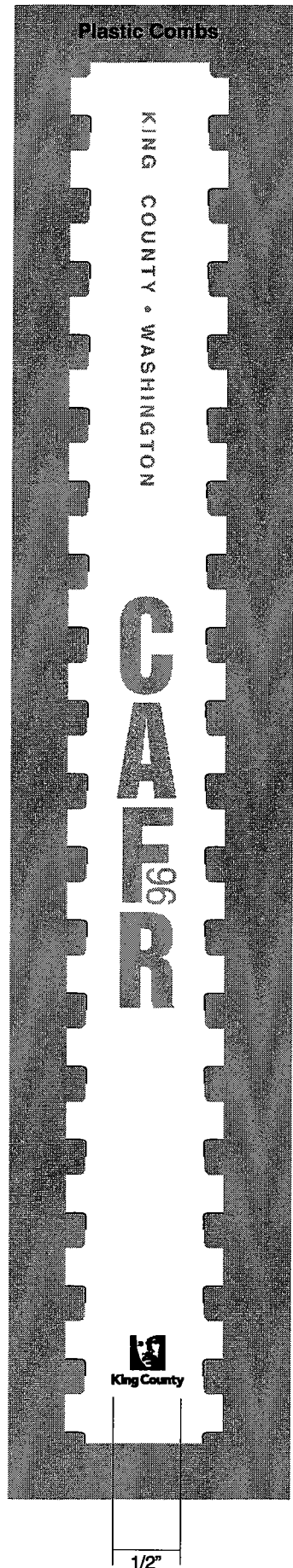
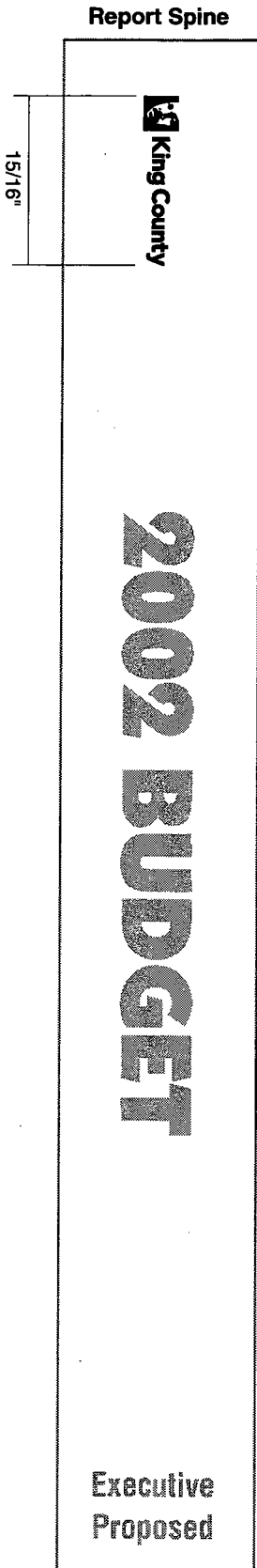
Partnership Brochures

Please call the King County Graphic Design and Production Services at 206-205-8550 for details.

Union Logo and Recycled Paper Logo: All posters printed in the KC Printshop (Graphic Design and Production Services) will display the GCIU logo as well as the Recycled Paper logo and will appear in the lower right corner.



Applying the Logo and Agency Information



Branding Requirement

a. Logo only in upper or lower 20%

King County Logo Requirement

- Minimum logo size:
Stacked: 1/2"
Horizontal: 15/16"

Report Spines and Plastic Combs

Because of limited space, the King County logo is the only branding element required to be used on spines and comb bindings. Additional agency information is not needed, unless it contributes to the title.

Perfect-bound reports, notebook inserts, plastic combs and other printed applications having a spine should position the logo in the upper or lower 20% of the spine. When using either the stacked or horizontal logo minimum sizes should be followed. Eliminate the logo entirely if smaller than minimum sizes are required.

When using plastic combs be sure to check with your vendor to determine the size of the image area that can be printed on a particular size of comb.

Form Types and Branding Requirements

Form Type	User	Examples	Branding Requirements	General Form Standards
A. External Used to conduct business outside King County government	<ul style="list-style-type: none"> Public Vendors, businesses Other governments 	<ul style="list-style-type: none"> Pet licenses Bid documents Building permit application Employment applications Sewage output charge 	<ul style="list-style-type: none"> KC logo Department name Division name Program name Contact information: (if needed) address, phone, web site 	<ul style="list-style-type: none"> Form title Branding information User instructions* Margin requirements Form number w/revision date Routing information (multi-part forms)
B. Internal Used to conduct business inside King County government	<ul style="list-style-type: none"> Employees Inter-departmental Other governments 	<ul style="list-style-type: none"> Accounting documents Assessing information Carpool forms Printshop Services TC-75 	<ul style="list-style-type: none"> KC logo Department name Division name Program name Contact information: (if needed) address, phone, web site 	<ul style="list-style-type: none"> Form title Branding information User instructions* Margin requirements Form number w/revision date Routing information (multi-part forms)
C. Internal Used only within a specific King County division	<ul style="list-style-type: none"> Employees within a division 	<ul style="list-style-type: none"> Accounting documents Jail medical clearance 	<ul style="list-style-type: none"> KC logo Department name or Division name 	<ul style="list-style-type: none"> Form title Branding information Margin requirements Form number w/revision date Routing information (multi-part forms)
D. Internal Used within a section, program or small group	<ul style="list-style-type: none"> Employees within a section 	<ul style="list-style-type: none"> Overtime slips Vehicle maintenance 	<ul style="list-style-type: none"> KC logo only 	<ul style="list-style-type: none"> Form title Branding information Margin requirements (printing) Form number w/revision date
E. Generic Used county-wide	<ul style="list-style-type: none"> All departments and divisions 	<ul style="list-style-type: none"> Absence request forms Petty cash slips Requisitions 	<ul style="list-style-type: none"> KC logo only 	<ul style="list-style-type: none"> Form title KC logo only Margin requirements (printing) Form number w/revision date

Multi-page and Two Sided Forms- Additional Branding

Some forms have multiple pages and may also be printed on the reverse side as well. It is important to end these longer forms with an identity block additionally branding the agency providing the service. Additional information, such as address, phone number, fax number, etc. allows the customer to conveniently access this agency if necessary.

Printing Requirements

When forms are offset printed, a required image-free area is needed for "gripper," usually about five-sixteenths of an inch high and located at the bottom end or top end of the page. When using other reproduction systems (photocopiers, laser printers, etc.), leave enough space for the image margin required by your type of printer.

Information Accessibility and Design Considerations

Readability, accessibility, and a general user friendly appearance should be paramount considerations in constructing a form. Following are some suggestions to help reduce clutter and improve the overall functioning of a form.

- Use hairlines (.5 pt.) whenever possible.
- Avoid excessive boxing of areas and heavy lines.
- Use a font style and size such as Arial or Helvetica for easier reading.
- Limit the use of italics.
- Leave 3/4" inch margin on both sides to anticipate hole punching when required.
- If screened areas are needed, use a 20% value or less.
- Avoid abbreviations, spell out all words.
- Describe instructions in brief, clear logic.
- Smaller paper sizes should be used when possible, but not at the expense of readability and accessibility.
- All caps and underlining should be avoided. Use boldface type to create emphasis.

Exceptions

Forms that have special requirements such as extremely large amounts of text placed on a small sheet size (a) will have more relaxed guidelines. The required minimal branding for exempted forms is as follows:

- Can eliminate title of form
- No King County logo
- King County plus agency name required
- Form or file number with date
- Minimum margins on four sides of 1/8"

See sample on following page.

Standard Layout

1/2" Margin

1 Title of Form

11 Alternate Format

3 1-1/2 pt. line

2 1/2" KC Logo with Agency Information Block (6 pt. type minimum)

1/2" Margin

Required Title Block

Official Request for Records

Alternate Format Upon Request

Department of Executive Services
Records, Elections and Licensing Services Division
Animal Control Services
206-296-PETS (7387) TTY Relay: 711

1. Requester:

Printed Name _____

Address _____ City _____ Zip _____

Home Phone _____ Work Phone _____

2. Explain Need for Records/Your Interest in this Case:

FORM
BODY

Undersized Forms (4.25" x 5.5" or less)

Reporting Party File (Complaint)

Zip _____

Case# _____

Office Use Only

Per# _____ Date _____

Date Sent Time/By _____

By _____

1/2" Margin

FMCSA Post Accident Testing Guidelines

Type of Accident Involved	Citation Issued to the CMV driver	Test must be performed by employer
Human fatality	YES	YES
	NO	YES
Bodily injury with immediate medical treatment away from the scene	YES	YES
	NO	NO
Disabling damage to any motor vehicle requiring tow away	YES	YES
	NO	NO

If Post Accident test is required, page Lori Jones 969-8133 or Robyn Burdick 969-9472 to coordinate drug and alcohol testing.
King County Department of Transportation, Drug and Alcohol Program 02-05 of 12/02

4 Form or file number and date or Revision Date. Indicate back or front if required

5 Routing Information (multi-part forms only)

6 Union Logo (if printed in KC printshop)

7 Recycled Logo

12 Page Number (if necessary)

Date Block

ITS 1724 (Rev 7/00) White: Records File Yellow: Request File

1/2" Margin

Page 1/2

5/16" (min.)

Standard Form Layout with Consecutive Numbering and User Directions Block

2 King County Logo and Agency Information Block

3 Area for Numbering

9 Instructions (if needed)

Official Request for Records

King County

Department of Executive Services
Records, Elections and
Licensing Services Division
Animal Control Services
206-296-PETS (7387) TTY Relay: 711

06401

9/16
(Numbering machine guide)

To Request Records

1. Requester must complete sections 1, 2 and 3
2. Return form to: King County Animal Control Services
Attn: Document Control Section,
21615 - 64th Avenue South, Kent, WA 98032

1. **Title of Form:** Name of form described as briefly as possible (2 lines maximum)
Preferred type: Arial/Helvetica, 16 pt., bold on 18 pts. leading
2. **King County Logo/Agency Information Block:**
 - a. King County stacked or horizontal logo
 - b. Standard Agency Information (font sizes on page 5.5.0)
3. **One and One-half Point Line**
4. **Form Number or File Number and Revision Date:** As used in your in-house file numbering system, King County Graphics form numbers or King County master numbering system
5. **Routing Information:** (If needed) "color of paper: routing information"
6. **GCIU Union Logo:** On all forms printed by the King County Printshop (Graphic Design and Production Services) See following page
7. **Recycled Logo:** Standard on all printed forms
8. **Area for Numbering:** (If needed) Area reserved for consecutive numbering
Move logo/agency information block to left (see diagram)
9. **User Instructions:** (If needed)
10. **King County Logo/Agency Information Block:** (used at the end of a two-sided form):
 - a. King County stacked or horizontal logo
 - b. Standard Agency Information (see chart with requirements on preceding page)
11. **Alternative Format Upon Request:** Printed in 14 light point, Arial/Helvetica font
Placed when space allows.
12. **Page Number:** Number pages if more than one page.

Using Exempted Logos on Forms

Metro Transit Division, Public Health – Seattle and King County and King County International Airport/Boeing Field logos follow the same guidelines as above. For detailed information refer to the specific guidelines for these agencies.

Animal Control and other selected enforcement type agencies may use their logos in a secondary position as long as the King County logo is used .

Partnership Forms

Please call the King County Graphic Design and Production Services at 206-205-8550 for details.

Agency Information Block on Back of Two-sided Form (Last Page)

... billed incorrectly?
 If you believe your bill is incorrect, or if you were not in possession of the property for any portion of the six-month period covered by the billing, call Wastewater Treatment Finance Office at (206) 296-1450.

... six months for 15
 ... time during this period, customers can pay the remaining balance at a discounted rate of 8 percent per year.

If I sell my home or property, does the new owner assume the charge?

Yes. The subsequent owner(s) will be responsible for paying the capacity charge through the end of the 15-year period.

The seller is responsible for disclosure of the charge to the buyer if the property is subject to a sewer capacity charge.

Additional questions about the Capacity Charge Program please call:



Department of Natural Resources and Parks
 Wastewater Treatment Division
Sewage Treatment Capacity Program
 King Street Center, KSC-TR-0415
 Seattle, WA 98104-3856
 206-296-7380 TTY Relay: 711

The Revised Code of Washington, Chapter 35.58 and King County Code 28.84.050 authorizes King County to collect a sewage treatment capacity charge from all properties which connect to sewers in King County's service area after Feb. 1, 1990. The charge commences at the final inspection date of the sewer connection and is not based on occupancy or water usage.

DNR 0104Back (Rev 4-02)

2/2

10 Agency Information Block

Standard Form Sizes

Legal 8.5" x14"

Letter 8.5" x11"

1/4 Letter 4.25" x 5.5"

1/2 Letter 5.5" x 8.5"

1/3 Letter 3.6" x 8.5"

Note: Smaller paper sizes should be used when possible, but not at the expense of readability and accessibility.

General Specifications

Stock: All varieties of recycled paper

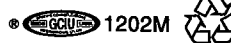
Ink: Black If a second color is needed, dark red (Pantone 356) is preferred to provide maximum contrast in highlighting messages or instructions. This additional color should be used sparingly.

Sizes: Letter and legal are the more common sizes. Half letter sheet (5.5" x 8.5") or quarter letter sheet (4.25" x 5.5") should be used when smaller forms are desired.

GCIU Union Logo and Recycled Logo

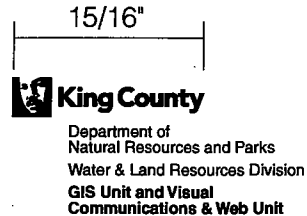
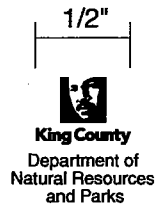
If this form is printed in the King County Printshop, both the GCIU logo and Recycled content logos are required to be displayed in the lower right corner.

The union logo must be placed, either electronically or manually, by staff of the King County Graphic Design and Production Services.



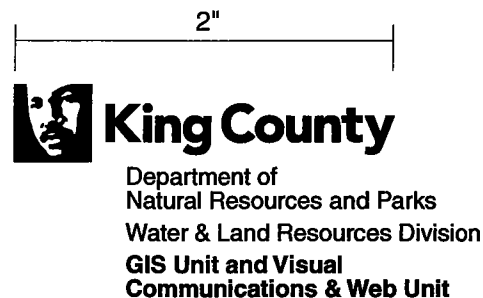
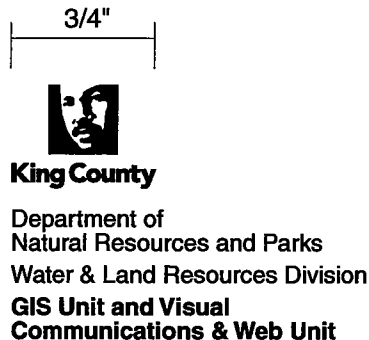
Logo/Type Sizes for Different Maps

Letter and Tabloid (11x17) Maps



*Arial font, 6 pt. text and leading
(4 pt line spacing after dept.
& div. names)*

Large Sized Maps



*Arial font, 9 pt. text and leading
(4.5 pt line spacing after dept.
& div. names)*

When To Use The Logo On Maps

The King County logo should be placed on all map products designed for print use (including maps converted and distributed in PDF format) produced by King County staff except:

- Working maps
- Small locational maps with limited space available that appear in such products as brochures or newsletters. If the KC logo does not appear anywhere else on the product, please add the following text in small print underneath the map "Map courtesy of King County Department of _____".

Logo Color

Map logos should be black on all quality maps.

Map Logo Formats

EMF: Use EMF format only in ArcMap. This is a vector format so it will not add a background color.

EPS: ArcView users with access to postscript printers will have the highest quality results with EPS versions of the logo. ArcMap does not accept this format. Macintosh users who do not need to eventually convert their files to PDF can use this format as well. EPS files are vector and do not add a background color.

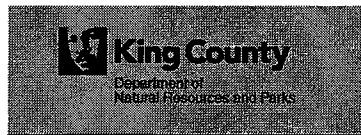
TIF: Supported in most map applications such as AutoCAD, ArcView and ArcMap (although may not be the highest quality in each). White background will come in so do not place over a color other than white. Please check logo quality after converting your file to PDF format to make sure the logo remains clear.

How to use the King County logo on Maps

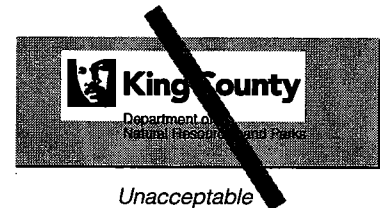
Using Logos On A Background:



Preferred



Acceptable



Unacceptable

How To Use The King County Logo

Place the logo within the legend area, preferably at the bottom right or left corner of the legend area using the size guidelines shown on the previous page.

A clear space 1/8" of an inch on 8-1/2x11" or 11x17" maps, and 3/8" on D (2x3') or E size (3x4') maps should be maintained between the logo and any other element such as a line or text. (Dept. or division names can be closer, as shown page 5.60).

Department name, division and unit name should appear underneath the logo in small size text (no smaller than 6 points), as shown in the map examples on the next page. If space does not permit, only the department name is required.

Special versions of the logo and information on how to insert them in your application have been created for

your mapping needs and are available for downloading at: <http://metrokc.gov/printing>

Please see the previous page for guidelines about sizing. If the sizing guidelines don't seem to work in your situation, please call the Graphics Production and Print Services Shop for assistance 206-205-8550.

Do not place the TIFF logo on top of a colored or tinted background. Using an EMF or EPS logo (if your software and hardware support it), will eliminate this problem as well.

Whether you are looking at the logo on screen as a PDF file or on a printout, the logo needs to appear sharp and clear. If not, you may have to try another logo format. closer, as shown page 5.60).

How to Use Other Logos on Maps



*King County print shop
union logo*



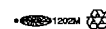
Recycled content logo

GCIU Union Logo and Recycled Logo

If this map is printed in the King County Printshop, both the GCIU logo and Recycled content logos are required to be displayed somewhere on the map. The union logo must be placed, either electronically or manually, by staff

of the King County Graphic Design and Production Services. This logo will be placed at the smallest scale in an unobtrusive location.

Note: The Recycled Paper logo and the GCIU union logo can also be placed simultaneously as shown below.



How to Use Other Logos on Maps

Examples Of Map Legends With Partnership Logos

Community Link Wetlands

Lake Sammamish Basin

- Road
- Stream
- River
- Urban Growth Area Line
- Planning Area Boundary
- River and Reach Boundary
- River Reach Number

1

- Floodplain Restoration Area
- Wetland Restoration Area
- Lake

File Name:
lp \WT8\CART\FINISHED\
WORKGROUPS\DNRP\GIS\0112 KC GIS
Cart Stds\0112 GIS\Stds\SAMPLE1.ai

Data Sources:
Standard King County datasets used include: wtrcrs, wtrbdy, kcsnstrl, parks, Dmbasin, apd and wetld. WLRD datasets used include: \\WLRNT6\WLRGIS\Admin\...city3co and \\WLRNT6\WLRGIS\WORKING\0001\SamWet

The information included on this map has been compiled by King County staff from a variety of sources and is subject to change without notice. King County makes no representations or warranties, express or implied, as to accuracy, completeness, timeliness, or rights to the use of such information. King County shall not be liable for any general, special, indirect, incidental, or consequential damages including, but not limited to, lost revenues or lost profits resulting from the use or misuse of the information contained on this map. Any sale of this map or information on this map is prohibited except by written permission of King County.

0 1 2 Miles

January 10, 2002

File Name:
lp \WT8\CART\FINISHED\
WORKGROUPS\DNRP\GIS\
0112 KC GIS Cart Stds\
0112GIS\Stds\SAMPLE1.ai

King County
Department of
Natural Resources
and Parks

US Army Corps
of Engineers
Seattle District

King County is dominant partner.

Community Link Wetlands

Lake Sammamish Basin

- Road
- Stream
- River
- Urban Growth Area Line
- Planning Area Boundary
- River and Reach Boundary
- River Reach Number

1

- Floodplain Restoration Area
- Wetland Restoration Area
- Lake

File Name:
lp \WT8\CART\FINISHED\
WORKGROUPS\DNRP\GIS\0112 KC GIS
Cart Stds\0112 GIS\Stds\SAMPLE1.ai

Data Sources:
Standard King County datasets used include: wtrcrs, wtrbdy, kcsnstrl, parks, Dmbasin, apd and wetld. WLRD datasets used include: \\WLRNT6\WLRGIS\Admin\...city3co and \\WLRNT6\WLRGIS\WORKING\0001\SamWet

The information included on this map has been compiled by King County staff from a variety of sources and is subject to change without notice. King County makes no representations or warranties, express or implied, as to accuracy, completeness, timeliness, or rights to the use of such information. King County shall not be liable for any general, special, indirect, incidental, or consequential damages including, but not limited to, lost revenues or lost profits resulting from the use or misuse of the information contained on this map. Any sale of this map or information on this map is prohibited except by written permission of King County.

0 1 2 Miles

January 10, 2002

WASHINGTON STATE
DEPARTMENT OF
ECOLOGY

King County
Department of
Natural Resources and Parks
Water & Land Resources Division
GIS Unit and Visual
Communications & Web Unit

King County is not dominant partner.

Partner Logos

When other partnership logos must be used (such as cities, organizations or multi jurisdictional group names) they should be sized equal in visual weight to the KC logo and should be either stacked vertically under or over the KC logo, or on the same horizontal line. Unless

otherwise directed, the KC logo should have the dominant upper or leftward position. Negotiated legal agreements between partners or sensitive political situations may override these guidelines. See future sections for more information about partnership logo hierarchy.

Required Basic Format

A Agency Information Block Same as official county letterhead (Information supplied by agency at time of ordering)

B Sender's Information

C Comments or (see page. 5.8.1) Customized Area (see page. 5.8.1)

D Addition Statements: (Optional) Disclaimers, confidentiality or other important information



King County

Metro Transit Division Department of Transportation King Street Center, KSC-TR-0970 201 South Jackson Street Seattle, WA 98104-3856 206-296-3434 206-296-3434 Fax 206-296-7549 TTY www.metrokc.gov

COVER SHEET FAX

To: From: Fax: Phone: No. of Pages (including cover page): Re: Date: CC:

Urgent For Review Please Comment Please Reply Please Recycle

Comments: [multiple lines for text entry]

This facsimile transmission is intended only for the addressee shown...

ES 2019 (rev 3/02)



Paper: 8.5" x11", 20# bond, 30% recycled, white

Ink: Black

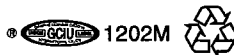
Printing: 8.5" x11" sheets are offset printed on a per job basis. Available in boxes of 500 ea.

Use: Is the required format for use by all executive agencies and should be used for all internal and external faxing of documents.

Placing an Order

Ordering fax cover pages is the same as placing an order for letterhead. Please provide enough information that meets the needs of you agency.

GCIU Union Logo and Recycled Paper Logo: If your publication is printed in the King County Printshop, these logos must appear on all Fax Cover Pages as shown in the lower right corner. The GCIU logo must be placed, either electronically or manually, by staff of the King County Graphic Design and Production Services.



B Sender's Information

- 1. **To:** Recipient of fax
- 2. **Fax No.:** Recipient's fax number
- 3. **Phone:** Recipient's telephone number
- 4. **Re:** Subject of fax communication
- 5. **From:** Author/sender of fax
- 6. **Phone:** Author/sender's telephone number
- 7. **Fax No.:** Author/sender's fax number
- 8. **No. of Pages:** Total number of pages including cover page
- 9. **Date:** Date fax sent (month, day and year)
- 10. **CC:** Name(s) of additional parties who were also sent faxes

*Instructions to the Recipient
(check boxes that apply)*

- 11. **Urgent:** Immediate attention, action or response required
- 12. **For Review:** Please read the information in the fax
- 13. **Please Comment:** Comments resulting from a review of fax
- 14. **Please Reply:** Communicate with author/sender about the fax
- 15. **Please Recycle:** Fax cover page and content pages should be recycled when no longer needed

- 16. **Comments:** Author/sender provides additional information or instructions regarding subject of fax

C Customized Area (in place of comments area only)

*Shown below is a customized area used by
King County Graphics Design and Production Services*

Generic Format Used by All Public Information Officers

A Information Block
Executive and Title
Department Name

The News Release shown above is the required format to be used by Public Information Officers and Communications Directors under the executive branch. This format should be used for all news releases

Agency Information Block

This information block is similar to the standard King County letterhead in layout and type specifications.

Paper: 8.5" x11", 20# bond, 30% recycled, white

Ink: Black

Printing: 8.5" x11" sheets are offset printed on a per job basis. Available in boxes of 500 ea.

Use: Public Information Officers and Communications Directors

Placing an Order

Placing an order for news releases is the same as placing an order for letterhead. Provide enough information for the Agency Information Block that meets the needs of your agency.

GCIU Union Logo and Recycled Logo

If this form is printed in the King County Printshop, both the GCIU logo and Recycled content logos are required to be displayed in the lower right corner.

The union logo must be placed, either electronically or manually, by staff of the King County Graphic Design and Production Services.



News Release Information

NEWS RELEASE

1 Date: December 9, 2001 Contact(s): Elaine Kraft 206-296-4063 2

3 **Quick Response by Solid Waste Crew
Contains Leachate Spill**

.....
.....
.....
.....
.....
.....

4
.....
.....
.....
.....
.....
.....
.....
.....
.....

5 *This release is also posted on the King County(department of...) web site at
www.metrokc.gov(department web address...)*

ES 2019 (rev 3/02)



6 7

QUICK RESPONSE BY SOLID WASTE CREW CONTAINS LEACHATE SPILL/Page 2

1/2"

1. **Date:** Date of news release (month, day and year).
2. **Contact(s):** Name(s) and/or telephone number(s) for media to contact. Arial font, 12 pt. bold, caps/lower case.
3. **News Headline:** Title of news story. Arial, 17 pt. bold on 19 pts. leading, caps/lower case each word. Two lines maximum.
4. **News Story Text:** Arial font, 12 pt. line spacing, flush left ragged right (no indents). One line space break between paragraphs.
5. **Footer:** Appears at the end of the news story as shown above. Arial font, 11 pt. bold italic on 13 pts. leading, lower case except first letter of first word.
6. **Continuation Header:** Appears on the top left of each additional page(s) of multiple page news releases. Arial font, 9 pt. bold on 10 pts. leading, all caps for headline and caps/lower case for page reference.
7. **End of News Article:** 3 pound symbols indicate end of news release. Arial font, 12 pt. regular.

Annual, Technical, Financial and Professional Reports

A Single-sided Title Page

Important Note!


These sample page layouts are guides as to **sequence and location for mandatory elements** and are **not** meant to act as design or layout guides. Actual page design is left to the designers or authors.

**Mill Creek
Green River Subregional
Planning Area**

Volume 1
Grant No. 37289

May 2002


DRAFT



King County
Department of Natural Resources and Parks
Wastewater Treatment Division
King Street Center, RSC-TD-0415
Seattle, WA 98104-3836
206-296-7380 TTY Relay: 711
www.metrokc.gov/dnr

CS11000234

Alternate Formats Available
206-296-7380 TTY Relay: 711




B Title Page (with separate acknowledgment page)

**COMPREHENSIVE
ANNUAL
FINANCIAL
REPORT**

FOR THE FISCAL YEAR
JANUARY 1 THROUGH
DECEMBER 31, 2001

KING COUNTY
STATE OF WASHINGTON

DRAFT



King County
Department of Executive Services
Finance and Business
Operations Division


C Acknowledgment Page
(on back of title page or used as second page)

Prepared by
Section Supervisor
Donald W. Robinson, CPA
Financial Accounting Officer
George B. Olson, CPA
Financial Accountants
Eddie M. Abolens
Loren R. Burt
Emmanuel F. Cristobal
Warren Hudgens, CPA
Corinne Hughes
Janita Kopschke, CPA
Jin Liu, CPA
Nolan Nigro, CPA
Marianne Reggel, CPA
Gayle Stebbins
Production Coordinator
Mark Desmond

For comments or questions contact:
George B. Olson
King County Administration Building
500 Fourth Avenue, Room 653
Seattle, WA 98104-2937
206-296-7342 TTY Relay: 711
george.olson@metrokc.gov
www.metrokc.gov/finance

CS11000234

Alternate Formats Available
206-296-7380 TTY Relay: 711



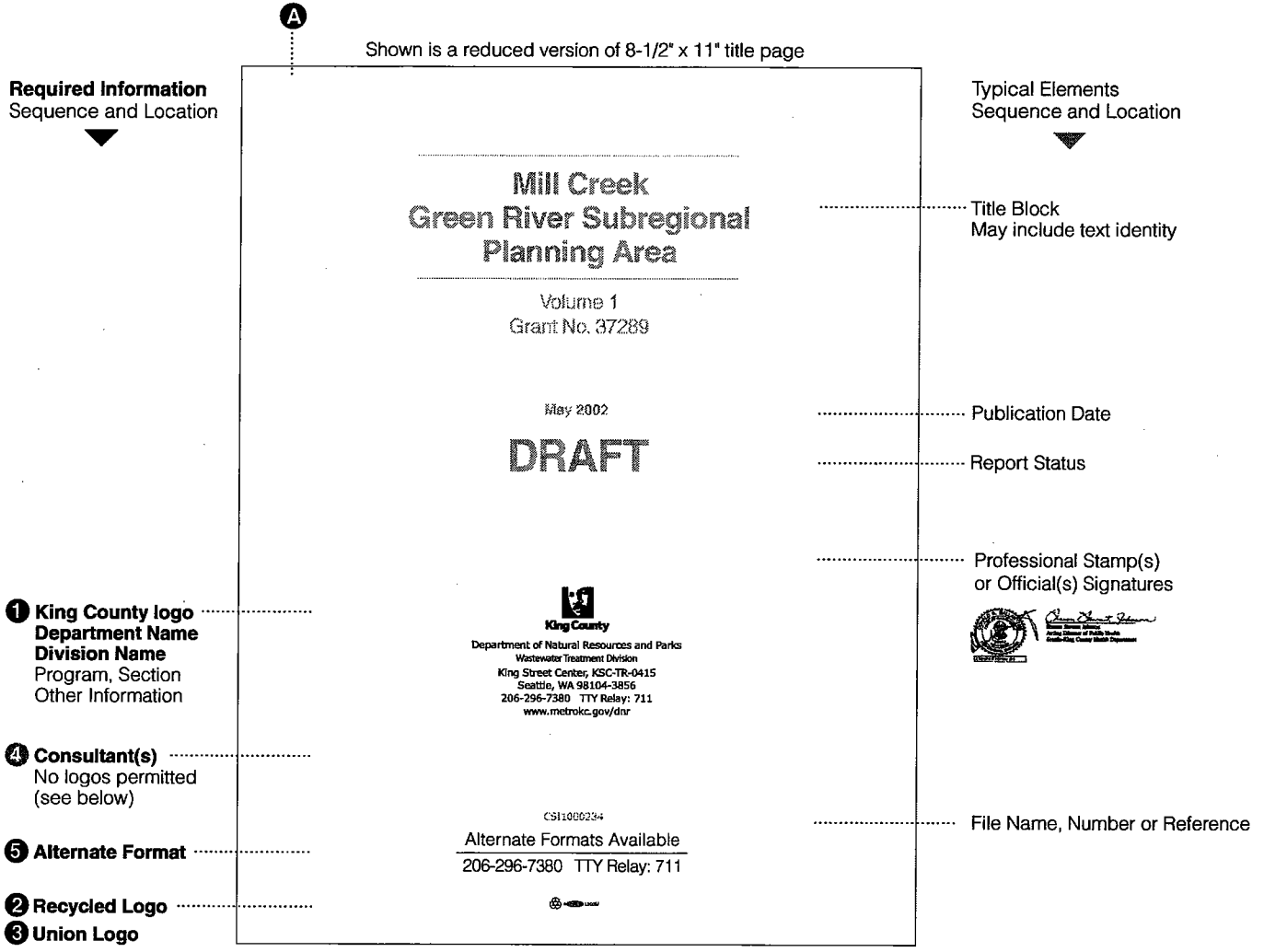
Single-sided Title Page

Branding Requirement:

- KC logo with department and division name.
- Additional information as dictated by project parameters.

King County Logo Sizes:

- Stacked: 5/8" (min.) or
- Horizontal: 1-3/8" (min.)



1. **King County Logo and Agency Information:** Department, division, program or section, address, phone numbers, contacts, E-mail or Web site addresses, etc., as required by project mission.
2. **Recycled Paper** appears on the title page when the entire report is printed on recycled paper
3. **GCIU Union Logo:** appears on the title page when the entire report is printed in the King County print shop.

4. **Consultants Acknowledgement (as needed):**

Consultant's logos or symbols are not to be displayed on cover, title page or anywhere in the report!

- First line reads: Prepared for King County
- Second line reads: ...by ABC Associates, ...in collaboration with, ...in association with, ...in partnership with, etc.

Prepared for King County
by ABC Associates

Prepared for King County
in collaboration with
Ajax Engineering

Prepared for King County
in partnership with
Green Giant

Note: Check with your department Public Information Officer for specific exemptions regarding consultants logos.

- **Other Acknowledgements (as needed):** Examples: ...designed by,printed by the King County print shop, etc.

5. **Alternate Formats Available:** Use graphic as shown with 14 pt Arial or Helvetica type, separator line (.5 pt.) and access numbers shown below. Required for external documents only.

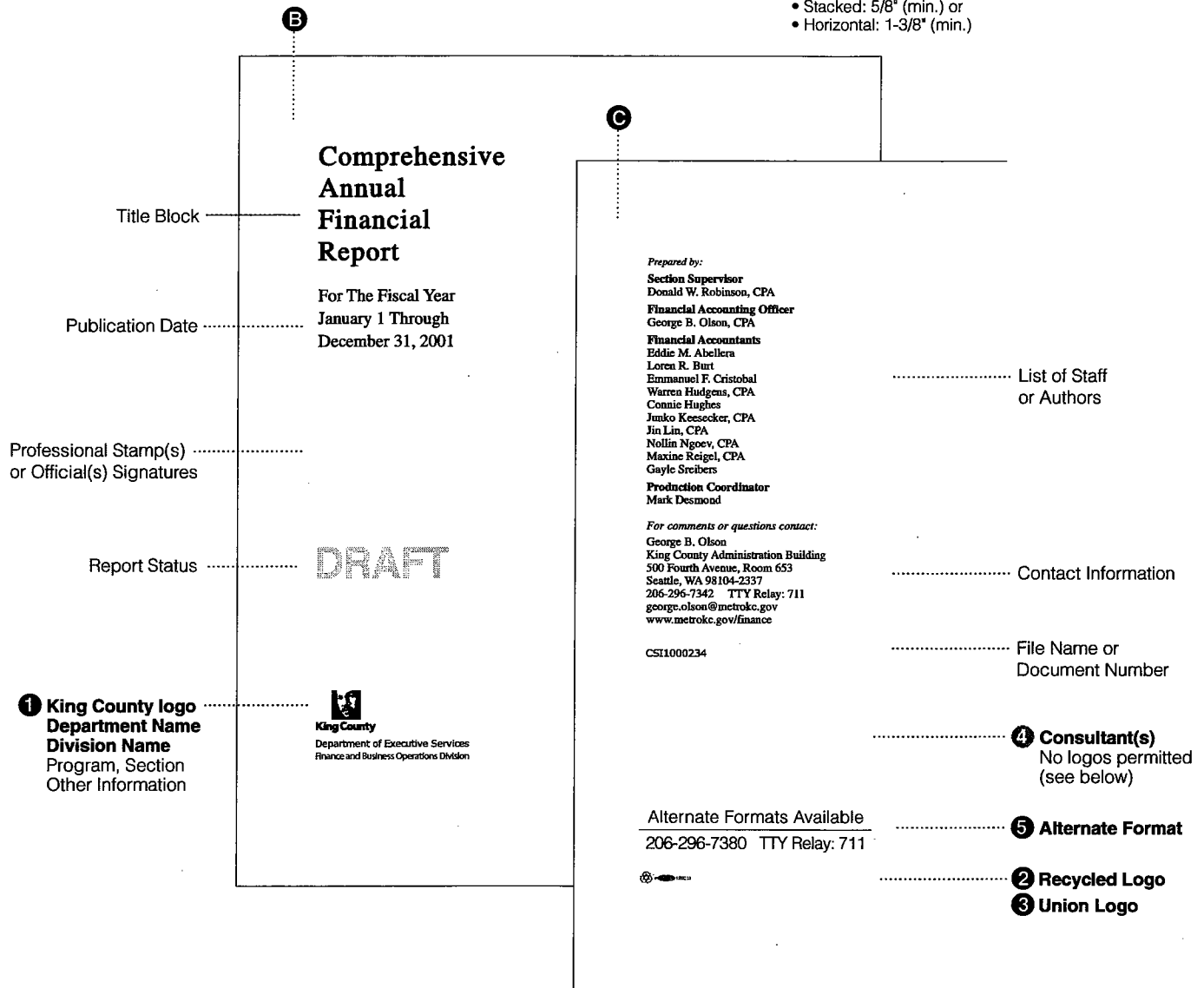
Title Page used with acknowledgment Page

Branding Requirement:

- KC logo with department and division name.
- Additional information as dictated by project parameters.

King County Logo Sizes:

- Stacked: 5/8" (min.) or
- Horizontal: 1-3/8" (min.)



Shown is a reduced version of 8-1/2" x 11" title page

1. **King County Logo and Agency Information:** Department, division, program or section, address, phone numbers, contacts, E-mail or Web site addresses, etc., as required by project mission.
2. **Recycled Paper** appears on the title page when the entire report is printed on recycled paper
3. **GCIU Union Logo:** appears on the title page when the entire report is printed in the King County print shop.

4. **Consultants acknowledgment (as needed):**

Consultant's logos or symbols are not to be displayed on cover, title page or anywhere in the report!

- First line reads: Prepared for King County
- Second line reads: ...by ABC Associates, ...in collaboration with, ...in association with, ...in partnership with, etc.

Prepared for King County
by ABC Associates

Prepared for King County
in collaboration with
Ajax Engineering

Prepared for King County
in partnership with
Green Giant

Note: Check with your department Public Information Officer for specific exemptions regarding consultants logos.

- **Other acknowledgments (as needed):** Examples: ...designed by, ...printed by the King County print shop, etc.


5. **Alternate Formats Available:** Use graphic as shown with 14 pt Arial or Helvetica type, separator line (.5 pt.) and access numbers shown below. Required for external documents only.

Displaying the King County Executive and other Official's Names

- Branding Requirement:**
- KC logo used with KC Executive
 - Stacked: 1/2" (min.) or
 - Horizontal: 1-15/16" (min.)

Page location may vary (see note below)

- 6 KC Logo**
Appear jointly with the King County Executive
- 7 King County Executive**
The King County Executive is acknowledged in a report only if:
 - it is high profile
 - has extended shelf-life
- 8 List of Officials**



Appear jointly

King County Executive
Ron Sims

King County Administrative Officer
Department of Executive Services
Paul H. Tanaka

Financial Accounting Officer
George B. Olson, CPA

Finance Manager
Finance and Business Operations Division
Robert V. Cowan

Chief Accountant / Manager
Financial Management Section
Connie L. Griffin

Prepared by:

Section Supervisor
Donald W. Robinson, CPA

Financial Accounting Officer
George B. Olson, CPA

Financial Accountants
Eddie M. Abelera
Loren R. Burt
Emmanuel F. Cristobal
Warren Hudgens, CPA
Connie Hugbes
Junko Keeseecker, CPA
Jin Liu, CPA
Nollin Ngcev, CPA
Maxine Reigel, CPA
Gayle Streibers


Production Coordinator
Mark Desmond

For comments or questions contact:
George B. Olson
King County Administration Building
500 Fourth Avenue, Room 653
Seattle, WA 98104-2337
206-296-7342 TTY Relay: 711
george.olson@metrokc.gov
www.metrokc.gov/finance

Prepared for King County
by CDR Environmental Consultants
in association with DEF

1000234

Alternate Formats Available
206-296-7380 TTY Relay: 711



- 6. **King County Logo:** A stacked or horizontal logo must always appear with the Executive's title and name.
- 7. **King County Executive:** Title and name appear when a report is a high profile project or has extended shelf-life. This title and name appears above all other officials and is always in first position. Check with your department Public Information Officer if more information is needed.
- 8. **List of Officials:** title(s) and name(s) as prescribed by management.

► **Note:** Displaying King County officials names and page location is on a per project basis and is dependent on input from managers, department PIO and in some cases input from the Executive Office.

Compact Discs & Digital Versatile Discs

Typical single color imprinted disc
with correct King County Identification



Note: Discs used in the promotion of county policies, projects and programs are required to display the correct branding and handwriting information on disc is *not permitted*. Using discs for project development and various uses within an agency does not require King County branding and handwriting can be used as a form of identification.

General Specifications

Type: Verdana for King County agency descriptions only.

CD or DVD Disc: Surfaces are available in unprinted, white and other colors (printable).

Printable Color: Black and full color.

Printing: Discs can be imprinted using special software

Union and Recycled Paper Logos: Not necessary

Note: using adhesive labels may cause jamming in CD carriages.

Avoid extremely glossy surfaces when possible.

Information Layout for Plain-text CD/DVD

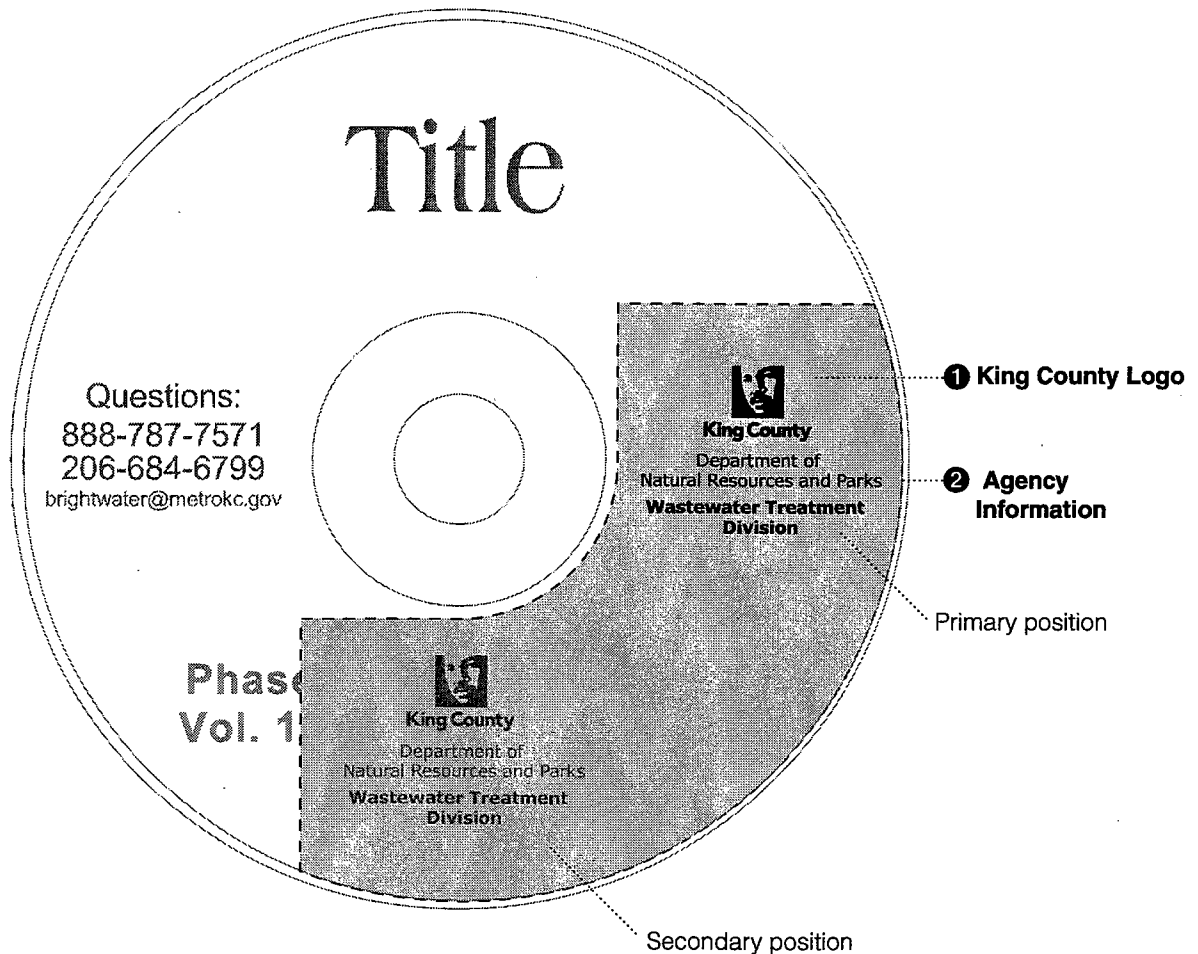
Correctly branded and imprinted disc

Branding Requirement

- Agency Information

Logo Requirement

- Stacked: 1/2" (min.) or
- Horizontal: 15/16" (min.)



1. King County logo: The King County logo must appear in the area shown in either stacked or horizontal format and in the minimum sizes stated above. Clearspace and color requirements must be followed. Refer to pages 2.1.0 - 2.3.0 for more information.

Exempted Logos: Metro Transit Division, King County International Airport and Public Health – Seattle & King County all use officially exempted logos to replace the King County logo. Please refer to their respective sections for detailed information.

2. Agency Information: Must show on disc and accompany the King County logo. No more than 2 levels.

- a.) **Department:** primary agency
- Division:** sub-level of a department
- or
- Division:** sub-level of a department
- b.) **Project, Program or Section:** sub-level of a division

Agency information is displayed in the same color as the King County logo

Layouts Requiring Graphics

Half-Graphic

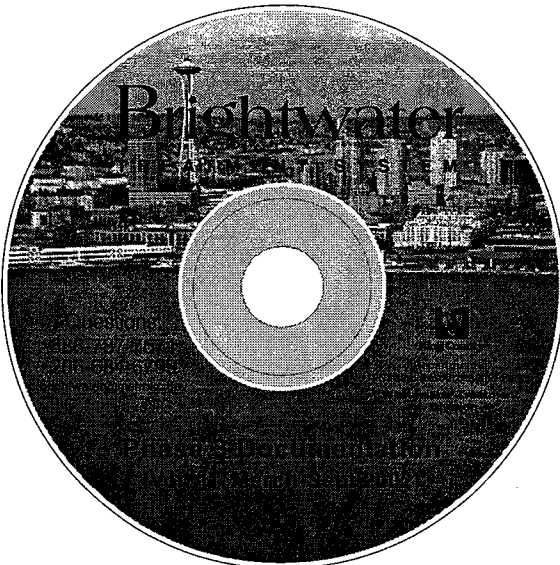


Half-Graphic CD/DVD Layout

This version is for projects where branding or conveying a visual image becomes important. Using the top portion of the disc for color background, photo image or graphics to help convey the message (text or video) while using the bottom part of the disc to convey King County branding, and other specific project information using black or colored text over a white or colored printable surface. Full color printing available.



Full Graphic



Full-Graphic CD/DVD Layout

The full color imprinted disc is for those instances when you want to convey a major visual impact for your project. The visual look will rival that of mass produced private sector discs. Please refer to section 2.3.0 for more information on color and contrast.



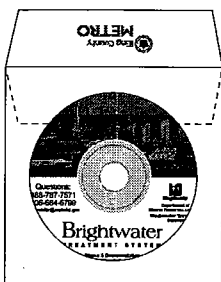
Branding on CD/DVD Packaging

Branding Requirement

- Same as for brochures—See Page 5.1.1

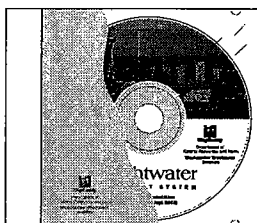
King County Logo Requirement

- Stacked: 1/2" (min.) or
- Horizontal: 15/16" (min.)



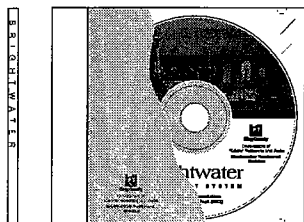
1. Paper Envelope

Transparent window and printable flap



2. Slim Case

Transparent case or optional printed insert (1)



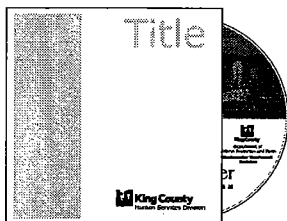
3. Jewel Case

Transparent case or optional printed inserts (2)



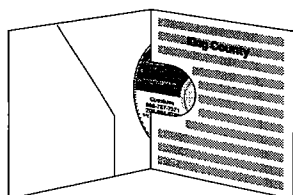
4. Clam Shell

Clear and semi-transparent case with label option)



5. Cardboard Sleeve

Can be labeled or preprinted



6. Album Style with Sleeve

Maximum cost and timeline

CD/DVD Packaging and Branding

1. Paper Envelope

- Minimal cost
- White envelope with flap and transparent window
- Graphics can be printed on flap

2. Slim Case

- Three times the cost of paper envelopes
- Clear plastic case with door (susceptible to breakage)
- Graphics insert on front only (can be printed 2 sides)

3. Jewel Case

- Twice the cost of paper envelopes
- Additional cost of printing inserts (front and/or back)
- Clear plastic case with door—susceptible to breakage
- Graphics can be printed on Insert(s) or edges (2)

4. Clam Shell

- Three times the cost of paper envelopes
- Clear or frosted molded plastic case—the most durable
- Graphics imprinted on disc—some visibility through case
- Label option for outside case

5. Cardboard Sleeve

- Additional cost of printing sleeve (front and/or back)
- Graphics printed on sleeve surfaces

6. Panels with CD Sleeve

- Most expensive option
- Additional cost of printing panels (front, back & inside)
- Graphics printed on panel surfaces.

King County Logo and Agency Branding

Branding requirements for CD/DVD packaging are similar to the same guidelines as those used for brochures with the exception of eliminating branding of the interior panels.

If the name of section, program or a subject title appears on the insert or folder as a title, then the King County logo should appear with the division name in the upper or lower 20% of the front panel.

If the name of the division introduces the title of the insert or folder, then the King County logo should appear with the department name in the upper or lower 20% of the front panel.

If the name of a department introduces the title of the insert or folder, then the King County logo should appear by itself in the upper or lower 20% of the front panel.

Due to limited printing space, interior panels can be exempted from King County branding.

Exempted Logo Display

Metro Transit Division, Public Health – Seattle & King County and King County International Airport/Boeing Field logos follow the same guidelines as above. For detailed information refer to the specific guidelines for these agencies.

Partnership Branding

Please call the King County Graphic Design and Production Services at 206-205-8550 for details.

Branding Requirements at a Glance

Important Note!

These sample page layouts are guides to **show mandatory elements** and are *not* meant to act as design or layout guides.

Actual page design is left to the designers or authors.

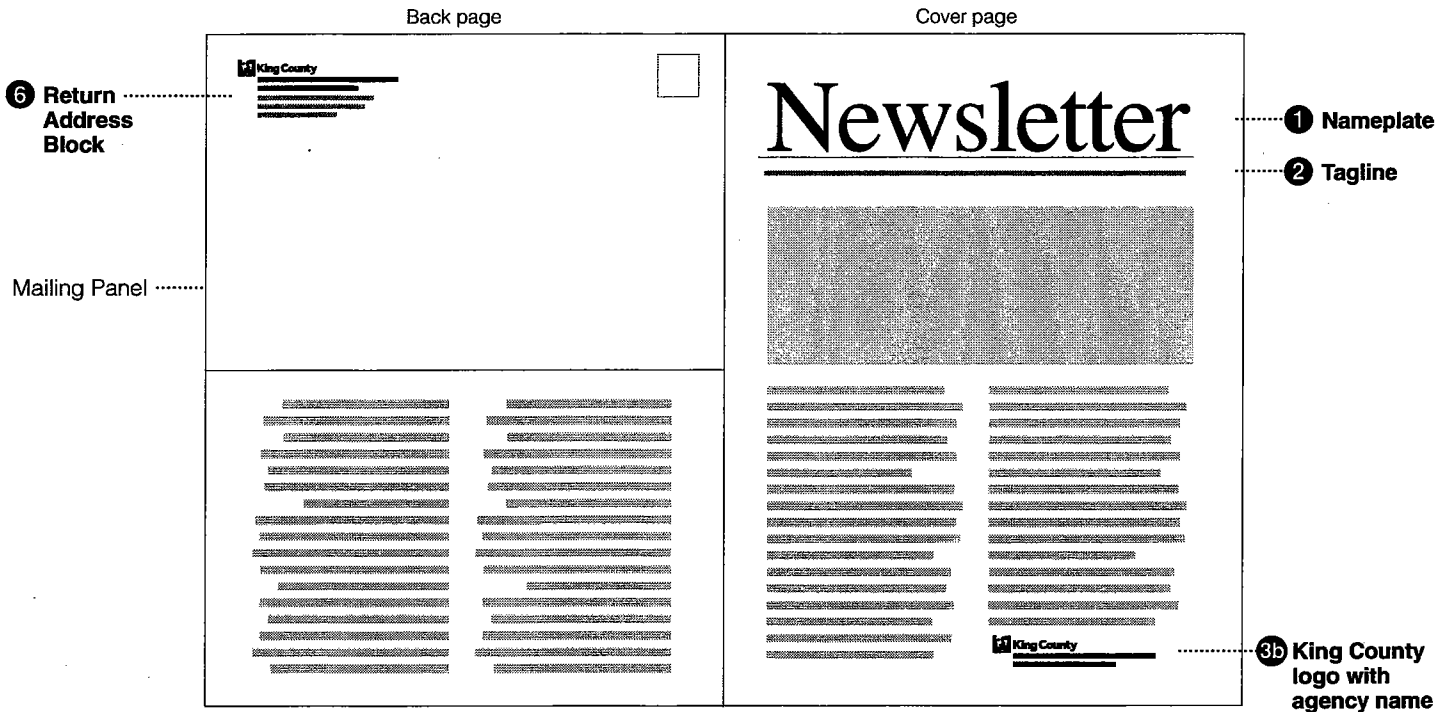
Branding Requirements

1. Nameplate
2. Tagline
4. Interior Page Branding
5. Publisher's Information Panel on Mailing Panel (if used)
6. Return Address Block on Mailing Panel (if used)

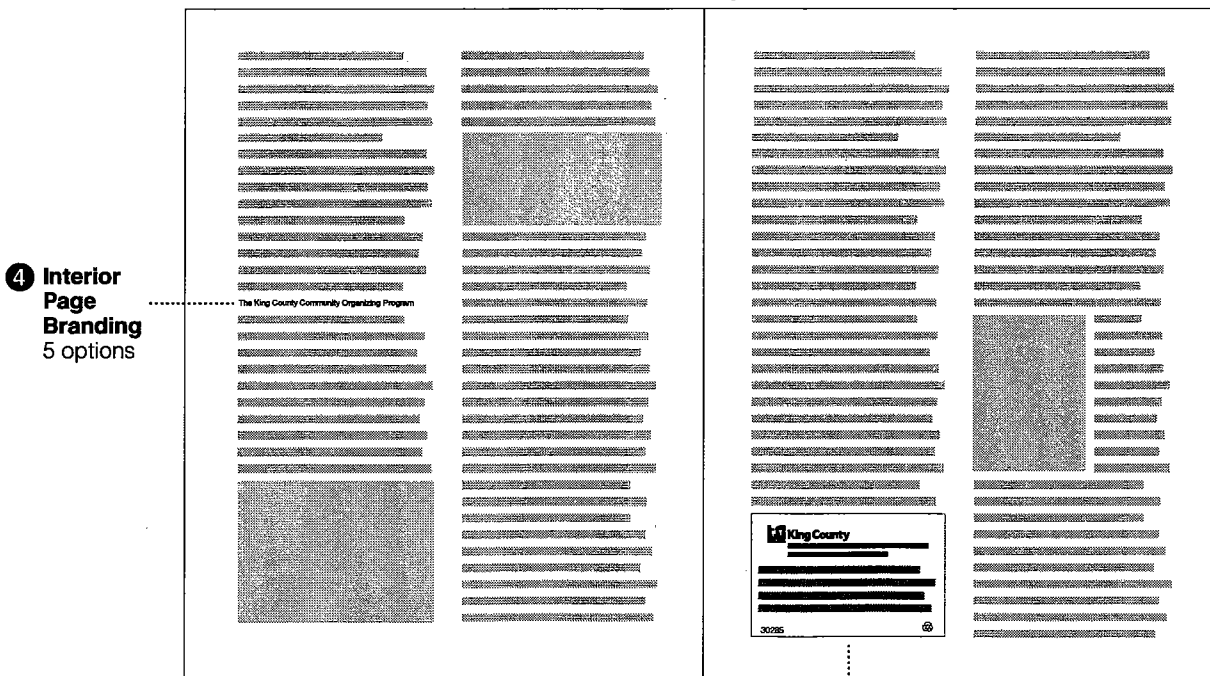
Logo Requirements

See following pages for branding requirements of each group

Reduced version of a 4-page (8.5" x 11) newsletter



Interior Pages



Cover Page

Branding Requirement

1. Nameplate
2. Tag line
3. King County logo

Logo Requirement

- Stacked: 5/8" (min.) or
- Horizontal: 1-3/8" (min.)



1. Nameplate: The name or title of the newsletter. This graphic should be considered in one of two ways; as a piece of artwork or as a text identity.

Artwork: Type and/or decorative elements combined to form the title only (not an identity)

- Cannot be used as a logo or identity for the program or project in other parts of the newsletter or on other publications or visual presentations.
- Cannot be used at small scale.
- Cannot be used as a repeatable design element.
- Must be spelled out in word form when used within blocks of text.

Text Identity: Using an existing Text Identity or newly created Text Identity for the title. See Section 6.0.0

- Can be used as an identity for the program or project in other parts of the newsletter or on other publications or visual presentations.
- Can be used at small scale.
- Can be used as a repeatable design element.
- Must be spelled out in word form when used within blocks of text.

2. Tagline (one line): Introduces or summarizes the purpose or mission of the newsletter. If possible, the name of the initiating agency should be included in this statement. In some instances, the name of the agency may be all that is displayed.

3. King County logo: Two options for placement are available;

- a) The King County logo can appear in the nameplate area (top 20% of page) without agency name or,
- b) The King County logo can appear elsewhere on the front page but must be accompanied by an agency description similarly outlined for Report Covers. See page 5.1.0. A typical location is bottom lower right.

Note: The King County logo can appear in either stacked or horizontal format and in the minimum sizes stated above. Its placement should make good design sense and follow the clearspace and color requirements as outlined on pages 2.0.0 - 2.3.0.

Exempted Logos: Metro Transit Division, King County International Airport and Public Health – Seattle & King County all use officially exempted logos to replace the King County logo. Please refer to the respective sections for detailed information.

Partnership Newsletters: In certain situations, as in WRIA newsletters, protocol dictates that the King County logo should not appear in the nameplate or elsewhere in the newsletter. For other partnership questions please call King County Graphic Design and Production at 206-205-8550.

Interior Pages

Branding Requirement

- King County program or agency mentioned at least once per page

Logo Requirement (optional)

The words "King County" and the "program or agency" are mentioned at least once per page. Choose one option only!

**4. King County Agency Reference**

The words "King County" and the "program or agency" are mentioned at least *once per page*. This can be accomplished in *one* of the following ways:

- in the body of the text or
- in a headline or
- by using a footer or header, eg., "King County Community Organizing Program." or
- displaying a King County logo with the agency *once* on a two page flat or
- other options, eg., a Publisher's Information Block.

Note: This form of branding is required in the event of reproducing a page out of the context to the rest of the document. In this way King County (and the authoring agency or program) are always represented.


Partnership Newsletters: In certain situations, as in WRIA newsletters, protocol dictates that the King County logo should not appear on the interior pages or elsewhere in the newsletter.

Publisher's Information Block

Sample

5

This Newsletter is published four times a year by:



King County
 Department of
 Community and Human Services
 Human Services Division
Community Organizing Program
 206-296-5250 TTY Relay: 711
 www.metrokc.gov/dchs
 Bob Smith, Editor

0207 007

 GCIU union logo*

Branding Requirement

- Complete agency description

Logo Requirement

- Stacked: 11/16" (min.) or
- Horizontal: 1-3/8" (min.)

5. Publishers Information Block

This panel provides a consistent place and format for users to identify the publishers of the newsletter, show contact information, display accessible materials and other information about the newsletter and its contents. *The King County logo and complete agency reference are required in this area.* Location generally depends on layout considerations with the back page of a non-mailer or the last interior page considered typical locations. If contact phone number(s) and Web site address(es) have not been placed elsewhere in the newsletter, then they should be included in this location.

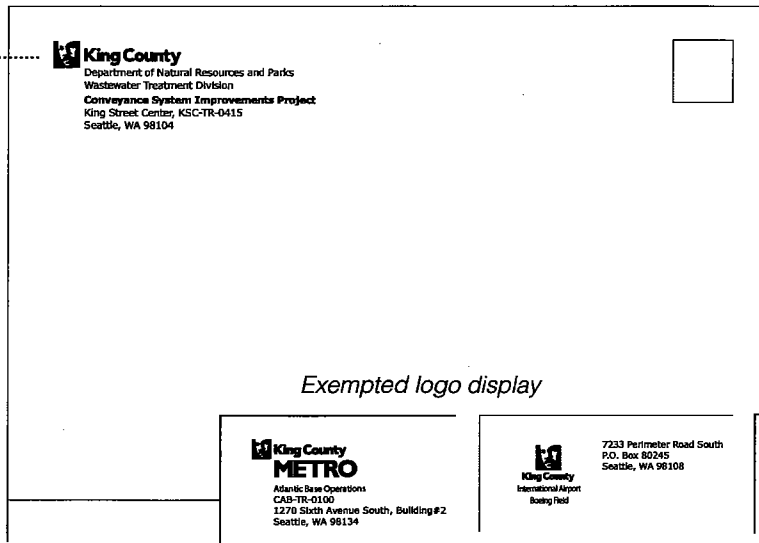
File Number and Recycled Paper Logo: All newsletters are required to display these elements.

***GCIU Union Logo:** If this publication is printed in the King County Printshop, the GCIU logo is required to be displayed. This logo must be placed, either electronically or manually, by staff of the King County Graphic Design and Production Services. This logo will be placed at the smallest scale in a least intrusive location.

► **Note:** The Recycled Paper logo and the GCIU union logo may be placed simultaneously as indicated above.

Mailing Panel (if needed)

5 Return Address Block



King County
 Department of Natural Resources and Parks
 Wastewater Treatment Division
 Conveyance System Improvements Project
 King Street Center, KSC-TR-0415
 Seattle, WA 98104

Exempted logo display

King County METRO
 Atlantic Base Operations
 CAD-TR-0100
 1270 Sixth Avenue South, Building #2
 Seattle, WA 98134

King County
 International Airport
 Boeing Field
 7233 Perimeter Road South
 P.O. Box 80245
 Seattle, WA 98108

Public Health
 Seattle & King County
 HEALTHY PEOPLE. HEALTHY COMMUNITIES.
 Wilkes Center Public Health Center
 10021 1st Avenue S.W.
 Seattle, WA 98148

Branding Requirement

- Return address block

Logo Requirement

- Stacked: 11/16" (min.) or
- Horizontal: 1-3/8" (min.)

5. Return Address Block

- **King County logo:** must appear with the return address block in either stacked or vertical format and in the minimum sizes stated above.
- **Agency:** one line, the primary agency represented: division, office or program
- **Sub-Agency:** program, section, etc., initiating correspondence
- **Address (line 1):** building number, street name (spelled out), room number or suite (if needed)
- **Address (line 2):** city, WA (not spelled out), ZIP code without 4-digit ZIP extension on return addresses (per U.S.P.O.)

Avoid abbreviations, spell out all words. Return address blocks are printed in black or reverse.

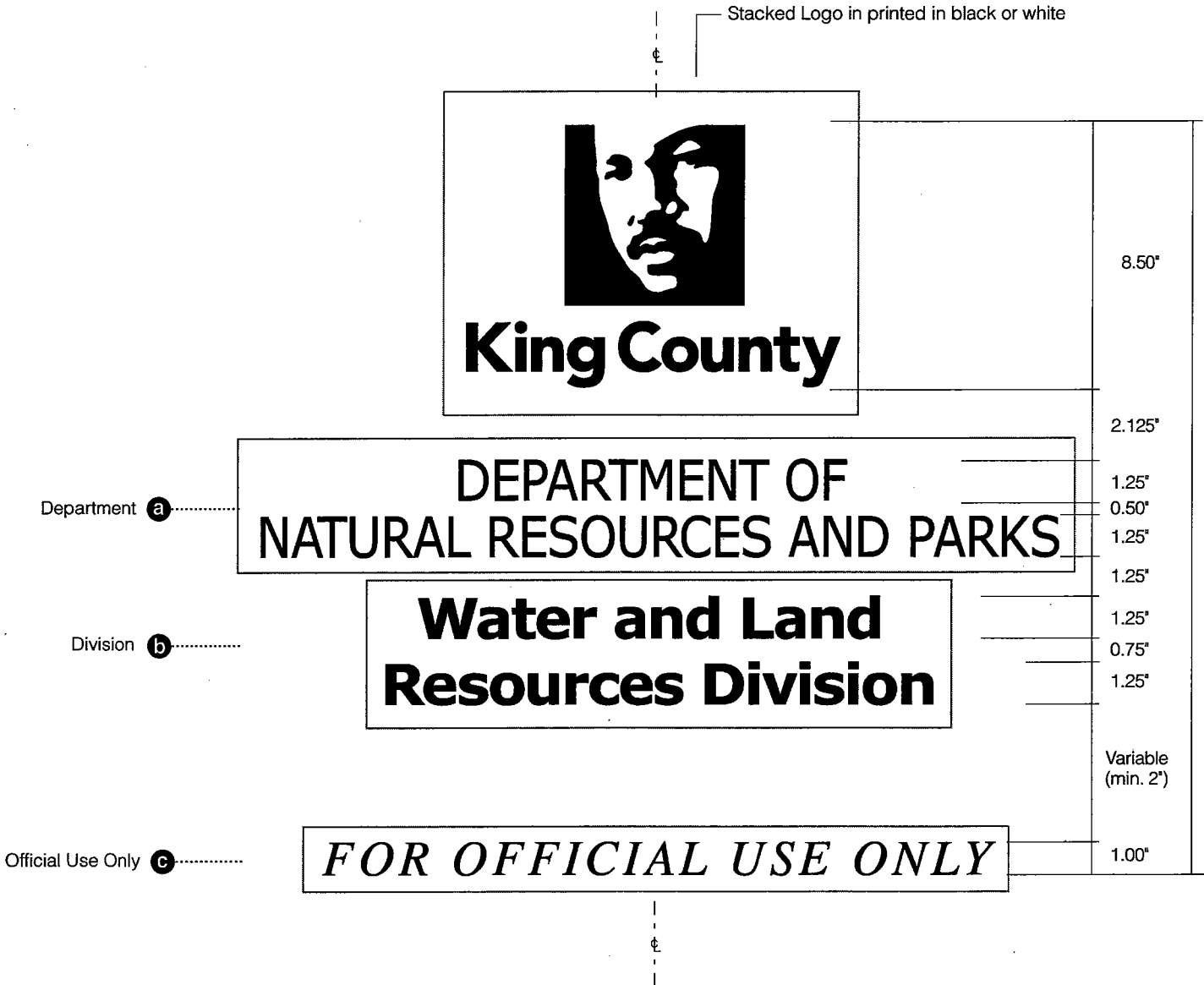
Layout and Type Specifications

Typefaces:

- a. Verdana Regular (all caps) 124p on 124
- b. Verdana Bold (caps/lower case) 124p on 124
- c. Times Regular Italic (all caps) 110p

- Horizontal scale = 85%
- Horizontal scale = 100%
- Horizontal scale = 100%

- Tracking: -20 +custom kerning
- Tracking: -40 +custom kerning
- Tracking: 100



1. Department: primary agency
2. Division: sub-level of a department
3. For Official Use Only: appears on all King County vehicles and equipment

General Specifications

- Material-Silkscreen: Mylar-clear, 2 mil., with adhesive back
- Material-Knife-cut: Vinyl, 3 mil., with adhesive back
- Ink Color-Silk screen: Black or white
- Vinyl Color-Knife-cut: Black or white
- Production: Silkscreen printing and knife-cut process by King County Roads Services Division Sign Shop

Artwork: Electronic files for standard vehicle and equipment identification are provided by King County Graphics and Printing Production.

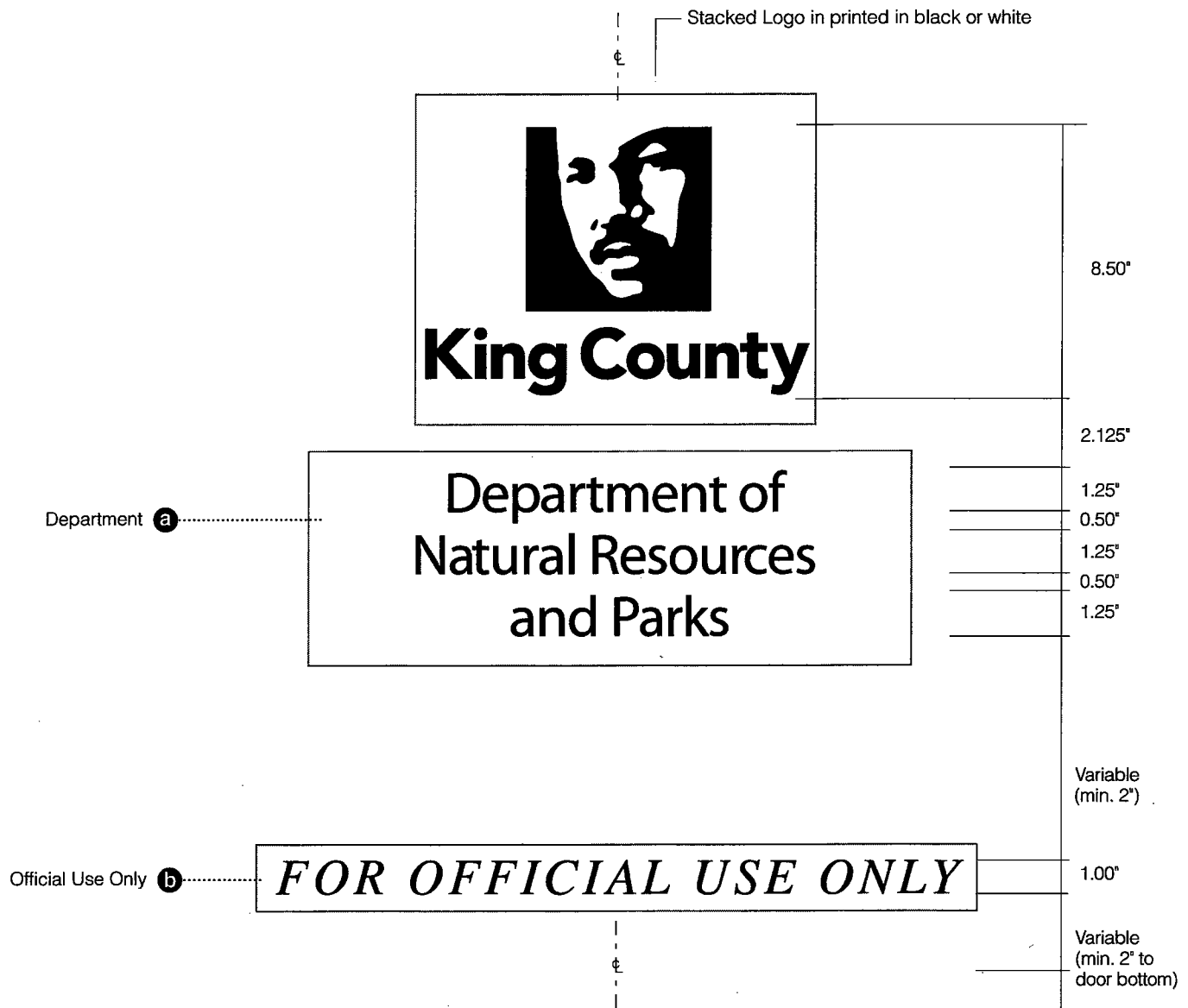
Use: This style identification used on all department vehicles under the Executive branch with the exception of the Seattle/King County Public Health Department.

Department Only Layout and Type Specifications

Created in Adobe Illustrator 8.0

Typefaces:

- a. Verdana Bold (caps/lower case) 124p on 124 Horizontal scale = 100% Tracking: -40 +custom kerning
- b. Times Regular Italic (all caps) 110p Horizontal scale = 100% Tracking: 100



- a. **Department:** primary agency
- b. **For Official Use Only:** appears on all King County vehicles and equipment

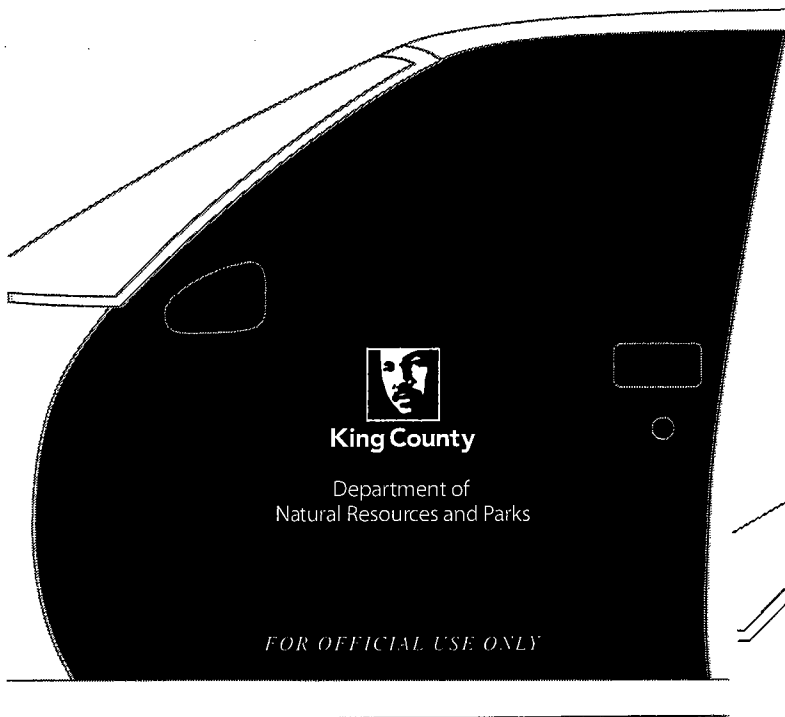
Other Types of Vehicle and Equipment Identification

Vehicles and equipment not specifically referred to in RCW 46.08.065 and including those not used on streets and roads, must show some form of county identification. The following I.D. considerations should be followed:

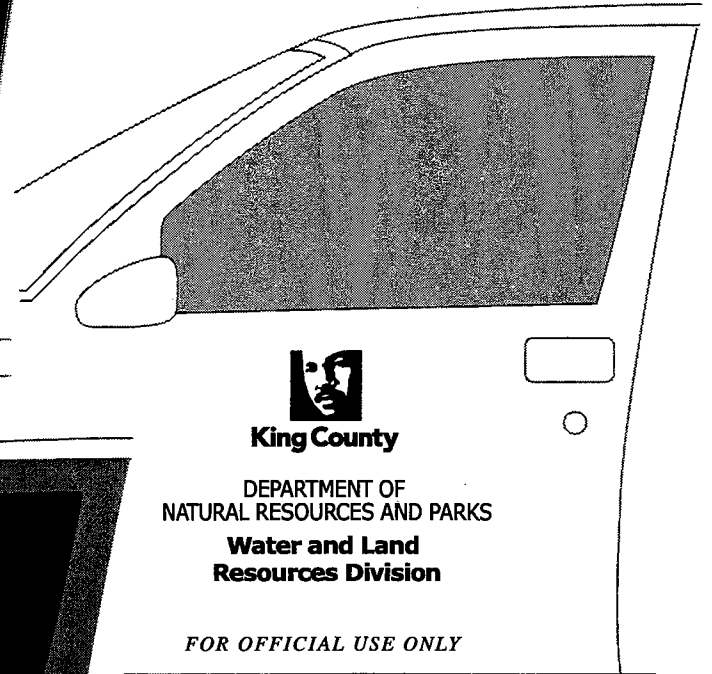
a. Vehicles and equipment with suitable large flat surfaces should display a reduced I.D. version similar to that used on cars and trucks.

b. Vehicles and equipment with limited areas for display should use the logo, department and division names as separate units and placed wherever readable in the above order of importance.

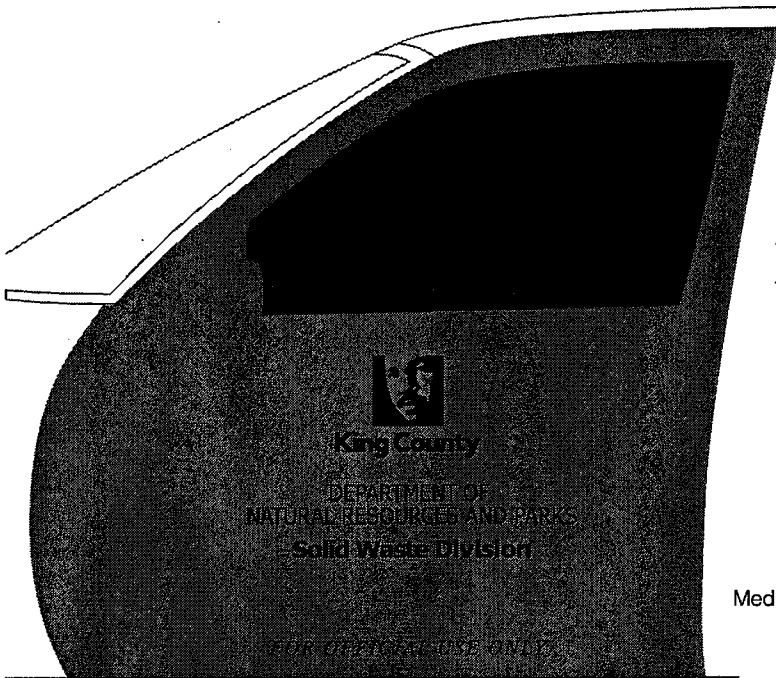
Decals and Vehicle Colors



Black or dark body color



White or light body color



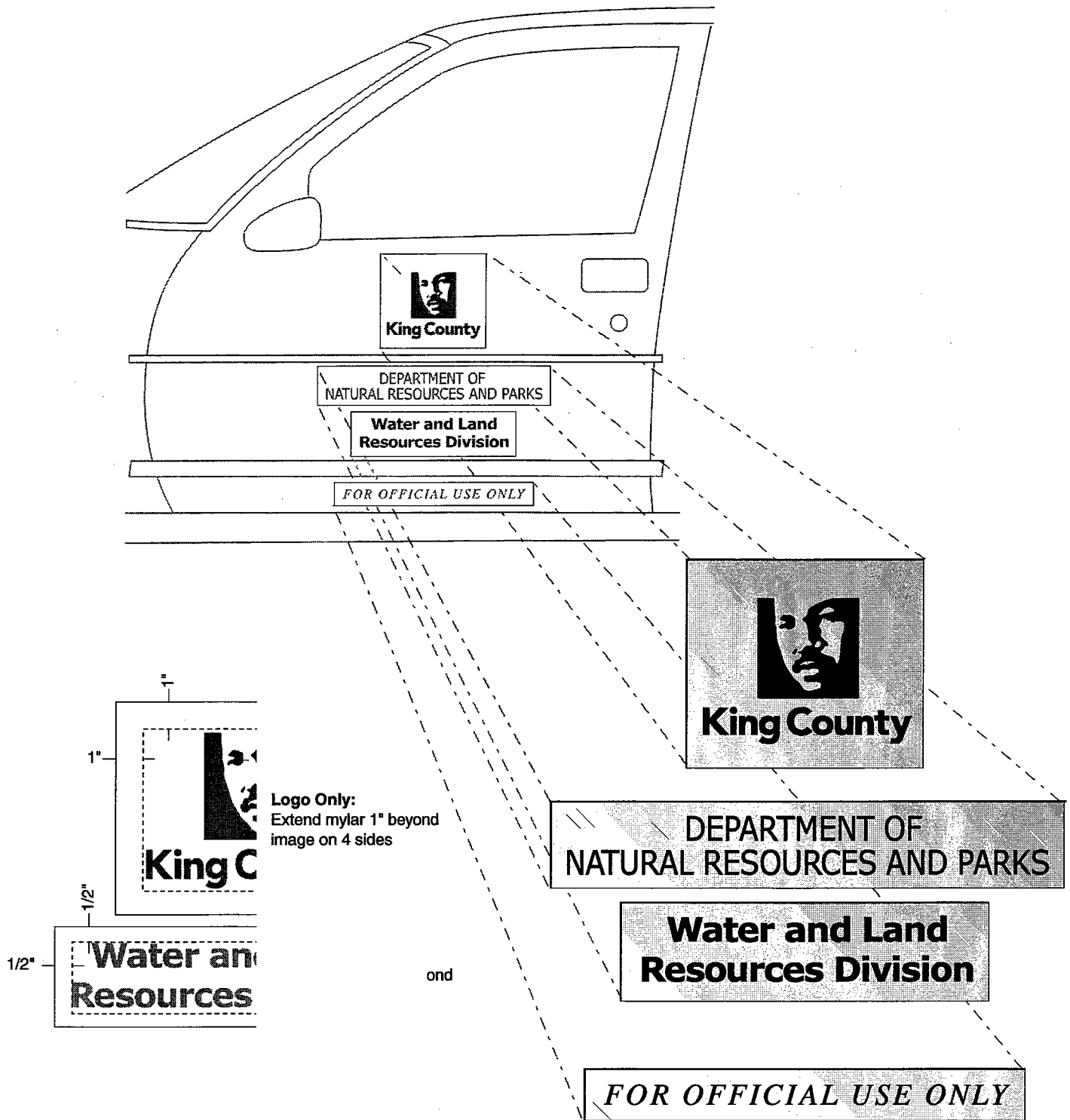
Medium value body color

Decal Colors and Vehicle Colors

Vehicles and equipment identification decals are printed in two varieties; black; and white. Vehicles that are painted darker colors receive white decals for maximum contrast. Conversely, white and lighter

colored vehicles would use the black decals for maximum visibility. Vehicles that are painted medium values would receive a black decal unless white is more readable.

Decal Application



Decal Application

King County uses a variety of makes and models of cars and trucks in its motor pools. Usually the front right and left doors provide a large and visually recognizable area for car and truck identification. Ideally, it is desired to have a decal applied in one piece on a flat surface, but the majority of front doors have unique side trim,

door moldings, body contours etc., as well as mirrors and handles. To avoid these obstacles and simplify application, decals are applied in sections. It is recommended, when possible, that decals be applied on clear, smooth planes of the door avoiding raised surfaces and recessed areas.

Decal Samples



King County

DEPARTMENT OF
EXECUTIVE SERVICES
**Facilities Management
Division**

FOR OFFICIAL USE ONLY



King County

DEPARTMENT OF
DEVELOPMENT AND ENVIRONMENTAL
RESOURCES
Land Use Services Division

FOR OFFICIAL USE ONLY



King County

DEPARTMENT OF TRANSPORTATION
**Fleet Administration
Division**

FOR OFFICIAL USE ONLY



King County

DEPARTMENT OF
NATURAL RESOURCES AND PARKS
**Wastewater Treatment
Division**

FOR OFFICIAL USE ONLY



King County

DEPARTMENT OF COMMUNITY
AND HUMAN SERVICES
Crisis Outreach

FOR OFFICIAL USE ONLY



King County

DEPARTMENT OF
NATURAL RESOURCES AND PARKS
Solid Waste Division

FOR OFFICIAL USE ONLY



King County

DEPARTMENT OF TRANSPORTATION
Roads Services Division

FOR OFFICIAL USE ONLY



King County

DEPARTMENT OF
NATURAL RESOURCES AND PARKS
**Water and Land
Resources Division**

FOR OFFICIAL USE ONLY



King County

DEPARTMENT OF COMMUNITY
AND HUMAN SERVICES
Housing Repair Program

FOR OFFICIAL USE ONLY



King County

DEPARTMENT OF TRANSPORTATION

FOR OFFICIAL USE ONLY



King County

DEPARTMENT OF
EXECUTIVE SERVICES
**Records, Elections and
Licensing Services Division**

FOR OFFICIAL USE ONLY

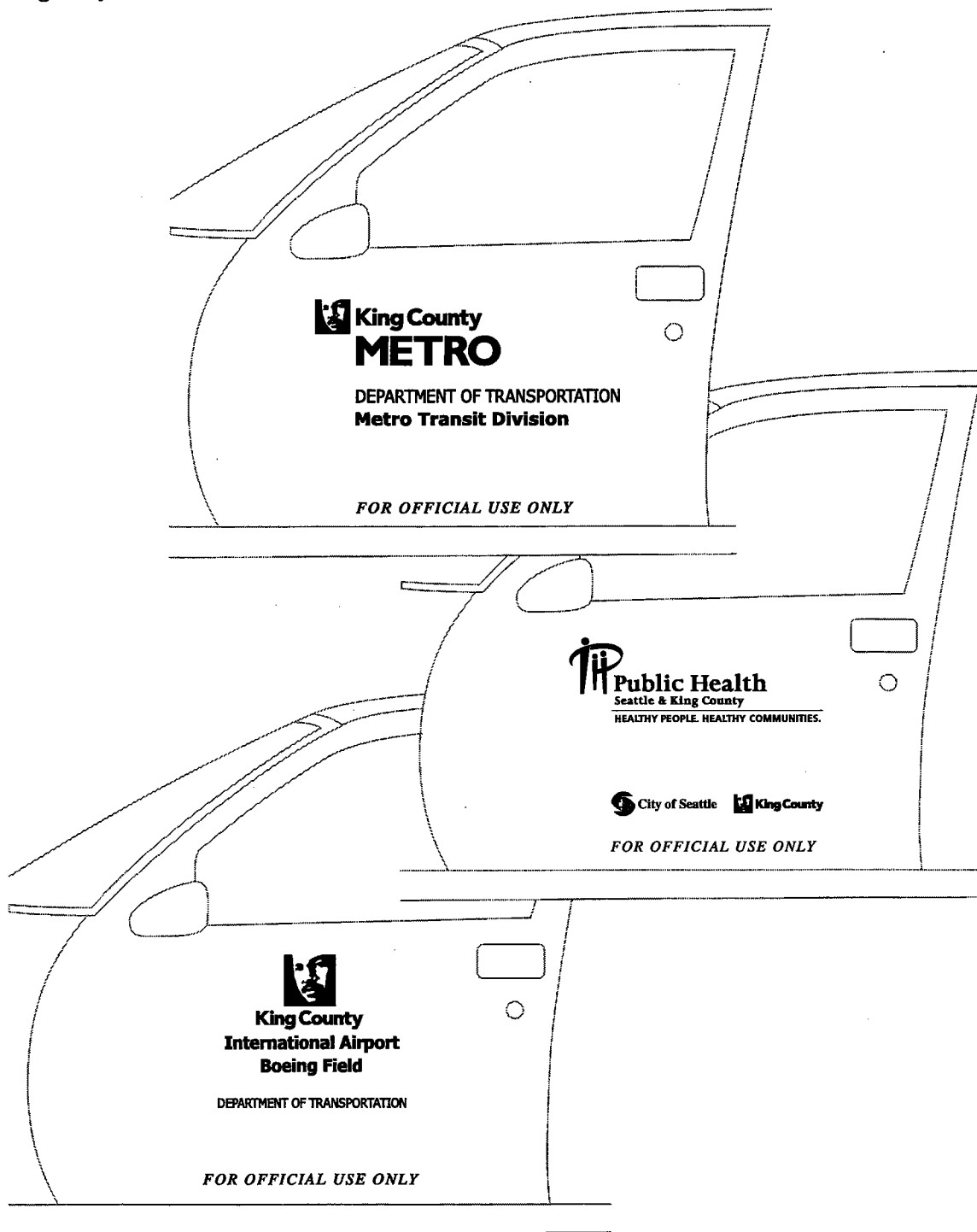


King County

DEPARTMENT OF ADULT
AND JUVENILE DETENTION

FOR OFFICIAL USE ONLY

Exempt Agency Decals

**Decals for Exempted Logos**

The specifications for King County vehicle identification including vehicles displaying exempted logos are determined by the parameters of RCW 46.08.065. Metro Transit Division, Public Health – Seattle & King County and King County International Airport/Boeing Field display officially exempted logos on vehicles to reinforce their particular brand. All other County agencies will use the standard KC logo/agency format.

Additional agency logos, program logos or text identities are not permitted on regular County vehicles. Vehicles used in mass transportation, driver training or by law enforcement agencies for undercover or confidential investigative purposes are exempt from this requirement, ie. Medical Examiner, Emergency Medical Services, Animal Control, King County International Airport Police, etc.

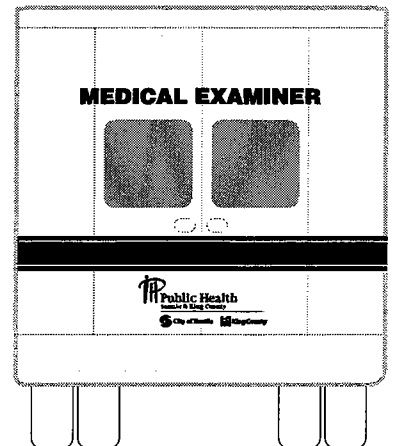
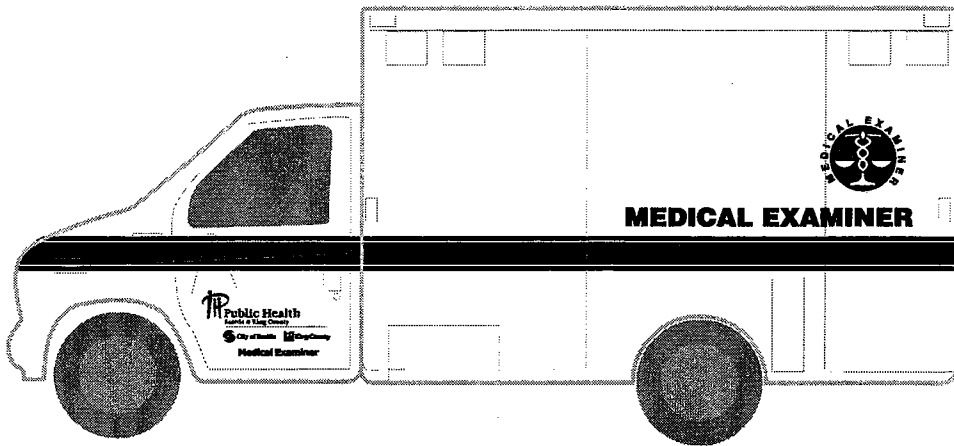
King County Graphics supplies the electronic files of the templates used on all county vehicles. Please call 206-205-8550 for assistance.

Medical Examiner Truck

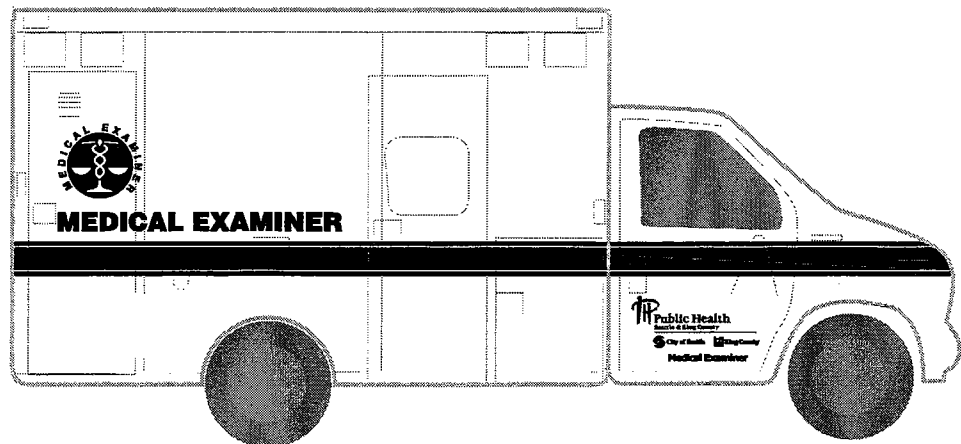
Seattle-King County Department of Public Health



King County



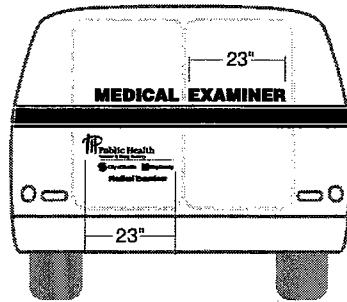
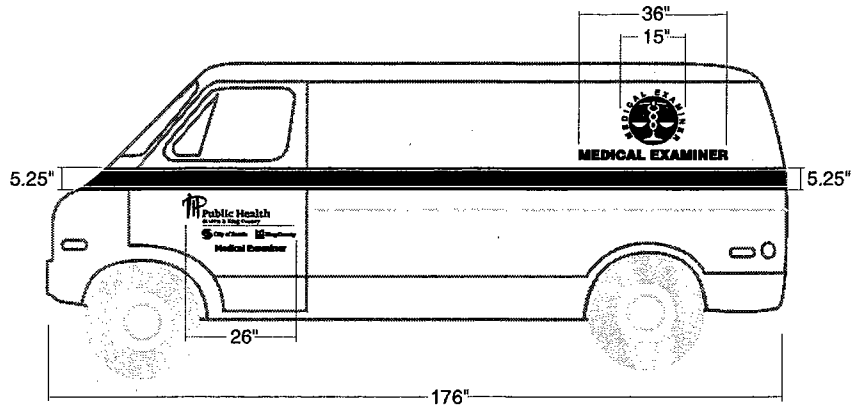
Exempt Generic Logo

**Parameters**

- The specifications for this King County vehicle follow the parameters of RCW 46.08.065 but is identified in a slightly different manner than other King County motor pool vehicles.
- The Seattle-King County Public Health Department logo is one of two logos that are retained under the new standards.
- This logo, as applied to vehicles, follows the standards as closely as possible with logos appearing in black in the same position on both doors and on the rear of the box.
- This PH logo has been modified to fit the purpose of this vehicle by removing the tag line "Healthy People, Healthy Communities".
- The line "FOR OFFICIAL USE ONLY" has been eliminated on both doors.
- The exempted Medical Examiner logo falls within the "Badge and Generic Symbols" group and is located toward the rear of the box on both sides.
- The phrase "Medical Examiner" appears in black and is displayed in large scale on both sides and rear of the box..

Medical Examiner Van and Car

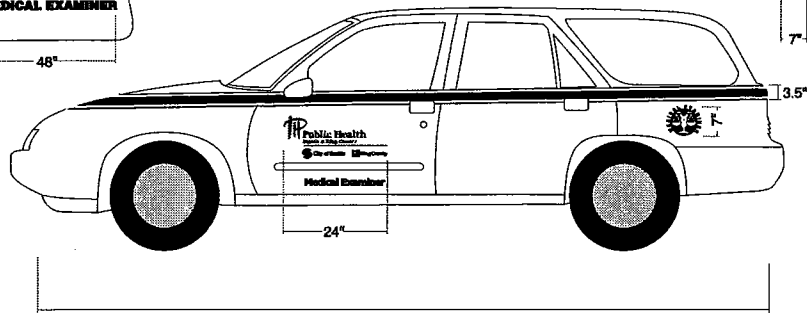
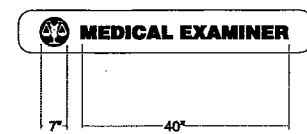
Seattle-King County Department of Public Health



Hood



Rear Bumper



Ford Taurus Wagon

6 Text Identifiers

Sample Text Identities



Employee Charitable Campaign



Construction Works

Recognizing jobsites that recycle,
reduce waste and use recycled products



HENDERSON /**M.L.KING** CSO Project



Green River Basin Program

Serving Auburn, Kent, Renton, Tukwila and King County

What is a Text Identity?

King County Graphic Standards policy dictates that no other logos are to be used. The only exceptions are the exempted logos used for Metro Transit Division, Public Health – Seattle & King County and King County International Airport/ Boeing Field. However, in certain situations, a unique identity can be created with the correct use of type or text in single word or phrase form that works within the bounds of the standards. The King County logo must always accompany this Text Identity and be in close proximity to it. Numerous examples show various arrangements and possibilities of the King County logo (and partners) combined with this Text Identity.

Some Text Identity Situations

Major Annual Celebrations/Special Events

- Martin Luther King Celebration
- Thurgood Marshal Celebration
- Employee Charitable Campaign
- Anniversaries and Commemorations
- 75th Anniversary of King County International Airport
- 20th Anniversary of the Waterfront Streetcar
- 150th Anniversary of King County–Sesquicentennial

Major Programs/Unique Projects

- Brightwater Treatment System
- Construction Works
- King County Fair
- Major Basin Programs
- Metro sub -brands ie, Vanpool, etc.
- Henderson/MLK CSO Project

Design Parameters

Color



Black or reverse only (where black is used in single or multi-color printing)



Color or reverse (where one or more color(s) other than black are used in single or multi-color printing)



Not acceptable



Design of Text

Acceptable

BRIGHTWATER

BRIGHTWATER

BrightWater

Bright Water

Bright Water

(Children's Programs Only)

Not acceptable

~~*BrightWater*~~

~~**BRIGHTWATER**~~

~~*Bright Water*~~

Parameters for Creating Text-Only Identity

- Color: Text-only identities are to be printed in black only. The addition of a second color is not permitted. The only exemptions are the King County Charitable Campaign and King County Fair. If a publication uses one or more colors (other than black), then the text identity is printed in one of these colors. The same color guidelines used for the King County logo also apply to a Text Identity. (see section 3.0)
- Highly decorative or stylized fonts are to be avoided as well as altering or changing the basic letter shapes of the font.

- Use no more than two font families, preferably one when creating a Text Identity.
- Using different styles within a font family (italics, demi, thin, etc.), mixing cases and sizes, as well as altering letter spacing or line spacing, are ways to create variation.
- Adding of lines, swashes or incorporating other graphical elements (except the King County logo) is to be avoided.
- Tag lines, by-lines and slogans can be added in a smaller font size to increase understanding.
- *The King County logo must appear in close proximity to the Text Identity* when the logo stands alone or combined with partnerships. (See examples).

Minimum Sizes for King County Logo Attached to Text Identity

- The King County logo when used with Text Identities must not be any smaller than the recommended minimum sizes shown below. The King County logo must always accompany this Text Identity and be in close proximity to it.



Smallest Sizes



**Employee
Charitable
Campaign**



Smallest Size

Construction Works

Recognizing jobsites that recycle, reduce waste and use recycled products



Smallest Size



City of Seattle

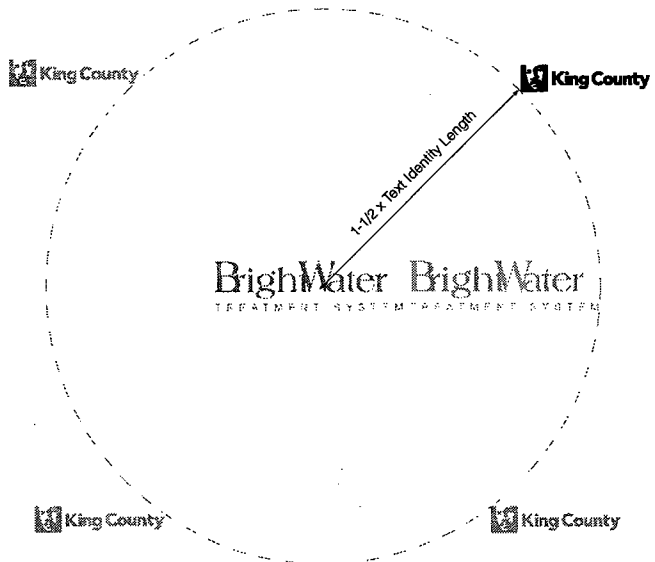


Smallest Size

Green River Basin Program

Serving Auburn, Kent, Renton, Tukwila and King County

"Close Proximity" Measurement



Options for Using Text Identities at Small Scale with the King County Logo

- There are many situations where a small scale Text Identity will render the King County logo below the minimum size requirement. To adjust for this, the King County logo may be placed to either side or underneath the smaller scale Text Identity as long as the logo is in its same relative sequence as that viewed in larger format.

Logo placed in front



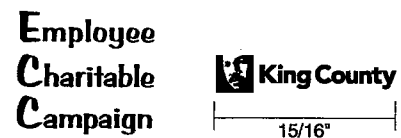
Logos placed to the right



Logo placed in front



Logo placed underneath

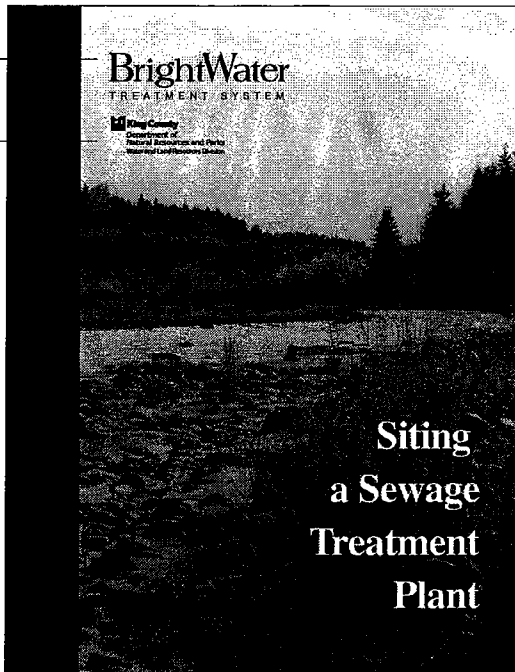


Preferred Layouts

Shown are reduced 8.5" x 11" covers

Text Identity appears in black with KC logo in close proximity

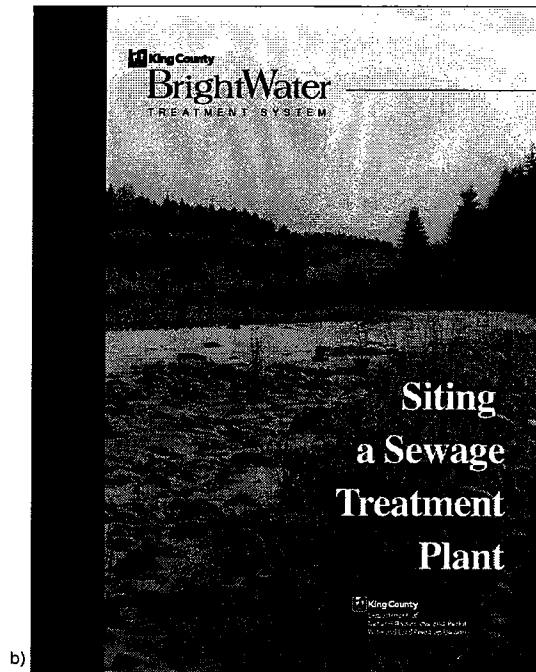
KC logo with Agency Information located in top 20% of cover



a)

Text Identity appears in black with KC logo in close proximity

Correct agency information appears on cover

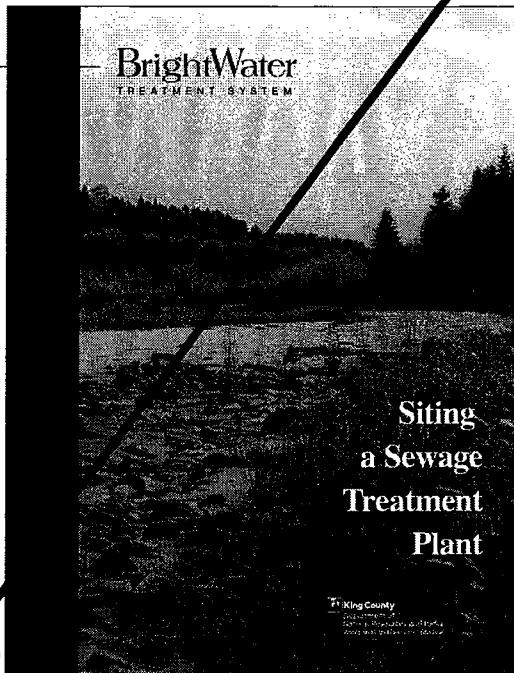


b)

Unacceptable Layouts

Text Identity appears in a color other than black

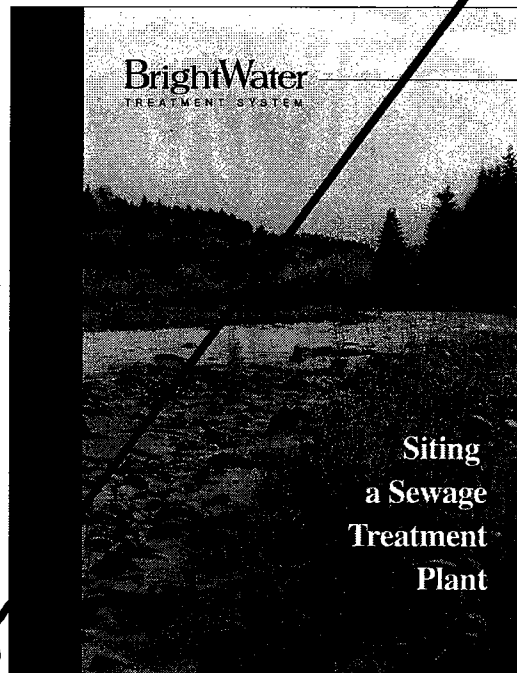
KC logo is not in close proximity



c)

KC logo is not in close proximity

Correct agency information is missing on cover



d)

The Text-Identity Used in Body Copy

<p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
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Who We Are

Our History
 The King County Community Organizing Program (KCCOP) began working with community groups and coalitions to implement alcohol and other drug prevention strategies in 1989.

Our community-based core advisory Board was established to ensure **BrightWater** our accountability to community, State, and Federal funds. We funded by the Federal Safe and Drug Free Schools and Communities Act, through the Washington State Office of Community Development. KCCOP is housed in the King County Community and Human Services, Community

Text Identity as a Word in a Sentence

When a Text Identity name appears as a word in large areas of copy, the name should appear in the same font family and size as the text around it. The words "King County" does not need to appear before the Text Identity.


Exceptions to Guidelines

Call King County Graphic Design and Production Services at 206-205-8550 for review.

The Text-Identity Depicted within a Standard Agency Hierarchy



King County
 Department of
 Natural Resources and Parks
 Wastewater Treatment Division
Brightwater Treatment System



King County
 Department of
 Natural Resources and Parks
 Wastewater Treatment Division
Brightwater Treatment System



King County
 Department of Natural Resources and Parks
 Wastewater Treatment Division
Brightwater Treatment Plant
 King Street Center, KSC-TR-0415
 Seattle, WA 98104-3856
 206-296-7380 TTY Relay: 711
www.metrokc.gov/dnr

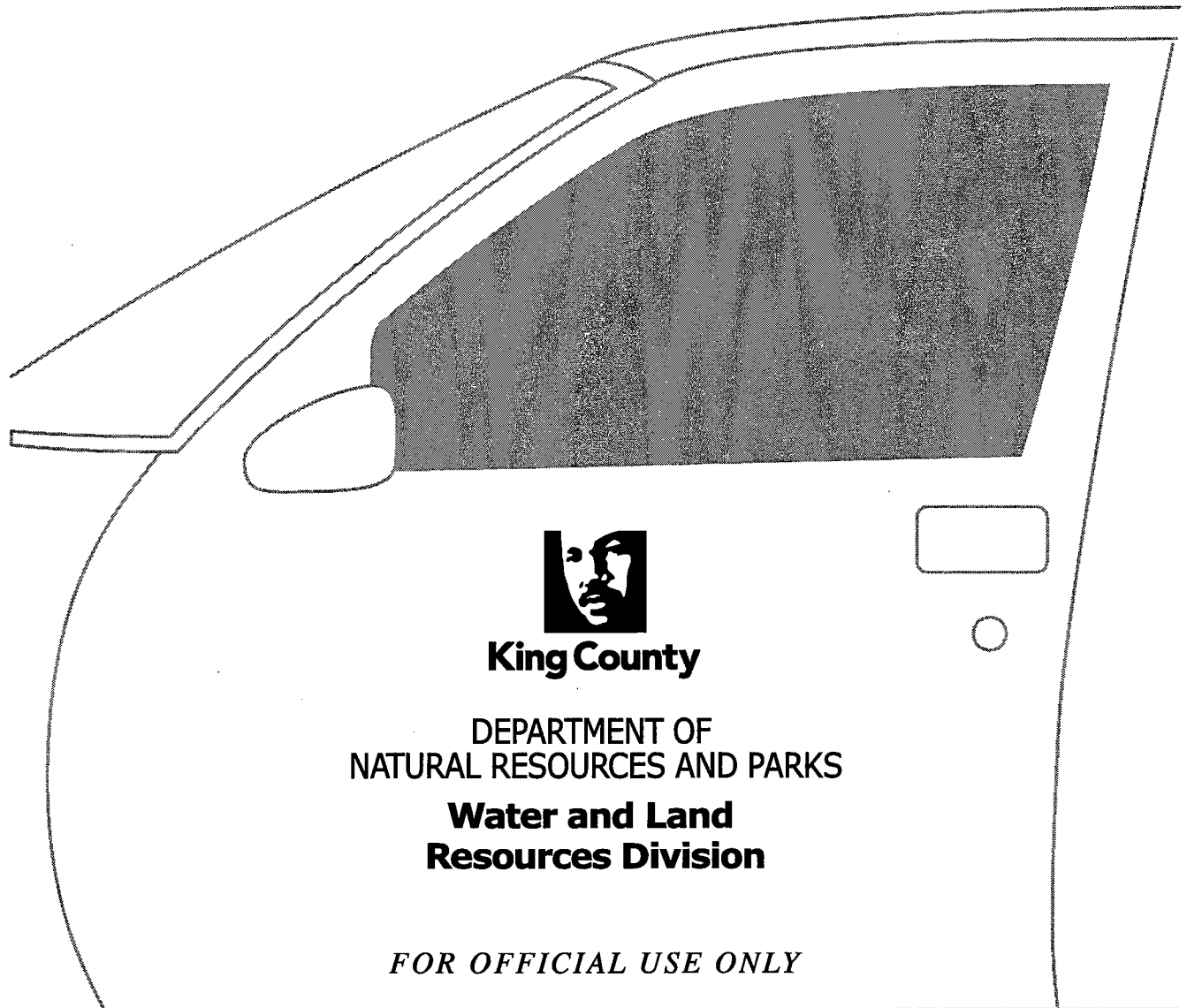
Creating Complete Identification and Tag Lines

When creating a Text Identity it is important to include all the correct and complete information to accurately identify the program or project such as:

The use of tag lines can help facilitate correct identification and add greater understanding to the program or project.

West Point Treatment Plant		West Point
Renton Treatment Plant	vs.	Renton Plant
Brightwater Treatment System		Brightwater

Legal Requirements

**RCW 46.08.065**

The specifications for King County vehicle identification are determined by the parameters of RCW 46.08.065 summarized in Section III-Vehicle Preparation, Markings and Insignia of the Fleet Administration User Guide.

The Fleet Administration Division is responsible for all in-service preparation before the release of vehicles/equipment to agencies. All county vehicles are required by law to have identifying markings. Only vehicles used in mass transportation, driver training or by law enforcement agencies for undercover or confidential investigative purposes are exempt from the requirement.

The law specifies that the insignia shall not be less than six inches in diameter at its smallest dimension.

Immediately below the lettering identifying the public identity shall be the name of the agency operating the vehicle. The agency/ department or division name will appear on both sides of the vehicle in letters one and one quarter inch high. Below the county adopted insignia shall appear the words "for official use only" in letters at least one inch high in a color contrasting with the color of the vehicle. Vehicle operators and agency managers must make sure their respective vehicles remain in compliance with this requirement.

Fleet Administration will install decals, markings and insignia on vehicles before they are released to the respective agencies.