





**KING COUNTY, WASHINGTON**  
**New County Logo Phase-In Schedule**

Department: Superior Court

Prepared by:

Title:

Date:

Item	Number of Items	Anticipated Phase-In Schedule, Number of Items to be replaced or re-branded per year					Comments
		Item on a Replacement Schedule?	2007	2008	2009	2010	

Superior Court does not use the King County logo. A Superior Court logo is used instead. None of the Superior Court stationary (letterhead, envelopes, business cards) has a consistent look. Each judge and commissioner is given the opportunity to make their stationary appear how they want it. Any publications created by Superior Court uses the Superior Court logo as well.



**KING COUNTY, WASHINGTON**  
New County Logo Phase-in Schedule

Department: DAJD  
Prepared by: Karl Tamura  
Title: Chief of Administration  
Date: 12/20/2005

Item	Number of Items	Item on a Replacement Schedule?	Anticipated Phase-in Schedule, Number of Items to be replaced or re-branded per year					Comments
			2007	2008	2009	2010	2011	
<b>Badges:</b>								
Director/Chief/Deputy Dir/Commanders/Majors	7	N	X					
Adult Detention Staff	599	N	X					
Captains	30	N	X					
Flat badges for command staff	17	N	X					
Hat badges	17	N	X					
Uniform Patches	17	N	X					
CCD Caseworkers	15	N	X					
<b>Adult Detention Staff - Patches</b>								
Shirts - 5 to 7 w/ patches both arms	8524	As needed	X					
Hats, sweaters, etc.	3653	As needed	X					
Jackets	1218	As needed	X					
<b>Juvenile Detention Staff-uniform embroidery</b>								
Short Sleeve Shirt*	666	As needed	X					
Long Sleeve Shirt	222	As needed	X					
Supervisor Short Sleeve Shirt	66	As needed	X					
Supervisor Long Sleeve Shirt	22	As needed	X					
Vest	122	As needed	X					
Windshirt	122	As needed	X					
3 in 1 Jacket	122	As needed	X					
Baseball Caps	122	As needed	X					
Template Set Up 6 Logos (JDO, Sup, CSO, Rec, Chief, etc.)	6	As needed	X					
<b>Signage/Posters (units, common and public areas):</b>								
KCOF	40	As needed	X					
RJC	20	As needed	X					
Juvenile Detention	15	As needed	X					
CCD	4	As needed	X					
<b>Miscellaneous</b>								
Flags	8	As needed	X					
Flags	2	As needed	X					
Employee, volunteers and vendor ID cards	1265	As needed	X					

The Department of Adult and Juvenile Detention (DAJD) plans to implement the logo change in 2007. Once the department design has been created DAJD anticipates a four to six month transition period to convert uniforms, patches, badges and other equipment.

**KING COUNTY, WASHINGTON**  
New County Logo Phase-in Schedule

Department: DNRP  
Prepared by: Kate Karaf  
Title: Communications Specialist III  
Date: 12/14/2006

Item	Number of Items	Anticipated Phase-In Schedule, Number of Items to be replaced or re-branded per year					Comments
		2007	2008	2009	2010	2011	
<b>Hazardous Waste</b>							
Stalloney	No	X	X			Replace as supplies are exhausted	
Paint Materials	No	X	X			Replace when items are reprinted	
Map Site	No	X					
Electronic Materials	No	X					
Vehicles: New logo will be placed on fleet vehicles as determined by fleet maintenance program.							
Displays and banners: New logo will be placed on display posters and banners as these are replaced/updated or as budget allows.							
<b>Parks &amp; Trails - Existing (need new logo decal)</b>							
Sammamish River Trail & Kiosk (media debut at Marymoor)	8	No	X				
Burke Gilman	1	No	X				
Soos Creek Trail	4	No	X				
Shoquima Valley Trail	8	No	X				
Cougar Mountain	3	No	X				
Toll MacDonald	1	No	X				
Marymoor East Entrance	1	No	X				
<b>Open Space (WLR Sites) - Existing (need new logo decal)</b>							
Grada Grove Natural Area	1	No	X				
Chimook Bend Natural Area	1	No	X				
Taylor Mountain Forest	1	No	X				
Cold Creek Natural Area	1	No	X				
Island Center Forest	1	No	X				
<b>Parks - New Sign Order</b>							
Lake Geneva Park	1	No	X				
Park Orchard Park	1	No	X				
Green Tree Park	1	No	X				
Voluney Bridge Park	1	No	X				
North Meridian Park	1	No	X				
South King County Ball Fields	1	No	X				
Kentlake Ball Fields	1	No	X				
Five Mile Lake Park	1	No	X				
Ravensdale Park	1	No	X				
Evergreen Pool and Athletic Fields	2	No	X				
<b>Solid Waste Signage - logo replace (decals)</b>							
<b>Solid Waste Signage - new facilities</b>							
1st NE Transfer Station	No	X	X				
Hughson Roof Project	No	X	X				
Bow Lake Unclassified Use Permit Board	No	X	X				
<b>Solid Waste Rolling Stock (trucks &amp; trailers)</b>							
	34	No	X				
<b>Wastewater - Signage at New Facilities</b>							
Brightwater Treatment Plant	No	X	X			Permanent signage to be installed when construction is complete	
Brightwater Inland Pump Station	No	X	X			temporary signage in 2007, permanent signage in 2010	
Cannalton Treatment Plant	No	X	X			temporary signage in 2007, permanent signage in 2010	
Hidden Lake Pump Station	No	X	X			temporary signage in 2007, permanent signage in 2009	
Bellevue PS	No	X	X			temporary signage in 2007, permanent signage in 2008	
Jubilee PS	No	X	X			temporary signage in 2007, permanent signage in 2008	
Murray Ave. PS	No	X	X			temporary signage in 2007, permanent signage in 2008	



**KING COUNTY, WASHINGTON**  
New County Logo Phase-In Schedule

Department: **DEPARTMENT OF TRANSPORTATION**  
Prepared by: **Leurie Brown**  
Title: **Deputy Director**  
Date: **December 21, 2006**

Item	Number of Items	Item on a Replacement Schedule?	2007	2008	2009	2010	2011	Comments
<b>METRO TRANSIT DIVISION</b>								
<b>1. Revenue Vehicles</b>								
* Buses	1,316	Yes, varies	48	20	0	47	361	227 more in '12, and 114 more in '13
* Access Vans	275	Yes, varies	28	35	28	28	41	
* Vanpool vans	900	Yes, varies	138	18	171	189	153	
* VanShare vans	134	Yes, varies	77	0	57	0	0	
<b>2. Non-Revenue Vehicles</b>								
* Misc. fleet vehicles	600	Yes	85	86	86	86	86	
* Community Access Program vans	42	No	0	0	2	2	2	
<b>3. Operator Uniforms</b>								
* Variety (caps, shirts, jackets, etc)	- 35,000 ea	No	3,000	6,000	7,000	8,000	8,000	Purchased by operator based on wear, 100% conversion not likely
<b>4. SO uniforms</b>								
* Variety (caps, shirts, jackets, etc)	- 900	No	90	120	200	200	200	Purchased by staff based on wear, 100% conversion not likely
<b>5. Other Uniforms (maintenance, etc.)</b>								
* Street Team Vests	- 150	No	50	0	0	0	0	
* Decals for hard hats	- 80	No	80	0	0	0	0	
* Power & Facilities crew (6 coverall ea X 175)	- 1050	No	100	100	100	100	100	
* Mechanics, others (6 coverall ea X 300)	- 1800	No	180	180	180	180	180	
<b>6. Fare Media</b>								
* Passes and Permits	- 3,600,000	Yes, annually	- 3,600,000					
* Ticketbooks	- 400,000	Yes, monthly	- 400,000					
* Transfers	- 50,000,000	Yes, annually	- 50,000,000					
* Taxi Script	- 110,000	Yes, annually	- 110,000					
<b>7. Signage</b>								
* Customer Facilities ID signs	- 275	No	4	4	4	4	4	
* Customer Facilities Rules & Reg signs	- 275	No	4	4	4	4	4	
* Customer Facilities misc. regulatory signs	- 1,000	Yes, 3X/yr	10	10	10	10	10	
* Bus Stop Signs	- 3,500	No	500	500	500	500	500	
* Information Signs & Kiosks	- 250	No	15	15	15	15	15	
* Information Displays	- 225	No	3	3	3	3	3	
* Interior Bus Signs (rules, rules, promotions)	- 11,000	No	- 5000	- 1500	- 1500	- 3000		
* Exterior Bus Billboard Signs	- 800	No	600					
* Customer Sales & Service Offices	2	No	X	X	X	X	X	
* Division bus bases, and operating facilities (ID signs)	11	No	X	X	X	X	X	as funding and improvements allow
<b>8. Printed Information</b>								
* Timetables	- 9,000,000	Yes, 3X/yr	- 9,000,000					
* Bus Stop Schedules at Bus Stops	- 4,200	Yes, 3X/yr	- 4,200					
* Maps at Bus Stops	- 1,100	Yes, annually	- 1,100					
* Promotional Info at Bus Stops	- 600	No	100	100	100	100	100	
* Promotional Brochures	- 150,000	No	15,000	35,000	35,000	35,000	30,000	
* Promotional Novelty Items	- 10,000	No	7,000	3,000				
<b>9. Metro Online</b>								
* New Top Banner throughout site	1	No	1					
<b>10. Stationary</b>								
* Letterhead	N/A		X	X	X	X	X	
* Business Cards	N/A		X	X	X	X	X	
* Forms	N/A		X	X	X	X	X	



Anticipated Phase-In Schedule, Number of Items to be Replaced or Re-branded per Year

Item	Number of Items	Item on a Replacement Schedule?	2007	2008	2009	2010	2011	Comments
<b>FLEET ADMINISTRATION DIVISION</b>								
1. Exterior Vehicle Logos (Decals)	1,450	Yes	280	280	280	280	280	Total of approximately 1,450 unreplaced vehicles to be spread over 5 years.
<b>AIRPORT DIVISION</b>								
1. ARFF Police Uniform Patches	210	As depicted	210					
2. Letterhead & Envelopes		As depicted	As depicted	As depicted	As depicted			No impact expected.
3. Business Cards		As depicted	As depicted	As depicted	As depicted			No impact expected.
4. Publications		As updated	As updated	As updated	As updated			No impact expected.
5. ARFF Vehicle Logos	13 yrs		13					
6. ARFF Fire Fighting Apparatus (Fire Trucks)	2 yrs		2					
7. Heavy Equipment (Tractors, Constr. Equipment, Snow	15 yrs		2					
8. Heavy Duty Trucks, Sweepers, Dump Trucks, Utility Trucks	7 yrs		2					
9. Other Airport Vehicles	28 yrs		2					
10. Small Equipment	40 yrs		5					
11. Doors for terminal and maintenance shop	10 no		5					
12. Facilities Signage	20 no		5					
<b>ROAD SERVICES DIVISION</b>								
<b>1. Signage</b>								
Maintenance Facilities Glass Door Decals	10	No	4					
Maintenance Facilities Entrance Signs	11	No	4					
Maintenance Facilities Wall Graphics	16	No	6					
Adopt-A-Road Signs	400	No	134					
CIP Construction Project Sign Decals	40	No	14					
"Welcome to KC" Sign Decals	33	No	5					
<b>2. Safety Equipment</b>								
Construction Hard Hats Decals	400	As Needed	134					
Rain Jackets w/ Silk Screened Logo	300	As Needed	100					
<b>3. Stationary</b>								
Letterhead		As Needed	X	X	X	X	X	
Business Cards		As Needed	X	X	X	X	X	
Forms		As Needed	X	X	X	X	X	
<b>4. Informational Brochures</b>								
"Need Something Done on Your KC Road"	10,000	Yes, annually	X	X	X	X	X	
"Safety Tips To and From School"	30,000	Yes, annually	X	X	X	X	X	

The implementation approach of the Fleet Administration Division will replace exterior vehicle logos (decals) using the five-year cost estimate submitted to council in order to minimize costs. Vehicle exterior logos (decals) will be replaced on vehicles using their normal replacement schedule. Vehicles to be replaced after 2011, will have their logo decals replaced within this five-year phase in period.

King County International Airport's implementation will initially focus on the essential ARFF public safety required changes. Additionally in 2007, KCIA will implement some additional logo changes on signage and equipment with public exposure. During 2008-2011, KCIA will implement logo updates on other equipment during scheduled equipment maintenance.

The Metro Transit Division projected implementation for the next five years will concentrate on transit fleet, operator uniforms, signage, printed information and metro online. It is also projected that Transit revenue and non-revenue vehicles, uniforms and signage will take longer than the 5-year timeframe due to Transit's lengthy schedule for replacement and/or upgrades.

Metro Transit's signage system is currently replaced only if damaged or if there are changes to the information. However, if the proposal to update Metro's signage system is approved, then a majority of the customer signage will be updated within the 5-year period. As for uniforms, operators receive an annual allowance to purchase approved clothing items, and can own from 10-20 items each. While it's conceivable that over a 5-year period many items will be replaced due to wear, there still are certain items such as jackets or sweaters that could last much longer and would continue to be in the public eye after the five year transition period. It is estimated that around 10% of the total items purchased prior to the logo implementation may still be out there after 5 years.

The Road Services Division is concentrating on a three year implementation plan focusing on public and facility signage. In addition, replacement safety equipment used by Road Maintenance staff that displays the King County logo, will be phased over the next three years, but could be replaced sooner due to wear and tear on the items.

## KING COUNTY, WASHINGTON New County Logo Phase-In Schedule

Department: OIRM  
Prepared by: Sabra Schnelder  
Title:  
Date: 12/20/2006

This document outlines the plans OIRM is making for implementing the new logo on the King County web site, online applications, business cards, letterhead, forms, signs and additional materials with the current crown. Most printed items will be replaced either on their standard replacement cycle, or phased-in over a period of one to five years as new documents are ordered.

### Project scope:

#### In scope:

- The scope is limited to logo changes for the following:
  - The enterprise-wide banner for all sites that OIRM manages or maintains on the internet
  - The enterprise-wide banner for all sites that OIRM manages or maintains on the intranet
- Online applications that OIRM manages or maintains
  - Forms that OIRM prints or designs
- Mainframe print templates that OIRM maintains
- Signs, brochures and design work performed by the Print Shop of OIRM
- Business card and letterhead for OIRM employees
- Development of external (internet) web site regarding the new logo
- Development of internal (intranet) web site regarding implementation and use the new logo
- Assisting agencies as OIRM staffing resources permit
- Electronic templates for news releases and forms

#### Out of scope:

- The following items are not included in the logo project and are considered out of scope for OIRM:
  - Printed materials, signs, uniforms etc. developed and produced outside of the OIRM Print Shop.
  - Already published web sites, Microsoft Word, PDF, Excel, PowerPoint etc. documents that contain the retired logo. Such documents may reside in many places such as: Web, file servers, and on individual work stations.
  - Web sites managed by agencies, departments, divisions including DES, DOT, DNR, Health, Council, Sheriff, Courts, and other agencies except the OIRM maintained banner

### Timelines and Tasks

Below is an overview of tasks and timelines for OIRM staff that will help to ensure a successful launch and implementation of the new logo.

#### Upon council approval:

- Pending council approval of the new logo, OIRM will be prepared with the following:
  - New public website about the logo outlining the history, providing background, interviews, press information and a timeline of the process.
  - New FAQ on the county intranet, with information regarding implementation to help county staff
  - Immediate change of many of the crowns that appear in the top bar of King County web sites. We expect to be able to change approximately 60% of the enterprise headers on the day council approves. This will include the home page, top level portal pages, executive site, news sites, and most template-based web sites. It may not include sites with unique designs such as employees and transit
  - Signs to be used at the logo unveiling events
  - Letterhead and business cards will be ready for agencies to order

#### The rest of 2007 and ongoing:

- Official King County logo use standards and guidelines documents, upon delivery from vendor
- New logo on agency forms as ordered for reprinting
- Change the crown on the enterprise banner throughout the King County Web site and assist agency efforts in updating the logo, as needed and staffing levels permit
- As routine maintenance is completed on Web based applications, including e-commerce applications, the logo will be updated.
- Develop templates for email based news releases for the Executive Office and other agencies that OIRM supports
- Maintain King County logo use standards and guidelines documents
- The OIRM print shop will encourage agencies to replace stationary, business cards and standard county forms with forms containing the new logo as current stock is used and new orders are placed for replenishment
- Replace OIRM signage upon moving to the New County Office Building
- Encourage and assist agencies to complete logo replacement on their internet sites
- Update the King County Intranet enterprise-wide banner to the new logo on pages maintained by OIRM and encourage agencies to update their pages (emphasis will be on public facing site, initially)

**KING COUNTY, WASHINGTON**  
New County Logo Phase-In Schedule

Department: OIRM  
Prepared by: Sabra Schneider  
Title:  
Date: 12/20/2006

Item	Number of Items	Item on a Replacement Schedule?	Anticipated Phase-In Schedule. Number of items to be replaced or re-branded per year							Comments
			2007	2008	2009	2010	2011			
website banner, public facing (approx 90%)	60,000	No	X							
website about the new logo	20	No	X							
signs for logo events	?	No	X							
business cards	?	No	X							
digital news templates	10	No	X		X					Replaced as existing stock runs out
letterhead	?	No	X							Replaced as existing stock runs out
mainframe forms		No	X							
attendance forms		No	X							Replaced as existing stock runs out
vacation request forms		No	X							Replaced as existing stock runs out
misc dept forms		No	X							Replaced as existing stock runs out
department signs		No	X							
e-commerce applications		No	X							
Elktr/VIPP - Financial forms		No	X							
website banner, internal sites	5000	No	X							electronic file template for A/R will have to be modified
print shop materials		No	X							will assist agency reps with logo swap on sites not directly controlled by OIRM
Oracle RightFax Purchase Orders		No	X		X					as they are ordered materials will be redesigned and reprinted with the new logo
Booking and Referral Filing System		No	X							
Jail Innmate Lookup Service		No	X							
I-Net stickers on I-Net site equipment	500	No								
SMT Suite front door sign replacement	1	No								may or may not have to be replaced
Oracle: Accounts Payable	1	No								
AIRS Invoices and Delinquency Notices		No								
BUG: Warrants		No								

On any legacy documents, word files, excel files, powerpoint, PDF etc. These might reside on internet servers, intranet servers, file servers or desktops

**KING COUNTY, WASHINGTON**  
New County Logo Phase-In Schedule

Department: Human Resources Division, DES  
Prepared by: Christine Hogue  
Title: HR Communications Program Manager  
Date: 1/12/2007

Item	Number of Items	Item on a Replacement Schedule?	Anticipated Phase-In Schedule. Number of items to be replaced or re-branded per year					Comments
			2007	2008	2009	2010	2011	
HRD letterhead stationary		No	X					replaced as needed
HRD letterhead envelopes		No	X					replaced as needed
Staff business cards		No	X					replaced as needed
HRD lobby sign - metal, wall	1	No	X					
HRD lobby sign - door	1	No	X					
Yesler 5th floor lobby sign	1	No	X					
HR forms**		No	X					** Most HR forms are electronic
<b>Alternative Dispute Resolution</b>								
KC ADR Program Folder		No	X					Late 2008
ILCRG Folder		No	X					Late 2008
What is Mediation brochure		No	X					Late 2008
Med-Arb Process brochure		No	X					Oct-07
ILCRG Reduce the Cost of Conflict brochure		No	X					Oct-07
Thank You notes		No		X				
What is Mediation—Resolving Citizen Complaints brochure		No	X					Oct-07
Resolving Conflict Pocket Guide		No	X					Early 2008
ADR internet site		No	X					
Conflict at Work poster (may never be reprinted)		No						
<b>Training &amp; Organization Development</b>								
EAP Section								
EAP Brochure		No	X					
Client Intake Form		No	X					
EAP letterhead stationary		No	X					1 version
EAP letterhead envelopes		No	X					1 version
Statement of Understanding		No	X					
Consent to Release Confidential Info		No	X					
EAP internet site		No	X					
<b>Training &amp; Development Section</b>								
Participant Workbooks		No	X					40 versions
T&D letterhead envelopes		No	X					2 versions
T&D intranet site		No	X					
Public Folders forms		No	X					1 version
Training Request Form		No	X					1 version
Consultant Selection Form		No	X					1 version
Class Evaluation Form		No	X					1 version
Consultant Evaluation Form		No	X					1 version
Library Borrowing Agreement		No	X					1 version
T&D electronic letterhead		No	X					1 version

**KING COUNTY, WASHINGTON**  
New County Logo Phase-In Schedule

Department: Human Resources Division, DES  
Prepared by: Christine Hogue  
Title: HR Communications Program Manager  
Date: 1/12/2007

Number of Items	Item on a Replacement Schedule?	Anticipated Phase-In Schedule. Number of items to be replaced or re-branded per year					Comments
		2007	2008	2009	2010	2011	
	Quality Assurance						
	Electronic letterhead	X					
	Technology						
	HR data repository (web-based application)	X					
	Change management database (web-based application)	X					
	Task tracking database (web-based application)	X					
	BOW (web-based application)	X					
	Labor Relations						
	LR letterhead stationary	X					
	Health Reform Initiative & Benefits						
	Logo used on per-project basis	X	X				
	Class/Comp						
	**documents are mostly electronic						
	Classification Specifications	X	X				
	PDQ's	X					
	Classification Analysis	X					
	Department Notifications	X					
	Employee Notifications	X					
	Appeal Receipt	X					
	Speedy PD's	X					
	Class Studies	X					
	Class/Comp Recommendations	X					
	Salary Surveys	X					
	General Correspondence	X					
	Notification by HR Director	X					
	Records Transmittal-Archive	X					
	Document Tracking Form	X					
	Job Announcement-Analyst	X					
	F.L.S.A documents/templates	X					
	Fiscal Note	X					
	Diversity						
	Diversity Services Management Section communications	X					replace as needed
	Paper information brochures, and training materials	X					replace as needed
	Safety & Claims						

**KING COUNTY, WASHINGTON**  
**New County Logo Phase-In Schedule**

Department: *Human Resources Division, DES*  
 Prepared by: *Christine Hogue*  
 Title: *HR Communications Program Manager*  
 Date: *1/12/2007*

	Number of Items	Item on a Replacement Schedule?	Anticipated Phase-In Schedule. Number of items to be replaced or re-branded per year					Comments
			2007	2008	2009	2010	2011	
Workers Compensation Injury Packets	3000	No	1500	1500				
Disability Program Informational materials	1000	No	X					
Numerous electronic forms		No	X					
Support Services Communications								
Logo used on per-project basis		No	X	X				
Administrative Support								
Legal notifications poster	500	No	X					
Service award certificates		No	X				(replace cover)	
Service award envelopes		No	X					



