KING COUNTY

1200 King County Courthouse
516 Third Avenue
Seattle, WA 98104

Signature Report

March 12, 2007

Ordinance 15700

Proposed No. 2006-0586.2   **Sponsors** Gossett, Phillips, Patterson, Ferguson, Constantine, Hague, Lambert, Dunn and von Reichbauer

1   AN ORDINANCE approving graphic standards for the

2   official King County logo, including the design of the

3   likeness of Dr. Martin Luther King, Jr., guidelines and

4   procedures for use of the logo, and an implementation

5   schedule.

6

7

8   STATEMENT OF FACTS:

9   1. The King County council passed Motion 6461 on February 24, 1986,

10   recognizing the great contributions and many achievements in public

11   service of Nobel Peace Prize laureate the Reverend Dr. Martin Luther

12   King, Jr., including his persistent and unfailing efforts leading to the

13   passage of the Civil Rights Act of 1964 and the Voting Rights Act of

14   1965. Motion 6461 changed the namesake of King County from William

15   Rufus de Vane King to the Reverend Dr. King, Jr.

16   2. On July 24, 2005, the following language was added to RCW

17   36.04.170: "King county is renamed in honor of the Reverend Doctor

18   Martin Luther King, Jr."

19   3. Ordinance 15378, adopted on February 27, 2006, defined the official

20   logo of King County as the likeness of Reverend Dr. King, Jr., to be used

21   for official county purposes. Ordinance 15378 also directed the executive

22   to transmit graphic standards, including guidelines and procedures for the

23   use of the logo for all official county purposes.

24   BE IT ORDAINED BY THE COUNCIL OF KING COUNTY:

25   <u>SECTION 1.</u> The council hereby approves the graphic standards for use of the

26 logo that are contained in Attachment A to this ordinance, the guidelines and procedures

27 for use of the logo that are contained in Attachment B to this ordinance and the schedule

28 of phased implementation that is contained in Attachment C to this ordinance. No

29   additional graphic standards, guidelines or procedures for use of the logo may be

30   implemented unless they are first approved by the council by motion or ordinance.

31

Ordinance 15700 was introduced on 12/4/2006 and passed by the Metropolitan King
County Council on 3/12/2007, by the following vote:

        Yes: 9 - Mr. Gossett, Ms. Patterson, Ms. Lambert, Mr. von Reichbauer, Mr.
        Dunn, Mr. Ferguson, Mr. Phillips, Ms. Hague and Mr. Constantine
        No: 0
        Excused: 0

                                    KING COUNTY COUNCIL
                                    KING COUNTY, WASHINGTON

                                    Larry Gossett, Chair

ATTEST:

Anne Noris, Clerk of the Council

APPROVED this 12 day of MARCH , 2007.

                                    Ron Sims, County Executive

Attachments   A. Graphic Standards & Guidelines, dated March 2007, B. Standards, Guidelines and
                      Procedures for Use of the King County Logo, C. King County Logo Phase-In
                      Schedule

King County

GRAPHIC
STANDARDS &
GUIDELINES

15700

ATTACHMENT A

March 2007

King County

Ron Sims
King County Executive

516 Third Avenue, Room 400
Seattle, WA 98104-3271

206-296-4040 Fax 206-296-0194
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.

1852 - 1888

King County, Washington Territory

1889 - 1920s

KING COUNTY, STATE OF WASHINGTON

1920's - 1950s

City/County Building

1950's - 1960s

KING COUNTY

KING COUNTY

1968 - 1980s
KC Charter–Public Contest

1984 - 2001

2002 - 2007

King County

2007 - Future

King County

Arial Regular

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

Arial Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXY
Zabcdefghijklmno
pqrstuvwxyz!@#$
%&*()+**

Times Roman

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

Times Bold

**ABCDEFGHIJKL
MNOPQRSTUVW
XYZabcdefghijklm
nopqrstuvwxyz!@#
$%&*()+**

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

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.
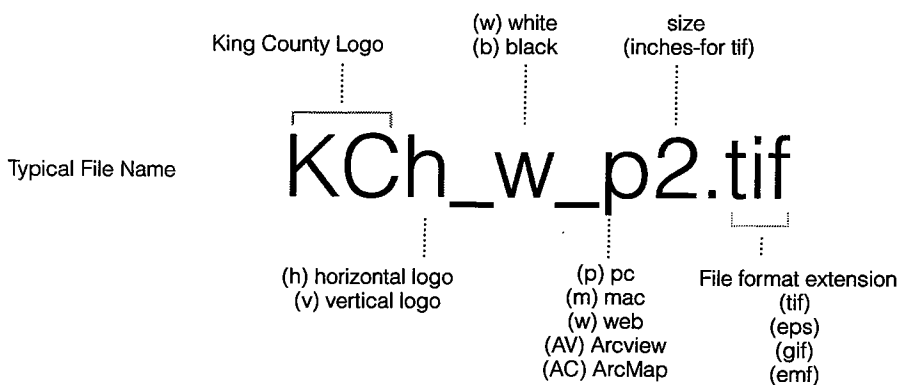
These publications, with the exception of the Handbook, will be available as PDF files to all employees on the King County Graphic Design and Production Services intranet web site at: **http://www.metrokc.gov/printing**

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

King County Logo   (w) white   size
                      (b) black   (inches-for tif)

Typical File Name

KCh_w_p2.tif

(h) horizontal logo   (p) pc   File format extension
(v) vertical logo   (m) mac   (tif)
                       (w) web   (eps)
                 (AV) Arcview   (gif)
                 (AC) ArcMap   (emf)

File Format and Names		Applications	Notes on Use
EPS KCh_w_p.eps KCh_b_p.eps KCv_w_p.eps KCv_b_p.eps	pc	Postscript-based programs such as Quark Express, Illustrator, Freehand, Pagemaker and Arcview users with postscript printers	• **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.
KCh_w_m.eps KCh_b_m.eps KCv_w_m.eps KCv_b_m.eps	mac		
KCh_AV.eps KCv_AV.eps	Arcview		

TIFF
KCh_w_p2.tif
KCh_b_p2.tif
KCv_w_p2.tif
KCv_b_p2.tif
KCh_w_p4.tif
KCh_b_p4.tif
KCv_w_p4.tif
KCv_b_p4.tif
KCh_w_px.tif
KCh_b_px.tif
KCv_w_px.tif
KCv_b_px.tif
	pc	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.
		
		Using these files with optimum results can be achieved when accompanied by a thorough knowledge of your software and printers.
			• **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:
			
			  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 you need a different size, call King County Graphics at 206.205-8550.
			
			• **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.**

KCh_w_m2.tif KCh_b_m2.tif KCv_w_m2.tif KCv_b_m2.tif KCh_w_m8.tif KCh_b_m8.tif KCv_w_m8.tif KCv_b_m8.tif KCh_w_mx.tif KCh_b_mx.tif KCv_w_mx.tif KCv_b_mx.tif	mac		
EMF KCh_AC.emf KCh_AC.emf		ArcMap	• **Excellent format for general ArcMap use.** This vector format can be enlarged without distortion and has no background color.
GIF KCh_w_.gif KCh_b_.gif KCv_w_.gif KCv_b_.gif		Web applications	• **Use on web pages.** Background is transparent, small file size. *This format is only for web use...do not use in other applications, especially if the file will be converted to PDF!***

***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

1/2"
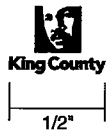
Smallest Size

 King County

 King County

15/16"

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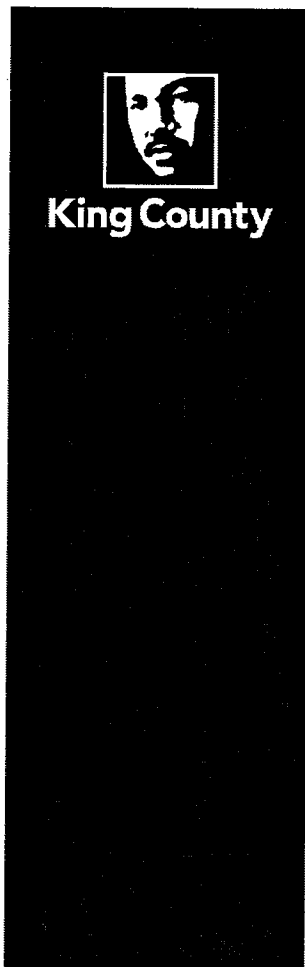
The horizontal logo (b) is designed for horizontal configurations where vertical space is limited and where readability at small scale is an issue. This configuration readily lends itself to the blending of agency information below the logo.
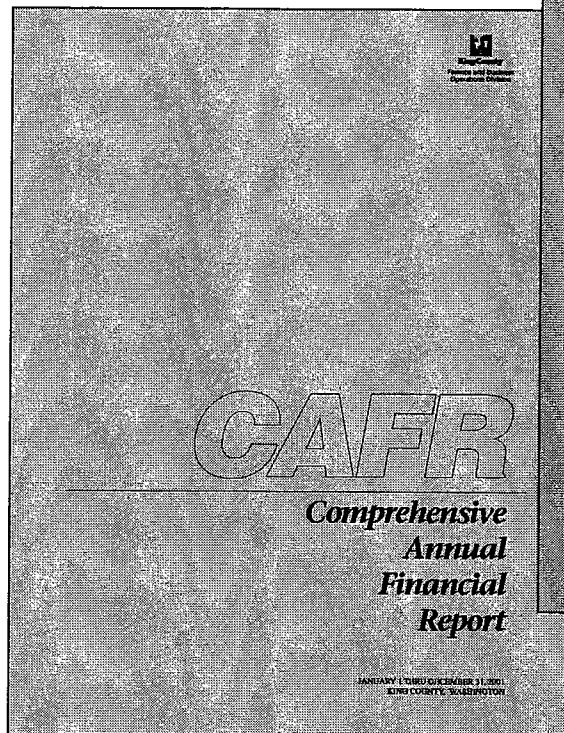
Correct Use

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).
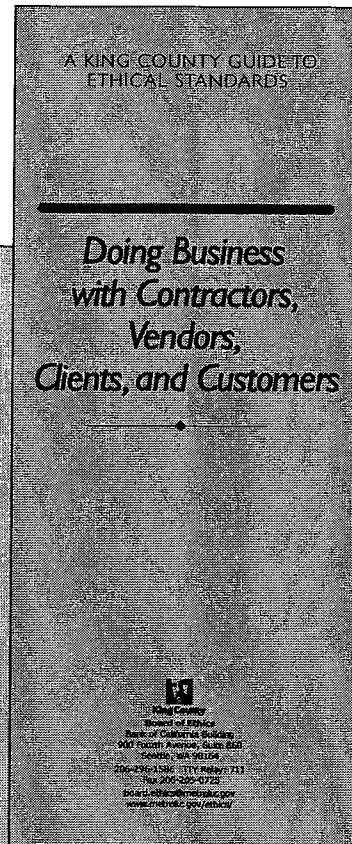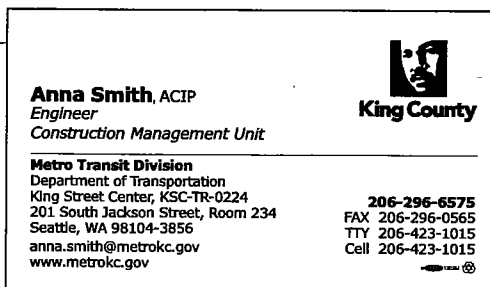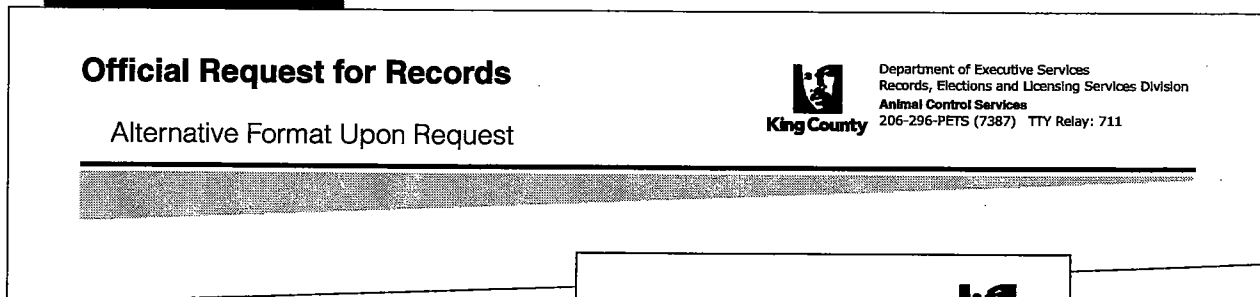
Use of the Stacked Logo

Vertiical Areas

Report Covers

Brochures

A KING COUNTY GUIDE TO ETHICAL STANDARDS

King County

Doing Business
with Contractors,
Vendors,
Clients, and Customers

Comprehensive
Annual
Financial
Report

Forms

Official Request for Records

Alternative Format Upon Request

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

Anna Smith, ACIP
Engineer
Construction Management Unit

King County

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