BALDWIN

— COUNTY, ALABAMA —

EST. 1809

BRAND STANDARDS MANUAL

BALDWIN
COUNTY, ALABAMA
EST. 1809

VERTICAL

BALDWIN
COUNTY, ALABAMA

HORIZONTAL

BALDWIN COUNTY, ALABAMA

LOGO VARIATIONS

BLUE

BALDWIN
COUNTY, ALABAMA
EST. 1809

BALDWIN
COUNTY, ALABAMA

BALDWIN COUNTY, ALABAMA

RED

BALDWIN
COUNTY, ALABAMA
EST. 1809

BALDWIN
COUNTY, ALABAMA

BALDWIN COUNTY, ALABAMA

BLACK

BALDWIN
COUNTY, ALABAMA
EST. 1809

BALDWIN
COUNTY, ALABAMA

BALDWIN COUNTY, ALABAMA

WHITE

BALDWIN
COUNTY, ALABAMA
EST. 1809

BALDWIN
COUNTY, ALABAMA

BALDWIN COUNTY, ALABAMA

CLEAR SPACE

B
B **BALDWIN** B
COUNTY, ALABAMA
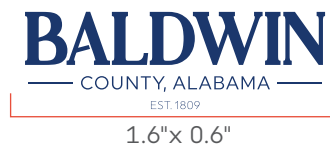B

1/2x = height of the 'B'
around the logo mark

All forms of the Baldwin County, Alabama
logo must have a designated clear space
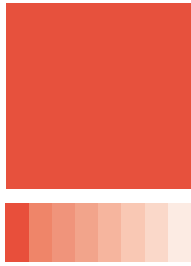on all sides unoccupied by other elements.

SMALLEST SCALABLE SIZE

BALDWIN
COUNTY, ALABAMA
EST. 1809
1.6"x 0.6"

BALDWIN
COUNTY, ALABAMA
0.82"x 0.3"

BALDWIN COUNTY, ALABAMA
1"x 0.25"

COLOR PALETTE

PMS 288 C
HEX # 1E376C
R: 36 G: 53 B: 111
C: 100 M: 91 Y: 26 K: 15

PMS 7625 C
HEX # E7503D
R: 231 G: 80 B: 61
C: 4 M: 84 Y: 82 K: 0

PMS 628 C
HEX # B7DCE1
R: 183 G: 221 B: 226
C: 27 M: 2 Y: 10 K: 0

UNACCEPTABLE USAGE

DO NOT DISTORT

DO NOT ROTATE

DO NOT CROP

DO NOT ADD SPECIAL EFFECTS

DO NOT CHANGE COLORS

FONT FAMILY

HEADLINES
NIGHT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

SUBHEADS
UNIFORM
Medium

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

BODY COPY
UNIFORM
Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

WORD
ARIAL

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

WEB COPY
NUNITO
Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

FILE TYPES AND THEIR USES

.EPS files are vector art that have a transparent background and are the most preferred file type for design, as they can be scaled to any size without losing resolution. These will typically be the files used for signage or merchandise.
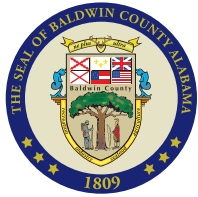
.AI files are also vector art that have a transparent background and are the most preferred file type for design, as they can be scaled to any size without losing resolution. (.AI files are the original artwork.)

.PDF files will also sometimes have a transparent background and are good substitutes if you don't have an .EPS or .AI file.

.JPG files are the *least preferred* file type, as they are restricted to the size created at 300 dpi and will become low resolution if scaled above the original size — .JPG files are most commonly used for Microsoft Office programs such as Word or Excel.

.PNG files are the preferred file type for web use; they are 72 dpi and have a transparent background.

PRIMARY LOGO WITH BALDWIN COUNTY SEAL

ALTERNATE LOGOS

VERTICAL

HORIZONTAL

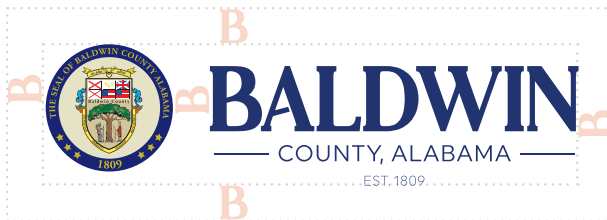# ONE-COLOR LOGO WITH BALDWIN COUNTY SEAL

COLOR PALETTE

PMS 288 C
HEX # 1E376C
R: 36 G: 53 B: 111
C: 100 M: 91 Y: 26 K: 15

Only the primary color or the black and white logos should be used when used with the Baldwin County Seal.

CLEAR SPACE

1/2x = height of the 'B' around the logo mark

All forms of the Baldwin County, Alabama in conjunction with the Baldwin County Seal must have a designated clear space on all sides unoccupied by other elements. The space between logos should also be equal in distance.

SMALLEST SCALABLE SIZE

2.3"x 0.66"

1.8"x 0.5"

1"x 0.8"