

THE MEANING BEHIND THE MARK

- GPS pin made from Clermont 'C' to bring to life the magnetism and attraction to Clermont
- 'Clermont' nestles in the GPS pin to show a sense of place and belonging
- Colors show collective impact of all groups coming together and add energy and vibrancy; also brings to life the fabric and the mosaic of people, places and things Clermont County offers all being unified
- 'Clermont' is in a strong, confident and bold font balanced with 'County' having personality and warm humanism
- Heritage is brought in through not only the fabric of colors, but also the EST. 1800
- Subgroups use master brand icon as a unifier, but also introduce a unique and individual secondary icon that represents attributes specific to those people and groups



PRIMARY COUNTY LOGOS

1. PRIMARY LOGO LOCKUP

These logo options should be used as the predominant marks for the county Clermont County master brand and should be used on all brand items that are specific to the whole county and allow for full color printing. The full color logo option should be used on white backgrounds only to ensure legibility. There are two primary logo options:

- A| With the established date
- B| Without the established date

2. MINIMUM LOGO SIZE

- A| To maintain quality and legibility in all applications, the logo with the established date must not appear smaller than 2.5 in. wide.
- B| If space does not allow and the logo must be smaller than 2.5 in., the established date must be dropped. The minimum size the logo should ever appear is 1 in. wide.

3. LOGO CLEAR SPACE

To preserve the logo's integrity, always maintain a comfortable clear space around the logo. The minimum clear space for the logo is defined as 75% of the width of the letter "o" in the "Clermont" word mark. This minimum clearance space should be maintained as the logo is proportionally enlarged or reduced in size.



SECONDARY COUNTY LOGOS

ONE COLOR CORPORATE LOGOS

Secondary, one color logo options should be used when printing methods prohibit full color printing or legibility is jeopardized. One color logos can be displayed in black or white. These options are available for the county logo with the established date and the county logo without the established date. These logos may be used on the below backgrounds

A| The single color logo mark should be used on clean, light background to ensure legibility

B| The reversed out white logo should be used on a colored background dark enough in color to remain legible

These logos should follow all the same sizing and usage guidelines shown on pages 10 & 12.

These logos should never be shown in other single color options or altered in any way.

1A.



ONE COLOR: BLACK

1B.



ONE COLOR: WHITE

IMPROPER LOGO USAGE

1. DISPROPORTIONATE SCALING

The logo should never be stretched to fit a specific size. It should always be proportionately scaled

2. ARBITRARY ROTATION

Avoid arbitrarily rotating the logo when used. Should always sit on a horizontal baseline.

3. TEXT ALTERATION

The type and/or color in the logo should never be changed or altered in any way.

4. MOVING THE ICON

To maintain equity, consistency and recognition of the logo, never move the icon to a different location within the logo as specified in previous pages. The icon and the type are a unit that are never to be changed in any way.

5. PLACING THE PHOTO OVER BUSY PHOTOGRAPHY

To ensure legibility, the logo should never be placed over a busy photo

6. ICON ALTERATION

To ensure consistency and recognition, the brand icon should never:

A| Be altered in color, size or shape

B| Use a Clermont County's group identifier or any other icon

