



CLERMONT COUNTY MASTER BRAND GUIDELINES

## CLERMONT COUNTY MASTER BRAND ARCHITECTURE

MASTER BRAND



SUB BRANDS



## PRIMARY COUNTY LOGO LOCKUPS

### 1. PRIMARY COUNTY LOGO LOCKUPS

To promote cross collaboration, equity in the new brand mark and pride for the county a county logo lockup was created. This lockup can be used by any partner, business, group or city/township/village within Clermont County. Three logo lockup options are available and can be used at will:

**A|** A horizontal version that allows the group/business/or location to place their own logo to the left leaving an equal amount of space between their logo and the divider line as shown to the right. The logo added and the county logo should be shown at equal proportions.

**B|** A vertical version that allows the group/business/or location to place their own logo on the top leaving an equal amount of space between their logo and the divider line as shown to the right. The logo added and the county logo should be shown at equal proportions. Additionally, the added logo should be centered above the county logo.

**C|** A badge version that may be used on it's own and does not require a logo to be locked up with it.

For badge use example, please see page 36.

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

**These logos and lockups should never be altered in any way.**

1A.

LOGO GOES HERE



1B.

LOGO GOES HERE



1C.



#### EXAMPLES:

1A EXAMPLE



1B EXAMPLE



## SECONDARY COUNTY LOGO LOCKUPS

### 1. SECONDARY COUNTY LOGO LOCKUPS

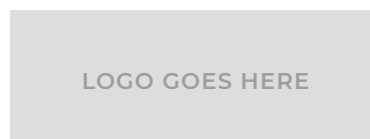
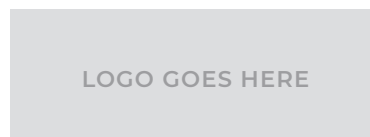
Secondary, one color county logo lockup options should be used when printing methods prohibit full color printing or legibility is jeopardized. Each one color county logo lockup can be displayed in:

- A|** Single color black
- B|** Reversed out white

These logos should follow all the same sizing and usage guidelines shown on pages 10, 11 & 12.

These logos and lockups should never be altered in any way.

1A.



1B.

