

County of Monterey Branding Guidelines & Policies

Addition to Board
Policy Manual G-140



Creating a new standard

- Implementation of a new Branding Guidelines and Policies for all County branded materials
- Compliments County Code MCC 11.06
- Establishes county-wide standardization and professionalism
- Eliminates branding guess-work for departments and programs
- Includes
 - Co-branding Expectations
 - Approved Typography
 - Style Guide Requirements



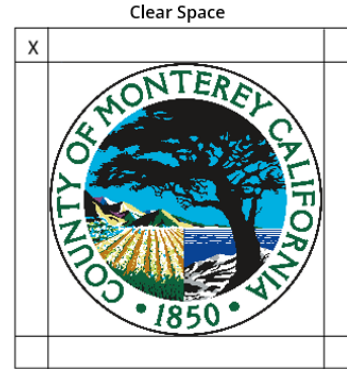
Rational

- The development of G-140 is a strategic directive assigned to the communications bureau by the Board of Supervisors
- Branding Standards are paramount to building awareness and credibility
- Adhering to branding standards will help improve community engagement and enhance the professional value of county services



Policy provides for:

- Appropriate spacing
- Minimum size for ideal legibility
- Proportional requirements
- Departmental naming conventions
- Co-branding standards
- Identity mark colors
- Incorrect uses
- Approved typography



County of Monterey
Proudly serving the community since 1850



COUNTY OF MONTEREY
HEALTH DEPARTMENT



Approved Typography

- County of Monterey should always be presented in **Montserrat** whether typed out or as a graphic

SemiBold 600

County of Monterey



County of Monterey

County Communications Bureau

Board of Supervisors directed County Communications to make this determination in May of 2022



Alternative Typography

- Alternatively it may appear in type only in Magdelin, Helvetica or Arial Unicode MS (to accommodate system compatibility)

(Arial) County of Monterey

(Helvetica) County of Monterey

(Magdelin) County of Monterey



Text/Content Typography

- The County Communications Bureau recommends all text/content found in County publications, correspondences, PowerPoints, and video typography should be limited to the following Open Sans Typefaces:
 - Ariel
 - Calibri
 - Corbel
 - **Microsoft Sans Serif**
 - Seaford
 - Tenorite

Office of the County Counsel is exempt from this guideline as legal documents must be presented in Times New Roman.



Policy provides for E-mail Signature Guidelines:



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