



FRANKLIN COUNTY, IDAHO
LOGO USAGE GUIDE

INTRODUCTION

This set of logos is the official face and personality presented to the public. Proper usage of these logos helps to identify the entities of the County.

The logo is an essential and valued graphic element, and it is important that it be used consistently and appropriately. Variations and incorrect usage can compromise the quality and cohesiveness of the overall brand.

This document provides guidelines and usage directions to retain the integrity of these logos and prevent misuse. By following these guidelines, the materials will represent the County professionally and cohesively to the community.

This logo and all official versions are intellectual property of Franklin County, Idaho, as of September 5, 2023. Any unofficial or unauthorized use or editing of these logos is prohibited.

PRIMARY LOGOS

This logo includes several elements that pay homage to the County's history. Little Mountain represents the geographic location and the first establishment in Idaho. Mountains are icons for adventure, escape, and freedom. The crop lines represent agriculture, an essential part of the County's industry. The lines also represent the spokes of a wagon wheel, a tribute to the County's pioneer history, encompassing the grit and perseverance it took to survive in those early days.

These full-color versions are the primary logos and should be used whenever possible when representing the County.



ALTERNATIVE LOGOS

These single-color versions are the alternative options for use when the full color isn't applicable. For example, when embossing, engraving, embroidering, or creating emblems.



SECONDARY LOGOS

The secondary logos differentiate departments while unifying them as a part of the County. This can help the public identify and recognize what is part of the County system. You can find all department logos in the attached appendix.



LOGO USAGE

When choosing what logo to use, it is important to consider the materials, audience, platform, etc.. Always use the correct, original file type. Avoid using screenshots or copies of copies, as this will interfere with the quality of the logo. The County Clerk's office has been identified as the keeper of the logo files.

SIZE

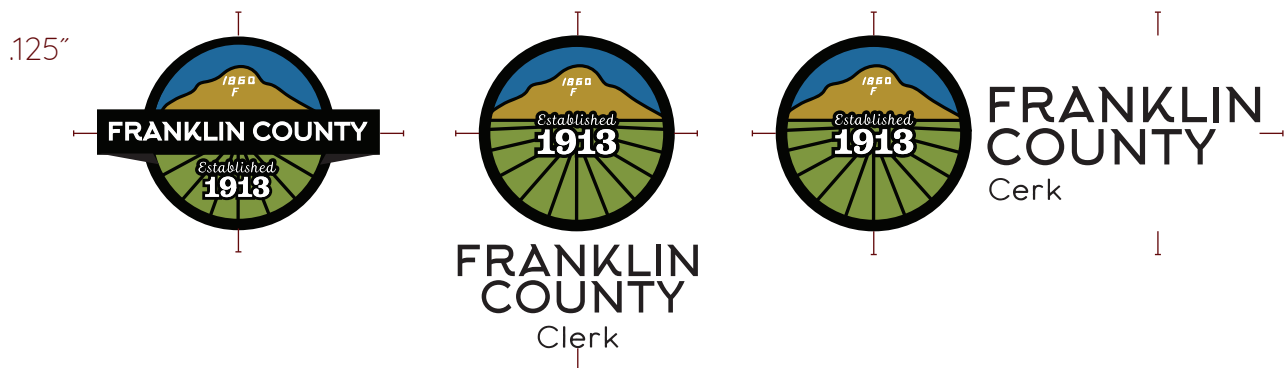
Be aware of the actual size of the logo in its final application. If scaled too small, the logo can become unrecognizable. It is best to keep the circle at 1 inch to retain legibility.

When selecting department logos, consider the space and application to determine if the vertical or horizontal option will be best.



SPACE

Make sure to leave space around the logo so it doesn't get crowded by text or other images.



LOGO USAGE

ASPECT RATIO

When resizing the logos, it is important to ensure the ratio stays the same to avoid distorting the image. The circle element can help determine if the ratio is correct. If it is not a perfect circle, it is probably not accurate.

correct



incorrect



BACKGROUND COLOR

The background isn't always going to be white or transparent. It is important to consider if the background color or patterns interfere with the logo's visibility. Take time to select the logo option that best fits the application.



LOGO USAGE

LOGO ELEMENTS

Individual components should not be changed from the original logo. Enlarging or shrinking certain pieces can impact the hierarchy of the logo. Additionally, do not alter the fonts, color, text placement, or element arrangement. These changes interfere with the consistency and unity of the logo overall.

correct



FRANKLIN
COUNTY
Clerk

FRANKLIN
COUNTY
Clerk

incorrect



Clerk
FRANKLIN
COUNTY

FRANKLIN
COUNTY
Clerk

LOGO ELEMENTS

COLOR

Three colors make up the logo: FC Blue, FC Green, and FC Gold. The colors may appear differently on different applications. It is essential to know which color code is the right one. For print, use CMYK. For digital, use RGB or HEX.



FC BLUE
CMYK 89 58 18 2
RGB 35 103 154
HEX 23679a



FC GREEN
CMYK 55 25 97 6
RGB 127 150 62
HEX 7f963e



FC GOLD
CMYK 30 39 99 5
RGB 177 145 49
HEX b19131

TYPOGRAPHY

Three fonts have been selected for the logo: Arkhip, Calder, Madre Script, and Firelli.



FRANKLIN
COUNTY
Clerk

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Clerk

ARKHIP
Calder LC
Madre Script
Firelli

FRANKLIN
COUNTY
Clerk
Established
1913

LOGO ELEMENTS

TYPOGRAPHY

While not typically used for all text, these selected fonts can also be used for display or supporting elements to further add unified variety to the brand components.

FRANKLIN COUNTY

FRANKLIN
COUNTY
Idaho

The HEART *of*
IDAHO'S
Pioneer Country

Established
1913

prepared on 09/22/2023 for
FRANKLIN COUNTY, IDAHO

by



SHEmerson

creative problem solver | marketing & design

» **CONTACT ME**

Phone: 435-668-3235

Email: SHEmerson@gmail.com

Website: SHEmerson.com

