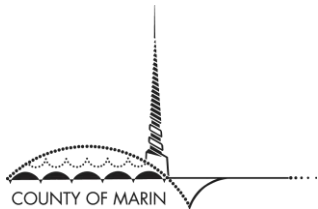

County Administrator's Office
3501 Civic Center Drive
Suite 325
San Rafael, CA 94903
415 473 6358 T
marincounty.org/cao

05.08,21.14

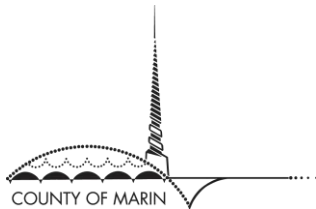


BRANDING & IDENTITY STYLE GUIDE ORIENTATION



Photo Credit: Jeff Wong

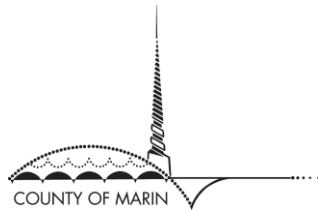
Slide 2



AGENDA

- Background and history of Identity Style Guide
- Recent initiatives and changes to new Identity Style Guide
- Role of Logo Branding Coordinators
- Electronic Accessibility (Section 508)
- Resources
- Templates demo
- Q&A

County Administrator's Office
County Template Orientation
Board Chambers
May 8 and 21, 2014



IDENTITY STYLE GUIDE HISTORY

2011 PHASE I INITIATIVES

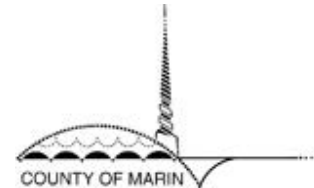
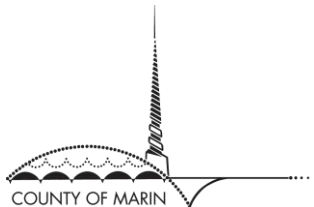
A large, stylized graphic of the County of Marin logo is centered on a solid yellow background. The graphic is composed of a dotted arch, a vertical line representing a tower, and a horizontal line with a series of dots. Below the graphic, the text "COUNTY OF MARIN" is written in a large, light-colored, sans-serif font.

COUNTY OF MARIN

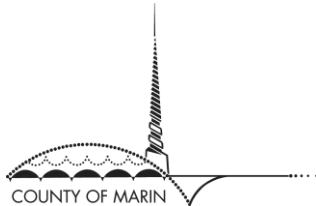
PRIOR TO 2011

NO OFFICIAL LOGO

Slide 4

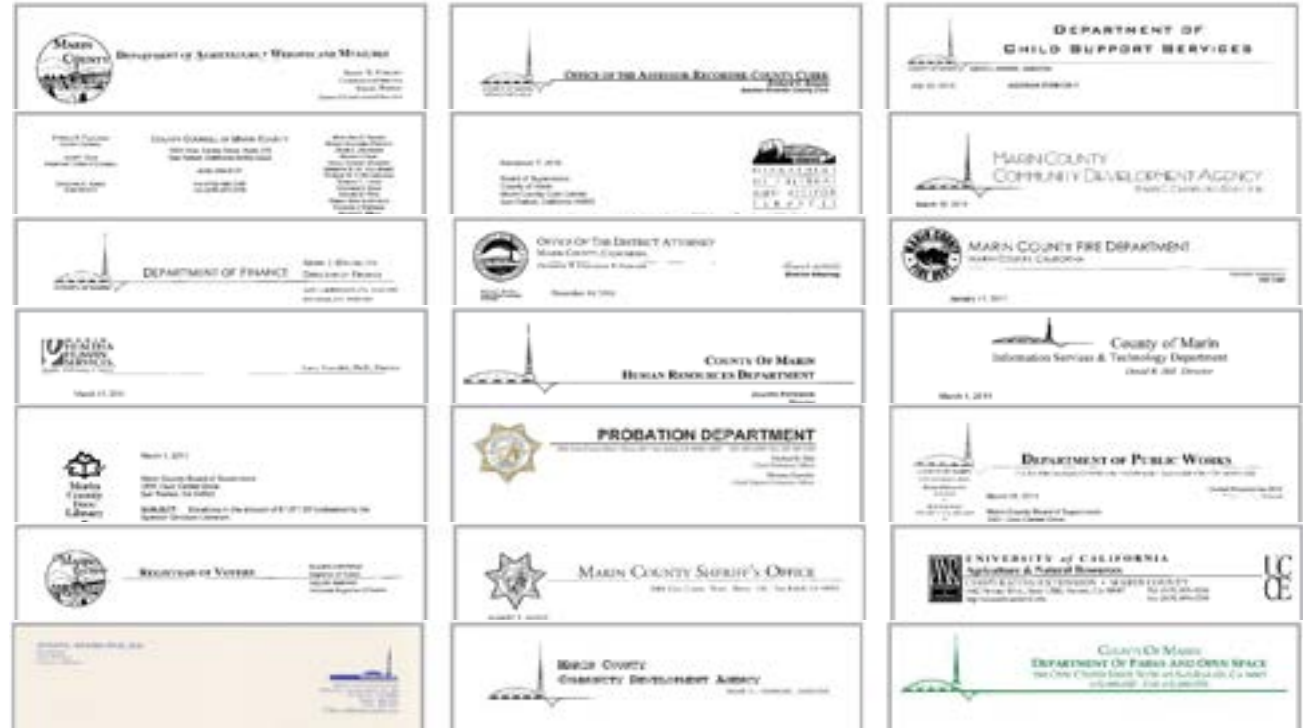


Slide 5

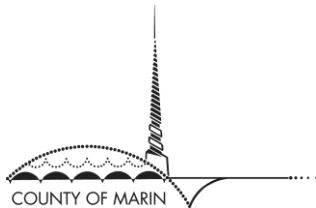


PRIOR TO 2011

NO CONSIST LETTERHEAD



Slide 6



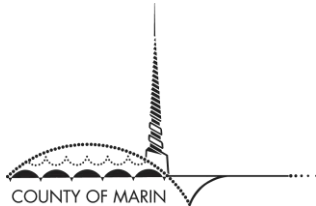
YEAR: 2011

BEGINNING OF BRANDING INITIATIVE

- Letterheads, symbols varied across departments
- In June: Board approved use of Aaron Green Symbol
- Goal: portray a “family of departments”
- Produced “Identity Style Guide” to provide direction on logo usage and its applications



Slide 7



IDENTITY STYLE GUIDE

VERSION 1

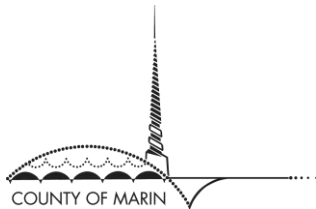
- Logo
- Application
 - Letterhead
 - Business cards
 - Envelopes
 - Email signatures



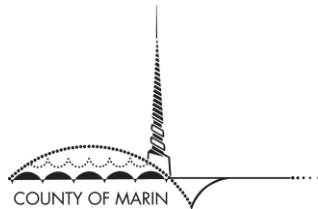
Slide 8

IDENTITY STYLE GUIDE INITIATIVES

- 2011: Phase I
- 2013: Phase II (Planning)
- 2014: Phase III (Implementation)



County Administrator's Office
County Template Orientation
Board Chambers
May 8 and 21, 2014



IDENTITY STYLE GUIDE UPDATE

2013 PHASE II INITIATIVES

A large, stylized graphic of the County of Marin logo, featuring a bridge or arch structure, rendered in a light yellow color against a solid yellow background.

COUNTY OF MARIN

LOGO BRANDING COMMITTEE

T A S K E D W I T H U P D A T I N G T H E S T Y L E G U I D E

Slide 10



Jacalyn Mah,
CAO



Jonathan Paul,
CAO



Brad Starks,
IST



Alisa Stevenson,
CDA



Cathy Clary,
IST



Chris Mai,
HHS



Damon Hill,
Library



Erin Cochran,
HHS



Michael Ayccock,
HR

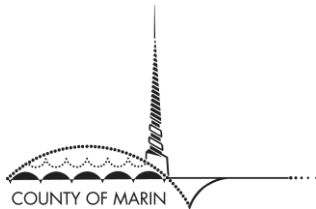


Qiana Davis,
DPW



Tina Torresan,
Parks

Slide 11

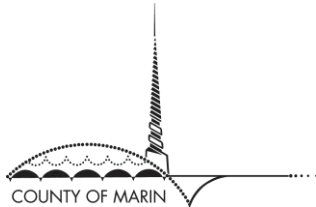


LOGO BRANDING COMMITTEE

T A S K E D W I T H U P D A T I N G T H E S T Y L E G U I D E

- Logo
 - Clarification on logo use
 - Redesign FYI logo
- Color Palette
 - Primary and secondary colors
- Template
 - Flyers, PowerPoint, Postcards, Newsletter
 - Photo bank

Slide 12



LOGO BRANDING COMMITTEE

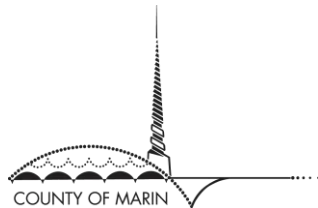
T A S K E D W I T H U P D A T I N G T H E S T Y L E G U I D E

- Fonts
 - Futura, Arial, Georgia, Verdana
- Electronic Signature
- Video

COLOR PALETTE

SPECIFICATIONS

Slide 13



- Primary Palette



BLACK
c0 m0 y0 k100
r0 g0 b0
000000



GOLD
pms 7405 (Uncoated)
pms 7406 (Coated)
c11 m28 y90 k0
r229 g181 b59
a5b53b

- Secondary Palette



BLUE
pms 3005
c83 m50 y0 k0
r7 g119 b207
0777d



DARK GRAY
c0 m0 y0 k70
r111 g111 b111
666666



LIGHT GRAY
c0 m0 y0 k40
r169 g169 b169
a9a9a9



RED
pms 492
c0 m70 y66 k30
r180 g83 b64
b45340

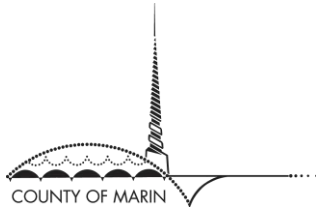


GREEN
pms 5763
c53 m38 y79 k17
r115 g120 b74
73784a



BROWN
pms 730
c29 m61 y96 k16
r162 g102 b43
a2662b

Slide 14

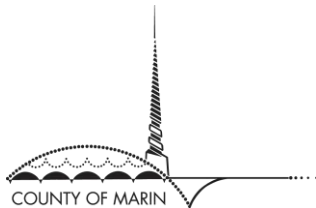


FLYERS

- Formats
 - Side Bar
 - Title Bar
 - Centered
 - Newsletter
- Both in color and in black/white
- Department-specific also available
- Section 508 compliant



Slide 15



POWERPOINT

PRIMARY LOGO

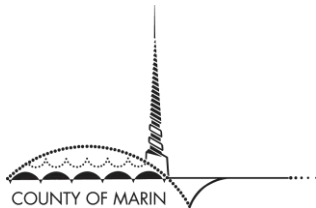
Department
Address Line 1
Address Line 2
415 000 0000 T
Website

MM.DD.YY



Photo Credit: Jeff Wang

Slide 16

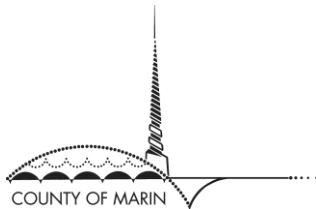


POWERPOINT

G O L D S E A L



Slide 17

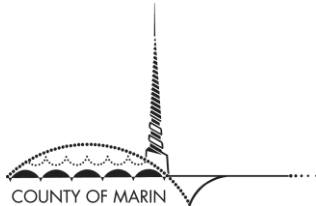


POWERPOINT

WORKSHOPS

- IST will be hosting three different PowerPoint classes on the following dates:
 - Wednesday, May 21, 1pm - 3pm
 - Wednesday, June 18, 1pm - 3pm
 - Wednesday, July 16, 1pm - 3pm
- IST Training Room, #271
- Up to 10 people per session
- Register with **Dennise Colla** or **Cathy Boffi** in order to attend

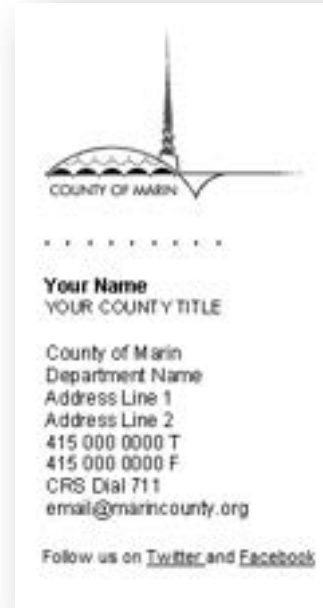
Slide 18



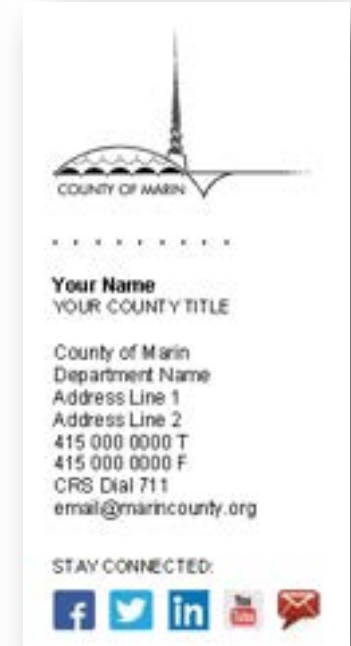
EMAIL SIGNATURES

- Email Signatures
 - Department logos
 - Department logotypes
 - Social media (updated)
 - [Word Template](#) (copy and paste)
 - Department-specific

Before:



New:



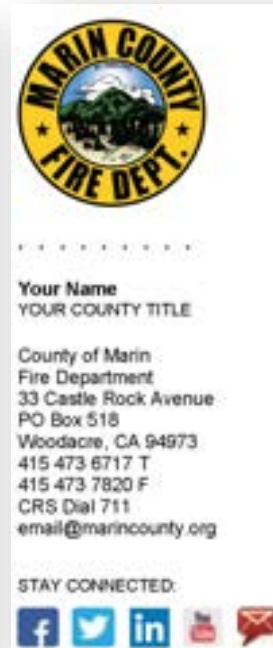
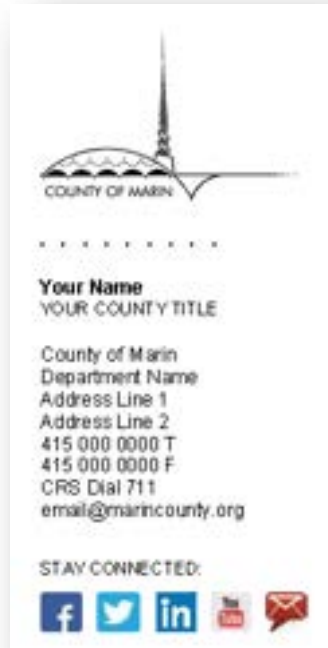
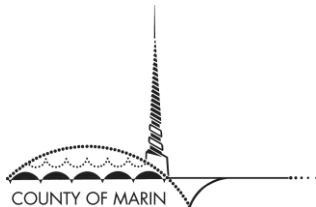
EMAIL SIGNATURES

County Logo

Dept Logo

Dept Logotype

Slide 19



The seal of the County of Marin is located in the bottom right corner. It features a stylized bridge or archway with the words "COUNTY OF MARIN" written below it.

- Submit department checklist
- Go-to person in each department
- Distribute department-specific flyers
- Identify who should attend training



County Administrator's Office
2001 Civic Center Drive
San Jose, CA 95128
415 475 4200
415 475 4247
200 Civic Center
www.sccachecklist.org

 facebook.com/sccachecklist

 twitter.com/sccachecklist

County Template Orientation Board Chambers

CHECKLIST

Name _____

Department _____

1. **Print and e-sign specific templates which are preferred to be made available department-wide? Please check all that apply.**

☐ County Primary Logo
☐ Department Logo (if applicable to your department)
☐ Department Logo for e-mails

OR
COUNTY ADMINISTRATOR
2. Does any of the information in the default **ADA Notice** (see bottom of this page) need to be updated for your specific department? Please note: in the left column, information on how ADA Notices have been already updated in department specific templates.

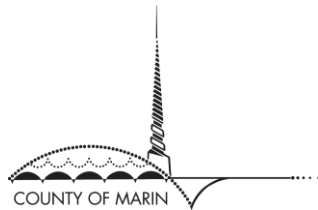
Name _____
Title _____
Other _____
3. How would you like your department specific templates oriented to you?

☐ in a separate folder containing all of the templates
☐ linked as URLs from the MMS, where you can download the templates you want
☐ both (upload & URL'd)
4. **Questions/Comments:**

NOTES: This has been the computer form before, what is changed today is: email functionality, so email is no longer departmental but for the County Administrator's Office, the IT's, Mr. Jonathan Paul. Please return this information ADA's or by 5:00 PM. We will not be able to send out your department's templates, and we will not receive this computer form.

Accepted message can be made approved or corrected by the County of Santa Clara as appropriate. All requests for documentations may be made by calling 415-475-4200. Support: 415-475-5228 (TDD/VOIC) or by e-mail at sccachecklist@countyofsc.org. To avoid this situation please to address the e-mail. Copies of documents are included in information form, given separately.

County Administrator's Office
County Template Orientation
Board Chambers
May 8 and 21, 2014



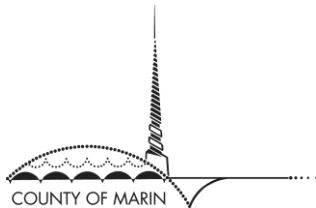
ELECTRONIC ACCESSIBILITY (SECTION 508)

TEMPLATE COMPATIBILITY

A large, stylized graphic of the County of Marin logo, featuring a bridge or arch structure, rendered in a light yellow color against a solid yellow background.

COUNTY OF MARIN

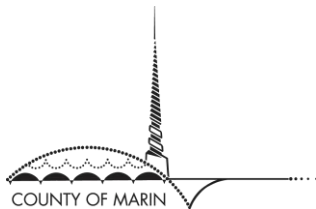
Slide 22



AGENDA

- Overview
 - Images
 - Color Contrast
 - Paragraph Spacing
 - “Styles”
 - Context
 - Headers/Footers
 - Tables
 - Reading Order
-

Slide 23



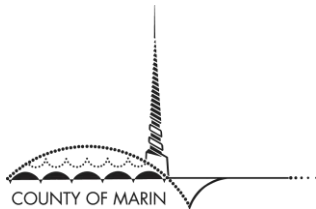
ELECTRONIC ACCESSIBILITY

OVERVIEW

“In 1998, Congress amended the Rehabilitation Act of 1973 to require Federal agencies to make their **electronic and information technology (EIT)** accessible to people with disabilities. Inaccessible technology interferes with an ability to obtain and use information quickly and easily. Section 508 was enacted to eliminate barriers in information technology, open new opportunities for people with disabilities, and encourage development of technologies that will help achieve these goals.”

— section508.gov

Slide 24

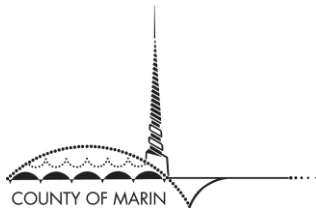


ELECTRONIC ACCESSIBILITY

OVERVIEW

- Guidance for electronic documents
- Accessible to persons with disabilities
 - Can be your friend
 - Can be your neighbor
 - Can be a co-worker
 - Can be *you*
- Screen reader is the most widely-used tool for accessing documents

Slide 25



ELECTRONIC ACCESSIBILITY

I M A G E S

§ 1194.22 —

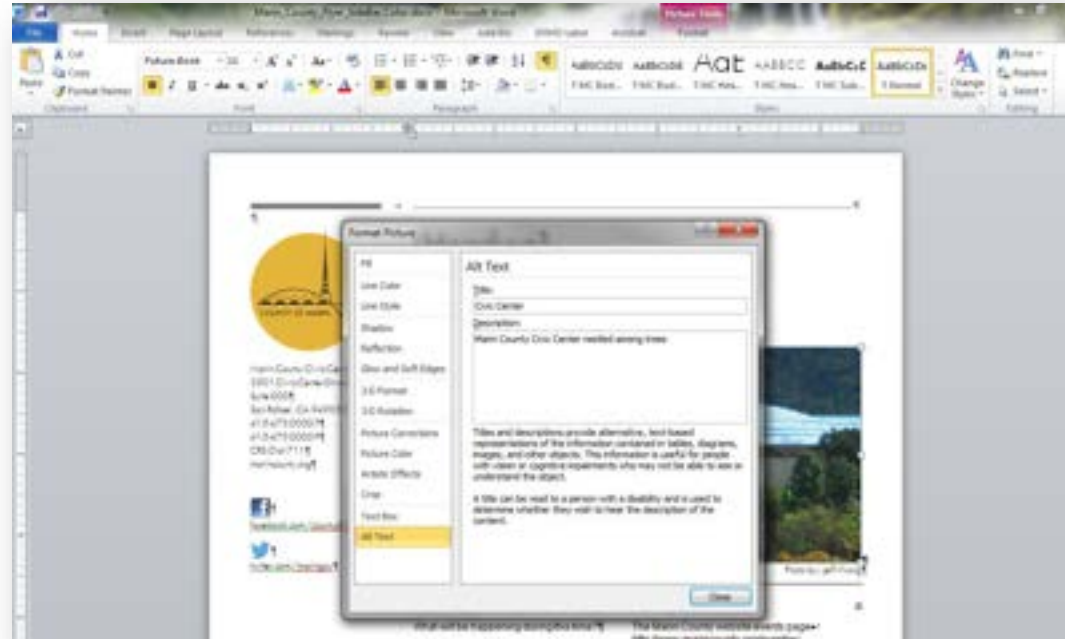
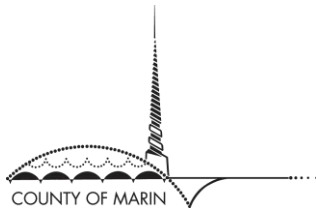
Web-based intranet and internet information and applications

“ (a) A text equivalent for every non-text element shall be provided (e.g., via "alt", "longdesc", or in element content).”

ELECTRONIC ACCESSIBILITY

I M A G E S

Slide 26

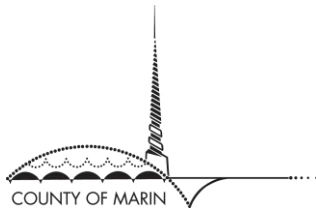


ELECTRONIC ACCESSIBILITY

I M A G E S

Slide 27

- How to add Alternate Text and place images in-line in Word:
 - http://mine/mine/AD/main/branding/How-to_Alt_Text.pdf
 - *Note: this is an excerpt of IST's [Producing Accessible Word and PDF Documents](#)*



ELECTRONIC ACCESSIBILITY

COLOR CONTRAST

§ 1194.22 —

Web-based intranet and internet information and applications

“(c) Web pages shall be designed so that all information conveyed with color is also available without color, for example from context or markup.”

Slide 28

Does not pass standards:

This is an example of BAD color contrast

This is an example of BAD color contrast

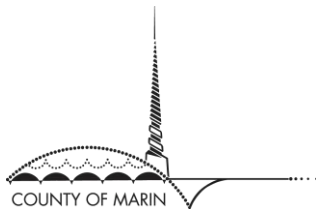
This is an example of BAD color contrast

Passes standards:

This is an example of GOOD color contrast

This is an example of GOOD color contrast

This is an example of GOOD color contrast



ELECTRONIC ACCESSIBILITY

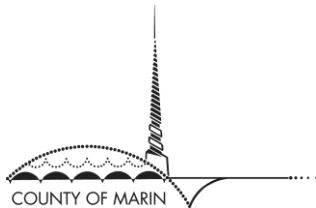
COLOR CONTRAST TOOL

www.webaim.org/resources/contrastchecker

Slide 29



Slide 30



ELECTRONIC ACCESSIBILITY

PARAGRAPH SPACING

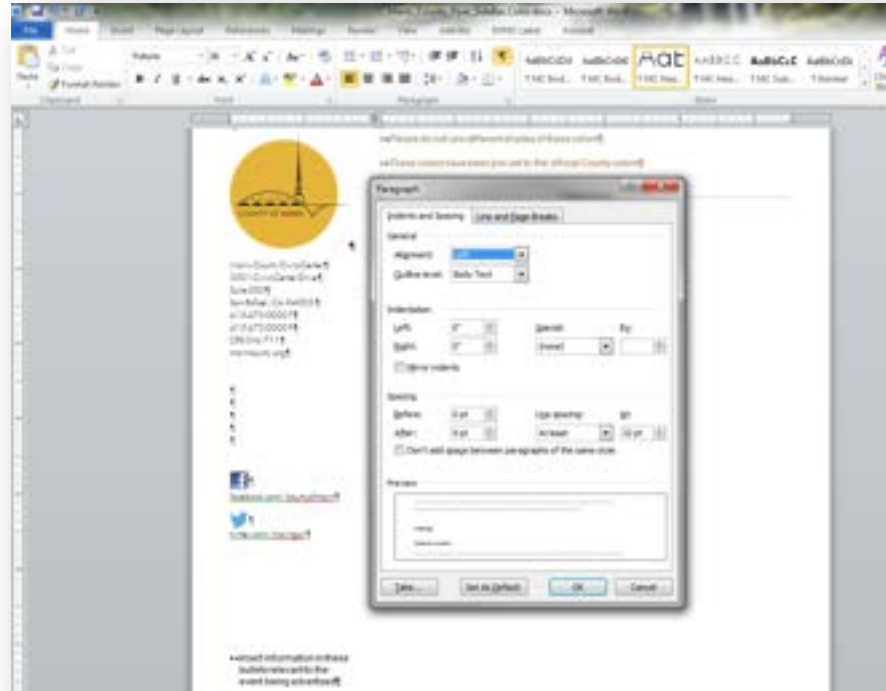
“When paragraphs are formatted with styles, it is (a) easier for screen reader users to navigate, and (b) they have less keys to press. When paragraph line spacing is done incorrectly with multiple ‘carriage return’ (¶) characters, screen readers hear ‘Blank... Blank... Blank...’ for each line.”

— section508.gov

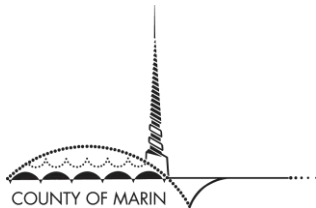
ELECTRONIC ACCESSIBILITY

PARAGRAPH SPACING

Slide 31



Slide 32



ELECTRONIC ACCESSIBILITY

PARAGRAPH SPACING

- How to format paragraph spacing in Word:
 - http://mine/mine/AD/main/branding/How-to_Paragraph_Spacing.pdf
 - *Note: this is an excerpt of IST's [Producing Accessible Word and PDF Documents](#)*

STYLES: EVERYTHING NEEDS A “TAG”

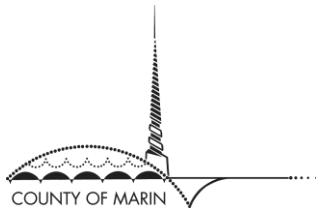
[illegible]

ELECTRONIC ACCESSIBILITY

STYLES: EVERYTHING NEEDS A "TAG"

Slide 34

- How to format styles in Word:
 - http://mine/mine/AD/main/branding/How-to_Styles.pdf
 - *Note: this is an excerpt of IST's [Producing Accessible Word and PDF Documents](#)*



ELECTRONIC ACCESSIBILITY

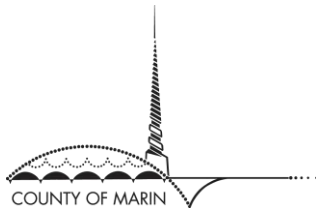
CONTEXT: PAGE NUMBERS, WEBSITES, ETC.

§ 1194.22 —

Web-based intranet and internet information and applications

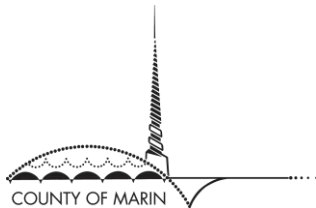
“(a) A text equivalent for every non-text element shall be provided (e.g., via "alt", "longdesc", or in element content).”

Slide 35



Slide 2





ELECTRONIC ACCESSIBILITY

HEADERS / FOOTERS & TEXT BOXES

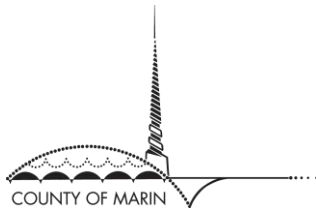
- **Headers/Footers:**
 - Word: does not show up on PDF reading order
 - PowerPoint: master slide *does* show up on PDF reading order
- **Text boxes:**
 - Word: does not show up on PDF reading order
 - PowerPoint: master slide *does* show up on PDF reading order

ELECTRONIC ACCESSIBILITY

HEADERS / FOOTERS & TEXT BOXES

Slide 37

- How to handle text boxes in Word:
 - http://mine/mine/AD/main/branding/How-to_Text_Boxes.pdf
 - *Note: this is an excerpt of IST's [Producing Accessible Word and PDF Documents](#)*

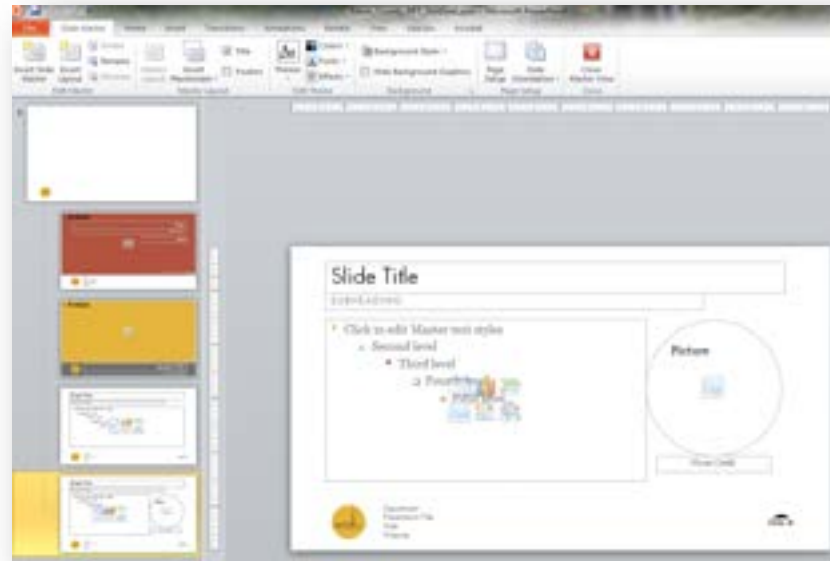


POWERPOINT

SLIDE MASTER

“PowerPoint’s version of headers and footers”; info that goes on every slide, and is OK to use for accessibility, and is, in fact, encouraged

Slide 38

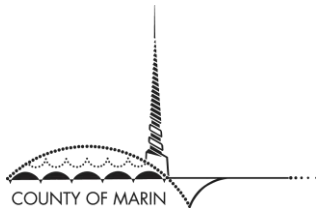


POWERPOINT

SLIDE MASTER

Slide 39

- How to use PowerPoint's slide master tool:
 - http://mine/mine/AD/main/branding/How-to_Slide_Master.pdf
 - *Note: this is an excerpt of IST's [Introduction to Accessible PowerPoint to PDF Documents](#)*



ELECTRONIC ACCESSIBILITY

T A B L E S

- Tables: only for tabulated data, not formatting
 - “Tabulated data” can be presented in a table because it is ordered using columns and rows:

Slide 40

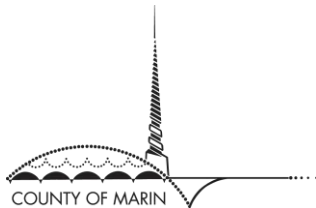
Data Table			
Column 0	Column 1	Column 2	Column 3
Row A	Data 1A	Data 2A	Data 3A
Row B	Data 1B	Data 2B	Data 3B
Row C	Data 1C	Data 2C	Data 3C
Row D	Data 1D	Data 2D	Data 3D
Row E	Data 1E	Data 2E	Data 3E

ELECTRONIC ACCESSIBILITY

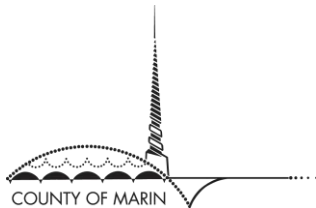
HEADERS / FOOTERS & TEXT BOXES

Slide 41

- How to handle tables in Word:
 - http://mine/mine/AD/main/branding/How-to_Tables.pdf
 - *Note: this is an excerpt of IST's [Producing Accessible Word and PDF Documents](#)*



Slide 42

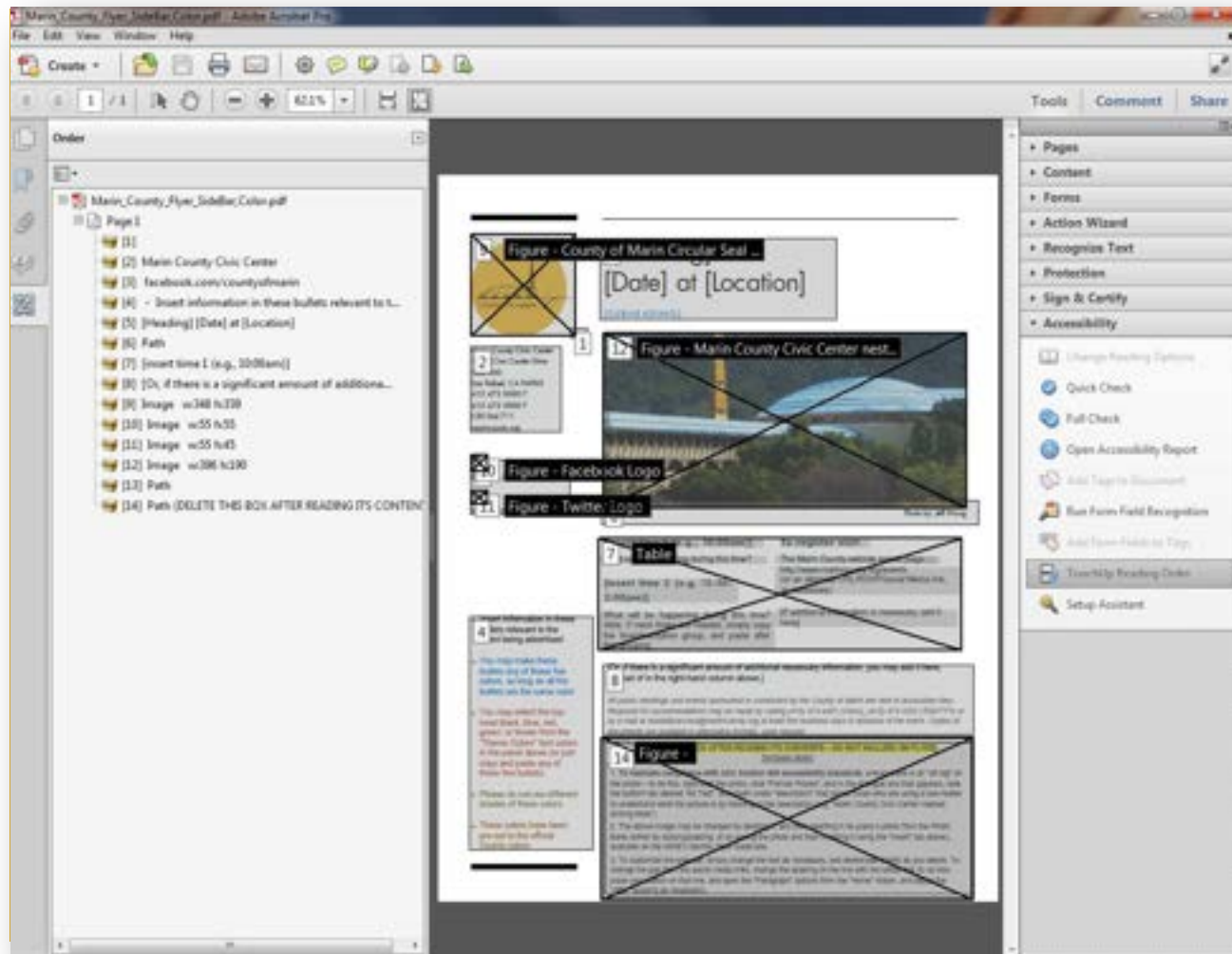
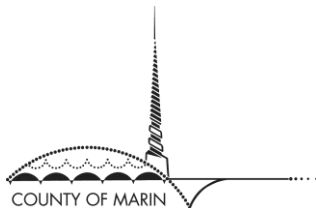


ELECTRONIC ACCESSIBILITY

PDF READING ORDER

- When saving as a PDF, “reading order” is sometimes not as intended
 - i.e. the order with which a screen reader reads out loud items (images, text, tables, etc.) on the page
- Need to change reading order in Acrobat
- Drag and drop items in panel to re-arrange order

County Administrator's Office
County Template Orientation
Board Chambers
May 8 and 21, 2014

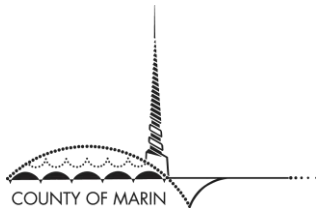


ELECTRONIC ACCESSIBILITY

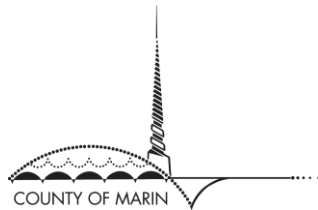
HEADERS / FOOTERS & TEXT BOXES

Slide 44

- How to touch up reading order in Acrobat Professional:
 - http://mine/mine/AD/main/branding/How-to_Reading_Order.pdf
 - *Note: this is an excerpt of IST's [Producing Accessible Word and PDF Documents](#)*



County Administrator's Office
County Template Orientation
Board Chambers
May 8 and 21, 2014



RESOURCES

A large, stylized yellow graphic of the County of Marin logo, featuring a bridge with multiple arches and a tall, thin tower. The text "COUNTY OF MARIN" is written in a sans-serif font below the graphic.

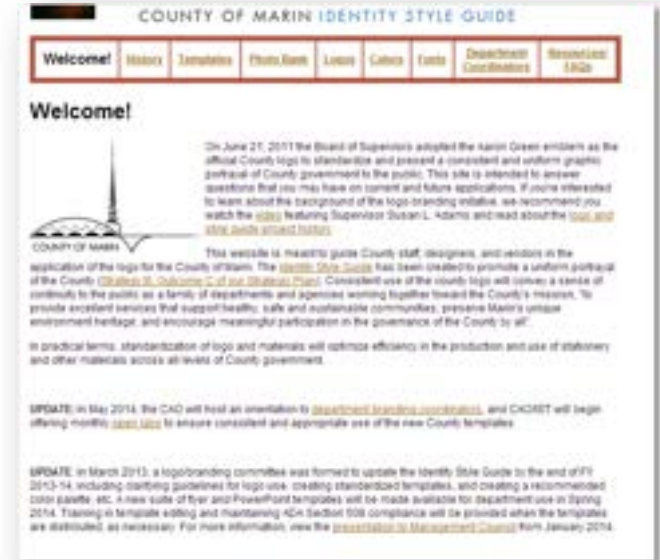
COUNTY OF MARIN

RESOURCES

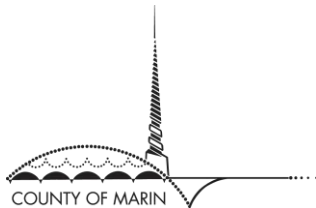
M I N E

<http://mine/mine/AD/main/branding/welcome.cfm>

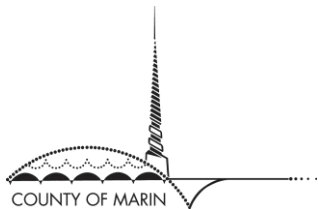
- Logo branding site on the MINE
 - Tabs at top for easy navigation
 - Easy to download templates, logos, etc.
 - Color contrast compatibility
 - Photo bank (incl. credits)
 - Links to IST resources



Slide 46



Slide 47



RESOURCES

O P E N L A B

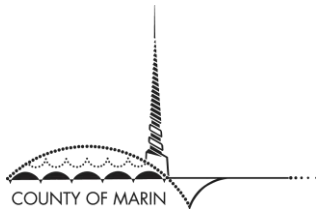
- IST/CAO will host open labs to assist with specific questions on template use, customization, formatting, and Section 508 compliance
 - Third Wednesday of each month
 - Beginning on May 21, and lasting tentatively through December
 - 9:00 – 10:00 am
 - IST Training Room (271)
- Each lab can accommodate up to 10 people
- Register with **Dennise Colla** or **Cathy Boffi** in order to attend an open lab
- **Note:** *If no one is signed up to attend in any particular month, that month's lab will be cancelled.*

QUESTIONS? COMMENTS? CONCERNS?

LET US KNOW!

Slide 48

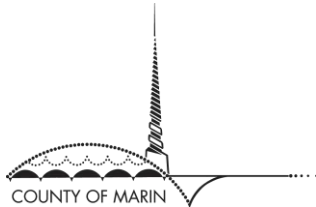
branding@marincounty.org



WEBSITE

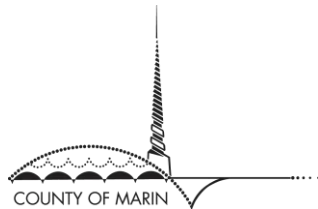
Slide 49

<http://mine/mine/AD/main/branding/welcome.cfm>



County Administrator's Office
3501 Civic Center Drive
Suite 325
San Rafael, CA 94903
415 473 6358 T
marincounty.org/cao

05.08,21.14



THANK YOU



Photo Credit: Jeff Wong