RICHLAND COUNTY STYLE GUIDE

MISSION

The mission of the government of Richland County, South Carolina, is to provide essential services, efficiently and effectively, in order to improve the quality of life for its citizens. Richland County Government shall be accessible to all and shall provide cordial, responsible assistance and information in a prompt, equitable, and fair manner. This mission shall be achieved with minimal bureaucracy, with integrity, and within the parameters and power set forth in applicable federal, state and local laws.

VALUES

Integrity
Efficiency
Accessibility
Transparency
Fairness
Respect

TONE AND VOICE

Richland County strives for its communications to exude both professionalism and approachability. Present information in an accurate and specific way with a demeanor that is conversational and open to dialogue.

SEAL

Richland County Government utilizes one official image: the seal.

The County seal is a graphic representation of Richland County Government and County Council. This seal is the only official seal of Richland County Government and should be used on all material produced by or in conjunction with the County.

No other seal or logo is acceptable.

MOVE TO EXCELLENCE

GUIDELINES

Richland County's seal has been updated to conform with modern styles and reproduction methods.

"Aachen Bl" is the only typeface represented in the seal. The seal should never be altered or recreated. Only the vector form of the seal should be used in reproductions, unless prior approval for another form is given.

The seal should only be displayed in the approved color options seen below.

The color seal is always preferred unless it's featured in a newspaper ad or one-color printing, then the gray scale or simple seal is appropriate.

These guidelines should be followed for print and digital productions.

Color Seal   Gray scale Seal   Simple Seal

MINIMUM SIZE

The seal should always be legible. To ensure this, never make it smaller than 50mm or 2 inches for print or 150px for digital reproductions unless prior approval is given.
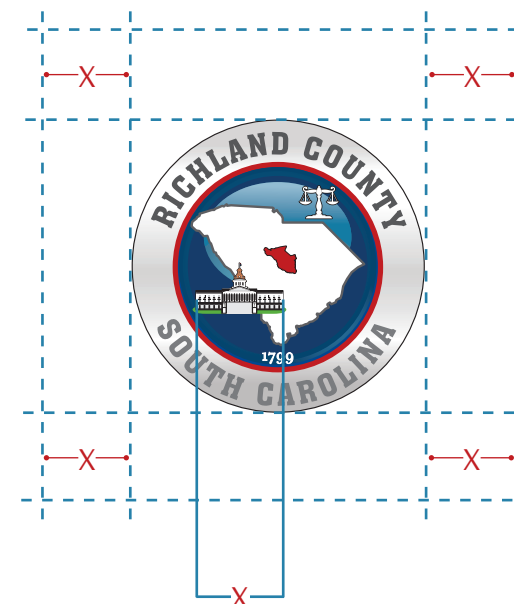
50mm

For questions regarding Richland County seal usage or approvals, contact PIO at pio@richlandcountysc.gov.
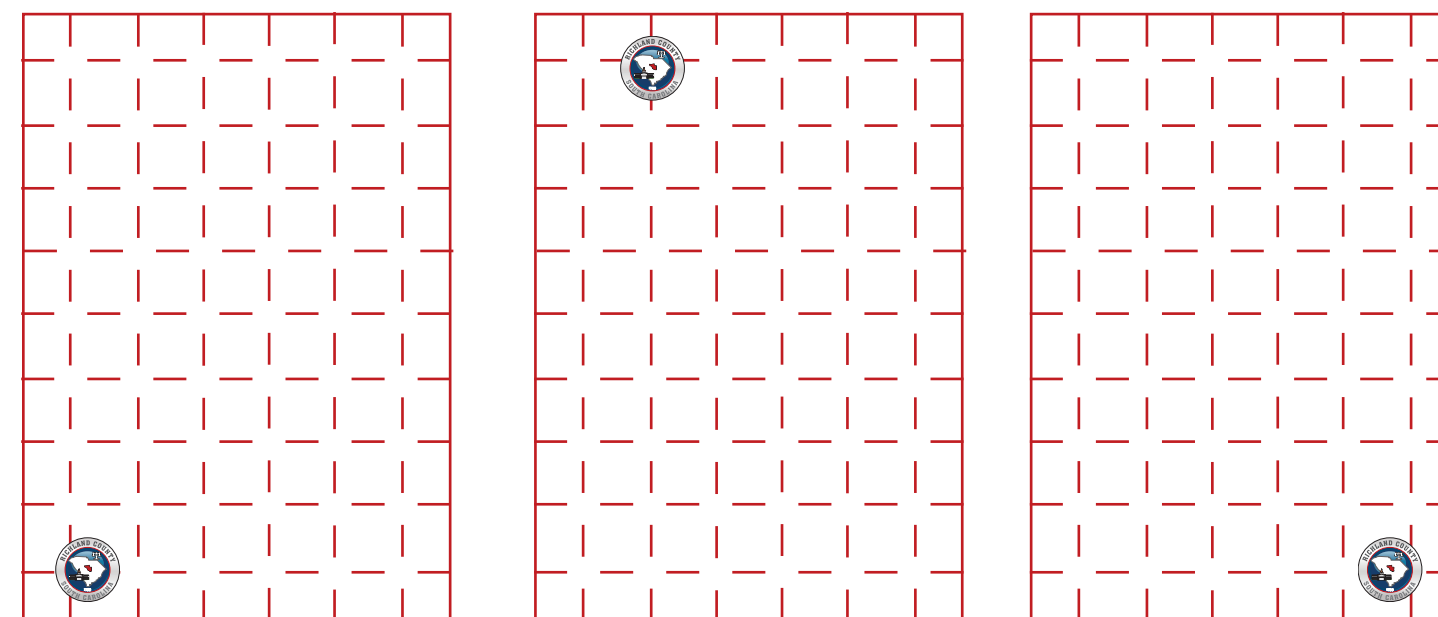
CLEAR SPACE

Enough clear space should be left around the seal to ensure maximum legibility. This space is determined by the length of the State House depicted in the seal, as indicated below by X.

X   X

X   X

X

SEAL PLACEMENT

MOVE TO EXCELLENCE

USAGE

To ensure a consistent brand identity, a general set of guidelines for the seal is outlined below. Before use, consult PIO at pio@richlandcountysc.gov.

DOs

· Include the seal in all County-produced documents and graphics.

· Maintain the minimum clear space as outlined in this document.

· Uniformly scale the seal. Non-uniform scaling distorts the image.

· The seal should always appear upright.

· Ensure the seal contrasts against the background.

· The seal should only be reproduced from a digital file.

· No elements of the seal may be recreated, altered, deleted, cropped or reconfigured. The seal is provided as an .EPS file, enabling unlimited scalability.

DON'Ts

· Don't change the seal's orientation.

· Don't bevel, emboss or add effects to the seal.

· Don't change the seal's color or reconfigure in any way.

· Don't place the seal on a busy pattern or photograph.

· Don't block the seal with text or other objects.

· Don't place the seal in a white box on a dark colored background. Use only the transparent seal.

· Don't stretch or squeeze the seal.

· Don't use outdated seals. The current seal is the only official seal of Richland County.

Orientation — Effects — Color — Busy Background

Blocking Seal — White on Dark Background — Squeezed/Stretched — Outdated Seal

GUIDELINES

A simple color palette was developed based off the colors used in the seal. Use the red sparingly, mostly as a highlight, as it can overwhelm artwork.

Dark Red
PRINT PMS: 2035 C CYMK: 13/100/100/10
WEB HEX: #C21E24 RGB: 194/30/36

Dark Blue
PRINT PMS: 534 C CYMK: 100/83/33/18
WEB HEX: #193D6A RGB: 25/61/106

Medium Blue
PRINT PMS: 7688 C CYMK: 82/40/19/1
WEB HEX: #2881A9 RGB: 38/129/170

Light Blue
PRINT PMS: 550 C CYMK: 44/14/10/0
WEB HEX: #94BED4 RGB: 148/190/212

Dark Gray
PRINT PMS: Cool Gray 9 C CYMK: 0/0/0/63
WEB HEX: #7B7C7F RGB: 123/124/127

Light Gray
PRINT PMS: Cool Gray 3 C CYMK: 17/13/14/0
WEB HEX: #D2D2D0 RGB: 210/210/208

USAGE

PMS or CMYK colors are preferred for print productions and projects.
HEX or RBG colors are preferred for digital productions and projects.

MOVE TO EXCELLENCE

RETIRED LOGOS

Richland County has retired the use of the Uniquely Urban...Uniquely Rural Tourism logo. Do not continue using this logo on any fliers, posters, billboards or signage past July 15, 2018.

The only acceptable logo on any material tied to the County is the official Richland County seal.

Richland County has retired the use of the above seal.

Do not continue using this outdated seal, or any seal that is not the official Richland County seal, in any materials concerning Richland County. If you do not have the current and only acceptable version of the seal contact *pio@richlandcountysc.gov*.

TIPS FOR STRONG PHOTOGRAPHY

Below are some tips to help improve your photography skills, whether using a smartphone, a still camera or a video camera.

DOs

- Get closer to your subject rather than using the zoom feature on a device.
- Fill the frame. Your photos will have more impact if you take advantage of the entire image area.
- Think about what you are trying to convey. Compose shots according to what's important to your viewer.
- Shot orientation is determined by your subject. Shoot for the scene.
- Be mindful of your background. Be cautious of brightly-lit or darkly-lit areas.
- Be mindful of busy backgrounds that could distract from your subject.
- Some frames are more dynamic if the subject is off-center. Imagine the scene divided into thirds and place your subject in one of those thirds instead of the exact center.
- Ensure the eyes are always in focus.
- Ensure your lens is clean and free of smudges and fingerprints.
- Shoot in bursts and take multiple shots. Your first image may be shaky or your subject could have blinked. Extra shots will ensure you have options.
- Look for good lighting.
- Videos should always be shot horizontally.

PHOTOGRAPHY EXAMPLES

TIPS TO DEVELOP BRANDED FLIERS AND GRAPHICS

DOs

- Make the purpose of the flier clear to the reader.
- Double-check spelling and ensure all information is accurate.
- Keep the design simple, but also interesting and eye-catching.
- Include the County seal in a visible place (and logo if warranted).
- Have a focal point and ensure the focal point draws people to the point of the design.
- Include relevant images. This helps the reader grasp what the flier is about.
- When choosing images, consider the flier's purpose, context and audience.
- Use the highest resolution images you can.
- Fonts are as important as the images used. Ensure they enhance the message of the flier.
- Color scheme is important. Choose appropriate colors depending on the message and purpose of the flier.
- Use CMYK color values for print publications. Use RGB for digital publications.
- White space is important. It eases the readers' eyes and helps them better absorb the flier's message.
- Ensure your flier is balanced with images, blank space and written text. Ask yourself, "Does every element have room to breathe?" Make adjustments until the answer is yes.
- Keep the text simple and to the point.
- Ensure the flier highlights the event name, date, time and location.
- Use font size, font weight, font style, bullet points, visual cues, alignment and placement carefully to highlight important information.

DON'Ts

- Don't use more than two fonts. More than that crowds the design.
- Don't use more than three different font sizes. More than that crowds the design.
- Don't overcrowd the space with too much text, imagery or graphics.
- Don't use blurry images.
- Don't make it hard for the reader to understand the flier.

DESIGN RESOURCES

- Canva.com — free online design website.
- Pexels.com — free high-resolution images for public use.

FLIER EXAMPLES

Richland County Government
2020 Hampton Street
Columbia, SC