

RAMSEY COUNTY
STYLE GUIDE

A county of excellence working with
you to enhance our quality of life.

To maximize the impact of Ramsey County’s communications materials, it is important that our materials have a consistent look, design and feel. Using a consistent brand helps broaden customer awareness so that people can find the services they need more quickly and easily.

Strong brands are built through consistent, positive encounters with every aspect of an organization.

Ramsey County is a large organization with a diverse range of departments and divisions. Over the years, the county has built a strong brand foundation through its employees, programs and services. The Ramsey County logo represents a commitment to excellence.

A brand is much more than a logo and a font – it represents everything an organization offers and stands for.



ramseynet.us/BrandResources

An online repository with a variety of brand templates and guides for employees.

TABLE OF CONTENTS

VISUAL IDENTITY

LOGOS	2
SIGN-OFFS	5
COLOR PALETTE	6
TYPOGRAPHY	7
PHOTOGRAPHY	8

USAGE

COLOR	9
LOGO	12
STATIONERY	13
TEMPLATES	14
APPAREL	15
SIGNAGE	16

The horizontal (primary) version of the logo should be used whenever possible. If an application does not allow for the use of the horizontal logo, then the secondary (stacked) option is available.

Always use the master digital artwork when reproducing the logo. Never re-create it or alter it in any way, including altering the colors. The logo should only be reproduced in full color (red/gray), black and white, or all-white reversed.

PRIMARY

SECONDARY

FULL COLOR



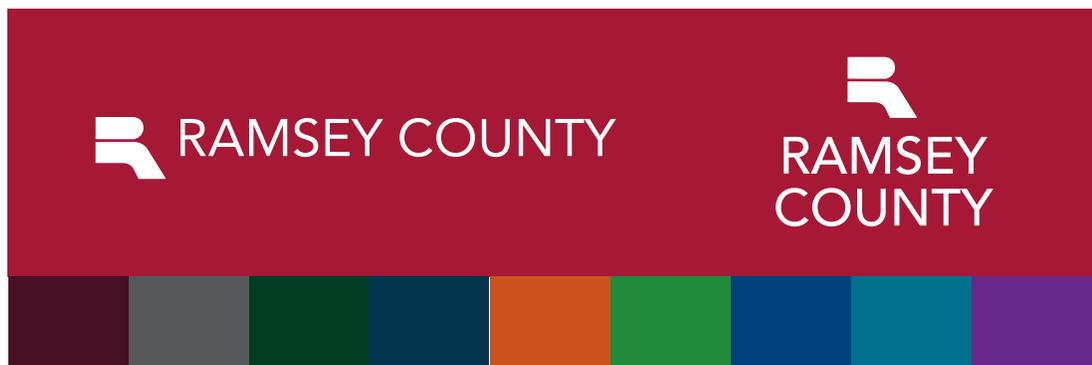
BLACK AND WHITE



REVERSED



You may also use the reverse logo on the following brand colors:



THE RAMSEY "R"



When necessary, a simplified version of the logo utilizing the standalone "R" – without the words Ramsey County – may be used. This option should be reserved primarily for promotional items and **must be approved** by the Communications & Public Relations director.

[See examples on page 12.](#)

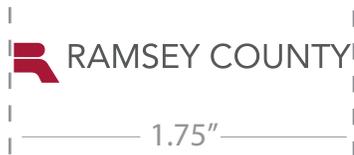
CLEAR SPACE

Clear space is the area surrounding the logo that must be free of text or any graphic elements. This ensures that the logo stands out distinctively. The clear space of the logo is 1x where x is equal to the height of the letters in "RAMSEY COUNTY" and is always '1x' on all sides.



MINIMUM SIZE

To ensure the clarity and legibility of the logo, do not reproduce the logo at a size smaller than 1.75" – horizontal and .75" – stacked. The logo can scale up as large as necessary; always use a vector file (eps) when reproducing the logo at a large scale.



Department logos are available for use within the county brand hierarchy. The logos must be used with the approved department name. Department logos can be found on each department's RamseyNet page under Brand Files & Templates, located on the left-hand side navigation, or by contacting the [Communications Help Desk](#). Division names cannot be added to department logos. The enterprise logo may be used on any material – especially when more than one department is involved. The enterprise logo should be used on Service Team level communications.

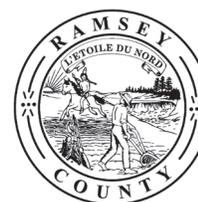


Sign-offs acknowledge an affiliation with Ramsey County and may be applied to printed and online communications or tangible assets for programs, properties and other special uses. In addition, official seals and certifications may be used with the county's brand identity.

To build a stronger brand identity, the Ramsey County enterprise or department logos should be used whenever possible.

New special use logos **require the approval** of the director of Communications & Public Relations.

EXAMPLE USE



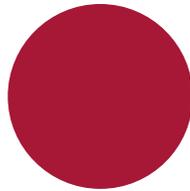
BOARD OF
COMMISSIONERS



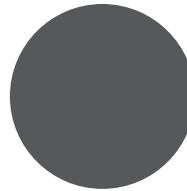
Ramsey County red and gray are the distinguishing colors of our brand identity and are used in the county logo. In addition to these two colors, an extended color palette is available to add more flexibility to designs. [See page 9-11](#) for example usage.

RGB/HTML is for use on digital applications such as websites and PowerPoint; CMYK is for use on four-color printed pieces; and Pantone (PMS) values are for one- or two-color printed pieces. PMS values are the same for **both** coated and uncoated papers. If CMYK uncoated values are needed, please contact the [Communications Help Desk](#).

PRIMARY



Ramsey Red
 PMS 1807
 CMYK 7·94·65·31
 RGB 158·48·57
 HTML 9E3039



Gray (80% Black)
 PMS 425
 CMYK 0·0·0·80
 RGB 88·89·91
 HTML 58595B

TIP: On marketing materials, the body text color should always be the gray from the color palette. Avoid the use of black.

SECONDARY



Dark Blue
 PMS 7463
 CMYK 100·70·45·44
 RGB 0·43·79
 HTML 002b4f



Dark Green
 PMS 3435
 CMYK 95·19·70·72
 RGB 2·71·49
 HTML 024731



Dark Orange
 PMS 167
 CMYK 3·78·100·15
 RGB 189·79·25
 HTML BD4F19



Dark Red/Purple
 PMS 504
 CMYK 30·82·44·73
 RGB 89·44·53
 HTML 592C35



Bright Green
 PMS 363
 CMYK 78·5·98·24
 RGB 60·138·46
 HTML 3C8A2E



Blue
 PMS 294
 CMYK 100·69·7·30
 RGB 0·47·108
 HTML 002F6C



Dark Turquoise
 PMS 315
 CMYK 100·8·18·38
 RGB 0·105·131
 HTML 006983



Light Green
 PMS 376
 CMYK 54·0·100·0
 RGB 132·189·0
 HTML 84BD00



Light Teal
 PMS 632
 CMYK 93·2·13·6
 RGB 0·155·187
 HTML 009BBB



Yellow
 PMS 115
 CMYK 0·7·80·0
 RGB 250·220·65
 HTML FADC41



Bright Orange
 PMS 130
 CMYK 0·30·100·0
 RGB 240·171·0
 HTML FOAB00



Purple
 PMS 2603
 CMYK 70·100·0·5
 RGB 107·31·124
 HTML 6B1F7C

NEUTRALS



Tan
 PMS 466
 CMYK 5·17·42·14
 RGB 199·179·127
 HTML C7B37F



Cream
 PMS 7500
 CMYK 1·5·23·3
 RGB 225·216·183
 HTML E1D8B7



Light Gray (35% Black)
 PMS 421
 CMYK 0·0·0·35
 RGB 177·179·182
 HTML B1B3B6

MARKETING/DESIGN

Avenir and Chronicle fonts should be used for professional communications and marketing collateral created in Adobe design software.

Avenir

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
123456789!@#\$\$%^&*()?

Light
Light Oblique
Book
Oblique
Medium
Medium Oblique
Heavy
Heavy Oblique
Black
Black Oblique

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
123456789!@#\$\$%^&*()?

Chronicle

Roman
Italic
Semi-bold
Semi-bold Italic
Bold
Bold Italic

MICROSOFT/EVERYDAY

Arial, Calibri and Georgia should be used for day-to-day electronic communications and other materials created in Microsoft software products. These fonts are installed standard on all county employee computers.

Arial

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
123456789!@#\$\$%^&*()?

Calibri

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
123456789!@#\$\$%^&*()?

Georgia

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
123456789!@#\$\$%^&*()?

Photographic style is representative of the Ramsey County brand.

When choosing photos, please use these considerations:

- Choose photos with good composition. Do not choose photos that look too staged.
- Do not use photography for any print material that is less than 300 dpi resolution at the size it will be printed. Photos should never be enlarged beyond 300 dpi or the images will look pixilated (grainy).
- Be aware of seasonal changes. For instance, consider things like clothing and weather when the brochure will be in use throughout the year.
- Do not use dated-looking photography, such as outdated clothing and hairstyles.
- Be sure the image is reflective of the county and our population.
- Do not use photos just to make materials look "pretty." If a photo does not directly relate to the content of the material, leave it out.
- If using architectural photos or outdoor shots, be sure the photos are free of construction equipment, cones, barricades and other physical distractions (unless these materials relate to the content).

Check Ramsey County's Flickr page for available images for presentations and marketing materials. If you have a specific need, reach out to the [Communications Help Desk](#) and ask for additional options.



TINTS AND SHADES

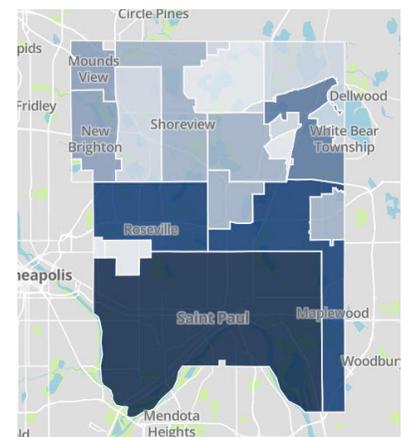
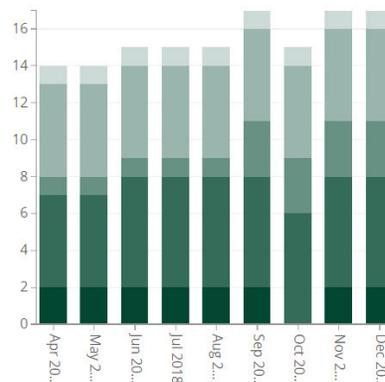
Screens or tints of the primary colors may be used to achieve a desired effect. Screening the red shades will result in pink and should be avoided.

See below for values to use when creating PowerPoints or Word documents.

 RGB 107·41·18 HTML 6B2912	 RGB 0·12·56 HTML 000C38	 RGB 69·116·54 HTML 457436	 RGB 0·96·119 HTML 006077	 RGB 145·108·42 HTML 916C2A
 RGB 145·58·31 HTML 913A1F	 RGB 23·42·83 HTML 172A53	 RGB 94·147·47 HTML 5E932F	 RGB 0·123·152 HTML 007B98	 RGB 186·138·45 HTML BA8A2D
 RGB 184·73·25 HTML 84BD00	 RGB 28·60·109 HTML 1C3C6D	 RGB 118·178·59 HTML 76B23B	 RGB 0·150·185 HTML 0096B9	 RGB 229·168·36 HTML E5A824
 RGB 203·82·30 HTML	 RGB 26·78·133 HTML 1A4E85	 RGB 143·200·81 HTML 8FC851	 RGB 0·171·207 HTML 00ABC F	 RGB 254·190·52 HTML FEBE34
 RGB 218·133·97 HTML DA8561	 RGB 73·103·153 HTML 496799	 RGB 167·210·119 HTML A7D277	 RGB 49·186·217 HTML 31BAD9	 RGB 254·203·102 HTML FECB66
 RGB 228·168·142 HTML E4A88E	 RGB 115·134·177 HTML 7386B1	 RGB 191·221·156 HTML BFDD9C	 RGB 122·202·226 HTML 7ACA E2	 RGB 255·217·144 HTML FFD990

Tints and shades work especially well when creating charts and graphs for presentations or on the [Open Ramsey County](#).

TIP: To find hex codes (HTML) for tints and shades, visit maketintsandshades.com and type in a Ramsey County color's HTML code ([found on page six](#)).



COLOR COMBINATIONS

Below are color combinations that work well together and create a professional look. Whenever possible include Ramsey red and dark/light gray in your designs. Bringing in the accent colors works well for illustrations, graphics or giving certain programs distinction from each other. Avoid using too many colors, as this can make materials look too busy and make it hard for readers to digest information.



CAMPAIGN COLORS

Use a consistent color palette for certain services and campaigns.
For example: Foster Care uses the purple consistently.

Example:



SERVICE TEAMS

When referencing all four Service Teams in one marketing piece, use these colors to identify each area:

- Bright Orange  HEALTH AND WELLNESS
- Light Teal  SAFETY AND JUSTICE
- Light Green  ECONOMIC GROWTH AND COMMUNITY INVESTMENT
- Dark Orange  INFORMATION AND PUBLIC RECORDS

There are few instances where the simple "R" logo is justified. Residents are not familiar enough with Ramsey County to recognize the "R" by itself and we should use the full logo including Ramsey County text whenever possible for recognition. Please check with the Communications & Public Relations director before finalizing a design using just the "R."

These examples show some cases where the standalone Ramsey "R" may or may not be used.

Lapel pins



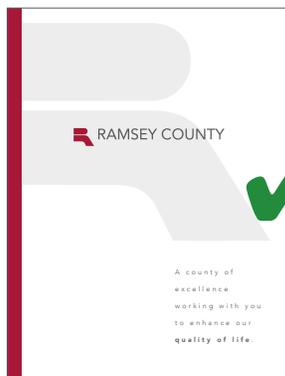
Pens - Downsize the full horizontal logo, even if it gets close to minimum size or surpasses it.



Never place text under the 'R'



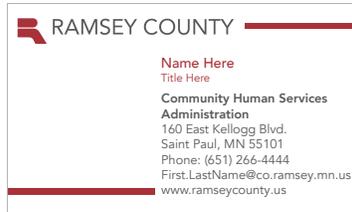
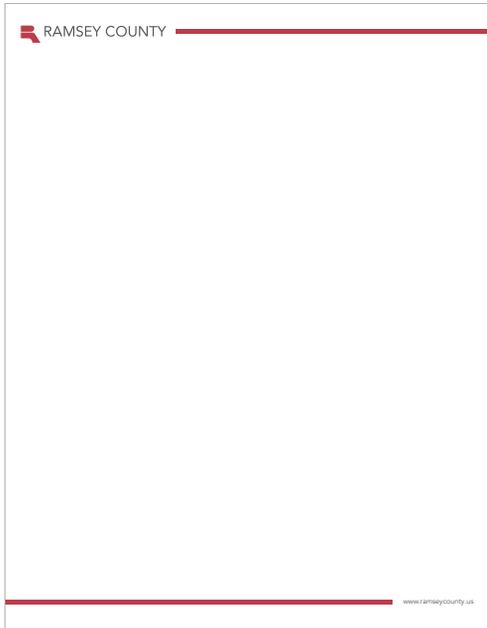
Popsockets - The size is large enough to include the full Ramsey County logo, you shouldn't use just the "R."



TIP: In special cases, the "R" may be used as a background design on enterprise materials. Consult with [Communications & Public Relations](#) for guidance.

ENTERPRISE

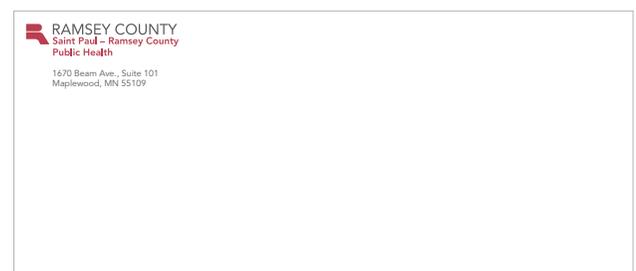
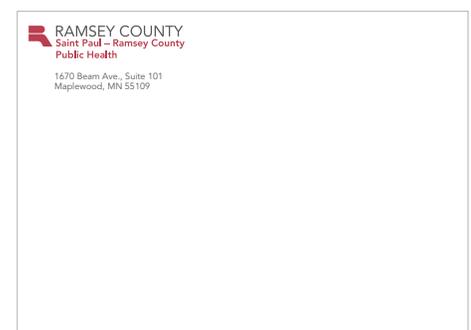
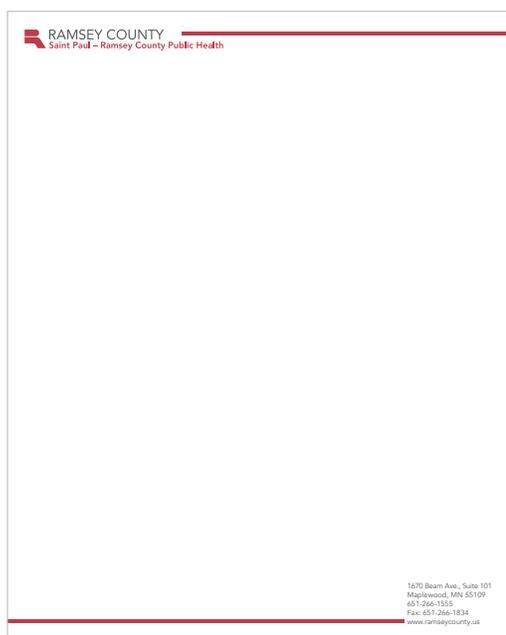
Enterprise stationery is available for use with Service Team communications and other situations where listing a department doesn't make sense or work well.



TIP: Approved typefaces for the letterhead body are Arial and Calibri. Never use other typefaces when composing any county communications on letterhead. The body copy must be at least 11 point, which is a requirement of the Americans with Disabilities Act.

DEPARTMENT

Stationery is available for use for every department in Ramsey County and master files are maintained by Communications & Public Relations. Departments should not create their own stationery. Employees can access department Word and PowerPoint templates through their department section on RamseyNet. Business cards, envelopes and other stationery can be ordered by department reps through the Ramsey Brand ordering system at ramseybrand.com.



TIP: If you are unsure of who is responsible for ordering stationery for your department, you can find a list at ramseynet.us/stationaryorders.

POWERPOINT

The county PowerPoint templates should be used for all county presentations. They can be found on the county templates page on RamseyNet.

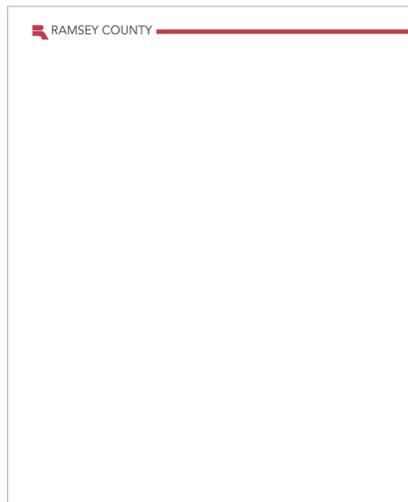
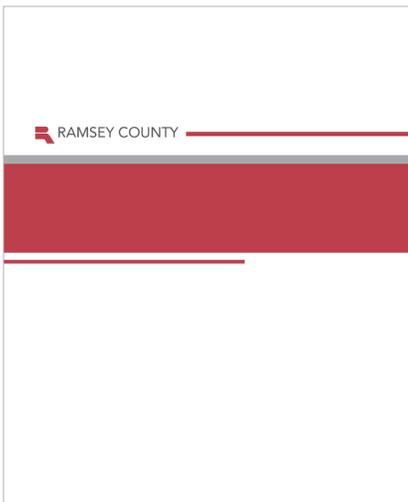
Standard (4:3) and wide screen (16:9) templates are available. Templates will display differently depending on the size of your presentation screen. If you know the size of the monitor or equipment the presentation will appear on, select the corresponding version. If not, use the standard version by default.



REPORTS

The report template is designed for Microsoft Word and includes a cover page and first interior page. County-branded headers will auto-generate when you begin a new page.

Cover pages of the report should not include photos or additional artwork unless the image directly relates to the content. Use Arial, Calibri and Georgia font families. Other than the cover page and headers, use 11 point font for body copy.



Only use the approved versions of the county logo for apparel and merchandise orders. **Do not change the colors of the logo** (for example changing "Ramsey County" to white with a red "R"). Instead, use the one-color/reversed white logo. See example below. Never create logos for specific brand item orders; always use the enterprise or department level logos. Branded items are available for purchase on [RamseyBrand.com](https://www.ramseybrand.com). You can also work with [Communications & Public Relations](#) to order additional items beyond the standard stock listed on the site.



TIP: Embroidery thread type/colors are Madeira Red 1638 and Gray 1619

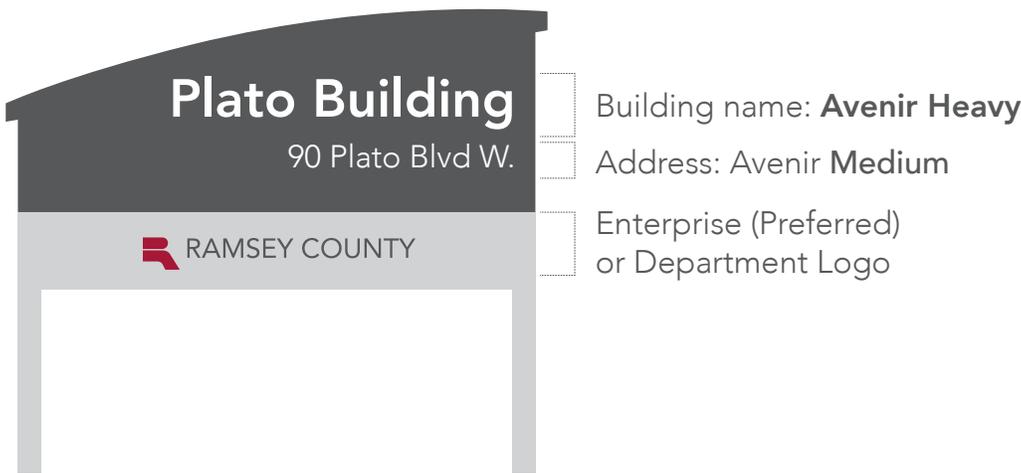


TIP: Never create logos or add text directly under the logo for specific events/initiatives.

Signage for buildings, offices and wayfinding should follow all brand requirements found in this guide. Each signage project is unique and should be approached with both branding and the specific location in mind. Departments should coordinate orders with both Property Management and [Communications & Public Relations](#) to utilize previous design work and templates for consistency.

EXTERIOR

Monument signs: Monument signs need to be legible and consistent across the county.



INTERIOR

Wayfinding/office signage: Creating a consistent look for wayfinding that follows brand guidelines and the building's architecture is important. Work with Property Management and Communications & Public Relations to utilize designs from other county buildings.



TIP: Property Management administers master contracts for signage production.

UNIQUE LOCATIONS

Contact the [Communications Help Desk](#) for assistance with site-specific design needs.

These examples show signage across the county at various locations.

Department signage - often mounted at the entrance of a department office.



Working with existing signage.



Location signage (cobranded monument).



Wayfinding signage along county roads.



Yard Waste signage (unique locations).



QUESTIONS?

Contact the [Communications Help Desk](#).

