

County of Saginaw Brand Identity Guide



CONTENTS

ABOUT	02
LOGO	04
COLORS	06
TYPOGRAPHY	09
PHOTOGRAPHY	13
CONTACT US	17



ABOUT

*UNVEILING OUR STORY,
INSPIRING CONNECTIONS*

PRIMARY SEAL LOGO

The County of Saginaw originates from a star, the symbol of American independence and perseverance. The symbol blossoms into many petals depicting our County heritage.

- White Pine – Symbolizes the first giant industry.
- Sheaf of Wheat – Rich in agriculture.
- Native American – Our heritage.
- Gear – Our significant place in the automotive industry.
- Fish & Water – For the mighty Shiawassee, Tittabawassee & Saginaw rivers.

The County of Saginaw seal is copyrighted. This includes the image on all text, photos, and graphic images and may not be used by others for any purpose without prior express written permission of County of Saginaw.

The County of Saginaw has no control over personal websites and is not responsible for their accuracy or content. The County of Saginaw is only responsible for those pages created for its official website.



ABOUT

*UNVEILING OUR STORY,
HERITAGE & ACHIEVEMENTS*

BRANDING ELEMENT - THE COUNTY FLAG



The County of Saginaw is rich in heritage and the flag symbolizes, through its color and pattern, our highest ideals, our greatest achievements and our richest wealth in natural resources. This flag, with its poignant reflection of our heritage, serves to nurture an appreciation of the past, a greater understanding of the present, and a growing perspective for the future.

- Field of Green - Represents agricultural land
- Gold Star - Represents those who died defending this land
- Blue Star - Represents those who stand ready in defense
- Eleven Stripes
 - 6 Blue - Represents the 6 rivers: Saginaw, Shiawassee, Flint, Tittabawassee, Bad, Cass
 - 5 Gold - Four stripes represent North, South, East, & West. The fifth stripe symbolizes the wealth and cultural exchange brought to Saginaw County.
- Blue Border - Represents both unbroken and individualism.
- Red, White & Blue Colors - Represent allegiance to the Country, individualism and freedom.
- Arrowheads - Hope for increased brotherhood of man.
- “God be With Us” - Our highest aspirations.
- White Pine “SC” - Significant of the industry’s major emphasis regionally.

USE OF LOGO AND ELEMENTS

PRIMARY SEAL LOGO AND FLAG ELEMENT

The primary logo will be used most frequently. It exists to develop a strong, positive image.

- 1.All visual media used for promotional items, web pages, brochures, signs, notices, fliers, posters, advertising, press and news releases, stickers etc. must include the seal logo.
- 2.The seal logo and flag element must be reproduced from originals. They may not be redrawn, reproportioned, or modified.
- 3.The seal logo may be printed in either positive or reverse negative form. (Color/White/Black/Transparent (no background)).



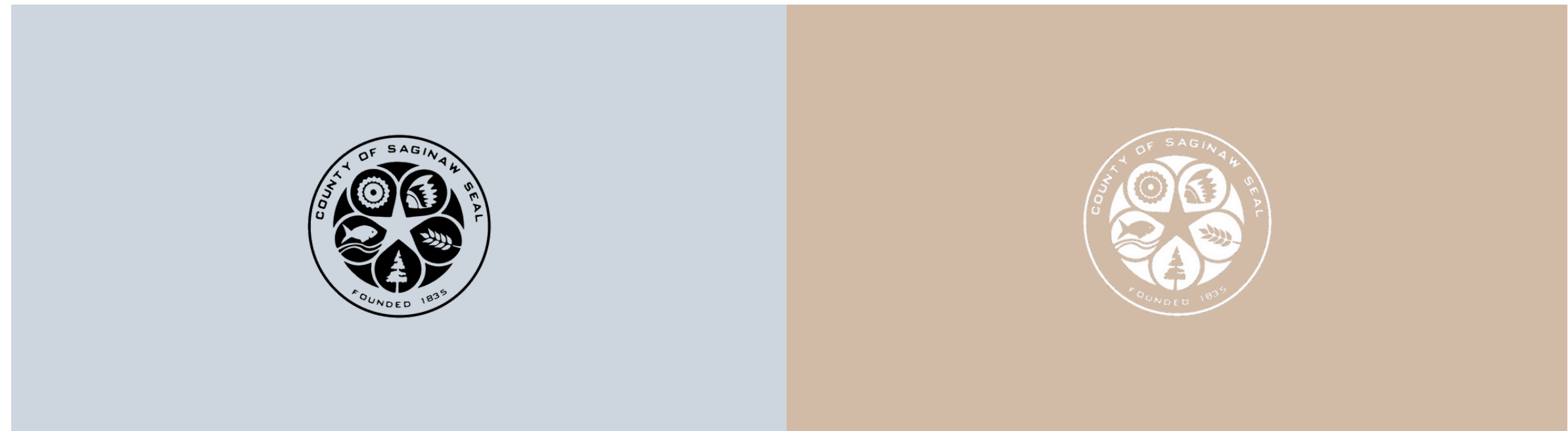
LOGO

COUNTY OF SAGINAW SEAL



CLEAR SPACE GUIDELINES

The area around the logo must be free of other graphic elements such as headlines, text, or an outside edge/border. The required clear space is $\frac{1}{4}$ of the logo's height



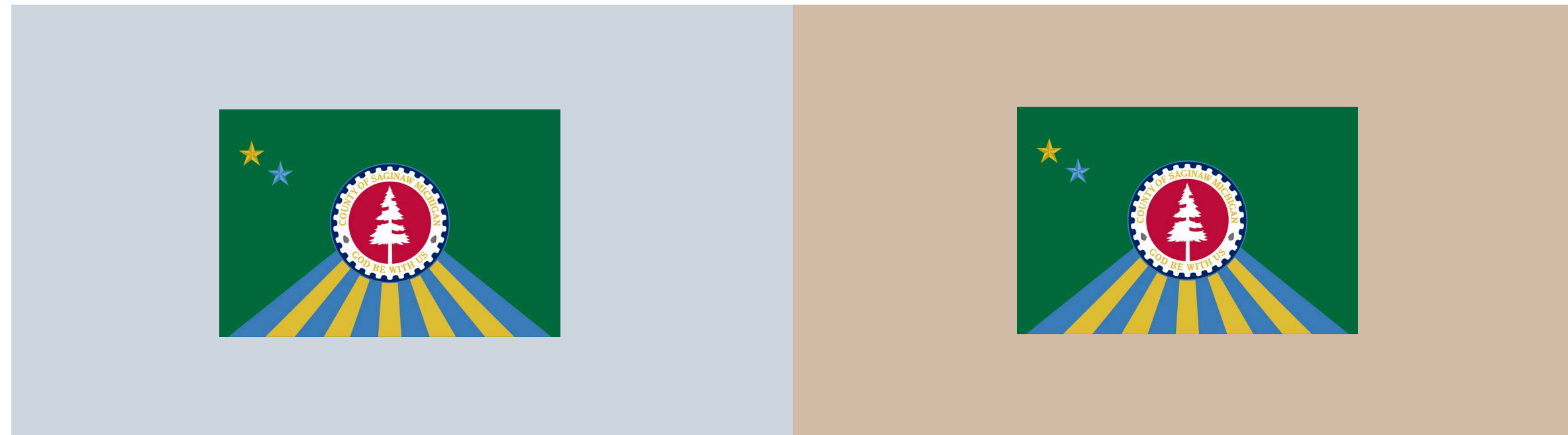
BRANDING ELEMENT

COUNTY OF SAGINAW FLAG



CLEAR SPACE GUIDELINES

The area around the logo must be free of other graphic elements such as headlines, text, or an outside edge/border. The required clear space is $\frac{1}{4}$ of the logo's height

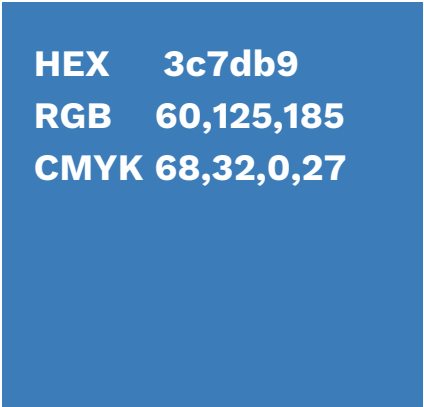


COLORS

COLOR USAGE RULES

Nearly as important as the logo are the established brand colors.

Colors are a distinct and crucial part of our identity and make our brand easily recognizable. When applied consistently, colors also provide a strong visual link across various materials and communications and set the County of Saginaw apart from others. No colors other than the ones specified may be used (aside from white or black).

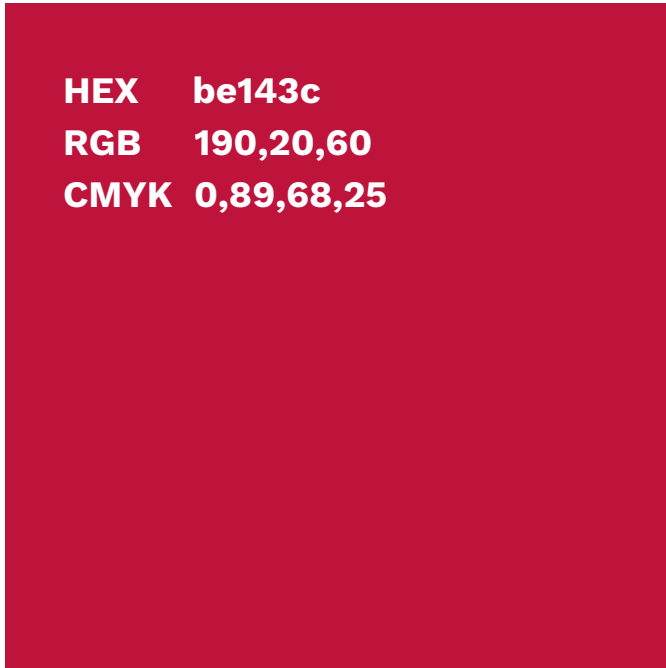
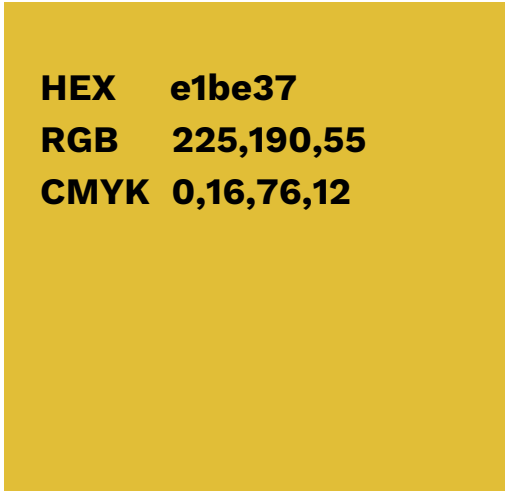
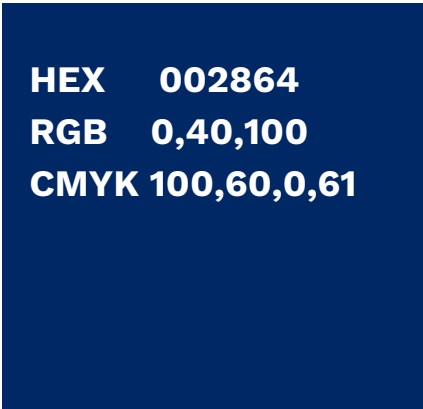


COLORS

COLOR USAGE RULES

Nearly as important as the logo are the established brand colors.

Colors are a distinct and crucial part of our identity and make our brand easily recognizable. When applied consistently, colors also provide a strong visual link across various materials and communications and set Saginaw County apart from others. No colors other than the ones specified may be used (aside from white or black).



COLOR VARIATIONS

One color black, reverse whole are only allowed when the application does not allow for full color due to legibility or production limitations.

Full Color Logo



Reversed White Logo



One Color Black Logo



X



X

TYPOGRAPHY

HEADING

Aa

Libre Baskerville

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqUuRrSsTt
UuVvWwXxYyZz

1234567890

!@#\$%^&*()_+<>?/\

The brand font Libre Baskerville is a fundamental part of our visual style that helps achieve a unique and consistent look across our materials

regular bold

TYPOGRAPHY

ACCENT

Aa

Bad Script

*AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz*

*1234567890
!@#\$%^&*()_+<>?/*

The brand font Bad Script is a fundamental part of our visual style that helps achieve a unique and consistent look across our materials

TYPOGRAPHY

BODY

Aa

Work Sans

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqUuRrSsTtUu
VvWwXxYyZz

1234567890

!@#\$%^&*()_+<>?/\

The brand font Work Sans is a fundamental part of our visual style that helps achieve a unique and consistent look across our materials

black **bold** regular light

TYPOGRAPHY HIERARCHY

Always follow the typographic hierarchy. While different applications and interfaces may have different sizing, strive to maintain the overall proportions.

For hero copy or headlines:

Libre Baskerville - Medium or Semibold, Title
Leading: font size (Use best Judgement)
Kerning: 0

Headline

For subheadings:

Bad Script - Regular or Light, sentence case
Leading: font size +2pt
Kerning: 25

Subheading

For eyebrows:

Libre Baskerville - Semibold or Bold, All Caps
Leading: font size (use best judgement)
Kerning: 40

EYEBROW HERE

Body Copy

Work Sans - Regular, sentence case
Leading: font size +5
Kerning: 0

Body Copy lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Kerning: The process of adjusting space between individual letter pairs to improve readability and visual appeal.

Leading: The vertical space between adjacent lines of text, measured from the baseline to baseline.

TYPOGRAPHY INCORRECT USAGE

Adhere to the dos and don'ts associated with using the County of Saginaw approved typefaces.

- Do use only the approved County of Saginaw typefaces.
- Do left align copy (center and justified is acceptable for certain compositions).

- **Do Not** use unapproved brand typefaces.
- **Do Not** use cursive font.
- **Do Not** right align copy.
- **Do Not** distort the typeface by adding special effects (shadows, skew, rotation, etc.).
- **Do Not** show type in all caps (exceptions allowed for eyebrows).

EYEBROW

Headline

Subheading

Body Copy lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

E Y E B R O W

Headline

SUBHEADING

Body Copy lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

PHOTOGRAPHY

*VISIONS UNLEASHED,
STORIES CAPTURED*



IMAGE USAGE RULES

Images evoke powerful emotions and create recognition. Selecting the proper photographs to represent the County of Saginaw is essential to attracting audience attention.



PHOTOGRAPHY CATEGORIES

PEOPLE

Look for moments when the subject is comfortable and engaged with a task, activity, or conversation. Avoid photographs where subjects look directly at the camera (except for announcement photographs). Shoot photographs in an environment that lends itself to the story you're creating. Look for elements related to what the subject does, their accomplishments, or items that add interest. Strive to use natural lighting. Avoid overly dramatic scenery or dark locations. Do not use black and white or filtered images.



Do not overly crop or show subject too close



Do not capture the subject in a dark, overly dramatic scene.



Do not stage a photo (exceptions allowed for announcements)

PHOTOGRAPHY CATEGORIES

GROUP PHOTOS

When posed photography is required, make sure subjects are in clear view. Photographs should celebrate their passion and community spirit. Do not use black and white or filtered images.



Do not capture subjects at unnatural angles.



Do not choose an environment that does not reflect the County's personality.



Do not use images that are void of emotion.

PHOTOGRAPHY CATEGORIES

ENVIRONMENTS

When photographing architecture, spaces, and places throughout the County of Saginaw, start with the light. Shoot early in the morning or late in the afternoon for the best results. This time of day creates beautiful shadows and the ideal depth and dimension to bring the images to life. Architecture is often amplified by exterior lighting that gives buildings a glow against a twilight sky.

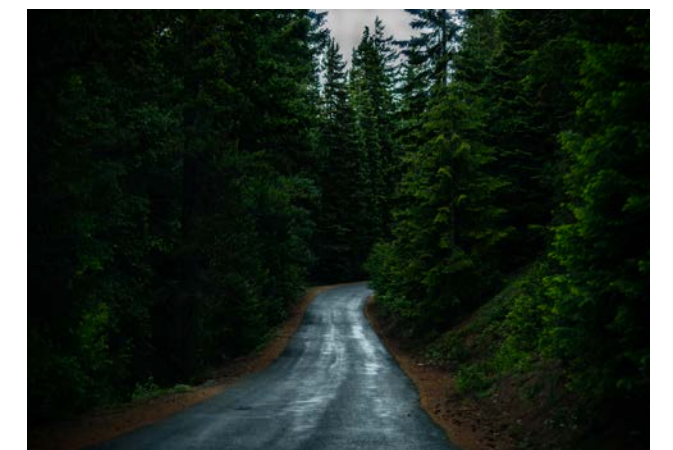
Do not use black and white or filtered images. Incorporate seasonality into exterior/environmental photographs to showcase the full range of seasons that enrich the County of Saginaw experience.



Do not capture lifeless and empty compositions.



Do not use tightly cropped photos unless you're looking for architectural detail.



Do not capture the environment in overly dark, dramatic settings.

CONTACT US

*CONNECTING THROUGH EVERY
INTERACTION*

County of Saginaw
Administrator's Office
111 S. Michigan Avenue
Saginaw, MI 48602
administratorsoffice@saginawcountymi.gov
(989) 790-5211

