

**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**



**ITEM: 3.2
(ID # 13769)**

MEETING DATE:
Tuesday, October 27, 2020

FROM: EXECUTIVE OFFICE:

SUBJECT: EXECUTIVE OFFICE: Board Policy Manual Update - Approval of Revised Board Policy A-16 Official Emblem For The County Of Riverside and Graphic Standards Manual, All Districts. [\$0]

RECOMMENDED MOTION: That the Board of Supervisors:

1. Approve the proposed revisions to Board Policy A-16 Official Emblem for the County of Riverside.
2. Approve the Riverside County Graphic Standards Manual.

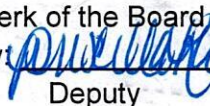
ACTION: Policy


Lisa D Brandl 10/21/2020

MINUTES OF THE BOARD OF SUPERVISORS

On motion of Supervisor Washington, seconded by Supervisor Perez and duly carried by unanimous vote, IT WAS ORDERED that the above matter is approved as recommended.

Ayes: Jeffries, Spiegel, Washington, Perez and Hewitt
Nays: None
Absent: None
Date: October 27, 2020
xc: EO

Kecia R. Harper
Clerk of the Board
By 
Deputy

**SUBMITTAL TO THE BOARD OF SUPERVISORS COUNTY OF RIVERSIDE,
STATE OF CALIFORNIA**

As part of the county's new brand initiative, the new County of Riverside website is officially launched today, incorporating the updated county seal, as well as the new RivCo Now logo and slogan. Riverside County departments will work with RCIT to be brought onto the new content management system platform in 2021, using the same look and feel of the county's main website. The website project was previously approved by the Board of Supervisors on May 7, 2019.

The launch of the new county website also marks the launch of the new RivCo TV website, under the same look and feel of the new county site. RivCo TV is Riverside County's public access channel, currently available on AT&T and Frontier. Now the county stories that air on our public access channels, will also be displayed live and on-demand playback on the new RivCo TV website. The videos feature stories from county departments and agencies that illustrate county services and contributions to our Riverside County community. The new RivCo TV branding further complements the RivCo Now brand.

ATTACHMENTS:

1. [A-16 Final](#)
2. [A-16 Redline](#)
3. [RivCo Graphic Standards Manual](#)
4. [Abridged Graphic Standards Manual](#)

**COUNTY OF RIVERSIDE, CALIFORNIA
BOARD OF SUPERVISORS POLICY**

Subject:

**OFFICIAL EMBLEM FOR THE COUNTY OF RIVERSIDE
and RIVERSIDE COUNTY GRAPHIC STANDARDS MANUAL**

**Policy
Number**

A-16

Page

1 of 1

Policy:

The official emblem for the County of Riverside is an image of the Historic Courthouse surrounded by five stars representing our supervisorial districts. The Historic Courthouse is bordered by a circle with the words “County of Riverside” at the top and the formation date of the county “May 9, 1893” at the bottom.

The county seal below is updated to include high-resolution vector art for all elements of the seal, including the county courthouse. The colors of blue and yellow are updated. Refer to the attachment, titled Riverside County Graphic Standards Manual, for rules set forth in using the county seal. The high-resolution vector art is on file with the Executive Office Communications Unit.



ATTACHMENTS:

Attachment I – Riverside County Graphic Standards Manual

Reference:

Minute Order dated 02/01/1965
Minute Order 3.7 of 11/07/2006
Minute Order 3.4 of 05/22/2018
Minute Order x.x of 10/27/2020

**COUNTY OF RIVERSIDE, CALIFORNIA
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The county seal below is updated to include high-resolution vector art for all elements of the seal, including the county courthouse. The colors of blue and yellow are updated. Refer to the attachment, titled Riverside County Graphic Standards Manual, for rules set forth in using the county seal. The high-resolution vector art is on file with the Executive Office Communications Unit.



ATTACHMENT:

Riverside County Graphic
Standards Manual

Reference:

Minute Order dated 02/01/1965

Minute Order 3.7 of 11/07/2006

Minute Order 3.4 of 05/22/2018

Minute Order x.x of 10/27/2020



GRAPHIC STANDARDS MANUAL





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RivCo Brand



This manual provides specific rules for graphic designers, communications professionals and all other personnel responsible for creating, producing, printing and disseminating materials to follow when using the county seal and RivCo NOW logo.

The center of Riverside County's new brand consists of two highly visible and identifiable symbols - the county seal and the RivCo NOW logo. These two symbols together represent the established county government formed in 1893, as well as the modern county government that leans forward into the future and adopts modern models, programs and technology.

The new RivCo NOW logo represents the different disciplines coming together to form a complete and better whole. Some of the thinking and values that are integrated into this logo are:

- The whole is greater than the sum of the parts.
- The shapes represent technology's integration into the culture of the area, as well as the frequency and movement of the county's population and business hubs.
- The colors use the blue and yellow to complement the existing colors of the county seal.

RivCo's brand is the single greatest visual expression of our community's excellence and character. It helps communicate not only who we are, but also what we do and how we do it. Maintaining our brand in a simple, clear, and consistent manner will be the foundation of how people experience RivCo. Ultimately, the success of our brand, relies on all employees of Riverside County. To everyone we encounter, we are RivCoNOW.



Purpose of Manual

The RivCo Graphic Standards Manual is intended as a how-to resource for the proper implementation of the RivCo brand. For clarity and ease of use, it has been organized into the following four sections: logo usage, stationery application, specialty item application, and reference materials.

While the first two sections are permanent rules that will not change, the specialty item and reference sections are meant to expand as the logo is properly applied to new materials generated by the RivCo departments and agencies.

Included with this manual are CDs containing electronic versions of the files described. These files will also be available in electronic format. Contact the Executive Office Communications Unit for assistance.

If there are ever any questions about the proper implementation of the brand, contact the Executive Office Communications Unit.



Solid Color Seal

The primary element of the RivCo identification system is the seal and is made up of the following two parts: 1) the imagery of the court house and 2) the text "County of Riverside" and "May 9, 1893".

The county seal is not the same as the new RivCo Now logo and therefore these assets should not be used interchangeably. However, many collateral materials may benefit from using both the county seal and RivCo NOW logo to indicate the established county government and authority, as well as indicating new, innovative and modern projects.

The county seal is the official mark of the County of Riverside government. It is the single most recognizable symbol of the county, and as such it holds the weight and authority of the county government. The county seal demonstrates the department, program or project is approved, funded and managed by the county.

The RivCo Seal is intended to demonstrate a modern county that is creating new, innovative programs and projects to enhance a sense of community and wellbeing. The image of the RivCo NOW logo symbolizes forging new opportunities, projects and the vision for the future.





Monochrome Seal

The primary element of the RivCo identification system is the seal and is made up of the following two parts: 1) the imagery of the court house and 2) the text “County of Riverside” and “May 9, 1893”.

This is a black and white monochrome version of the county seal that may be used for graphics projects that require a single color of either black or white only, and may not be used in all blue or all yellow. The solid seal is the only version of the seal that should reverse out of a dark background.



The screen is built at 40% black.



Transparent Seal

The primary element of the RivCo identification system is the seal and is made up of the following two parts: 1) the imagery of the court house and 2) the text “County of Riverside” and “May 9, 1893”.

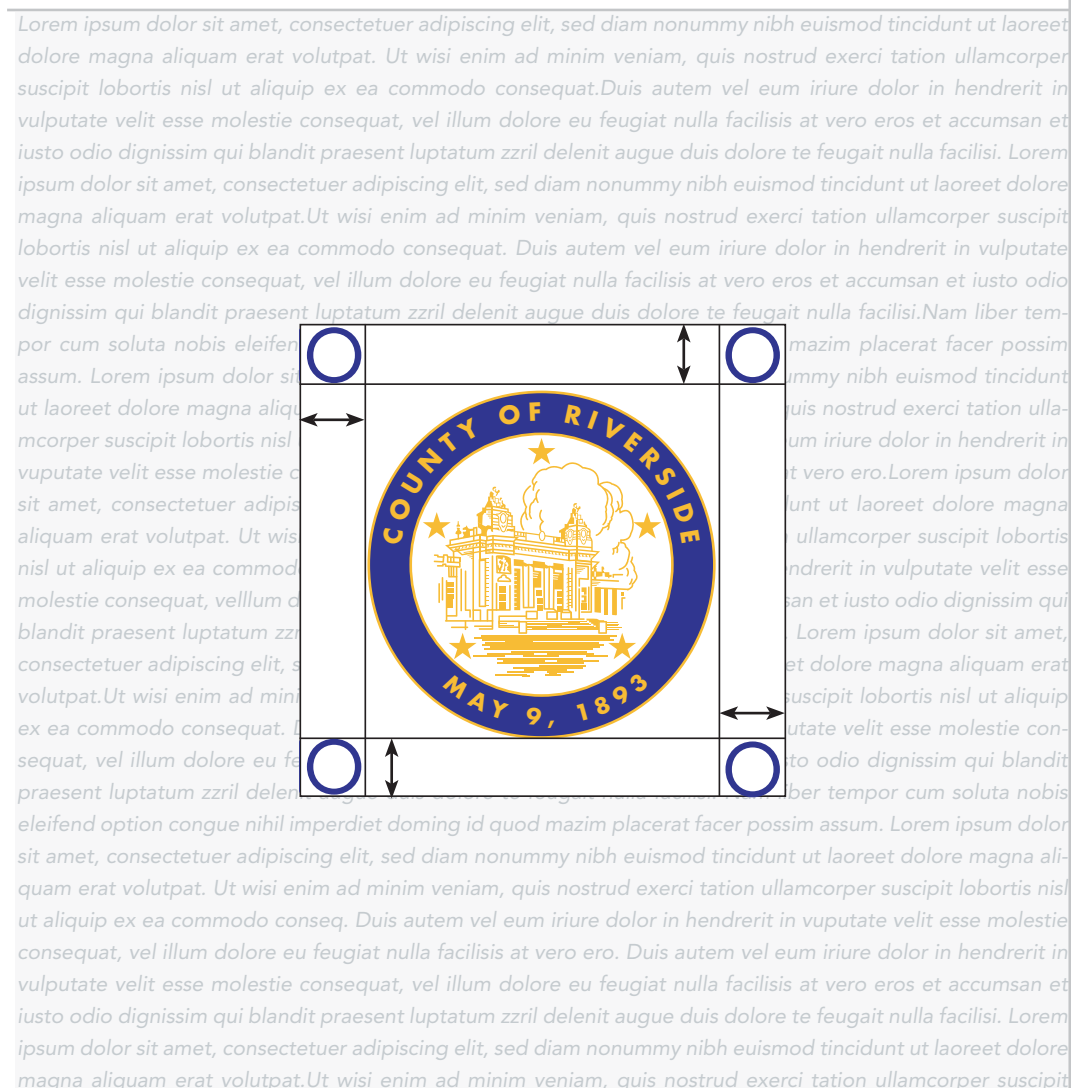
This transparent version without the filled in border may be used for specialty products that require embroidery, stamps, engraving or similar methods.



The screen is built at 40% black.

When the seal is used in conjunction with copy, such as in an advertisement or coupon, leave a generous amount of space around the seal. The minimum amount of space acceptable is shown below.

Do not place any copy closer to the seal than the height of 2.5x the stars located within the seal. For proper usage of the county seal please see "Seal Misuse" for further guidance.





Seal Misuse

To ensure the brand's strongest impact, do not modify or distort the logo. The uses shown on this page are all unacceptable.

Most questions about the seal use will be answered by reviewing the unacceptable examples below. The Board of Supervisors seal should only be used by a Board Member or a Board Office. The Board of Supervisors seal bears the weight and authority of the Board of Supervisors and indicates the item is coming from a Board Member. County departments and agencies should not use the Board of Supervisors seal on documents or materials, rather the approved county seal depicted on previous pages of this document should be used instead to indicate this is a County of Riverside approved project.

- | | | | | | | |
|-----|--|-----|--|-----|--|--|
| 1. | | 2. | | 3. | | <ol style="list-style-type: none"> 1. DO NOT use unapproved monochrome 2. DO NOT use unapproved colors or tints 3. DO NOT change elements to a photo 4. DO NOT change font 5. DO NOT remove boarder 6. DO NOT change text to departments 7. DO NOT introduce colors 8. DO NOT remove elements 9. DO NOT change arrangement 10. DO NOT change arrangement of elements 11. DO NOT Change the relationship between seal and type 12. DO NOT rotate elements |
| 4. | | 5. | | 6. | | |
| 7. | | 8. | | 9. | | |
| 10. | | 11. | | 12. | | |

RIVCO GRAPHIC STANDARDS MANUAL VERSION 1.0. OCTOBER 2020

THE SEAL AND LOGO USED BY RIVERSIDE COUNTY IS THE PROPERTY OF RIVERSIDE COUNTY. ITS USE WITHOUT PRIOR WRITTEN APPROVAL FROM RIVERSIDE COUNTY IS STRICTLY PROHIBITED.

NOTE: THIS PAGE IS A COLOR COPY. REFER TO PANTONE MATCHING SYSTEM FOR ACTUAL PRINTING COLORS.

THE COLORS, (PMS 287C, PMS 123C,) AND (PMS 287U, PMS 123U UNCOATED), ARE INTEGRAL PARTS OF THE IDENTIFICATION SYSTEM. THESE COLORS, AS WELL AS BLACK AND WHITE IMAGES, ARE TO BE USED ONLY IN STRICT CONFORMANCE WITH THE INSTRUCTIONS SET FORTH IN THIS MANUAL. NO OTHER COLORS ARE TO BE USED IN DISPLAYING THE SEAL OR LOGO.



Solid 2 Color Logo

The new RivCo NOW logo is not the same as the county seal and therefore these assets should not be used interchangeably. However, many collateral materials may benefit from using both the county seal and RivCo NOW logo to indicate the established county government and authority, as well as indicating new, innovative and modern projects.

The RivCo NOW logo is intended to demonstrate a modern county that is creating new, innovative programs and projects to enhance a sense of community and wellbeing. The image of the RivCo NOW logo symbolizes forging new opportunities, projects and the vision for the future.

The county seal is the official mark of the County of Riverside government. It is the single most recognizable symbol of the county, and as such it holds the weight and authority of the county government. The county seal demonstrates the department, program or project is approved, funded and managed by the county.





4 Color Logo

The secondary element of the RivCo identification system is the logo and is made up of the following three parts: 1) the logo and 2) the logotype, “RivCo NOW”, 3) "COMMUNITY NOW. SERVICES NOW". The logos have been built in PMS colors and Process Colors.

This color logo with the slogan “COMMUNITY NOW. SERVICES NOW.” underneath is the preferred logo for all communications and products. Only when the slogan is too small to be legible on a document or product, should the versions on the following pages be used without the slogan.



PMS COATED VERSION

Blue : PMS 287C
Yellow : PMS 123C
PMS 134C



PROCESS COLOR VERSION

Blue : C: 100
Y: 20
M: 87
K: 11

Yellow : C: 03
Y: 28
M: 92
K: 0

Yellow : C: 01
Y: 17
M: 66
K: 0



Solid 2 Color Logo

The secondary element of the RivCo identification system is the logo and is made up of the following three parts: 1) the logo, 2) the logotype, "RivCo" and "Now" and 3) "COMMUNITY NOW. SERVICES NOW." The logo has been built to be applied as a solid single color.

The logo with the slogan "COMMUNITY NOW. SERVICES NOW." is the preferred version. Only when the slogan is too small to be legible on a document or product, should the versions below be used without the slogan.

The solid logo can be applied in PMS 287c coated or PMS 287U uncoated (blue), PMS 123C coated or PMS 430U uncoated, black or reversed to white.



SOLID BLACK



SOLID PMS 287C



SOLID PMS 123C



Screened 1 Color Logo

The secondary element of the RivCo identification system is the logo and it is made up of the following three parts: 1) the logo and 2) the logotype, “RivCo NOW” and 3) "COMMUNITY NOW. SERVICES NOW." The logos have been built in solid and screened black.

The logo with the slogan “COMMUNITY NOW. SERVICES NOW.” is the preferred version. Only when the slogan is too small to be legible on a document or product, should the versions below be used without the slogan.



SCREENED VERSION

The screen is built at 40% black.



Reversing the Logo

The logo versions shown below demonstrate proper usage on a dark background. Only the solid logo should be reversed out of a dark background. The process reversed version should be used in full color applications when the logo sits on dark backgrounds. Use the 1 color version when the application is a PMS and black. All applications of logo reversal are subject to approval by the Executive Office Communications Unit.

	SOLID REVERSED VERSION	Solid reversed logo application.
	SCREENED REVERSED VERSION	PMS colors in the logo and
	1 COLOR REVERSED VERSION	PMS 430
	PROCESS REVERSED VERSION	Process color reversed application.

RIVCO GRAPHIC STANDARDS MANUAL VERSION 1.0. OCTOBER 2020

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THE COLORS, (PMS 287C, PMS 123C.) AND (PMS 287U, PMS 123U UNCOATED), ARE INTEGRAL PARTS OF THE IDENTIFICATION SYSTEM. THESE COLORS, AS WELL AS BLACK AND WHITE IMAGES, ARE TO BE USED ONLY IN STRICT CONFORMANCE WITH THE INSTRUCTIONS SET FORTH IN THIS MANUAL. NO OTHER COLORS ARE TO BE USED IN DISPLAYING THE SEAL OR LOGO.



Spacing Rules

When the logo is used in conjunction with copy, such as in an advertisement or coupon, leave a generous amount of space around the logo. The minimum amount of space acceptable is shown below.

Do not place any copy closer to the logo than the height of the quarter panel in the logo.



RIVCO GRAPHIC STANDARDS MANUAL VERSION 1.0. OCTOBER 2020

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Logo Misuse

To ensure the brand's strongest impact, do not modify or distort the logo. The uses shown on this page are all unacceptable.

Most questions about logo use will be answered by reviewing the unacceptable examples below. Direct any remaining questions about the logo use to the Executive Office Communications Unit.

- | | | | | | | |
|-----|--|-----|--|-----|--|---|
| 1. | | 2. | | 3. | | <p>1. DO NOT Use unapproved colors or tints.</p> <p>2. DO NOT move elements</p> <p>3. DO NOT Change the relationship between logo and type</p> <p>4. DO NOT separate type elements</p> <p>5. DO NOT tilt the logo</p> <p>6. DO NOT add elements to logo</p> <p>7. DO NOT introduce colors.</p> <p>8. DO NOT change element color.</p> <p>9. DO NOT remove elements</p> <p>10. DO NOT change arrangement of elements</p> |
| 4. | | 5. | | 6. | | |
| 7. | | 8. | | 9. | | |
| 10. | | 11. | | 12. | | |



Color Palette

These colors are not to be substituted or modified.



C 100
M 87
Y 20
K 11



C 20
M 5
Y 82
K 0



C 24
M 63
Y 100
K 10



C 70
M 59
Y 52
K 33



C 55
M 32
Y 24
K 0



C 3
M 28
Y 91
K 0

CYMK Color



R 0
G 47
B 135



R 211
G 214
B 85



R 179
G 107
B 41



R 74
G 79
B 85



R 123
G 152
B 171



R 246
G 187
B 53

RGB Color



002F87



D3D655



B36B29



4A4F55



7B98AB



FFC629

HEX Code Color



PMS 287



PMS 5767



PMS 723



PMS 7540



PMS 5425



PMS 123

PMS Color



Serif Typography

For graphics arts projects that include accompanying text, the college typefaces are Sabon (serif font) and Avenir (sans serif font). Please contact the IT department to have fonts installed.

The following weights within this type family are acceptable as specifically identified in the typesetting guidelines of each application.

SABON

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

SABON ITALIC

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

SABON BOLD

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

SABON BOLD ITALIC

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



San Serif Typography

For graphics arts projects that include accompanying text, the college typefaces are Sabon (serif font) and Avenir (sans serif font). Please contact the IT department to have fonts installed.

The following weights within this type family are acceptable as specifically identified in the typesetting guidelines of each application.

AVENIR 35 LIGHT

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

AVENIR 55 ROMAN

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

AVENIR 85 HEAVY

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

AVENIR 95 BLACK

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



San Serif Typography

For graphics arts projects that include accompanying text, the college typefaces are Sabon (serif font) and Avenir (sans serif font). The following are the acceptable uses of the college typefaces in header and body copy.

HEADER 1

HEADER 1

Avenir 95 Black | 36pt font size | Uppercase

HEADER 2

Header 2

Avenir 65 Medium | 30pt font size | Title Case

HEADER 3

Header 3

Sabon Italic | 20pt font size | Title Case

PARAGRAPH 1

Paragraph 1

Avenir 55 Roman | 12pt font size | Sentence case

PARAGRAPH 2

Paragraph 2 - use for emphasis and quotes

Avenir 55 Oblique | 12pt font size | Sentence case



Business Card

The business card is printed in two PMS colors.

Electronic art for this design is to be used for new business cards as needed and is on file with the Executive Office Communications Unit.

The typesetting format is indicated below. Please follow the example below for proper margins and spacing. The example shown below is full scale.

The first version of the business card is for use by the Executive Office only. The department version of the business card template is an option for departments to use, if desired, and is not intended to replace existing department business card templates.



BUSINESS CARD SPECIFICATION

SIZE
3.5" x 2"

COLOR
PMS 287U Blue
PMS 123U Gold

REPRODUCTION
Offset lithography



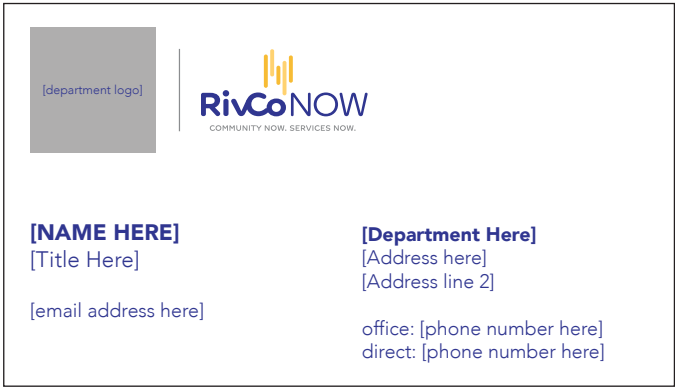
Business Card

The business card is printed in two PMS colors.

Electronic art for this design is to be used for new business cards as needed and is on file with the Executive Office Communications Unit.

Please follow the example below for proper margins and spacing. The example shown below is full scale.

The first version of the business card is for use by the Executive Office only. The department version of the business card template is an option for departments to use, if desired, and is not intended to replace existing department business card templates unless so desired by the department.



BUSINESS CARD SPECIFICATION

SIZE
3.5" x 2"

COLOR
PMS 287U Blue
PMS 123U Gold

REPRODUCTION
Offset lithography



Letterhead

The RivCo letterhead is printed in two PMS colors.

Electronic art for this design is to be used for letterhead as needed and is on file with the Executive Office Communications Unit.

The recommended letter format indicates the proper margins. The example shown below is not to scale.

This version of the letter head is for use by the Executive Office only.



LETTERHEAD SPECIFICATION

- SIZE
8.5" x 11"
- LETTER BODY COPY
10.5/12.5 pt.; Times
- COLOR
Blue : PMS 287c
Yellow : PMS 123C
Orange : PMS 158C
Green : PMS 383C
- PAPER STOCK
70 lb. Uncoated Classic
Crest, Solar White Text
Super Smooth
(no watermark)
- REPRODUCTION
Offset lithography



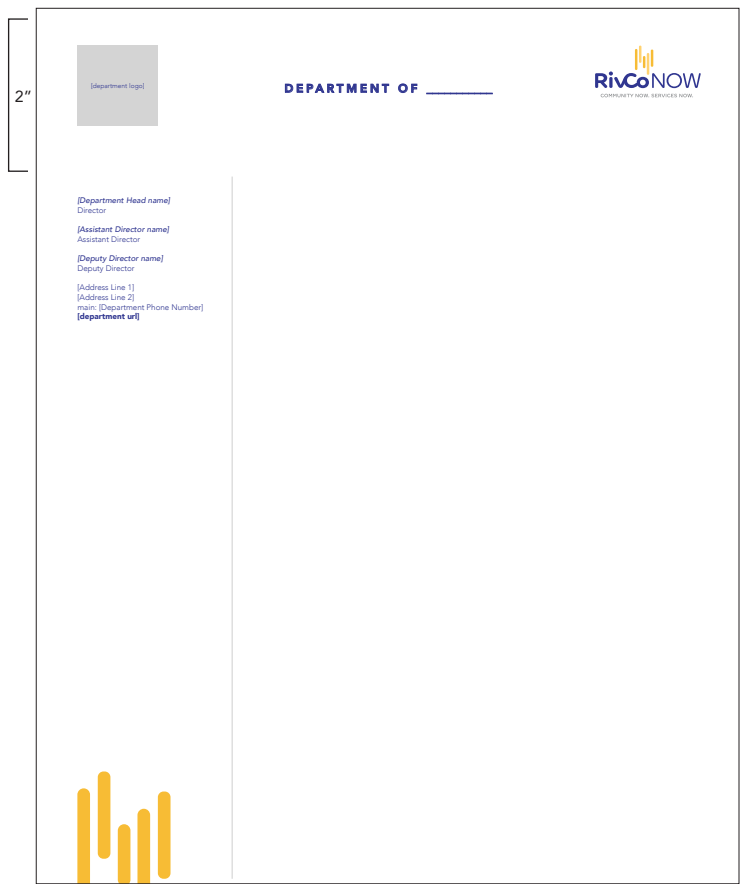
Letterhead

The RivCo letterhead is printed in two PMS colors.

Electronic art for this design is to be used for letterhead as needed and is on file with the Executive Office Communications Unit.

The recommended letter format indicates the proper margins. The example shown below is not to scale.

The department version of the letterhead is an option for department use, if desired, and is not intended to replace existing department letterhead unless so desired by the department.



LETTERHEAD SPECIFICATION

SIZE
8.5" x 11"

LETTER BODY COPY
10.5/12.5 pt.; Times

COLOR
Blue : PMS 287c
Yellow : PMS 123C
Orange : PMS 158C
Green : PMS 383C

PAPER STOCK
70 lb. Uncoated Classic
Crest, Solar White Text
Super Smooth

(no watermark)

REPRODUCTION
Offset lithography



Mailing Label

The RivCo mailing label is printed in two PMS colors.


Electronic art for this design is to be used for mailing labels as needed and is on file with the Executive Office Communications Unit.


The recommended address format indicates the proper margins.

The example shown below is full scale.

This mailing label is a template for departments to use, if desired, and is not intended to replace existing templates unless so desired by the department.

1.5"





Riverside County Executive Office
4080 Lemon Street
Riverside, California 92501
rivco.org

MAILING LABEL SPECIFICATION

1.75"

Mr. John Doe
Nationwide RivCo
1234 Street Address
City, State 00000

SIZE
4" x 3.33"

COLOR
PMS 287U Blue
PMS 123U Gold

PAPER STOCK
Avery Label #5164

REPRODUCTION
Offset lithography



Custom Applications

On an individually approved basis, custom uses and applications of the RivCo logo will be extended to specialty items, such as clothing, signage and promotional items. Each of these items will play a role in reflecting the brand of RivCo internally and to the public. These items must adhere to all the rules set forth in this manual and may be added to this section for future reference.

Any questions regarding the custom use of the RivCo brand in the design of new applications should be directed to the Executive Office Communications Unit.



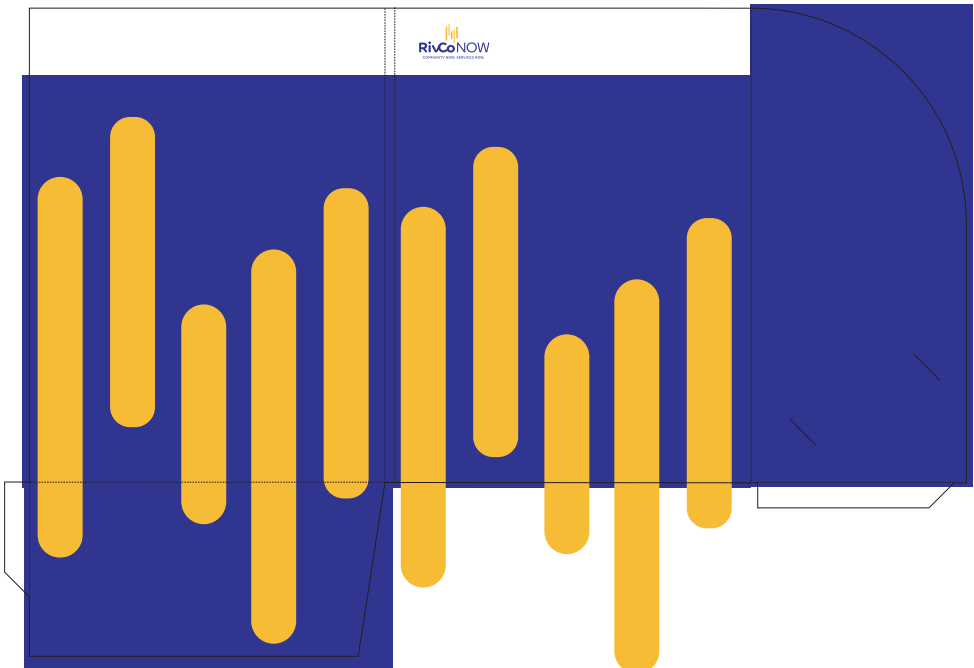
Pocket Folder Outside

The 9”x 12” Pocket Folder is printed 2 color (PMS 287c, and PMS 123C) with an overall dull coating. The inside is printed in PMS 287c and overall dull aqueous coating. The recommended paper stock is 120 lb. McCoy Silk, White, Cover.

The folder has a .125” capacity spine. The left round pocket has a die-cut for a business card and the left round pocket folder has a slit for 4”x 9” brochures.

Electronic art for this design is to be used for new pocket folders as needed and is on file with the Executive Office Communications Unit.

The examples shown below are not to scale.



- SIZE
9" x 12"
- COLORS
PMS 287c (dark blue)
PMS 123C (gold)
Overall dull aqueous
- PAPER STOCK
120 lb. McCoy Silk, Cover, White
- REPRODUCTION
Offset lithography
- BINDING
Custom Die, Score and Fold



Pocket Folder Inside

The 9”x 12” Pocket Folder is printed 2 color (PMS 287c, and PMS 123C) with an overall dull coating. The inside is printed in PMS 287c and overall dull aqueous coating. The recommended paper stock is 120 lb. McCoy Silk, White, Cover.

The folder has a .125” capacity spine. The left round pocket has a die-cut for a business card and the left round pocket folder has a slit for 4”x 9” brochures.

Electronic art for this design is to be used for new pocket folders as needed and is on file with the Executive Office Communications Unit.

The examples shown below are not to scale.



INSIDE POCKET FOLDER SPECIFICATION

- SIZE
9" x 12"
- COLORS
PMS 287c (dark blue)
PMS 123C (gold)
Overall dull aqueous
- PAPER STOCK
120 lb. McCoy Silk, Cover, White
- REPRODUCTION
Offset lithography
- BINDING
Custom Die, Score and Fold



Title Screen Logo Placement

The logo has been designed to work well in video. The photo below shows the proper placement and size of the logo in relation to the area it is presented. The logo is centered horizontally and placed approximately above center vertically. If there are ever any questions about the proper implementation of the seal or logo, contact the Executive Office Communications Unit for assistance.



TITLE SCREEN LOGO
PLACEMENT



Website Logo Placement

The logo has been designed to work well on websites. The photo below shows an example of logo usage on the current Riverside County website, please contact the Executive Office Communications Unit for assistance.

The header and footer shown below will be uniform across all county department websites, once departments have integrated to the new county website platform.



HEADER



FOOTER



Podium Seal Placement

The seal has been designed to work well for a podium. The mockup below shows the proper placement and size of the seal in relation to the area it is presented. The seal is centered horizontally and placed above center vertically. If there are ever any questions about the proper implementation of the seal or logo, contact the Executive Office Communications Unit for assistance.



PODIUM SEAL PLACEMENT



Legal Information

Legal Information

The seal and logo used by Riverside County (RivCo) are the property of RivCo. Their use without prior written approval from RivCo is strictly prohibited.

The colors, (PMS 287, PMS 123 coated) and (PMS 287, PMS 123 uncoated), are integral parts of the brand. These colors, as well as black and white images, are to be used only in strict conformance with the instructions set forth in this manual. No other colors are to be used in displaying the seal or logo.

Pantone® identified color reproduction information has been provided for the guidance of the reader. The colors have not been checked by Pantone, Inc. Refer to current Pantone® Color Publications for the color standard.

Pantone® is a registered trademark of Pantone, Inc.



THE SEAL

The primary element of the RivCo identification system is the seal and is made up of the following two parts: 1) the imagery of the court house and 2) the text "County of Riverside" and "May 9, 1893".

The county seal is the official mark of the County of Riverside government. It is the single most recognizable symbol of the county, and as such it holds the weight and authority of the county government. The county seal demonstrates the department, program or project is approved, funded and managed by the county.

To ensure consistency with the Riverside County brand, no modifications to the county seal or RivCo NOW logo are allowed. Please see complete Riverside County Graphic Standards Manual for additional information about these assets and their use.



Solid Color Seal



Monochrome Seal



Transparent Seal

COLOR PALETTE



100,87,20,11
0,47,135
#002F87
PMS 287



20,5,82,0
211,214,85
#D3D655
PMS 5767



24,63,100,0
179,107,41
#B36B29
PMS 723



70,59,52,33
74,79,85
#4A4F55
PMS 7540



55,32,24,0
123,152,171
#7B98AB
PMS 5425



3,28,91,0
246,187,53
#FFC629
PMS 123



THE LOGO

The new RivCo NOW logo is not the same as the county seal and therefore these assets should not be used interchangeably. However, many collateral materials may benefit from using both the county seal and RivCo NOW logo to indicate the established county government and authority, as well as indicating new, innovative and modern projects.

The RivCo NOW logo is intended to demonstrate a modern county that is creating new, innovative programs and projects to enhance a sense of community and wellbeing. The image of the RivCo NOW logo symbolizes forging new opportunities, projects and the vision for the future.

To ensure consistency with the Riverside County brand, no modifications to the county seal or RivCo NOW logo are allowed. Please see complete Riverside County Graphic Standards Manual for additional information about these assets and their use.



Solid 2 Color Logo



Monochrome Logo

TYPOGRAPHY

Serif Typeface

Sabon
Sabon Italic
Sabon Bold
Sabon Bold Italic

Sans-Serif Typeface

Avenir 35 Light
Avenir 55 Roman
Avenir 85 Heavy
Avenir 95 Black