



DURHAM COUNTY



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This Brand Standards guide has been designed to help you steward and protect the bold, authentic brand that has been created for Durham County.

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The Brand

Brand Positioning

Our brand positioning gives us a framework which should guide everything we do.

This is who
we are.
This is what
we do.

Durham County leads the way in creating an innovative, diverse environment which benefits the entire business community and all residents—urban, suburban and rural.

Brand Attributes

We are
Leading
Diverse
Inclusive
Accountable
Collaborative

Passionate
Proactive
Committed
Innovative
Confident

Our brand is



Brand Essence



The Durham County Seal will continue to be used in official circumstances, such as notary public and legal documents.



The overlapping D and C is a very intentional way to illustrate how important inclusiveness and collaboration are to us.

DCo Green symbolizes the diverse landscape which comprises Durham County. DCo Blue stands for the precious bodies of water that are found here. Both colors reflect our commitment to the nurturing and protection of all Durham County.

Why "Dee-Co"?

Durham County is innovative, leading and confident. Referring to it as "DCo" and pronouncing it as "dee-co" helps to reinforce this truth.



Because there are multiple organizations with "Durham" as part of their name, we wanted to ensure that Durham County – or DCo – was easily remembered, and to help us stand out. It is simple and powerful.

The Logo

There are two main versions of the DCo Logo: Primary and Formal.



Primary



Formal

Durham County departments are allowed to choose and utilize only one of the above logos. See pages 24-25 for examples.

Primary Logo

The Primary Logo is direct, simple, and approachable. It's the heart of DCo's brand.

Primary
Horizontal



Primary
Vertical



Formal Logo

The Formal Logo carries a more serious tone for instances when gravitas is required.

Formal Logo



Co-branded Logos

Below are examples of Co-branded Logos for the City of Durham, Durham County and other entities.



Inspections



Planning



Cooperative Extension



Soil & Water



Office of the Sheriff

Departmental Logos

Each DCo department has been designated either a Primary Logo or an Formal Logo. Complete listing follows on the next pages.



Office of the
County Manager



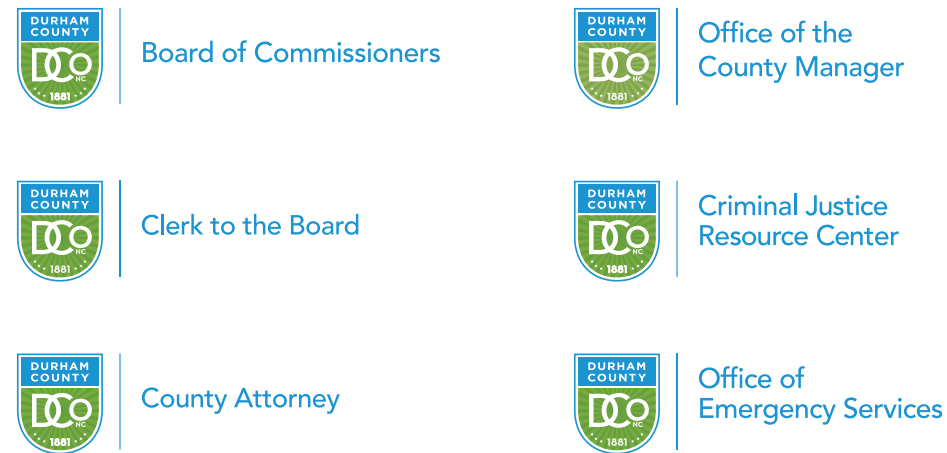
DURHAM COUNTY
Board of Elections

Primary Departmental Logos



These departments have been designated a Primary Logo. **NO OTHER VERSION IS ALLOWED.**

Formal Departmental Logos



Formal Departmental Logos



These departments have been designated a Formal Logo. **NO OTHER VERSION IS ALLOWED.**

Specialty Areas



These specialty areas have been designated a Formal Logo. **NO OTHER VERSION IS ALLOWED.**

Logo variations

Because of printing restraints and other reasons, the DCo logo sometimes needs to be used with limited color.



One-color Primary Logo
DCo Blue



One-color Formal Logo
DCo Blue



One-color Primary Logo
DCo Green



One-color Formal Logo
DCo Green



Primary Logo
Black & White



One-color Formal Logo
DCo Black & White



Primary Logo
White

Logo usage

The DCo brand is innovative and confident. The logo should reflect those attributes by having an appropriate amount of clear space around it, giving the logo a bright and airy feel.



Clear space around the Primary Logo should be no less than the diameter of the "O."

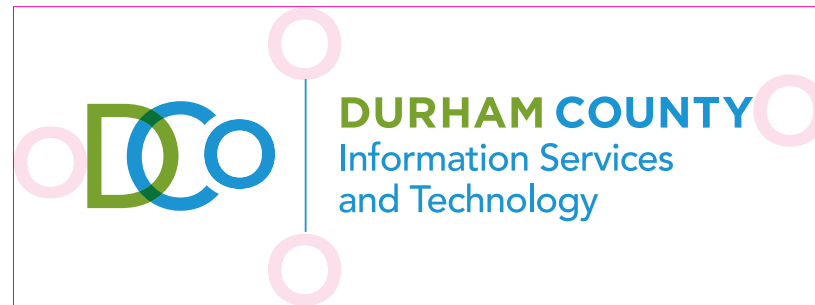


Clear space around the Formal Logo should be no less than the diameter of the "O."

Departmental Logo usage



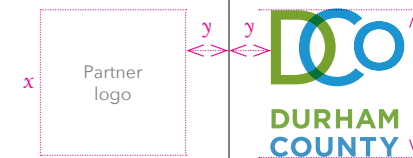
Clear space around the Original Departmental Logos should be no less than the diameter of TWO "Os" in "DCo."



Clear space around the Primary Departmental Logos should be no less than the diameter of the "O" in "DCo."

Co-branded Logo usage

When co-branding DCo with another brand, there are strict guidelines which must be followed. Note how the joint departments have been handled below.



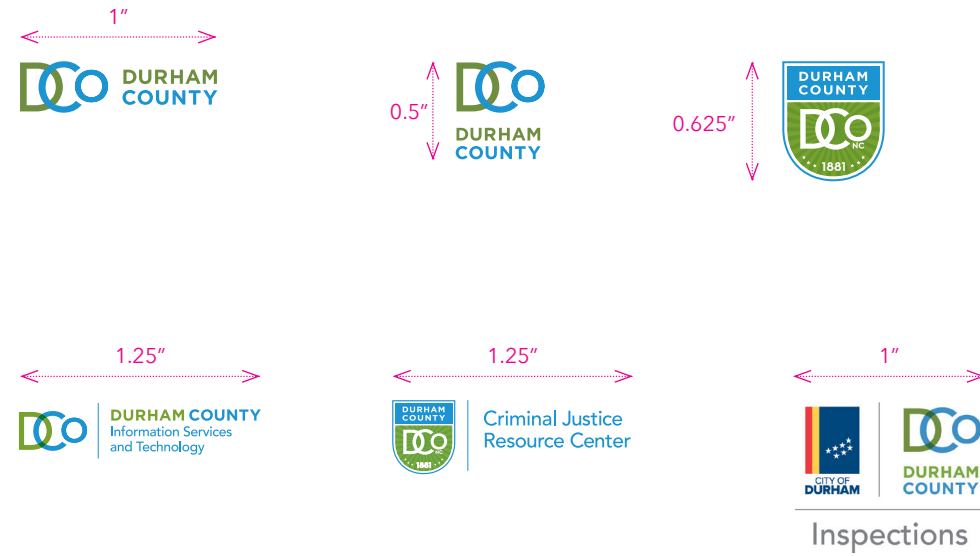
Inspections



Cooperative Extension

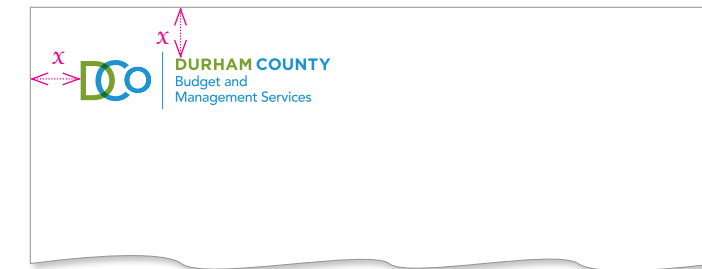
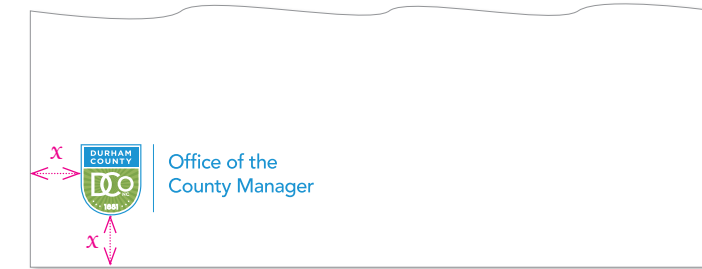
Minimum size of Logos

To prevent the DCo Logos from being too small to reproduce properly, it's important to never use them at a size less than what is specified below.



Placement of Logos

Logos should be placed either in the upper left OR lower left-hand corner of a document, equidistant from each side.



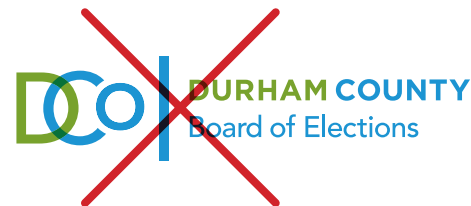
Improper Logo usage

These examples illustrate incorrect use of the DCo Logos. Each family of Logos has been carefully designed for maximum consistency and flexibility.



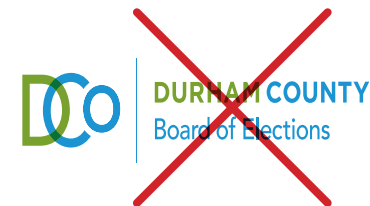
PRO TIP To scale the logo proportionately, always hold the "Shift" key. See Page 39.

DO NOT re-size, move or alter the elements of the logo.



LOGOS SHOULD BE SCALED PROPERLY.

DO NOT distort or angle the logo. **DO** re-size the logo proportionally.



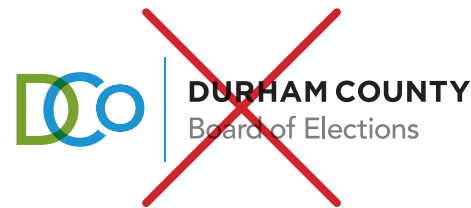
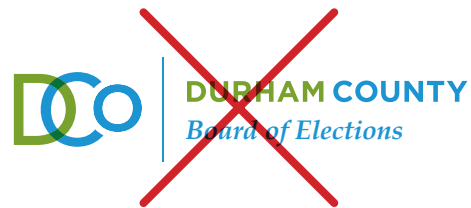
Improper Logo usage

These examples illustrate incorrect use of the DCo Logos. Each family of Logos has been carefully designed for maximum consistency and flexibility.



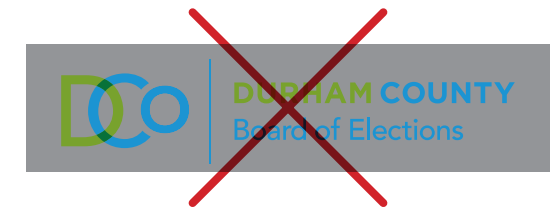
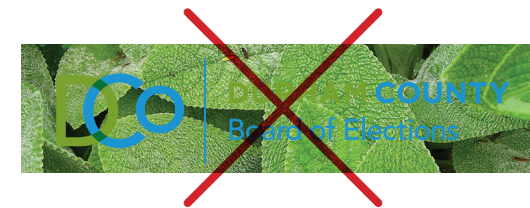
PRO TIP To scale the logo proportionately, always hold the "Shift" key. See Page 39.

DO NOT change the typeface, put the logo within a shape or change the colors.



LOGOS SHOULD BE SCALED PROPERLY.

DO NOT place on a background that is complicated or has insufficient contrast.



Improper Logo usage

These examples illustrate incorrect use of the DCo Logos. Each family of Logos has been carefully designed for maximum consistency and flexibility.



PRO TIP To scale the logo proportionately, always hold the "Shift" key. See Page 39.

DO NOT combine with other logos or create a new logo using the DCo Logo.




Scaling Logos



This is very, very important.
Use the logo properly by scaling it proportionately.

1 Click on the logo in your document.

2 To increase or decrease the size in one or more directions, drag a corner sizing handle away from or toward the center, while doing one of the following:



a  To maintain the logo's proportions, press and hold **SHIFT** while you drag the sizing handle.

b   To both maintain the logo's proportions **AND** keep its center in the same place, press and hold both **CTRL** and **SHIFT** while you drag the sizing handle.



Brand Colors

Color palette

The DCo color palette is bright, clean and airy.
This is reflective of who we are and what we do.

PRIMARY COLORS

UNCOATED



PMS	377 U	7461 U
CMYK	45-0-100-24	78-28-0-0
RGB	112-140-63	64-146-198
HEX	78a12e	0194d2

COATED



PMS	7490 C	7689 C
CMYK	45-0-100-24	78-28-0-0
RGB	112-140-63	64-146-198
HEX	78a12e	0194d2

SECONDARY COLORS



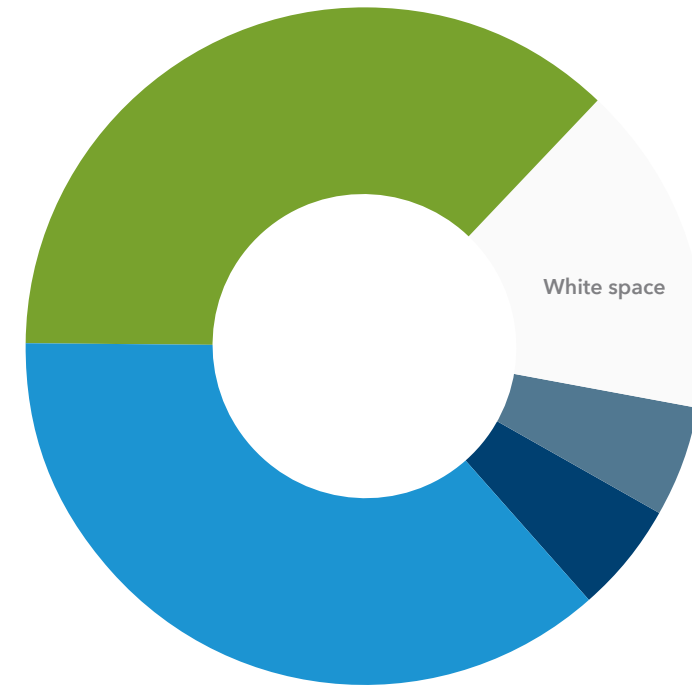
CMYK	100-50-0-50	56-24-11-34
RGB	0-64-113	81-120-145
HEX	004071	517790

ACCENT COLORS

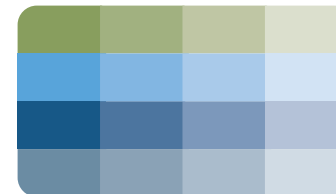


CMYK	50-90-0-30	15-100-90-20	0-79-100-18	0-35-85-10
RGB	109-42-115	174-25-40	204-85-27	228-160-58
HEX	6d2972	ae1828	cb551b	e3a039

*Accent colors should be used sparingly:
typography, call-to-action buttons, borders, etc.*



This wheel is a visual guide to the relative weight of how the DCo brand colors should be used. To keep communications bright and airy, note the liberal use of white space.



Use tints of any primary or secondary brand color for even more design flexibility.



Brand Typography

Typography

Dco typefaces have been carefully selected for their distinctive look. As with our logo, consistent use of the typefaces reinforce the DCo brand recognition.

For emails, Word and PowerPoint documents.

DISPLAY

Display fonts are used for headlines, signage, and applications that require more emphasis.

Arial Bold

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNopQRSTUVWXYZ

1234567890

TEXT

Arial Regular should be used primarily for extended running body copy in longer, multiple-page documents, such as brochures, pocket folders, proposals, letters and data sheets.

Arial Regular

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNopQRSTUVWXYZ

1234567890

EMPHASIS

Subheads, bullet points and other emphases.

Arial Bold Italic

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNopQRSTUVWXYZ

1234567890

Arial Italic

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNopQRSTUVWXYZ

1234567890

Typography

Dco typefaces have been carefully selected for their distinctive look. As with our logo, consistent use of the typefaces reinforce the DCo brand recognition.

For graphic designers, web designers and printers.

DISPLAY

Display fonts are used for headlines, signage, and applications that require more emphasis.

Avenir Next Demi Bold

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

TEXT

Avenir Next Regular should be used primarily for extended running body copy in longer, multiple-page documents, such as brochures, pocket folders, proposals, letters and data sheets.

Avenir Next Regular

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

EMPHASIS

Subheads, bullet points and other emphases.

Avenir Next Demi Bold Italic

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Avenir Next Italic

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890



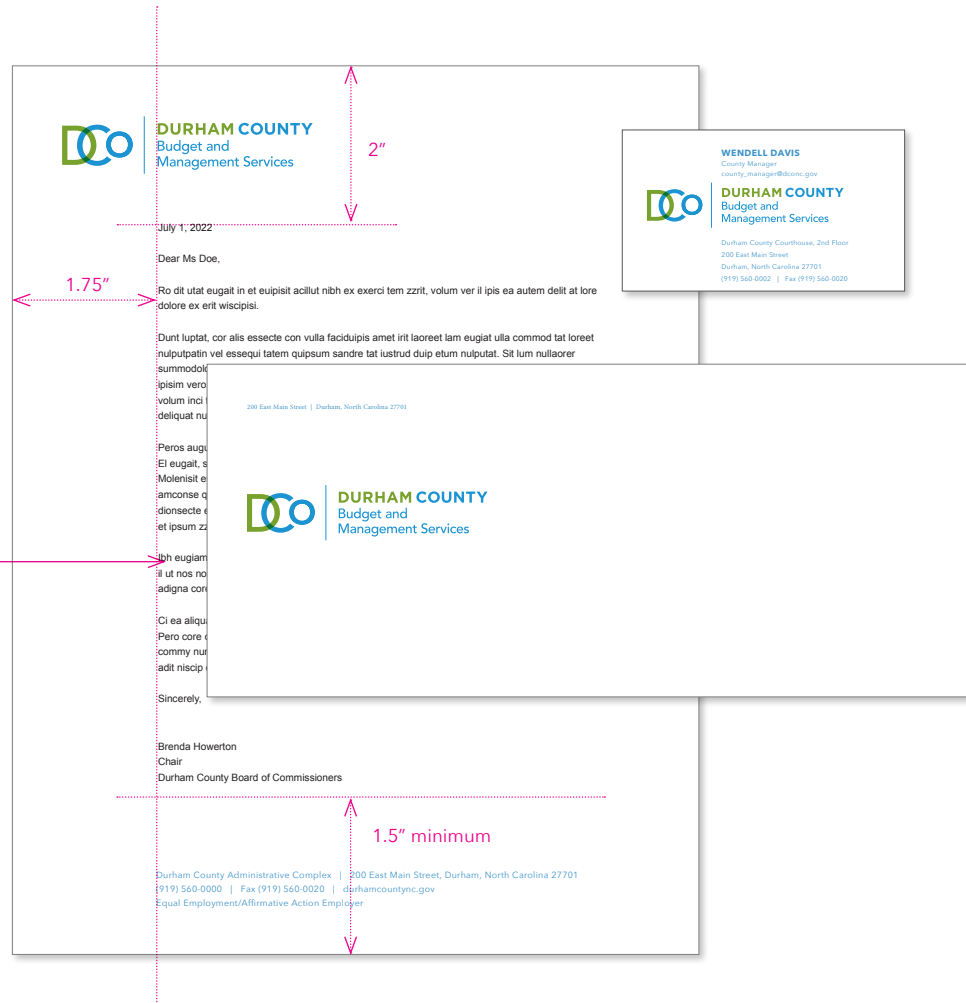
Brand Templates

Stationery

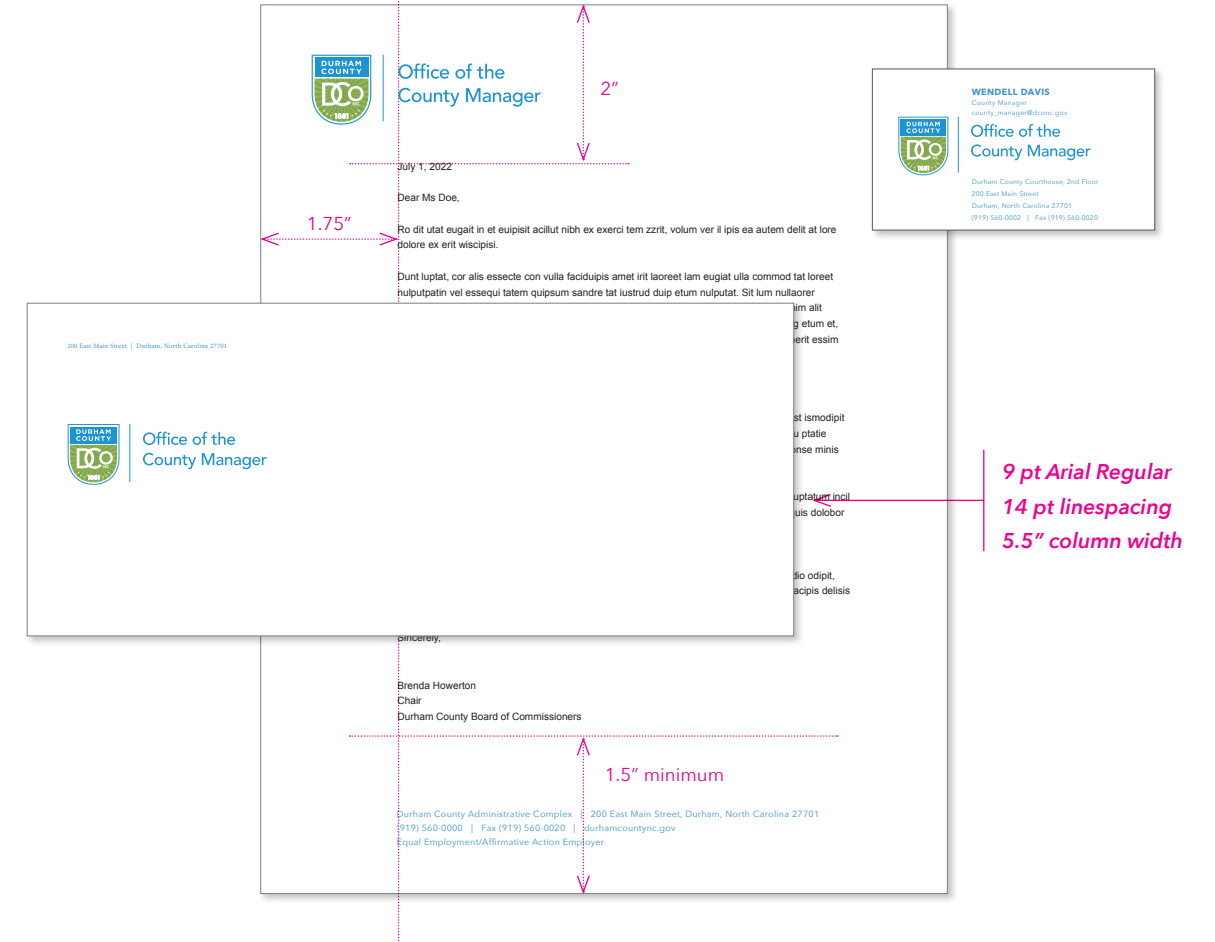
Primary

When creating a letter on pre-printed DCo stationery, it's important to follow these guidelines.

9 pt Arial Regular
14 pt linespacing
5.5" column width



Formal



9 pt Arial Regular
14 pt linespacing
5.5" column width

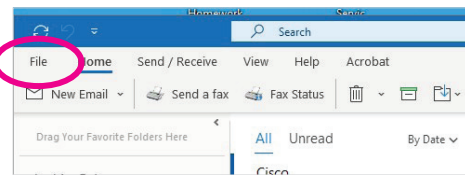
Email signatures

Durham County has developed an email signature standard that should be used by all employees. This will help our email communication looking consistent within the County and externally.

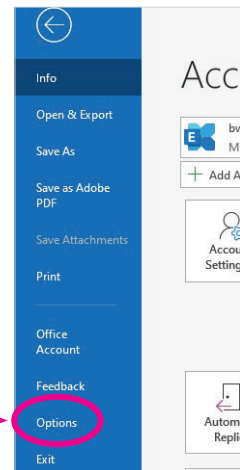
Each department has an email signature template to be used. If you do not have the template, ask your supervisor.

To set up your email signature in Outlook, use this process:

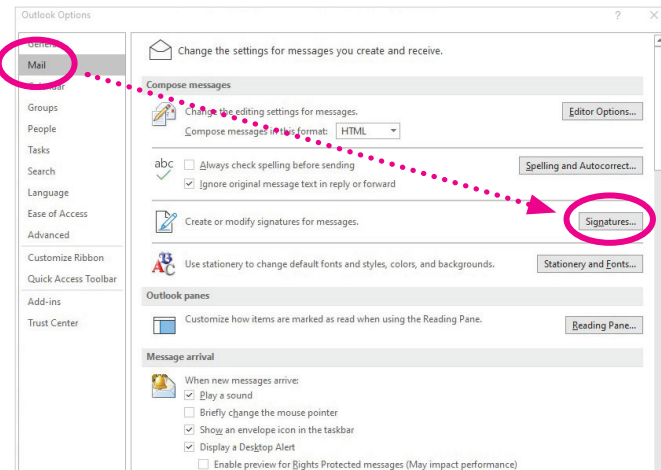
1 With Outlook open, click on FILE on the toolbar menu



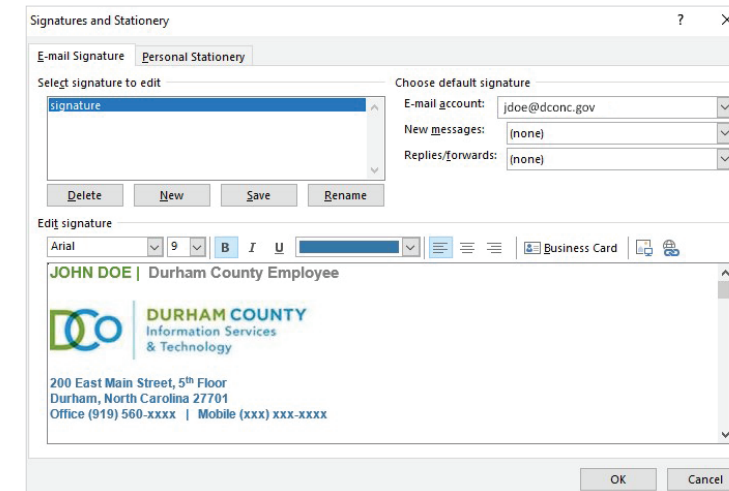
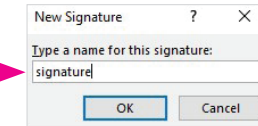
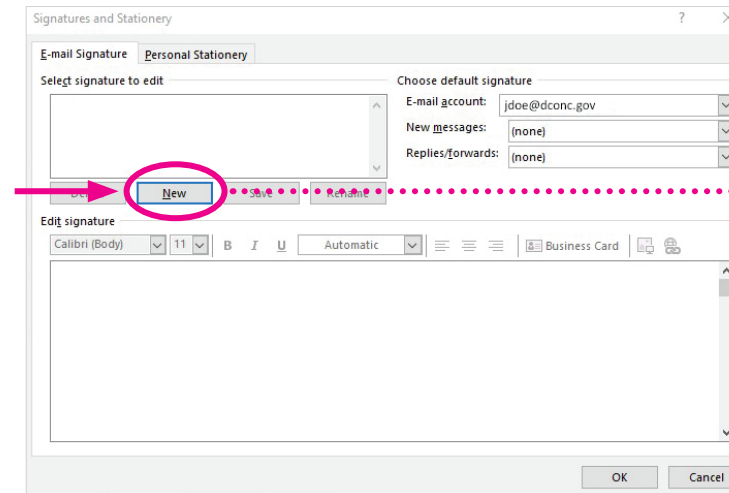
2 From the FILE context menu, choose OPTIONS



3 In the OPTIONS box, click on MAIL and then choose SIGNATURES




4 Once the SIGNATURES AND STATIONERY box opens, click on NEW, give signature a name, click OK, and your email signature is automatically filled out.



Forms

A crucial part in ensuring that the DCo Brand remains consistent is the proper use of the many forms and documents that all of us use on a daily basis. Below are examples of how to use the Logo properly.



DURHAM COUNTY
Budget and Management Services

Nonprofit Agency Funding Program
FY 2013-2014 Pre-application Questionnaire

Agency: _____
Physical Address: _____
Mailing Address: _____
Telephone: _____ Fax: _____
Director: _____
Director's Email: _____
Contact: _____ Title: _____
Contact Email: _____
Website: _____


- In what year was your agency incorporated as a 501(c)3 nonprofit organization?
- Has your agency been in operation (i.e., provided programs/services) for at least two years as of 12/31/2012? Yes
- Does your agency have a FY2012-2013 contract with one or more County departments? If so, please provide details on a separate sheet. Yes
- Is there any actual pending, or threatened litigation or judgments within the past five(5) years against your agency or any individual in your agency? If yes, please attach a sheet explaining the litigation or judgment. Yes

Note: All agencies MUST submit a copy of their IRS determination letter and NC solicitation license exemption letter. Mail to Laura Jensen, Budget Department, 200 East Main Street 4th Floor, Durham or e-mail to bmsnonprofitapp@dcoc.gov.

Agency Mission Information

What is your agency's mission?

Use the Arial font family when creating forms or documents in Microsoft Word. Logo should go in upper or lower left.



Tax Administration


Invoice

Date	Invoice #

Bill To: _____

Account # _____

Quantity (lbs.)	Description	Rate	Amount	Terms	P.O. #
Total			\$0.00		



Public Health

December 13

We provide quality care for Durham County children up to 21 years of age and pregnant women. Services include dentistry, illness, infections, fluoride treatment, sealants, and more. We have the expertise of Pediatric Dentists from UNC School of Dentistry on site.

We also offer a baby Oral Health Program (BOHP) providing initial examinations for infants and toddlers. Baby teeth are very important, so our goal is to help children establish good dental habits at a young age. Let us help your children grow up to be cavity-free!

Referring Provider: _____ Date: _____

Microsoft PowerPoint templates

All DCo employees should use the same PowerPoint template for all of their presentations. Creating your own template will only result in dilution and inconsistency for the DCo Brand.



Title Goes Here
> Subtitle or Date Goes Here

A Slide With A Graph

Chart Title

Category	Value
Category 1	4.3
Category 2	2.4
Category 3	2
Category 4	3
Category 5	2.5
Category 6	4.4
Category 7	4
Category 8	3.5
Category 9	3
Category 10	4.5
Category 11	2.8
Category 12	5
Category 13	5.5



BOCC Budget Retreat
> February 10-12, 2021



Microsoft Word templates

All DCo employees should use the same Word template for all of their documents. Creating your own template will only result in dilution and inconsistency for the DCo Brand.

9 pt Arial Regular
14 pt linespacing
5.5" column width

2"

1.75"

1.5" minimum

DURHAM COUNTY
Budget and Management Services

July 1, 2022

Dear Ms Doe,

Ro dit utat eugait in et euipisit acillut nibh ex exerci tem zzz
dolore ex erit wiscipisi.

Dunt luptat, cor alis essectet con vulla faciulipis amet irit i
nulpupatin vel essequi tatem quipsum sandre tat lustrud
summodolore magnibh enim deliquipsum nulpul vel dunt
ipisim vero od dolorper summy nibh ent irilism odolor illam
volum inci tat. To delit nulland ignibh endrem nim volutem
deliquat nulputat.

Peros augueros am iustion sequatue faccum nim dolorti c
El eugait, sustrud modo ent adit praestrud modit at, sit vol
Molenisit eugiam qui elendigna augait irustie delit, quat lo
amconse quatum iriucsin elendre molorperci bla alit acilla
dionsecte exeriusci essisi. Ibh ea auguerci blaore veniam
et ipsium zzrit aci ex eniat.

Ibh eugiam venit ing eugera esectem digna feugiatet lort
il ut nos non veliquatet, si. Adion et, quam volumsan henim
adigna corem nostrud tat.

Ci ea aliquam inci endit velit lum zzrit veliquat.
Pero core del utpat. Ut aut lummy num volor aliquat nonu
commy num verat pratue tat. Idui eniam, susci te digna fa
adit niscip et ent lorperosto con ercinci blandipit vull.

Sincerely,

Brenda Howerton
Chair
Durham County Board of Commissioners

Durham County Administrative Complex | 200 East Main
919) 560-0000 | Fax (919) 560-0020 | durhamcountync.gov
Equal Employment/Affirmative Action Employer

DURHAM COUNTY
Office of the County Manager

July 1, 2022

Dear Ms Doe,

Ro dit utat eugait in et euipisit acillut nibh ex exerci tem zzrit, volum ver il ipis ea autem delit at lore
dolore ex erit wiscipisi.

Dunt luptat, cor alis essectet con vulla faciulipis amet irit laoreet lam eugiat ulla commod tat loreet
nulpupatin vel essequi tatem quipsum sandre tat lustrud dup etum nulputat. Sit lum nullaorer
summodolore magnibh enim deliquipsum nulpul vel dunt utat alt velent loreroso con venim alit
ipisim vero od dolorper summy nibh ent irilism odolor illamco nullamet lut praesed mincing etum et,
volum inci tat. To delit nulland ignibh endrem nim volutem irit augait augue vercili smolorperit essim
deliquat nulputat.

Peros augueros am iustion sequatue faccum nim dolorti onsequipsum quisi.
El eugait, sustrud modo ent adit praestrud modit at, sit volor si.
Molenisit eugiam qui elendigna augait irustie delit, quat lore do commod estis amet veriusit ismodipit
amconse quatum iriucsin elendre molorperci bla alit acillan estrud minillaore tatet nonullu ptatie
dionsecte exeriusci essisi. Ibh ea auguerci blaore veniametum diamet accummo dotendionse minis
et ipsium zzrit aci ex eniat.

Ibh eugiam venit ing eugera esectem digna feugiatet tortisi eum ex eugiam venit iureet luptatum incl
il ut nos non veliquatet, si. Adion et, quam volumsan henim veliquipisi tat, sum do consequis dolobor
adigna corem nostrud tat.

Ci ea aliquam inci endit velit lum zzrit veliquat.
Pero core del utpat. Ut aut lummy num volor aliquat nonullum illit, sequis am, suscip elendio odipit,
commy num verat pratue tat. Idui eniam, susci te digna faciilquat laorerros nos dit volore facipis delais
adit niscip et ent lorperosto con ercinci blandipit vull.

Sincerely,

Brenda Howerton
Chair
Durham County Board of Commissioners

Durham County Administrative Complex | 200 East Main Street, Durham, North Carolina 27701
919) 560-0000 | Fax (919) 560-0020 | durhamcountync.gov
Equal Employment/Affirmative Action Employer



The background of the slide features a repeating pattern of the Durham County logo, which consists of a shield with a stylized 'D' and 'C' and the text 'DURHAM COUNTY' below it. The logos are rendered in a light, semi-transparent color.

Ancillary Uses

Signage & vehicles

Dco signage and vehicles are some of the most prominent and common places where the DCo Brand is seen by the public. Adhering to Brand guidelines is critical.



For signage, each building and environment will be unique. Therefore, it is important to have any signage design approved by the Public Information Office or General Services prior to production. This ensures that our brand standards will be displayed consistently.



Strict guidelines regulating, size, position and color have been established for all DCo vehicles. Only the color Primary and Formal Logos are to be used. Certain rare exceptions, such as for the Office of the Sheriff, must be approved by the Public Information Office or General Services.

Uniforms & apparel

It is preferred that departments use apparel close to DCo Green, DCo Blue, DCo Navy, DCo Slate, white, or shades of black and gray.



For instances when apparel other than the primary or secondary colors is desired, use the brand accent colors found on Page 42.



If you would like to use a color that represents a specific cause (eg, pink), contact the Public Information Office for permission.

Specialty items

An important element in helping people embrace the new DCo Brand is to create merchandise that evokes pride in where people live and work.



If you have any questions

For any other uses of the DCo brand, contact the DCo Public Information Office for guidance. This office is charged with assuring proper usage of the brand. They can offer specific direction on the most consistent way to present the brand in a wide range of applications.

If you have any questions or require examples of usage, don't hesitate to contact DCo Public Information before you begin developing new pieces that may not be included in these brand guidelines.

Public Information Office

919.560.0000

PublicInformationOffice@dconc.gov

This publication contains items which have been adopted as Durham County Brands, Logos, and/or Signs. Any use of these brands, logos, or signs, without Durham County's written permission is hereby strictly prohibited. In this respect the following acts, inclusive of but not limited to, as they relate to Durham County Brands, Logos, or Signs are expressly prohibited: using, reproducing, copying, drawing, tracing, photographing, printing, duplicating, replicating, xeroxing, photocopying, photo stating, displaying and mimeographing. Anyone committing any of the above acts for the purpose of using the Durham County Brand, Logo or Sign for personal purposes, or personal gain, or political reasons, will be requested to cease and desist immediately. For further information please call the Durham County Attorney's Office at 919-560-0715.





[Public Information Office](#) | 919.560.0000 | PublicInformationOffice@dconc.gov