

JACKSON COUNTY

standards for logo usage

COLOR VERSIONS

The colors shown on this page may not be accurate. Please consult a Pantone color specifier for true color reference.

Four-color process printing:

Use file named JAlogo_cmyk.pdf

Colors required—

- Process Cyan
- Process Magenta
- Process Yellow
- Black

Four-color non-process printing:

Use file named JAlogo_pms.pdf

Colors required—

- PMS 554C Green
- PMS 7445C Purple
- PMS 658C Blue
- Black

Four-color RGB (for internet or broadcast use):

Use file named JAlogo_rgb.jpg

Two-color printing:

Use file named JAlogo_2c.pdf

Colors required—

- PMS 554C Green
- Black

One-color printing:

Use file named JAlogo_1c.pdf

When printing the logo in one color, black is preferred. Other colors can be used when necessary. For instance, if the logo were to be used on a flyer that is being printed in blue ink only, the one-color logo could be reproduced in blue since black is not available.

Four-color version



Two-color version



One-color version



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BACKGROUND COLOR

The logo should only be printed in color when it will appear on a white or very light background. If it is necessary to place the logo on a colored background, it should be printed in black only as long as there is enough contrast for it to be legible. If printing on a very dark background, place the logo in a white box with the measurements shown at the right. The logo should never be reversed out of a background.

Logo version for dark backgrounds:
 JALogo_reverse.pdf



CLEAR SPACE

The logo will have greater impact if not crowded by text or other graphic elements. The dotted line shown at right indicates the minimum space that should be kept clear around the logo.



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TYPOGRAPHY

The two fonts used in the Jackson County logo are TF Arrow and Bickham script. To maintain visual continuity, TF Arrow should be used for associated materials. When TF Arrow is not available, Times New Roman may be as well, or the two may be used together (as we've done in this document using TF Arrow for sub-heads and Times New Roman for body text).

Bickham Script is the font used for the tagline. Other use of this typeface should be extremely limited as it can be difficult to read in extended uses and it should never be used in all caps.

TF Arrow Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bickham Script Pro

ABCDEFGHIJKLMNO P Q R

S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz

1234567890

MINIMUM SIZE

The logo should never be used smaller than 1" wide or it may not reproduce well. In cases where printing has a lower tolerance, such as newspaper or flexo printing, it shouldn't be used smaller than 1 1/2".



1 inch
minimum
width



1 1/2 inch
minimum width for
newsprint or flexo

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TAGLINE

The tagline, “You can have it all” may be used in connection with the logo or separately (as seen at the bottom of these pages). When connected it should be used as shown at the right. Files have been provided with the naming convention “JAlogoTag_cmyk.pdf” — the “Tag” indicating that this version includes the tagline. Additional files named “JAlogoTagSmall_cmyk.pdf” have been provided for when the logo will be used small enough that the legibility of the tagline is endangered.

Tagline logo for larger uses



Tagline logo for smaller uses



COMMUNITY LOGOS

The symbol from the Jackson County logo can also be used for individual communities within the county. These should follow the format shown here with the community’s name centered under the symbol along with “Jackson County, Kansas.” The specified blue, green or purple may be used for community names.

Example of community logo

