



**KING COUNTY**

1200 King County Courthouse  
516 Third Avenue  
Seattle, WA 98104

**Signature Report**

**March 12, 2007**

**Ordinance 15700**

**Proposed No.** 2006-0586.2

**Sponsors** Gossett, Phillips, Patterson,  
Ferguson, Constantine, Hague,  
Lambert, Dunn and von  
Reichbauer

1 AN ORDINANCE approving graphic standards for the  
2 official King County logo, including the design of the  
3 likeness of Dr. Martin Luther King, Jr., guidelines and  
4 procedures for use of the logo, and an implementation  
5 schedule.

6

7

8

**STATEMENT OF FACTS:**

9

1. The King County council passed Motion 6461 on February 24, 1986,

10

recognizing the great contributions and many achievements in public

11

service of Nobel Peace Prize laureate the Reverend Dr. Martin Luther

12

King, Jr., including his persistent and unfailing efforts leading to the

13

passage of the Civil Rights Act of 1964 and the Voting Rights Act of

14

1965. Motion 6461 changed the namesake of King County from William

15

Rufus de Vane King to the Reverend Dr. King, Jr.

16           2. On July 24, 2005, the following language was added to RCW  
17           36.04.170: "King county is renamed in honor of the Reverend Doctor  
18           Martin Luther King, Jr."

19           3. Ordinance 15378, adopted on February 27, 2006, defined the official  
20           logo of King County as the likeness of Reverend Dr. King, Jr., to be used  
21           for official county purposes. Ordinance 15378 also directed the executive  
22           to transmit graphic standards, including guidelines and procedures for the  
23           use of the logo for all official county purposes.

24           BE IT ORDAINED BY THE COUNCIL OF KING COUNTY:

25           SECTION 1. The council hereby approves the graphic standards for use of the  
26           logo that are contained in Attachment A to this ordinance, the guidelines and procedures  
27           for use of the logo that are contained in Attachment B to this ordinance and the schedule  
28           of phased implementation that is contained in Attachment C to this ordinance. No

**Ordinance 15700**

---

29 additional graphic standards, guidelines or procedures for use of the logo may be  
30 implemented unless they are first approved by the council by motion or ordinance.  
31

Ordinance 15700 was introduced on 12/4/2006 and passed by the Metropolitan King County Council on 3/12/2007, by the following vote:

Yes: 9 - Mr. Gossett, Ms. Patterson, Ms. Lambert, Mr. von Reichbauer, Mr. Dunn, Mr. Ferguson, Mr. Phillips, Ms. Hague and Mr. Constantine  
No: 0  
Excused: 0

KING COUNTY COUNCIL  
KING COUNTY, WASHINGTON

  
Larry Gossett, Chair

ATTEST:

  
\_\_\_\_\_

Anne Noris, Clerk of the Council

APPROVED this 12 day of MARCH, 2007.

  
Ron Sims, County Executive

**Attachments** A. Graphic Standards & Guidelines, dated March 2007, B. Standards, Guidelines and Procedures for Use of the King County Logo, C. King County Logo Phase-In Schedule



King County

# GRAPHIC STANDARDS & GUIDELINES

**15700**  
ATTACHMENT A

March 2007



## King County

**Ron Sims**  
King County Executive

516 Third Avenue, Room 400  
Seattle, WA 98104-3271

**206-296-4040** Fax 206-296-0194

TTY Relay: 711

[www.metrokc.gov](http://www.metrokc.gov)

March 2007

To all King County employees and consultants:

In March 2007, King County officially changed its logo to an original graphic image of the county's namesake, Rev. Dr. Martin Luther King Jr. The new logo, like the former logo (gold crown) will be used according to the standards laid out in the King County Identity Program. The identity program was adopted in January 2002 by the Executive Branch with the goal of promoting greater visual recognition of King County government and its services and to ensure visual consistency and clarity.\*

This guide has been updated with the new King County logo, an original graphic image of the county's namesake, Rev. Dr. Martin Luther King Jr. This guide was prepared in consultation with the county departments and user groups. This update was made as part of the contract to create the new logo.

Staff and consultants for all Executive branch departments, the Council and separately electeds who use the King County logo must follow these guidelines and standards for any business materials, facilities and equipment, including capital programs. It is the responsibility of county project managers to ensure this.

The King County Identity Program provides these Graphic Standards and Guidelines to promote a greater visual consistency, clarity and recognition of King County government to its residents, employees, businesses and other governments. Coordinated efforts to comply with these guidelines will achieve that goal.

To further ensure that these standards are adhered to, Executive Ordinance #ACO-8-16 (AEO) requires all graphic design and print work to go through King County Design and Production Services.

The information contained in these guidelines applies to all materials produced by, for and with King County.

\*Because the county is committed to a low-cost transition to the new logo, both the old crown logo and the new MLK logo will be seen on county materials, equipment and structures over the five year transition period. Additionally, other branches of King County government with separately elected leaders such as district court and superior court use logos other than the King County logo.

Note: At times, incorrect use of the King County logo will appear within these guidelines, but is done so only for display, illustrative and educational purposes.

**Introduction**

- 0.1.0 Ron Sims Letter to Employees
- 0.2.0 Ron Sims Letter to Consultants
- 0.3.0 Table of Contents
- 0.4.0 History of the King County Logo
- 0.5.0 Official King County Type Fonts
- 0.6.0 Guidelines for Accessible Printed Materials

**1. Help, Resources and Logo Acquisition**

- 1.0.0 Obtaining King County Logos and Other Resources
- 1.1.0 Electronic File Formats of the King County Logo

**2. The Revised King County Logo**

- 2.0.0 The Revised King County Logo
- 2.1.0 Clear Space Requirements
- 2.2.0 Incorrect Uses of the King County Logo
- 2.3.0 Using the King County Logo in Color

**3. Agency Descriptions**

- 3.0.0 Combining Agency Descriptions with the King County logo

**4. Primary Business Communications**

- 4.0.0 Business Cards
- 4.1.0 Letterhead/Memo
- 4.2.0 Envelopes
- 4.3.0 Notepads

**5. Application Guidelines****Printed Communications**

- 5.0.0 Logo and Font Sizes
- 5.1.0 Report Covers
- 5.2.0 Brochures
- 5.3.0 Mailing Panels
- 5.4.0 Posters
- 5.5.0 Spines and Combs
- 5.6.0 Forms
- 5.7.0 Maps
- 5.8.0 Faxes
- 5.9.0 News Releases
- 5.10.0 Report Title Pages
- 5.11.0 CDs and DVDs – Compact and Digital Versatile Discs
- 5.12.0 Newsletters

**Vehicles and Equipment**

- 5.13.0 Vehicles – King County Motor Pool/Solid Waste
- 5.14.0 Vehicles – Emergency, Enforcement and Investigative

**Signage**

- 5.15.0 Project Signs, SEPA Boards

**6. Text Identifiers**

- 6.0.0 Using Text-Only to Create an Identity

**7. Exempted Agency Guidelines**

- 7.0.0 Metro Transit Division
- 7.1.0 Public Health – King County & Seattle
- 7.2.0 King County International Airport/Boeing Field

**1852 - 1888**

*King County, Washington Territory*

**1889 - 1920s**

**KING COUNTY, STATE OF WASHINGTON**

**1920's - 1950s**

City/County Building



**1950's - 1960s**



**1968 - 1980s**

KC Charter—Public Contest



**1984 - 2001**



**2002 - 2007**



**King County**

**2007 - Future**



**King County**

## Required Type fonts

**Arial Regular**

ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 Zabcdefghijklmnop  
 qrstuvwxyz!@#\$\$%  
 &\*()+

**Arial Bold**

ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 Zabcdefghijklmnop  
 pqrstuvwxyz!@#\$  
 %&\*()+

**Times Roman**

ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 Zabcdefghijklmnop  
 qrstuvwxyz!@#\$\$%  
 &\*()+

**Times Bold**

ABCDEFGHIJKL  
 MNOPQRSTUVW  
 XYZabcdefghijklmnop  
 nopqrstuvwxyz!@#  
 \$%&\*()+

**What are the required “official” type fonts for county-wide use?**

The Arial family (or Helvetica) and the Times family are the only approved type fonts that are to be used for day-to-day printed communications. These basic type fonts, along with their bold and italic variants, were selected for their versatility and appropriateness in representing King County. They are universally available in almost all software and operating systems.

**Arial** is a simple, contemporary, sans serif type font that is particularly suited for shorter passages of print in body copy and can be used as a headline with Arial and Times body copy. It is well suited for electronic media such as web sites. This type is highly readable and accessible, and for this reason, is preferred for county-wide use.

**Times** is a functional, elegant type font that has been in wide use prior to the new graphic guidelines. Because it is less readable, especially in italic, it is recommended as a second choice. It can be used to match existing documents and used more successfully in larger point sizes.

**Important!**

The type font *Verdana* is not a required general use font for printed communications. It is an integral part of the King County branding system and used for the printing of county letterhead, business cards and envelopes. It is also used for agency descriptions (department, division, program names) that are combined with the new King County logo. Because of its high readability on screen, this font can be used for both county internet and intranet applications.

**On what types of county-wide communications will these fonts be required?**

These type fonts should be used on both printed and electronic communications. Printed business communications such as letters, faxes, news releases, etc. and King County internet and intranet sites should be a prime user of these fonts.

Highly designed promotional and informational publications generally have a wider range of type font possibilities based on subject matter, audience and design preferences. Brochures, reports, manuals, newsletters, etc. fall into this category. *Readability and accessibility* should be a major consideration in choosing fonts for these pieces.



*Accessibility...  
Equally effective  
communication of information  
to all audiences and age  
groups, but specifically related  
to the Americans with  
Disabilities Act of 1990, where  
King County is required to  
ensure equally effective  
communication to all  
individuals served, including  
qualified individuals with  
disabilities.*

King County has a demonstrated commitment to ensure that everyone it serves has equal access to and opportunity to benefit from its programs and services, including people with disabilities. In addition, King County must comply with federal, state and local disability access laws. Part of King County's programs and services is the information it provides in printed materials. By following these guidelines, you will help ensure your publications meet legal requirements and be accessible to most people with disabilities, but also provide greater readability for those with English as a second language.

### **Access Notices**

Here are situations where these notices are legally required to appear. They should be in a sans serif font, 14 point or larger type.\*

- **All publications written for the public (programs and services brochures, flyers, reports, etc.)** – A notice that the publication is available in alternate formats upon request. This notice should include a contact telephone number and TTY number.
- **Publications that outline county services, programs or activities in which the public participates** – A notice that reasonable accommodations will be provided upon request. The notice should include a contact telephone number and TTY number.
- **Publications concerning a public meeting, hearing or event** – A notice that the meeting/event location is accessible (check to ensure facility meets access codes).

*\*Please see the Office of Civil Rights resources section below for optional wording of required notices.*

*Disability access laws do not include specifications for printed materials, allowing for flexibility; however, governmental and disability organizations sources have developed guidelines to help ensure compliance with the intent of the law.*

### **Font And Text**

- **Style:** use sans serif fonts such as Arial and Helvetica and limit use of ornate fonts. Times New Roman and other serif fonts may be more difficult for some to read.
- **Size:** 12 point type or larger (Large print size: 14 point or larger upon request).
- **Non-standard Type:** Use bold, underlining or italics only for emphasis or headers. Use all-caps sparingly.

- **Background Images:** Generally, none; if used, be sure images do not obscure text. It is helpful to put contrasting "shadow" (positive or negative) directly under the text to increase contrast.
- **Shading Behind Text:** Acceptable, but be sure to achieve adequate text-to-background contrast.
- **Text Around Images:** If text is wrapped around an image, it is better to put the image to the right of the text, so there is a consistent margin at the left for easier "tracking."

### **Paragraph**

- **Style:** Block style (one line between paragraphs) or indented first line.
- **Line Width:** Single column not exceeding 6 inches; multiple columns at least 3 inches wide.
- **Justification/Alignment:** Left alignment or limited justification (Large print: left alignment only)
- **Hyphenation:** None or limited.
- **Leading:** Sufficient spacing between lines of print so lines are not crowded.

### **Paper and Printing**

- **Color Contrast:** Good contrast between print and background color; avoid dark or intense color paper (such as neon) or colors that are the same as or similar to ink color used.
- **Paper Finish:** Matte (dull, not shiny, as glare can make a publication unreadable by some).
- **Double-sided Copies:** One-sided copying recommended for large print, unless heavy-weight paper is used.

### **Telephone and TTY Numbers\***

- **Hyphens:** Use hyphens only (no parentheses around area code).
- **TTY number:** If no in-house TTY number, use "TTY Relay: 711."

*\* Use TTY (not TDD) for Text Telephone (see "TTY is the Acronym for Text Telephone - But Why?" at <http://kcweb.metrokc.gov/dias/ocre/ttyhistory.htm>).*

*Any caller may dial 711 nationwide to be connected to the nearest TTY Relay Service.*

### **Office Of Civil Rights Intranet Resources**

#### **Alternate Formats Overview**

[kcweb.metrokc.gov/dias/ocre/altforms.htm](http://kcweb.metrokc.gov/dias/ocre/altforms.htm)

See "Notification of Availability of Alternate Formats"

**Public Meetings and Hearings – Announce Accessibility**

<http://kcweb.metrokc.gov/dias/ocre/announce.htm>

See “How to Indicate That Reasonable Accommodations are Available”

**Access Symbols**

(from wheelchair access symbol to interpreter services symbol)

<http://kcweb.metrokc.gov/dias/ocre/symbol.htm>

<http://www.gag.org/resources/das.php>

(offers positive and negative versions)

**Disability Language and Etiquette**

(to help make sure you say it appropriately)

<http://kcweb.metrokc.gov/dias/ocre/etiquette.htm>

**Illustration of Accessible Print Features**

<http://kcweb.metrokc.gov/dias/ocre/poster.pdf>

**Internet Resources****Effective Color Contrast, Lighthouse International**

[http://www.lighthouse.org/color\\_contrast.htm](http://www.lighthouse.org/color_contrast.htm)

**Print Legibility, Lighthouse International**

[http://www.lighthouse.org/print\\_leg.htm](http://www.lighthouse.org/print_leg.htm)

*Note: Please disregard the use of a serif font -- sans serif font is strongly preferred by consensus of guidelines sources, as noted above.*

.....

If you have any questions about these guidelines, or would like feedback on a draft design, please contact:

Disability Compliance Specialist and King County ADA  
Coordinator, 206-296-7706, 206-296-7596 TTY

# 1 Obtaining Logos & Help Resources



### **Where can I get help with standards questions?**

For help with applying graphic standards, call King County Graphic Design and Production Services at 206-205-8550, or consult the King County Web site at <http://kcweb.metrokc.gov/des/graphics/> for specific publications.

### **Where can I get electronic files of the King County logo?**

Logos are available for PC and Mac in TIFF, EPS, GIF and EMF file formats and also available in black and reverse (white) versions. These logo styles and formats are available on the Graphic Design and Production Services intranet Web site at: <http://www.metrokc.gov/printing>.

- Special sizes for TIFF logos available on request
- Additional formats available on request

### **Where can I get printed sheets of the King County logo?**

Logos are available on 8.5" x 11" printed sheets in different sizes and in black and reverse (white). Contact: Graphic Design and Production Services, Graybar Building, 416 Occidental Ave. S., 206-205-8550

### **What if I have special requests regarding the King County logo and its use?**

Requests for exceptions to the general guidelines and standards will be reviewed by Graphic Design and Production Services at 206-205-8550. If a request cannot be resolved, it will be submitted for final resolution to the Office of the King County Executive, Communications Director, 206-296-4063.

### **Who can use the King County logo and for what purposes?**

The King County logo is used for all official county business. Unauthorized and inappropriate use by vendors and consultants is prohibited. Using King County logos for personal projects is also prohibited.

### **Are there any other publications and user guides?**

- *Business Communications Information Sheets* are available to assist in ordering and understanding layout and information changes regarding the revised style of letterhead/memo, business cards, envelopes and notepads.
- *A Quick Reference Guide* is an overview of the major elements of the standards program and includes the proper display and presentation of the King County logo. This publication will be available to consultants, vendors and county employees.
- *King County Graphic Standards and Guidelines – PDF* is an abbreviated form of the comprehensive handbook dealing mainly with the proper display and presentation of the King County logo and its application to various types of publications. It is mainly for use by employees involved in printed or electronic communications.

- *King County Graphic Standards and Guidelines Handbook* is a comprehensive reference guide to the King County brand and is mainly for use by King County managers, graphic designers and public information officers.

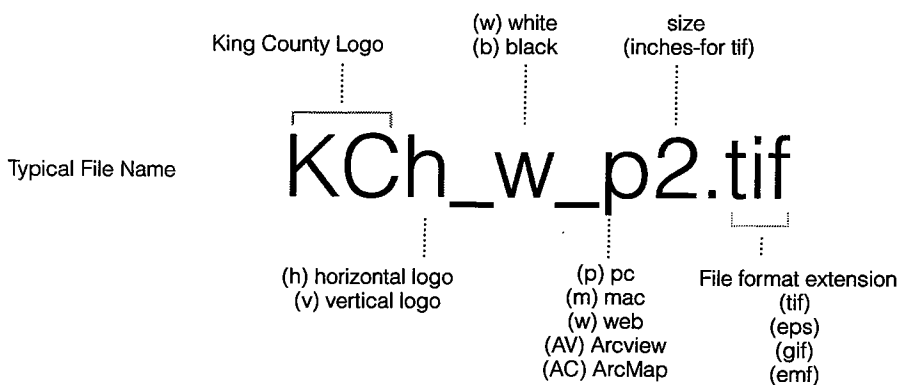
These publications, with the exception of the Handbook, will be available as PDF files to all employees on the King County Graphic Design and Production Services intranet web site at:









**<http://www.metrokc.gov/printing>**

Please contact your agency's Public Information Officer for additional information.

Some pages display important color information and it is recommended that a color printer be used when printing from the PDF file. Contact your agency Public Information Officer if you do not have a color printer.

### Choosing a File Format



File Format and Names	Applications	Notes on Use
<p><b>EPS</b></p> <p>KCh_w_p.eps KCh_b_p.eps KCh_v_w_p.eps KCh_v_b_p.eps</p> <p>pc</p> <p>KCh_w_m.eps KCh_b_m.eps KCh_v_w_m.eps KCh_v_b_m.eps</p> <p>mac</p> <p>KCh_AV.eps KCh_v_AV.eps</p> <p>Arcview</p> 	<p>Postscript-based programs such as Quark Express, Illustrator, Freehand, Pagemaker and Arcview users with postscript printers</p> 	<ul style="list-style-type: none"> <li>• <b>This truly scalable (vector) EPS graphic will remain sharp at any proportion, even billboard-size without any gain in file size.</b> (Other image formats converted into EPS usually do not have the same scalable characteristics...please use the EPS logo provided rather than converting from something else).</li> <li>• <b>Generally speaking, do not use this format if your final document will be eventually converted to an Acrobat PDF file!</b> One exception would be: ArcView users using EPS logos and postscript printers should be able to use EPS logos with good results. Please note that ArcView EPS logos have been adjusted to work better in this application than general EPS logos.</li> </ul>
<p><b>TIFF</b></p> <p>KCh_w_p2.tif KCh_b_p2.tif KCh_v_w_p2.tif KCh_v_b_p2.tif KCh_w_p4.tif KCh_b_p4.tif KCh_v_w_p4.tif KCh_v_b_p4.tif KCh_w_px.tif KCh_b_px.tif KCh_v_w_px.tif KCh_v_b_px.tif</p> <p>pc</p> <p>KCh_w_m2.tif KCh_b_m2.tif KCh_v_w_m2.tif KCh_v_b_m2.tif KCh_w_m8.tif KCh_b_m8.tif KCh_v_w_m8.tif KCh_v_b_m8.tif KCh_w_mx.tif KCh_b_mx.tif KCh_v_w_mx.tif KCh_v_b_mx.tif</p> <p>mac</p> 	<p>Most non-web programs including Microsoft Word, Excel, Powerpoint, Autocad and GIS. Works well in postscript based applications such as Pagemaker, especially if exported to PDF files.</p> <p><i>Using these files with optimum results can be achieved when accompanied by a thorough knowledge of your software and printers.</i></p> 	<ul style="list-style-type: none"> <li>• <b>BEST format for documents to be converted to Acrobat PDF format, especially when viewing on various computer systems.**</b> If PDF files are used, a suggested best practice would be to use this logo format on all reports, documents, brochures, flyers, slideshows, and maps to anticipate this need.</li> <li>• <b>Choose a TIFF logo size for your project to avoid having to enlarge the logo.</b> (Reducing the logo is fine but enlarging it makes it fuzzy.) Three resolutions are provided:                         <ul style="list-style-type: none"> <li><b>Small</b> for report covers, letter-size maps, etc. where logo is no larger than two (2) inches.</li> <li><b>Medium</b> for posters or wall maps where logo is no larger than four (4) inches.</li> <li><b>Large</b> for large graphics (banners, podium signs, etc.) where logo is no larger than twelve (12) inches.</li> </ul> </li> <li>If you need a different size, call King County Graphics at 206.205-8550.</li> <li>• <b>If a PDF is not required, and a reasonable file size needs to be maintained, as well as the highest quality desired; then an EPS format would be a better choice.</b></li> </ul>
<p><b>EMF</b></p> <p>KCh_AC.emf KCh_v_AC.emf</p> 	<p>ArcMap</p> 	<ul style="list-style-type: none"> <li>• <b>Excellent format for general ArcMap use.</b> This vector format can be enlarged without distortion and has no background color.</li> </ul>
<p><b>GIF</b></p> <p>KCh_w_gif KCh_b_gif KCh_v_w_gif KCh_v_b_gif</p> 	<p>Web applications</p> 	<ul style="list-style-type: none"> <li>• <b>Use on web pages.</b> Background is transparent, small file size. <i>This format is only for web use...do not use in other applications, especially if the file will be converted to PDF!**</i></li> </ul>

**\*\*PDF files created on a Macintosh and viewed on a PC or vice versa will often behave quite differently...displaying the same logo clearly on one system and blocky on the other. This is especially true when the original document is in Microsoft Word. Generally, TIFF logos have the most consistent results across platforms (for all but web or CAD work).**

**How can I avoid common mistakes when using electronic files?**

- Choosing the correct TIFF logo size for your project avoids having to enlarge the logo. (Reducing a TIFF file is fine, but enlarging it makes it fuzzy.) Three basic sizes are provided. It is important to maintain this aspect ratio when resizing the logo so it doesn't appear distorted.
- Do not convert one format (EPS) into another format (TIFF).
- Do not try to open logo files directly as it may damage the file. *Place, insert, or import* the file directly into your application. Consult your program manual or your local network person for instructions.
- Check for distortion of the logo after it is placed into your document. A squeezed or stretched appearing logo is not acceptable. Setting your program controls correctly before inserting the logo can avoid this distortion.
- A fuzzy logo is not acceptable. This may have occurred because the incorrect file format type was used with your program.



# 2 The Revised King County Logo

## Stacked and Horizontal Logo



# King County



Smallest Size



# King County



Smallest Size

## The Logo

The King County logo is an original graphic image of the Reverend Dr. Martin Luther King, Jr. on a black rectangular background locked up with the text "King County." The image and text are combined to form two fixed arrangements, the stacked and the horizontal logo.

The stacked logo (a) is designed for applications where a more formal and traditional arrangement is desired, such as used in the county's business communications (business cards, letterhead, memo, envelopes, note pads and vehicle identification). This arrangement is generally the "first choice" when representing King County. In addition, the stacked logo is designed for applications in which horizontal space is limited or a vertical alignment is desired.

The horizontal logo (b) is designed for horizontal configurations where vertical space is limited and where readability at small scale is an issue. This configuration readily lends itself to the blending of agency information below the logo.

### Correct Use

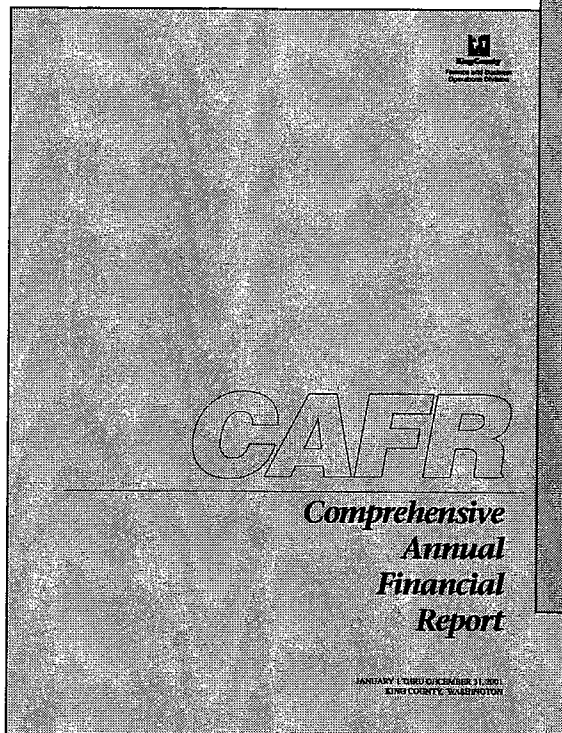
The King County logo must never be altered, redrawn or reproduced from secondary copies. The logo must always be reproduced from authorized electronic files or authorized reproduction-quality originals. The logo should not be rearranged, rotated, animated, etc. (See page 2.2 for examples of incorrect uses).

# Use of the Stacked Logo

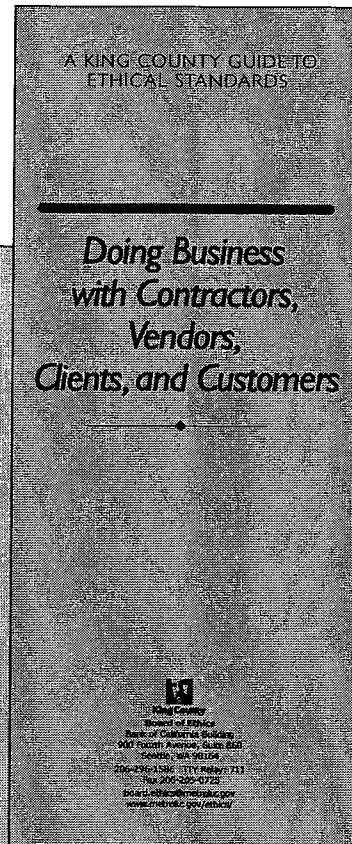
Vertical Areas



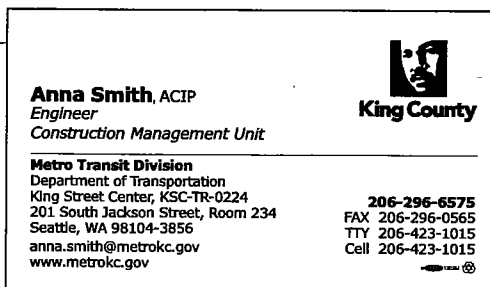
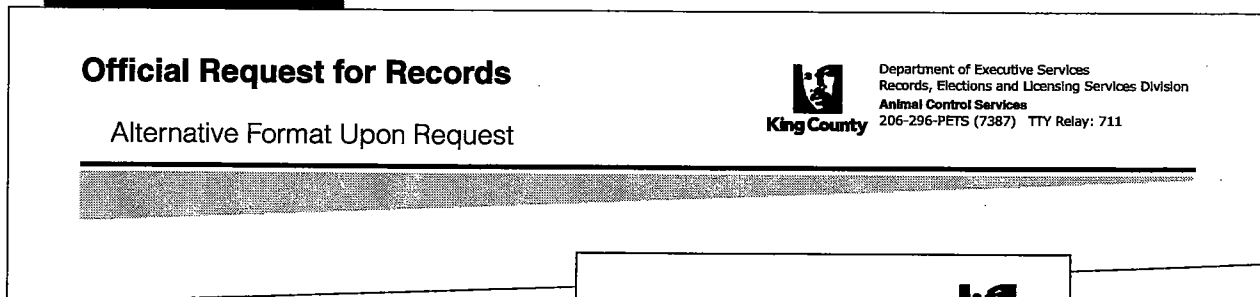
Report Covers



Brochures



Forms



Business Cards

## Use of the Horizontal Logo

*Horizontal Areas**Miscellaneous Publications***KING COUNTY SOLID WASTE DIVISION****Residential 206-296-4466**

For more info about:

- General Recycling Questions
- Wastemobile Locations
- Curbside/Multi-Family Recycling Questions

Toll Free: 1-800-325-6165 (ext. 64466)

24hr recorded message: 206-296-6540

E-mail: [website.swd@metrokc.gov](mailto:website.swd@metrokc.gov)**Business 206-296-8800**

For more info about:

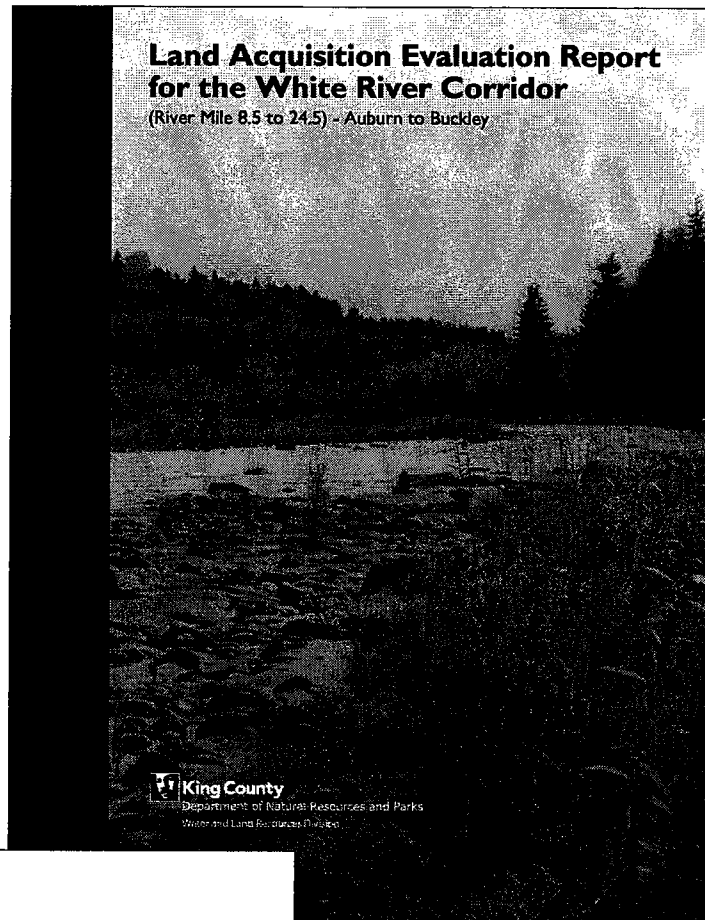
- General Recycling Questions
- Education and Training
- Recycling Services Providers Database
- Quick Information
- Waste Reduction and Buying Recycled

E-mail: [greenworks.swd@metrokc.gov](mailto:greenworks.swd@metrokc.gov)

Call your city recycling coordinator for local services

<http://dnr.metrokc.gov/swd>

TTY: 711

*Text Identities**Report Covers**Miscellaneous Publications*

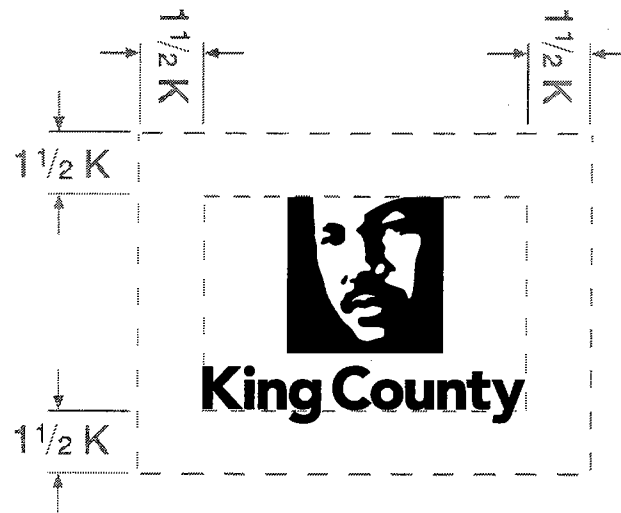
To Report Emergencies at Cedar Hills Landfill or  
any King County Solid Waste Transfer Station Call:

**206-296-4490**  
24 Hours A Day

## Stacked and Horizontal Logo

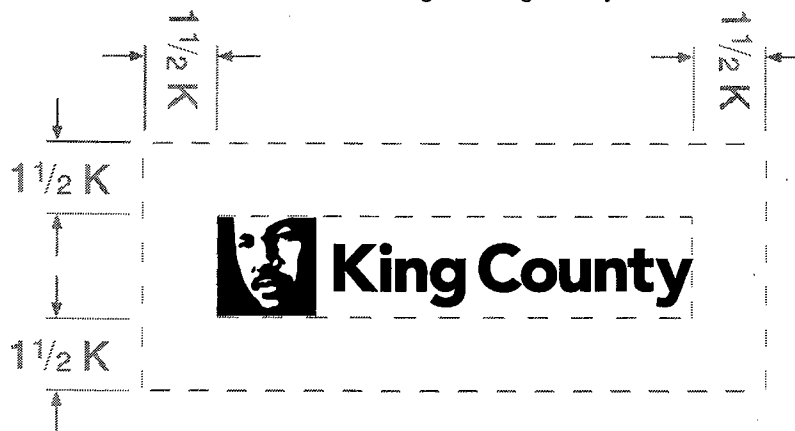
## Stacked Logo Clear Space

"K" height = King County



## Horizontal Logo Clear Space

"K" height = King County

**Clear Space**

Both the stacked and horizontal King County logo must be isolated from other elements. A distance measuring at least one and one half letter "K" heights in all directions creates a neutral zone separating the logo from competing elements such as type, illustrations, graphic elements or other symbols or logos. Please see appropriate section for blending type with both stacked and horizontal logos.

The logo should not be placed inside any other shape, such as an oval or square, combined with other symbols or graphic, or used within text or headlines. However, it may be placed in a band at the top of the publication or web page, provided that the band meets the specifications for clear space and stretches across the entire width of the page. The band serves as a neutral protected area for the logo.

Correct Clearspace Examples

Used in a line of type



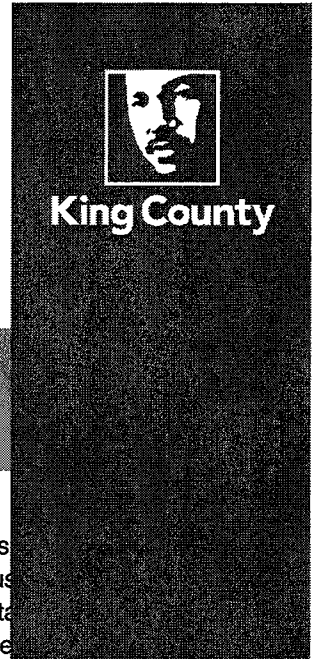
Text Identities

# Construction Works

Recognizing jobsites that recycle, reduce waste and use recycled products



Graphic Blocks



Publications

**KING COUNTY SOLID WASTE DIVISION**



**King County**  
Department of Natural Resources and Parks  
Solid Waste Division

**Residential 206-296-4466**

For more info about:

- General Recycling Questions
- Wastemobile Locations
- Curbside/Multi-Family Recycling Questions

Toll Free: 1-800-325-6165 (ext. 64466)  
24hr recorded message: 206-296-6540  
E-mail: [website.swd@metrokc.gov](mailto:website.swd@metrokc.gov)

**Business 206-296-8800**

For more info about:

- General Recycling Questions
- Education and Training
- Recycling Services Providers Database
- Quick Information
- Waste Reduction and Buying Recycled

E-mail: [greenworks.swd@metrokc.gov](mailto:greenworks.swd@metrokc.gov)  
Call your city recycling coordinator for local services

<http://dnr.metrokc.gov/swd>  
TTY: 711

Text Areas

on (YNA) is a youth-led, organized group of youth activists involved in at least one other youth action council. Their focus issues to the attention of policy makers to promote understanding. The core off s, young people opportunity to speak ave been homeless or ets. Yet others come llenges that experienced a life Some are bravely



**King County**

Publications

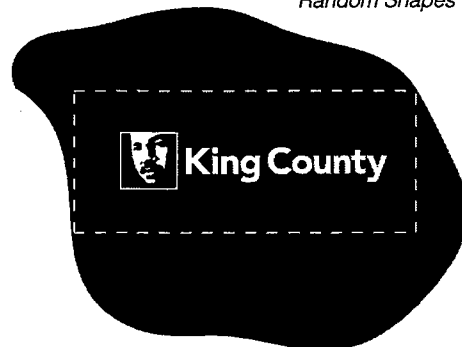


**King County**  
Department of Natural Resources and Parks  
Solid Waste Division

To Report Emergencies at Cedar Hills Landfill or any King County Solid Waste Transfer Station Call:

**206-296-4490**  
— 24 Hours A Day

Random Shapes



Exemptions

Text Identities



Agency Descriptions



**King County**

Department of Executive Services  
Records, Elections and Licensing Services Division

**Animal Control Services**

206-296-PETS (7387) TTY Relay: 711



**King County**

Department of Executive Services  
Records, Elections and Licensing Services Division

**Animal Control Services**

206-296-PETS (7387) TTY Relay: 711



**King County**

Department of Executive Services  
Records, Elections and Licensing Services Division

**Animal Control Services**

206-296-PETS (7387) TTY Relay: 711

Applies to both stacked and horizontal versions of the King County logo.

In this document, the King County logo appears incorrectly for illustrative purposes only.

The logo is used for all official county purposes. For detailed information regarding permitted and prohibited uses, including prohibited commercial uses, fundraising or solicitation of donation uses, consult the King County Graphic Standards and Guidelines handbook.



Do not alter the size of the elements.



Do not rotate or tilt the logo.

**King County**



Do not alter the relationship of logo elements.



Do not alter the graphic elements of the logo.



Do not use the image without the text "King County."



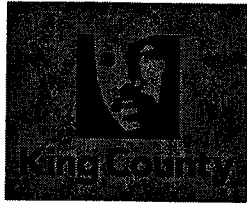
Do not allow competing graphic elements or non-agency text to encroach on clear space.



Do not place logo on a distracting background pattern or use it as part of a background pattern.



Do not distort or electronically alter the shape of the logo.



Do not place logo on a background that doesn't provide sufficient contrast.



Do not copy a low resolution version of the logo from a web site or a reproduced copy to use in a publication.



Do not replace elements of the logo.



Do not reproduce the logo in outline form.



Do not use a drop shadow with the logo.



Do not enclose the logo in another shape that affects the readability of the logo. Provide proper clear space for badges and patches.



Do not create different color areas within the logo.



Do not reverse the logo out of a background making the logo white.



Do not screen\* logo (\*make a percentage of a solid color).



Do not make a pattern or texture from the logo.



Do not use an obsolete logo.

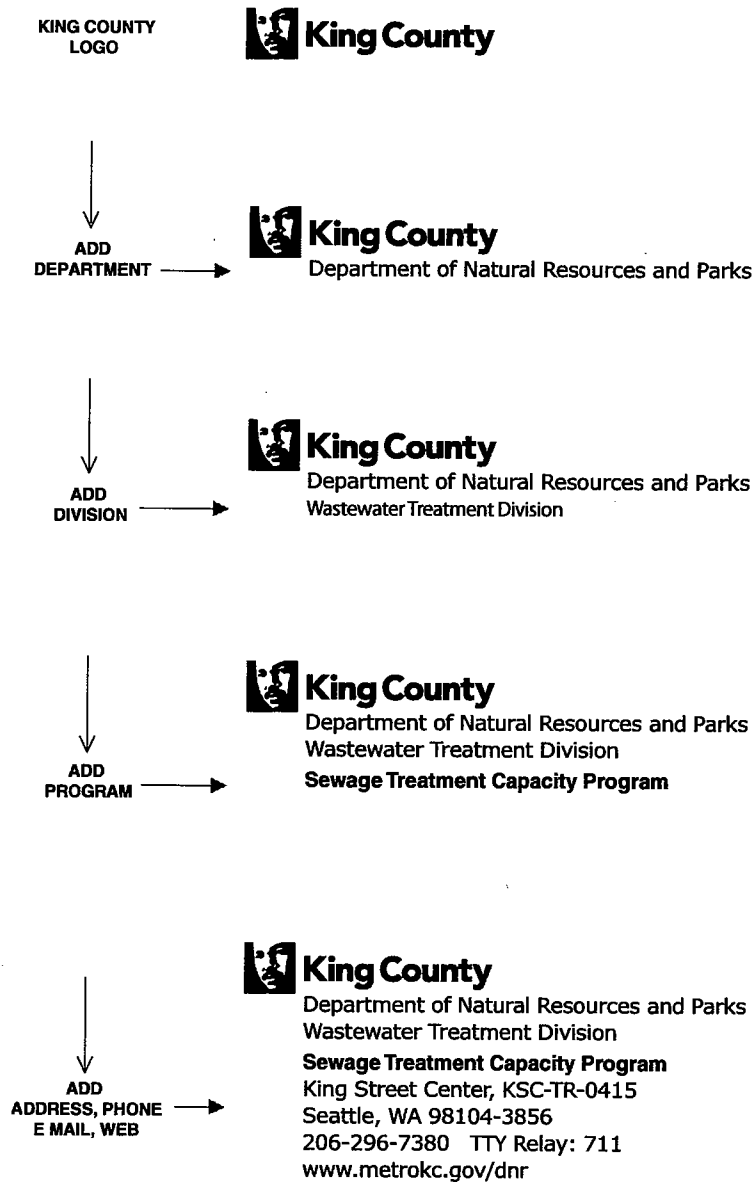


Do not reproduce or use smaller than standards allow. (Distortions of the logo are used for illustrative purposes in standards documentation only.)



# 3 Agency Descriptions

## Developing Agency Information Blocks Department, Division, Program



### The System

Developing an agency relationship to the logo is created by a progressive linking in descending order of department, division and program names. The amount of information occurring below the logo is determined by the type of branding required relative to its position in the document i.e., a cover requires department and/or division reference whereas the title page requires a fuller description, including address and phone numbers.

As each new level is added, that level becomes bold, putting the emphasis on the agency providing the service. In addition, more detailed information regarding this agency in the form of an address, phone numbers, email, web site, etc., may be attached just below that entry.

## Combining Agency Descriptions with the King County Logo Four Options

①



### King County

Department of Natural Resources and Parks  
Wastewater Treatment Division

#### Sewage Treatment Capacity Program

King Street Center, KSC-TR-0415

Seattle, WA 98104-3856

206-296-7380 TTY Relay: 711

[www.metrokc.gov/dnr](http://www.metrokc.gov/dnr)

### Acceptable Alternatives

②



King County

Department of Natural Resources and Parks  
Wastewater Treatment Division

#### Sewage Treatment Capacity Program

King Street Center, KSC-TR-0415

Seattle, WA 98104-3856

206-296-7380 TTY Relay: 711

[www.metrokc.gov/dnr](http://www.metrokc.gov/dnr)

③



King County

Department of Natural Resources and Parks  
Wastewater Treatment Division

#### Sewage Treatment Capacity Program

King Street Center, KSC-TR-0415

Seattle, WA 98104-3856

206-296-7380 TTY Relay: 711

[www.metrokc.gov/dnr](http://www.metrokc.gov/dnr)

④



King County

Department of Natural Resources and Parks  
Wastewater Treatment Division

#### Sewage Treatment Capacity Program

King Street Center, KSC-TR-0415

Seattle, WA 98104-3856

206-296-7380 TTY Relay: 711

[www.metrokc.gov/dnr](http://www.metrokc.gov/dnr)

Shown above are the four preferred methods of combining the King County logo with agency descriptions. These four possibilities provide enough flexibility to meet the majority of layout demands. The choice of one option over another usually is dictated by space considerations, layout requirements or the Identity Standards for a particular document.

Adhering to *logo clear space measurements* relative to the agency type blocks ensures a distinct, readable image. In all four examples, the type blocks are all the same in type size, weight and spacing.

#### 1. Horizontal Logo with Agency Block

This is the preferred version. It allows the horizontal logo to be sized to smaller dimensions than the vertical logo. This arrangement can be used in layouts where horizon-

tal space is not at a premium. It allows the most flexibility in branding of department, division and program, the least space requirement and best aesthetics.

#### 2. Left Aligned Stacked Logo and Agency Block

For use in layouts where vertical space is plentiful. Best used where flush-left alignment dominates the layout.

#### 3. Offset Stacked Logo with Agency Block

Easiest to read and most aesthetic as long as agency information is four or more lines. Not a good choice if three lines or less are used.

#### 4. Centered Logo and Agency Block

This option is used in layouts where symmetry is strong and where horizontal space is limited. The use of this option lends itself to a more traditional display of type.

Creating Agency Information Blocks  
Type Weights and Proportions

①

Left Aligned with Horizontal Logo  
"K" height = King County

<b>K</b>		<b>King County</b>	
2/3 K		Department of Natural Resources and Parks	Mandatory Font= Verdana
2/3 K		Wastewater Treatment Division	
1/2 K		<b>Sewage Treatment Capacity Program</b>	Mandatory Font= Verdana or Arial
2/3 K		King Street Center, KSC-TR-0415	
2/3 K		Seattle, WA 98104-3856	
1/2 K		206-296-7380 TTY Relay: 711	
2/3 K		www.metrokc.gov/dnr	

Creating Agency Information Blocks  
Suggested Type Weights and Proportions

Left Aligned and Offset Stacked Logo (same size)  
"K" height = King County

②

Same sized logo for styles 2, 3, and 4

③

King County

1.5 K

K Department of Natural Resources and Parks

3/4 K Wastewater Treatment Division

K Sewage Treatment Capacity Program

3/4 K King County King Street Center, KSC-TR-0415

Seattle, WA 98104-3856

206-296-7380 TTY Relay: 711

www.metrokc.gov/dnr

1.5K

Same information block for varieties 1, 2, 3, and 4

④ Centered with Stacked Logo

King County

Department of Natural Resources and Parks  
Wastewater Treatment Division

**Sewage Treatment Capacity Program**  
King Street Center, KSC-TR-0415  
Seattle, WA 98104-3856  
206-2967380 TTY Relay: 711  
www.metrokc.gov/dnr

**Incorrect** Agency Information Block Arrangements*(lose of clarity – logo loses identity in address block)*

Department of Natural Resources and Parks  
Wastewater Treatment Division  
**Sewage Treatment Capacity Program**  
King Street Center, KSC-TR-0415  
Seattle, WA 98104-3856  
206-296-7380 TTY Relay: 711  
[www.metrokc.gov/dnr](http://www.metrokc.gov/dnr)

*(wrong progression – logo is always first)*

Department of Natural Resources and Parks  
Wastewater Treatment Division  
**Sewage Treatment Capacity Program**  
King Street Center, KSC-TR-0415  
Seattle, WA 98104-3856  
206-296-7380 TTY Relay: 711  
[www.metrokc.gov/dnr](http://www.metrokc.gov/dnr)

**King County***(lose of clarity – logo loses identity in address block and entire unit is hard to read)*

Department of Natural Resources and Parks  
Wastewater Treatment Division  
**Sewage Treatment Capacity Program**  
King Street Center, KSC-TR-0415  
Seattle, WA 98104-3856  
206-296-7380 TTY Relay: 711  
[www.metrokc.gov/dnr](http://www.metrokc.gov/dnr)

*(poor easthetics – logo poorly placed)***King County**

Department of Natural Resources and Parks  
Wastewater Treatment Division  
**Sewage Treatment Capacity Program**  
King Street Center, KSC-TR-0415  
Seattle, WA 98104-3856  
206-296-7380 TTY Relay: 711  
[www.metrokc.gov/dnr](http://www.metrokc.gov/dnr)

*(poor easthetics – logo too large)*

Department of Natural Resources and Parks  
Wastewater Treatment Division  
**Sewage Treatment Capacity Program**  
King Street Center, KSC-TR-0415  
Seattle, WA 98104-3856  
206-296-7380 TTY Relay: 711  
[www.metrokc.gov/dnr](http://www.metrokc.gov/dnr)

*(wrong progression – logo is always first)*

Department of Natural Resources and Parks  
Wastewater Treatment Division  
**Sewage Treatment Capacity Program**  
King Street Center, KSC-TR-0415  
Seattle, WA 98104-3856  
206-296-7380 TTY Relay: 711  
[www.metrokc.gov/dnr](http://www.metrokc.gov/dnr)

**King County**

Department Name Line Breaks When Used with the King County Logo



Preferred Line Breaks	Alternatives	Line Breaks to Avoid
Department of Judicial Administration	Department of Judicial Administration	<del>Department of Judicial Administration</del>
Department of Adult and Juvenile Detention	Department of Adult and Juvenile Detention	<del>Department of Adult and Juvenile Detention</del>
Department of Public Health	Department of Public Health	<del>Department of Public Health</del>
Department of Community and Human Services	Department of Community and Human Services Department of Community and Human Services	<del>Department of Community and Human Services</del>
Department of Executive Services	Department of Executive Services	<del>Department of Executive Services</del>
Department of Natural Resources and Parks	Department of Natural Resources and Parks	<del>Department of Natural Resources and Parks</del>
Department of Transportation	Department of Transportation	<del>Department of Transportation</del>
Department of Development and Environmental Services	Department of Development and Environmental Services Department of Development and Environmental Services	<del>Department of Development and Environmental Services</del>

When branding King County and its various agencies, *recognition and readability* are very important. Organizing line breaks correctly help agency descriptions to be *read quickly and clearly*. Some patterns work better than others. Placing the introductory words "Department of" on a separate line, places less emphasis on these support words and helps the department title to be read as a unit and be quickly recognized at a glance.

This method of line organization should be followed whenever describing the department. There may be situations where limited space is a factor and may require an alternate but less desirable random form of line breaking. Spelling out the entire department name on one line is another alternative.

# 4 Primary Business Communications





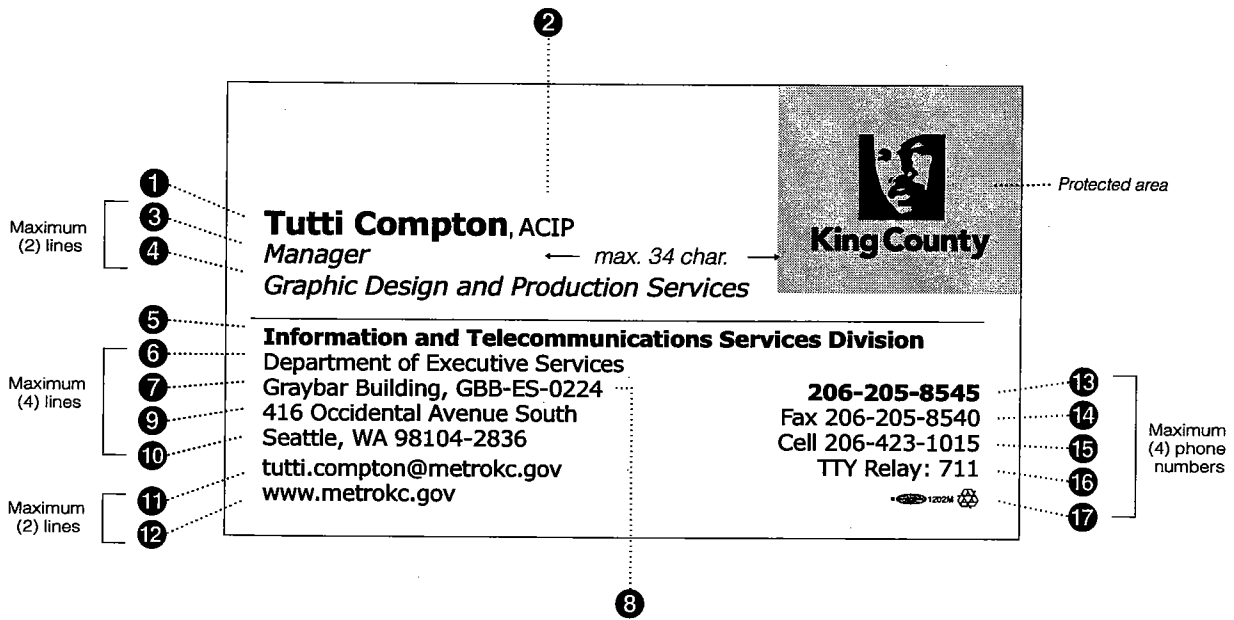
**King County**

- In January of 2002, the *King County Identity Program* was initiated with the introduction of the revised King County logo and a new style of letterhead, business card, envelope, and notepad. This program was updated in March 2007 with the introduction of the new King County logo, which includes a likeness of its namesake, the Reverend Dr. Martin Luther King Jr.\*
- *Business Communications Information Sheets* to assist in ordering and understanding layout and information changes are available to all employees as an Adobe Acrobat PDF file on the King County Graphic Design and Production Services intranet Web site at <http://www.metrokc.gov/printing>. For additional information, please call 206-205-8550.
  - Please be advised of the Executive Ordinance #ACO-8-16 (AEO) requiring all agencies under the Executive Branch to use King County Graphics and Production Services as the *first source* for graphic design, printing projects, photography and video production. Projects that cannot be initiated because of scheduling or technical challenges will be reviewed with the customer and an appropriate outside vendor selected.
  - It is recommended that existing letterhead, business cards, envelopes and notepads should be used to depletion before ordering new materials.
  - The present system of ordering letterhead, business cards, envelopes and notepads remains the same. Submit information by including new changes on an old piece of letterhead, notepad, etc., along with the standard Print Services Work Order (form ARMS 100-2-U-1).
  - Information submitted for these new items must meet the criteria and format requirements as described in the *Information Sheets*.
  - Changes that require departure from these standards must first be reviewed by your agency Public Information Officer (PIO) or graphic standards point person. If still unresolved, these issues will then be reviewed by King County Graphic Design and Production Services at 206-205-8550 and, if needed, by the Office of the King County Executive, communications director, 206-296-4063.

\*Although the King County Identity program was initiated by the Executive Office and specifically mandated for the executive branch, its longer term vision is for a uniform acceptance by other branches of King County government. At the time of publication other branches, such as the Assessor's Office and the King County Council, have chosen to begin to comply with this uniform identity. Because of this gradual transition countywide, use of secondary logos and other inconsistencies in application of the guidelines may exist on the business communications of these and other branches.

Note: At times, incorrect use of the King County logo will appear within these guidelines, but is done so only for display, illustrative and educational purposes.

## Information Hierarchy



*Incorrect use of the King County logo will appear within these guidelines, but is done so only for display, illustrative and educational purposes.*

1. **Name:** include all hyphens and accent marks. Avoid nicknames and marital titles
2. **Professional Initials (optional):** AIA, PhD, MA, etc., 2 groups maximum, no periods
3. **Job Title:** one line, minimum description (max. 34 characters)
4. **Job Title/Unit (optional):** one line, additional title or section or program (max. 34 characters)
5. **Agency:** one line, the primary agency represented: division, office or program
6. **Department:** one line, the department in which the agency is a unit
7. **Building (optional):** major county business buildings only, building number (if needed)
8. **Mail Stop (optional):** standard county mail stop designations and must appear above physical address
9. **Address (line 1):** street number, street name (spelled out), room number or suite (if needed)
10. **Address (line 2):** city, WA (not spelled out) with ZIP code plus 4-digit extension
11. **E-mail Address:** standard county e-mail designations for individuals or organizations
12. **Main County Web Site Only (optional):** www.metrokc.gov
13. **Primary Phone Number:** area code, phone number
14. **Fax Number:** fax, area code, phone number
15. **Additional Phone Numbers and Other Information:** area code, phone number (may include cell, pager, voice mail, 1-800 etc.) A maximum of (4) phone numbers can be used on front of business cards. Additional phone numbers, web addresses and other types of information can be printed on the reverse side of business cards and the printing will be charged *the price of a two-sided business card*.
16. **TTY Phone Number:** TTY, area code, phone number. TTY numbers must appear when a primary phone number is used. Check with your PIO for correct TTY number or if none is available use: TTY Relay: 711.
17. **GCIU Union and the Recycled Paper Logos:** appear on all business cards

- Note: ▶
- Avoid abbreviations, spell out all words except Bldg.
  - Cards with 4 phone numbers may need additional information (mail stops, building name, web site, etc.) placed on the left to provide balance for the phone numbers.
  - No substitutions allowed for color or weight of paper and type font.

Printing on the Reverse Side (Double-sided)

**Accessible Format**

Name: Roxanne Vierra  
 Title: King County OCRE  
 Main Phone Number: 206-263-3453 V  
 TTY Phone Number: 206-263-3453 TTY  
 E-mail: roxanne.vierra@metrokc.gov

King County

Arial 17B/25

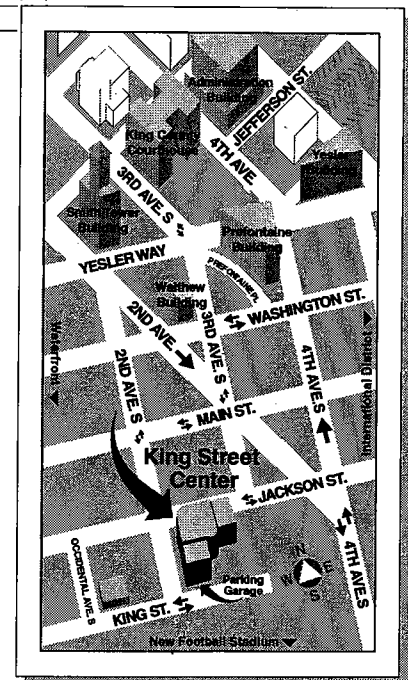
**Additional Phone Numbers**

Administration 206-296-8888  
 360-825-7777  
 1-800-325-6165 ext 68888  
 Fax 206-296-8891  
 TTY Relay: 711  
 Facility Rental 206-296-8892  
 Maintenance 206-296-8893  
 Manager 206-296-8890  
 After Hours Emergency 206-296-8100  
 Other Emergencies 911

E-mail available on web site  
 Web site [www.metrokc.gov/parks/fair](http://www.metrokc.gov/parks/fair)  
 Office Hours 8:00 am - 5:00 pm Mon.- Fri.  
 Closed weekends and holidays

1/8" setback

**Maps**



**Bilingual Cards**

喬治 罗觉  
 业务关系和经济发展处长

King County

景郡执行委员 Ron Sims 办公室  
 景郡法院大楼  
 516 Third Avenue, Room 550  
 Seattle, WA 98104-3271

206-296-4068  
 电传 206-205-0719  
 TTY Relay: 711

george.northcroft@metrokc.gov  
[www.metrokc.gov](http://www.metrokc.gov)

**Printing on the Reverse Side**



Certain agencies may require additional information beyond what is permitted on the front side of the card. Items such as maps, accessible formats, additional phone numbers, bilingual cards, lists, etc., may be printed on the reverse side of the card, as shown in the examples above.

Graphic items, such as maps incorporating light screens and fine lines, need to be increased in strength and boldness to reproduce well on photocopy equipment.

*Note: Printing on the reverse side of business cards will be charged the rate of a double-sided business card.*

Slogans and Exempted Logos

Slogans

	12pt	144pt (2") max
12pt Palatino 8L It	<p><i>Clean Water – A Sound Investment</i></p>  <p><b>Anna Smith, ACIP</b> Engineer Construction Management Unit</p> <hr/> <p><b>Water and Land Resources Division</b> Department of Natural Resources King Street Center, KSC-TR-0224 201 South Jackson Street, Room 234 Seattle, WA 98104-3856 anna.smith@metrokc.gov www.metrokc.gov</p> <p style="text-align: right;"><b>206-296-6575</b> Fax 206-296-0565 Cell 206-423-1015 TTY Relay: 711</p> 	


Officially Exempted Logos  
(executive branch only)

No Additional Logos

**Anna Smith**  
Engineer  
Construction Management Unit

---

**Metro Transit Division**  
Department of Transportation  
King Street Center, KSC-TR-0224  
201 South Jackson Street, Room 234  
Seattle, WA 98104-3856  
anna.smith@metrokc.gov  
www.metrokc.gov




Metro Transit  
Division

...fly quietly and avoid residential areas

**Stephanie Weber**  
Project Program Manager  
Planning Section

---

**King County International Airport/Boeing Field**  
Department of Transportation




King County  
International Airport  
Boeing Field


**Anna Smith, ACIP**  
Engineer  
Construction Management Unit

---

**Roads Services Division**  
Department of Transportation  
King Street Center, KSC-TR-0224  
201 South Jackson Street, Room 234  
Seattle, WA 98104-3856  
anna.smith@metrokc.gov  
www.metrokc.gov



**206-296-6575**  
Fax 206-296-0565  
Cell 206-423-1015  
TTY Relay: 711



**TP Public Health**  
Seattle & King County  
HEALTHY PEOPLE. HEALTHY COMMUNITIES.

---

**James Apa, Communications Manager**  
Office of the Director  
999 3rd Avenue, Suite 1200 · Seattle, WA 98104  
T 206-205-5442 F 206-296-0166  
james.apa@metrokc.gov  
www.metrokc.gov/health

7457  
0190  
1015  
711

King County  
International  
Airport/Boeing Field

---

Public Health –  
Seattle & King County

Slogans


Department, division or program slogans or tag lines are allowed as long as they are formatted properly. Slogans should be one line of 8 pt. Palatino font, light italic type, not to exceed 2" in length and printed in 100% black. The use of a slogan shall not overpower, compete with or intrude into the clear zone around the King County logo and other information displayed on the card.

Exempted Logos

Metro Transit Division, King County International Airport/ Boeing Field both use officially exempted logos to replace the King County logo and the parameters for the text remain the same as those used on all standard county business cards.

The Public Health – Seattle & King County agency uses a different layout and type font for business cards. Please refer to this agency's respective guidelines section for more information.

## Business Card Examples




**Rachel Dolly Tyndall**  
Engineer  
*Neighborhood Enhancement & Pedestrian Safety*

---

**Road Services Division**  
Department of Transportation  
KSC-TR-0222  
201 South Jackson Street  
Seattle, WA 98104-3856  
rachel.tyndall@metrokc.gov

**206-263-6129**  
Fax 206-296-0176  
TTY 206-296-1015






**Silvette Lee**  
*Human Resources Senior Analyst*

---

**Department of Community and Human Services**  
KSC-NR-0701  
821 Second Avenue, Suite 701  
Seattle, WA 98104-1598  
silvette.lee@metrokc.gov

**206-296-4488**  
Fax 206-296-8352  
TTY 206-423-1015






**Anna Smith**  
Engineer  
*Construction Management Unit*

---

**Metro Transit Division**  
Department of Transportation  
King Street Center, KSC-TR-0224  
201 South Jackson Street, Room 234  
Seattle, WA 98104-3856  
anna.smith@metrokc.gov  
www.metrokc.gov

**206-296-6575**  
Fax 206-296-0565  
Cell 206-423-1015  
TTY Relay: 711





**Paul Tanaka**  
*Director*


---

**Department of Executive Services**  
King County Courthouse  
KCC-ES-0224  
515 Third Avenue, Room 404  
Seattle, WA 98104-2304  
paul.tanaka@metrokc.gov

**206-296-0628**  
Fax 206-296-0565  
TTY 206-296-7549



*...fly quietly and avoid residential areas*





**Robert I. Burke, AAE**  
*Airport Director*

---

**King County International Airport/Boeing Field**  
ACF-TR-0100  
7233 Perimeter Road South  
P.O. Box 80245  
Seattle, WA 98108-3812  
robert.burke@metrokc.gov  
www.metrokc.gov

**206-296-7430**  
Fax 206-296-0190  
TTY 206-296-0100






**Terry Denend**  
*Assistant Manager*

---

**Records, Elections and Licensing Services**  
Department of Executive Services  
ADM-ES-0100  
500 Fifth Avenue, Room 534  
Seattle, WA 98104-2332  
terry.denend@metrokc.gov

**206-296-7077**  
Fax 206-296-7002  
TTY 206-296-7217






**Carolyn Duncan**  
*Community Relations  
Director's Office*

---

**Department of Natural Resources and Parks**  
King Street Center  
KSC-TR-0224  
201 South Jackson Street, Room 234  
Seattle, WA 98104-3855  
carolyn.duncan@metrokc.gov  
www.metrokc.gov

**206-296-8304**  
Fax 206-296-0565  
Cell 206-423-1015  
TTY 206-423-1015





**John Klophenstein**  
*Deputy Fire Marshal*

---

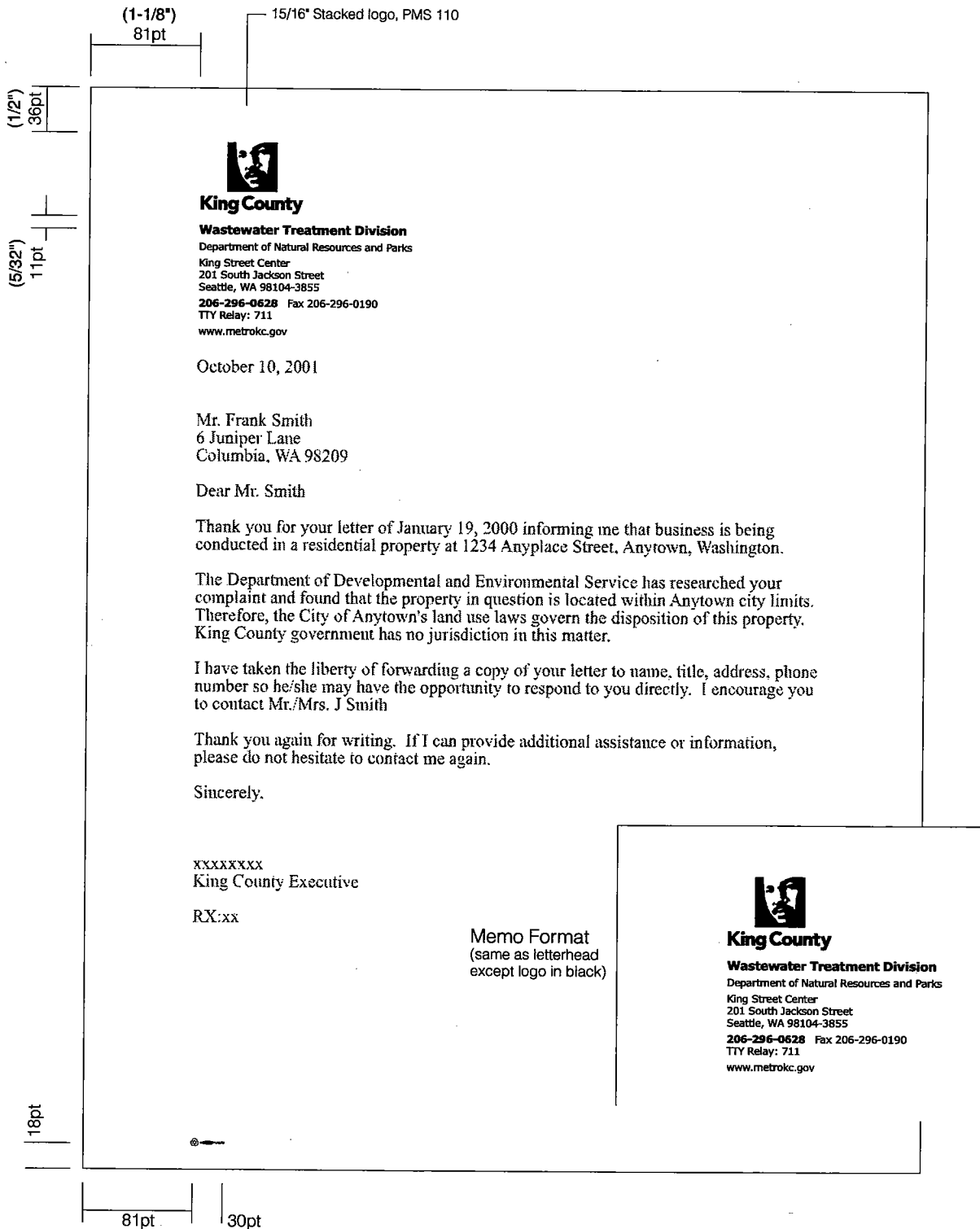
**Fire Marshal's Office**  
Department of Development and Environmental Services  
OAK-DE-0100  
900 Oaksdale Avenue Southwest  
Renton, WA 98055-1219  
john.klophenstein@metrokc.gov

**206-296-7077**  
Fax 206-296-7002  
Pager 206-991-4536  
TTY 206-296-7217



Note: Other branches of King County government such as the Assessor's Office and King County Council staff, also use this basic business card layout with minor modifications.

Standard Letterhead Format



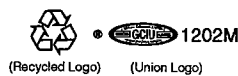
**Type:** See type specifications.

**Paper:** 8.5" x11" Atlas Bond, Sub. 24, recycled bright white, 25% cotton, light cockle finish.

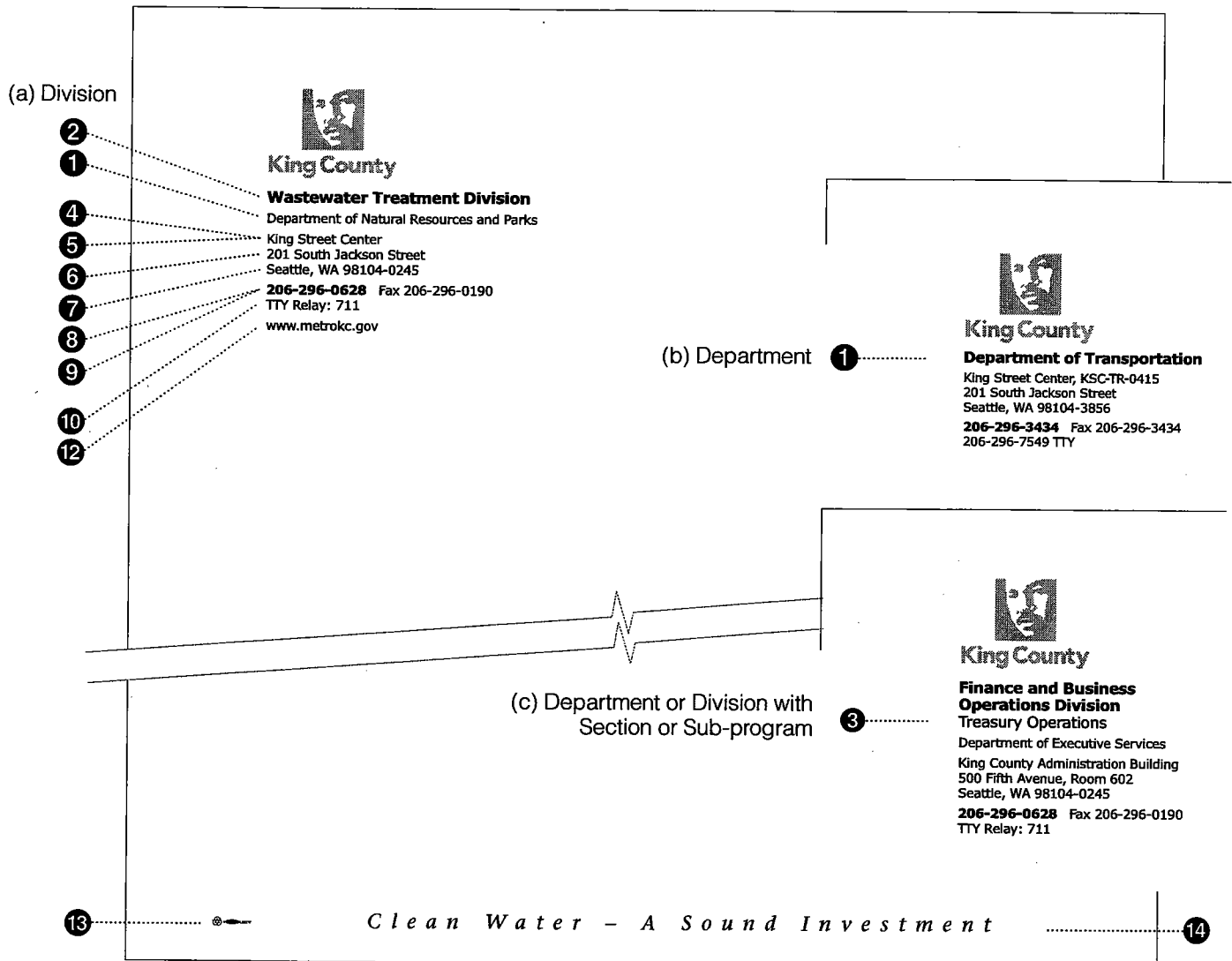
**Ink:** Black

**Use:** Letterhead and memo are initiated by agency office managers.

**Recycled Paper and the GCIU Union logos:** These logos must appear on all letterhead as indicated.



Address Block Information



1. **Department:** primary agency
2. **Division:** sub-level of a department
3. **Section or Program:** sub-level of a division
4. **Building:** (optional) major county business buildings
5. **Mail Stop:** (optional) standard county mail stop designations
6. **Address:** (Line 1): building number, street name (spelled out), room number or suite (if needed)
7. **Address:** (Line 2): city, WA (not spelled out) with ZIP code plus 4 digit extension
8. **Main Phone Number:** area code, phone number
9. **Fax Number:** Fax, area code, phone number
10. **TTY Phone Number:** area code, phone number or TTY Relay: 711<sup>1a</sup>
11. **Additional Phone Numbers:** area code, phone number, letter designation of system
12. **Main King County Web Site:** www.metrokc.gov (optional)
13. **Recycled Paper and GCIU Union Logo:** appears on all letterhead
14. **Slogan:** (optional) one or two lines printed in black, not to exceed five inches wide


Note: ►

- Avoid abbreviations, spell out all words
- A maximum of four phone numbers can be used.

1a. TTY numbers must appear when a main phone number is used. Check with your PIO for correct number or if none is available use: TTY Relay: 711


Exempted Logos with Address Block Information

*Please refer to this agency's respective guidelines section.*




**Public Health**  
Seattle & King County  
**HEALTHY PEOPLE. HEALTHY COMMUNITIES.**  
Alonzo L. Plough, Ph.D., MPH, Director and Health Officer

*Follows standard address block information*



**King County METRO**  
Metro Transit Division  
Rideshare Operations - Vanpool  
Department of Transportation  
821 Second Avenue  
Seattle, WA 98104-1598  
206-296-3434 Fax 206-296-3434  
206-296-7549 TTY

*Division name not included*



**King County International Airport Boeing Field**  
Department of Transportation  
AIR-TR-0100  
7233 Perimeter Road South  
P.O. Box 80245  
Seattle, WA 98108-0245  
206-296-0628 Fax 206-296-0190  
TTY Relay: 711  
www.metrokc.gov

**Environmental Health Services Division**  
999 3rd Avenue, Suite 700 - Seattle, WA 98104-4039  
T 206-205-4394 F 206-296-0189 TTY Relay: 711  
www.metrokc.gov/health

**Exempted Logos**

The letterhead of Metro Transit Division and King County International Airport/ Boeing Field both use officially exempted logos to replace the King County logo.

The Public Health – Seattle & King County letterhead has an entirely different layout, type font and placement of the King County logo. Please refer to this agency's respective guidelines section for more information.

Metro Transit Division's letterhead follows the same address block parameters as does standard King County letterhead.

The letterhead for the King County International Airport/ Boeing Field *drops the division name*, otherwise the address block parameters are the same as standard King County letterhead.

(See above illustrations)



## Letterhead Samples

**King County****Human Services Division**

Department of  
Community and Human Services  
EXC-CS-7233  
821 Second Avenue, Suite 400  
Seattle, WA 98104

**206-296-0628** Fax 206-296-0190  
TTY Relay: 711

[www.metrokc.gov](http://www.metrokc.gov)

**King County****Department of  
Development and  
Environmental Services**

900 Oakesdale Avenue Southwest  
Renton, WA 98055-1219

**King County****Fire Marshal's Office**

Department of  
Development and Environmental Services  
900 Oakesdale Avenue Southwest  
Renton, WA 98055-1219

**King County****Information and  
Telecommunications  
Services Division**

Department of Executive Services  
Key Tower, KEY-ES-2400  
700 Fifth Avenue, Suite 2300  
Seattle, WA 98104-0245

**206-296-0628** Fax 206-296-0190  
TTY 206-296-7549

[www.metrokc.gov](http://www.metrokc.gov)

**King County****Finance and Business  
Operations Division  
Treasury Operations**

Department of Executive Services  
King County Administration Building  
500 Fifth Avenue, Room 602  
Seattle, WA 98104-0245

**206-296-0628** Fax 206-296-0190  
TTY Relay: 711

**King County****Wastewater Treatment Division  
Denny Way CSO Control Project**

Department of  
Natural Resources and Parks  
King County Administration Building  
500 Fifth Avenue, Room 602  
Seattle, WA 98104-0245

**206-296-0628** Fax 206-296-0190  
TTY 206-296-7549

**King County****Department of  
Executive Services**

King County Courthouse  
515 Fourth Avenue, Room 404  
Seattle, WA 98104-0245

**206-296-0628** Fax 206-296-0190  
TTY 206-296-7549

[www.metrokc.gov](http://www.metrokc.gov)

**King County****Parks and Recreation Division**

Department of  
Natural Resources and Parks  
King County Administration Building  
500 Fifth Avenue, Room 602  
Seattle, WA 98104-0245

**206-296-0628** Fax 206-296-0190  
TTY Relay: 711

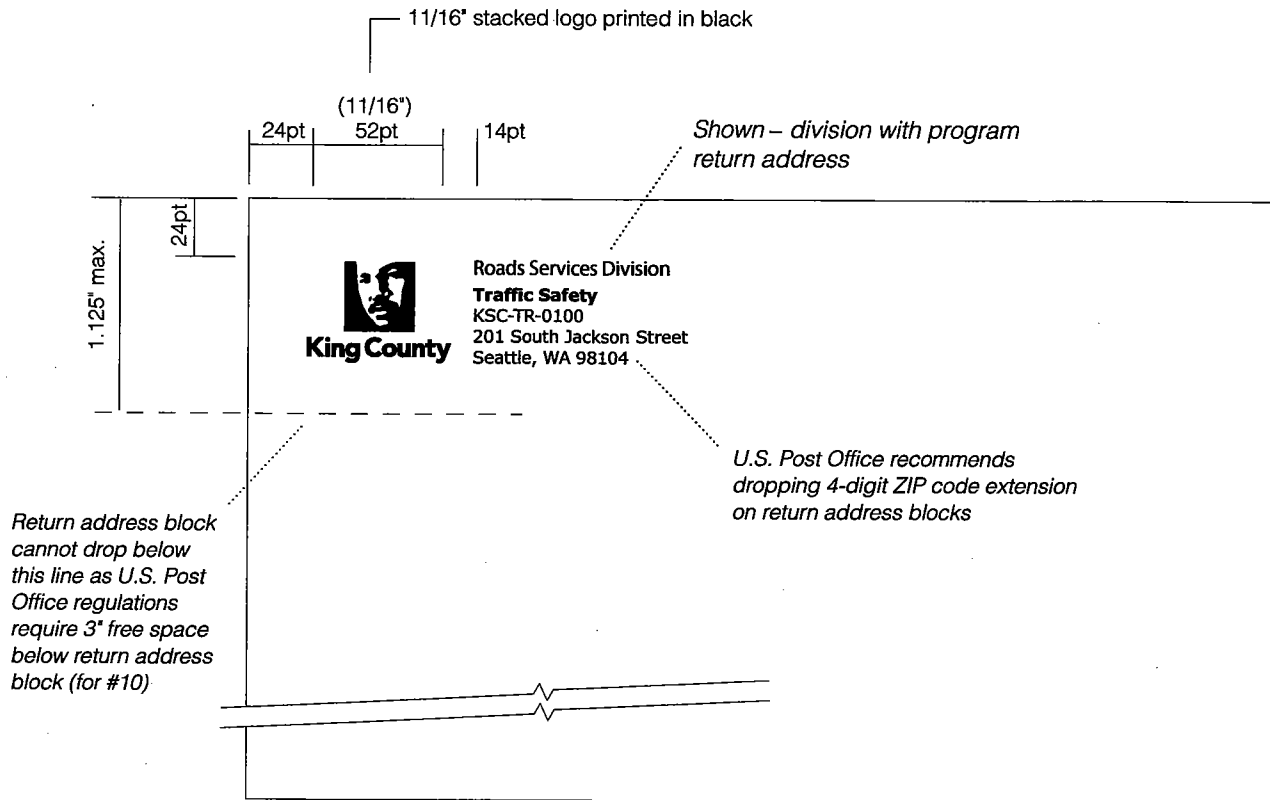
**King County****Road Services Division  
Traffic Safety**

Department of Transportation  
King Street Center, KSC-TR-0224  
201 South Jackson Street  
Seattle, WA 98104-3856

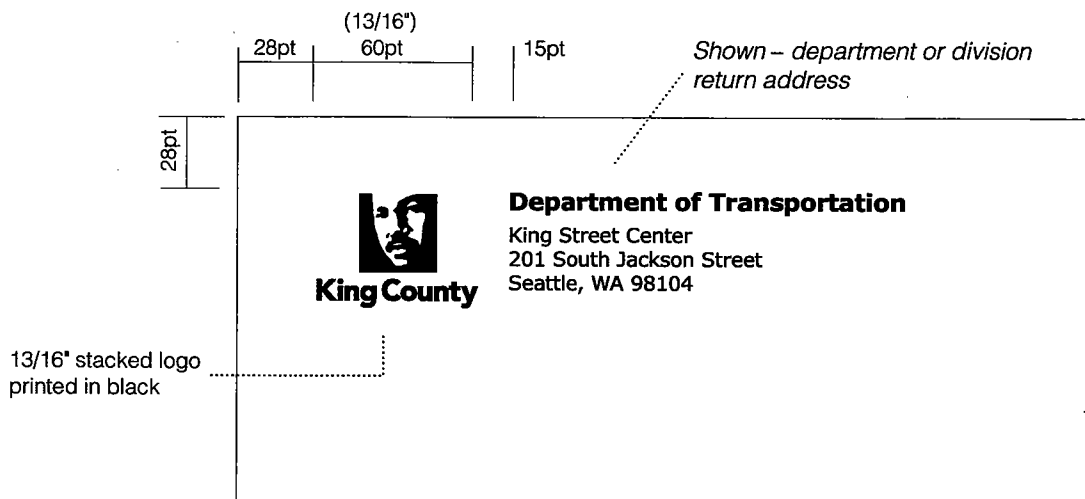
**206-296-0628** Fax 206-296-0190  
TTY Relay: 711

Standard Envelope Format (all sizes)

Format for (6" x 9") or smaller envelope



Enlarged Format for 7" x 10" or Larger Envelopes



**General Specifications**

**Type:** See type specifications.

**Paper:** Typical for #10 and most business correspondence; Sub 24, white, recycled. Size and color may vary with purpose.

**Ink:** The King County logo and the return address block are printed in black. A second color may be used for additional artwork on envelope when required.

**Printing:** Standard envelopes are printed offset.

**Use:** Envelope use and data initiated by agency office managers.

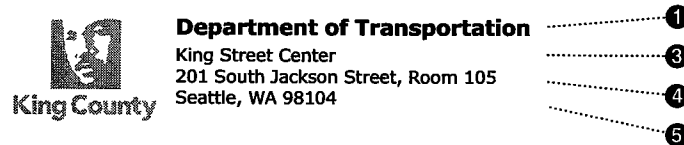
**GCIU Union and Recycled Paper Logos:** Not required.

Information Hierarchy

Department or Division with Sub Agency



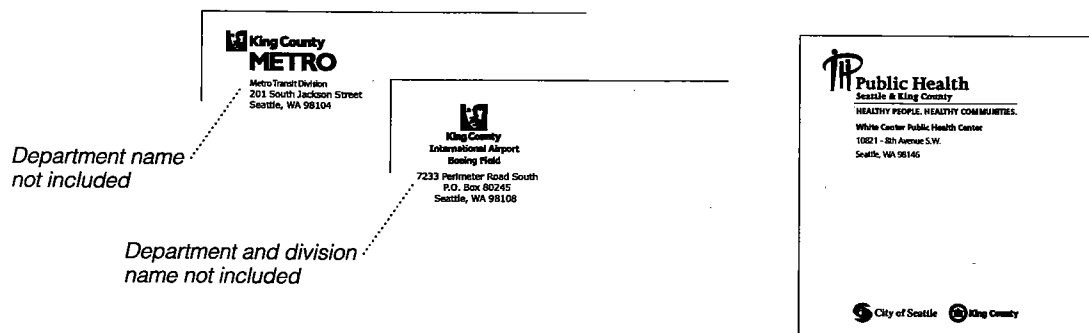
Department or Division Only



1. **Agency:** one line, the primary agency represented: division, office or program
2. **Sub-Agency:** program, section, etc., initiating correspondence
3. **Building (optional):** major county business buildings only, building number (if needed)
4. **Mail Stop (optional):** standard county mail stop designations and appears above physical address
5. **Address (line 1):** building number, street name (spelled out), room number or suite (if needed)
6. **Address (line 2):** city, WA (not spelled out) with ZIP code (Post Office prefers no 4-digit ZIP extension on return addresses)

- Note: ▶
- Avoid abbreviations, spell out all words.
  - King County logo and return address block enlarged to 115% for envelopes 7"x10" or larger.
  - Return address blocks are always printed in black. Additional information or instructions may require a second color, such as red, if necessary.

Envelope Format for Exempted Logos



**Exempted Logos**

Metro Transit Division, King County International Airport/ Boeing Field both use officially exempted logos to replace the King County logo. However, the parameters for the text are slightly different than those used on standard county envelopes. (See above illustrations)

The Public Health – Seattle & King County agency has an entirely different design and type font for envelopes. Please refer to their respective guidelines section for more information.

## Envelope Samples



King County

Road Services Division  
Traffic Safety  
KSC-TR-0100  
201 South Jackson Street, Room 817  
Seattle, WA 98104



King County

Department of  
Executive Services  
Information and  
Telecommunication Services Division  
700 Fifth Avenue, Suite 2300  
Seattle, WA 98104



King County

Records, Elections  
and Licensing Services Division  
Recorders Office  
500 Fifth Avenue, Room 302  
Seattle, WA 98104



King County

Department of  
Executive Services  
CRH-ES-0100  
515 Fourth Avenue, Room 404  
Seattle, WA 98104



King County

Department of  
Development and  
Environmental Services  
Fire Marshal's Office  
900 Oakesdale Avenue Southwest  
Renton, WA 98055



King County

Department of  
Natural Resources and Parks  
Wastewater Treatment Division  
King Street Center  
201 South Jackson Street, Room 610  
Seattle, WA 98104



King County

Finance and  
Business Operations Division  
Treasury Operations  
700 Fifth Avenue, Suite 2300  
Seattle, WA 98104



King County

Department of  
Natural Resources and Parks  
King Street Center  
201 South Jackson Street, Suite 700  
Seattle, WA 98104



King County

Department of  
Natural Resources and Parks  
Parks and Recreation Division  
201 South Jackson Street, Room 610  
Seattle, WA 98104

Large Format for 7" x 10" or Larger Envelopes



King County

**Finance and Business  
Operations Division**

Benefits and Retirement Operations  
King Street Center  
201 South Jackson Street  
Seattle, WA 98104



King County

Department of  
Development and  
Environmental Services  
900 Oakesdale Avenue Southwest  
Renton, WA 98055



King County

**Wastewater Treatment Division**

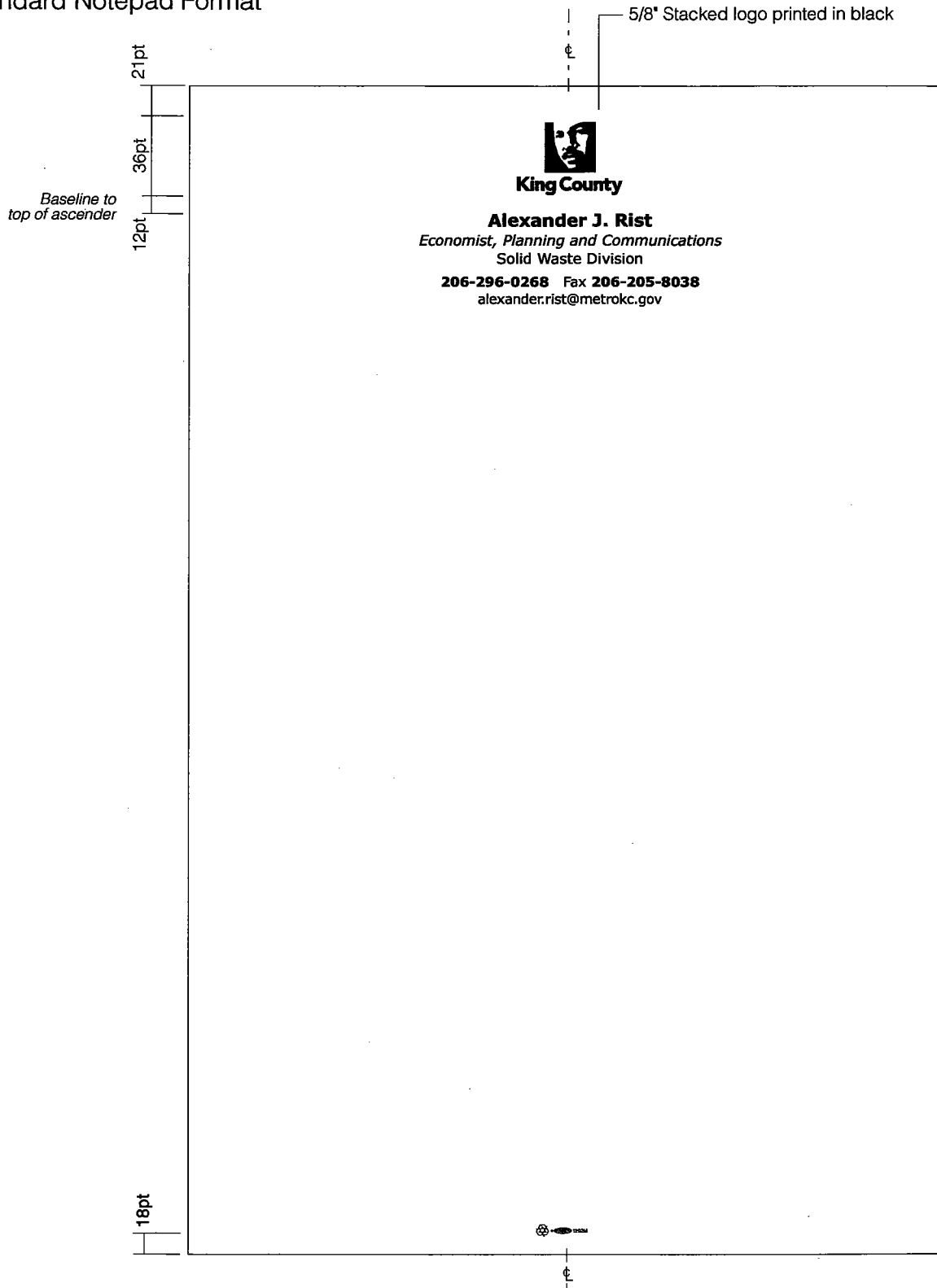
King Street Center  
201 South Jackson Street  
Seattle, WA 98104



King County

Wastewater  
Treatment Division  
Denny Way CSO Control Project  
201 South Jackson Street, Room 400  
Seattle, WA 98104

### Standard Notepad Format



#### Specifications

**Type:** See type specifications

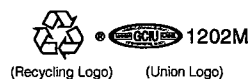
**Paper:** 5.5" x 8.5" Worx, 20# Bond, Creme, recycled

**Ink:** Black, all job classifications

**Printing:** 2-up from 8.5" x 11" parent sheet, printed offset or photocopied.

**Use:** This notepad layout supersedes all other previous layouts and is used by all job classifications. Custom or special order notepads not permitted.

**Recycled Paper and Union Logos:** The Recycled Paper logo and the GCIU logo must appear on all notepads in the lower center.



Information Hierarchy



1. **Name:** Include all hyphens and accent marks on languages. Avoid nicknames and marital titles.
2. **Professional Initials:** (if needed) AIA, PhD, MA etc., 2 groups maximum, no periods
3. **Title:** 1 Line
4. **Title or Agency:** (if needed) 1 Line
5. **Main Phone Number:** Area code, phone number
6. **Fax Number:** Fax, area code, phone number
7. **E-mail Address:** Standard county e-mail designations for individuals or organizations.
8. **Additional Information:** The standard King County notepad contains 5 lines maximum at the top. To accommodate additional information, a maximum of 5 lines may be used at the bottom.
9. **Recycled Paper and GCIU Union Logo:** appears on all notepads

Note: • Avoid abbreviations, spell out all words  
 • In certain instances, more abbreviated formats may be necessary with the simplest format containing three lines: a name, a title and an agency. See examples (a) and (b) on the following page.

The standard King County notepad contains 5 lines maximum. In certain instances more abbreviated formats may be necessary with the simplest format containing three lines: a

name: a title and an agency. See next page for notepads needing additional information.

Exempted Logos with Notepads


Exempted Logos

Metro Transit Division, King County International Airport/ Boeing Field and Public Health – Seattle & King County all use officially exempted logos to replace the King County logo. However, the parameters for the information below the logo remain the same as those used on all standard county notepads.

Public Health – Seattle & King County notepads use a different layout and type font. Please refer to this agency's respective guidelines section for more information. Additional agency logos, program logos, slogans or text identities are not permitted on notepads.


Additional Formats

(a) Abbreviated Format




**King County**  
**Laura E. Edwards**  
 Community Organizing Program  
 Community Services Division

(b) Abbreviated Format



**King County**  
**Laura E. Edwards**  
 Manager  
 Community Organizing Program


(c) Expanded Format



**King County**  
**Laura E. Edwards**  
 Manager  
 Community Organizing Program  
 206-296-5250 Fax 206-296-0229  
 laura.edwards@metrokc.gov

---

Community Services Division  
 Department of Community and Human Services  
 VM 206-296-0229  
 821 Second Avenue, Suite 500  
 Seattle, WA 98104-1598



8 9

15pt  
9pt

**Guidelines**

The standard King County notepad contains 5 lines maximum. In certain instances additional information may be required. Please see expanded format (c).

No provision has been made for additional logos and slogans and it is suggested that additional graphics of any kind be omitted.

## Sample Formats



King County

**Alexander J. Rist**Economist, Planning and Communications  
Solid Waste Division**206-296-0268** Fax **206-205-8038**

King County

**Christina R. Jaramillo**Cable Compliance Officer  
Office of Cable Communications**206-296-3878**

King County

**George Northcroft**Deputy Chief of Staff  
for Business Affairs  
Office of King County Executive Ron Sims**206-296-4068**

King County

**Kathleen Shannon**

Department of Natural Resources and Parks

**206-296-3710** Fax **206-296-3749**

King County

**Jim Devereaux**Project Manager  
Waste Reduction and Recycling  
**206-296-4407** Fax **206-296-4475**  
jim.devereaux@metrokc.gov

King County

**Rodger Winters**Electronic Court Records (ECR) Manager  
Department of Judicial Administration**206-296-7838**Solid Waste Division  
Department of Natural Resources and Parks  
KSC-NR-0701  
201 South Jackson Street, #701  
Seattle, WA 98104-3855

King County

**Paula Adams**Communications Director  
Department of Development and Environmental Services**206-296-6682**

King County

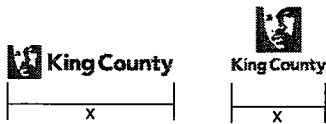
**Kevin Kearns**Director  
Information and Telecommunications Services Division  
**206-296-0660** Fax **206-296-0842**  
kevin.kearns@metrokc.gov

King County

**Angela Brink**Legislative Aide to Councilman Kent Pullen  
Metropolitan King County Council  
**206-296-4407** Fax **206-296-4475**  
angela.brink@metrokc.govKing County Courthouse  
516 Third Avenue, Suite 1200  
Seattle, WA 98104-3272



Suggested Logo/Type Sizes for Different Communications



Suggested Logo Size		Agency Block (Font & Pt. Size)	Application	Application Examples
Horizontal Logo – x	Stacked Logo – x			
15/16"	1/2"	6 pt Arial/Helv 6 pt Verdana none 6 pt Verdana	<ul style="list-style-type: none"> <li>• Maps: 8.5 x 11", 11 x 17"</li> <li>• Forms-Agency Block</li> <li>• Printed Spines and Combs</li> <li>• Postcards</li> <li>• CDs &amp; DVDs &amp; packaging</li> </ul>	<b>King County</b> Department of Natural Resources and Parks Water & Land Resources Division GIS Unit and Visual Communications & Web Unit (maps only font exception)
1-3/16" (min)  (these are minimum sizes)	9/16" (min)	Verdana 7 on 7.5 7 on 9.5 space (-20 kerning)	<ul style="list-style-type: none"> <li>• Brochures (3 panel): 8.5 x 11", 8.5 x 14"</li> <li>• Flyers (single sheet): 8.5 x 11", 8.5 x 14"</li> <li>• Title &amp; Acknowledgement Pages: all sizes</li> <li>• Flyers: 8.5 x 11", 8.5 x 14"</li> <li>• Bulletins and Info Sheets: 8.5 x 11"</li> </ul>	<b>King County</b> Department of Community and Human Services <b>Community Organizing Program</b>
1-3/8"  (these are minimum sizes)	5/8"	8.5 pt Verdana (-20 kerning)	<ul style="list-style-type: none"> <li>• Report Covers: 8.5 x 11", and Oddsizes</li> <li>• Flyers: 8.5 x 11", 8.5 x 14"</li> <li>• Newsletters</li> <li>• Doorhangers</li> </ul>	<b>King County</b> Department of Natu... <b>Water and Land Res...</b>
1-5/8"  (these are minimum sizes)	3/4"	9 pt Verdana (-20 kerning)	<ul style="list-style-type: none"> <li>• Posters: 11 x 17"</li> <li>• Posters: 18 x 24"</li> <li>• Posters: 32 x 40"</li> </ul>	<b>King County</b> Department of Natural Resources and Parks <b>Wastewater Treatment Division</b>

**Logo Sizes for Particular Applications**

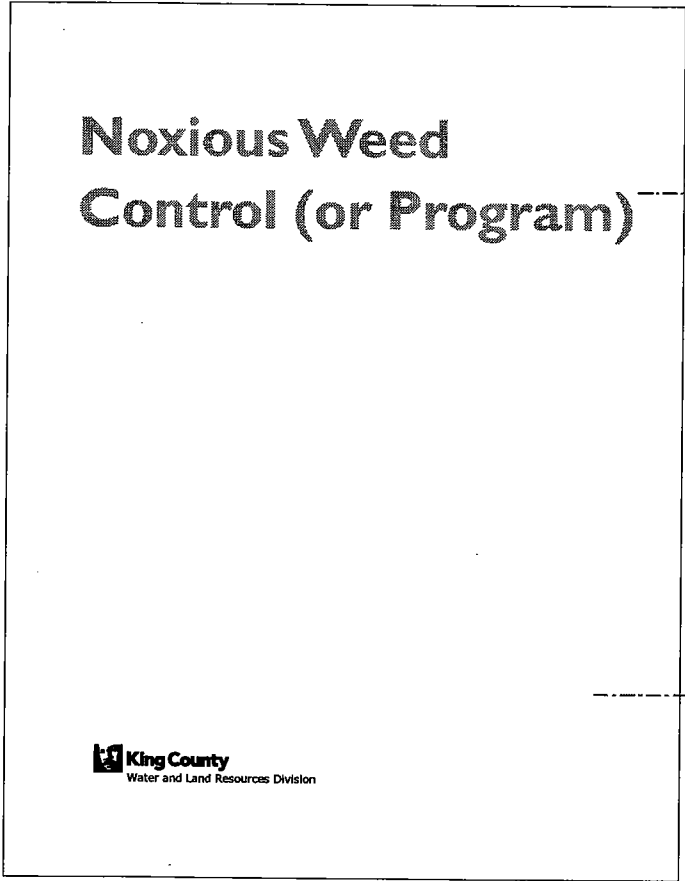
Logo sizes for printing and general use functions are listed in the schedule above. These suggested sizes are based on readability, space considerations and particular branding requirements occurring in most situations. Some projects may have unique conditions that will require a slightly different size of logo. Following the proportions of logo size relative to agency type size will keep a variation within the bounds of the standards.

**Logo/Agency Type Proportions**

The examples above show the preferred proportion of the type size relative to the logo size. The font style, size, kerning and leading should be followed closely. The only exception to these parameters occurs in the title blocks of 8-1/2" x 11" maps where space is extremely limited. The font used in this case is Arial with a smaller proportion to the logo.

# Applying the Logo and Agency Information

Reduced version of 8-1/2" x 11" covers



Logo plus division shown in lower or upper 20% of cover

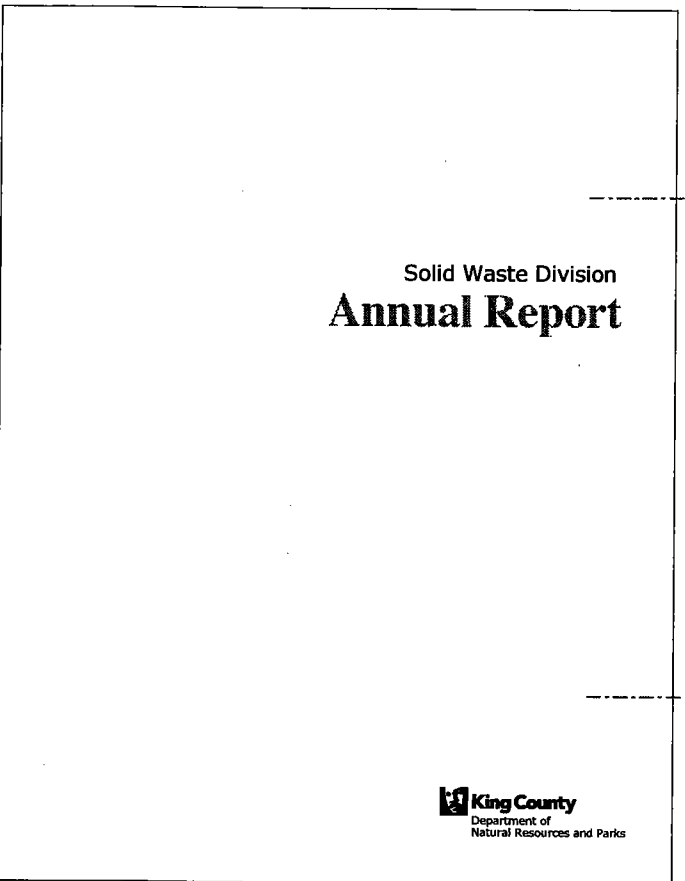
### Branding Requirement

a. Front: KC Logo w/agency

### King County Logo Requirement

- Stacked: 5/8" (min.) or
- Horizontal: 1-3/8" (min.)

### 1) Cover showing program or subject as title



Logo plus division shown in lower or upper 20% of cover

### 2) Cover showing division name introducing title

#### Cover 1.

If the name of section, program or simply a subject title appears on the cover as a title, then the King County logo should appear with the division name in the upper or lower 20% of the cover.

#### Cover 2.

If the name of a division appears on the cover and introduces the title of the report, then the King County logo should appear with the department name in the upper or lower 20% of the cover.

If the name of a department appears on the cover and introduces the title of the report, then the King County logo should appear by itself in the upper or lower 20% of the cover.

### Exempted Logo Placement on Brochure Covers

Metro Transit Division, Public Health – Seattle and King County and King County International Airport/Boeing Field logos follow the same guidelines as above. For detailed information refer to the specific guidelines for these agencies.

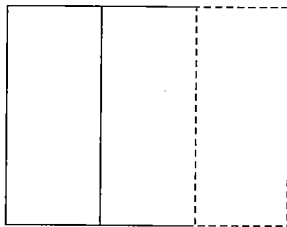
### Partnership Brochures

Please call the King County Graphic Design and Production Services at 206-205-8550 for details.

Logo plus department shown in lower or upper 20% of cover

## Front Panel - Branding Requirements

Reduced version of 8-1/2" x 11" letter fold brochure shown



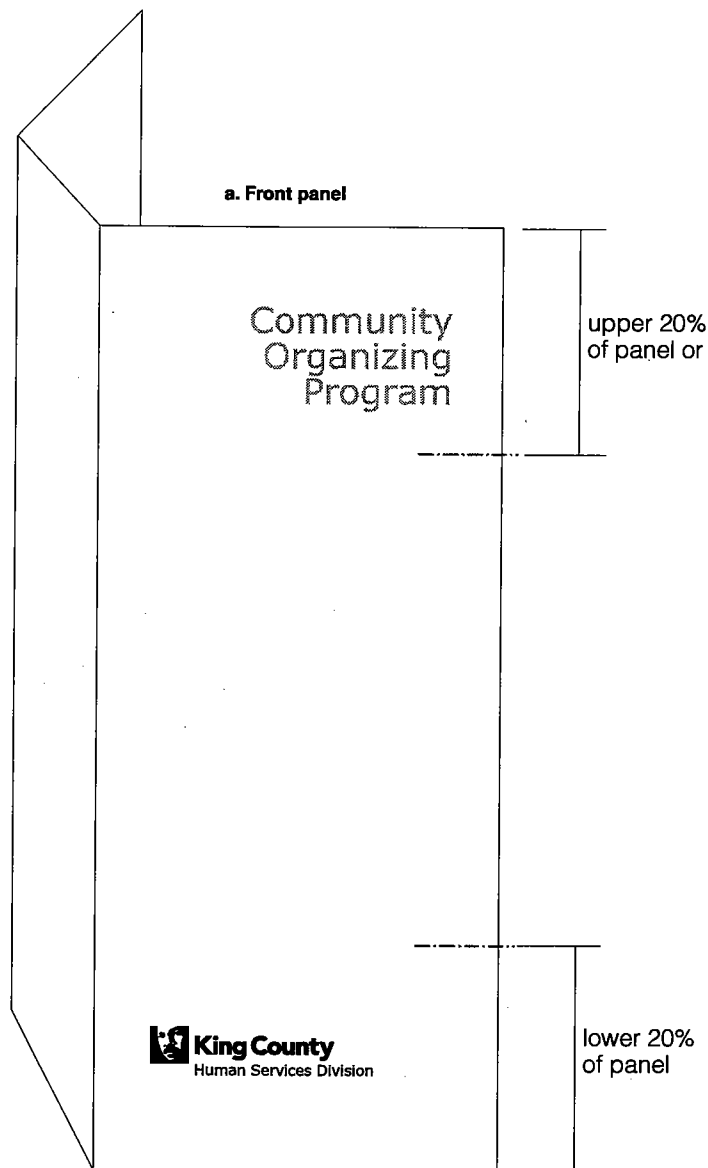
a. Front panel

### Branding Requirement

**a. Front panel:** KC logo with one line of agency identification (dept., division, or program name).

### King County Logo Requirement

- Stacked: 9/16" (min.) or
- Horizontal: 1-3/16" (min.)



### Front Panel

If the name of section, program or simply a subject title appears on the cover as a title, then the King County logo should appear with the division name in the upper or lower 20% of the front panel.

If the name of the division introduces the title of the brochure, then the King County logo should appear with the department name in the upper or lower 20% of the front panel.

If the name of a department introduces the title of the brochure, then the King County logo should appear by itself in the upper or lower 20% of the front panel.

### Exempted Logo Placement on Brochure Covers

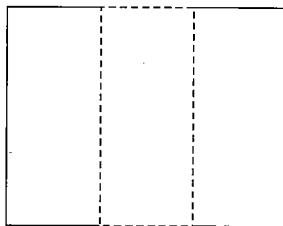
Metro Transit Division, Public Health – Seattle and King County and King County International Airport/Boeing Field logos follow the same guidelines as above. For detailed information refer to the specific guidelines for these agencies.

### Partnership Brochures

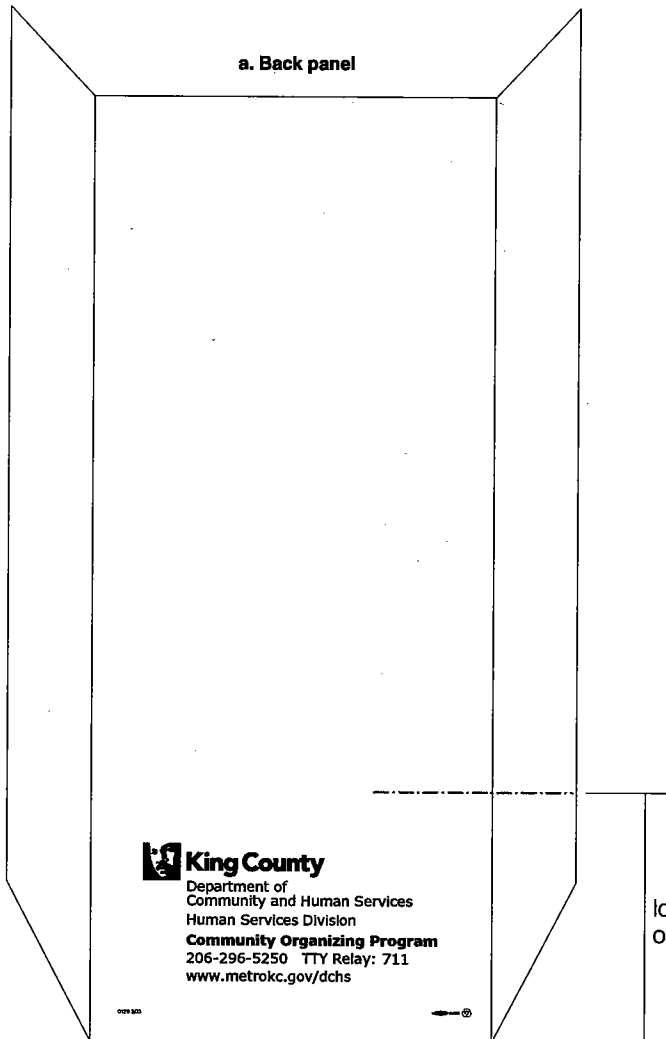
Please call the King County Graphic Design and Production Services at 206-205-8550 for details.

## Back Panel - Branding Requirements

Reduced version of 8-1/2" x 11" letterfold brochure shown



b. Back panel or  
c. Mailer panel



### Branding Requirement

#### b. Back panel (not a self-mailer)

1) Mandatory:

- In Standard ID Block shown below: KC logo, department, division and program (if one exists)
- Somewhere on the back cover (could be in brochure text): contact phone number(s) and web site address(es)

2) Optional: mailing address as part of the Standard ID Block shown below.

#### c. Back panel (self-mailer)

(see mailer section page 5.2)

#### King County Logo Requirement

- Stacked: 9/16" (min.) or
- Horizontal: 1-3/16" (min.)



**King County**

Department of  
Community and Human Services  
Human Services Division

**Community Organizing Program**  
Exchange Building, EXC-HS-0550  
812 Second Avenue, Room 550  
Seattle, WA 98104-3856  
206-296-5250 Fax 206-296-0190  
www.metrokc.gov/dchs

Mandatory

Optional

lower 25%  
of panel

#### Standard ID Block on Back Panel

This information is included to provide a consistent place and format for users to identify the publishers of the brochure, how to contact them, and where to go for additional information. It should always appear on the back cover of a non-mailer brochure or the last panel (in normal reading order) if the back cover is used for addressing as a mailer.

Place the Standard Identification Block on the lower 25% of the panel. Please use the format shown above. The Verdana font should be specified. If contact phone

number(s) and web site address(es) have not been placed elsewhere on the back cover, then they should be included in this Standard Identification Block.

**Union Logo and Recycled Paper Logo:** All brochures printed in the KC Printshop (Graphic Design and Production Services) will display the GCIU logo as well as the Recycled Paper logo and will appear in the lower right corner.



Interior Panels - Branding Requirements

Reduced version of 8-1/2" x 11" letter fold brochure shown

**Branding Requirement**

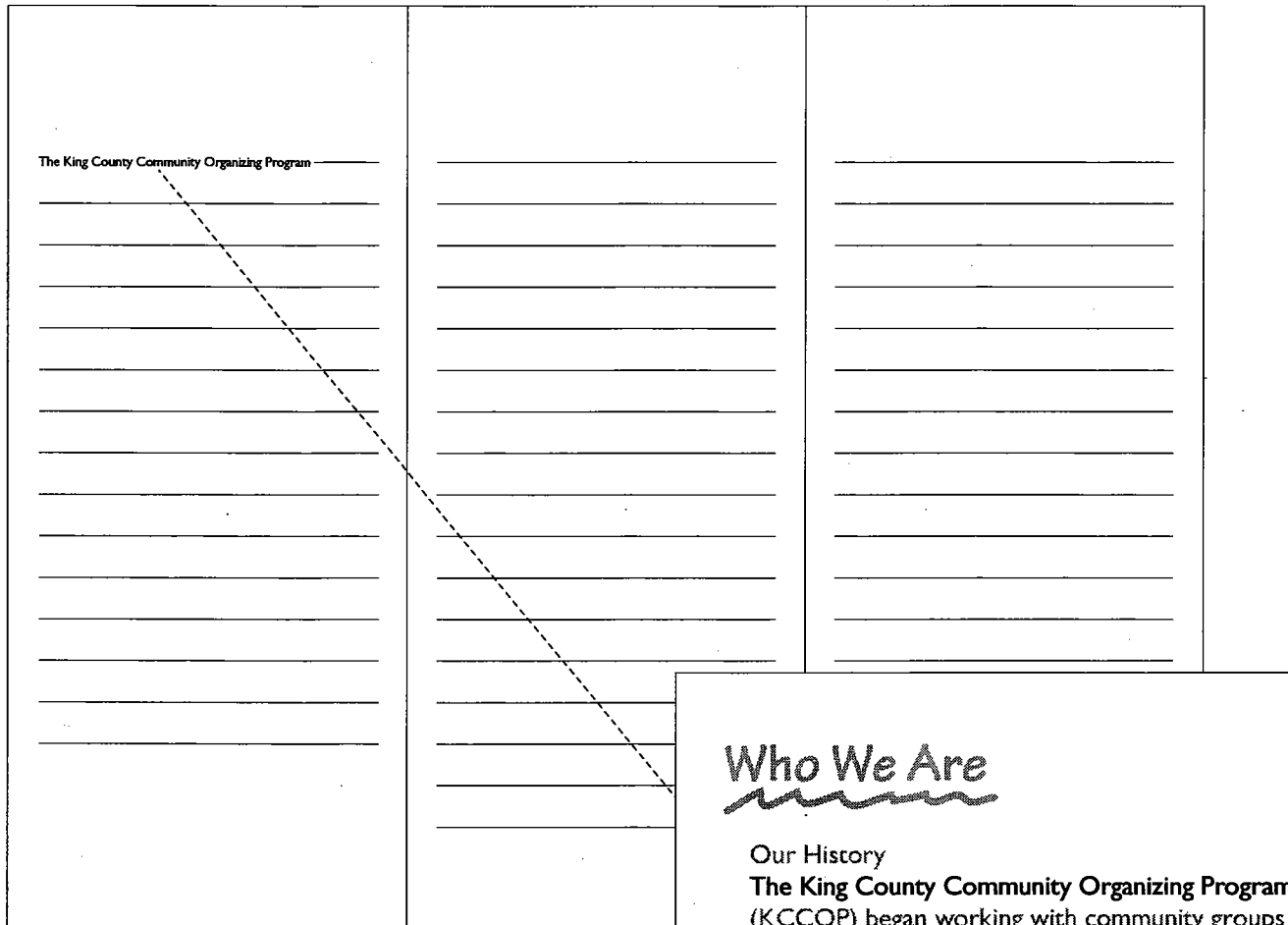
Interior Panels

- Mention the King County program or agency in the text at least once

**King County Logo Requirement**

- None

interior panels



**Who We Are**

Our History

**The King County Community Organizing Program (KCCOP)** began working with community groups and coalitions to implement alcohol and other drug prevention strategies in 1989.

Our community-based core advisory Board was established to ensure our accountability to community, State, and Federal funds. We funded by the Federal Safe and Drug Free Schools and Communities Act, through the Washington State Office of Community Development. KCCOP is housed in the King County Community and Human Services, Community

**Interior Panels**

The King County program or agency is mentioned at least once in the body of text and optionally, as in a headline at the top.

**Exceptions to Guidelines**

Call King County Graphic Design and Production Services at 206-205-8550 for review.

Brochure - Back Panel Used for Mailing

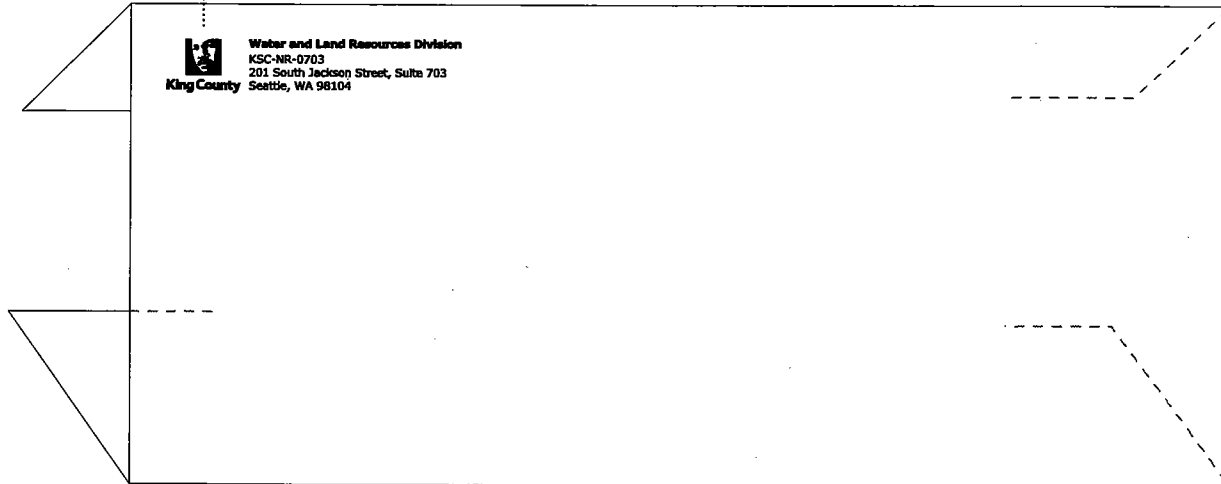
**Branding Requirement**

- Sending agency name only
- Return address
- Drop 4-digit extension

**King County Logo Requirement**

- Stacked – 1/2"
- Horizontal – 15/16"

Stacked or horizontal logo

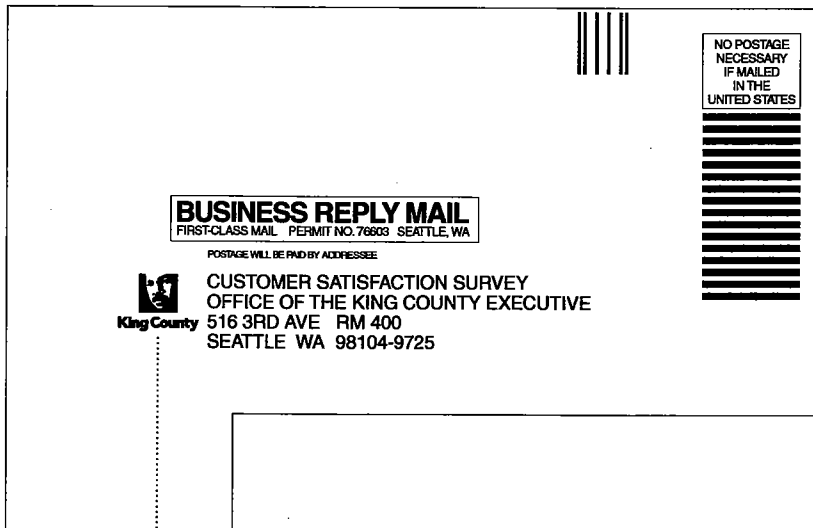


Back Panel

Reduced version of a back panel from a 8-1/2" x 11" letterfold brochure shown

Business Reply Mail or Return Mail Envelope

Business Reply Mail



**Branding Requirement**

Business Reply Mail Address Block (New)

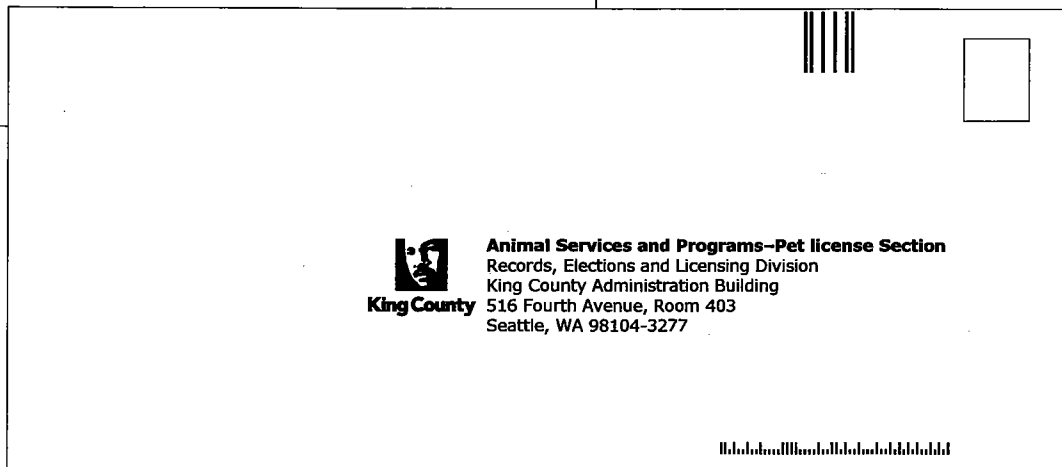
- Program, project or initiating county agency on first line
- Parent agency on second line
- Sans serif type font
- Follow U.S. Postal requirements

**King County Logo Requirement**

- Stacked
- Minimum logo size: 9/16"

Add logo only to existing address block

Return Mail Envelope



## Logo and Agency ID Requirements

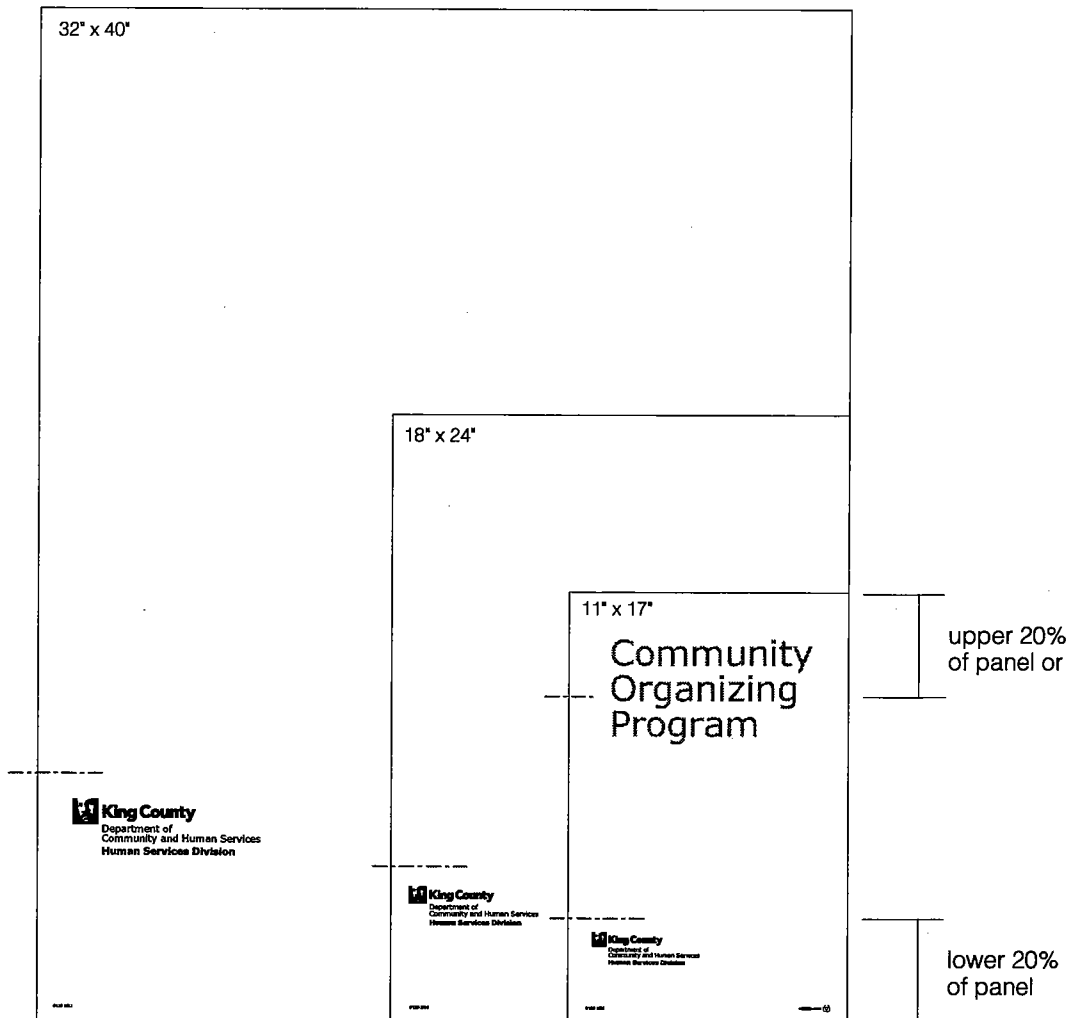
**Branding Requirement**

- Logo w/agency block
- Additional agency information as needed

**King County Logo Requirement**

- Stacked or Horizontal
- Minimum logo sizes:  
See logo size chart page 4.5

Reduced version of posters shown

**Poster Front**

If the name of the section, program or a subject appears as a title on the poster, then the King County logo should appear with the department and division name in the upper or lower 20% of the poster.

If the name of the division introduces or is part of the title of the poster, then the King County logo should appear with the department name in the upper or lower 20% of the poster.

If the name of a department introduces or is part of the title of the poster, then the King County logo should appear by itself in the upper or lower 20% of the poster.

**Additional Information**

The amount of information displayed below the agency block is relative to the mission of the poster. In most cases the information should be conveniently located and contain enough detail for a reader to contact the agency.

(e.g., telephone numbers, TTY number, email address, internet address, contact person, etc.)

**Exempted Logo Placement on Posters**

Metro Transit Division, Public Health – Seattle and King County and King County International Airport/Boeing Field logos follow the same guidelines as above. For detailed information refer to the specific guidelines for these agencies.

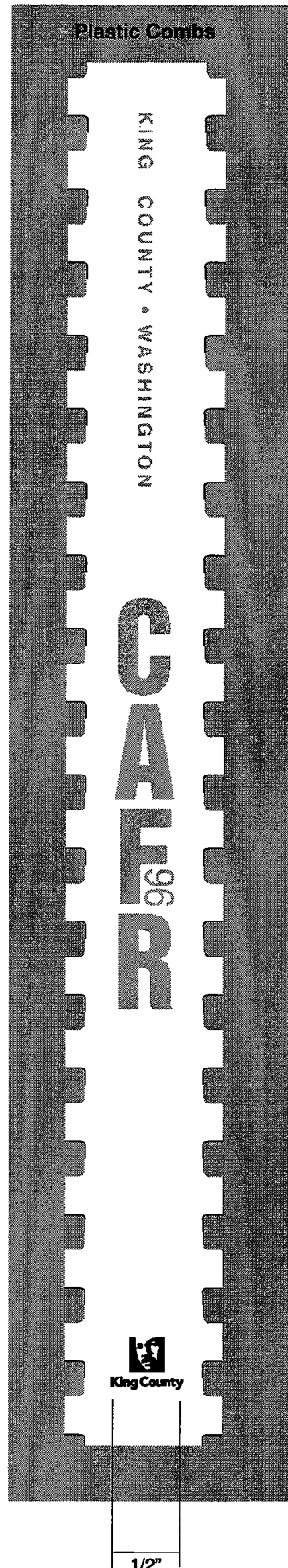
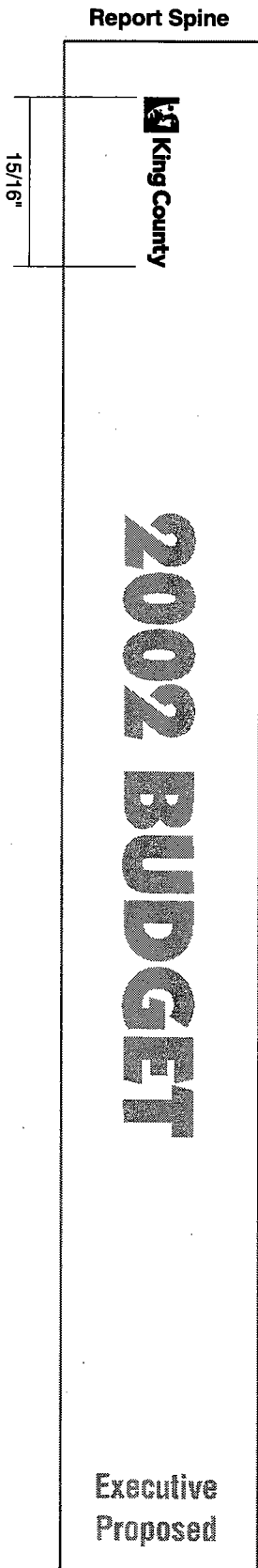
**Partnership Brochures**

Please call the King County Graphic Design and Production Services at 206-205-8550 for details.

**Union Logo and Recycled Paper Logo:** All posters printed in the KC Printshop (Graphic Design and Production Services) will display the GCIU logo as well as the Recycled Paper logo and will appear in the lower right corner.



### Applying the Logo and Agency Information



#### Branding Requirement

a. Logo only in upper or lower 20%

#### King County Logo Requirement

- Minimum logo size:  
Stacked: 1/2"  
Horizontal: 15/16"

#### Report Spines and Plastic Combs

Because of limited space, the King County logo is the only branding element required to be used on spines and comb bindings. Additional agency information is not needed, unless it contributes to the title.

Perfect-bound reports, notebook inserts, plastic combs and other printed applications having a spine should position the logo in the upper or lower 20% of the spine. When using either the stacked or horizontal logo minimum sizes should be followed. Eliminate the logo entirely if smaller than minimum sizes are required.

When using plastic combs be sure to check with your vendor to determine the size of the image area that can be printed on a particular size of comb.



## Form Types and Branding Requirements

Form Type	User	Examples	Branding Requirements	General Form Standards
<b>A. External</b> Used to conduct business outside King County government	<ul style="list-style-type: none"> <li>Public</li> <li>Vendors, businesses</li> <li>Other governments</li> </ul>	<ul style="list-style-type: none"> <li>Pet licenses</li> <li>Bid documents</li> <li>Building permit application</li> <li>Employment applications</li> <li>Sewage output charge</li> </ul>	<ul style="list-style-type: none"> <li>KC logo</li> <li>Department name</li> <li>Division name</li> <li>Program name</li> <li>Contact information (if needed) address, phone, web site</li> </ul>	<ul style="list-style-type: none"> <li>Form title</li> <li>Branding information</li> <li>User instructions*</li> <li>Margin requirements</li> <li>Form number w/revision date</li> <li>Routing information (multi-part forms)</li> </ul>
<b>B. Internal</b> Used to conduct business inside King County government	<ul style="list-style-type: none"> <li>Employees</li> <li>Inter-departmental</li> <li>Other governments</li> </ul>	<ul style="list-style-type: none"> <li>Accounting documents</li> <li>Assessing information</li> <li>Carpool forms</li> <li>Printshop Services</li> <li>TC-75</li> </ul>	<ul style="list-style-type: none"> <li>KC logo</li> <li>Department name</li> <li>Division name</li> <li>Program name</li> <li>Contact information (if needed) address, phone, web site</li> </ul>	<ul style="list-style-type: none"> <li>Form title</li> <li>Branding information</li> <li>User instructions*</li> <li>Margin requirements</li> <li>Form number w/revision date</li> <li>Routing information (multi-part forms)</li> </ul>
<b>C. Internal</b> Used only within a specific King County division	<ul style="list-style-type: none"> <li>Employees within a division</li> </ul>	<ul style="list-style-type: none"> <li>Accounting documents</li> <li>Jail medical clearance</li> </ul>	<ul style="list-style-type: none"> <li>KC logo</li> <li>Department name or Division name</li> </ul>	<ul style="list-style-type: none"> <li>Form title</li> <li>Branding information</li> <li>Margin requirements</li> <li>Form number w/revision date</li> <li>Routing information (multi-part forms)</li> </ul>
<b>D. Internal</b> Used within a section, program or small group	<ul style="list-style-type: none"> <li>Employees within a section</li> </ul>	<ul style="list-style-type: none"> <li>Overtime slips</li> <li>Vehicle maintenance</li> </ul>	<ul style="list-style-type: none"> <li>KC logo only</li> </ul>	<ul style="list-style-type: none"> <li>Form title</li> <li>Branding information</li> <li>Margin requirements (printing)</li> <li>Form number w/revision date</li> </ul>
<b>E. Generic</b> Used county-wide	<ul style="list-style-type: none"> <li>All departments and divisions</li> </ul>	<ul style="list-style-type: none"> <li>Absence request forms</li> <li>Petty cash slips</li> <li>Requisitions</li> </ul>	<ul style="list-style-type: none"> <li>KC logo only</li> </ul>	<ul style="list-style-type: none"> <li>Form title</li> <li>KC logo only</li> <li>Margin requirements (printing)</li> <li>Form number w/revision date</li> </ul>

**Multi-page and Two Sided Forms- Additional Branding**

Some forms have multiple pages and may also be printed on the reverse side as well. It is important to end these longer forms with an identity block additionally branding the agency providing the service. Additional information, such as address, phone number, fax number, etc. allows the customer to conveniently access this agency if necessary.

**Printing Requirements**

When forms are offset printed, a required image-free area is needed for "gripper," usually about five-sixteenths of an inch high and located at the bottom end or top end of the page. When using other reproduction systems (photocopiers, laser printers, etc.), leave enough space for the image margin required by your type of printer.

**Information Accessibility and Design Considerations**

Readability, accessibility, and a general user friendly appearance should be paramount considerations in constructing a form. Following are some suggestions to help reduce clutter and improve the overall functioning of a form.

- Use hairlines (.5 pt.) whenever possible.
- Avoid excessive boxing of areas and heavy lines.
- Use a font style and size such as Arial or Helvetica for easier reading.
- Limit the use of italics.
- Leave 3/4" inch margin on both sides to anticipate hole punching when required.
- If screened areas are needed, use a 20% value or less.
- Avoid abbreviations, spell out all words.
- Describe instructions in brief, clear logic.
- Smaller paper sizes should be used when possible, but not at the expense of readability and accessibility.
- All caps and underlining should be avoided. Use boldface type to create emphasis.

**Exceptions**

Forms that have special requirements such as extremely large amounts of text placed on a small sheet size (a) will have more relaxed guidelines. The required minimal branding for exempted forms is as follows:

- Can eliminate title of form
- No King County logo
- King County plus agency name required
- Form or file number with date
- Minimum margins on four sides of 1/8"

See sample on following page.

Standard Layout

1/2" Margin

1 Title of Form

11 Alternate Format

3 1-1/2 pt. line


2 1/2" KC Logo with Agency Information Block (6 pt. type minimum)

1/2" Margin

Required Title Block

## Official Request for Records

Alternate Format Upon Request



Department of Executive Services  
Records, Elections and Licensing Services Division  
Animal Control Services  
206-296-PETS (7387) TTY Relay: 711

5/16" (min.)

**FORM BODY**

1. Requester:  
Printed Name: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_  
Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_

2. Explain Need for Records/Your Interest in this Case:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Undersized Forms (4.25" x 5.5" or less) Reporting Party File (Complainant)

FMCSA Post Accident Testing Guidelines		
Type of Accident Involved	Citation Issued to the CMV driver	Test must be performed by employer
Human fatality	YES NO	YES YES
Bodily injury with immediate medical treatment away from the scene	YES NO	YES NO
Disabling damage to any motor vehicle requiring tow away	YES NO	YES NO

If Post Accident test is required, page Lori Jones 969-8133 or Robyn Burdick 969-9472 to coordinate drug and alcohol testing. King County Department of Transportation, Drug and Alcohol Program

Office Use Only

Per# \_\_\_\_\_ Date \_\_\_\_\_

Date Sent/Time/By \_\_\_\_\_

12 Undersized Forms Branding  
The name "King County" and agency name only - no King County logo.

Date Block

ITS 1724 (Rev 7/00)

White: Records File Yellow: Request File

1/2"

Page 1/2

5/16" (min.)

4 Form or file number and date or Revision Date. Indicate back or front if required

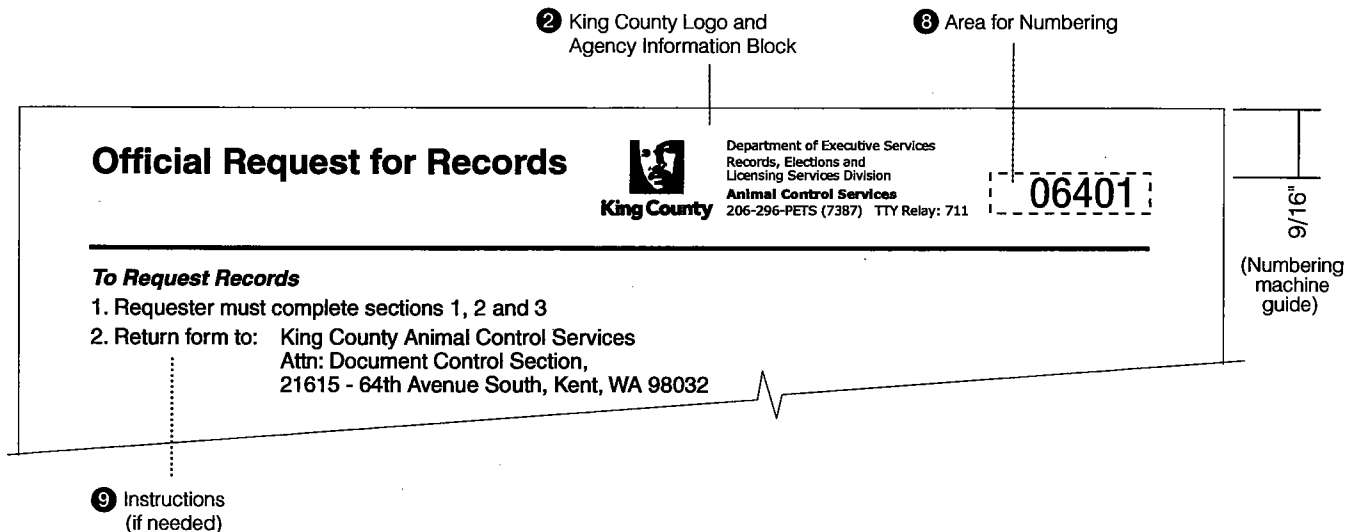
5 Routing Information (multi-part forms only)

6 Union Logo (if printed in KC printshop)

7 Recycled Logo

12 Page Number (if necessary)

## Standard Form Layout with Consecutive Numbering and User Directions Block



1. **Title of Form:** Name of form described as briefly as possible (2 lines maximum)  
Preferred type: Arial/Helvetica, 16 pt., bold on 18 pts. leading
2. **King County Logo/Agency Information Block:**
  - a. King County stacked or horizontal logo
  - b. Standard Agency Information (font sizes on page 5.5.0)
3. **One and One-half Point Line**
4. **Form Number or File Number and Revision Date:** As used in your in-house file numbering system, King County Graphics form numbers or King County master numbering system
5. **Routing Information:** (If needed) "color of paper: routing information"
6. **GCIU Union Logo:** On all forms printed by the King County Printshop (Graphic Design and Production Services) See following page
7. **Recycled Logo:** Standard on all printed forms
8. **Area for Numbering:** (If needed) Area reserved for consecutive numbering  
*Move logo/agency information block to left (see diagram)*
9. **User Instructions:** (If needed)
10. **King County Logo/Agency Information Block:** (used at the end of a two-sided form):
  - a. King County stacked or horizontal logo
  - b. Standard Agency Information (see chart with requirements on preceding page)
11. **Alternative Format Upon Request:** Printed in 14 light point, Arial/Helvetica font  
Placed when space allows.
12. **Page Number:** Number pages if more than one page.

### Using Exempted Logos on Forms

Metro Transit Division, Public Health – Seattle and King County and King County International Airport/Boeing Field logos follow the same guidelines as above. For detailed information refer to the specific guidelines for these agencies.

Animal Control and other selected enforcement type agencies may use their logos in a secondary position as long as the King County logo is used .

### Partnership Forms

Please call the King County Graphic Design and Production Services at 206-205-8550 for details.

Agency Information Block on Back of Two-sided Form (Last Page)

... six months for 15  
... time during this period, customers can pay  
the remaining balance at a discounted rate of 8 percent  
per year.

**If I sell my home or property, does the new owner assume the charge?**

Yes. The subsequent owner(s) will be responsible for paying the capacity charge through the end of the 15-year period.

The seller is responsible for disclosure of the charge to the buyer if the property is subject to a sewer capacity charge.

The Revised Code of Washington, Chapter 35.58 and King County Code 28.84.050 authorizes King County to collect a sewage treatment capacity charge from all properties which connect to sewers in King County's service area after Feb. 1, 1990. The charge commences at the final inspection date of the sewer connection and is not based on occupancy or water usage.

DNR 0104Back (Rev 4-02)

2/2

**... billed incorrectly?**  
If you believe your bill is incorrect, or if you were not in possession of the property for any portion of the six-month period covered by the billing, call Wastewater Treatment Finance Office at (206) 296-1450.

**Additional questions about the Capacity Charge Program please call:**

 Department of Natural Resources and Parks  
Wastewater Treatment Division  
**Sewage Treatment Capacity Program**  
King Street Center, KSC-TR-0415  
Seattle, WA 98104-3856  
206-296-7380 TTY Relay: 711

10 Agency Information Block

Standard Form Sizes

Legal 8.5" x14"

Letter 8.5" x11"

1/4 Letter 4.25" x 5.5"

1/2 Letter 5.5" x 8.5"

1/3 Letter 3.6" x 8.5"

**Note:** Smaller paper sizes should be used when possible, but not at the expense of readability and accessibility.

**General Specifications**

**Stock:** All varieties of recycled paper

**Ink:** Black If a second color is needed, dark red (Pantone 356) is preferred to provide maximum contrast in highlighting messages or instructions. This additional color should be used sparingly.

**Sizes:** Letter and legal are the more common sizes. Half letter sheet (5.5" x 8.5") or quarter letter sheet (4.25" x 5.5") should be used when smaller forms are desired.

**GCIU Union Logo and Recycled Logo**

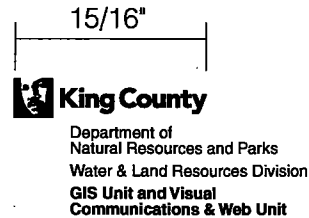
If this form is printed in the King County Printshop, both the GCIU logo and Recycled content logos are required to be displayed in the lower right corner.

The union logo must be placed, either electronically or manually, by staff of the King County Graphic Design and Production Services.



## Logo/Type Sizes for Different Maps

## Letter and Tabloid (11x17) Maps

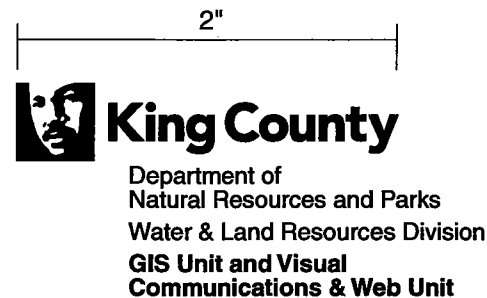


*Arial font, 6 pt. text and leading  
(4 pt line spacing after dept.  
& div. names)*

## Large Sized Maps



Department of  
Natural Resources and Parks  
Water & Land Resources Division  
GIS Unit and Visual  
Communications & Web Unit



*Arial font, 9 pt. text and leading  
(4.5 pt line spacing after dept.  
& div. names)*

## When To Use The Logo On Maps

The King County logo should be placed on all map products designed for print use (including maps converted and distributed in PDF format) produced by King County staff except:

- Working maps
- Small locational maps with limited space available that appear in such products as brochures or newsletters. If the KC logo does not appear anywhere else on the product, please add the following text in small print underneath the map "Map courtesy of King County Department of \_\_\_\_\_".

## Logo Color

Map logos should be black on all quality maps.

## Map Logo Formats

**EMF:** Use EMF format only in ArcMap. This is a vector format so it will not add a background color.

**EPS:** ArcView users with access to postscript printers will have the highest quality results with EPS versions of the logo. ArcMap does not accept this format. Macintosh users who do not need to eventually convert their files to PDF can use this format as well. EPS files are vector and do not add a background color.

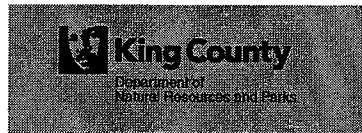
**TIF:** Supported in most map applications such as AutoCAD, ArcView and ArcMap (although may not be the highest quality in each). White background will come in so do not place over a color other than white. Please check logo quality after converting your file to PDF format to make sure the logo remains clear.

## How to use the King County logo on Maps

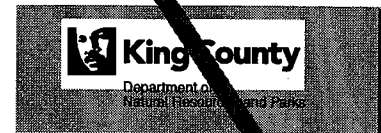
## Using Logos On A Background:



Preferred



Acceptable



Unacceptable

**How To Use The King County Logo**

Place the logo within the legend area, preferably at the bottom right or left corner of the legend area using the size guidelines shown on the previous page.

A clear space 1/8" of an inch on 8-1/2x11" or 11x17" maps, and 3/8" on D (2x3') or E size (3x4') maps should be maintained between the logo and any other element such as a line or text. (Dept. or division names can be closer, as shown page 5.60).

Department name, division and unit name should appear underneath the logo in small size text (no smaller than 6 points), as shown in the map examples on the next page. If space does not permit, only the department name is required.

Special versions of the logo and information on how to insert them in your application have been created for

your mapping needs and are available for downloading at: <http://metrokc.gov/printing>

Please see the previous page for guidelines about sizing. If the sizing guidelines don't seem to work in your situation, please call the Graphics Production and Print Services Shop for assistance 206-205-8550.

Do not place the TIFF logo on top of a colored or tinted background. Using an EMF or EPS logo (if your software and hardware support it), will eliminate this problem as well.

Whether you are looking at the logo on screen as a PDF file or on a printout, the logo needs to appear sharp and clear. If not, you may have to try another logo format. closer, as shown page 5.60).

## How to Use Other Logos on Maps



King County print shop  
union logo



Recycled content logo

**GCIU Union Logo and Recycled Logo**

If this map is printed in the King County Printshop, both the GCIU logo and Recycled content logos are required to be displayed somewhere on the map. The union logo must be placed, either electronically or manually, by staff

of the King County Graphic Design and Production Services. This logo will be placed at the smallest scale in an unobtrusive location.

Note: The Recycled Paper logo and the GCIU union logo can also be placed simultaneously as shown below.



# How to Use Other Logos on Maps

## Examples Of Map Legends With Partnership Logos

### Community Link Wetlands

Lake Sammamish Basin

- Road
- Stream
- River
- Urban Growth Area Line
- Planning Area Boundary
- River and Reach Boundary
- River Reach Number

**1** Proposed Project Site & No.

Floodplain Restoration Area

Wetland Restoration Area

Lake

*File Name:*  
*lp \\NT8\CART\FINISHED\*  
*WORKGROUPSIDNRP\GIS\0112 KC GIS*  
*Cart Stds\0112 GIS\StdsSAMPLE1.ai*

*Data Sources:*  
 Standard King County datasets used include: wtrcrs, wtrbdy, kcsnstr, parks, Dmbasin, apd and wetld. WLRD datasets used include: \\WLRNT6\WLRGIS\Admin\...city3co and \\WLRNT6\WLRGIS\WORKING\0001\SamWet

The information included on this map has been compiled by King County staff from a variety of sources and is subject to change without notice. King County makes no representations or warranties, express or implied, as to accuracy, completeness, timeliness, or rights to the use of such information. King County shall not be liable for any general, special, indirect, incidental, or consequential damages including, but not limited to, lost revenues or lost profits resulting from the use or misuse of the information contained on this map. Any sale of this map or information on this map is prohibited except by written permission of King County.

January 10, 2002

*File Name:*  
*lp \\NT8\CART\FINISHED\*  
*WORKGROUPSIDNRP\GIS\*  
*0112 KC GIS Cart Stds\*  
*0112GIS\StdsSAMPLE1.ai*

King County  
Department of  
Natural Resources  
and Parks

US Army Corps  
of Engineers  
Seattle District

King County is dominant partner.

### Community Link Wetlands

Lake Sammamish Basin

- Road
- Stream
- River
- Urban Growth Area Line
- Planning Area Boundary
- River and Reach Boundary
- River Reach Number

**1** Proposed Project Site & No.

Floodplain Restoration Area

Wetland Restoration Area

Lake

*File Name:*  
*lp \\NT8\CART\FINISHED\*  
*WORKGROUPSIDNRP\GIS\0112 KC GIS*  
*Cart Stds\0112 GIS\StdsSAMPLE1.ai*

*Data Sources:*  
 Standard King County datasets used include: wtrcrs, wtrbdy, kcsnstr, parks, Dmbasin, apd and wetld. WLRD datasets used include: \\WLRNT6\WLRGIS\Admin\...city3co and \\WLRNT6\WLRGIS\WORKING\0001\SamWet

The information included on this map has been compiled by King County staff from a variety of sources and is subject to change without notice. King County makes no representations or warranties, express or implied, as to accuracy, completeness, timeliness, or rights to the use of such information. King County shall not be liable for any general, special, indirect, incidental, or consequential damages including, but not limited to, lost revenues or lost profits resulting from the use or misuse of the information contained on this map. Any sale of this map or information on this map is prohibited except by written permission of King County.

January 10, 2002

WASHINGTON STATE  
DEPARTMENT OF  
ECOLOGY

King County  
Department of  
Natural Resources and Parks  
Water & Land Resources Division  
GIS Unit and Visual  
Communications & Web Unit

King County is not dominant partner.

### Partner Logos

When other partnership logos must be used (such as cities, organizations or multi jurisdictional group names) they should be sized equal in visual weight to the KC logo and should be either stacked vertically under or over the KC logo, or on the same horizontal line. Unless

otherwise directed, the KC logo should have the dominant upper or leftward position. Negotiated legal agreements between partners or sensitive political situations may override these guidelines. See future sections for more information about partnership logo hierarchy.


Required Basic Format

**A**  
**Agency Information Block**  
 Same as official county letterhead  
 (Information supplied by agency at time of ordering)

**B**  
**Sender's Information**

**C**  
**Comments or**  
 (see page 5.8.1)  
**Customized Area**  
 (see page 5.8.1)

**D**  
**Addition Statements:**  
 (Optional)  
 Disclaimers,  
 confidentiality  
 or other  
 important  
 information

  
**King County**  
 Metro Transit Division  
 Department of Transportation  
 King Street Center, KSC-TR-0970  
 201 South Jackson Street  
 Seattle, WA 98104-3856  
 206-296-3434  
 206-296-3434 Fax  
 206-296-7549 TTY  
 www.metrokc.gov

COVER SHEET **FAX**

---

To:	From:
Fax:	Phone: <span style="float: right;">Fax:</span>
Phone:	No. of Pages (including cover page):
Re:	Date:
	CC:

Urgent   
  For Review   
  Please Comment   
  Please Reply   
  Please Recycle

Comments:

---

---

---

---

---

---

---

---


---

---

---

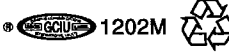
---

***This facsimile transmission is intended only for the addressee shown...***

ES 2018 (rev 3/02)


**Paper:** 8.5" x11", 20# bond, 30% recycled, white  
**Ink:** Black  
**Printing:** 8.5" x11" sheets are offset printed on a per job basis. Available in boxes of 500 ea.  
**Use:** Is the required format for use by all executive agencies and should be used for all internal and external faxing of documents.  
**Placing an Order**  
 Ordering fax cover pages is the same as placing an order for letterhead. Please provide enough information that meets the needs of you agency.

**GCIU Union Logo and Recycled Paper Logo:** If your publication is printed in the King County Printshop, these logos must appear on all Fax Cover Pages as shown in the lower right corner. The GCIU logo must be placed, either electronically or manually, by staff of the King County Graphic Design and Production Services.





**B Sender's Information**

COVER SHEET **FAX**

1 To: \_\_\_\_\_ 5 From: \_\_\_\_\_

2 Fax: \_\_\_\_\_ 6 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

3 Phone: \_\_\_\_\_ 7 No. of Pages (including cover page): \_\_\_\_\_

4 Re: \_\_\_\_\_ 8 Date: \_\_\_\_\_

9 CC: \_\_\_\_\_ 10

Urgent    For Review    Please Comment    Please Reply    Please Recycle

11 Comments: \_\_\_\_\_

16                      12                      13                      14                      15

- 1. **To:** Recipient of fax
- 2. **Fax No.:** Recipient's fax number
- 3. **Phone:** Recipient's telephone number
- 4. **Re:** Subject of fax communication
- 5. **From:** Author/sender of fax
- 6. **Phone:** Author/sender's telephone number
- 7. **Fax No.:** Author/sender's fax number
- 8. **No. of Pages:** Total number of pages including cover page
- 9. **Date:** Date fax sent (month, day and year)
- 10. **CC:** Name(s) of additional parties who were also sent faxes

*Instructions to the Recipient  
(check boxes that apply)*

- 11. **Urgent:** Immediate attention, action or response required
- 12. **For Review:** Please read the information in the fax
- 13. **Please Comment:** Comments resulting from a review of fax
- 14. **Please Reply:** Communicate with author/sender about the fax
- 15. **Please Recycle:** Fax cover page and content pages should be recycled when no longer needed

16. **Comments:** Author/sender provides additional information or instructions regarding subject of fax

**C Customized Area** (in place of comments area only)

*Shown below is a customized area used by  
King County Graphics Design and Production Services*

Please Comment    Please Reply    Please Recycle

Please proof, check appropriate box, then fax

OK— print as is

Make changes as indicated, then print

Make changes, then fax for additional proofing


Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Notes:

- Tutti Compton    206-205-8545
- Ned Ahrens        206-205-8553
- Ron Aldridge      206-205-8556
- Judy Bass          206-205-8547
- James Callahan    206-205-8557
- Doug Hammond    206-205-8549
- Vikki Johnson     206-205-8550
- Sue McCauley      206-205-8548

## Generic Format Used by All Public Information Officers

**A** Information Block  
Executive and Title  
Department Name




**King County**  
Ron Sims  
King County Executive  
Department of Transportation

# **NEWS RELEASE**

Date:
Contact(s):

*This release is also posted on  
the King County Executive's Web site at <http://www.metrokc.gov/exec> or  
the Department of Transportation's Web site, at <http://www.metrokc.gov/tran.htm>*

ES 2019 (rev 3/02)


The News Release shown above is the required format to be used by Public Information Officers and Communications Directors under the executive branch. This format should be used for all news releases

#### **Agency Information Block**

This information block is similar to the standard King County letterhead in layout and type specifications.

**Paper:** 8.5" x11", 20# bond, 30% recycled, white

**Ink:** Black

**Printing:** 8.5" x11" sheets are offset printed on a per job basis. Available in boxes of 500 ea.

**Use:** Public Information Officers and Communications Directors

#### **Placing an Order**

Placing an order for news releases is the same as placing an order for letterhead. Provide enough information for the Agency Information Block that meets the needs of your agency.

#### **GCIU Union Logo and Recycled Logo**

If this form is printed in the King County Printshop, both the GCIU logo and Recycled content logos are required to be displayed in the lower right corner.

The union logo must be placed, either electronically or manually, by staff of the King County Graphic Design and Production Services.

## News Release Information

**NEWS RELEASE****1** ..... **Date:** December 9, 2001**Contact(s):** Elaine Kraft 206-296-4063 ..... **2****3** ..... **Quick Response by Solid Waste Crew  
Contains Leachate Spill****4** ..... [Redacted text block]**5** ..... ***This release is also posted on the King County(department of...) web site at  
www.metrokc.gov/(department web address...)***

ES 2019 (rev 3/02)

**6****7****QUICK RESPONSE BY SOLID WASTE CREW CONTAINS LEACHATE SPILL/Page 2**

1/2"

1. **Date:** Date of news release (month, day and year).
2. **Contact(s):** Name(s) and/or telephone number(s) for media to contact. Arial font, 12 pt. bold, caps/lower case.
3. **News Headline:** Title of news story. Arial, 17 pt. bold on 19 pts. leading, caps/lower case each word. Two lines maximum.
4. **News Story Text:** Arial font, 12 pt. line spacing, flush left ragged right (no indents). One line space break between paragraphs.
5. **Footer:** Appears at the end of the news story as shown above. Arial font, 11 pt. bold italic on 13 pts. leading, lower case except first letter of first word.
6. **Continuation Header:** Appears on the top left of each additional page(s) of multiple page news releases. Arial font, 9 pt. bold on 10 pts. leading, all caps for headline and caps/lower case for page reference.
7. **End of News Article:** 3 pound symbols indicate end of news release. Arial font, 12 pt. regular.

Annual, Technical, Financial and Professional Reports

**A** Single-sided Title Page

**Important Note!**

These sample page layouts are guides as to **sequence and location for mandatory elements** and are **not** meant to act as design or layout guides. Actual page design is left to the designers or authors.


**Mill Creek  
Green River Subregional  
Planning Area**

---

Volume 1  
Grant No. 37289

May 2002


**DRAFT**



Department of Natural Resources and Parks  
Wastewater Treatment Division  
King Street Center, 850 7th Avenue  
Seattle, WA 98104-3856  
206-296-7380 TTY Relay: 711  
www.metrokc.gov/dnr

CS11000234

Alternate Formats Available  
206-296-7380 TTY Relay: 711




**B** Title Page (with separate acknowledgment page)

**COMPREHENSIVE  
ANNUAL  
FINANCIAL  
REPORT**

FOR THE FISCAL YEAR  
JANUARY 1 THROUGH  
DECEMBER 31, 2001

KING COUNTY  
STATE OF WASHINGTON

**DRAFT**



Department of Executive Services  
Finance and Business  
Operations Division

**C** Acknowledgment Page  
(on back of title page or used as second page)


Prepared by

- Section Supervisor  
Donald W. Robinson, CPA
- Financial Accounting Officer  
George B. Olson, CPA
- Financial Accountants  
Eddie M. Aballea  
Loren R. Burt  
Emmanuel F. Cristobal  
Warren Hudgens, CPA  
Carenne Hughes  
Junko Keeseler, CPA  
Jin Lin, CPA  
Nolan Nipow, CPA  
Moore Regiel, CPA  
Gayle Slaters
- Production Coordinator  
Mark Desmond

For comments or questions contact:  
George B. Olson  
King County Administration Building  
500 Fourth Avenue, Room 653  
Seattle, WA 98104-2337  
206-296-7380 TTY Relay: 711  
george.olson@metrokc.gov  
www.metrokc.gov/finance

CS11000234

Alternate Formats Available  
206-296-7380 TTY Relay: 711



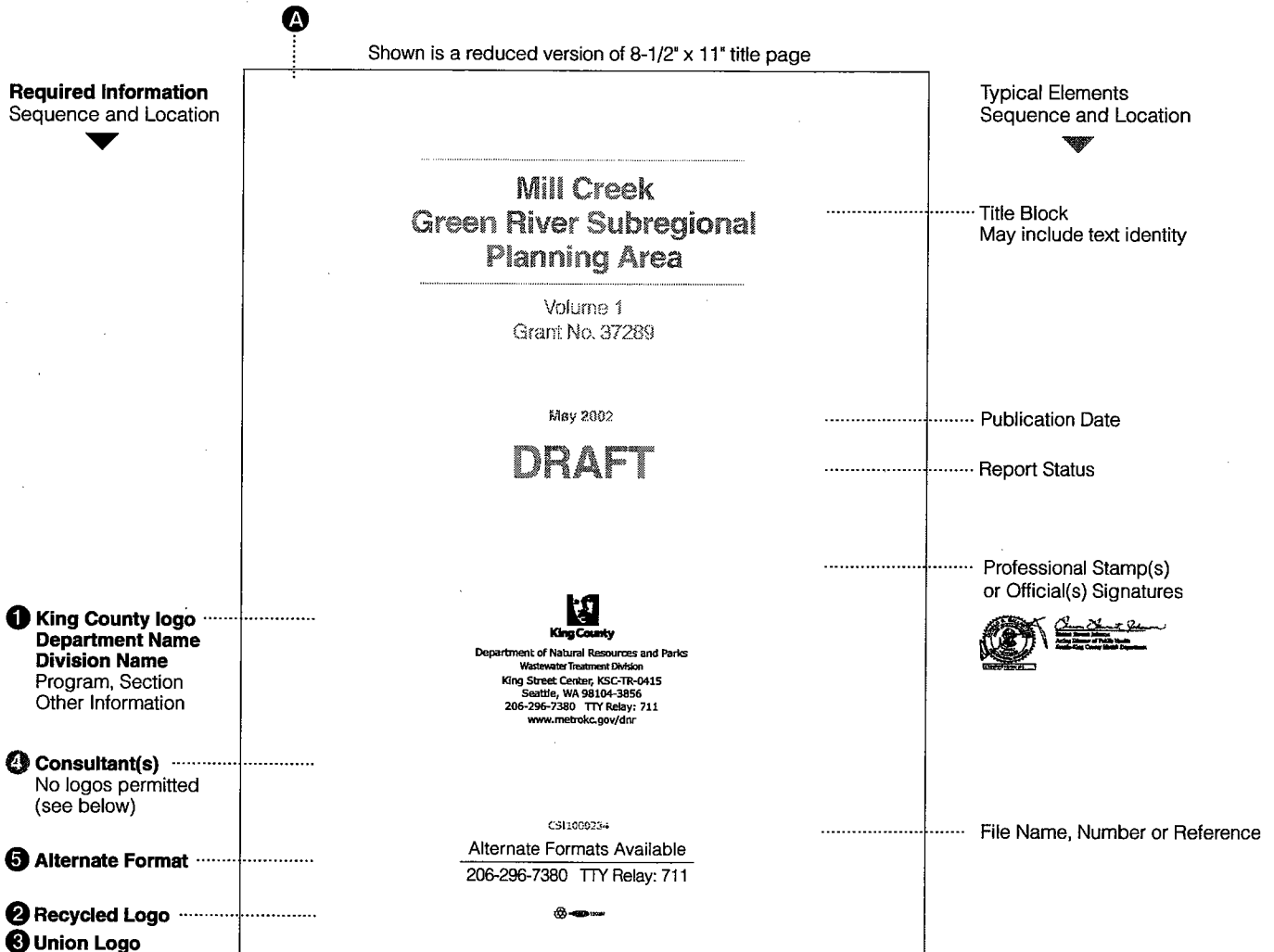
Single-sided Title Page

**Branding Requirement:**

- KC logo with department and division name.
- Additional information as dictated by project parameters.

**King County Logo Sizes:**

- Stacked: 5/8" (min.) or
- Horizontal: 1-3/8" (min.)



1. King County Logo and Agency Information: Department, division, program or section, address, phone numbers, contacts, E-mail or Web site addresses, etc., as required by project mission.
2. Recycled Paper appears on the title page when the entire report is printed on recycled paper
3. GCIU Union Logo: appears on the title page when the entire report is printed in the King County print shop.

4. Consultants Acknowledgement (as needed):

**Consultant's logos or symbols are not to be displayed on cover, title page or anywhere in the report!**

- First line reads: Prepared for King County
- Second line reads: ...by ABC Associates, ...in collaboration with, ...in association with, ...in partnership with, etc.

Prepared for King County  
by ABC Associates

Prepared for King County  
in collaboration with  
Ajax Engineering

Prepared for King County  
in partnership with  
Green Giant

Note: Check with your department Public Information Officer for specific exemptions regarding consultants logos.

- Other Acknowledgements (as needed): Examples: ...designed by, ....printed by the King County print shop, etc.

5. Alternate Formats Available: Use graphic as shown with 14 pt Arial or Helvetica type, separator line (.5 pt.) and access numbers shown below. Required for external documents only.

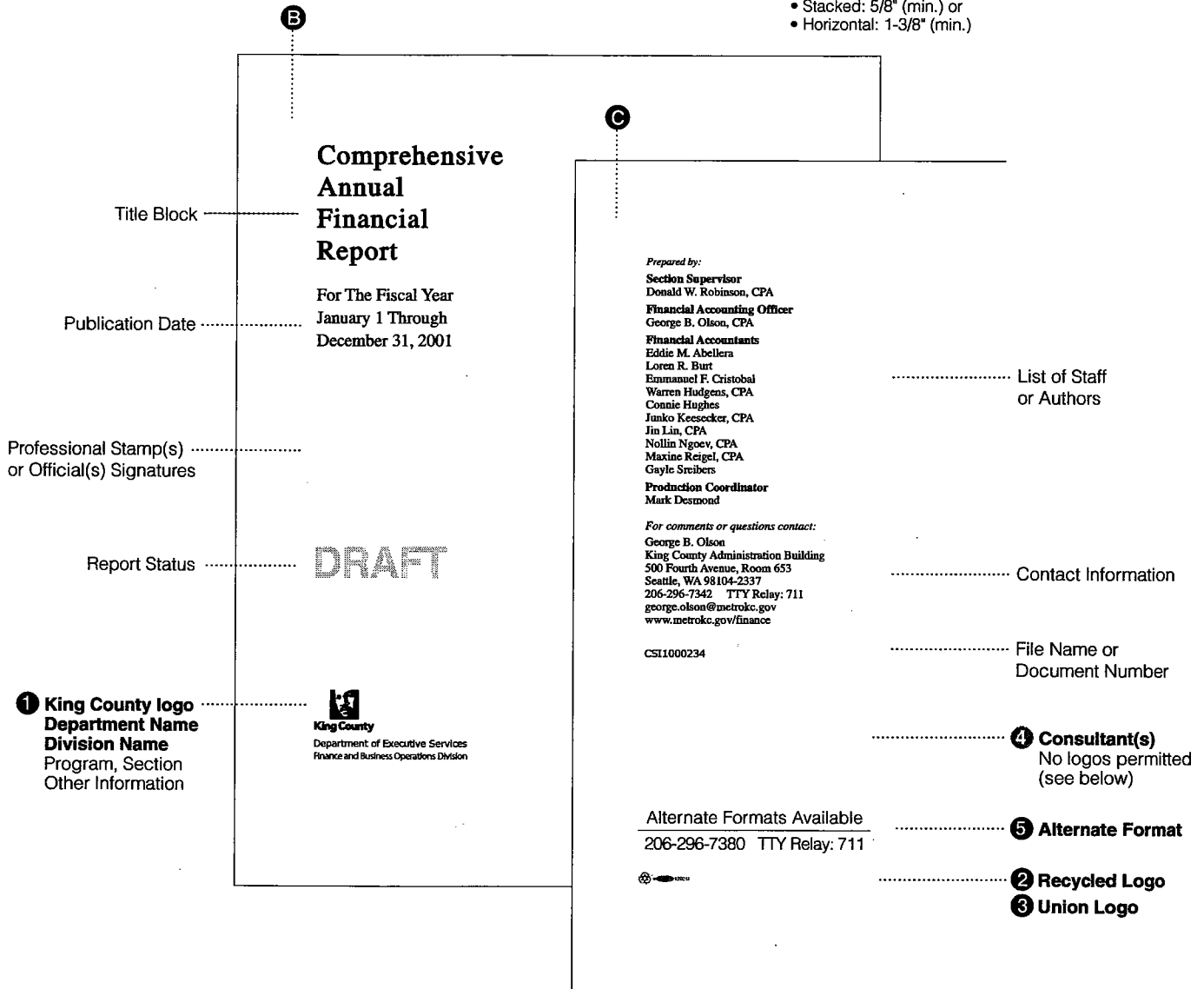
Title Page used with acknowledgment Page

**Branding Requirement:**

- KC logo with department and division name.
- Additional information as dictated by project parameters.

**King County Logo Sizes:**

- Stacked: 5/8" (min.) or
- Horizontal: 1-3/8" (min.)



Shown is a reduced version of 8-1/2" x 11" title page

1. King County Logo and Agency Information: Department, division, program or section, address, phone numbers, contacts, E-mail or Web site addresses, etc., as required by project mission.
2. Recycled Paper appears on the title page when the entire report is printed on recycled paper
3. GCIU Union Logo: appears on the title page when the entire report is printed in the King County print shop.

**4. Consultants acknowledgment (as needed):**

**Consultant's logos or symbols are not to be displayed on cover, title page or anywhere in the report!**

- First line reads: Prepared for King County
- Second line reads: ...by ABC Associates, ...in collaboration with, ...in association with, ...in partnership with, etc.

Prepared for King County by ABC Associates	Prepared for King County in collaboration with Ajax Engineering	Prepared for King County in partnership with Green Giant
---	---	--

Note: Check with your department Public Information Officer for specific exemptions regarding consultants logos.

- **Other acknowledgments** (as needed): Examples: ...designed by, ....printed by the King County print shop, etc.
5. **Alternate Formats Available:** Use graphic as shown with 14 pt Arial or Helvetica type, separator line (.5 pt.) and access numbers shown below. Required for external documents only.


# Displaying the King County Executive and other Official's Names

**Branding Requirement:**

- KC logo used with KC Executive
- Stacked: 1/2" (min.) or
- Horizontal: 1-15/16" (min.)

Page location may vary (see note below)

- 6 KC Logo** -----
- 7 King County Executive** -----
- 8 List of Officials** -----



**King County Executive**  
Ron Sims

**King County Administrative Officer**  
Department of Executive Services  
Paul H. Tanaka

**Financial Accounting Officer**  
George B. Olson, CPA

**Finance Manager**  
Finance and Business Operations Division  
Robert V. Cowan

**Chief Accountant / Manager**  
Financial Management Section  
Connie L. Griffin

*Prepared by:*

**Section Supervisor**  
Donald W. Robinson, CPA

**Financial Accounting Officer**  
George B. Olson, CPA

**Financial Accountants**  
Eddie M. Abelera  
Loren R. Burt  
Emmanuel F. Cristobal  
Warren Hudgens, CPA  
Connie Hughes  
Juuko Keesecker, CPA  
Jin Liu, CPA  
Nollin Ngoev, CPA  
Maxine Reigel, CPA  
Gayle Sreibers


**Production Coordinator**  
Mark Desmond

*For comments or questions contact:*  
George B. Olson  
King County Administration Building  
500 Fourth Avenue, Room 653  
Seattle, WA 98104-2337  
206-296-7342 TTY Relay: 711  
george.olson@metrokc.gov  
www.metrokc.gov/finance

Prepared for King County  
by CDR Environmental Consultants  
in association with DEF

1000234

Alternate Formats Available  
206-296-7380 TTY Relay: 711



Appear jointly

- 6. **King County Logo:** A stacked or horizontal logo must always appear with the Executive's title and name.
- 7. **King County Executive:** Title and name appear when a report is a high profile project or has extended shelf-life. This title and name appears above all other officials and is always in first position. Check with your department Public Information Officer if more information is needed.
- 8. **List of Officials:** title(s) and name(s) as prescribed by management.

► **Note:** Displaying King County officials names and page location is on a per project basis and is dependent on input from managers, department PIO and in some cases input from the Executive Office.

## Compact Discs &amp; Digital Versatile Discs

Typical single color imprinted disc  
with correct King County Identification



**Note:** Discs used in the promotion of county policies, projects and programs are required to display the correct branding and handwriting information on disc is *not permitted*. Using discs for project development and various uses within an agency does not require King County branding and handwriting can be used as a form of identification.

**General Specifications**

**Type:** Verdana for King County agency descriptions only.

**CD or DVD Disc:** Surfaces are available in unprinted, white and other colors (printable).

**Printable Color:** Black and full color.

**Printing:** Discs can be imprinted using special software

**Union and Recycled Paper Logos:** Not necessary

Note: using adhesive labels may cause jamming in CD carriages.

Avoid extremely glossy surfaces when possible.



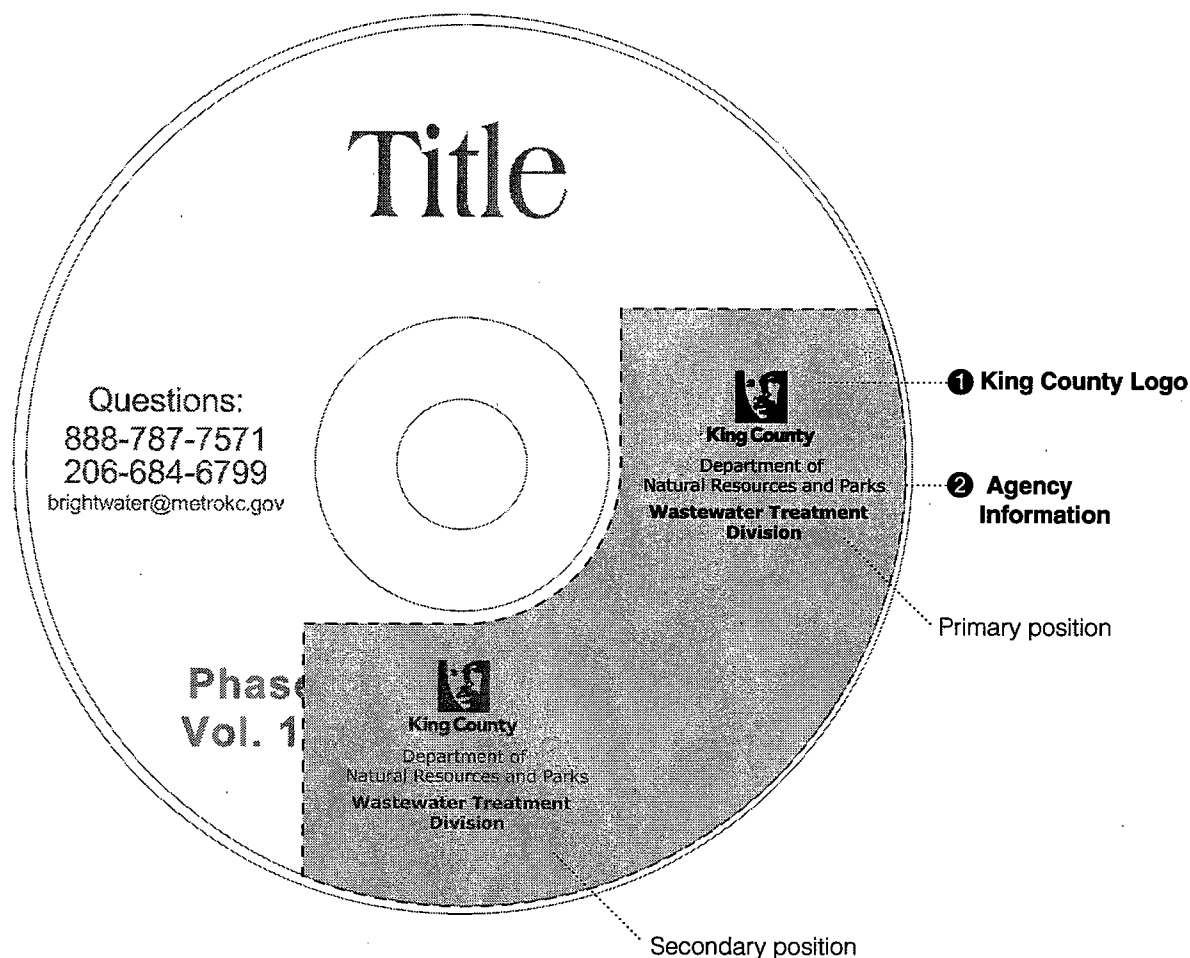
## Information Layout for Plain-text CD/DVD

**Branding Requirement**

- Agency Information

**Logo Requirement**

- Stacked: 1/2" (min.) or
- Horizontal: 15/16" (min.)

**Correctly branded and imprinted disc**

**1. King County logo:** The King County logo must appear in the area shown in either stacked or horizontal format and in the minimum sizes stated above. Clearspace and color requirements must be followed. Refer to pages 2.1.0 - 2.3.0 for more information.

**Exempted Logos:** Metro Transit Division, King County International Airport and Public Health – Seattle & King County all use officially exempted logos to replace the King County logo. Please refer to their respective sections for detailed information.

**2. Agency Information:** Must show on disc and accompany the King County logo. No more than 2 levels.

- a.) **Department:** primary agency
- Division:** sub-level of a department
- or
- Division:** sub-level of a department
- b.) **Project, Program or Section:** sub-level of a division

Agency information is displayed in the same color as the King County logo

## Layouts Requiring Graphics

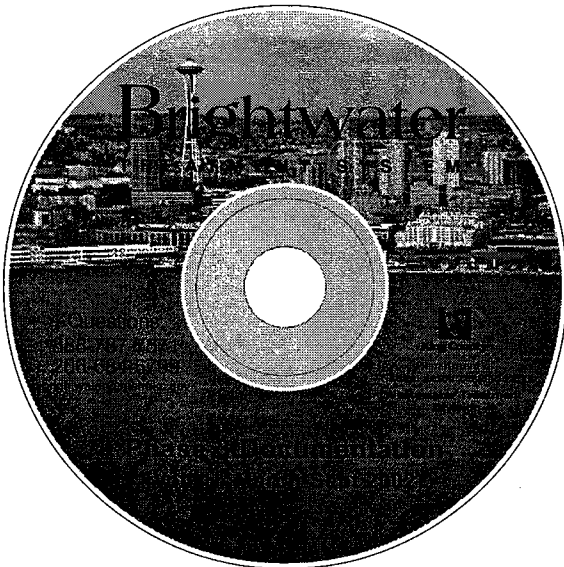
### Half-Graphic



### Half-Graphic CD/DVD Layout

This version is for projects where branding or conveying a visual image becomes important. Using the top portion of the disc for color background, photo image or graphics to help convey the message (text or video) while using the bottom part of the disc to convey King County branding, and other specific project information using black or colored text over a white or colored printable surface. Full color printing available.

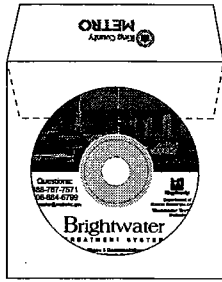
### Full Graphic



### Full-Graphic CD/DVD Layout

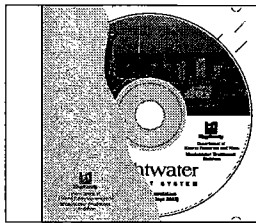
The full color imprinted disc is for those instances when you want to convey a major visual impact for your project. The visual look will rival that of mass produced private sector discs. Please refer to section 2.3.0 for more information on color and contrast.

Branding on CD/DVD Packaging



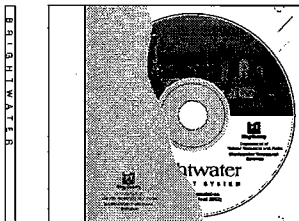
**1. Paper Envelope**

Transparent window and printable flap



**2. Slim Case**

Transparent case or optional printed insert (1)



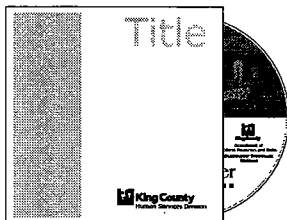
**3. Jewel Case**

Transparent case or optional printed inserts (2)



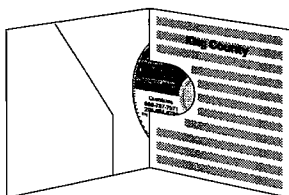
**4. Clam Shell**

Clear and semi-transparent case with label option)



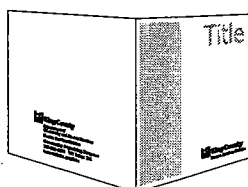
**5. Cardboard Sleeve**

Can be labeled or preprinted



**6. Album Style with Sleeve**

Maximum cost and timeline



**Branding Requirement**

- Same as for brochures—See Page 5.1.1

**King County Logo Requirement**

- Stacked: 1/2" (min.) or
- Horizontal: 15/16" (min.)

**CD/DVD Packaging and Branding**

**1. Paper Envelope**

- Minimal cost
- White envelope with flap and transparent window
- Graphics can be printed on flap

**2. Slim Case**

- Three times the cost of paper envelopes
- Clear plastic case with door (susceptible to breakage)
- Graphics insert on front only (can be printed 2 sides)

**3. Jewel Case**

- Twice the cost of paper envelopes
- Additional cost of printing inserts (front and/or back)
- Clear plastic case with door—susceptible to breakage
- Graphics can be printed on Insert(s) or edges (2)

**4. Clam Shell**

- Three times the cost of paper envelopes
- Clear or frosted molded plastic case—the most durable
- Graphics imprinted on disc—some visibility through case
- Label option for outside case

**5. Cardboard Sleeve**

- Additional cost of printing sleeve (front and/or back)
- Graphics printed on sleeve surfaces

**6. Panels with CD Sleeve**

- Most expensive option
- Additional cost of printing panels (front, back & inside)
- Graphics printed on panel surfaces.

**King County Logo and Agency Branding**

Branding requirements for CD/DVD packaging are similar to the same guidelines as those used for brochures with the exception of eliminating branding of the interior panels.

If the name of section, program or a subject title appears on the insert or folder as a title, then the King County logo should appear with the division name in the upper or lower 20% of the front panel.

If the name of the division introduces the title of the insert or folder, then the King County logo should appear with the department name in the upper or lower 20% of the front panel.

If the name of a department introduces the title of the insert or folder, then the King County logo should appear by itself in the upper or lower 20% of the front panel.

Due to limited printing space, interior panels can be exempted from King County branding.

**Exempted Logo Display**

Metro Transit Division, Public Health – Seattle & King County and King County International Airport/Boeing Field logos follow the same guidelines as above. For detailed information refer to the specific guidelines for these agencies.

**Partnership Branding**

Please call the King County Graphic Design and Production Services at 206-205-8550 for details.

## Branding Requirements at a Glance

### Important Note!

These sample page layouts are guides to **show mandatory elements** and are *not* meant to act as design or layout guides. Actual page design is left to the designers or authors.

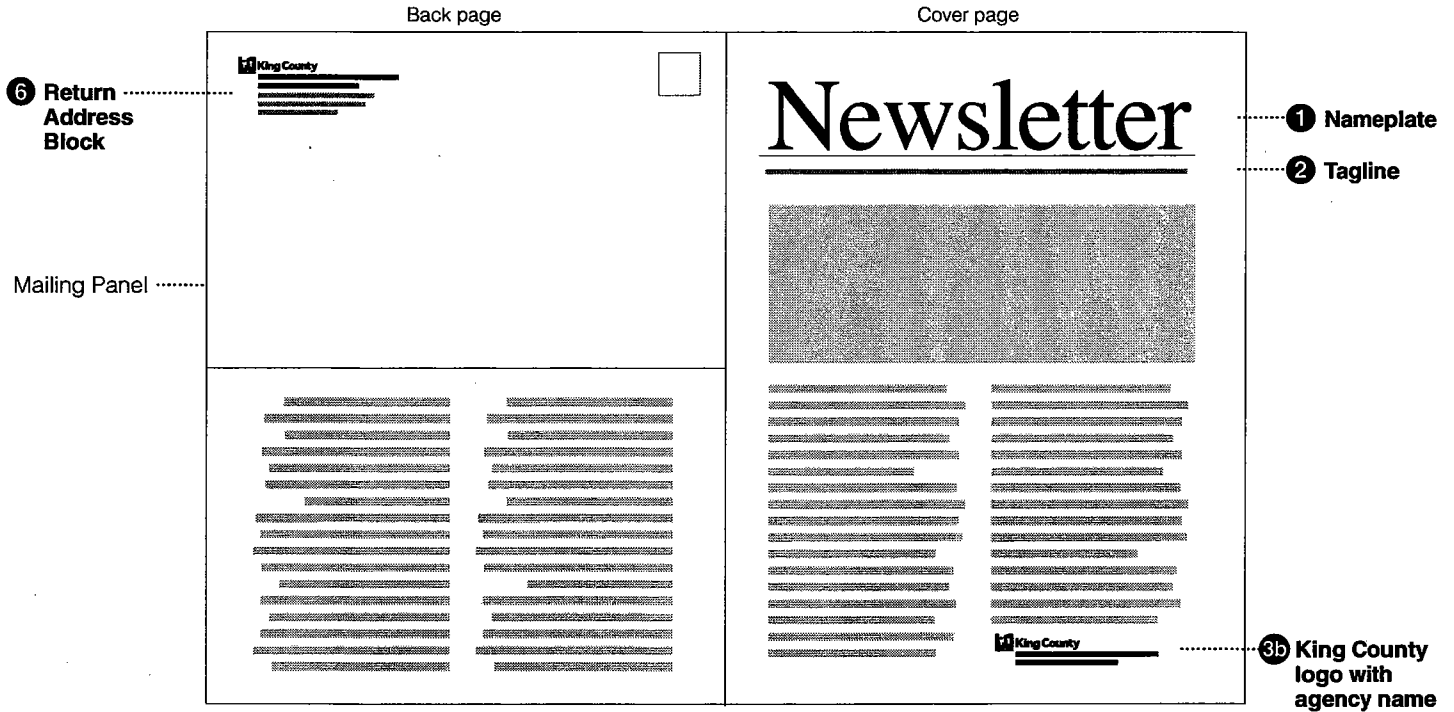
### Branding Requirements

1. Nameplate
2. Tagline
4. Interior Page Branding
5. Publisher's Information Panel on Mailing Panel (if used)

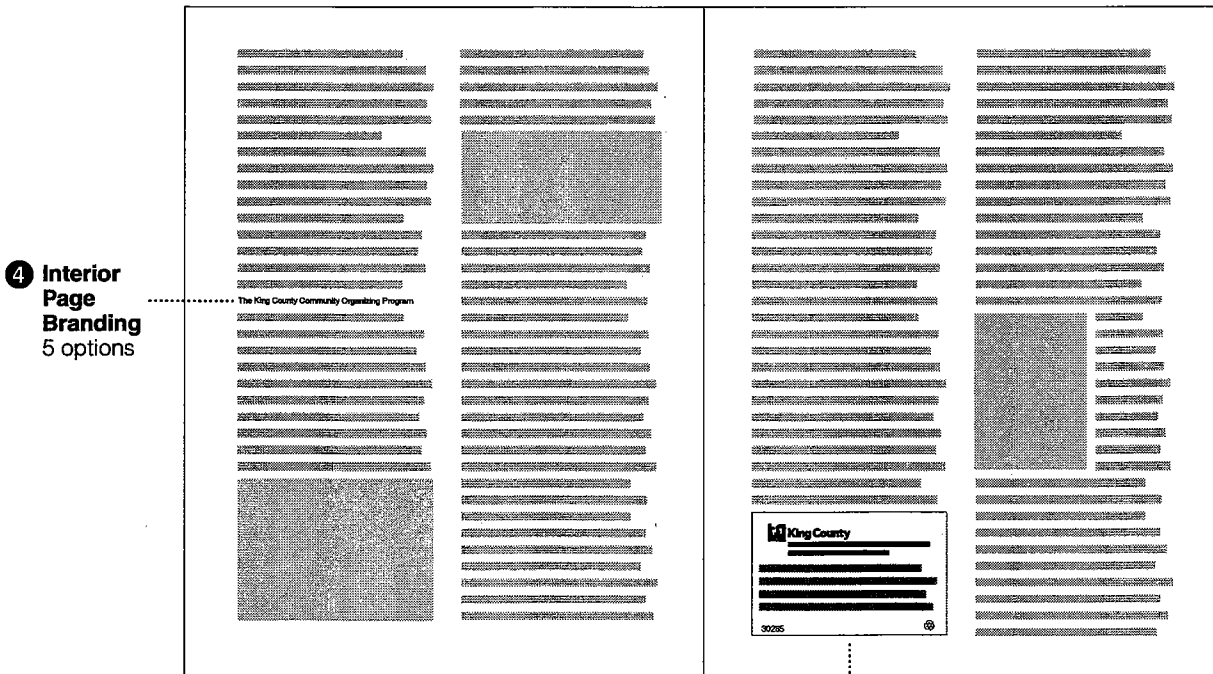
### Logo Requirements

See following pages for branding requirements of each group

Reduced version of a 4-page (8.5" x 11) newsletter



### Interior Pages



4 Interior Page Branding 5 options

5 Publisher's Information Block

## Cover Page

**Branding Requirement**

1. Nameplate
2. Tag line
3. King County logo

**Logo Requirement**

- Stacked: 5/8" (min.) or
- Horizontal: 1-3/8" (min.)



**1. Nameplate:** The name or title of the newsletter. This graphic should be considered in one of two ways; as a piece of artwork or as a text identity.

**Artwork:** Type and/or decorative elements combined to form the title only (not an identity)

- Cannot be used as a logo or identity for the program or project in other parts of the newsletter or on other publications or visual presentations.
- Cannot be used at small scale.
- Cannot be used as a repeatable design element.
- Must be spelled out in word form when used within blocks of text.

**Text Identity:** Using an existing Text Identity or newly created Text Identity for the title. See Section 6.0.0

- Can be used as an identity for the program or project in other parts of the newsletter or on other publications or visual presentations.
- Can be used at small scale.
- Can be used as a repeatable design element.
- Must be spelled out in word form when used within blocks of text.

**2. Tagline** (one line): Introduces or summarizes the purpose or mission of the newsletter. If possible, the name of the initiating agency should be included in this statement. In some instances, the name of the agency may be all that is displayed.

**3. King County logo:** Two options for placement are available;

- a) The King County logo can appear in the nameplate area (top 20% of page) without agency name or,
- b) The King County logo can appear elsewhere on the front page but must be accompanied by an agency description similarly outlined for Report Covers. See page 5.1.0. A typical location is bottom lower right.

**Note:** The King County logo can appear in either stacked or horizontal format and in the minimum sizes stated above. Its placement should make good design sense and follow the clearspace and color requirements as outlined on pages 2.0.0 - 2.3.0.

**Exempted Logos:** Metro Transit Division, King County International Airport and Public Health – Seattle & King County all use officially exempted logos to replace the King County logo. Please refer to the respective sections for detailed information.

**Partnership Newsletters:** In certain situations, as in WRIA newsletters, protocol dictates that the King County logo should not appear in the nameplate or elsewhere in the newsletter. For other partnership questions please call King County Graphic Design and Production at 206-205-8550.

## Interior Pages

**Branding Requirement**

- King County program or agency mentioned at least once per page

**Logo Requirement** (optional)

The words "King County" and the "program or agency" are mentioned at least once per page. Choose one option only!

**4. King County Agency Reference**

The words "King County" and the "program or agency" are mentioned at least *once per page*. This can be accomplished in *one* of the following ways:

- in the body of the text or
- in a headline or
- by using a footer or header, eg., "King County Community Organizing Program." or
- displaying a King County logo with the agency *once* on a two page flat or
- other options, eg., a Publisher's Information Block.

Note: This form of branding is required in the event of reproducing a page out of the context to the rest of the document. In this way King County (and the authoring agency or program) are always represented.


**Partnership Newsletters:** In certain situations, as in WRIA newsletters, protocol dictates that the King County logo should not appear on the interior pages or elsewhere in the newsletter.

## Publisher's Information Block


Sample

5

*This Newsletter is published four times a year by:*



**King County**  
 Department of  
 Community and Human Services  
 Human Services Division  
**Community Organizing Program**  
 206-296-5250 TTY Relay: 711  
 www.metrokc.gov/dchs  
 Bob Smith, Editor

0007 003  GCIU union logo\*

### Branding Requirement

- Complete agency description

### Logo Requirement

- Stacked: 11/16" (min.) or
- Horizontal: 1-3/8" (min.)

## 5. Publishers Information Block

This panel provides a consistent place and format for users to identify the publishers of the newsletter, show contact information, display accessible materials and other information about the newsletter and its contents. *The King County logo and complete agency reference are required in this area.* Location generally depends on layout considerations with the back page of a non-mailer or the last interior page considered typical locations. If contact phone number(s) and Web site address(es) have not been placed elsewhere in the newsletter, then they should be included in this location.

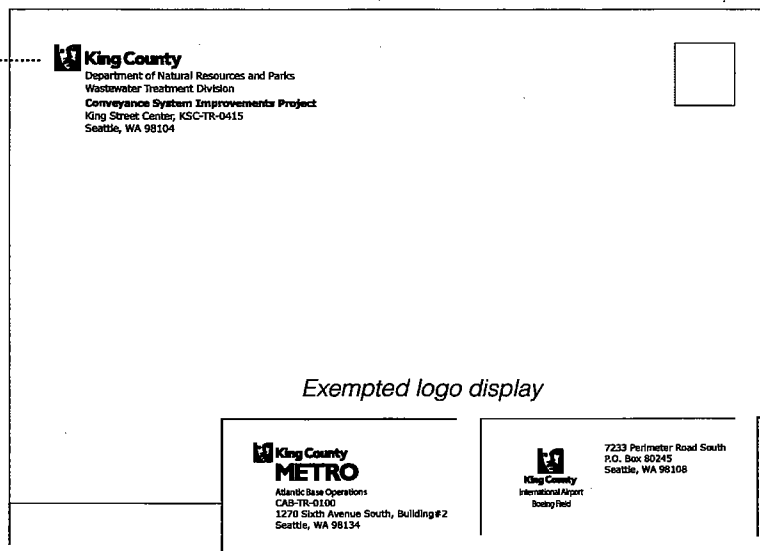
**File Number and Recycled Paper Logo:** All newsletters are required to display these elements.

**\*GCIU Union Logo:** If this publication is printed in the King County Printshop, the GCIU logo is required to be displayed. This logo must be placed, either electronically or manually, by staff of the King County Graphic Design and Production Services. This logo will be placed at the smallest scale in a least intrusive location.

► Note: The Recycled Paper logo and the GCIU union logo may be placed simultaneously as indicated above.

## Mailing Panel (if needed)

5 Return  
Address  
Block



**King County**  
 Department of Natural Resources and Parks  
 Wastewater Treatment Division  
**Conveyance System Improvements Project**  
 King Street Center, KSC-TR-0415  
 Seattle, WA 98104

*Exempted logo display*

**King County METRO**  
 Atlantic Base Operations  
 CAB-TR-0100  
 1270 Sixth Avenue South, Building #2  
 Seattle, WA 98134

**King County**  
 International Airport  
 Boeing Field  
 7233 Perimeter Road South  
 P.O. Box 80245  
 Seattle, WA 98108

**Public Health**  
 Seattle & King County  
 HEALTHY PEOPLE. HEALTHY COMMUNITIES.  
 Mike Center Public Health Center  
 10021 - 8th Avenue S.W.  
 Seattle, WA 98148

### Branding Requirement

- Return address block

### Logo Requirement

- Stacked: 11/16" (min.) or
- Horizontal: 1-3/8" (min.)

## 5. Return Address Block

- **King County logo:** must appear with the return address block in either stacked or vertical format and in the minimum sizes stated above.
- **Agency:** one line, the primary agency represented: division, office or program
- **Sub-Agency:** program, section, etc., initiating correspondence
- **Address (line 1):** building number, street name (spelled out), room number or suite (if needed)
- **Address (line 2):** city, WA (not spelled out), ZIP code without 4-digit ZIP extension on return addresses (per U.S.P.O.)

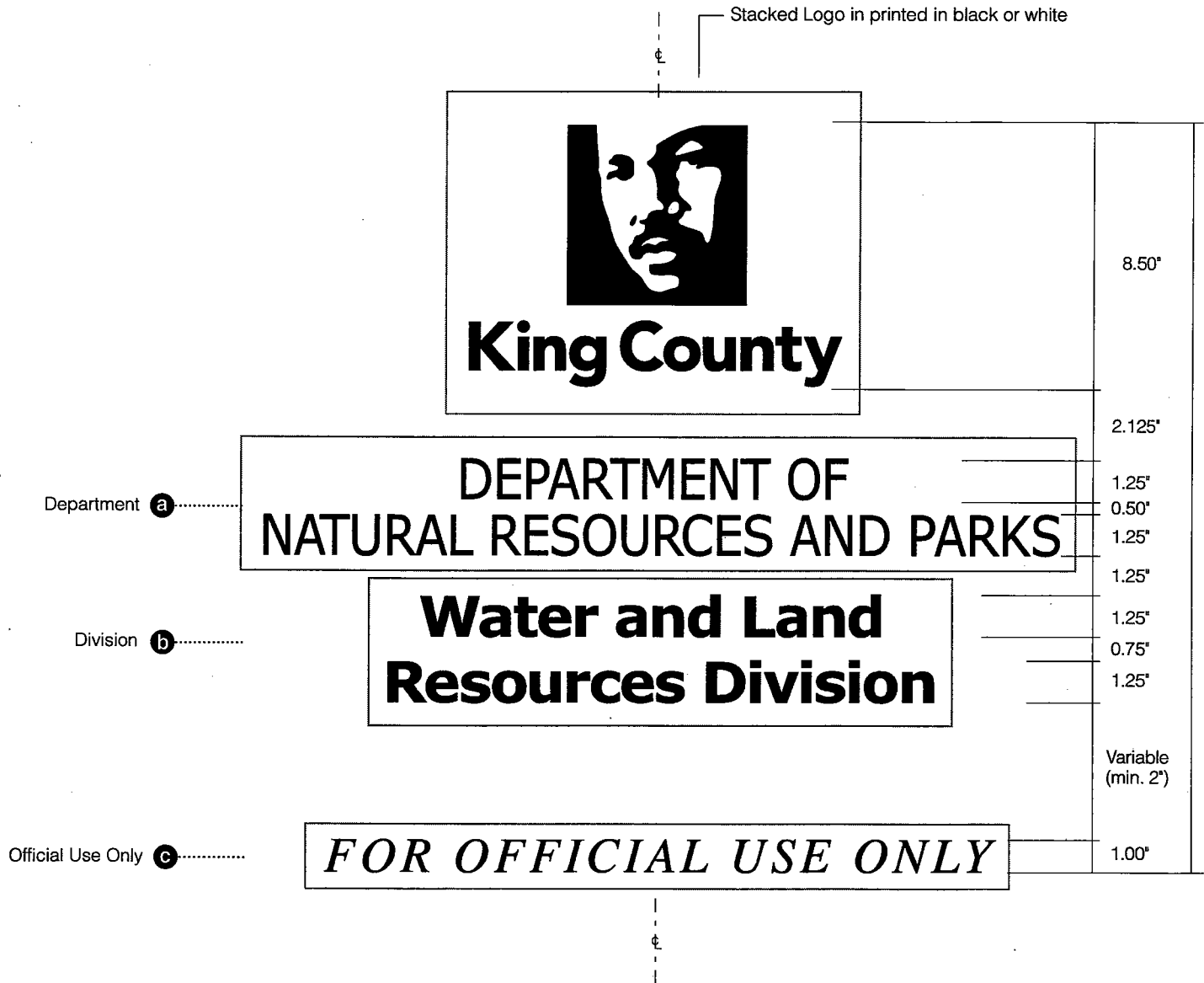
Avoid abbreviations, spell out all words. Return address blocks are printed in black or reverse.

Layout and Type Specifications

Created in Adobe Illustrator 8.0

**Typefaces:**

- |                                    |             |                         |                               |
|------------------------------------|-------------|-------------------------|-------------------------------|
| a. Verdana Regular (all caps)      | 124p on 124 | Horizontal scale = 85%  | Tracking: -20 +custom kerning |
| b. Verdana Bold (caps/lower case)  | 124p on 124 | Horizontal scale = 100% | Tracking: -40 +custom kerning |
| c. Times Regular Italic (all caps) | 110p        | Horizontal scale = 100% | Tracking: 100                 |



1. **Department:** primary agency
2. **Division:** sub-level of a department
3. **For Official Use Only:** appears on all King County vehicles and equipment

**General Specifications**

**Material-Silkscreen:** Mylar-clear, 2 mil., with adhesive back  
**Material-Knife-cut:** Vinyl, 3 mil., with adhesive back  
**Ink Color-Silk screen:** Black or white  
**Vinyl Color-Knife-cut:** Black or white  
**Production:** Silkscreen printing and knife-cut process by King County Roads Services Division Sign Shop

**Artwork:** Electronic files for standard vehicle and equipment identification are provided by King County Graphics and Printing Production.

**Use:** This style identification used on all department vehicles under the Executive branch with the exception of the Seattle/King County Public Health Department.



Department Only Layout and Type Specifications

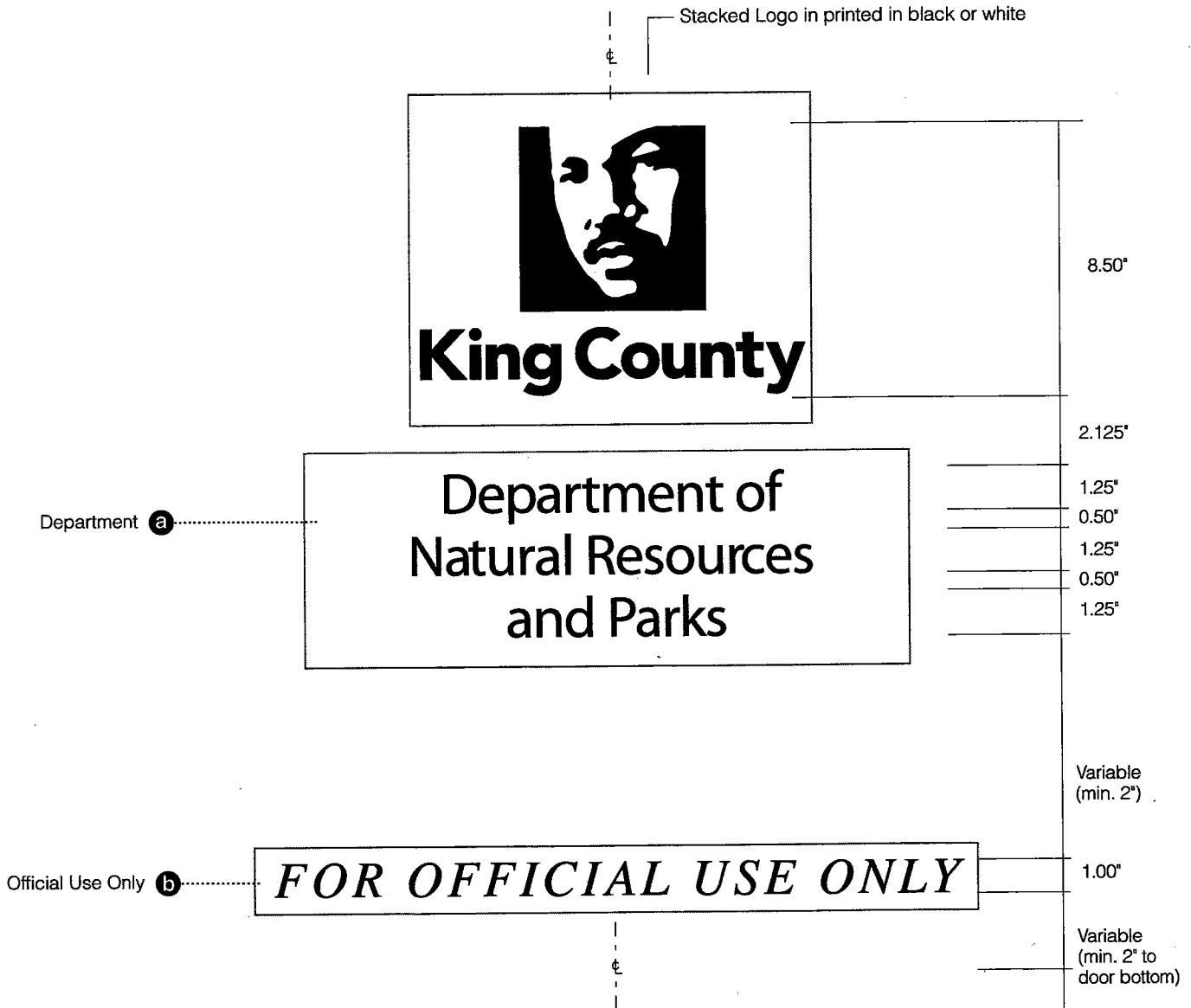
Created in Adobe Illustrator 8.0

**Typefaces:**

- a. Verdana Bold (caps/lower case) 124p on 124
- b. Times Regular Italic (all caps) 110p

Horizontal scale = 100%  
Horizontal scale = 100%

Tracking: -40 +custom kerning  
Tracking: 100



a. Department: primary agency

b. For Official Use Only: appears on all King County vehicles and equipment

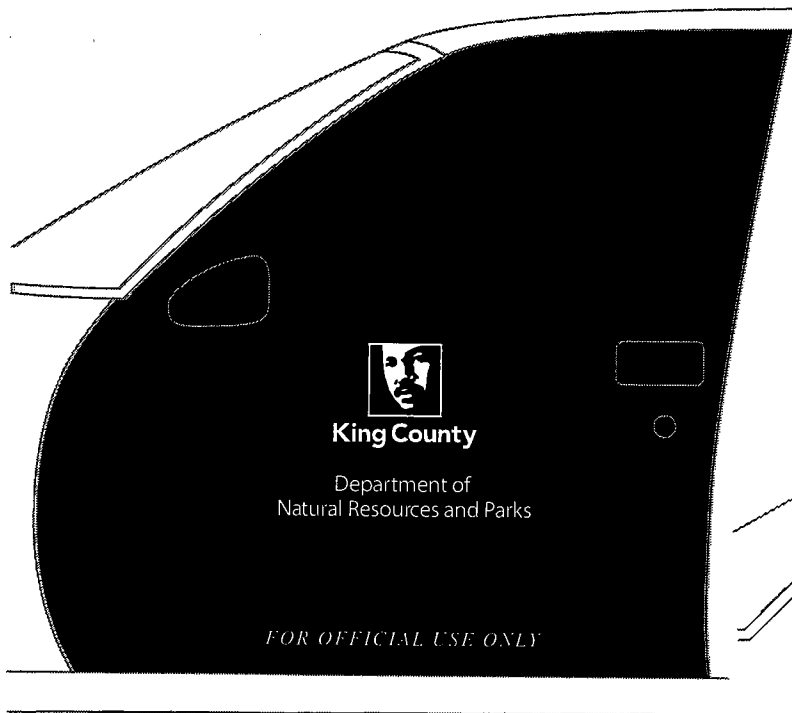
**Other Types of Vehicle and Equipment Identification**

Vehicles and equipment not specifically referred to in RCW 46.08.065 and including those not used on streets and roads, must show some form of county identification. The following I.D. considerations should be followed:

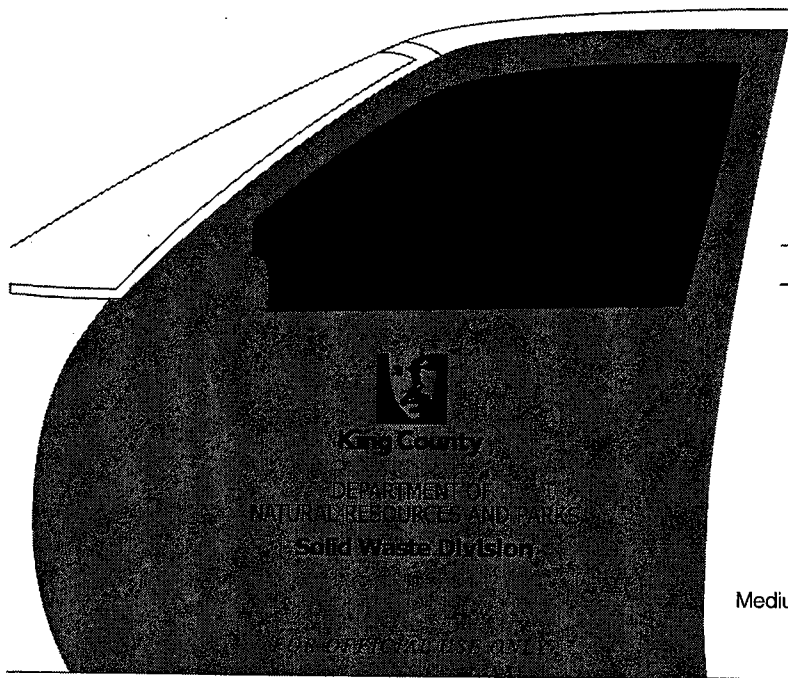
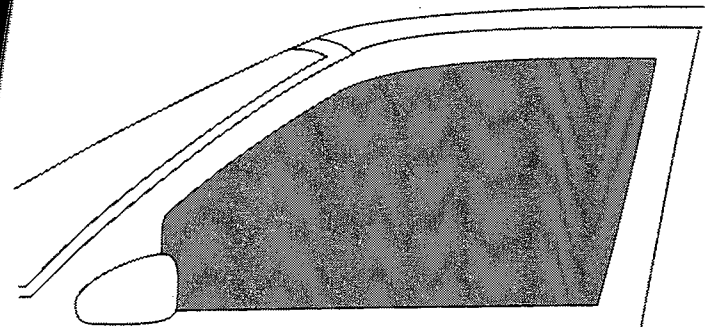
a. Vehicles and equipment with suitable large flat surfaces should display a reduced I.D. version similar to that used on cars and trucks.

b. Vehicles and equipment with limited areas for display should use the logo, department and division names as separate units and placed wherever readable in the above order of importance.

### Decals and Vehicle Colors



Black or dark body color



Medium value body color

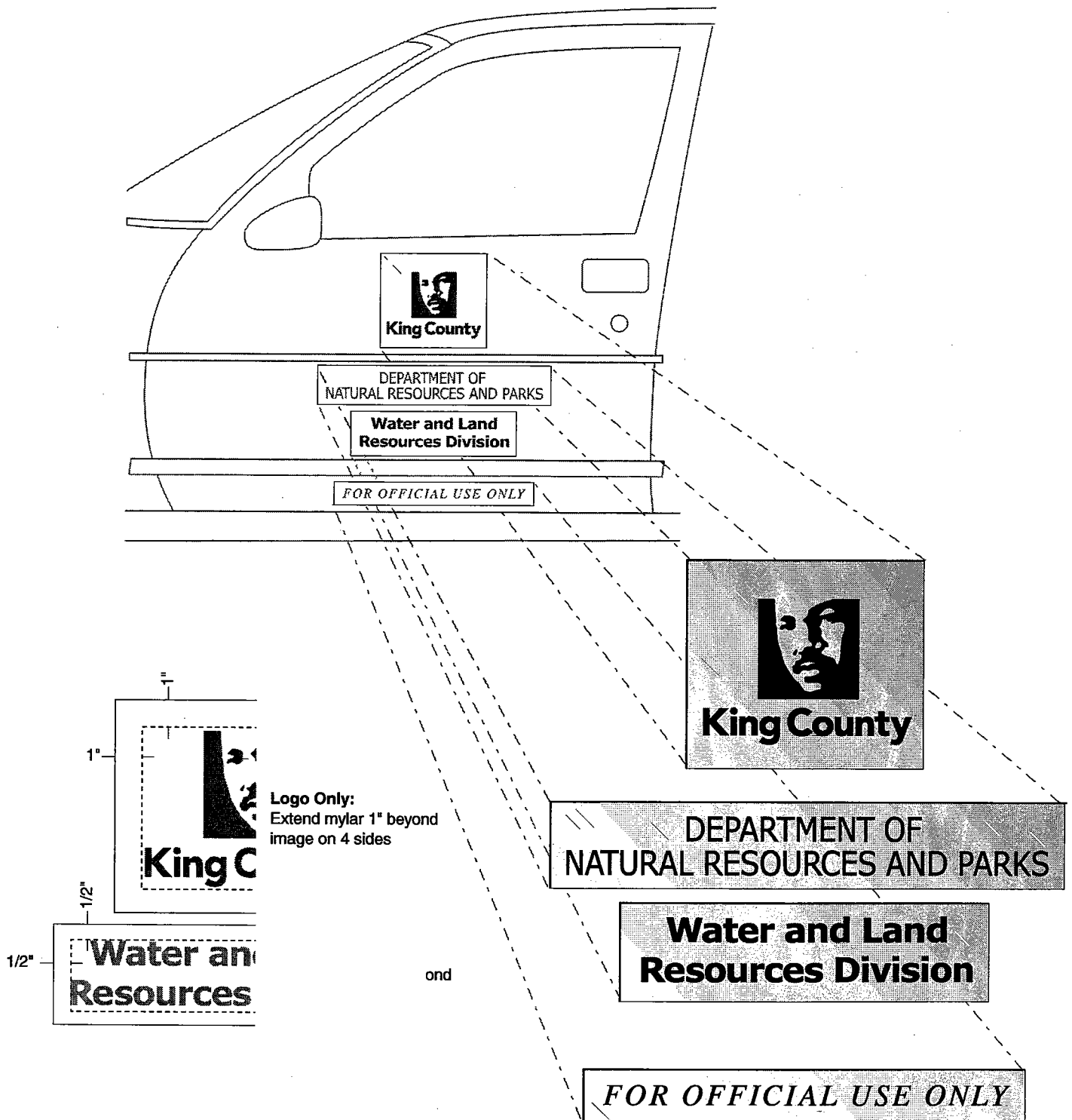
White or light body color

#### Decal Colors and Vehicle Colors

Vehicles and equipment identification decals are printed in two varieties; black; and white. Vehicles that are painted darker colors receive white decals for maximum contrast. Conversely, white and lighter

colored vehicles would use the black decals for maximum visibility. Vehicles that are painted medium values would receive a black decal unless white is more readable.

Decal Application



**Decal Application**

King County uses a variety of makes and models of cars and trucks in its motor pools. Usually the front right and left doors provide a large and visually recognizable area for car and truck identification. Ideally, it is desired to have a decal applied in one piece on a flat surface, but the majority of front doors have unique side trim,

door moldings, body contours etc., as well as mirrors and handles. To avoid these obstacles and simplify application, decals are applied in sections. It is recommended, when possible, that decals be applied on clear, smooth planes of the door avoiding raised surfaces and recessed areas.

Decal Samples



**King County**

DEPARTMENT OF  
EXECUTIVE SERVICES  
**Facilities Management  
Division**

*FOR OFFICIAL USE ONLY*



**King County**

DEPARTMENT OF  
DEVELOPMENT AND ENVIRONMENTAL  
RESOURCES  
**Land Use Services Division**

*FOR OFFICIAL USE ONLY*



**King County**

DEPARTMENT OF TRANSPORTATION  
**Fleet Administration  
Division**

*FOR OFFICIAL USE ONLY*



**King County**

DEPARTMENT OF  
NATURAL RESOURCES AND PARKS  
**Wastewater Treatment  
Division**

*FOR OFFICIAL USE ONLY*



**King County**

DEPARTMENT OF COMMUNITY  
AND HUMAN SERVICES  
**Crisis Outreach**

*FOR OFFICIAL USE ONLY*



**King County**

DEPARTMENT OF  
NATURAL RESOURCES AND PARKS  
**Solid Waste Division**

*FOR OFFICIAL USE ONLY*



**King County**

DEPARTMENT OF TRANSPORTATION  
**Roads Services Division**

*FOR OFFICIAL USE ONLY*



**King County**

DEPARTMENT OF  
NATURAL RESOURCES AND PARKS  
**Water and Land  
Resources Division**

*FOR OFFICIAL USE ONLY*



**King County**

DEPARTMENT OF COMMUNITY  
AND HUMAN SERVICES  
**Housing Repair Program**

*FOR OFFICIAL USE ONLY*



**King County**

DEPARTMENT OF TRANSPORTATION

*FOR OFFICIAL USE ONLY*



**King County**

DEPARTMENT OF  
EXECUTIVE SERVICES  
**Records, Elections and  
Licensing Services Division**

*FOR OFFICIAL USE ONLY*

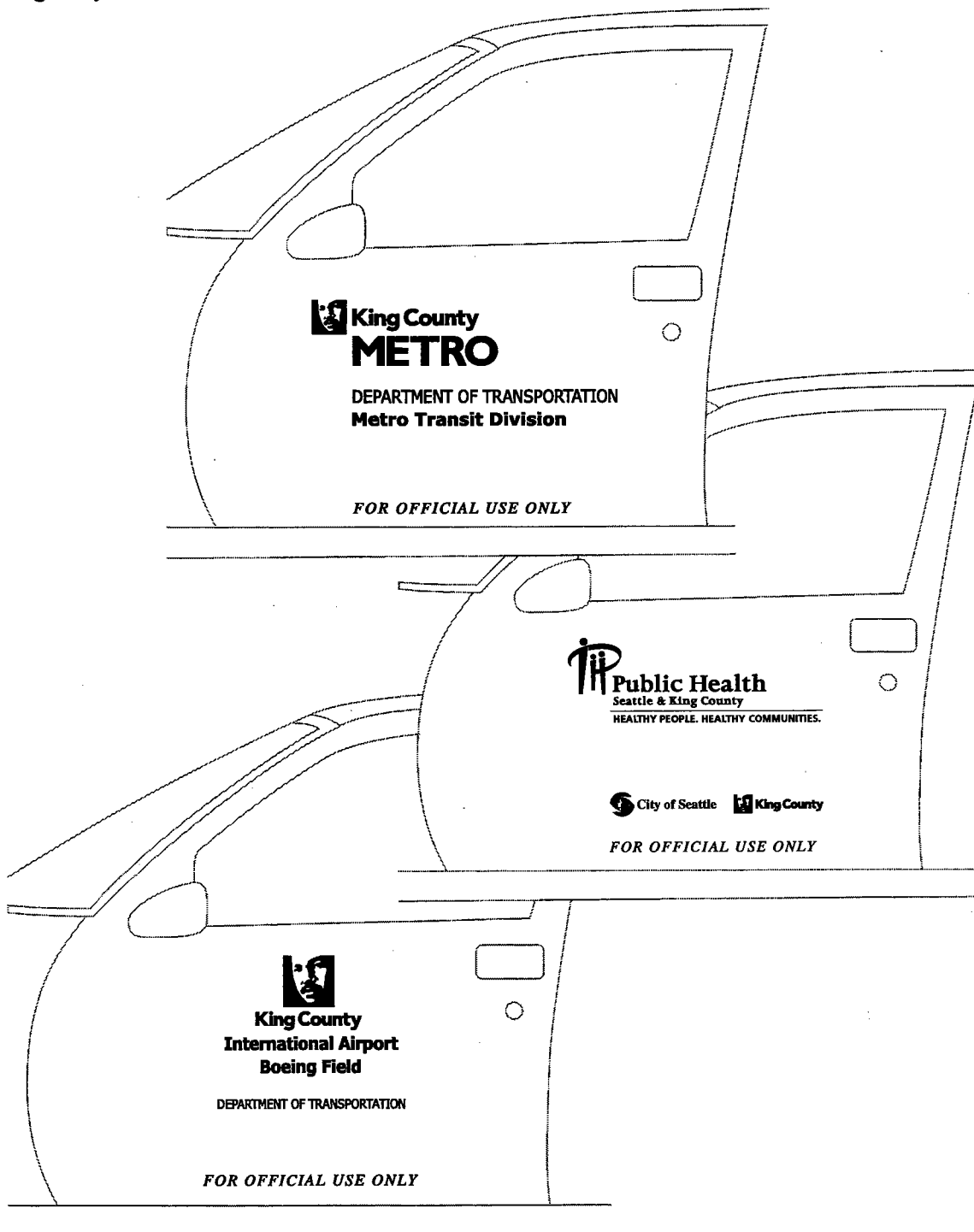


**King County**

DEPARTMENT OF ADULT  
AND JUVENILE DETENTION

*FOR OFFICIAL USE ONLY*

## Exempt Agency Decals

**Decals for Exempted Logos**

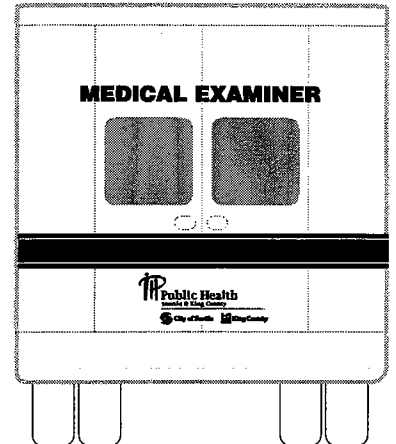
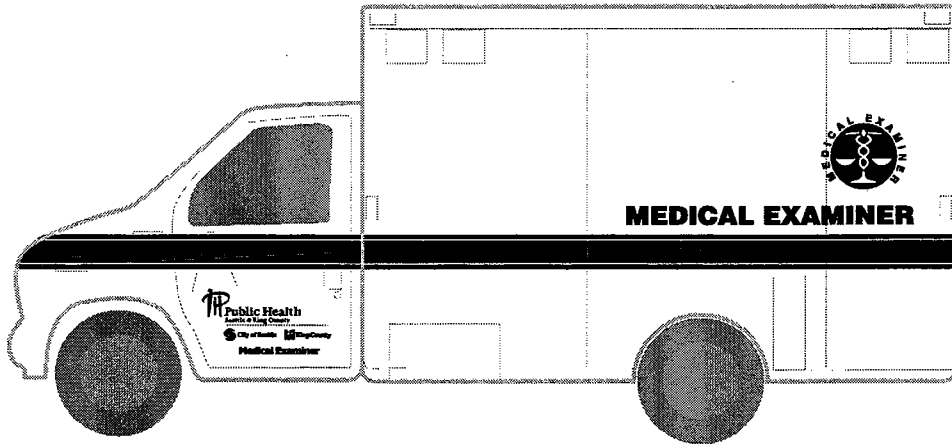
The specifications for King County vehicle identification including vehicles displaying exempted logos are determined by the parameters of RCW 46.08.065. Metro Transit Division, Public Health – Seattle & King County and King County International Airport/Boeing Field display officially exempted logos on vehicles to reinforce their particular brand. All other County agencies will use the standard KC logo/agency format.

Additional agency logos, program logos or text identities are not permitted on regular County vehicles. Vehicles used in mass transportation, driver training or by law enforcement agencies for undercover or confidential investigative purposes are exempt from this requirement, ie. Medical Examiner, Emergency Medical Services, Animal Control, King County International Airport Police, etc.

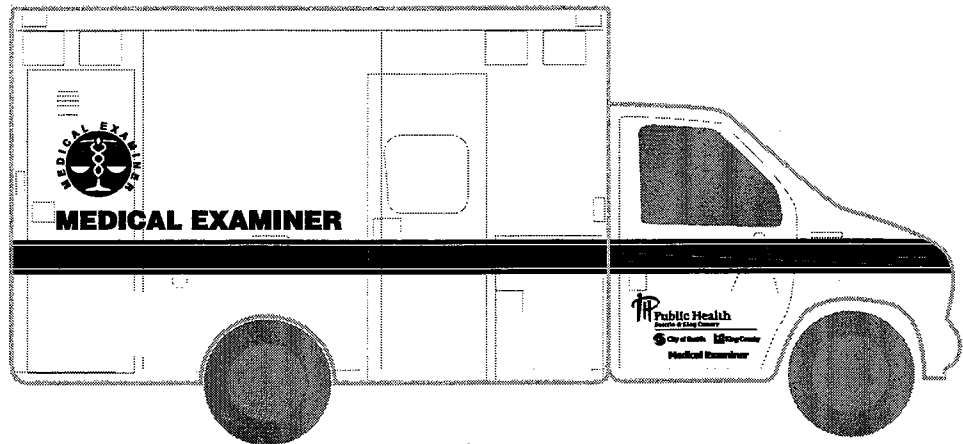
King County Graphics supplies the electronic files of the templates used on all county vehicles. Please call 206-205-8550 for assistance.

## Medical Examiner Truck

Seattle-King County Department of Public Health



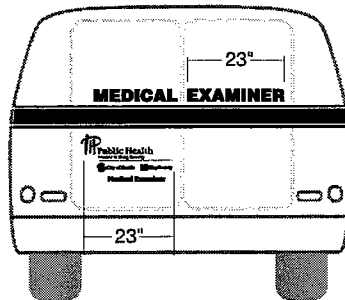
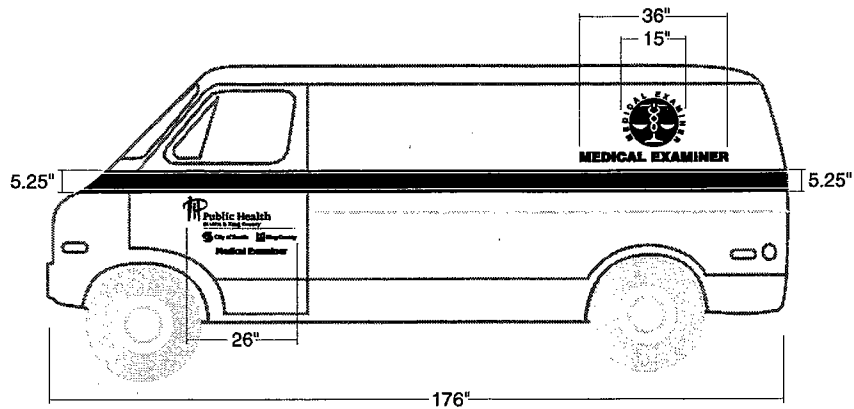
Exempt Generic Logo

**Parameters**

- The specifications for this King County vehicle follow the parameters of RCW 46.08.065 but is identified in a slightly different manner than other King County motor pool vehicles.
- The Seattle-King County Public Health Department logo is one of two logos that are retained under the new standards.
- This logo, as applied to vehicles, follows the standards as closely as possible with logos appearing in black in the same position on both doors and on the rear of the box.
- This PH logo has been modified to fit the purpose of this vehicle by removing the tag line "Healthy People, Healthy Communities".
- The line "FOR OFFICIAL USE ONLY" has been eliminated on both doors.
- The exempted Medical Examiner logo falls within the "Badge and Generic Symbols" group and is located toward the rear of the box on both sides.
- The phrase "Medical Examiner" appears in black and is displayed in large scale on both sides and rear of the box..

### Medical Examiner Van and Car

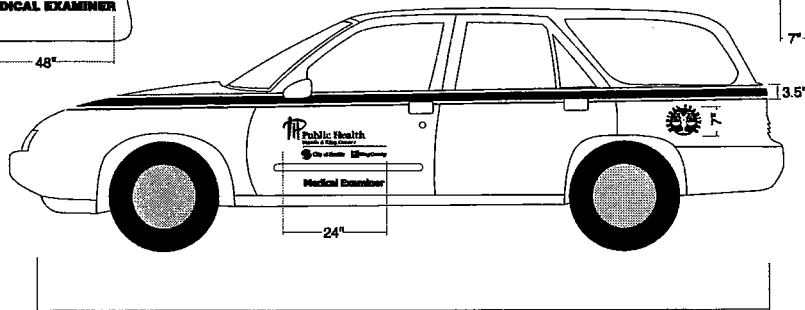
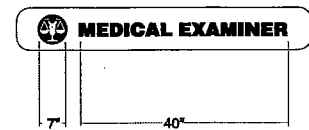
Seattle-King County Department of Public Health



#### Hood



#### Rear Bumper



Ford Taurus Wagon

# 6 Text Identifiers



## Sample Text Identities



# Employee Charitable Campaign



# Construction Works

Recognizing jobsites that recycle,  
reduce waste and use recycled products



**HENDERSON** /**M.L.KING** CSO Project



## Green River Basin Program

Serving Auburn, Kent, Renton, Tukwila and King County

### What is a Text Identity?

King County Graphic Standards policy dictates that no other logos are to be used. The only exceptions are the exempted logos used for Metro Transit Division, Public Health – Seattle & King County and King County International Airport/ Boeing Field. However, in certain situations, a unique identity can be created with the correct use of type or text in single word or phrase form that works within the bounds of the standards. The King County logo must always accompany this Text Identity and be in close proximity to it. Numerous examples show various arrangements and possibilities of the King County logo (and partners) combined with this Text Identity.

### Some Text Identity Situations

Major Annual Celebrations/Special Events

- Martin Luther King Celebration
- Thurgood Marshal Celebration
- Employee Charitable Campaign
- Anniversaries and Commemorations
- 75th Anniversary of King County International Airport
- 20th Anniversary of the Waterfront Streetcar
- 150th Anniversary of King County–Sesquicentennial

Major Programs/Unique Projects

- Brightwater Treatment System
- Construction Works
- King County Fair
- Major Basin Programs
- Metro sub -brands ie, Vanpool, etc.
- Henderson/MLK CSO Project

Design Parameters



Color

Black or reverse only (where black is used in single or multi-color printing)



Color or reverse (where one or more color(s) other than black are used in single or multi-color printing)



Not acceptable



Design of Text

Acceptable

**BRIGHTWATER**

**BRIGHTWATER**

*BrightWater*

*Bright Water*

*Bright Water*

(Children's Programs Only)

Not acceptable

~~*BrightWater*~~

~~**BRIGHTWATER**~~

~~*Bright Water*~~

**Parameters for Creating Text-Only Identity**

- Color: Text-only identities are to be printed in black only. The addition of a second color is not permitted. The only exemptions are the King County Charitable Campaign and King County Fair. If a publication uses one or more colors (other than black), then the text identity is printed in one of these colors. The same color guidelines used for the King County logo also apply to a Text Identity. (see section 3.0)
- Highly decorative or stylized fonts are to be avoided as well as altering or changing the basic letter shapes of the font.

- Use no more than two font families, preferably one when creating a Text Identity.
- Using different styles within a font family (italics, demi, thin, etc.), mixing cases and sizes, as well as altering letter spacing or line spacing, are ways to create variation.
- Adding of lines, swashes or incorporating other graphical elements (except the King County logo) is to be avoided.
- Tag lines, by-lines and slogans can be added in a smaller font size to increase understanding.
- *The King County logo must appear in close proximity to the Text Identity* when the logo stands alone or combined with partnerships. (See examples).

### Minimum Sizes for King County Logo Attached to Text Identity

- The King County logo when used with Text Identities must not be any smaller than the recommended minimum sizes shown below. The King County logo must always accompany this Text Identity and be in close proximity to it.



Smallest Sizes



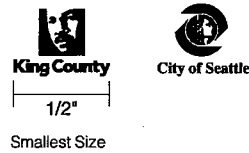
**Employee  
Charitable  
Campaign**



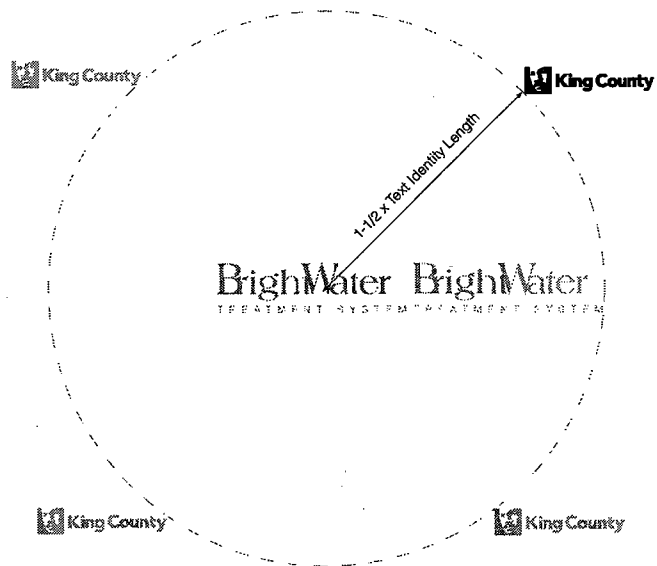
Smallest Size

## Construction Works

Recognizing jobsites that recycle,  
reduce waste and use recycled products



### "Close Proximity" Measurement



## Options for Using Text Identities at Small Scale with the King County Logo

- There are many situations where a small scale Text Identity will render the King County logo below the minimum size requirement. To adjust for this, the King County logo may be placed to either side or underneath the smaller scale Text Identity as long as the logo is in its same relative sequence as that viewed in larger format.

Logo placed in front



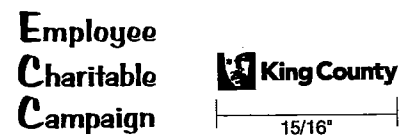
Logos placed to the right



Logo placed in front



Logo placed underneath

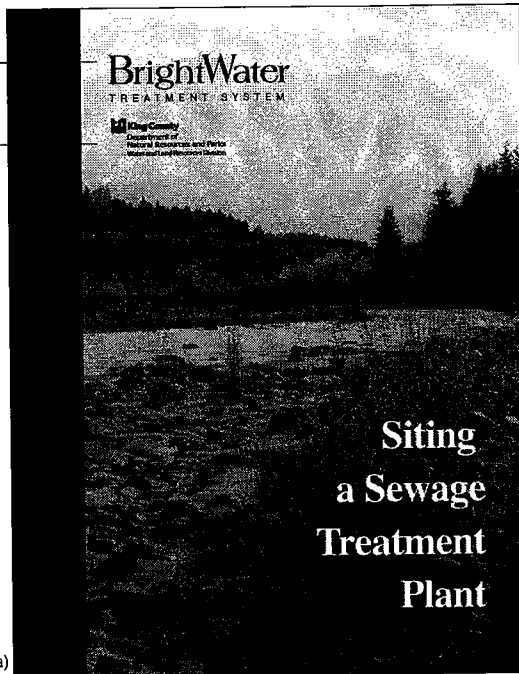


Preferred Layouts

Shown are reduced 8.5" x 11" covers

Text Identity appears in black with KC logo in close proximity

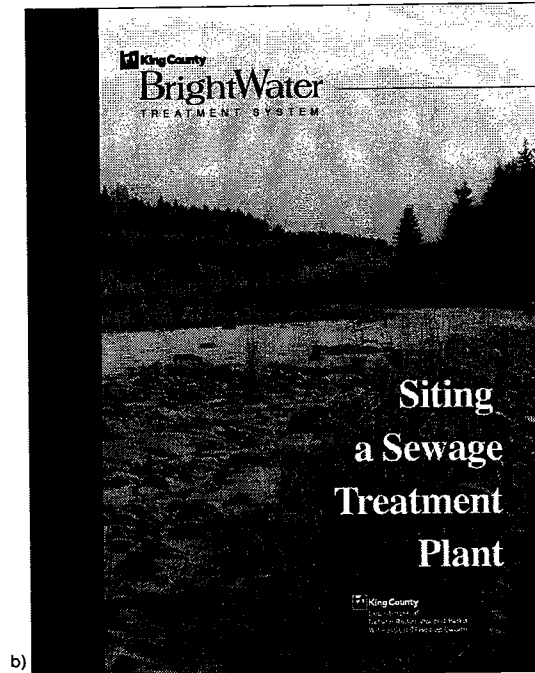
KC logo with Agency Information located in top 20% of cover



a)

Text Identity appears in black with KC logo in close proximity

Correct agency information appears on cover

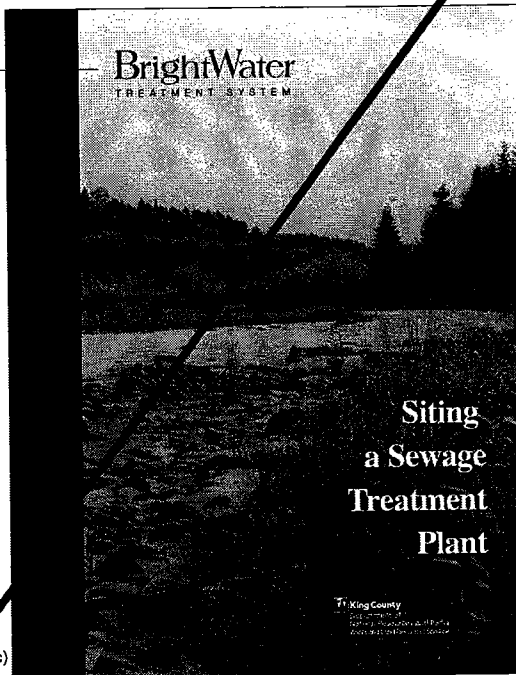


b)

Unacceptable Layouts

Text Identity appears in a color other than black

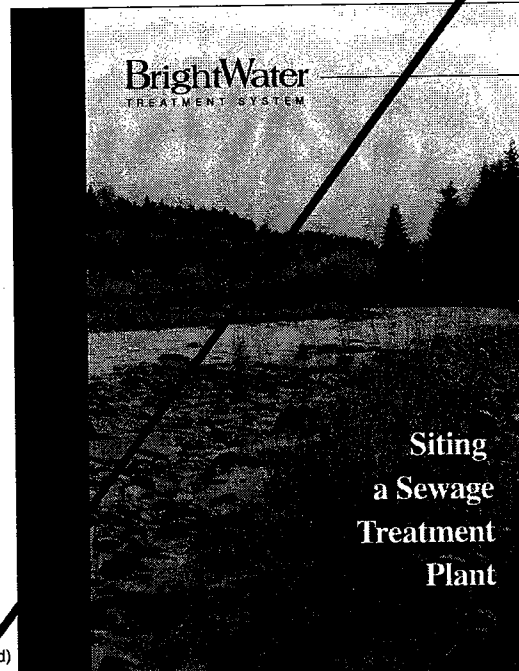
KC logo is not in close proximity



c)

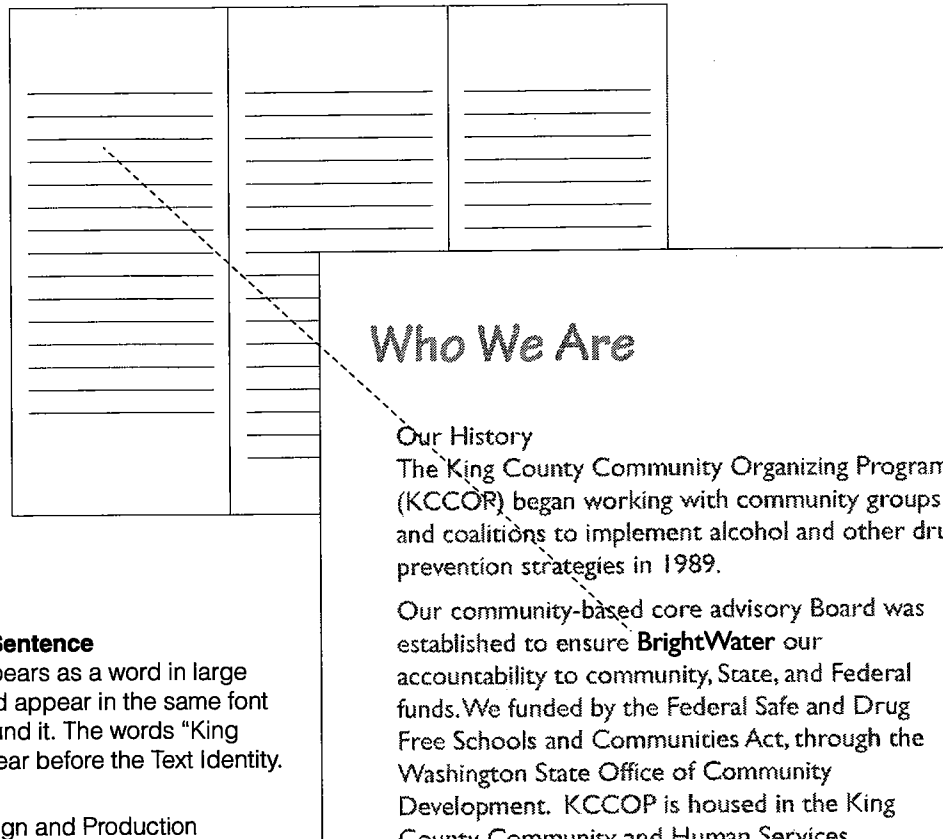
KC logo is not in close proximity

Correct agency information is missing on cover



d)

The Text-Identity Used in Body Copy



**Text Identity as a Word in a Sentence**

When a Text Identity name appears as a word in large areas of copy, the name should appear in the same font family and size as the text around it. The words "King County" does not need to appear before the Text Identity.

**Exceptions to Guidelines**

Call King County Graphic Design and Production Services at 206-205-8550 for review.

The Text-Identity Depicted within a Standard Agency Hierarchy



**King County**  
 Department of  
 Natural Resources and Parks  
 Wastewater Treatment Division  
**Brightwater Treatment System**



**King County**  
 Department of  
 Natural Resources and Parks  
 Wastewater Treatment Division  
**Brightwater Treatment System**



**King County**  
 Department of Natural Resources and Parks  
 Wastewater Treatment Division  
**Brightwater Treatment Plant**  
 King Street Center, KSC-TR-0415  
 Seattle, WA 98104-3856  
 206-296-7380 TTY Relay: 711  
[www.metrokc.gov/dnr](http://www.metrokc.gov/dnr)

Creating Complete Identification and Tag Lines

When creating a Text Identity it is important to include all the correct and complete information to accurately identify the program or project such as:

The use of tag lines can help facilitate correct identification and add greater understanding to the program or project.

West Point Treatment Plant      West Point  
 Renton Treatment Plant      vs.      Renton Plant  
 Brightwater Treatment System      Brightwater

## Legal Requirements

**RCW 46.08.065**

The specifications for King County vehicle identification are determined by the parameters of RCW 46.08.065 summarized in Section III-Vehicle Preparation, Markings and Insignia of the Fleet Administration User Guide.

The Fleet Administration Division is responsible for all in-service preparation before the release of vehicles/equipment to agencies. All county vehicles are required by law to have identifying markings. Only vehicles used in mass transportation, driver training or by law enforcement agencies for undercover or confidential investigative purposes are exempt from the requirement.

The law specifies that the insignia shall not be less than six inches in diameter at its smallest dimension.

Immediately below the lettering identifying the public identity shall be the name of the agency operating the vehicle. The agency/ department or division name will appear on both sides of the vehicle in letters one and one quarter inch high. Below the county adopted insignia shall appear the words "for official use only" in letters at least one inch high in a color contrasting with the color of the vehicle. Vehicle operators and agency managers must make sure their respective vehicles remain in compliance with this requirement.

Fleet Administration will install decals, markings and insignia on vehicles before they are released to the respective agencies.

15700  
ATTACHMENT **B**

**STANDARDS, GUIDELINES  
AND  
PROCEDURES  
FOR USE OF  
THE KING COUNTY LOGO**



## **I. Authority**

A. Authority and purpose. As approved by Ordinance 2006-0586, these guidelines and graphics standards implement Ordinance 15378, which is codified at K.C.C. chapter 1.36, by providing for the proper use of the official King County symbol and logo ("logo").

## **II. Guidelines for Official County Use**

A. Listed Permitted Uses. The adopted logo portraying the likeness of the Reverend Dr. Martin Luther King, Jr. shall be used only for official county purposes.

"Official county purposes" includes, but is not limited to, use of the logo on or in connection with: the King County flag; vehicles; buses; water craft and air craft; letterhead; business cards; envelopes; stationary and notepads; licenses, permits, certificates, business forms and forms required by law, reports, studies, ordinances, motions, regulations, policies and procedures and other official county documents and records; news releases, press kits, mailings, flyers, brochures, posters, calendars and other printed materials; videos and visual displays; uniforms and related accessories, such as coats, hats, badges and patches; identifying signage on buildings, facilities, structures, parks, open spaces, trails and other real property owned, leased or otherwise under the jurisdiction of the county; identifying signage on equipment, goods and other tangible personal property owned or leased by the county; identifying signage for county events, programs or services, and events, programs or services provided in cooperation with third parties; identifying signage on county web pages and web pages of other entities which have county permitted links to the county web site; other county electronic media; apparel made available only to volunteers, county employees and elected officials containing a depiction of the logo, such as hats and shirts; and promotional items offered free of charge to the public, such as mugs, pencils, litter bags, buttons, and stickers.

It is an official county purpose to use the logo to identify King County when the county provides a venue for events held on county property, or when the county is a participating agency in providing a service or program. This may include, but is not necessarily limited to events and services held in connection with other public agencies or non-profit or for-profit entities, provided that the logo shall be used in a manner that focuses not on another party or entity, but on the county's role in the activity as a participant or provider of a county site or facility.

B. Other Official County Purposes. Use of the logo for any purpose not specifically listed above shall require prior written authorization from the King County Executive.

C. Prohibited Uses. Unless otherwise authorized by the entity designated by the estate of the Reverend Dr. Martin Luther King, Jr. to manage the intellectual property rights held by estate, no county employee, elected official, department or administrative office shall have the authority to use or permit a contractor or other entity to use the logo:

1. For purposes of fundraising or solicitation of donations other than the employee charitable campaign authorized under K.C.C. chapter 3.36 or solicitation of donations to King County; or
2. To advertise or promote for-profit commercial events or for-profit commercial services, goods or merchandise.

### **III. IMPLEMENTATION OF THE LOGO**

[INSERT EXECUTIVE'S  
PHASED IMPLEMENTATION PLAN]

### **IV. GRAPHIC STANDARDS**

[INSERT TECHNICAL GRAPHICS STANDARDS]

**KING COUNTY, WASHINGTON**  
New County Logo Phase-In Schedule

Department: DDES  
Prepared by:  
Title:  
Date: 12/28/2007

Item	Number of Items	Item on a Replacement Schedule?	Anticipated Phase-In Schedule, Number of items to be replaced or re-branded per year							Comments
			2007	2008	2009	2010	2011			
1. Printed materials		No								
letterhead			X							
brochures			X							
business cards			X		X					
posters			X							
flyers			X							
2. Building and facilities signage	2	No	X	X	X	X	X	X		
3. Small signs inside and outside DDES	22	No	X	X	X	X	X	X		Replaced according to FMD implementation schedule Mostly in the Permit Center
4. Uniforms, badges, patches		No								
14 Code Enforcement vests	14		X							
12 Fire Marshal badges	12		X							
12 Fire Marshal t-shirts	12		X							
12 Fire Investigations uniforms	12		X							
5. Fleet Vehicles/equipment	65	Yes	X	X	X	X	X	X		New decals applied as directed by Fleet

**KING COUNTY, WASHINGTON**  
 New County Logo Phase-In Schedule

Department: *District Court*  
 Prepared by:  
 Title:  
 Date:

Item	Number of Items	Item on a Replacement Schedule?	Anticipated Phase-In Schedule. Number of items to be replaced or re-branded per year							Comments
			2007	2008	2009	2010	2011			
Signs at parking lot entrances of suburban courthouses	6	No	X	X	X	X	X	X	Replaced according to FMD implementation schedule	
Signs on front doors at Shoreline	2	No	X	X	X	X	X	X	Replaced according to FMD implementation schedule	
Built into the facade of the building in Issaquah	2	No	X	X	X	X	X	X	Replaced according to FMD implementation schedule	
Business Cards	Unknown	No	X	X	X				Replace as needed	

Generally, District Court has not used the King County logo. The Court's letterhead, business cards, and forms do not include a logo. Some of the courthouses do, however, have signs at the entrances of their parking lots that have the crown logo on them. In Shoreline there are additional signs on the front doors and in Issaquah the crown logo is built into the facade of the building. Because these are building issues, the Court believes that Facilities is the best agency to determine the replacement schedule.

**KING COUNTY, WASHINGTON**  
**New County Logo Phase-In Schedule**

Department: **Superior Court**

Prepared by:

Title:

Date:

Item	Number of Items	Anticipated Phase-In Schedule. Number of items to be replaced or re-branded per year					Comments
		Item on a Replacement Schedule?	2007	2008	2009	2010	

Superior Court does not use the King County logo. A Superior Court logo is used instead. None of the Superior Court stationary (letterhead, envelopes, business cards) has a consistent look. Each judge and commissioner is given the opportunity to make their stationary appear how they want it. Any publications created by Superior Court uses the Superior Court logo as well.

**KING COUNTY, WASHINGTON**  
New County Logo Phase-In Schedule

Department: *Public Health*  
Prepared by: *James Apa*  
Title: *Communications Manager*  
Date: *1.4.07*

Item	Number of items	Item on a Replacement Schedule?	Anticipated Phase-In Schedule. Number of items to be replaced or re-branded per year					Comments
			2007	2008	2009	2010	2011	
Auto fleet	282 vehicles	Yes	100	182				
Existing exterior Public Health Center signage	15 Yes		x					replace as fleet comes in for regular maintenance and as cars are replaced
Existing interior Public Health Center signage	2 Yes		x					
Public education and information materials	several hundred thousands	No	x					existing materials will be updated as they run out or are revised
Give-away items		No	x					existing materials will be updated as they run out or are revised
Press conference and interview backdrops	2 No		x					retrofit or replace
Video branding	10 (approx)	No	x					changing branding on existing videos will be based on viewing use

Public Health plans to implement the new logo (pending final decision on logo block) as soon as it is available for all new Public Health documents, including reports, promotional items, fact sheets, letterhead, brochures, business cards, newsletters, reports, flyers, and certificates/awards. Commonly-used electronic templates, including letterheads, fax cover sheets, and fact sheets will be converted over the course of 2007. Existing printed materials will be converted over the course of 2007 and 2008, as supplies are exhausted or updated.

Once the new logo and revised guidelines have been established, Public Health staff will be provided with new resources and guidance for converting existing documents used within their programs.

**KING COUNTY, WASHINGTON**  
New County Logo Phase-In Schedule

Department: DAJD  
Prepared by: Karl Tamura  
Title: Chief of Administration  
Date: 12/20/2006

Item	Number of Items	Anticipated Phase-In Schedule, Number of Items to be replaced or re-branded per year					Comments
		2007	2008	2009	2010	2011	
<b>Badges:</b>							
Director/Chief/Deputy Dir/Commanders/Majors	7	N					
Adult Detention Staff	699	N					
Capitane	30	N					
Flat badges for command staff	17	N					
Hat badges	17	N					
Uniform/Patches	17	N					
CCD Caseworkers	15	N					
<b>Adult Detention Staff - Patches</b>							
Shirts - 5 to 7 w/ patches both arms	8524	As needed					
Hats, sweaters, etc.	3653	As needed					
Jackets	1218	As needed					
<b>Juvenile Detention Staff-uniform embroidery</b>							
Short Sleeve Shirt*	656	As needed					
Long Sleeve Shirt	222	As needed					
Supervisor Short Sleeve Shirt	68	As needed					
Supervisor Long Sleeve Shirt	22	As needed					
Vest	122	As needed					
Windshirt	122	As needed					
3 in. 1 jacket	122	As needed					
Baseball Cap	122	As needed					
Template Set Up 6 Logos (JDO, Sup, CSO, Rec, Chief, )	6	As needed					
<b>Signage/Posters (units, common and public areas):</b>							
KCOF	40	As needed					
RJC	20	As needed					
Juvenile Detention	15	As needed					
CCD	4	As needed					
<b>Miscellaneous</b>							
Flags	8	As needed					
Flags	2	As needed					
Employee, volunteers and vendor ID cards	1263	As needed					

The Department of Adult and Juvenile Detention (DAJD) plans to implement the logo change in 2007. Once the department design has been created DAJD anticipates a four to six month transition period to convert uniforms, patches, badges and other equipment.

**KING COUNTY, WASHINGTON**  
New County Logo Phase-in Schedule

Department: DWRP  
Prepared by: Kate Karpf  
Title: Communications Specialist III  
Date: 12/14/2008

Item	Number of Items	Item on a Replacement Schedule?	Anticipated Phase-in Schedule, Number of Items to be replaced or re-branded per year				Comments
			2007	2008	2009	2010	
<b>Hazardous Waste</b>							
Stallions		No	X	X			Replace as supplies are exhausted
Print Materials		No	X	X			Replace when items are reprinted
Web Site		No	X				
Electronic Materials		No	X				
Vehicles: New logo will be placed on fleet vehicles as determined by fleet maintenance program.							
Displays and banners: New logo will be placed on display posters and banners as these are replaced/updated or as budget allows.							
<b>Parks &amp; Trails - Existing (need new logo decal)</b>							
Sammamish River Trail & Kiosk (media debut at Marymoor)	8	No	X				
Burke Gilman	1	No	X				
Soos Creek Trail	4	No	X				
Snoqualmie Valley Trail	8	No	X				
Cougar Mountain	3	No	X				
Toit MacDonald	1	No	X				
Marymoor East Entrance	1	No	X				
<b>Open Space (WLR Sites) - Existing (need new logo decal)</b>							
Cedar Grove Natural Area	1	No	X				
Chirook Bend Natural Area	1	No	X				
Taylor Mountain Forest	1	No	X				
Cold Creek Natural Area	1	No	X				
Island Center Forest	1	No	X				
<b>Parks - New Sign Order</b>							
Lake Geneva Park	1	No	X				
Park Orchard Park	1	No	X				
Green Tree Park	1	No	X				
Whitney Bridge Park	1	No	X				
North Meridian Park	1	No	X				
South King County Ball Fields	1	No	X				
Kentlake Ball Fields	1	No	X				
Five Mile Lake Park	1	No	X				
Ravensdale Park	1	No	X				
Evergreen Pool and Athletic Fields	2	No	X				
<b>Solid Waste Signage - logo replace (decals)</b>							
		No	X				
<b>Solid Waste Signage - new facilities</b>							
1st NE Transfer Station		No	X				
Hughson Roof Project		No	X				
Bow Lake Unclassified Use Permit Board		No	X				
<b>Solid Waste Rolling Stock (trucks &amp; trailers)</b>							
	34	No	X				
<b>Wastewater - Signage at New Facilities</b>							
Brightwater Treatment Plant		No	X				Permanent signage to be installed when construction is complete
Brightwater Inlet Pump Station		No	X		X		Temporary signage in 2007, permanent signage in 2010
Carnation Treatment Plant		No	X		X		Temporary signage in 2007, permanent signage in 2010
Hidden Lake Pump Station		No	X			X	Temporary signage in 2007, permanent signage in 2008
Bellevue PS		No	X		X		Temporary signage in 2007, permanent signage in 2008
Juanita PS		No	X		X		Temporary signage in 2007, permanent signage in 2008
Murray Ave. PS		No	X		X		Temporary signage in 2007, permanent signage in 2008



**KING COUNTY, WASHINGTON**  
New County Logo Phase-in Schedule

Department: DNRP  
Prepared by: Kate Kerpf  
Title: Communications Specialist III  
Date: 12/14/2006

Item	Number of Items	Item on a Replacement Schedule?	Anticipated Phase-in Schedule: Number of Items to be replaced or re-branded per year					Comments
			2007	2008	2009	2010	2011	
Bardon ST/PS		No	X					temporary signage in 2007, permanent signage in 2008
Pacific PS		No	X					temporary signage in 2007, permanent signage in 2008
33rd Ave. PS		No	X					temporary signage in 2007, permanent signage in 2008
Vashon Island		No	X					
Wastewater -- Signage other facilities								
King Street	7	No	X					A complete inventory needs to be conducted and costs assessed. Not in budget.
Treatment Plant	2	No	X					
Pump & regulator stations	60	No	X					
CSO plants	4	No	X					Signage replaced as facilities are upgraded (capital project)
Industrial Waste offices, Jamison	2	No	X					
Wastewater -- Construction Site Signage								
Wastewater -- Project offices signage								
Highway project offices	1	No	X					temporary signage to be added to existing signage
Treatment Plant	1	No	X					
Trailers, N. Kenmore, Shoreline, Point Wells	3	No	X					
Wastewater -- Facility Feet Vehicles/Equip								
DNRP Division - Safety equipment		Yes	X					New decals applied as directed by Fleet
Hard Hats (new hats and decals)		No	X					Replace as needed
Vests		No	X					Replace as needed
Jackets/Slickers		No	X					Replace as needed
Portable Safety signage		No	X					Replace as needed
Natural Resource Lands Signage								Most of the Natural Resource Lands signage will not have the logo panel replaced until the signs are damaged. Signs for some areas were installed without the logo panel. The panels could be ordered and installed, possibly in 2007, if the logo is ready and the sign shop has the logo available for use. In general, if there will be a way to simply cover the existing logos on signs with "decals" that are inexpensive and easy to install, logo replacement could begin as soon as the sign shop has the logo available and can make the decals.
Stormwater ponds	620	No	X					Replace as needed. Complete replacement may extend beyond the five year time frame
Natural Areas (NA) with Site ID signs	31	No	X					Replace as needed. Complete replacement may extend beyond the five year time frame
Working Resource Lands:								
5 Sites		No	X					Replace as needed. Complete replacement may extend beyond the five year time frame
6 Sites		No	X					Replace as needed. Includes two new sites that will be installed by the end of 2007 with signage bearing the new logo.

**KING COUNTY, WASHINGTON**  
New County Logo Phase-In Schedule

Department: **DEPARTMENT OF TRANSPORTATION**  
Prepared by: **Leurik Brown**  
Title: **Deputy Director**  
Date: **December 21, 2006**

Item	Number of Items	Item on a Replacement Schedule?	2007	2008	2009	2010	2011	Comments
<b>METRO TRANSIT DIVISION</b>								
<b>1. Revenue Vehicles</b>								
* Buses	1,316	Yes, varies	48	20	0	47	361	227 more in '12, and 114 more in '13
* Access Vans	275	Yes, varies	28	55	28	41		
* Vanpool Vans	800	Yes, varies	138	19	171	189	153	
* VanShare vans	134	Yes, varies	77	0	57	0	0	
<b>2. Non-Revenue Vehicles</b>								
* Misc. fleet vehicles	800	Yes	98	98	98	98	98	
* Community Access Program vans	42	No	0	0	2	2	2	
<b>3. Operator Uniforms</b>								
* Variety (caps, shirts, jackets, etc.)-2800 X 10-20 ea	~ 35,000	No	3,000	8,000	7,000	8,000	8,000	Purchased by operators based on wear, 100% conversion not likely
<b>4. SQ Uniforms</b>								
* Variety (caps, shirts, jackets, etc.)-70 X 10-20 ea	~ 800	No	90	120	200	200	200	Purchased by staff based on wear, 100% conversion not likely
<b>5. Other Uniforms (Maintenance, etc.)</b>								
* Street Team Vests	~150	No	50	0	0	0	0	
* Decals for hard hats	~ 80	No	80					
* Power & Facilities crew (6 overall ea X 175)	~1050	No	100	100	100	100	100	
* Mechanics, others (6 overall ea X 300)	~1800	No	180	180	180	180	180	
<b>6. Fare Media</b>								
* Passes and Permits	~3,600,000	Yes, annually	~3,600,000					
* Ticketbooks	~400,000	Yes, monthly	~400,000					
* Transfers	~50,000,000	Yes, annually	~50,000,000					
* Taxi Script	~110,000	Yes, annually	~110,000					
<b>7. Signage</b>								
* Customer Facilities ID signs	~ 275	No	4	4	4	4	4	
* Customer Facilities Rules & Rep signs	~ 275	No	4	4	4	4	4	
* Customer Facilities misc. regulatory signs	~ 1,000	No	10	10	10	10	10	
* Bus Stop Signs	~ 8,500	No	500	500	500	500	500	
* Information Signs & Kiosks	~ 250	No	15	12	15	15	15	
* Information Displays	~285	No	8	8	8	8	8	
* Interior Bus Signs (rules, rules, promotions)	~11,000	No	~5000	~1500	~1500	~3000		
* Exterior Bus Billboard Signs	~800	No	800					
* Customer Signs & Service Offices	2	No	X	X	X	X	X	as funding and improvements allow
* Division bus bases, and operating facilities ID signs	11	No	X	X	X	X	X	
<b>8. Printed Information</b>								
* Timetables	~ 9,000,000	Yes, 3X/yr	~ 9,000,000					
* Bus Stop Schedules at Bus Stops	~ 4,200	Yes, 3X/yr	~ 4,200					
* Maps at Bus Stops	~ 1,100	Yes, annually	~ 1,100					
* Promotional Info at Bus Stops	~ 500	No	100	100	100	100	100	
* Promotional Brochures	~ 150,000	No	15,000	35,000	35,000	35,000	30,000	
* Promotional Novelty Items	~ 10,000	No	7,000	3,000				
<b>9. Metro Online</b>								
* New Top Banner throughout site	1	No	1					
<b>10. Stationary</b>								
* Letterhead	N/A	X	X	X	X	X	X	
* Business Cards	N/A	X	X	X	X	X	X	
* Forms	N/A	X	X	X	X	X	X	

Item	Number of Items	Item on a Replacement Schedule?	Anticipated Phase-in Schedule, Number of items to be replaced or re-branded per year					Comments
			2007	2008	2009	2010	2011	
<b>FLEET ADMINISTRATION DIVISION</b>								
1. Exterior Vehicle Logos (Decals)	1450	Yes	290	290	290	290	290	Total of approximately 1,450 unreplaced vehicles to be spread over 5 years.
<b>AIRPORT DIVISION</b>								
1. ARFF Police Uniform Patches	210		210					
2. Letterhead & Envelopes		As depleted	As depleted	As depleted	As depleted	As depleted	As depleted	No impact expected
3. Business Cards		As depleted	As depleted	As depleted	As depleted	As depleted	As depleted	No impact expected
4. Publications		As updated	As updated	As updated	As updated	As updated	As updated	No impact expected
5. ARFF Vehicle Logos	13	Yes	13					
6. ARFF Fire Fighting Apparatus (Fire Trucks)	2	Yes	2					
7. Heavy Equipment (Tractors, Constr. Equipment, Snow)	15	Yes	2	5	5	5	5	
8. Heavy Duty Trucks, Sweepers, Dump Trucks, Utility Trucks	7	Yes	2	2	2	2	2	
9. Other Airport Vehicles	28	Yes	2	5	7	7	7	
10. Small Equipment	40	Yes	5	10	10	10	10	
11. Doors for terminal and maintenance shop	10	No	5	5	5	5	5	
12. Facilities Signs	20	No	5	5	5	5	5	
<b>ROAD SERVICES DIVISION</b>								
1. Signage								
Maintenance Facilities Glass Door Decals	10	No	4	3	3	3	3	
Maintenance Facilities Entrance Signs	11	No	4	4	4	4	4	
Maintenance Facilities Wall Graphics	18	No	6	5	5	5	5	
Adopt-A-Road Signs	400	No	134	132	132	132	132	
CIP Construction Project Sign Decals	40	No	14	13	13	13	13	
"Welcome to KC" Sign Decals	13	No	5	4	4	4	4	
2. Safety Equipment								
Construction Hard Hats Decals	400	As Needed	134	133	133	133	133	
Rain Jackets w/ Silk Screened Logo	300	As Needed	100	100	100	100	100	
3. Stationery								
Letterhead		As Needed	X	X	X	X	X	
Business Cards		As Needed	X	X	X	X	X	
Forms		As Needed	X	X	X	X	X	
4. Informational Brochures								
"Need Something Done on Your KC Road"	10,000	Yes, annually	X	X	X	X	X	
"Safety Tips To and From School"	30,000	Yes, annually	X	X	X	X	X	

The implementation approach of the Fleet Administration Division will replace exterior vehicle logos (decals) using the five-year cost estimate submitted to council in order to minimize costs. Vehicle exterior logos (decals) will be replaced on vehicles using their normal replacement schedule. Vehicles to be replaced after 2011, will have their logo decals replaced within this five-year phase in period.

King County International Airport's implementation will initially focus on the essential ARFF public safety required changes. Additionally in 2007, KCIA will implement some additional logo changes on signage and equipment with public exposure. During 2008-2011, KCIA will implement logo updates on other equipment during scheduled equipment maintenance.

The Metro Transit Division projected implementation for the next five years will concentrate on transit fleet, operator uniforms, signage, printed information and metro online. It is also projected that Transit revenue and non-revenue vehicles, uniforms and signage will take longer than the 5-year timeframe due to Transit's lengthy schedule for replacement and/or upgrades.

Metro Transit's signage system is currently replaced only if damaged or if there are changes to the information. However, if the proposal to update Metro's signage system is approved, then a majority of the customer signage will be updated within the 5-year period. As for uniforms, operators receive an annual allowance to purchase approved clothing items, and can own from 10-20 items each. While it's conceivable that over a 5-year period many items will be replaced due to wear, there still are certain items such as jackets or sweaters that could last much longer and would continue to be in the public eye after the five year transition period. It is estimated that around 10% of the total items purchased prior to the logo implementation may still be out there after 5 years.

The Road Services Division is concentrating on a three year implementation plan focusing on public and facility signage. In addition, replacement safety equipment used by Road Maintenance staff that displays the King County logo, will be phased over the next three years, but could be replaced sooner due to wear and tear on the items.

## KING COUNTY, WASHINGTON New County Logo Phase-In Schedule

Department: OIRM  
Prepared by: Sabra Schneider  
Title:  
Date: 12/20/2006

This document outlines the plans OIRM is making for implementing the new logo on the King County web site, online applications, business cards, letterhead, forms, signs and additional materials with the current crown. Most printed items will be replaced either on their standard replacement cycle, or phased-in over a period of one to five years as new documents are ordered.

### Project scope:

#### In scope:

- The scope is limited to logo changes for the following:
  - The enterprise-wide banner for all sites that OIRM manages or maintains on the Internet
  - The enterprise-wide banner for all sites that OIRM manages or maintains on the Intranet
  - Online applications that OIRM manages or maintains
  - Forms that OIRM prints or designs
  - Mainframe print templates that OIRM maintains
  - Signs, brochures and design work performed by the Print Shop of OIRM
  - Business card and letterhead for OIRM employees
- Development of external (Internet) web site regarding the new logo
- Development of internal (intranet) web site regarding implementation and use of the new logo
- Assisting agencies as OIRM staffing resources permit
- Electronic templates for news releases and forms

#### Out of scope:

- The following items are not included in the logo project and are considered out of scope for OIRM:
    - Printed materials, signs, uniforms etc. developed and produced outside of the OIRM Print Shop.
    - Already published web sites, Microsoft Word, PDF, Excel, PowerPoint etc. documents that contain the retired logo. Such documents may reside in many places such as: Web, file servers, and on individual work stations.
    - Web sites managed by agencies, departments, divisions including DES, DOT, DNR, Health, Council, Sheriff, Courts, and other agencies except the OIRM maintained banner
- ### Timelines and Tasks

Below is an overview of tasks and timelines for OIRM staff that will help to ensure a successful launch and implementation of the new logo.

#### Upon council approval:

- Pending council approval of the new logo, OIRM will be prepared with the following:
  - New public website about the logo outlining the history, providing background, interviews, press information and a timeline of the process.
  - New FAQ on the county intranet with information regarding implementation to help county staff
  - Immediate change of many of the crowns that appear in the top bar of King County web sites. We expect to be able to change approximately 60% of the enterprise headers on the day council approves. This will include the home page, top level portal pages, executive site, news sites, and most template-based web sites. It may not include sites with unique designs such as employees and transit
  - Signs to be used at the logo unveiling events
  - Letterhead and business cards will be ready for agencies to order

#### The rest of 2007, and ongoing:

- Official King County logo use standards and guidelines documents, upon delivery from vendor
- New logo on agency forms as ordered for reprinting
- Change the crown on the enterprise banner throughout the King County Web site and assist agency efforts in updating the logo, as needed and staffing levels permit
- As routine maintenance is completed on Web based applications, including e-commerce applications, the logo will be updated.
- Develop templates for email based news releases for the Executive Office and other agencies that OIRM supports
- Maintain King County logo use standards and guidelines documents
- The OIRM print shop will encourage agencies to replace stationary, business cards and standard county forms with forms containing the new logo as current stock is used and new orders are placed for replenishment
- Replace OIRM signage upon moving to the New County Office Building
- Encourage and assist agencies to complete logo replacement on their Internet sites
- Update the King County Intranet enterprise-wide banner to the new logo on pages maintained by OIRM and encourage agencies to update their pages (emphasis will be on public facing site, initially)

**KING COUNTY, WASHINGTON**  
New County Logo Phase-In Schedule

Department: OIRM  
Prepared by: Sabra Schneider  
Title:  
Date: 12/20/2006

Item	Number of Items	Item on a Replacement Schedule?	Anticipated Phase-in Schedule. Number of items to be replaced or re-branded per year					Comments
			2007	2008	2009	2010	2011	
website banner, public facing (approx 90%)	60,000	No	X					
website about the new logo	20	No	X					
signs for logo events	?	No	X					
business cards	?	No	X					
digital news templates	10	No	X		X			Replaced as existing stock runs out
letterhead	?	No	X					Replaced as existing stock runs out
mainframe forms	No	No	X					
attendance forms	No	No	X					Replaced as existing stock runs out
vacation request forms	No	No	X					Replaced as existing stock runs out
misc dept forms	No	No	X					Replaced as existing stock runs out
department signs	No	No	X					
e-commerce applications	No	No	X					
Elkiv/IPP - Financial forms	No	No	X					
website banner, internal sites	5000	No	X					electronic file template for AIR will have to be modified
print shop materials	No	No	X					will assist agency reps with logo swap on sites not directly controlled by OIRM
Oracle RightFax Purchase Orders	No	No	X		X			as they are ordered materials will be redesigned and reprinted with the new logo
Booking and Referral Filing System	No	No	X					
Jail Inmate Lookup Service	No	No	X					
I-Net stickers on I-Net site equipment	500	No						
SMT Suite front door sign replacement	1	No						may or may not have to be replaced
Oracle: Accounts Payable	1	No						
AIRS Invoices and Delinquency Notices	No	No						
BUC: Warrants	No	No						
Microsoft Office	No	No						
On any legacy documents, word files, excel files, powerpoint, PDF etc. These might reside on internet servers, intranet servers, file servers or desktops								

**KING COUNTY, WASHINGTON**  
New County Logo Phase-In Schedule

Department: Human Resources Division, DES  
Prepared by: Christine Hogue  
Title: HR Communications Program Manager  
Date: 1/12/2007

Item	Number of Items	Item on a Replacement Schedule?	Anticipated Phase-In Schedule.. Number of Items to be replaced or re-branded per year					Comments
			2007	2008	2009	2010	2011	
HRD letterhead stationary		No	X					replaced as needed
HRD letterhead envelopes		No	X					replaced as needed
Staff business cards		No	X					replaced as needed
HRD lobby sign - metal wall	1	No	X					
HRD lobby sign - door	1	No	X					
Yesier 5th floor lobby sign	1	No	X					
HR forms**		No	X					** Most HR forms are electronic
<b>Alternative Dispute Resolution</b>								
KC ADR Program Folder		No	X					Late 2008
ILCRG Folder		No	X					Late 2008
What is Mediation brochure		No	X					Late 2008
Med-Arb Process brochure		No	X					Oct-07
ILCRG Reduce the Cost of Conflict brochure		No	X					Oct-07
Thank You notes		No		X				
What is Mediation--Resolving Citizen Complaints brochure		No	X					Oct-07
Resolving Conflict Pocket Guide		No	X					Early 2008
ADR internet site		No	X					
Conflict at Work poster (may never be reprinted)		No						
<b>Training &amp; Organization Development</b>								
EAP Section								
EAP Brochure		No	X					
Client Intake Form		No	X					
EAP letterhead stationary		No	X					1 version
EAP letterhead envelopes		No	X					1 version
Statement of Understanding		No	X					
Consent to Release Confidential Info		No	X					
EAP internet site		No	X					
<b>Training &amp; Development Section</b>								
Participant Workbooks		No	X					
T&D letterhead envelopes		No	X					40 versions
T&D intranet site		No	X					2 versions
<b>Public Folders forms</b>								
Training Request Form		No	X					1 version
Consultant Selection Form		No	X					1 version
Class Evaluation Form		No	X					1 version
Consultant Evaluation Form		No	X					1 version
Library Borrowing Agreement		No	X					1 version
T&D electronic letterhead		No	X					1 version

**KING COUNTY, WASHINGTON**  
**New County Logo Phase-In Schedule**

Department: **Human Resources Division, DES**  
 Prepared by: **Christine Hogue**  
 Title: **HR Communications Program Manager**  
 Date: **1/12/2007**

	Number of items	Item on a Replacement Schedule?	Anticipated Phase-In Schedule. Number of items to be replaced or re-branded per year				Comments
			2007	2008	2009	2010	
Quality Assurance							
Electronic letterhead		No	X				
Technology							
HR data repository (web-based application)		No	X				
Change management database (web-based application)		No	X				
Task tracking database (web-based application)		No	X				
BOW (web-based application)		No	X				
Labor Relations							
LR letterhead stationary		No	X				
Health Reform Initiative & Benefits							
Logo used on per-project basis		No	X				
Class/Comp							
** documents are mostly electronic							
Classification Specifications		Yes	X	X			
PDO's		No	X				
Classification Analysis		No	X				
Department Notifications		No	X				
Employee Notifications		No	X				
Appeal Receipt		No	X				
Speedy PD's		No	X				
Class Studies		No	X				
Class/Comp Recommendations		No	X				
Salary Surveys		No	X				
General Correspondence		No	X				
Notification by HR Director		No	X				
Records Transmittal-Archive		No	X				
Document Tracking Form		No	X				
Job Announcement-Analyst		No	X				
FLSA documents/templates		No	X				
Fiscal Note		No	X				
Diversity							
Diversity Services Management Section communications		No	X				replace as needed
Paper information brochures, and training materials		No	X				replace as needed
Safety & Claims							

**KING COUNTY, WASHINGTON**  
 New County Logo Phase-In Schedule

Department: Human Resources Division, DES  
 Prepared by: Christine Hogue  
 Title: HR Communications Program Manager  
 Date: 1/12/2007

	Number of Items	Item on a Replacement Schedule?	Anticipated Phase-In Schedule. Number of items to be replaced or re-branded per year				Comments
			2007	2008	2009	2010	
Workers Compensation Injury Packets	3000	No	1500	1500			
Disability Program Informational materials	1000	No	X				
Numerous electronic forms		No	X				
Support Services							
Communications							
Logo used on per-project basis		No	X	X			
Administrative Support							
Legal notifications poster	500	No	X				
Service award certificates		No	X				(replace cover)
Service award envelopes		No	X				



**KING COUNTY, WASHINGTON**  
 New County Logo Phase-In Schedule

Department: Office of Civil Rights  
 Prepared by:  
 Title:  
 Date: 1/19/2007

Item	Number of Items	Item on a Replacement Schedule?	Anticipated Phase-In Schedule, Number of Items to be replaced or re-branded per year				Comments
			2007	2008	2009	2010	
Envelopes	500	No	X				
OCR Brochures		No	X				will replace as existing stock runs out
Business Cards		No	X	X			will replace as existing stock runs out
Fax Sheets		No	X				will replace as existing stock runs out
Fair Housing Handouts		No	X				will replace as existing stock runs out
Name Badges	9	No	X				

OCR prints from an electronic template for letterhead on all correspondence. Envelopes, OCR brochures, business cards and Fair Housing handouts will be implemented in phases as existing materials run out.

**KING COUNTY, WASHINGTON**  
**New County Logo Phase-In Schedule**

Department: FMD  
 Prepared by:  
 Title:  
 Date: 10/27/2008

Item	Number of Items	Item on a Replacement Schedule?	Anticipated Phase-In Schedule, Number of Items to be replaced or re-branded per year							Comments
			2007	2008	2009	2010	2011			
Printed materials		No								
letterhead			X							
brochures			X	X						
business cards			X	X	X					
posters			X	X						
flyers			X	X						
permit applications			X	X						
permits			X	X						
mylars used for survey sheets and engineering plans			X	X	X					
Building and facilities signage		No								
Building signage	30-40 Sites		X	X	X					
building location maps	30-40 Sites		X	X	X					
Uniforms, badges, patches		No								
custodians - shirts, rain gear			X	X	X					
skilled crafts - shirts, jackets, rain gear			X	X	X					
security officer uniform patches	300		X	X	X					
security screener uniform patches	100		X	X	X					
construction hardhats			X	X	X					
Fleet Vehicles/equipment		Yes	X	X	X	X	X	X		New decals applied as directed by Fleet
ID Access/Transit Cards	~16,900	No	X	X	X					