

King County logo use guidelines

for Wastewater Treatment Division (WTD) grant recipients and contractors

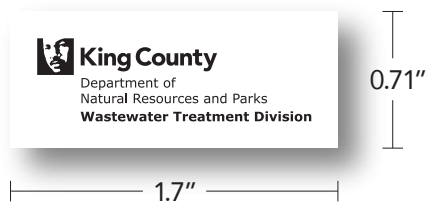


King County

WTD version of King County logo

Use one of these four WTD logo versions for most situations. Shown here are the logos' smallest allowable sizes with measurements – use the logos at larger sizes for large format projects like signs. The logo files contain required clear space around logo block – please retain this space.

POSITIVE For use on white or light backgrounds.



kc_wtd_hor_pos_3lines.svg
kc_wtd_hor_pos_3lines.png



kc_wtd_ctr_pos_3lines.svg
kc_wtd_ctr_pos_3lines.png

REVERSED For use on dark backgrounds



kc_wtd_hor_rev_3lines.svg
kc_wtd_hor_rev_3lines.png

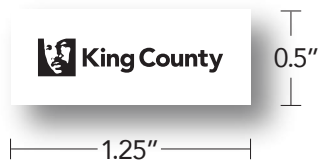
kc_wtd_ctr_rev_3lines.svg
kc_wtd_ctr_rev_3lines.png

Blue boxes are for display purposes only. Logo files have clear backgrounds.

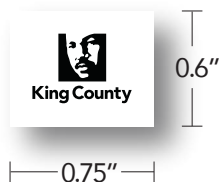
Basic King County logo

Use the basic logo when multiple other logos are shown or there's not enough space to use the WTD version.

POSITIVE For use on white or light backgrounds.

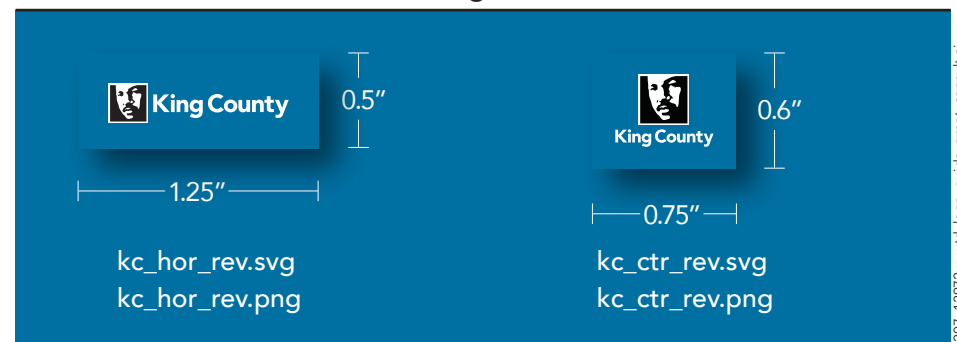


kc_hor_pos.svg
kc_hor_pos.png



kc_ctr_pos.svg
kc_ctr_pos.png

REVERSED For use on dark backgrounds



kc_hor_rev.svg
kc_hor_rev.png

kc_ctr_rev.svg
kc_ctr_rev.png

Please contact water.grants@kingcounty.gov with questions or if you need a different file format or resolution. Do not alter the logo files.

Incorrect uses of the King County logo

Applies to both stacked and horizontal versions of the King County logo. The logo is used for all official county purposes.



Do not alter the size of the elements.



Do not rotate or tilt the logo.



Do not alter the relationship of logo elements.



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



Do not use Dr. King's face without the text "King County."



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



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



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



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 enclose the logo in another shape that affects the readability of the logo. Provide proper clear space for badges and patches.



Do not replace elements of the logo.



Do not use a drop shadow on the logo.



Do not reproduce the logo in outline form.



Do not create different color areas within the logo.



Do not alter the graphic elements of the logo.



Do not change the color of the logo.



Do not make a pattern or texture from the logo.

GRAPHIC FILE TYPE CHEAT SHEET

Joint Photographic Experts Group

.JPG

Common format, loses quality each time it's re-saved.

Portable Network Graphics

.PNG

Very accessible and easy-to-read. Digital use. Quality does not degrade after resaving. Does not support CMYK.

Graphics Interchange Format

.GIF

Digital use only. Limited set of colors from the RGB color mode.

Scalable Vector Graphics

.SVG

Vector format, scaleable without loss. The more complex the image, the larger the file. Does not work for complex graphics.

Portable Document Format

.PDF

Extremely versatile, high-res used for printing, low-res for documents and proofs.

PROFESSIONAL USE

Photoshop

.PSD

Proprietary to Adobe Photoshop. "Master or native file." Never use online, great for printing and editing.

Encapsulated PostScript

.EPS

Old school, format version of PDF and AI. Compatible with non-Adobe programs.

Adobe Illustrator

.AI

Proprietary to Adobe Illustrator. "Master or native file." Most common vector art editing program.

FEATURES:

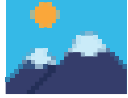
EDITABLE

SCALES WELL

TRANSPARENCY

RASTER

EXAMPLE



Composed of tiny squares (pixels).

VECTOR

EXAMPLE



Created using clean lines & curves (paths).

BEST USED FOR:

BROCHURES, REPORTS, POSTCARDS, FLYERS

LOGOS FOR PRINT

PHOTOS FOR PRINT

IMAGES FOR WEB

SOCIAL MEDIA

WORD & POWERPOINT

ILLUSTRATIONS

LARGE FORMAT PRINT

RESPONSIVE DESIGN

ANIMATED IMAGES

.JPG

.PNG

.GIF

.SVG

.PDF

.PSD

.EPS

.AI



High-res files only



High-res files only



High-res files only



High-res files only



Best for graphics



Best for graphics

