

Boulder County Logo Guidelines

Department Signatures

A department signature combines the Boulder County logo with the official name of a department, office, division, or program. It is an extension of the Boulder County identity, not a separate logo.

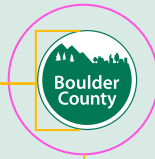
DEFINITIONS



LOGO

**Office of Sustainability,
Climate Action, and Resilience**

SIGNATURE



X Height

Community Services

CLEAR SPACE

150% of logo X Height

Department signatures must follow the approved construction shown in this document. Do not independently arrange, typeset, or modify a department signature. Whenever possible, use an approved file supplied by the communications or design team.

Logo Signature Construction

A **logo signature** combines the Boulder County logo with the name of a department, division, office, program, or initiative. To maintain consistency across names of widely varying lengths, all signatures are constructed using proportions derived from the size of the Boulder County logo.

The overall height of the circular logo is designated as X. All spacing, type size, and vertical alignment within the signature are determined as a proportion of X. This proportional system allows signatures to be scaled to any size while maintaining a consistent visual relationship between the logo and organizational name.



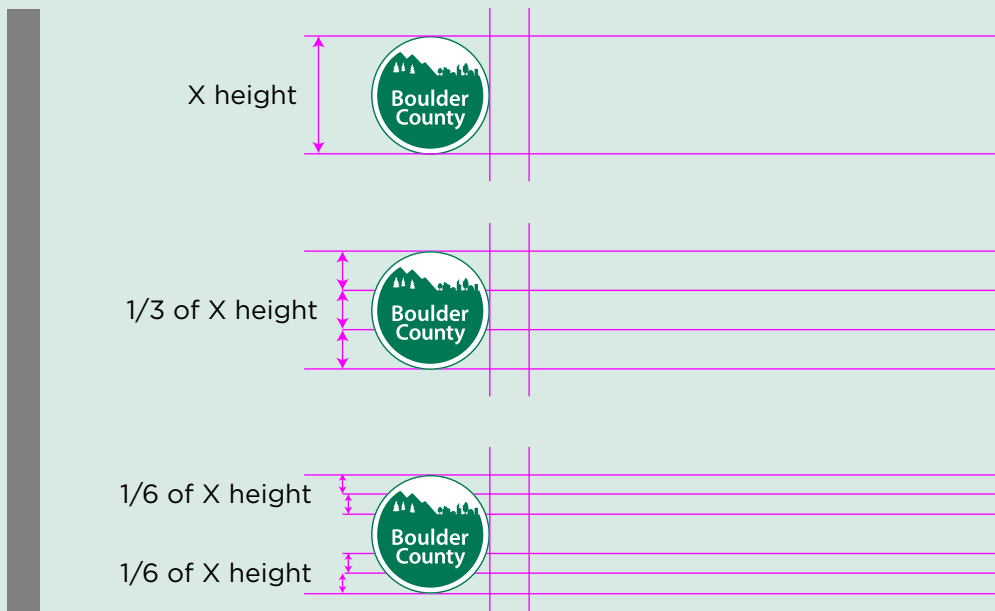
The approved font is Myriad Bold

Basic construction grid

Divide the height of the Boulder County logo into three equal sections. Each section equals $\frac{1}{3} X$.

For signatures requiring additional vertical space, the upper and lower thirds may each be divided in half, creating a secondary $\frac{1}{6} X$ construction grid.

The construction guides are for alignment only and do not appear in the finished signature.



Single-line signatures

When the complete department, division, program, or office name can be presented comfortably on one line, use the single-line signature configuration.

The capital-letter height of the organizational name is $\frac{1}{3} X$, equal to the center third of the Boulder County logo.

The text is vertically centered with the logo so that its cap height aligns with the upper and lower boundaries of the center-third construction area.

Single-line formula:

Logo height = X

Name cap height = $\frac{1}{3} X$

Name is vertically centered on the logo

Text begins $\frac{1}{3} X$ from the right edge of the circular logo

Name remains on one line whenever it can do so without creating an impractically wide signature

This configuration establishes the preferred visual relationship between the Boulder County logo and the accompanying name.



Long and Multi-line Signatures

Long department/division or program names may be divided across two lines when presenting the name on one line would result in an excessively wide signature or require font sizes substantially smaller than the established single-line proportion.

For multi-line signatures, divide the upper and lower thirds of the logo in half. This creates horizontal guides at $1/6 X$ increments.

The complete text block must remain within the area extending from $1/6 X$ below the top of the logo to $1/6 X$ above the bottom of the logo.

This produces a maximum text-block height of: $2/3 X$

Multi-line formula

Logo height = X

Top text boundary = $1/6 X$ below the top of the logo

Bottom text boundary = $1/6 X$ above the bottom of the logo

Maximum text-block height = $2/3 X$

Text begins $1/3 X$ from the right edge of the circular logo

Lines are left aligned

Line spacing is adjusted proportionally so the complete block fits comfortably within the designated area



Vertical or Stacked Signatures

A stacked, or vertical signature is used when a horizontal signature is unsuitable because of available space, format, or composition.

The Boulder County logo is centered above the name. As with the horizontal signature, all dimensions are derived from the overall diameter of the Boulder County logo, designated as X.

Organizational names are centered beneath the logo and separated from the logo by $\frac{1}{3} X$.

The rule-of-thirds system determines the maximum height of the organizational-name block:

A single-line name uses a capital-letter height of $\frac{1}{3} X$.

A two-line name may occupy a maximum text-block height of $\frac{2}{3} X$.

An exceptionally long three-line or longer name may occupy a maximum text-block height of X.

Type size is adjusted proportionally to fit within these dimensional limits.

All lines within an organizational name use the same typeface, weight, and size.

The text block should generally not exceed 2 X in width.

Line breaks should be determined by meaning and visual balance rather than character count.

