



PINAL COUNTY

WIDE OPEN OPPORTUNITY

BRAND GUIDELINES

PRIMARY LOGO APPLICATION | STACKED

CORPORATE LOCK-UP WITH TAGLINE

This is the preferred logo version to be used as the primary Pinal County identity in all internal/external applications including web, print advertising and collateral.



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PINAL COUNTY

Note: Dimension and spacing attributes must remain proportionate when scaling.

CLEAR SPACE AND MINIMUM SIZE

CLEAR SPACE CORPORATE LOCK-UP

To protect the integrity and consistency of the Pinal County logo, a minimum amount of clear space must appear around the logo. This space must remain free of text, colors or images of any kind unless otherwise specified within this document and its associated assets. Use the designated "X" as a standard as a measure for clear space around the logo.

X		X
		
.75 X		.75 X
X	PINAL COUNTY	X
.5 X	WIDE OPEN OPPORTUNITY	.5 X
X		X

MINIMUM SIZE LOCK-UP

For web applications a minimum size of 225 px width is preferred. A minimum size of .75 inches width for print. Note: Minimum size applications the logo is to be represented with out tagline.



PRIMARY LOGO APPLICATION | HORIZONTAL

CORPORATE LOCK-UP WITH TAGLINE

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CLEAR SPACE AND MINIMUM SIZE

CLEAR SPACE CORPORATE LOCK-UP

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X		X
X		X
X		X
X		X

MINIMUM SIZE LOCK-UP

For web applications a minimum size of 72 px width is preferred. A minimum size of 1 inch width for print. Note: Minimum size applications the logo is to be represented with out tagline.



LOGO SPECIFIC DISPLAY TYPEFACE

GOTHAM BOLD

Gotham Bold is the primary logo typeface used in caps only. The Gotham family can be used as a supporting typeface.

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 & \$ %**

CHRONICLE TEXT G4 SEMIBOLD

Chronicle Text G4 Semibold is the primary tagline typeface used in caps only.

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 & \$ %**

WEBSAFE TYPEFACE

LATO BLACK

Lato Black has similar characteristics as Gotham Bold yet is recognized as a standard websafe typeface.

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 & \$ %**

DROID SERIF

Droid Serif has similar characteristics as Chronicle Text G4 yet is recognized as a standard websafe typeface. Droid Serif is exceptionally legible and has a broad range of weights and sizes.

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 & \$ %**
