



BRAND GUIDELINES

Primary Logo



Color Codes



COBALT

PMS 5265c
CMYK 93 / 92 / 29 / 18
RGB 54 / 49 / 104
HEX# 363168



COPPER

PMS 2441c
CMYK 33 / 59 / 63 / 13
RGB 158 / 107 / 92
HEX# 9E6B5C

Primary Logo

Clearance



Clear Zone

The minimum clear zone is equal to the height of the "W" in the Wake.

Minimum Size

The logo should never be rendered less than **3/4 (0.75) inches tall** or **70px** for digital applications

Exceptions apply for merchandise, products and applications under the discretion of Wake County Creative Services

For applications where the words **North Carolina** can not be rendered legibly, the Bar Version of the logo should be used



Color Variations



Single Color (White)

Use the all-white version of the logo on dark backgrounds or over photographs.



Single Color (Black)

Use the 100% black version of the logo on light or white backgrounds

** Additional colors may be used at the discretion of GSA and Creative Services for single-color applications, such as signage and vehicle graphics, when project-specific requirements limit available options.*

Incorrect Use of the Logo



✘ Do not change the color.



✘ Do not add a drop shadow.



✘ Do not rotate the logo.



✘ Do not place logo on an image where contrast and legibility is compromised.



✘ Do not distort the logo.



✘ Do not scale disproportionately.



✘ Do not remove or change the elements.



✘ Do not place full-color logo on a colored background.



✘ Do not place white logo on a light background.



✘ Do not place black logo on a dark background.