Benton County
OREGON

Brand *Book*

This book is an introduction to Benton County's brand identity system — what it means, and how to use it properly.

The tools in this document ensure the brand is presented with consistency.

Index

BENTON COUNTY

At your service,
every day.

Our Logo

There are two different logo variations.
The primary logo is used most frequently.

Social Media Icon

Used for social media only, where the icon will be viewed at a small size and logotype is not necessary.

Primary Logo:

Icon

Benton County
O R E G O N

Logotype

Horizontal Logo:

Benton County
O R E G O N

Our Logo: *Vertical*

This logo should be used when a vertical layout seems most appropriate and if space allows. When applied to a color background, use the white border version.

Border logo on Benton Blue background

Border logo on Opportunity Yellow background

Grayscale logo

Our Logo: *Horizontal*

This logo should be used when a horizontal layout seems most appropriate and if there is tight vertical space. When applied to a color background, use the white border version.

Border logo on Benton Blue background


Border logo on Opportunity Yellow background

Grayscale logo

Color Palette

Primary color Benton Blue carries the most visual weight in branding applications. Additionally, a 40% tint of this blue can be used as a subtle design element, such as the divider line in the logotype. Secondary colors are Crisp Blue, Crimson Red, Fresh Green, and Watermelon Pink. Black and Night Gray can be used for text on a light colored background. White is used as a balancing element to the other colors in the palette and for text when it is placed on a dark colored background.

Primary

40% tint

Benton Blue
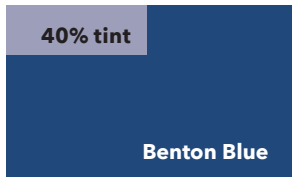
C100 **M**85 **Y**34 **K**0
R35 **G**72 **B**123
HEX 23487B
PMS 2748

Willamette Blue

C81 **M**51 **Y**19 **K**0
R61 **G**117 **B**163
HEX 3D75A3
PMS 2144

Opportunity Yellow

C11 **M**34 **Y**100 **K**0
R227 **G**170 **B**36
HEX E3AA24
PMS 7408

Secondary

Crisp Blue

C60 **M**14 **Y**0 **K**0
R87 **G**177 **B**228
HEX 57B1E4
PMS 2190

Crimson Red

C32 **M**100 **Y**67 **K**33
R130 **G**21 **B**53
HEX 821535
PMS 1955

White

C0 **M**0 **Y**0 **K**0
R255 **G**255 **B**255
HEX FFFFFF
PMS White

Sustainable Green

C89 **M**42 **Y**83 **K**0
R37 **G**123 **B**88
HEX 257B58
PMS 2419

Earthy Brown

C34 **M**71 **Y**96 **K**0
R178 **G**101 **B**54
HEX B26536
PMS 7592

Fresh Green

C60 **M**0 **Y**89 **K**0
R112 **G**190 **B**84
HEX 70BE54
PMS 360

Watermelon Pink
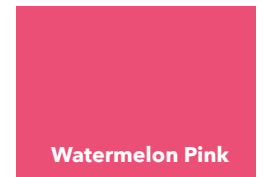
C2 **M**84 **Y**35 **K**0
R235 **G**81 **B**117
HEX EB5175
PMS 184

Tertiary
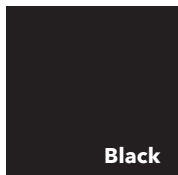
Black

C0 **M**0 **Y**0 **K**100
R0 **G**0 **B**0
HEX 000000
PMS Black

Night Gray
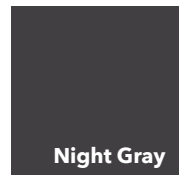
C0 **M**0 **Y**0 **K**90
R65 **G**64 **B**66
HEX 414042
PMS 4287

Coastal Gray

C0 **M**0 **Y**0 **K**80
R88 **G**89 **B**91
HEX 58595B
PMS 425

Silver Gray

C0 **M**0 **Y**0 **K**30
R188 **G**190 **B**192
HEX BCBEC0
PMS Cool Gray

Color Usage

Appropriate color contrast is vital for legibility and accessibility purposes. Below are examples of approved and not approved uses of White, Black, and Night Gray text.
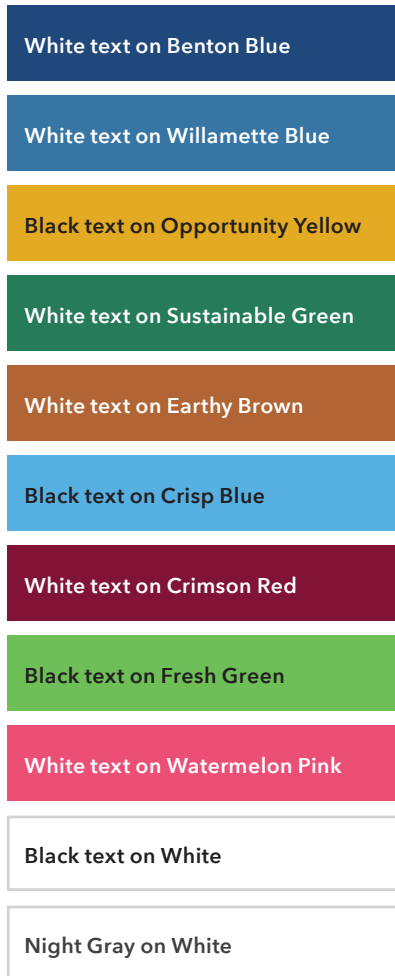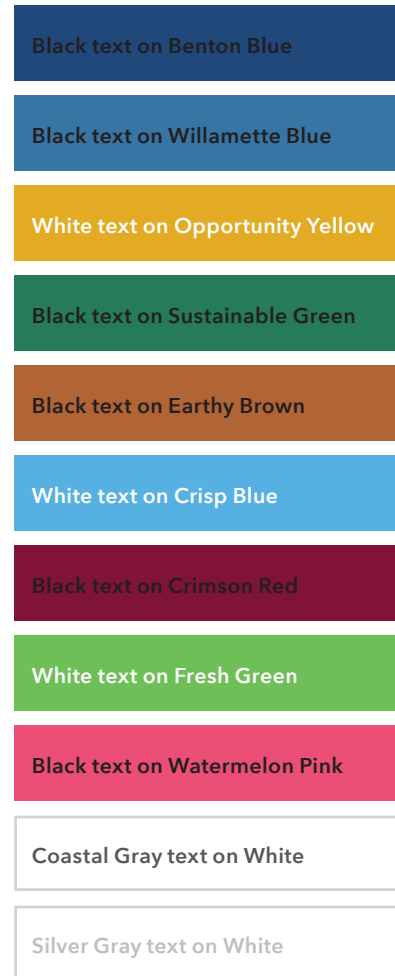
Examples of accent colors being used.

In the examples below adequate contrast is shown, except for light green and dark green usage.

✓ **Approved**

🚫 **Not Approved**

Approved	Not Approved
White text on Benton Blue	Black text on Benton Blue
White text on Willamette Blue	Black text on Willamette Blue
Black text on Opportunity Yellow	White text on Opportunity Yellow
White text on Sustainable Green	Black text on Sustainable Green
White text on Earthy Brown	Black text on Earthy Brown
Black text on Crisp Blue	White text on Crisp Blue
White text on Crimson Red	Black text on Crimson Red
Black text on Fresh Green	White text on Fresh Green
White text on Watermelon Pink	Black text on Watermelon Pink
Black text on White	Coastal Gray text on White
Night Gray on White	Silver Gray text on White

✓ Crisp Blue on Benton Blue

✓ Crimson Red on Opportunity Yellow

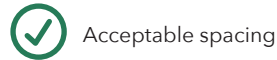🚫 Fresh Green on Sustainable Green – not enough contrast

Clear Space and Minimum Size

Space Around Logo

Don't crowd the logo with other elements. For both the horizontal and vertical logo, leave a minimum of the height of the letter "o" in "Benton" around the logo.
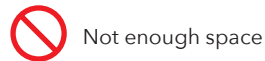
Minimum Size

0.5"

Do not allow for a height smaller than 0.5 inches for the horizontal logo.

1"

Do not allow for a height smaller than 1 inch for the vertical logo.

✓ Acceptable spacing

🚫 Not enough space

Fonts: *Serif*

Benton County uses Merriweather (Available via Google Fonts and Adobe Fonts) as its headline typeface. Merriweather is a friendly serif that works well for headers, not body copy. Merriweather comes in 4 font weights, but Bold, Regular, and Light should be used the most frequently.

Aa

Merriweather Black

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz1234567890

Merriweather Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz1234567890

Merriweather Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz1234567890

Merriweather Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz1234567890

Alternative Fonts

For digital applications and where licensing is limited, **Palatino** is an acceptable alternative for Merriweather.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz1234567890

Fonts: *Sans Serif*

Benton County uses Avenir Next as its body copy typeface. Avenir Next is a versatile and modern sans serif that works well both for subheaders and body copy. Avenir Next comes in 6 font weights, but Bold, Medium, and Regular should be used the most frequently.

Aa

Avenir Next Bold

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz1234567890

Avenir Next Demibold

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz1234567890

Avenir Next Medium

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz1234567890

Avenir Next Regular

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz1234567890

Alternative Fonts

For digital applications and where licensing is limited, **Avenir** is an acceptable alternative for Avenir Next.

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz1234567890

Brand Fonts: *Examples of Use*

For large headers or headlines, use Merriweather. For body copy, small headers and subheaders, use Avenir Next Bold and Regular. An example of standard paragraph font styles is shown below. Additionally, Merriweather can be used in dynamic ways to emphasize quotes or headlines as shown to the right.

Avenir Next Bold
14pt w/
15pt leading

Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat.

Avenir Next Regular
9pt w/
13pt leading

Avenir Next Bold
10pt w/
12pt leading

SUBHEADER

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat.

"The department knew they couldn't focus on all areas at once, *so their next step was to identify the areas with greatest opportunity for impact.*"

2040
Thriving Communities Initiative ⟶

Applications: *Stationery*

Benton County stationery is simple and approachable. This set of stationery can be easily used across departments.
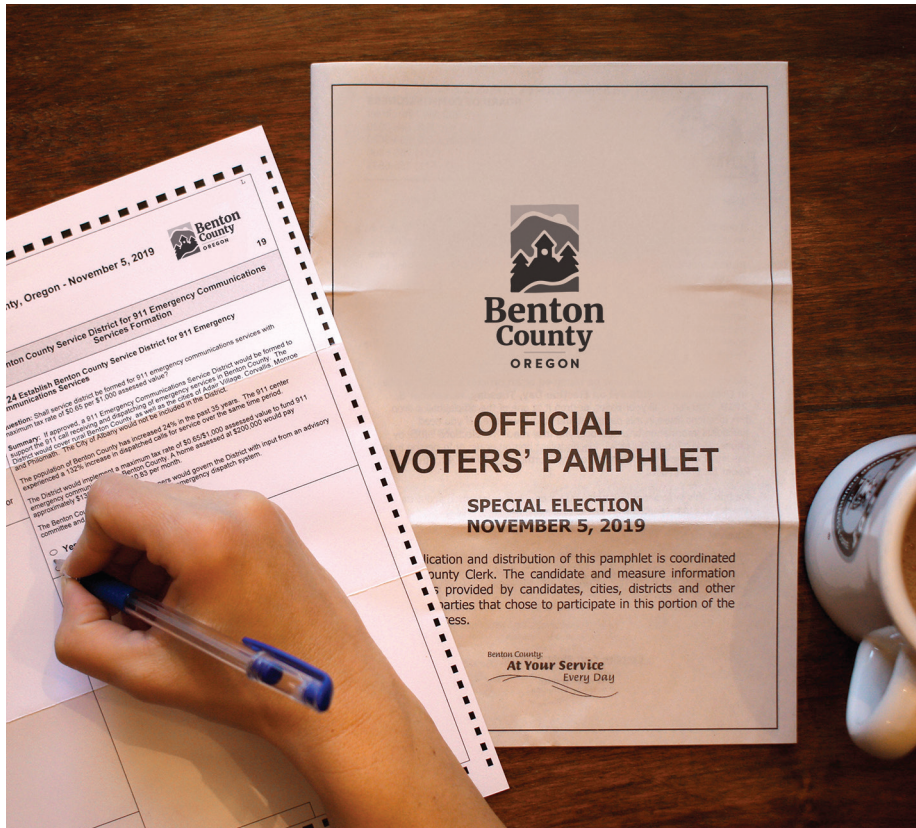
Applications: *Ballot Boxes*

The Benton County brand is versatile and can be applied to both white and blue ballot boxes.

Applications: *Additional Applications*

The Benton County logo works well both in one-color (on ballots,
for example) or in full-color (on vehicles, for example).

Sub–Branding

Each Benton County department and office has its own sub-brand logo that can be used on stationery, building signage, and other department-specific applications. Three versions of the logo artwork are available: full color, full color for dark backgrounds, and grayscale.

Border logo sub-brand on Benton Blue background

Grayscale logo sub-brand

Sub–Branding: *Departments & Offices*

Below are all approved department and office logo variations.

Benton County
ASSESSMENT
DEPARTMENT

Benton County
HUMAN RESOURCES
DEPARTMENT

Benton County
SHERIFF'S OFFICE

Benton County
COMMUNITY DEVELOPMENT
DEPARTMENT

Benton County
INFORMATION TECHNOLOGY
DEPARTMENT

Benton County
BOARD OF
COMMISSIONER'S OFFICE

Benton County
RECORDS & ELECTIONS
DEPARTMENT

Benton County
JUVENILE DEPARTMENT

Benton County
BOARD OF
COMMISSIONERS

Benton County
FINANCIAL SERVICES
DEPARTMENT

Benton County
NATURAL AREAS & PARKS
DEPARTMENT

Benton County
DISTRICT ATTORNEY'S
OFFICE

Benton County
HEALTH DEPARTMENT

Benton County
PUBLIC WORKS
DEPARTMENT

Benton County
ADMINISTRATION

Sub–Branding: *Applications*

The name of the division, program, service, advisory board or committee always appears with the contact information and department logo on the document.

Department/
Initiative Logo

Division, Program, Service, Advisory
Board, Committee Name

Benton County
HEALTH DEPARTMENT

Environmental Health Division
Office: (541) 766-6082
Fax: (541) 766-6893

205 NW 5th St.
Corvallis, OR 97330
co.benton.or.us

Document Title Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Donec enim diam vulputate ut pharetra sit amet. Platea dictumst quisque sagittis purus sit. Vitae et leo duis ut diam. Vestibulum sed arcu non odio. Auctor eu augue ut lectus arcu bibendum at. Lectus magna fringilla urna porttitor. Luctus accumsan tortor posuere ac ut consequat semper. Volutpat consequat mauris nunc congue nisi vitae. Placerat vestibulum lectus mauris ultrices eros. Sapien faucibus et molestie ac feugiat sed lectus vestibulum mattis.

Benton County
HEALTH DEPARTMENT

Environmental Health Divison
Office: (541) 766-6082
Fax: (541) 766-6893
205 NW 5th St.
Corvallis, OR 97330
co.benton.or.us

Logo Use With Local Partners

When Benton County partners with another organization on an initiative or event, use the partnership lockup. This is the Benton County logo without the word "Oregon". The Benton County logo should never be smaller than the partner logo, both should be equal in sizing.

Brand Architecture

The following diagram shows the hierarchy and relationship between Benton County and its department and programs, as well as how the County logo can be used alongside partner agency logos. Additionally, there are three standalone county logos.

County Logo

Local Partners

Department/Initiative Sub-brand

Division, Program, Service, Advisory
Board, and Committees

Standalone County Logos

What Not to Do: *Main Logo*

🚫 Don't change colors in the logo or use colors that are outside of the brand guidelines.

🚫 Don't change the logotype or use fonts outside of the brand guidelines.

🚫 Don't apply a drop shadow to the logo

🚫 Don't place the logo on a complex photo background, making the logotype hard to read.

🚫 Don't place the full-color logo on a color background.

🚫 Don't rotate or stretch the logo.

What Not to Do: *Sub–Brands*

Don't change colors in the logo or use colors that are outside of the brand guidelines.

Don't create new sub-brands. Don't use alternative fonts. Only use pre-approved sub-brand logos.

Don't apply a drop shadow to the logo

Don't place the logo on a complex photo background, making the logotype hard to read.

Don't place the full-color logo on a color background.

Don't stack or rearrange the logo.