PUBLIC HEALTH & SOCIAL SERVICES
SEPTIC EDUCATION PROGRAM
BRAND APPLICATION MANUAL
This manual sets out the brand identity that has been developed for this Septic Education Program. The messages and brand elements have been tested through numerous focus groups, and have been confirmed to convey the intended messages in the most positive way. Implementing the brand will engage the viewer and provide the most positive outcomes. It is essential that you strictly adhere to these guidelines, to ensure that the intended message reaches the audience accurately and consistently.

The power of a brand lies in the uniform repetition of colors, shapes, and words associated with the brand. Consistent and accurate presentation of the brand will build awareness and positive recognition of the message, while any presentation that varies from the guidelines can adversely affect the goals of the Program.
THE BRAND: LOGO

SEPTIC SYSTEM CARE BEGINS WITH YOU

The “Septic System Care Begins With You” logo is made of two elements: the icon and the wordmark. *Never attempt to re-draw the ICON in any way;* it is a key element in the brand and must be presented consistently to build audience trust and gain the intended response.

The **WORDMARK** must always appear in the type style shown here. While the wordmark may be presented below or to the right of the icon, and may use any justification, it should appear in two lines, broken after “Septic System Care” whenever possible. Do not alter the font and keep the logo/wordmark size ratio in balance.

Logo Spacing

The proper use of “white space” is essential to the integrity of any logo. The amount of space that should remain around the logo must be equivalent to at least the height of a wordmark letter.

Allow white space equivalent to at least the height of a wordmark letter around the logo

Wordmark height should be relative to height of icon water

Space between the icon and wordmark should be approximately half the size of a wordmark letter
Use of consistent color is an important part of building brand trust and recognition. Therefore, the two brand colors should be utilized throughout “Septic System Care Begins With You” materials.

The brand is best established with the use of solid blocks of the brand colors that reflect the shapes and relationships found in the logo. A green 1 pt margin line can be used intermittently, and wavy water lines can serve as an interesting accent.

Preferred Logo Colors

The logo should be used on a white background whenever possible. The icon colors should never change, while the wordmark is preferred in black.

On a colored background, the icon should appear outlined in white with the wordmark appearing black or white, whichever provides maximum contrast.
THE BRAND: TYPOGRAPHY

Preferred Font

*Gill Sans* is the official font for the “Septic System Care Begins With You” brand.

**Gill Sans Regular**

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdef ghijklmnopqrstuvwxyz

**Gill Sans Bold**

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdef ghijklmnopqrstuvwxyz

SEPTIC ILLUSTRATION

A septic illustration has been provided for your use. The illustration has been focus-group tested and should not be altered. It is provided as an overly-horizontal image with the expectation that it will be proportionately resized and cropped as works best for each project shape and size. Versions available: house on left, house on right, color and grayscale. Do not crop into the house, septic system, or blue of the sky.
TEMPLATES

Letterhead

The letterhead contains an unchanging masthead that includes the “Septic System Care Begins With You” logo. The utilizing county should place their county logo at the top right of the page, maintaining a minimum 1/2” white space at top, left and right, and 1/8” between the county logo and masthead line.

Flyer

The flyer template also contains an unchanging masthead, as well as other background elements. The utilizing county should place their county logo at the bottom left of the page, maintaining a minimum 1/4” white space between the logo template elements.
SUPPORT

Program materials produced by:

Thurston County
Public Health and Social Services Department
Environmental Health Division
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