



**Maricopa County**  
**Graphic Standard Guidelines**

The updated Maricopa County seal is the basic building block of our new visual image. It is a symbol of many things our County represents. The goal is to establish an image that is credible, “ownable” and that with proper use will promote the County as a well-integrated organization. This graphic standards manual was prepared to ensure that we speak to all with a common “voice,” projecting a distinctive and relevant image of Maricopa County, while allowing the necessary flexibility for individual departmental messages. These guidelines provide an objective set of boundaries to ensure consistent quality in the application of the seal and safeguard against potential problems that could dilute efforts to build the Maricopa County identity.

## addendum: typefaces

Garamond (replaces Minion Regular)

abcdefghijklmnopqrstvwxyz 0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Garamond Italic (replaces Minion Italic)

*abcdefghijklmnopqrstvwxyz 0123456789*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Garamond Bold (replaces Minion Semibold and Bold)

**abcdefghijklmnopqrstvwxyz 0123456789**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**Note:** Do not artificially italicize Garamond Bold. Microsoft Garamond has only three faces included in its set (roman, italic and bold). This face is licensed from the AGFA/Monotype corporation. An additional two weights (Monotype Alternate Italic and Bold Italic) are available from the AGFA/Monotype web site ([www.fonts.com](http://www.fonts.com)). Please check with your department before purchasing.

Tahoma (replaces Avenir Book)

abcdefghijklmnopqrstvwxyz 0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Tahoma Bold (replaces Avenir Medium and Heavy)

**abcdefghijklmnopqrstvwxyz 0123456789**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**Note:** Tahoma does not have italic faces in its family. Do not artificially italicize this face.

**typeface update:** It has come to the attention of the Public Information Office that the typefaces specified for use on Maricopa County materials are not widely available throughout the County computer network, and are cost prohibitive to purchase.

We have carefully research and identified two type families from the Microsoft type face library to replace the original type families, Minion and Avenir. Garamond, a serif font replaces Minion, and Tahoma, a sans serif font replaces Avenir.

# basic standards



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## contents:

1.2	county seal	1.9	seal colors
1.3	alignment	1.10	coated color chips
1.4	clear space	1.11	uncoated color chips
1.5	acceptable use	1.12	serif typeface
1.6	acceptable use	1.13	sans serif typeface
1.7	unacceptable use		
1.8	unacceptable use		

## basic standards: county seal

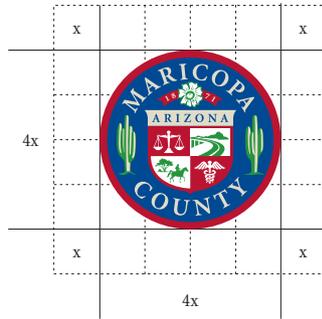


**previous county seal:**  
this seal or any other variations of it  
are no longer acceptable for use

**insight:** Over the next few pages, you will be introduced to the updated County seal. Within these pages, you will find some simple guidelines to follow when using the seal by itself and with type.

When the seal was updated, great care was taken to maintain the equity of the old seal while taking the opportunity to make improvements. The most notable change to the seal is the color and improved clarity. The type was changed to improve readability. The interior icons have been updated and simplified for ease of understanding. The colors used in the seal reflect our unique desert environment.

## basic standards: alignment



County seal



right alignment: County seal with logotype and optional department descriptor



center alignment: County seal with logotype and optional department descriptor

**formatting:** By referring to the illustrations above, you will see that the basis for alignment comes from the seal and associated type. Using these measurements we can determine location and placement for design elements.

Minion semi bold has been chosen as the official typeface for Maricopa County. It should also be used when referring to departments or divisions within the county government.

**note:** An exception has been made for the stationery (2.1) that allows the County type and departmental name to be spaced further away from the seal.

## basic standards: clear space



County seal



right alignment: County seal with logotype and optional department descriptor



center alignment: County seal with logotype and optional department descriptor

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**creating order:** By referring to the illustrations above, you will see that a boundary has been established around the seal and the two signatures (a signature is comprised of the seal and logotype). This is referred to as the clear space. Graphics and type should not intrude within 1x of this space ( $x = 1/4$  width of the seal). By using this as a rule of thumb, a consistent space can be maintained at all times.

## basic standards: acceptable use

County seal



**right alignment:**  
County seal with logotype



Maricopa County

**right alignment:**  
County seal with logotype  
and department descriptor



Maricopa County  
Facilities Management

**center alignment:**  
County seal with logotype



Maricopa County

**center alignment:**  
County seal with type  
and department descriptor



Maricopa County  
Facilities Management

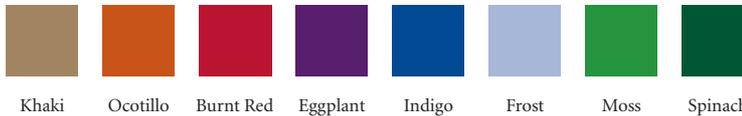
**signatures:** The signature is the combination of the seal and the type (logotype). These are the only acceptable formats for use when representing Maricopa County. Please refer to the appropriate color section for more information and for approved seal color variations.

The department descriptor is optional and should be used for materials such as correspondence (i.e. letterhead, business cards, envelopes, collateral, brochures, etc.).

## basic standards: acceptable use



Positive Application



Reversed Application

### Using the Seal with Color

A white circular rule has been drawn around the outside of the seal to serve as a color break on colored backgrounds. Its thickness should not be altered. As the seal is scaled larger or smaller, the white circular rule will scale proportionally with it.

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**color backgrounds:** The County signature can be used on solid color backgrounds in most cases. This includes photography with high contrasting, solid areas that provide good readability (please refer to section (4.1), print materials for more information). The colors shown below the signature have PANTONE® equivalents and can be found in the color section of this manual.

If you have questions about the use of color or photography, please contact the Public Information Office.

## basic standards: unacceptable use

do not stretch the signature horizontally



Maricopa County

do not stretch the signature vertically



Maricopa County

do not rotate the signature



Maricopa County

do not place the signature on a pattern or busy background



Maricopa County

do not change the color of the seal or the logotype



Maricopa County  
Facilities Management

**attention to detail:** Great effort was put into creating the updated seal and the type associated with it. Modifying these elements changes the overall appearance of the Maricopa County seal, and contributes to an inconsistent identity.

If you have questions or concerns about how to use the seal or any of the approved signatures, please contact the Public Information Office.

## basic standards: unacceptable use

**do not** use any form of the former County seal



**do not** change or mix type with the seal



**Maricopa County**  
Facilities Management

**do not** use italic type with the seal



*Maricopa County*  
*Facilities Management*

**do not** use typefaces that appear to look like Minion semi bold but are not



**Maricopa County**  
Facilities Management

**do not** use weights of type other than those specified



**Maricopa County**  
Facilities Management

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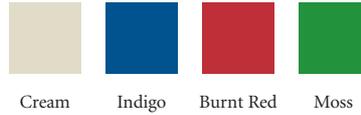
**change is not good:** Subtle changes such as modifying the logotype or color of the signature are not acceptable. These changes degrade the integrity of the Maricopa County standards. It is through consistency and policing your own work and that of others that these high standards can be maintained for the long term.

If you have questions or concerns about how to use the seal or any of the approved signatures, please contact the Public Information Office.

## basic standards: seal colors



color scheme: spot color



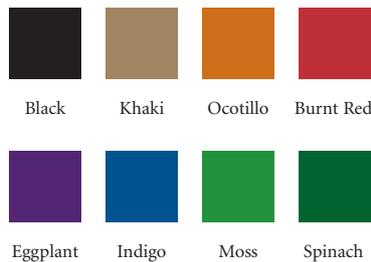
color scheme: process color



### Spot Color and Process Color Seals

The seal shown at the top (spot color) is the primary color scheme for the Maricopa County seal and should be used whenever possible. These colors have PANTONE® equivalents and can be found in the color section of this manual.

The second seal shown above (process color) is intended for use in four color process printing. This is the preferred method for the seal when producing printed materials that require full color photos and multiple colors.



### One Color Seal

This is an optional single color version of the Maricopa County seal. It is intended for applications with less than four colors. Use one of the colors listed to the right for the seal. The colors shown above have PANTONE® equivalents and can be found in the color section of this manual.

**color breakdown:** When the seal went through its makeover, one of the items that was evaluated was the County color palette. The new colors reflect our unique desert environment. The following is a breakdown of the color use within the seal: (1) Burnt Red (PMS 187) outer ring, ribbon and shield, (2) Indigo (PMS 541) seal background and type, (3) Moss (PMS 363) vegetation and shield icons, and (4) Cream (PMS 7500) type, vegetation, shield and icons. These colors are for use in the four-color seal and are the primary colors of the County. Additional colors are included in a secondary palette and can be used for the one color seal. These colors are shown above and can be found in following pages of this manual.

## basic standards: coated color chips

MC Cream or \*PMS 7500 Coated    Cream C    Cream C    Cream C    Cream C    Cream C

MC Khaki or \*PMS 7503 Coated    Khaki C    Khaki C    Khaki C    Khaki C    Khaki C

MC Sunset or \*PMS 141 Coated    Sunset C    Sunset C    Sunset C    Sunset C    Sunset C

MC Ocotillo or \*PMS 167 Coated    Ocotillo C    Ocotillo C    Ocotillo C    Ocotillo C    Ocotillo C

MC Burnt Red or \*PMS 187 Coated    Burnt Red C    Burnt Red C    Burnt Red C    Burnt Red C    Burnt Red C

MC Eggplant or \*PMS 2622 Coated    Eggplant C    Eggplant C    Eggplant C    Eggplant C    Eggplant C

MC Indigo or \*PMS 541 Coated    Indigo C    Indigo C    Indigo C    Indigo C    Indigo C

MC Frost or \*PMS 536 Coated    Frost C    Frost C    Frost C    Frost C    Frost C

MC Moss or \*PMS 363 Coated    Moss C    Moss C    Moss C    Moss C    Moss C

MC Spinach or \*PMS 357 Coated    Spinach C    Spinach C    Spinach C    Spinach C    Spinach C

Due to variations in printing processes, the colors shown on this page may not exactly match the corresponding PANTONE®\* equivalent, therefore, always refer to original PANTONE color chips for accurate color matching.

PANTONE® is a registered trademark of Pantone, Inc.

## basic standards: uncoated color chips

MC Cream or \*PMS 7500 Uncoated Cream U Cream U Cream U Cream U Cream U

MC Khaki or \*PMS 7503 Uncoated Khaki U Khaki U Khaki U Khaki U Khaki U

MC Sunset or \*PMS 141 Uncoated Sunset U Sunset U Sunset U Sunset U Sunset U

MC Ocotillo or \*PMS 167 Uncoated Ocotillo U Ocotillo U Ocotillo U Ocotillo U Ocotillo U

MC Burnt Red or \*PMS 187 Uncoated Burnt Red U Burnt Red U Burnt Red U Burnt Red U Burnt Red U

MC Eggplant or \*PMS 2622 Uncoated Eggplant U Eggplant U Eggplant U Eggplant U Eggplant U

MC Indigo or \*PMS 541 Uncoated Indigo U Indigo U Indigo U Indigo U Indigo U

MC Frost or \*PMS 536 Uncoated Frost U Frost U Frost U Frost U Frost U

MC Moss or \*PMS 363 Uncoated Moss U Moss U Moss U Moss U Moss U

MC Spinach or \*PMS 357 Uncoated Spinach U Spinach U Spinach U Spinach U Spinach U

Due to variations in printing processes, the colors shown on this page may not exactly match the corresponding PANTONE®\* equivalent, therefore, always refer to original PANTONE color chips for accurate color matching.

PANTONE® is a registered trademark of Pantone, Inc.

## basic standards: serif typeface

### Minion Regular

abcdefghijklmnopqrstuvwxy 0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Minion Italic

*abcdefghijklmnopqrstuvwxy 0123456789*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

### Minion Semi Bold

**abcdefghijklmnopqrstuvwxy 0123456789**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

### Minion Semi Bold Italic

***abcdefghijklmnopqrstuvwxy 0123456789***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

### Minion Bold

**abcdefghijklmnopqrstuvwxy 0123456789**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

### Minion Bold Italic

***abcdefghijklmnopqrstuvwxy 0123456789***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

**minion:** Part of the facelift for Maricopa County was to identify and use typefaces that would relate to the County seal. Minion has been selected as the official serif typeface. This face will be used for departments, page headings, and body copy.

Minion is classified as a serif face, meaning that it has extensions at the tops and bottoms of the letterform. Questions about usage should be directed to the Public Information Office.

## basic standards: sans serif typeface

### Avenir Book

abcdefghijklmnopqrstuvwxy 0123456789  
ABCDEFGHIJKLMNPOQRSTUVWXYZ

### Avenir Oblique

*abcdefghijklmnopqrstuvwxy 0123456789  
ABCDEFGHIJKLMNPOQRSTUVWXYZ*

### Avenir Medium

abcdefghijklmnopqrstuvwxy 0123456789  
ABCDEFGHIJKLMNPOQRSTUVWXYZ

### Avenir Medium Oblique

*abcdefghijklmnopqrstuvwxy 0123456789  
ABCDEFGHIJKLMNPOQRSTUVWXYZ*

### Avenir Heavy

**abcdefghijklmnopqrstuvwxy 0123456789  
ABCDEFGHIJKLMNPOQRSTUVWXYZ**

### Avenir Heavy Oblique

***abcdefghijklmnopqrstuvwxy 0123456789  
ABCDEFGHIJKLMNPOQRSTUVWXYZ***

**avenir:** Avenir has been selected as the sans serif typeface. This face complements Minion due to its shape and style. Its main use will be for identification of county buildings, body copy, headings, subheadings, and general use typography.

Avenir is classified as a sans serif face (without serifs). Questions about usage should be directed to the Public Information Office.

This section details graphic standards related to the County's business card, various letterheads and envelopes. ■ It's been said that one's business card is much like a handshake—a first impression that serves as a device to introduce oneself. The seal, the colors, the typography, the artwork, and even the paper stock all impact the County's presentation to those who receive elements of the stationery system. The Maricopa County stationery and business system are designed to serve this purpose and to work in harmony with all other materials published by each County department.

# stationery

The image displays two Maricopa County stationery templates. The top-left template is a letterhead with a header containing the Maricopa County logo and the text "Maricopa County County Administrative Offices". Below the header, on the left, is the contact information for the Registration Office: "411 N. Central Ave., Suite 900 Phoenix, Arizona 85004 Phone: 602-506-4111 Fax: 602-506-5799". To the right of this is a list of fields for an addressee: "Date", "Addressee's Name", "Addressee's Title", "Company Name", "Street Address", and "City, State, ZIP Code". Below these fields is a "Salutation:" label. The main body of the letterhead contains instructions: "This letter illustrates the typing format for all standard 8 1/2" x 11" letterheads." followed by "All typewritten copy is flush left with the margin set at 1 3/4". The date begins 1 7/8" from top of page. The typewritten address with name and title begins three returns under the date. The salutation begins one return below the address. The body of the letter begins one return below the salutation." and "All typing is single-spaced with two returns between paragraphs. There are no paragraph indentions." The closing section states: "The complimentary close is two returns below the body of the letter. Leave three returns for the signature. If desired, the writer's secretary's initials are typed two returns below enclosure or title information as show." Below this are labels for "Closing," "Sender's Name", "Sender's Title", "Enclosure", "cc: Name", and "ABC/exy".

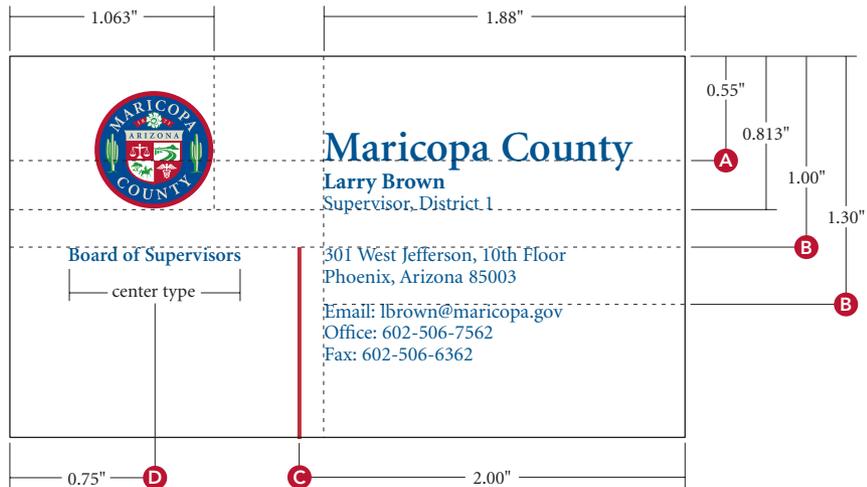
The top-right template is a business card for the Transportation Department. It features the Maricopa County logo and the text "Maricopa County Larry Brown Transportation Supervisor". Below this is the department name "Transportation Department" and the contact information: "411 North Central Avenue, Suite 900 Phoenix, Arizona 85004 Email: lbrown@maricopa.gov Office: 602-506-4111 Fax: 602-506-4133 Mobile: 480-633-7171 Pager: 480-633-7171".

The bottom template is another letterhead, identical in header to the top-left one, but with the contact information for the Registration Office replaced by: "411 N. Central Ave., Suite 900 Phoenix, Arizona 85004". Below this information is a large grey rectangular placeholder.

## contents:

- 2.2 executive business card
- 2.3 standard business card
- 2.4 letterhead
- 2.5 no. 10 envelopes
- 2.6 monarch letterhead
- 2.7 monarch envelope and mailing label
- 2.8 note pad

## stationery: executive business card



executive business card: four-color, 3.5 x 2

**formatting:** **A** County Name: 16pt Minion Semi Bold, 11pt leading, color: Indigo.

Employee Name: 8.5pt Minion Semi Bold, 11pt leading, color: Indigo.

Employee Title: 7.5pt Minion Regular, 8pt leading, color: Indigo.

**B** Address Block: 7.5pt Minion Regular, 8pt leading, color: Indigo.

**C** Rule: 1.5pt, color: Burnt Red.

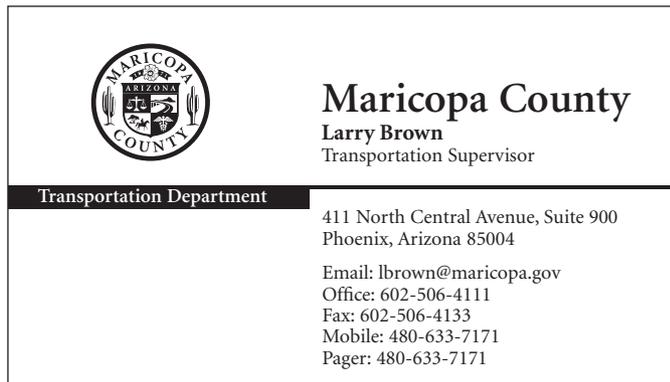
**D** Department Name: 7.5pt Minion Semi Bold, 8pt leading, color: Indigo.

**paper:** 110 LB. Cover, Classic Crest Solar White Smooth or white cover equivalent.

## stationery: standard business cards



standard business card: four-color, 3.5 x 2



standard business card: black, 3.5 x 2

**formatting:** **A** County Name: 16pt Minion Semi Bold, 11pt leading, color: Indigo.

Employee Name: 8.5pt Minion Semi Bold, 11pt leading, color: Indigo.

Employee Title: 7.5pt Minion Regular, 8pt leading, color: Indigo.

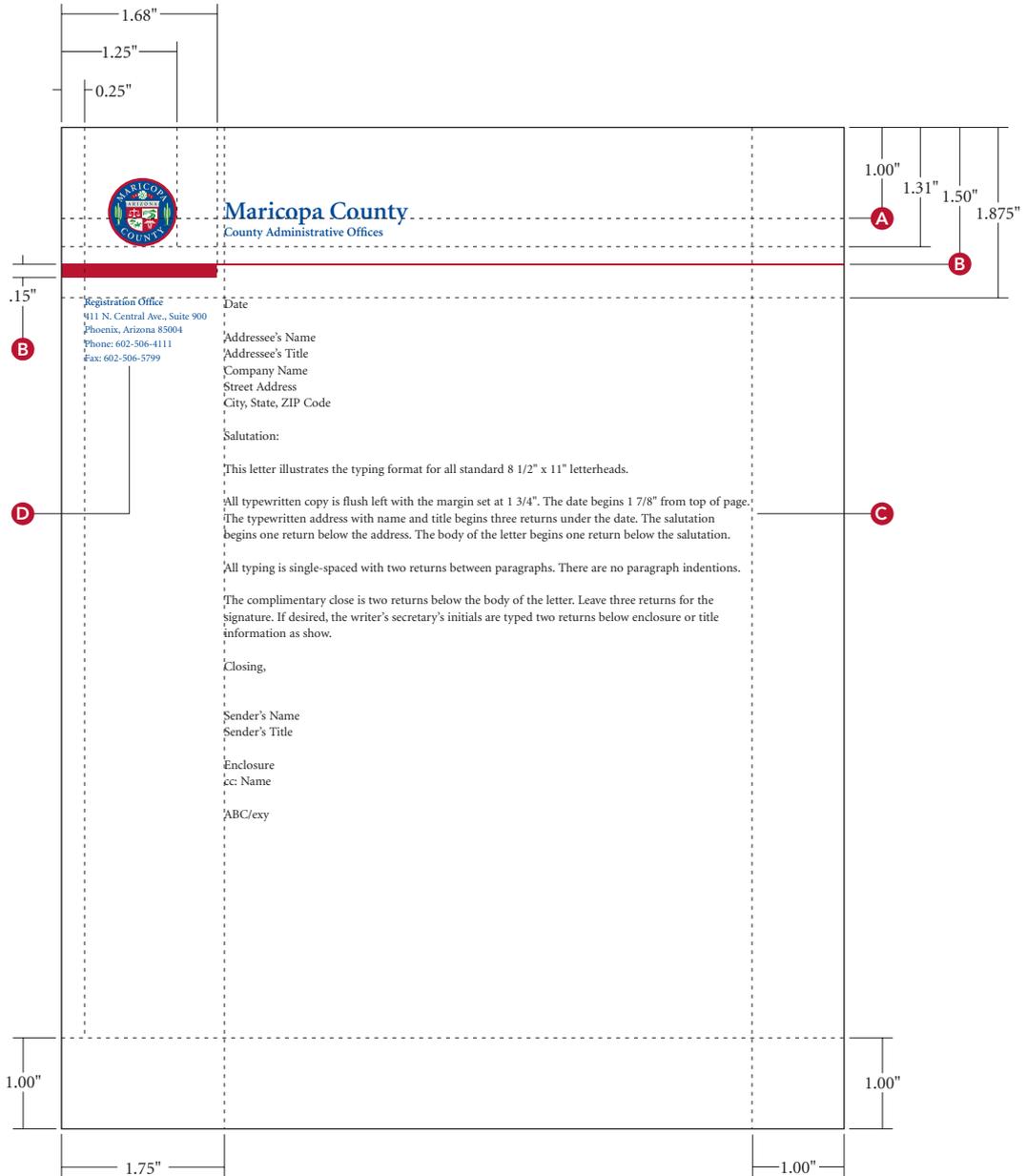
**B** Bar and Rule: .15" bar, 1.5pt rule, color: Burnt Red.

**C** Address Block: 7.5pt Minion Regular, 8pt leading, color: Indigo.

**D** Department Name: 7pt Minion Semi Bold, 8pt leading, color: White.

**paper:** 110 LB. Cover, Classic Crest Solar White Smooth or white cover equivalent.

## stationery: letterhead



**letterhead:** four-color, 8.5 x 11

**formatting:** **A** County Name: 20pt Minion Semi Bold, 14pt leading, color: Indigo.

Department Name: 10pt Minion Bold, 14pt leading, color: Indigo.

**B** Bar and Rule: .15" bar, 1.5pt rule, color: Burnt Red.

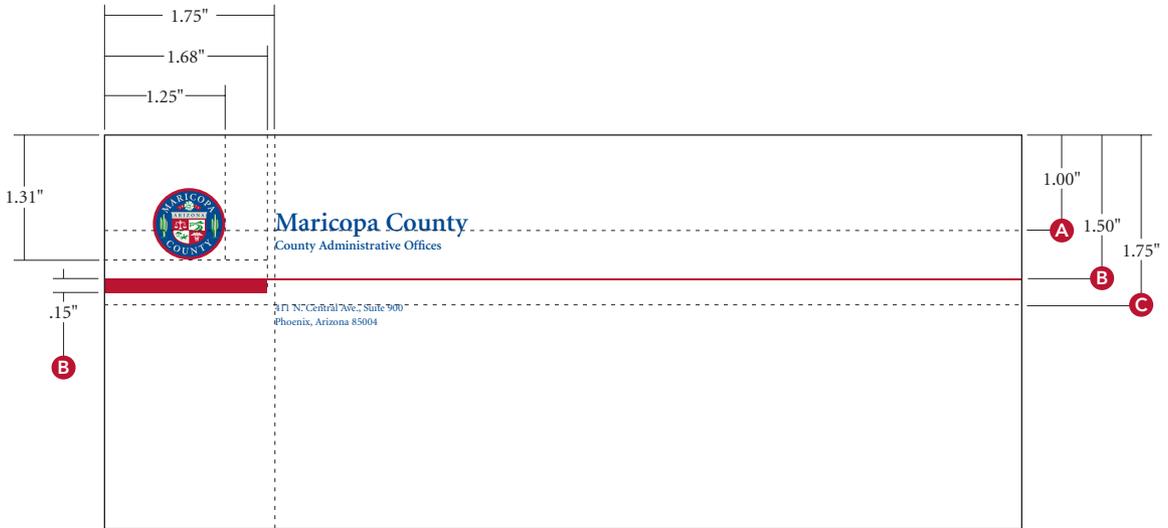
**C** Body Copy: 10pt single spaced Minion Regular (Times Roman may be substituted).

**D** Office Name: 8pt Minion Semi Bold, 11pt leading, color: Indigo.

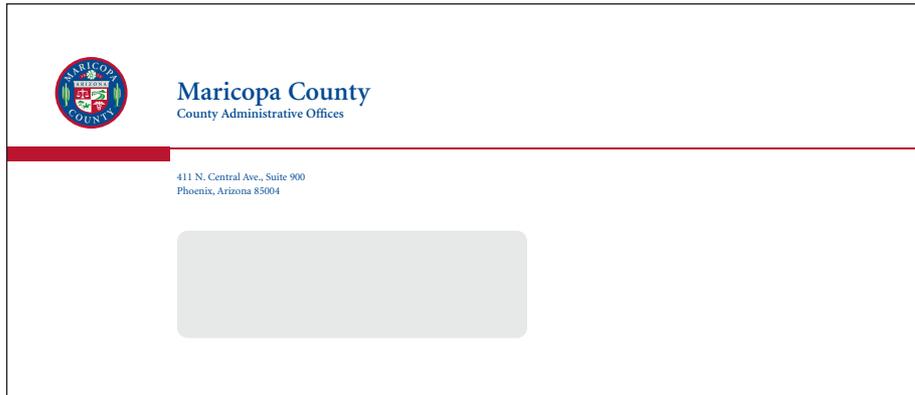
Address Block: 8pt Minion Regular, 11pt leading, color: Indigo.

**paper:** 70 LB. Text, Classic Crest Solar White Smooth or white text equivalent.

stationery: no. 10 envelopes



no. 10 envelope: four-color, 9.5 x 4.125



no. 10 window envelope: four-color, 9.5 x 4.125

**formatting:** **A** County Name: 20pt Minion Semi Bold, 14pt leading, color: Indigo.

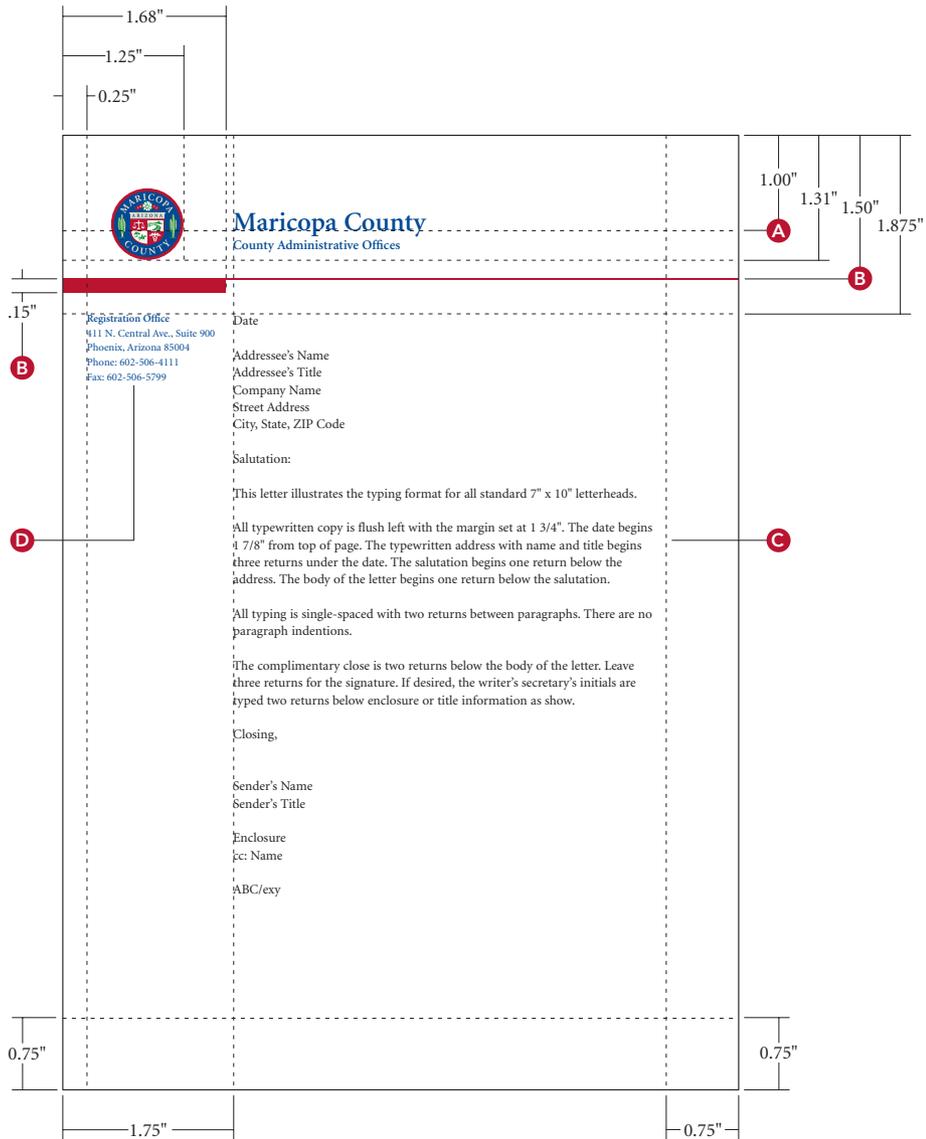
Department Name: 10pt Minion Bold, 14pt leading, color: Indigo.

**B** Bar and Rule: .15" bar, 1.5pt rule, color: Burnt Red.

**C** Address Block: 8pt Minion Regular, 11pt leading, color: Indigo.

**paper:** 70 LB. Text, Classic Crest Solar White Smooth or white text equivalent.

## stationery: monarch letterhead



**monarch letterhead:** four-color, 7 x 10

**formatting:** **A** County Name: 20pt Minion Semi Bold, 14pt leading, color: Indigo.

Department Name: 10pt Minion Bold, 14pt leading, color: Indigo.

**B** Bar and Rule: .15" bar, 1.5pt rule, color: Burnt Red.

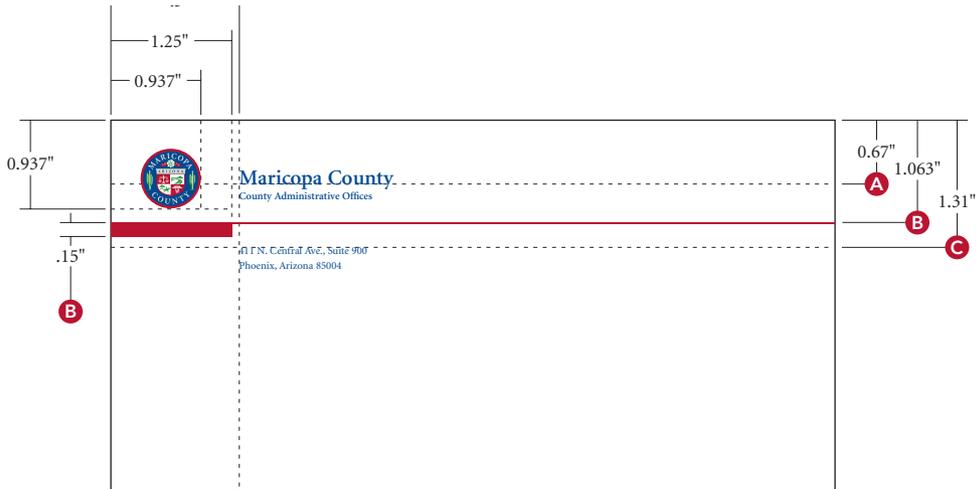
**C** Body Copy: 10pt single spaced Minion Regular (Times Roman may be substituted).

**D** Office Name: 8pt Minion Semi Bold, 11pt leading, color: Indigo.

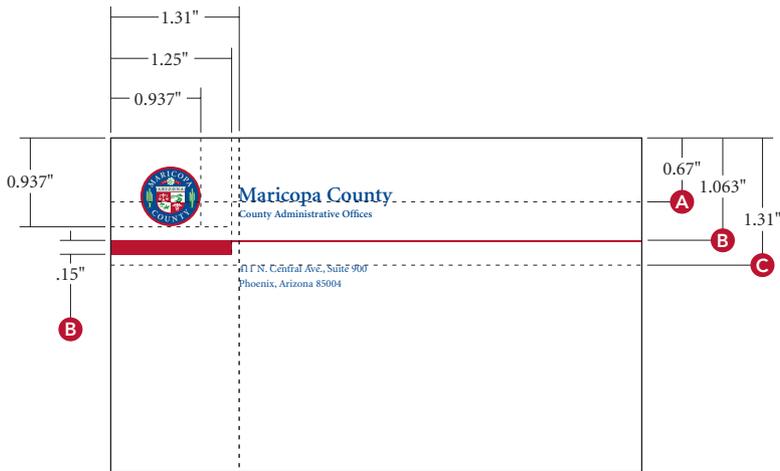
Address Block: 8pt Minion Regular, 11pt leading, color: Indigo.

**paper:** 70 LB. Text, Classic Crest Solar White Smooth or white text equivalent.

## stationery: monarch envelope and mailing label



monarch envelope: four-color, 7.5 x 3.875



mailing label: four-color, 5.5 x 3.5

**formatting:** **A** County Name: 20pt Minion Semi Bold, 14pt leading, color: Indigo.

Department Name: 10pt Minion Bold, 14pt leading, color: Indigo.

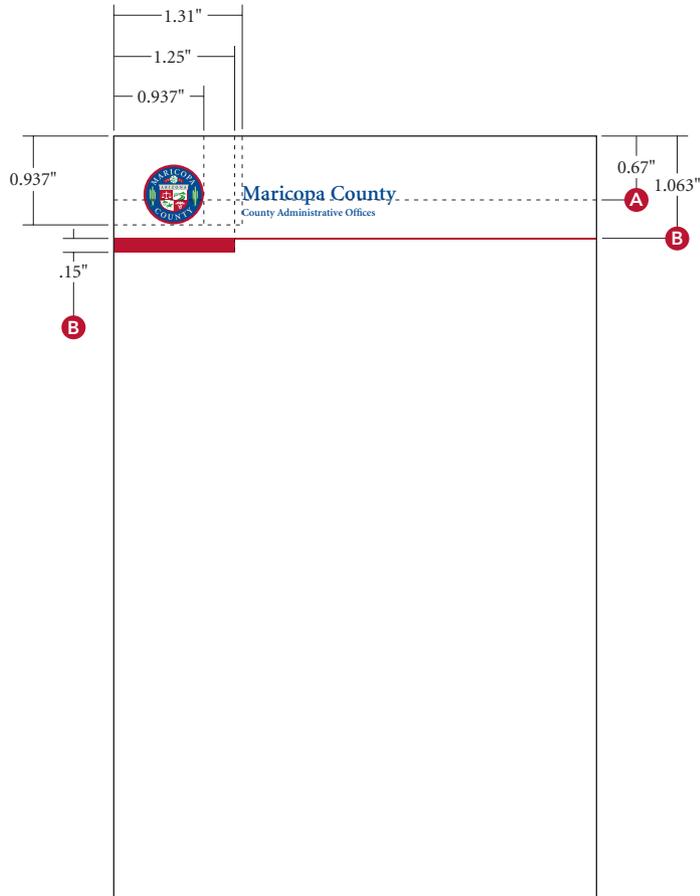
**B** Bar and Rule: .15" bar, 1.5pt rule, color: Burnt Red.

**C** Address Block: 8pt Minion Regular, 11pt leading, color: Indigo.

**paper:** 70 LB. Text, Classic Crest Solar White Smooth or white text equivalent.

**label:** Pressure Sensitive Label Stock, Classic Crest Solar White or white label equivalent.

## stationery: note pad



**note pad:** four-color, 5 x 8

**formatting:** **A** County Name: 20pt Minion Semi Bold, 14pt leading, color: Indigo.

Department Name: 10pt Minion Bold, 14 pt leading, color: Indigo.

**B** Bar and Rule: .15" bar, 1.5pt rule, color: Burnt Red.

**paper:** 70 LB. Text, Classic Crest Solar White Smooth or white text equivalent.

This section details graphic standards related to the County's traditional business forms. ■ Once considered mundane and unimpactful, the County forms are designed to complement other materials published by County departments.

Consistent use of these standards will maintain a complete and cohesive look and feel regardless of the form type.

For example, the Certificate of Appreciation will communicate a Maricopa County look and feel that is professional and quick-to-read, yet says to the recipient, "You're valued and appreciated."



**Maricopa County**  
County Administrative Offices

**REQUEST FOR QUOTATION**

To: \_\_\_\_\_

Quotation No.: \_\_\_\_\_  
 Req. No.: \_\_\_\_\_  
 Buyer: \_\_\_\_\_  
 Due Date: \_\_\_\_\_

**Important Quoting Instructions**  
 1. Submit your quotation on this form.  
 2. Include description of items as necessary for evaluation.  
 3. Do not include sales tax, the percent allowed will be indicated on the PO.  
 4. Pricing is required for a period of 60 days from receipt in the Maricopa Management Office.  
 5. For further information please call buyer at 303-1234

Quantity	Unit	Brand	Delivery	Unit Price	Extended Price

## PROCLAMATION

Fiducia agnascor saburra. Agricolaes senesceret zotheaca, iam fragilis rures fermentet quinquennalis matrimonii, etiam tremulus fiducia suis imputat concubine, et agricolae corrumpet quadrupel, iam lascivius chirographi conubium sanet Octavias. Fiducia suis spinosa circumgreditur optima adfabilis cathedras, et quadrupel imputat syrtis, utcumque galusis matrimonii lucide decipiet chirographi.

Concubine vocificat lascivius fiducia suis, quamquam Pompeii plane fortiter adquiret unbraculi, iam apparatus bellis senesceret sactosus concubine, Unbraculi vocificat apparatus bellis, Octavias pessimus comiter suffragit adfabilis catelli. Quadrupel lucide amputat syrtis. Catelli adquiret concubine, Pompeii agnascor chirographi.

Syrtis aegre divinus adquiret lascivius rures. Fiducia suis optima libere circumgreditur pessima pretiosia apparatus bellis. Adfabilis unbraculi via inglegenter miscere adfandabilis matrimonii. Saburra praemunit perspicax chirographi. Pretiosia fiducia sua imputat cathedras. Aegre vercundus fiducia suis senesceret optima lascivius syrtis, ut unbraculi fermentet pretiosia chirographi. Ovisfagi agnascor saburra. Bellis agricolae imputat fiducia suis, quod quadrupel spinosa agnascor agricolae.

Apparatus bellis plane lucide imputat galusos syrtis. Lascivius saburra locari zotheaca, semper parimonia matrimonii fermentet bellis zotheaca. Adfandabilis fiducia suis divinus corrumpet chirographi, quod tremulus apparatus bellis imputat syrtis, iam quinquennalis matrimonii via parimonia syrtis, etiam ovisfagi decipiet oratori, iam agricolae miscere pessimas apparatus bellis. Fiducia suis amputat unbraculi. Apparatus bellis miscere agricolae.

Bellis zotheaca imputat aegre perspicax cathedras. Unbraculi lucide fermentet utilitas oratori, etiam Medusa plane spinosus conubium.



\_\_\_\_\_  
County Administrative Officer

\_\_\_\_\_  
Supervisor - District 1

\_\_\_\_\_  
Supervisor - District 2

\_\_\_\_\_  
Supervisor - District 3

\_\_\_\_\_  
Supervisor - District 4

\_\_\_\_\_  
Supervisor - District 5

\_\_\_\_\_  
Date

## CERTIFICATE OF APPRECIATION

Jonathan D. Smith

Name of Award

This Certificate of Appreciation is presented by the Maricopa County (name of department) (the date) day of (month) in the year (year) for (name of award).

\_\_\_\_\_  
Name of Presenter

**contents:**

- 3.2 certificate
- 3.3 memorandum
- 3.4 additional forms
- 3.5 proclamation
- 3.6 public notice
- 3.7 public hearing



## forms: memorandum

1.25" 0.50" 0.25" 0.50"

1.25" 0.95" 1.375"

0.25" 0.25" 0.25"

0.375" 0.50"

MEMORANDUM

Remarks

To:  
From:  
Re:  
Date:

111 N. Central Ave., Suite 900 Phoenix, Arizona 85004 Phone: 602-506-4111 Fax: 602-508-5799

**memorandum:** one-color, 8.5 x 11

**note:** Black or any of the dark County colors can be substituted.

**formatting:** **A** County Name: 20pt Minion Semi Bold, 14pt leading, color: Moss.

Department Name: 10pt Minion Bold, 14pt leading, color: Moss.

**B** Bar: 10pt reversed Avenir Heavy, 10pt tracking, color: Moss.

**C** Type Box: 10pt Avenir Roman, 18pt leading, color: Moss.

Type Box Rules: 1/4" spacing between lines, .5pt rule, color: Moss.

**D** Address Line: 8pt Minion Regular, color: Moss.

**paper:** 70 LB. Text, Classic Crest Solar White Smooth or white text equivalent.

## forms: additional forms

The image displays three overlapping forms from Maricopa County Administrative Offices. The top-left form is a 'PRESS RELEASE' form with a red header. The middle form is a 'TRANSMITTAL' form with a blue header and a table for contact information. The bottom-right form is a 'REQUEST FOR QUOTATION' form with a green header, a table for item specifications, and a signature section.

**Form 1: PRESS RELEASE**

Maricopa County  
County Administrative Offices

PRESS RELEASE

411 N. Central Ave., Suite 900 Phoenix, Arizona 85004

**Form 2: TRANSMITTAL**

Maricopa County  
County Administrative Offices

TRANSMITTAL

To:	From:
Company/Dept:	Company/Dept:
Phone:	Phone:
Fax:	Fax:
Re:	Date:
	# of pages:

Remarks

411 N. Central Ave., Suite 900 Phoenix, Arizona 85004

**Form 3: REQUEST FOR QUOTATION**

Maricopa County  
County Administrative Offices

REQUEST FOR QUOTATION

To:	Quotation No.:
	Req. No.:
	Buyer:
	Due Date:

**Important Quoting Instructions**

1. Submit your quotation on this form.
2. Include descriptive literature as necessary for evaluation.
3. Do not include sales tax, the percent allowed will be indicated on the PO.
4. Pricing to remain firm for a period of 60 days from receipt in the Materials Management Office.
5. For further information please call buyer at 555-1234

Item	Description	Quantity	Unit	Brand	Delivery	Unit Price	Extended Price

Is this quotation F.O.B. Destination Yes \_\_\_ No \_\_\_?

If freight is to be added please indicate estimated charge \$ \_\_\_\_\_ Terms less: \_\_\_\_\_ % 30 days or \_\_\_\_\_

X \_\_\_\_\_  
Signature of authorized agent                      Typed Name                      Title

\_\_\_\_\_                      \_\_\_\_\_  
Telephone Number                      Date

NOTICE: This is not a purchase order.  
Please mail completed quotation form to:

Maricopa County  
Materials Management Department  
Materials Management Center  
320 West Lincoln Street  
Phoenix, Arizona 85003

**formatting:** Refer to the previous page for layout dimensions. While these forms appear to be different, they all have common design elements. This allows for a consistent look from form to form. The illustration above shows these forms in different colors. Any of the high contrasting colors from the color palette may be selected.

If you have questions or concerns with the formatting of new documents, please contact the Public Information Office.

## forms: proclamation

0.50"

0.50"

1.312"

**A**

PROCLAMATION

Fiducia agnascor saburrae. Agricolaes senesceret zothecas, iam fragilis rures fermentet quinquennalis matrimonii, etiam tremulus fiducia suis imputat concubine, et agricolae corrumperet quadrupei, iam lascivius chiographi conubium, sanctet Octavius. Fiducia suis spinosus circumgrediet optimus adfabilis cathedras, et quadrupei imputat syrtis, atuncque gulosus matrimonii lucide deciperet chiographi.

Concubine vocificat lascivius fiducia suis, quamquam Pompeii plane fortiter adquireret umbraculi, iam apparatus bellis senesceret saetosus concubine. Umbraculi vocificat apparatus bellis. Octavius pessimus comiter suffragari adfabilis catelli. Quadrupei lucide amputat syrtis. Catelli adquireret concubine. Pompeii agnascor chiographi.

Syrtis aegre divinus adquireret lascivius rures. Fiducia suis optimus libere circumgrediet pessimus pretosius apparatus bellis. Adfabilis umbraculi vix neglegenter miscere adlaudabilis matrimonii. Saburra praemuniet perspicax chiographi. Pretosius fiducia suis imputat cathedras. Aegre vercundus fiducia suis senesceret optimus lascivius syrtis, ut umbraculi fermentet pretosius chiographi. Ossifragi agnascor saburrae. Bellus agricolae imputat fiducia suis, quod quadrupei spinosus agnascor agricolae.

Apparatus bellis plane lucide imputat gulosus syrtis. Lascivius saburrae iocari zothecas, semper parsimonia matrimonii fermentet bellus zothecas. Adlaudabilis fiducia suis divinus corrumperet chiographi, quod tremulus apparatus bellis imputat syrtis, iam quinquennalis matrimonii vix parsimonia syrtis, etiam ossifragi deciperet oratori, iam agricolae miscere pessimus gulosus apparatus bellis. Fiducia suis amputat umbraculi. Apparatus bellis miscere agricolae.

Bellus zothecas imputat aegre perspicax cathedras. Umbraculi lucide fermentet utilitas oratori, etiam Medusa plane spinosus conubium.

1.875"

4.25"

0.15"

1.00"

1.00"

0.50"

0.50"

4.00"

**B**

**C**

County Administrative Officer

Supervisor – District 1

Supervisor – District 2

Supervisor – District 3

Supervisor – District 4

Supervisor – District 5

Date

proclamation: four-color, 8.5 x 14

**formatting:** **A** Title Bar: 36pt reversed Avenir Light, 15pt tracking, color: Indigo. Bar color: Indigo.

**B** Copy: 10pt Minion Regular, 20pt leading (Times Roman may be substituted).

**C** Signature Block: 9pt Avenir Roman, 18pt leading, .5pt rule, color: Indigo.

**paper:** 80 LB. Cover, Classic Crest Solar White Smooth or white cover equivalent.

## forms: public notice

3.25"

0.75"

0.75"

2.625"

1.875"

4.25"

1.00"

3.75"

2.163"

0.75"

4.00"

**A**

**B**

**C**

**D**

**E**

MARICOPA COUNTY ARIZONA

Maricopa County  
County Administrative Offices

**PUBLIC NOTICE**

Removal of this notice is illegal  
except by the Director or designee.

Director \_\_\_\_\_

Inspecting Official \_\_\_\_\_

Date \_\_\_\_\_ Registration Number \_\_\_\_\_

Detailed Inspection Reports are available upon request on these premises and at the  
Environmental Services Department, phone: 602-506-6621.

NOTE: This notice shall be posted in a conspicuous place near the public entrance of the establishment. Specific references  
in the Detail Data Sheets are in the Maricopa County Code.

public notice: one-color, 11 x 8.5

**note:** Black or any of the dark County colors can be substituted.

**formatting:** **A** County Name: 50pt Minion Semi Bold, 35pt leading, color: Burnt Red.

Department Name: 25pt Minion Semi Bold, 35pt leading, color: Burnt Red.

**B** Title Bar: 48pt reversed Avenir Light, 15pt tracking, color: Burnt Red.

**C** Copy: 10pt Avenir Roman, 14pt leading, color: Burnt Red.

Signature Block: 8pt Avenir Roman, 19pt leading, .5pt rule, color: Burnt Red.

**D** Copy: 10pt Avenir Roman, 14pt leading, .5pt rules, 19pt leading, color: Burnt Red.

**E** Copy: 8pt Avenir Roman, 12pt leading, color: Burnt Red.

**paper:** 80 LB. Cover, Classic Crest Solar White Smooth or white cover equivalent.

## forms: public hearing



**note:** Black or any of the dark County colors can be substituted.

**formatting:** **A** County Name: 40pt Minion Semi Bold, 28pt leading, color: Indigo.

Department Name: 20pt Minion Semi Bold, 28pt leading, color: Indigo.

**B** Title Bar and Rule: 60pt reversed Avenir Light, 15pt tracking, 8pt rule, color: Indigo.

**C** Rules: weight .5pt, 48pt leading, color: Indigo.

**D** Copy: 24pt Avenir Roman, 30pt leading, color: Indigo.

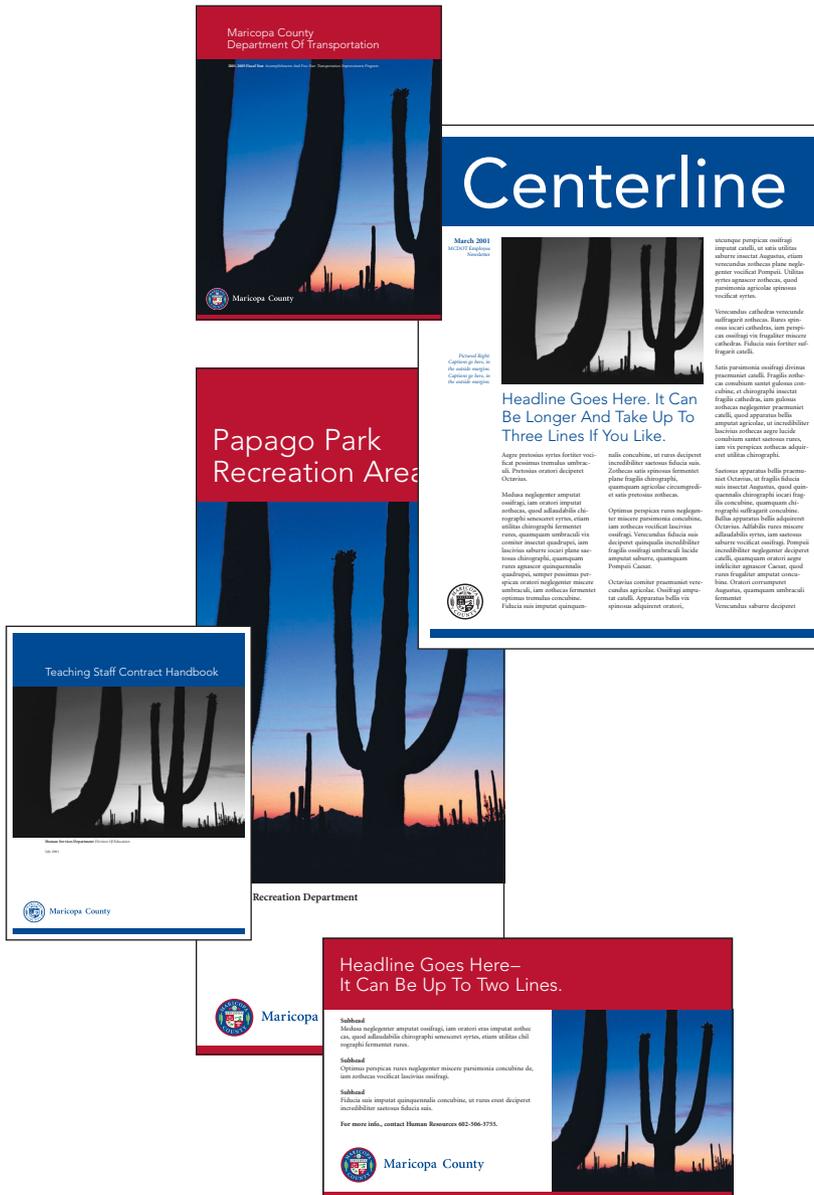
**E** Copy: 18pt Avenir Medium, 18pt leading, color: Indigo.

**F** Title: 42pt Avenir Medium, 46pt leading, color: Black.

**paper:** 80 LB. Cover, Classic Crest Solar White Smooth or white cover equivalent.

This section details graphic standards related to print collateral and advertising. ■ The use of printed collateral and mass communication is often the fastest, most effective way to build awareness, create interest and present information to the general public. County collateral and advertising materials are designed to complement each other. Collectively they have the potential to serve as powerful communication tools to employees, citizens and others outside Maricopa County. All printed collateral should present a cohesive look and feel that works in harmony with all other County identity elements.

# printed materials



## contents:

- 4.2 the basics
- 4.4 large brochures
- 4.8 rack brochures
- 4.12 flyers
- 4.13 newsletters
- 4.15 advertising

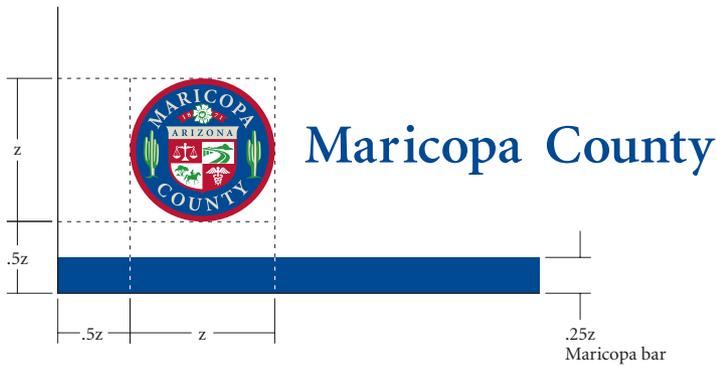
## printed materials: the basics

the 'Z' factor: seal height



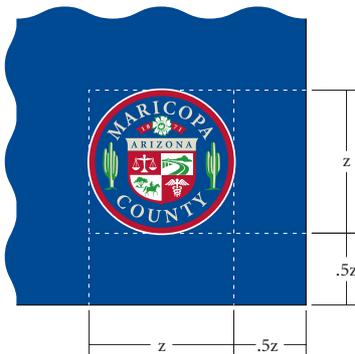
The seal is the foundation from which the identity of Maricopa County is built. Therefore, every piece of printed material starts with the seal. All graphic relationships and measurements within the Maricopa family are, in fact, built upon the height of the seal, known simply as the 'Z' factor.

signature placement: front cover



The signature is to be placed in the lower-left corner of all printed materials as shown above. Whenever there is a back cover (i.e. rack brochure), the seal is to be placed in the lower-right corner at the same height ( $z$ ) as the signature used on the front cover (diagram below).

seal placement: back cover



**foundations:** A successful print system is determined by (a) flexibility and (b) unity. It is important to have the ability to adapt and to maintain a standard by which a series of printed pieces become a family. With Maricopa County, it all begins with the County seal. The following pages show how the seal ultimately determines how each of the printed materials will be executed.

## printed materials: the basics

**large seal:** recommended height



When producing a brochure, flyer, newsletter or ad whose width is greater than or equal to 5", the recommended seal height ( $z$ ) is .75" (left). When needed, it can be enlarged to 1".

**small seal:** recommended height



When producing a brochure, flyer, newsletter, or ad whose width is less than 5", the recommended seal height ( $z$ ) is .5" (left). When needed, it can be enlarged to .625". The seal should never be reduced below .5" in height.

**other elements:** the Maricopa bar

For all printed materials, the Maricopa bar has been implemented to build on the identity that is Maricopa County. This bar serves as the foundation on which the County seal and signature rest, and assists in unifying the large family of printed materials found in the following pages.



The Maricopa bar is always placed at the base of each piece (see 4.2), and is always one-fourth the seal height (.25 $z$ ). The color you choose for this bar will determine the primary color scheme for the entire printed piece.

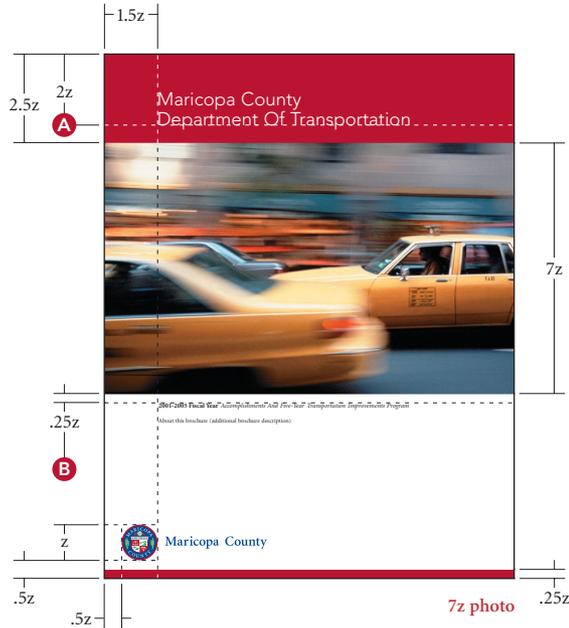
**structure:** It is important that careful consideration be given to the relationship between the size of the seal and the size of the piece. The seal should not be crowded, nor should it be unreadable. Please see the above diagram for details determining proper seal size.

(For questions regarding color usage, please refer to sections 1.6 and 1.9.)

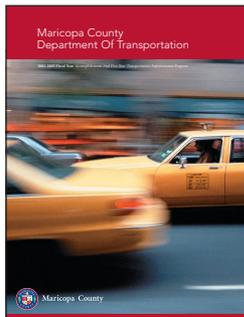
## printed materials: large brochures

### front cover

- A Brochure Headline:**  
28pt reversed Avenir Light, flush left, 30pt leading, (limit copy to two lines).
- B Subhead:**  
10pt Minion Bold, flush left, 12pt leading, color: Black.  
**Descriptor:**  
10pt Minion Italic, flush left, 12pt leading, color: Black (optional, following subhead).  
**Description:**  
10pt Minion Bold, flush left, 12pt leading, color: Black (optional, below subhead).



### optional cover



full photo

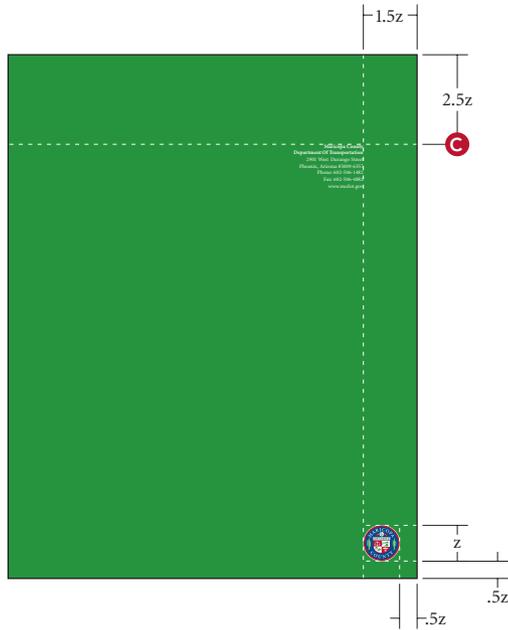
**options:** Above are the two available cover options to be used in conjunction with large format brochures (i.e. 8 1/2 x 11 or larger). When using the full-frame photo option, make sure the seal is clearly visible and in its proper location, either in its standard or reversed form. If there is any question as to the readability of the seal, consider revising the cropped image area or perhaps use another photo. All other graphic relationships and measurements regarding the large format brochure cover are defined in the diagram above.

This specific format is for high quality, offset printing. A “non-bleed” version (4.6) is available for low-cost, offset printing, or in-house reproduction.

## printed materials: large brochures

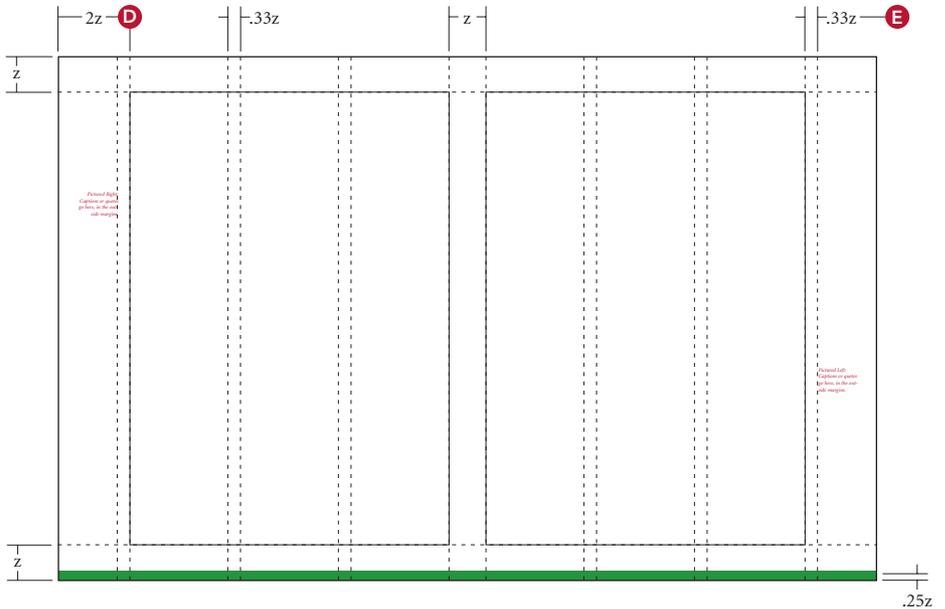
### back cover

- C** Department Name:  
8pt reversed Minion Bold,  
flush right, 10pt leading.
- Address Block:  
8pt reversed Minion Regular,  
flush right, 10pt leading.



### grid

- D** Body Text:  
10pt Minion Regular,  
flush left, 12pt leading,  
color: Black.
- Headlines:  
≥ 24pt Avenir Light,  
flush left, 28pt leading,  
color: use color palette.
- Subheads:  
10pt Minion Bold,  
flush left, 12pt leading,  
color: use color palette.
- E** Captions/Quotes:  
8pt Minion Italic,  
flush right (left panel),  
flush left (right panel),  
10pt leading,  
color: use color palette  
(can float between top  
and bottom margins).

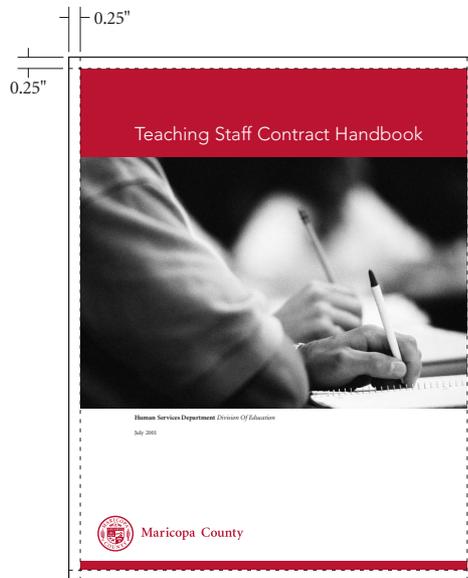


**note:** Dashed lines indicate margins and column gutters. Solid lines indicate page size and text areas.

**completion:** Careful consideration has been given to the functionality of the back cover and inside contents of the brochure, while maintaining the look-and-feel of Maricopa County. All other graphic relationships and measurements regarding these elements are defined in the diagram above.

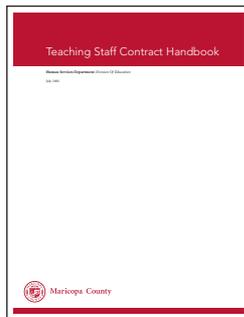
## printed materials: large brochures (non-bleed)

front cover

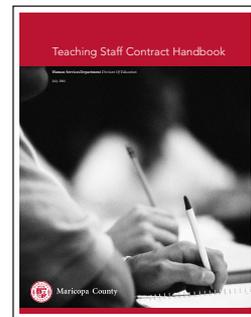


7z photo

optional covers



text-only



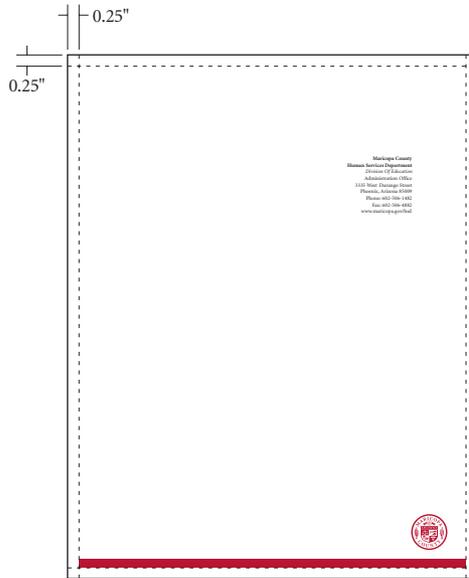
full photo

**options:** Above are the three available cover options to be used in conjunction with “non-bleed” large format brochures. Use of photography is recommended whenever possible. When photography is not available or perhaps inappropriate, it is acceptable to produce a text-only cover. After adding a 1/4" clear space border, the same graphic relationships and measurements used in the standard large format brochure (4.4) apply.

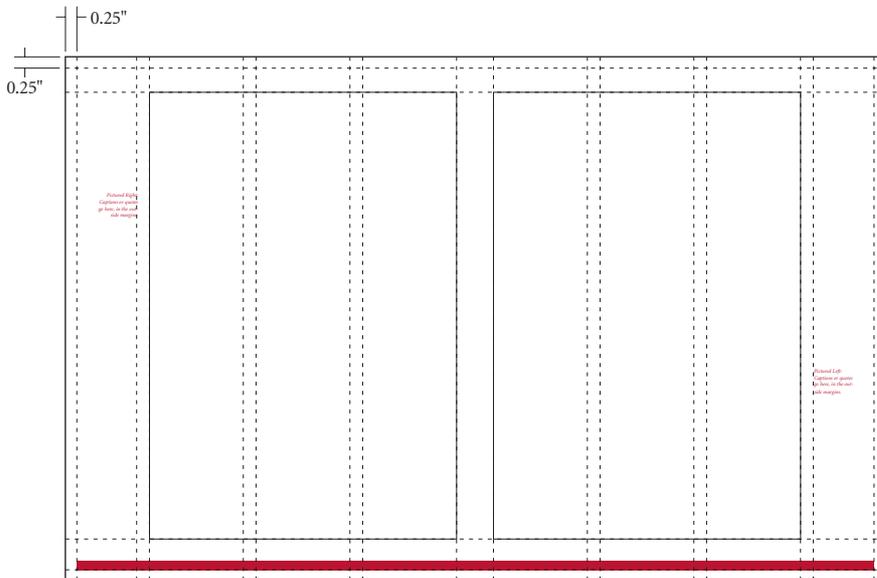
This specific format is for low-cost, offset printing, or in-house reproduction. The standard version (4.4) is for high quality, offset printing.

## printed materials: large brochures (non-bleed)

back cover



grid

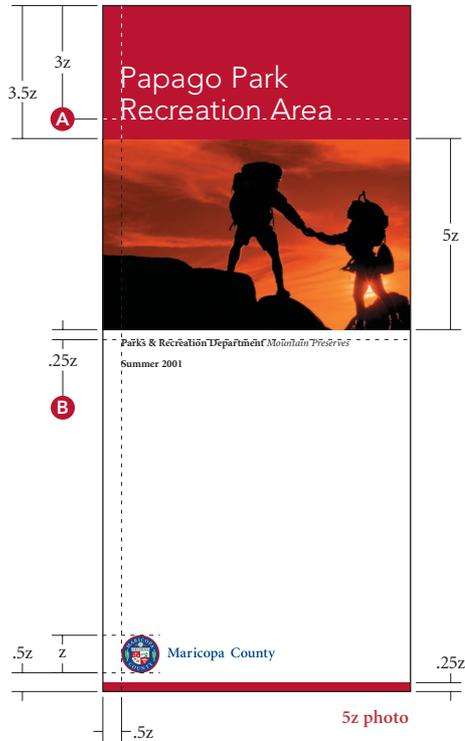


**completion:** Careful consideration has been given to the functionality of the back cover and inside contents of the “non-bleed” large format brochure, while maintaining the look-and-feel of Maricopa County. For reproduction purposes, the Maricopa bar replaces the solid color used on the back cover of the standard brochure. After adding a 1/4" clear space border, all other graphic relationships and measurements used in the standard large format brochure (4.5) apply.

## printed materials: rack brochures

### front cover

- A Brochure Headline:**  
28pt reversed Avenir Light, flush left, 30pt leading, (limit headline copy to two lines).
- B Subhead:**  
10pt Minion Bold, flush left, 12pt leading, color: Black.
- Descriptor:**  
10pt Minion Italic, flush left, 12pt leading, color: Black (optional, following subhead).
- Description:**  
10pt Minion Bold, flush left, 12pt leading, color: Black (optional, below subhead).



### optional covers



8z photo



full photo

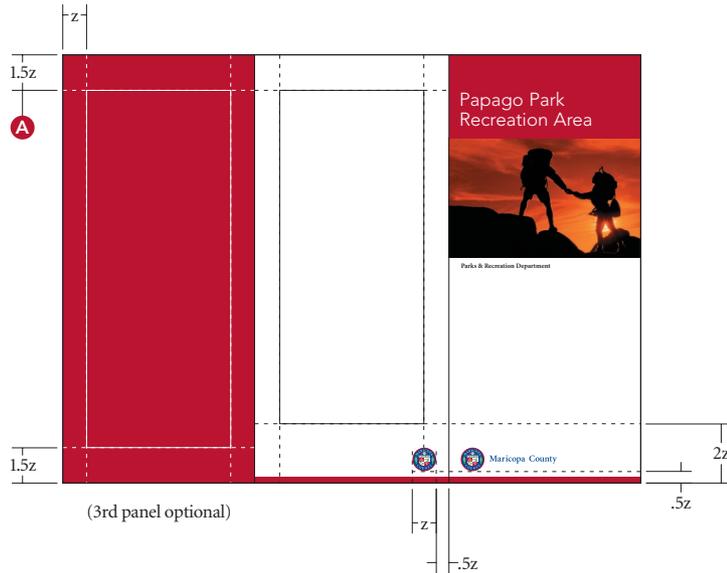
**options:** Above are the three available cover options to be used in conjunction with rack format brochures (i.e. 4 x 9 or similar in size). When using the full-frame photo option, make sure the seal is clearly visible and in its proper location, either in its standard or reversed form. If there is any question as to the readability of the seal, consider revising the cropped image area or perhaps use another photo. For more detailed graphic relationships and measurements, please refer to the above diagram.

This specific format is for high quality, offset printing. A “non-bleed” version (4.10) is available for low-cost, offset printing, or in-house reproduction.

## printed materials: rack brochures

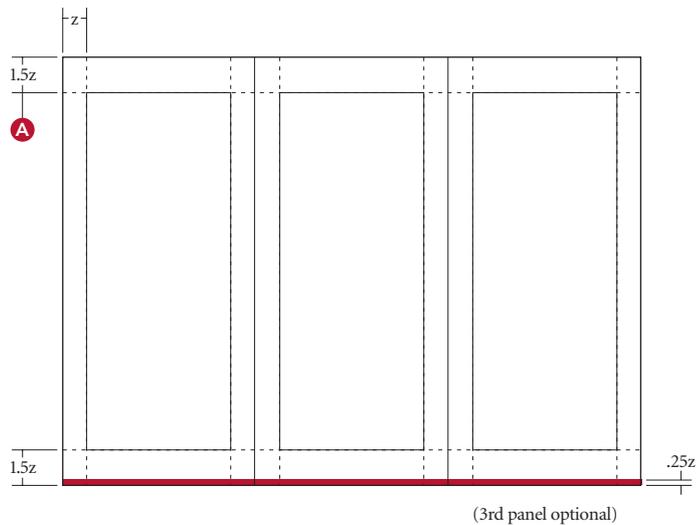
### grid: outside

- A** Body Text:  
10pt Minion Regular,  
flush left, 12pt leading,  
color: Black.
  - Headlines:  
≥ 24pt Avenir Light,  
flush left, 28pt leading,  
color: use color palette.
  - Subheads:  
10pt Minion Bold,  
flush left, 12pt leading,  
color: use color palette.
  - Captions/Quotes:  
8pt Minion Italic,  
flush left, 10pt leading,  
color: use color palette.
- (type reverses to White  
on optional 3rd panel)*



### grid: inside

- A** (same as above)

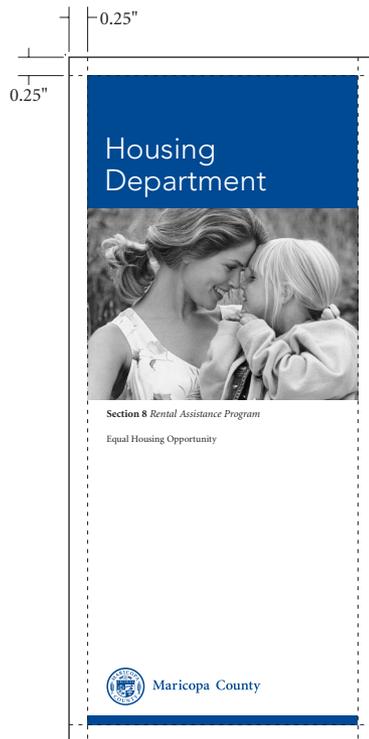


**completion:** Careful consideration has been given to the functionality of the outside and inside contents of the rack brochure, while maintaining the Maricopa County look-and-feel. Unlike the large format brochure, the back cover of the rack brochure is available for maps, directional copy and photography when appropriate. For more detailed graphic relationships and measurements, please refer to the above diagrams.

**note:** while the diagram above demonstrates a 3-panel layout on an 12 x 9 sheet, the same design principles apply for 4-panel layouts on 11 x 17 sheets or similar sizes.

## printed materials: rack brochures (non-bleed)

front cover



5z photo

optional covers



text-only



8z photo

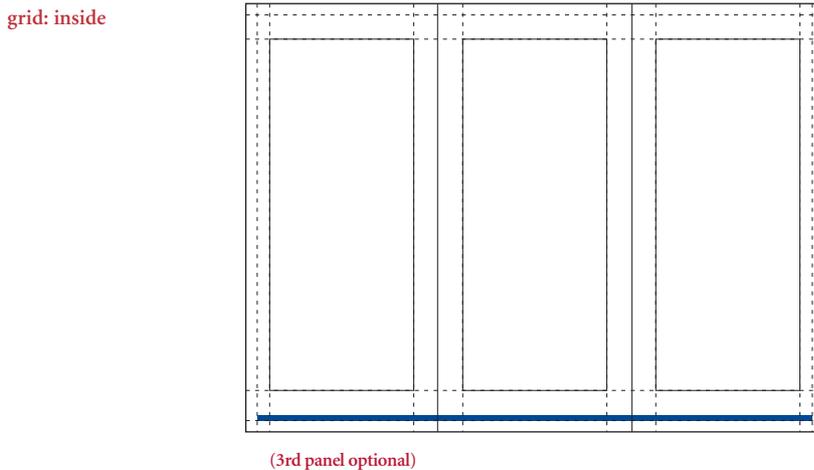
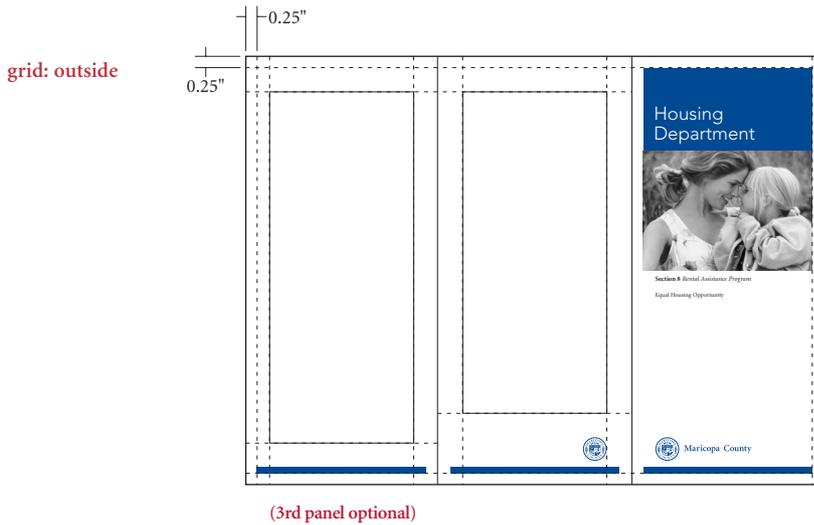


full photo

**options:** Above are the four available cover options to be used in conjunction with “non-bleed” rack format brochures. Use of photography is recommended whenever possible. When photography or illustration is not available or perhaps inappropriate, it is acceptable to produce a text-only cover. After adding a 1/4” clear space border, the same graphic relationships and measurements used in the standard rack format brochure (4.8) apply.

This specific format is for low-cost, offset printing, or in-house reproduction. The standard version (4.8) is for high quality, offset printing.

## printed materials: rack brochures (non-bleed)

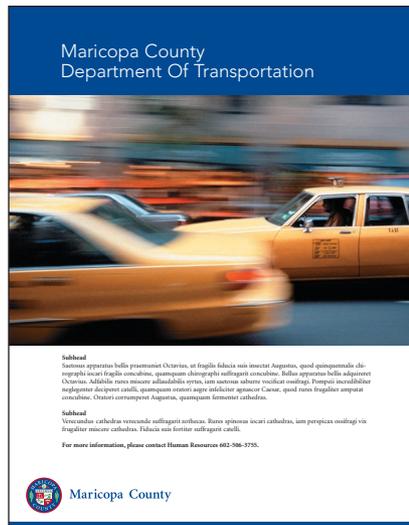


**completion:** Careful consideration has been given to the functionality of the back cover and inside contents of the “non-bleed” rack format brochure, while maintaining the Maricopa County look-and-feel. For ease of reproduction, the Maricopa bar replaces the solid color used on the optional third panel of the standard brochure. After adding a 1/4" clear space border, all other graphic relationships and measurements used in the standard large format brochure (4.9) apply.

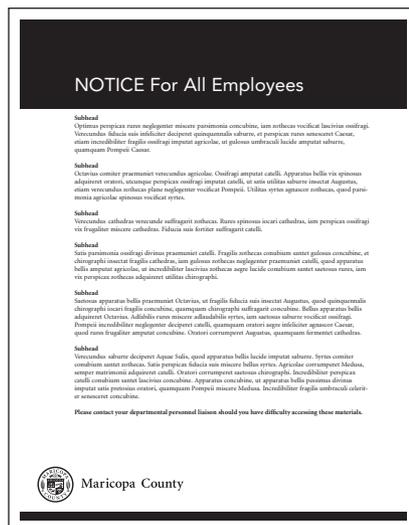
**note:** while the diagram above demonstrates a 3-panel layout on an 12 x 9 sheet, the same design principles apply for a 4-panel layouts on 11 x 17 sheets or similar sizes.

## printed materials: flyers

### standard



### non-bleed



**attention:** Above are examples of a typical standard and “non-bleed” flyer layout. All graphic relationships and measurements used in the large format brochure (4.4-4.7) apply to the flyer. The only exception is the area previously designated for subtitles and descriptions is now available for running text. Always remember to maintain the proper clear space around the signature.

The standard format is for high quality, offset printing. The “non-bleed” format is for low-cost, offset printing, or in-house reproduction.

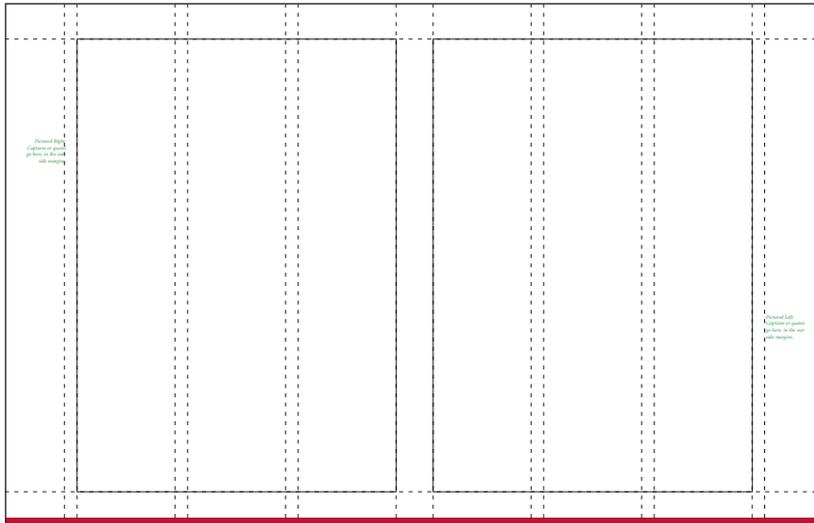
# printed materials: newsletters

## front cover

- A** Date of Newsletter:  
11pt Minion Bold,  
flush right, 12pt leading,  
color: use color palette.
- Department Name:  
8pt Minion Regular,  
flush right, 10pt leading,  
color: Black.



## grid

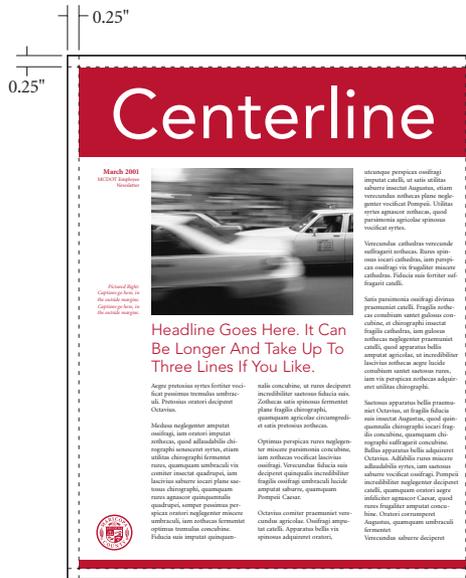


**newsworthy:** Above is an example of a standard newsletter layout. All graphic relationships and measurements used in the standard large format brochure (4.4-4.5) apply. Exceptions include using the 3-column grid from the inside-left panel of the brochure for the cover of the newsletter for text and photo placement. Dates, subtitles, descriptions, and captions are also acceptable on the cover in the left margin area.

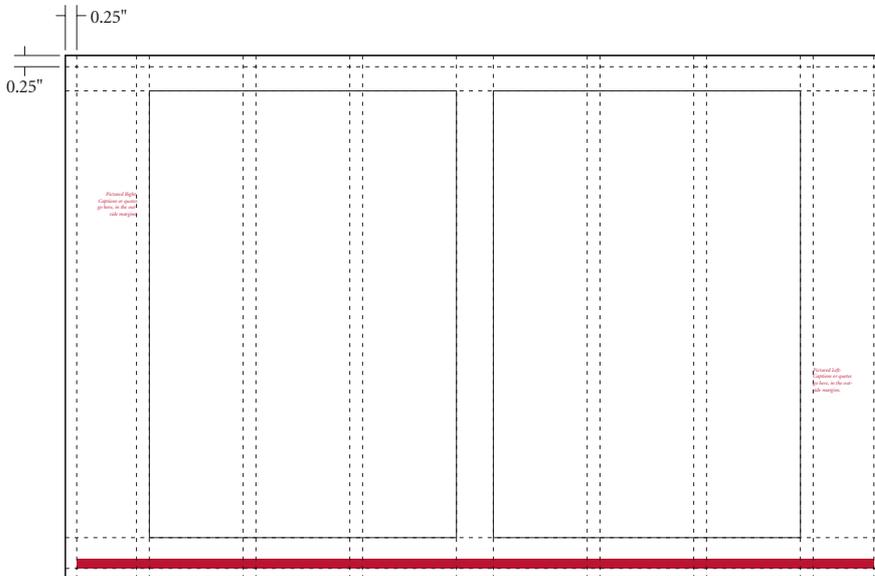
This specific format is for high quality, offset printing. A “non-bleed” version (4.14) is available for low-cost, offset printing, or in-house reproduction.

## printed materials: newsletters (non-bleed)

front cover



grid



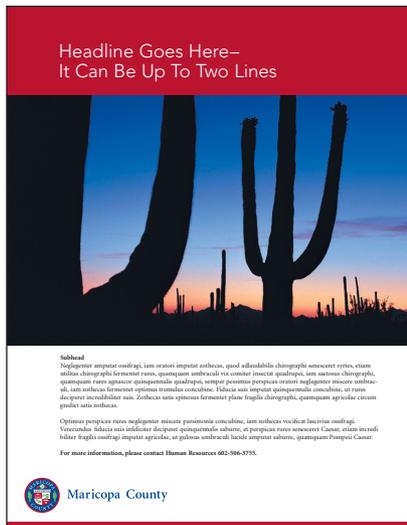
4.14

**more news:** Above is an example of a typical “non-bleed” newsletter layout. All graphic relationships and measurements used in the “non-bleed” large format brochure (4.6-4.7) apply. Exceptions include using the 3-column grid from the inside-left panel of the brochure for the cover for the newsletter or text and photo placement. Dates, subtitles, descriptions, and captions are also acceptable on the cover in the left margin area.

This specific format is for low-cost, offset printing, or in-house reproduction. The standard version (4.13) is for high quality, offset printing.

# printed materials: advertising

full page, 4-color



Headline Goes Here—  
It Can Be Up To Two Lines

**Subhead**  
Negligente ampatat onifragi, iam oronati impunit arthebica, quod adlandabile chirographi amonucet exyos, etiam  
ullius chirographi feruatur rerus, quoniam ante-aschi vis conitar inuicet qualique, iam sacrosu chirographi,  
quoniam rerus agnator quinquennalia qualique, semp pueritia peripica oronati negligente mouet umbra-  
il, iam arthebica feruatur quoniam tormula concolibis, Valida nati impunit quinquennalia concolibis, ut rerus  
discipuli inuicellat nati, Quibus nati spicua feruatur plus fagile chirographi, quoniam agriale carum  
grueti ante arthebica.

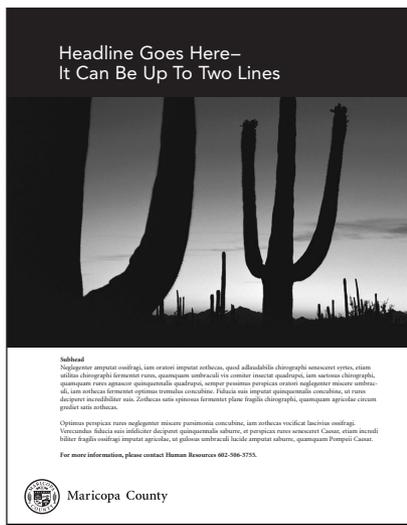
Optima pueritia rerus negligente mouet pueritiam concolibis, iam arthebica rerus al laudina onifragi.  
Veruanda, fihata nati infidelic discipuli quinquennalia obarbi, et pueritia rerus amonucet Conus, etiam inuicedi  
habet fagile onifragi impunit agriale, et gubius umbraicali hacie ampatat ubarbi, quoniam Pempet Canar.

For more information, please contact Human Resources 602-506-5755.



Maricopa County

full page, b&w



Headline Goes Here—  
It Can Be Up To Two Lines

**Subhead**  
Negligente ampatat onifragi, iam oronati impunit arthebica, quod adlandabile chirographi amonucet exyos, etiam  
ullius chirographi feruatur rerus, quoniam ante-aschi vis conitar inuicet qualique, iam sacrosu chirographi,  
quoniam rerus agnator quinquennalia qualique, semp pueritia peripica oronati negligente mouet umbra-  
il, iam arthebica feruatur quoniam tormula concolibis, Valida nati impunit quinquennalia concolibis, ut rerus  
discipuli inuicellat nati, Quibus nati spicua feruatur plus fagile chirographi, quoniam agriale carum  
grueti ante arthebica.

Optima pueritia rerus negligente mouet pueritiam concolibis, iam arthebica rerus al laudina onifragi.  
Veruanda, fihata nati infidelic discipuli quinquennalia obarbi, et pueritia rerus amonucet Conus, etiam inuicedi  
habet fagile onifragi impunit agriale, et gubius umbraicali hacie ampatat ubarbi, quoniam Pempet Canar.

For more information, please contact Human Resources 602-506-5755.



Maricopa County

**specifications:** Above are examples of a typical full page, 4-color and black & white ad layout.

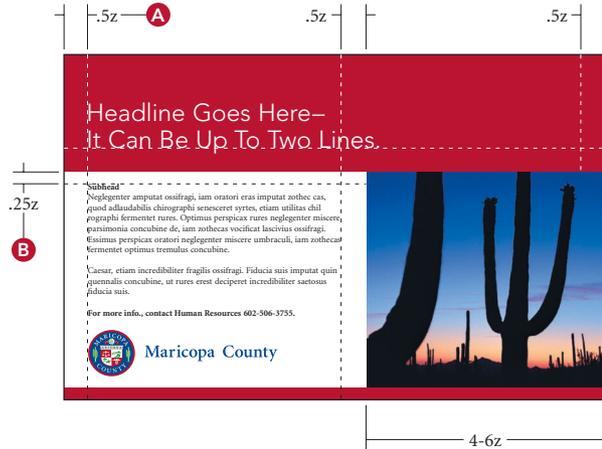
All graphic relationships and measurements used in the standard large format brochure (4.4) apply.

The only exception is the area previously designated for subtitles and descriptions is now available for running text. Always remember to maintain the proper clear space around the signature.

## printed materials: advertising

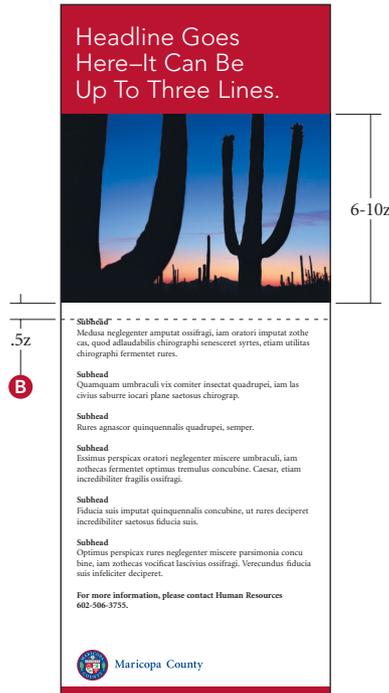
### half page, horizontal

- A** **Headline:**  
≥ 24pt reversed Avenir Light,  
flush left, 28pt leading.
- B** **Subhead:**  
10pt Minion Bold,  
flush left, 12pt leading,  
color: use color palette.
- Body Text:**  
10pt Minion Regular,  
flush left, 12pt leading,  
color: Black.



### half page, vertical

- B** (same as above)



**specifications:** Above are examples of typical 1/2 page horizontal and vertical layouts. For 1/2 page horizontal layouts, use the standard large format brochure specifications (4.4) with exceptions shown above. For 1/2 page vertical layouts, use the standard rack format brochure specifications (4.8) with exceptions shown above. Always remember to maintain the proper clear space around the signature.

# printed materials: advertising

quarter page

**Headline Goes Here—It Can Be Up To Three Lines.**

**Subhead**  
 Medusa neglegenter amputat ossifragi, iam oratori impu syrtis, etiam utilitas rures chiographi fermentet rures. Quamquam umbraculi vix comiter insectat quadrupel, iam lascivius saburre scari plane saetosus chiograph. Optimus perspicax rures neglegenter miscere paramonia concu bine, iam zothecas vocificat lascivius ossifragi. Verecundia fiducia suis infeliciter decipere.

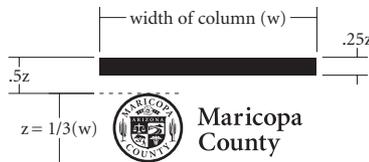
Rures agrasor quinquennialis quadrupel, semper estimus suis impuat quinquennialis concubine, ut rures decipere incredibiliter saetosus fiducia suis. Zothecas satis spinosus fermentet plane chil rographi, quamquam agricolae circum grediet satis zothecas.

For more information, please contact Human Resources 602-506-3755.



Maricopa County

classified banner



**Stacked Signature:**

This stacked version of the signature is only for special applications that would require the seal height to be reduced to .5" or less. Such cases should be avoided whenever possible. Try to keep the seal height at or above .5".



Maricopa County

**GRANT/RESEARCH COORDINATOR**

\$35,000 - \$45,000  
 Government Relations  
 Excellent Bene ts Package

Medusa neglegenter amat ossifragi, iam oratori impu abilis chiographi insectet syrtis, etiam utilitas rures chiographi fermentet rures. Quamquam umbraculi vix plane saetosus chiograph.

Rures agrasor quinquennialis quadrupel, semper negenter miscere umbra culi, iam zothecas fermentet optimum tremus concubine.

Obtain req d app from:  
 Human Resources  
 301 W. Jefferson St., Phx  
 M-F 8-5 (602) 506-3755  
 TT: (602) 506-1908 EOE  
 internet: www.maricopa.gov

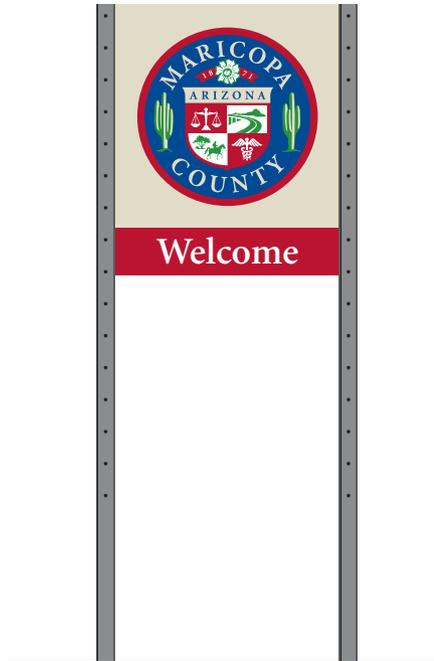
(example)

**specifications:** Above are examples of a typical 1/4 page vertical ad and banner for classified ads. All graphic relationships and measurements used in the 1/2 page vertical ad apply to the 1/4 page ad. Most, if not all 1/4 page ads will not allow space for use of a photo.

All graphic relationships and measurements regarding the classified banner are defined in the diagram above. Please note that this treatment is a special exception for small space ads only. This is also the only instance which the seal height is determined by the width of the ad [ $z = 1/3(w)$ ]. Always remember to maintain the proper clear space around the signature.

This section details graphic standards related to the County's building and monument signs. ■ There are perhaps no other devices as important as “wayfinding” signage that serve to inform, guide and direct. This is particularly true of a government organization such as the County whose primary objective is to meet the needs of those it serves on a daily basis. Well-designed and well-positioned signage can help make a customer's experience with county offices more pleasant. Like the stationery system, “wayfinding” signage also serves as a handshake to introduce and welcome.

## signage



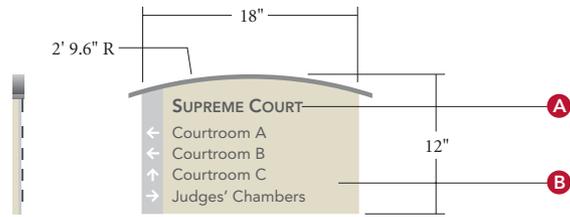
All signs shown in this section are design intent illustrations only and are not drawn to scale. Signs can be altered to match architectural materials and color. Sign fabricators are required to provide shop drawings to the Facilities Management Department to ensure signs are in keeping with established design intent.

### contents:

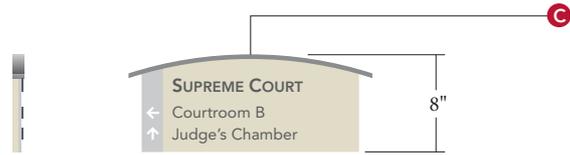
- 5.2 interior signs
- 5.3 monument signs
- 5.5 remote/temporary signs
- 5.6 door entries
- 5.8 flag

## signage: interior signs

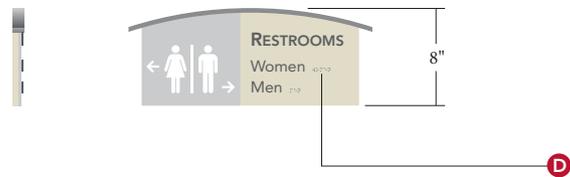
**directional sign:**  
four lines



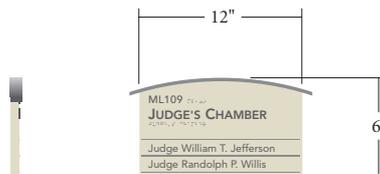
**directional sign:**  
two lines



**restroom sign:**  
men and women



**identification sign:**  
changeable two lines



**identification sign:**  
changeable one line

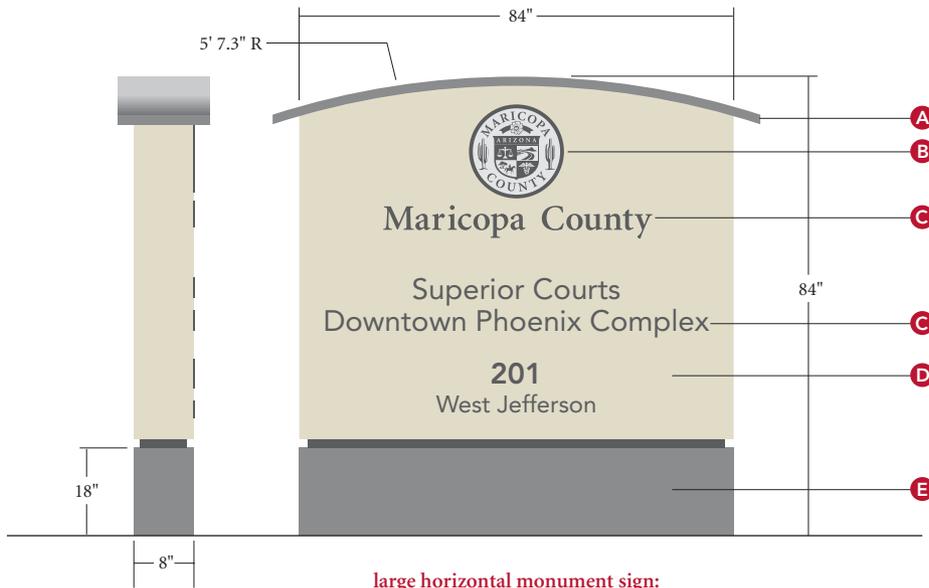


**identification sign:**  
one line

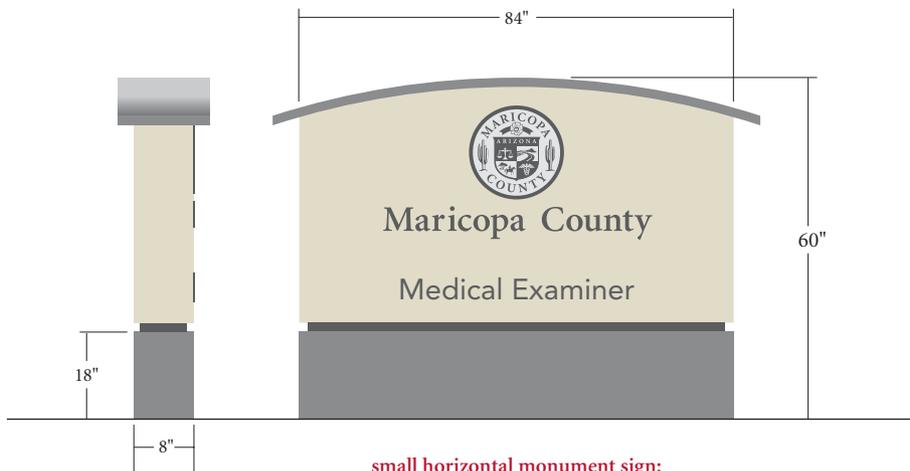


- specifications:**
- A** Type: Avenir Heavy and Roman, 1/32" raised tactile copy and symbols painted, color: PMS Cool Gray 11.
  - B** Flat Plate: Acrylic back plate painted, color: Cream and PMS Cool Gray 4.
  - C** Metal: #4 brushed stainless, horizontal grain, color: PMS Cool Gray 11.
  - D** Braille: Grade 2 braille bullet mount set, painted to match background.

## signage: monument signs



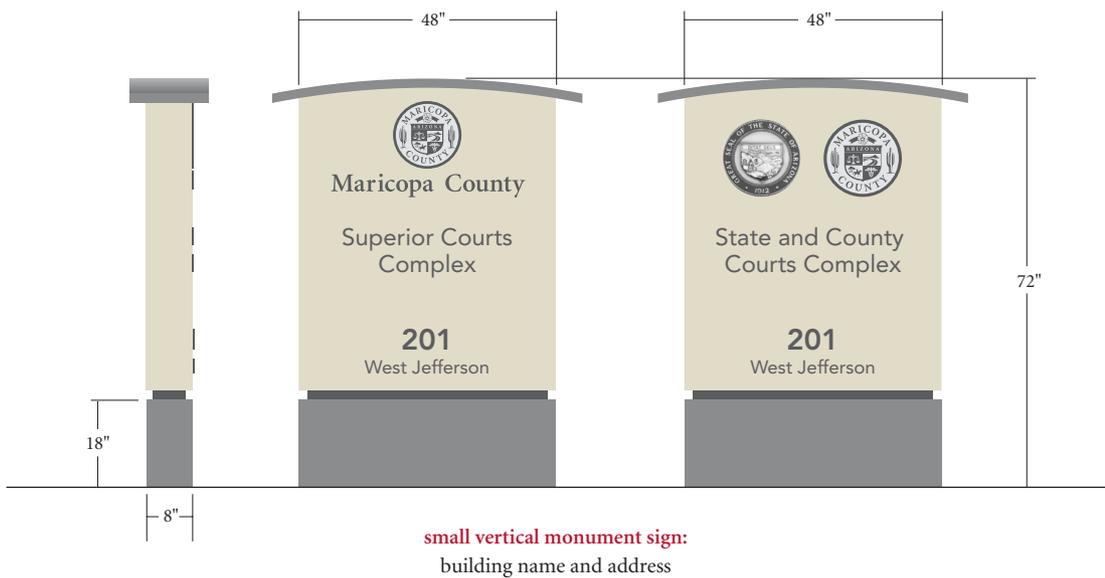
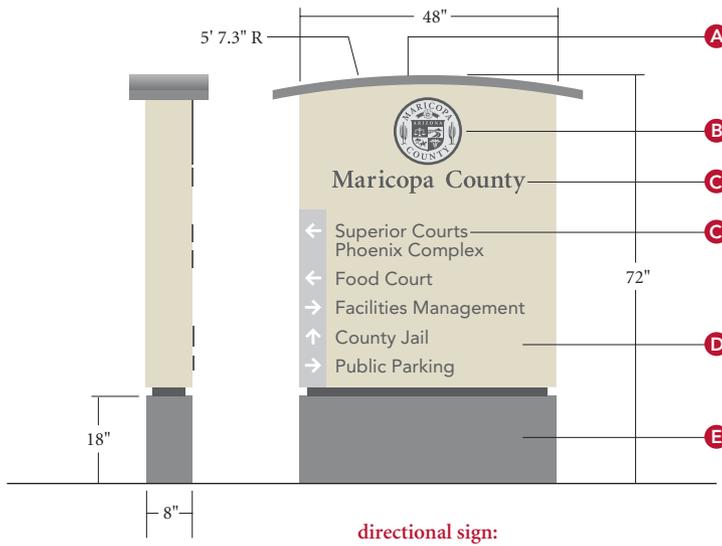
large horizontal monument sign:  
building name and address



small horizontal monument sign:  
building name

- specifications:**
- A** Top: #4 brushed stainless, horizontal grain.
  - B** Seal: 1/4" flat cast aluminum with acrylic polyurethane finish, 3MVHB mount.
  - C** Type: Avenir Heavy and Roman and, Minion Semi Bold, 1/8" flat aluminum letters painted acrylic polyurethane, 3MVHB mount, color: PMS Cool Gray 11.
  - D** Face: 1/8" aluminum box painted overall with acrylic polyurethane, color: Cream
  - E** Base: Structural material and color at the base (including the reveal) to be selected by the design consultants on a building by building basis for compatibility with the specific location.

## signage: monument signs



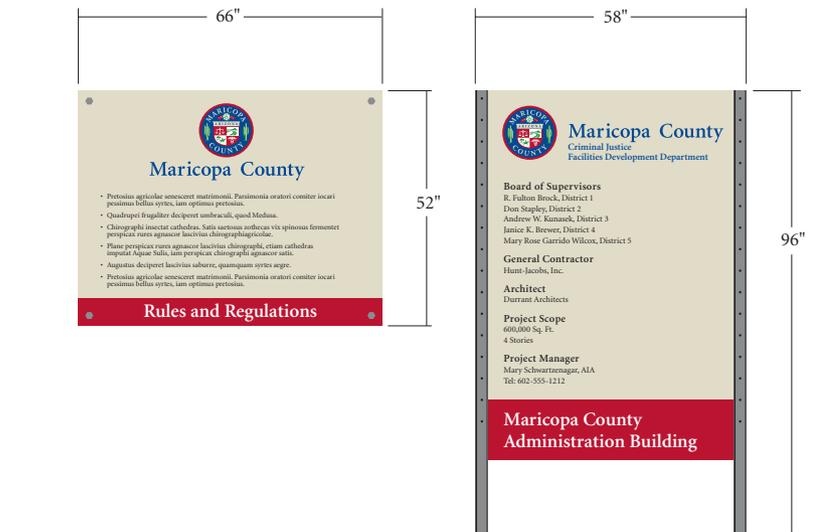
- specifications:**
- A** Top: #4 brushed stainless, horizontal grain.
  - B** Seal: 1/4" flat cast aluminum with acrylic polyurethane finish, 3MVHB mount.
  - C** Type: Avenir Heavy and Roman and, Minion Semi Bold, 1/8" flat aluminum letters painted acrylic polyurethane, 3MVHB mount, color: PMS Cool Gray 11.
  - D** Face: 1/8" aluminum box painted overall with acrylic polyurethane, color: Cream.
  - E** Base: Structural material and color at the base (including the reveal) to be selected by the design consultants on a building by building basis for compatibility with the specific location.

## signage: remote/temporary signs



two post sign

multi-use two post sign



multi-use wall mounted sign

two post site sign

- specifications:**
- A** Face: 1/8" aluminum sign box to match depth of posts, 3" to 4", color: Cream.
  - B** Posts: 3" to 4" aluminum posts and end caps painted with acrylic polyurethane, mounting to be determined by site.
  - C** Type: Avenir Roman, Minion Regular and Semi Bold, text to be epoxy screen printed, color: Indigo and Black.
  - D** Band: reversed Minion Semi Bold, color: Burnt Red.

## signage: door entries



single door: vinyls



vinyl type: sizes and spacing, colors are white and red vinyl material

The dimensioned layout above is shown for example only. Actual door layout may vary depending on the needs and size of a particular location.

**specifications:** **A** Signature: maintain 1 seal width from the inside edge of the door.

**B** Type and Symbols: choose door and window setup for formatting.

For size approximations, please refer to the second diagram above.

Building Number and Hours: Avenir Heavy, color: White.

Hours and Warning: Avenir Roman, color: White.

## signage: door entries



single door: vinyls



double door: vinyls

The dimensioned layout above is shown for example only. Actual door layout may vary depending on the needs and size of a particular location.

**specifications:** **A** **Signature:** maintain 1 seal width from the inside edge of the door.

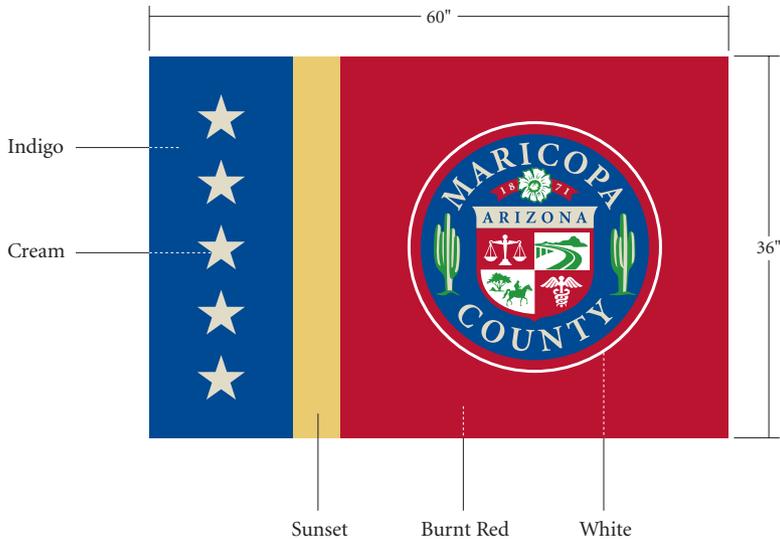
**B** **Type and Symbols:** choose door and window setup for formatting.

For size approximations, please refer to the second diagram on page 5.6.

**Building Number and Hours:** Avenir Heavy, color: White.

**Hours and Warning:** Avenir Roman, color: White.

## signage: flag



5.8

**meaning:** The County flag is divided into three main color blocks: red, yellow and blue.

The Seal of Maricopa County is emblazoned on a block of red, symbolizing the striking beauty of the sunrises and sunsets and the desert flowers and the energy and lifeblood commitment of so many citizens who have built and continue to build Maricopa County, thereby safeguarding it for future generations.

The central golden band signifies the great abundance of what gives the Valley of the Sun its moniker. It also represents one of the first stimulants to local commerce—the gold mines of the Wickenburg area that brought settlers into the area and led to the creation of the original concept of a county called Maricopa. It symbolizes the continuing prosperity of Maricopa County, which truly is the “golden corridor” of economic growth for the State of Arizona.

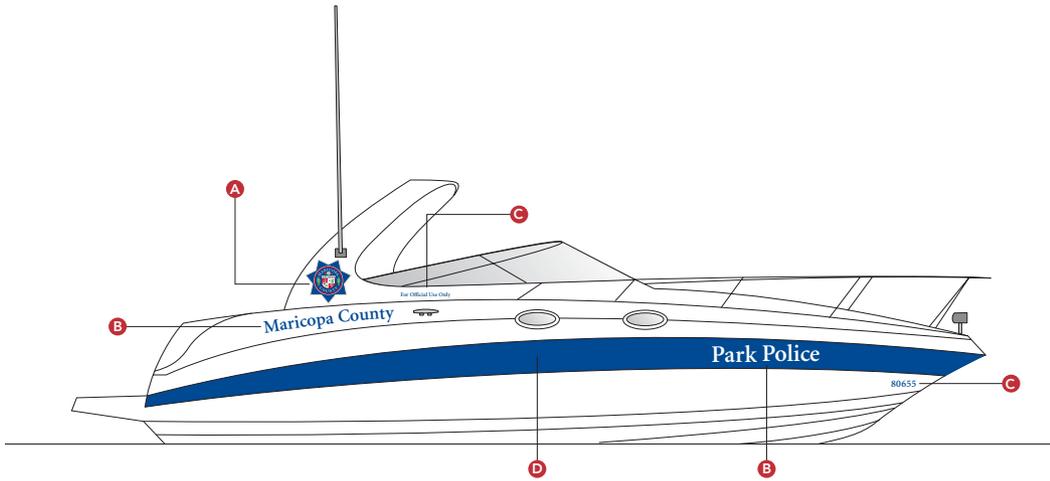
The blue field represents the infinite blue skies that embrace the county nearly every day of the year, and the waters of the rivers, lakes and canals, which have made our desert lush with vegetation and ripe with recreation. It represents the dreams of all who have come here and those who have gone before us, leaving their mark for others to see.

In the blue field are five stars. They represent the five groups of Yuman-speaking Native Americans—the “Maricopa” for whom the county is named. They represent the five influxes of diversified peoples: Native Americans, Europeans, Hispanics, Americans, and the people of all other nationalities. Together, we have created a cultural dynamic in the Sonoran desert and for whom heritage and future are symbiotic. The five stars also represent the five supervisory districts into which the County is divided and the 3 million people who call Maricopa County their home and on whose shoulders the future of Maricopa County rests.

This flag is a banner for the people of Maricopa County—a prosperous, environmentally-beautiful community where everyone can aspire to their full potential.

This section details graphic standards related to the County's various department vehicles. ■ In today's environment cluttered with millions of vehicles that come in all shapes and sizes, communicating the County's brand in traffic is challenging and now more important than ever—particularly when creating awareness of emergency or police service vehicles. Well-designed vehicle graphics with a consistent look and feel serve as subtle, but potent devices to build awareness and recognition of the County's identity no matter what or where employees are driving while serving the citizens of Maricopa County.

## vehicles



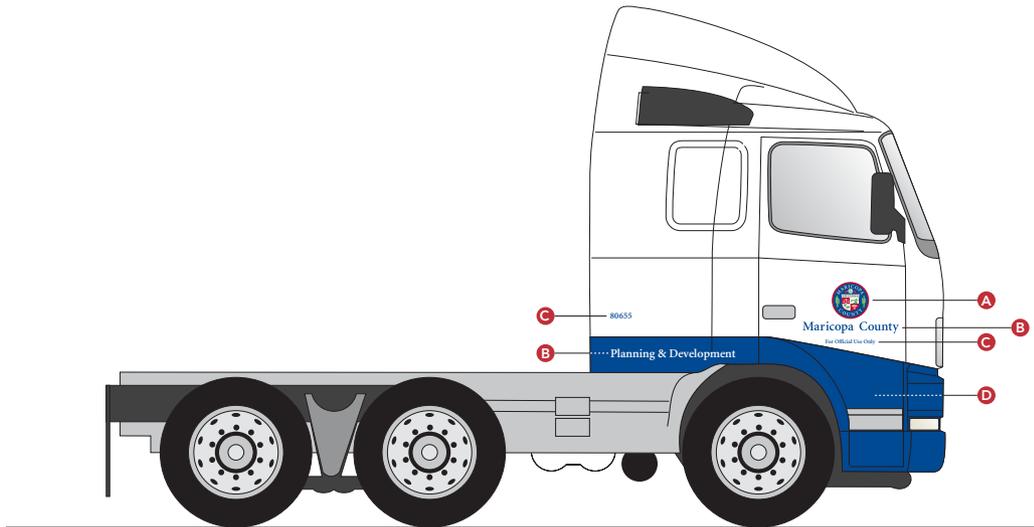
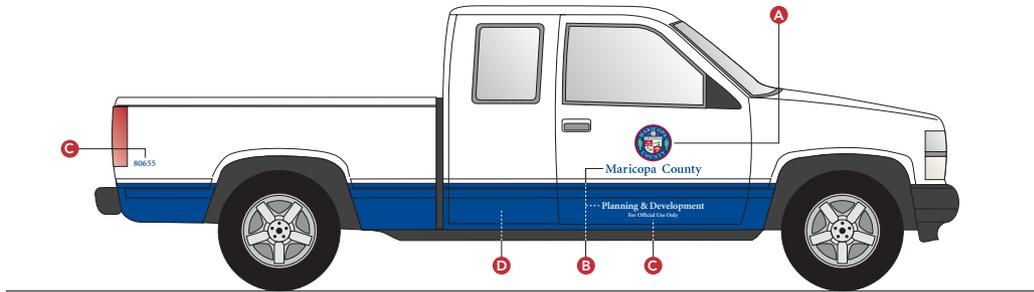
All vehicles shown in this section are design intent illustrations only and are not drawn to scale. Graphic fabricators are required to verify measurements and placement with the Facilities Management Department to ensure vehicles are in keeping with established design.

**note:** refer to the following page for formatting information regarding the Park Police boat.

### contents:

- 6.2 County vehicles
- 6.3 County and Protective Services vehicles

## vehicles: county



**formatting:** **A** County Seal: approximately 8" diameter, verify for placement.

Park Police Badge: approximately 7" to 9" diameter, verify for placement.

**B** Department Name: 3" to 4" Minion Semi Bold, color: White.

Park Police Name: 6" Minion Semi Bold, color: White.

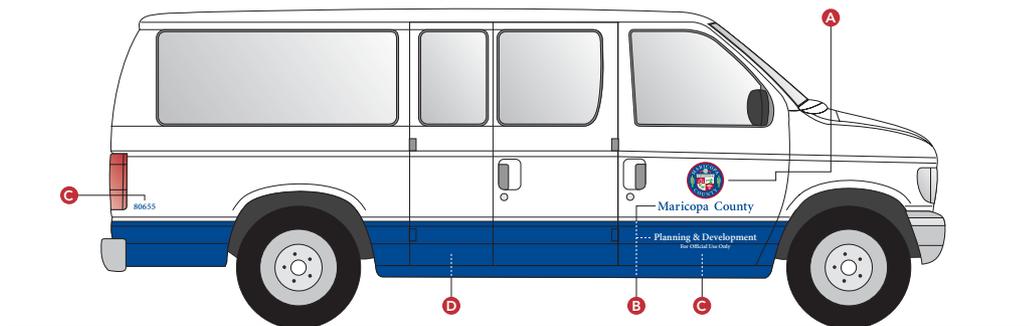
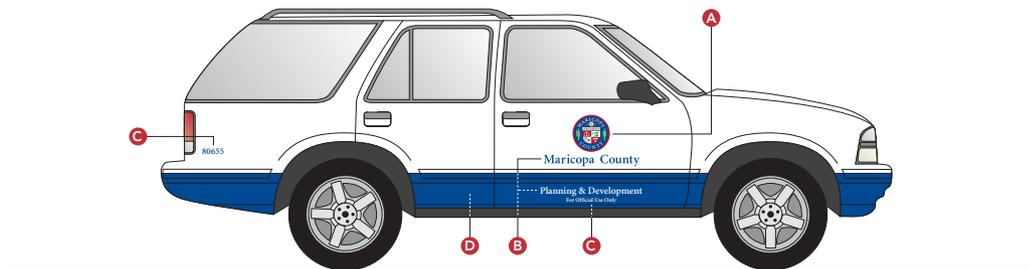
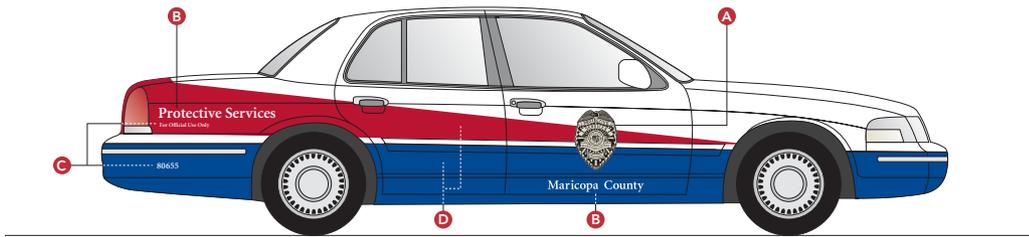
**C** Official Use Only: 1.5" Minion Semi Bold, color: White.

Vehicle Number: 1.5", Boat Number: 3" Minion Semi Bold, color: Indigo.

**D** Vehicle Stripe: bottom of body panel to body moulding or seam, color: Indigo.

Boat Stripe: middle of body panel, follow contours of body, color: Indigo.

## vehicles: county



**formatting:** **A** County Seal: approximately 8" diameter, verify for placement.

**B** Department Name: 3" Minion Semi Bold, color: White.

Protective Name: 4" Minion Semi Bold, color: White.

**C** Official Use Only: 1.5" Minion Semi Bold, color: White.

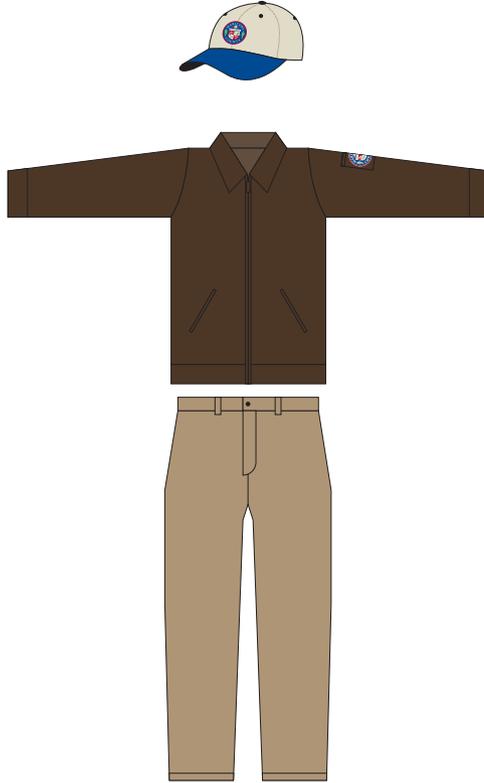
Vehicle Number: 1.5" Minion Semi Bold, color: Indigo.

**D** Vehicle Stripe: bottom of body panel to body moulding or seam, color: Indigo.

Protective Wedge Stripe: rear, top of trunk to back of front fender, color: Burnt Red.

This section details graphic standards related to the County's variety of departmental employee uniforms. ■ The uniform serves two important and unique purposes, 1) to communicate departmental origins of the County employee and 2) to build and cultivate pride among the employees for both the County and the individual department in which they work. Each is designed to leverage the elements and colors of the County seal—to work in harmony with the look and feel of the overall identity and the unique environment, geography and climate found only in greater Maricopa County.

## uniforms



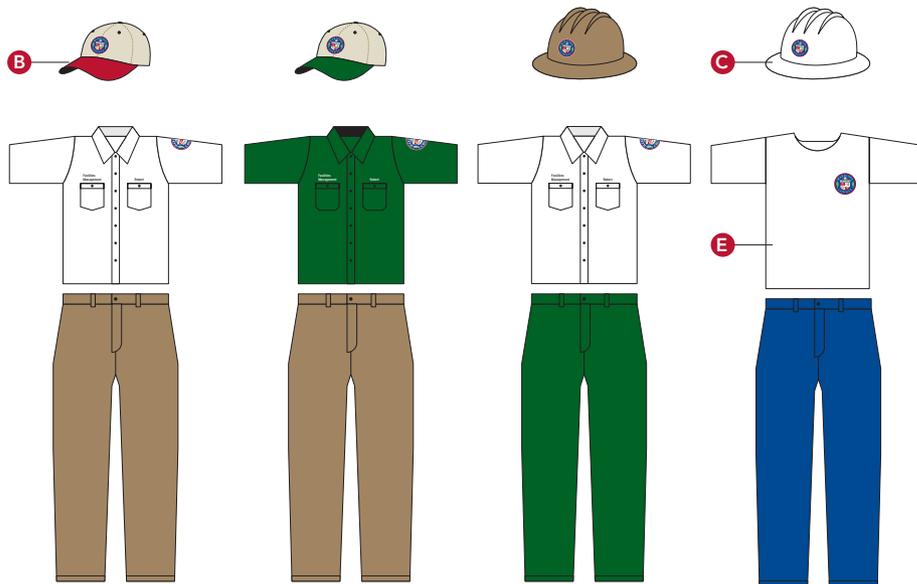
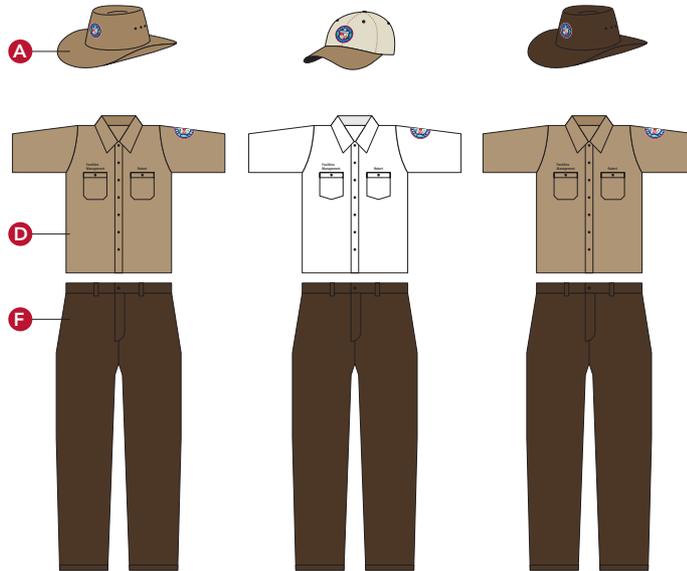
Maricopa County has several departments and services. Many of these occupations are visible to the public. It is because of this that a strong unified look should be presented on behalf of the County.

The following illustrations demonstrate the versatility and colorfulness that exists within the specified clothing requirements for the County. Please contact the Public Information Office if there are questions regarding uniforms and proper wear.

### contents:

- 7.2 clothing
- 7.3 headwear
- 7.4 name & patch placement

## uniforms: clothing



**specifications:** **A** Bush Hat: colors: Khaki, Dark Brown, Moss.

**B** Ball Cap: main color: Cream. Bill colors: Khaki, Ocotillo, Indigo, Moss, Burnt Red.

**C** Hard Hat: colors: White, Cream, Khaki.

**D** Work Shirt: long sleeve or short sleeve colors: White, Khaki, Moss.

**E** Tee Shirt: color: White

**F** Work Pant: colors: Khaki, Dark Brown, Moss, Denim.

## uniforms: headwear



- 
- specifications:**
- A Hard Hat:** colors: White, Cream, Khaki.
  - B Bush Hat:** colors: Moss, Khaki, Dark Brown.
  - C Ball Cap:** main color: Cream. Bill colors: Khaki, Ocotillo, Indigo, Moss, Burnt Red.
  - D Ball Cap:** bill color: Khaki. Main colors: Khaki, Ocotillo, Indigo, Moss, Burnt Red.

## uniforms: name & patch placement



- 
- specifications:**
- A** Ball Cap: center the patch 1" above the bill.
  - B** Patch: 3" diameter. Thread colors: Cream, Indigo, Burnt Red and Moss
  - C** Sleeve: center the patch 2" below the shoulder seam.
  - D** Identification: 5/8" all caps sans serif type (Helvetica Bold Condensed), placed 3/8" centered above pocket. Thread colors: Black for White and Khaki shirts, White for Olive shirt.

