



Board of Supervisors

Story County, Iowa

Story County Logo and Seal Terms of Use Policy

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PURPOSE: Story County has two representative images that it uses in its business operations. A public "Brand" Image embodied on our County logo (4-color logo) and a County Seal that bears importance as an official endorsement and acceptance on items that bear the seal image.

This policy standardizes the use and appearance of the Story County logo and seal. It maintains the integrity of the design by enforcing uniform public application of the County logo in representing Story County. In addition, it limits the use of the seal as a legal endorsement of Story County on documents and as the official mark in exercise of the business of the elected officials of Story County

Throughout this policy, "County" refers to Story County, Iowa, including its offices, departments, boards, employees, and agents.

SCOPE: This logo and seal use policy applies to all offices, agencies, boards, and departments of Story County unless exempted by provision in this policy.

RESPONSIBILITY: The Story County Board of Supervisors shall be responsible for enforcement of this policy, monitoring adherence, approving use requests, and amending this policy as needed. Elected officials and department heads shall ensure compliance within their organizations. All County employees, elected officials and parties granted approval to use the Story County logo must adhere to these guidelines. All elected officials (and their designees) who are authorized to use the County Seal are bound to adhere to this policy.

POLICY AND PROCEDURE

LOGO GUIDELINE INTRODUCTION:

The County logo is to be the pervasive public persona of Story County Government and the geographical region that it covers. The logo embodies the unique landscape and quality of life that citizens in the county enjoy, along with the high-quality service and dedication of the County's Employees. Visual association and branding are paramount.

Whether it's the condition of County vehicles, the cleanliness of facilities, the look and function of documents and forms, or consistent use of the official Story County logo, these visual associations aid in forging our County's identity.

SPECIFIC REQUIREMENTS:

1. The unapproved use of the Story County logo is a violation of State and Federal laws and is subject to litigation. Permission to use the Story County logo may be granted by the Story County Board of Supervisors by completing this application form, <https://www.storycountyiowa.gov/FormCenter/County-Outreach-9/Story-County-Logo-Use-Request-Form-136>
2. The Story County logo is copyrighted and will be registered as a trademark of Story County.

GENERAL LOGO INFORMATION: The Story County logo was designed to be unique and catch the attention of viewers among the hundreds of images that pervade their lives daily. In one glance the Story County logo captures the terrain that surrounds us, the lifestyles that sustain us and the ideals that the people of Story County inside its government and out adhere to. It is an image that engenders the ideals that drive the County's work and mission.

1. **FLEXIBILITY:** Flexibility is important. This policy will spell out choices that allow for the most appropriate application of the logo while adhering to the policies outlined in this document.
 - a. Use of the Story County Logo on clothing, advertising, promotional items or any location that can be widely seen is encouraged.
 - b. For use in computer applications, please contact Story County Information Technology Department.
 - c. For usage approval, you must complete the application on the Story County website at this address, <https://www.storycountyiowa.gov/FormCenter/County-Outreach-9/Story-County-Logo-Use-Request-Form-136>
2. **COPYRIGHT & TRADEMARK:** The Story County logo has a copyright to protect its use. The logo is also the registered trademark (®) of Story County, Iowa.
 - a. Unapproved use of the logo is a violation of State and Federal laws and subject to litigation. To obtain permission please complete the application on the Story County website at this address, <https://www.storycountyiowa.gov/FormCenter/County-Outreach-9/Story-County-Logo-Use-Request-Form-136>
3. **PRIVATE SECTOR USE:** The County logo is not to be used by any private party or for any use unrelated to County business without the expressed written permission of the Story County Board of Supervisors
 - a. Requests for approval by the Board of Supervisors for use of the logo must include intent, duration and scope of use of the County's logo.

- b. All agencies/organizations/individuals that are approved to use the Story County logo are bound to adhere to the terms outlined in this policy.
- c. Permission to use the County logo is non-transferable and is limited to the scope and use intended in the original request for permission to use the logo.
- d. Application for logo usage can be found here,
<https://www.storycountyiowa.gov/FormCenter/County-Outreach-9/Story-County-Logo-Use-Request-Form-136>

VEHICLE MARKING POLICY: It is the policy of Story County that all County vehicles shall be identified by the use of the County logo affixed to the doors of all passenger cars and trucks with the name of the department/office under the logo in a standard application as described in this procedure. All heavy equipment shall be identified by a County logo affixed as is practical, given the structure of the individual piece of equipment.

1. **GRANTED VEHICLE EXEMPTIONS:** The following vehicles are granted an exemption from bearing the Story County logo:
 - a. All Sheriff's vehicles which are marked in accordance with the standard State of Iowa Sheriff's Department markings.
 - b. Any vehicle used for undercover operations.
 - c. If the use of a marked vehicle may jeopardize the confidentiality of a client or any citizen where confidentiality is reasonably expected.
 - d. If the vehicle is used for some type of enforcement effort where use of a marked vehicle may interfere with the ability to perform the enforcement duties, such as unannounced inspections.
 - e. If the bona fide County activity may be jeopardized or interfered with in a way that is not in the best interest of the citizens by having a marked vehicle (i.e., site visits to property under consideration for purchase, where the negotiations would be jeopardized if County interest was disclosed).

2. **DENIED VEHICLE EXEMPTIONS:**
 - a. Desire not to have citizens stop employees to ask questions or to voice concerns to employees in the field.
 - b. Concern over perceptions to passersby during performance of a bona fide County function (i.e., sitting at an intersection for long periods of time doing traffic counts, County vehicles parked at bars or restaurants when performing inspections or investigations).
 - c. To avoid citizen calls or complaints.

3. **MIXED USE VEHICLES:** Many County vehicles may require an exception at one time or another, but not on an ongoing basis. For these vehicles, magnetic logos and department/office identification may be used that can be removed when necessary.

LOGO GUIDELINES: These guidelines may not address all possible or potential ways the County logo may be used. *Exceptions* to the guidelines must be approved in advance by the Story County Board of Supervisors. It is forbidden to print or distribute logos that do not comply with these guidelines without an exemption from the Board, and the County will not pay or reimburse for nonconforming items produced by outside vendors.

1. **THE COUNTY LOGO:** The Story County logo has three required parts, and one optional modifiable component:
 - a. Required elements. These elements must be included when using the logo:
 - i. The graphic symbol featuring houses are made of arrows, used to represent both progress and community. The curved lines in the middle represent agriculture, as in rows of crops; education, as in an open book; and hands coming together, as in people helping each other. The clouds in the background characterize Iowa's beautiful landscapes, while the windmill represents technology and the opportunities Iowa presents.
 1. The green use for the crop rows is to be Pantone Color 369 C in four (4) color option, three (3) color option and black or white in the two (2) color option. No variations will be allowed.
 2. The color for the sky is to be Pantone Color 646 C in the four (4) color option, Pantone Color 369 C in the three (3) color option, and black or white in the two (2) color option. No variations will be allowed.
 3. The color for the houses/arrows is to be Pantone 202 C in the four (4) color option, black in the three (3) color option, and black or white in the two (2) color option. No variations will be allowed.
 - ii. The wording Story County is required in the Helvetica Neue 65 Medium font in black in all options. No variations will be allowed.
 - iii. The words Iowa (dot) 1853 is required in the Helvetica Neue 87 Heavy Condensed kerned out font in black. The dot separating the words Iowa and 1853 is to be Pantone Color 369 C in the four (4) color option, three (3) color option, and black in the two (2) color option. No variations will be allowed.
 - b. Optional elements:
 - i. The Department, Office, Board, Commission or Operating Unit name appearing beneath the above required elements. This must be in the Helvetica Neue 87 Heavy Condensed kerned out font in Pantone 369 C in the four (4) color option, three (3) color option and black in the two (2) color option. Variation is limited to department/office names only.



Information Technology
Story County 4-Color Logo



Information Technology
Story County 3-Color Logo



Information Technology
Story County 2-Color Logo

2. **LOGO MODIFICATION:** The logo and its parts must never be distorted, altered, redrawn, or modified in any way. This guideline is especially important to keep in mind when the logo is being embroidered on uniforms, painted on a sign, or silk-screened on a banner, for instance.
 - a. Internal Users:
 - i. Computer users may access copies prepared for computer use on the County's network in the folder named:
S:\County Logo & Seal
 - ii. Modifying department/office names or other text can be provided by Story County Information Technology Department
 - b. External Users:
 - c. Copies of the County logo may be obtained by contacting the Story County Board of Supervisors. These logos may only be used with the expressed permission of the Story County Board of Supervisors. Application for logo usage can be found here:
<https://www.storycountyiowa.gov/FormCenter/County-Outreach-9/Story-County-Logo-Use-Request-Form-136>

3. **ALTERNATIVE LOGO:** On occasion space or design requirements may not allow for optimal placement of the logo. In cases where the large nature of the logo prevent it from being displayed with visibility and distinction an alternative logo may be used in immediate proximity to the other required components of the logo including the wording of Story County in Helvetica Neue 65 Medium font in black, and the words Iowa (dot) 1853 is required in the Helvetica Neue 87 Heavy Condensed kerned out font in black.



4. LOGO USE:

- a. The logo is to be used by all County departments / offices / units / agencies except the following which have the option to use the logo at their discretion:
 - i. Story County Sheriff's Office
 - 1. To maintain integrity of established badge logo
 - ii. Story County Conservation Board
 - 1. To maintain integrity of established Conservation Board "Sun" logo.
- b. The County logo should appear on all Story County forms and documents, except documents having a strictly internal use, i.e. notations, inter-office memoranda, working papers, etc.
- c. The logo may be used in conjunction with the County seal in documents needing the official endorsement of the County and/or its' elected officers.
- d. The logo should appear in all print advertising and display materials for County programs and events.
- e. All County departments/offices with the exception of those excluded from this policy above shall cease use of the County seal as a logo, or any other existing logos and adopt the use of this logo on letterheads, documents, business cards, pamphlets or any publicly visible instruments of Story County.

5. LOGO REPRODUCTION: The logo should always be reproduced from high-quality artwork to maintain the clarity and quality of its appearance.

- a. Printing and Resolution:
 - i. Versions of the logo generated by 600-dpi laser printers are usually sufficient for reproduction.
 - ii. For some applications, however, a high-resolution copy of the logo may be necessary for best reproduction. For assistance, contact the Board of Supervisor's Office. 515-382-7200.
 - iii. Embroidered products. Special care must be taken when reproducing the County logo by embroidery. Thread companies do not use the same universal codes for colors as printers do, therefore, purchasers of embroidered products bearing the logo must ensure that the thread colors match the official logo colors before placing an order. The process involves carefully picking the correct thread colors with the vendor.

6. FORMS DESIGN AND LAYOUT:

- a. Detailed formats have been developed for the County's letterhead, letterhead envelope, and business cards. These formats specify the particular typefaces to be used with the logo, and the placement of both primary and secondary items such as department/office names and phone numbers. .

- i. To help maintain consistency among the County's many printed materials, all departments/offices which develop forms or documents bearing the County logo should obtain these typeface and placement guidelines from the Board of Supervisors Office.
- b. When using the multi-colored logo design, forms and other County documents should be printed on white paper, recycled is preferred. When using a solid color logo, any color paper is appropriate, recycled preferred.
- c. As much as possible, the design of forms should mirror the County letterhead (logo in the same size and upper-left-corner position). However, it is recognized that such consistency may not always be possible, and that alternative placements of the County logo may be necessary on some forms and documents. *Remember:* Designing forms that are both attractive and easy to use-and which meet the logo guidelines-can be difficult, it may be best to assign such work to a professional graphic artist or typesetter.
- d. A "soft letterhead" or letterhead template is available through the County's computer system enabling users to easily produce documents in an approved letterhead format. The letterhead template can be customized with your Department/Office's name. Please contact Information Technology for a copy at 515-382-7300.
- e. In most cases, the names of individuals (such as County officers or department managers) should not be included on printed forms and documents, to prevent waste when turnover occurs.

COMMON USAGE MISTAKES (SAMPLES):





Incorrect



Incorrect



Incorrect



Incorrect



Incorrect



Correct

- The logo must never be stretched nor compressed.
- It must never be screened or printed in a shaded color.
- The County name may not be deleted.
- The County name may not be printed in any other typeface (even one that resembles the original).
- The logo may not be decorated with lines, boxes, symbols or other kinds of artwork

OWNERSHIP OF LOGO & ENFORCEMENT:

1. Story County, via its Board of Supervisors, is the owner of all rights, titles and interests in and to certain designations comprising designs, trade names, trademarks and service marks including, without limitation, the names “Story County, Iowa,” “Story County,” “County of Story” logotypes and seals incorporating one or more of the foregoing names and/or abbreviations, and certain logo graphics and/or symbols which have come to be associated with Story County, Iowa.
2. In consideration of the valuable property rights inherent in Story County, Iowa, name and indicia which are inseparable from the good name and reputation of Story County, Iowa, both domestically and internationally, this policy is established to govern the use of the Story County, Iowa, name and indicia.

3. The Story County Board of Supervisors may take any action reasonably necessary to ensure these policies are followed and to secure the integrity of the logo. The Board of Supervisors may direct that violators cease use of the logo and may seek assistance from any County department/office to enforce these policies.

SEAL GUIDELINE INTRODUCTION:

The County seal is to be the limited use legal endorsement of Story County Government. The County seal's use is intended to be limited to official and legally binding documents, and then only as a visual endorsement of the document itself. The County seal may be used in conjunction with the County logo, or on its own. The use of the County seal is limited to elected officials and their designees in the execution of the duties of their respective offices. Application of the County seal should be used sparingly and only on occasions that are deemed to require the weight of an official County Endorsement.

GENERAL SEAL INFORMATION: Story County currently has an official seal featuring Roman goddess Justitia (Lady Justice) This is a historical reference to County's historical namesake U.S. Supreme Court Justice Joseph Story.

SPECIFIC REQUIREMENTS:

1. The unapproved use of the Story County seal is a violation of State and Federal laws and is subject to litigation. Permission to use the Story County Seal is solely available to Story County Elected Officers (Attorney, Auditor, Sheriff, Supervisors, Recorder, and Treasurer) Elected Boards and those supporting departments and committees acting at their direction with their approval.
2. This policy empowers the County seal as the official mark of endorsement of County Officers, Committees and those acting on their behalf. Any images resembling the County seal that do not meet the standards outlined in this policy are deemed as invalid and not an official endorsement.

LIMITATION OF USE: As an implementation of best use practices the Story County seal shall be limited in its use in Story County government business to those uses specifically outlined within this policy. This is an effort to give the County seal value, meaning and immediate identifiable significance by County employees, officers and the public as the official endorsement of the County or an individual elected officer acting within the duties of their office.

1. **ALLOWED SPECIFIC USES OF THE STORY COUNTY SEAL:** The following are acceptable applications of the Story County seal.
 - a. Legal Notices originating from an office of Story County Government at the behest of an elected official.
 - b. Documents of Elected Officials or their designee acting in accordance with their duties mandated by the Code of Iowa.
 - c. Tax Statements
 - d. County Ordinances
 - e. County Policies

- f. Board / Committee Proceedings
 - i. Agendas
 - ii. Minutes
- g. Resolutions of the County Board of Supervisors
- h. Contracts
- i. Bids
- j. Human Resources documents

2. **RESTRICTED USES**

- a. All applications not expressly authorized above.

3. **PRIVATE SECTOR USE:** The County seal is prohibited in use by any private party.

COUNTY SEAL GUIDELINES: These guidelines may not address all possible or potential ways that the County seal can be used. It is forbidden to print, duplicate or distribute seals that do not comply with these guidelines. The County will not pay for nonconforming items produced by outside vendors.

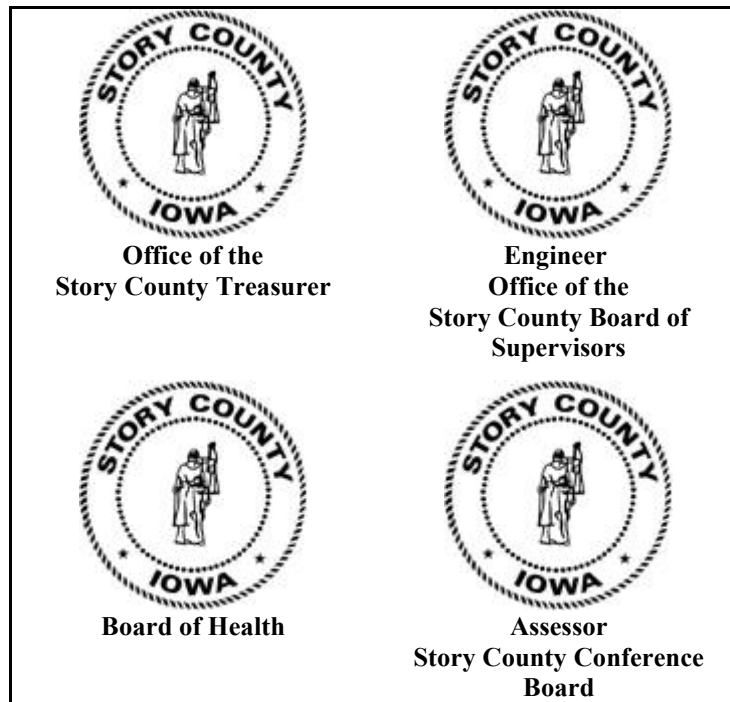
1. **THE COUNTY SEAL:** The Story County seal has the following requirements for its authorized use.

- a. A “braided” outer perimeter
- b. An inner perimeter consisting of dots
- c. Two individual stars separating the text of Story County and Iowa to the left and right respectively of the word Iowa.
- d. An image of the goddess Justitia centered within the logo
- e. Text immediately beneath the seal indicating the office of origin in accordance with the following sample format(s) when originating from an Elected Officer:
 - i. Office of the Story County Attorney
 - ii. Office of the Story County Auditor
 - iii. Office of the Story County Board of Supervisors
 - iv. Office of the Story County Recorder
 - v. Office of the Story County Sheriff
 - vi. Office of the Story County Treasurer
- f. Text immediately beneath the seal indicating the office of origin in accordance with the following sample format(s) when originating from a supporting department acting at the direction of an elected official:
 - i. Engineer - Office of the Story County Board of Supervisors
 - ii. Planning & Development - Office of the Story County Board of Supervisors
 - iii. Information Technology - Office of the Story County Board of Supervisors
- g. Text immediately beneath the seal indicating the board or committee of origin in accordance with the following sample format(s) when originating

from a board or committee acting at the appointment or in coordination with an elected official:

- i. Board of Health
 - ii. Board of Adjustment
 - iii. Planning & Zoning Commission
- h. Text immediately beneath the seal indicating the board or committee of origin in accordance with the following sample format(s) when originating form a support department or agency acting at the direction of a board or committee serving by appointment or in coordination with an elected official:
- i. Assessor – Story County Conference Board
 - ii. Sanitarian – Story County Board of Health
 - iii. Planning & Development – Story County Planning & Zoning Commission

VALID USE SAMPLES:



2. **SEAL MODIFICATION:** The seal and its parts must never be distorted altered or redrawn, or modified in any way.
- a. Internal Users:
 - i. Computer users may access copies prepared for computer use on the County’s network in the folder named:
S:\County Logo & Seal
 - b. External Users:
 - i. Copies of the County seal are not made available to agencies or individuals outside of Story County Government.

3. SEAL USE:

- a. The seal is to be used by all elected officials and boards and those offices and departments acting on their behalf for the aforementioned purposes. The following Story County organizations may use their discretion in using the Seal:
 - i. Story County Sheriff's Office
 1. Maintain consistency of familiar badge logo
 - ii. Story County Conservation Board
 1. May use their "Sun" logo.
- b. The County seal should appear on all documents endorsed by elected officials, boards or employees acting at their direction that were mentioned in the allowed uses section, and legal documents that would benefit from an endorsement shown by the seal.
- c. The County seal may be used in conjunction with the County logo in documents needing the official endorsement of the County and its officers.
- d. All County departments, offices and agencies shall cease use of the County seal outside the prescribed use by an Elected Official, Board or Committee elected outright or appointed by an elected official in acting at their direction in the execution of their duties outlined by the Code of Iowa.
- e. Any use of the seal that deviates from the application and use guidelines outlined in this policy is not an official seal and does not represent the endorsement from Story County as a whole, or any of its officers or committees.
- f. The Story County seal is to play a central role of the Story County flag.
- g. The Story County flag will fly at all County owned and maintained properties with the exception of the Story County Conservation Board operated properties, where the Conservation Board flag and logo may be used alone or in conjunction with the Story County flag.
- h. The flag shall be flown on its' own flag pole/mount if there are individual poles for each flag with the pole flying the United States flag always being the highest and most prominent.
- i. The flag may be flown beneath the United States flag, the flag of the State of Iowa on one flag pole as long as they are in the following order:
 - i. United States Flag
 - ii. State of Iowa Flag
 - iii. Story County Flag

INVALID COUNTY SEAL SAMPLES:



**County Treasurer
INVALID**



**Engineer & Board of
Supervisors
INVALID**



**Department of Health
INVALID**



**Conference Board Story County
INVALID**