



agency *link*

LINKING IDEAS AND INFORMATION EFFECTIVELY.



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The AGENCYLINK identity is made up of several building blocks that we call basic elements:

our signature, our colors, our typography...

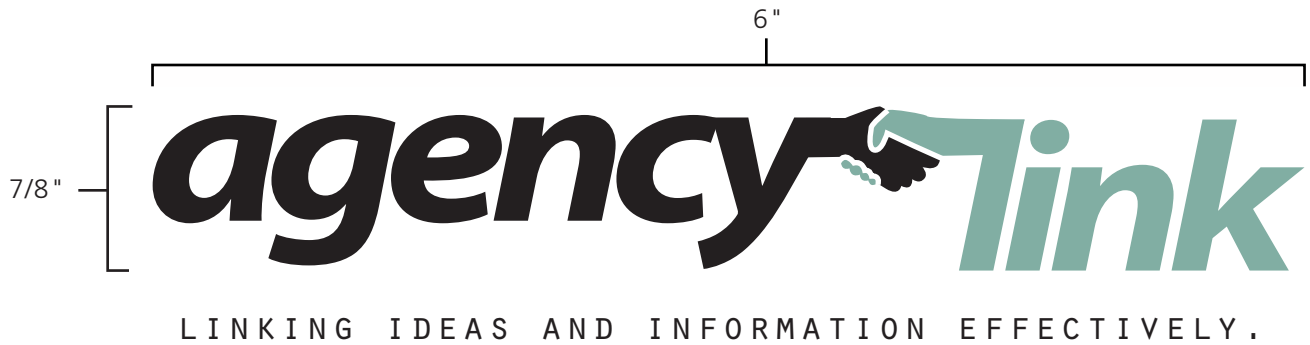
The proper and consistent use of these elements in corporate communications, both internally and externally, is essential in forging a cohesive identity, and in ensuring visibility, impact and public recognition for the AGENCYLINK message. This manual provides a concise description of each of these elements and presents guidelines for their use.

Whenever and wherever the AGENCYLINK logo appears, it should always be clearly visible.

Care should therefore be taken in controlling the background on which it is presented in order to optimize legibility. The correct and incorrect examples illustrated in this manual will serve as a useful guide when you are developing a layout or choosing an environment or a medium in which the AGENCYLINK signature will be displayed.

The AGENCYLINK logo is the keystone of our identity, an expression of our personality, our purpose, and our basic values. It represents cohesiveness, reliability and leadership.

To ensure correct logo reproduction, always begin by reviewing guidelines; then contact an AGENCYLINK administrator for approved reproduction materials and image files.



The logotype must constrain to the original proportions. It should not be flattened, stretched, or slanted in any way. It's size can be increased and decreased according to the ratio provided.

Exact dimensions

Ratio for proportioning-

6in. x 7/8in.

The two colors used in the logotype are black and AGENCYLINK green (PMS 556).

Colors

aluminum green

CMYK	RGB	WEB	PANTONE
43	99	63	556
0	160	A0	
31	141	8D	
27			

The typeface used for the text under the logotype is Orator Regular with a letter spacing of 50. With the logotype at 6in. x 7/8in., the point size for the Orator text is 15. The color for the text is black.

Type

Orator Regular
letter spacing 50

The colors chosen for the AGENCYLINK logo are AGENCYLINK green (PMS 556) and black. These are the only colors authorized for the logo, except in the cases where items are being printed in a greyscale format. In those cases a 50% gray should be used where the green is normally used. It is important to keep color consistency with every usage of the logo. Since colors vary from printer to printer, always send a pantone (PMS) swatch with materials to be printed with the instructions to match the swatch. Keeping these colors consistent will help establish the colors with your name.

color version

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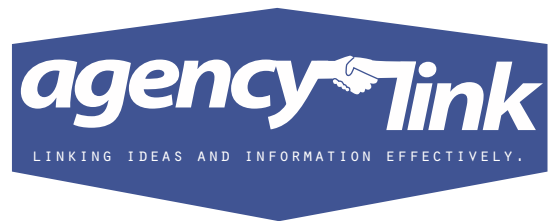
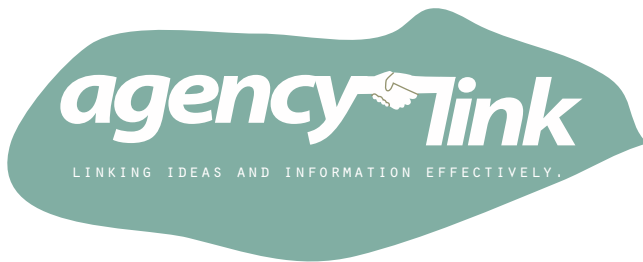
greyscale version

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The general public is inundated with thousands of visual messages every day. In this contest for their attention, color is a powerful device. To build a strong and memorable identity etched in the minds of AGENCYLINK users, color must be used appropriately. The unique feel of the AGENCYLINK identity is achieved using color in a careful but highly effective way to ensure a visual kinship among all our communications. The colors of the AGENCYLINK identity consist of our primary color, AGENCYLINK Green (PMS 4505), and black, which can be used to produce lively, effective and distinctive communications that will immediately be associated with AGENCYLINK.

The logo should not be reversed out of a color in a confining shape.

Reversing



The logo should not be used as text in a headline.

Headlines

LOOK UP **agency**  **link** ON THE WEB!

The logo should not be used with unauthorized colors or color configurations.

Colors



When the logo is used with corporate signature, the logo must remain the primary focus. The logo and the address must remain in proportion with each other. Text used for the address must be Orator regular with a character spacing of fifty. General formats have been established to show the proper relationship between logo and address. Color should be used consistently as in the previous color usage section of this standards manual



OFFICE OF FAMILY AND CHILDREN FIRST
COUNTY ADMINISTRATION BUILDING
451 WEST THIRD STREET
DAYTON, OH 45422



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451 WEST THIRD STREET
DAYTON, OH 45422



451 WEST THIRD STREET, DAYTON, OH 45422



OFFICE OF FAMILY AND CHILDREN FIRST, COUNTY ADMINISTRATION BUILDING
451 WEST THIRD STREET, DAYTON, OH 45422



