

STYLE GUIDE

Logo Creative Direction from the Brand Committee



THE LOGO MUST NOT BE OVERLY DETAILED AND SHOULD BE EASILY REPLICATED. "WILCO" IS A FAVORED TERM FOR THE COUNTY.



THE LOGO MUST WORK WELL IN COLOR, BLACK AND WHITE.



ENSURE THE LOGO WORKS EQUALLY WELL AT DIFFERENT SIZES AND ON A VARIETY OF APPLICATIONS. (EX: PRINT, DIGITAL, VEHICLE WRAPS, INDOOR AND OUTDOOR SIGNAGE, CLOTHING, ETC.)



CREATE A FLEXIBLE LOGO AND BRAND FAMILY THAT INCORPORATES ALL COUNTY DEPARTMENTS AND THE ORGANIZATION AS A WHOLE. THE LOGO SHOULD BE DESIGNED TO FIT WITHIN BOTH A SQUARE AND HORIZONTAL SPACE.



DO NOT INCLUDE THE OUTLINE OF THE STATE OF TEXAS.

WHAT WE HEARD FROM
COMMISSIONERS COURT,
STAFF & STAKEHOLDERS

Williamson
County
Organization
is...









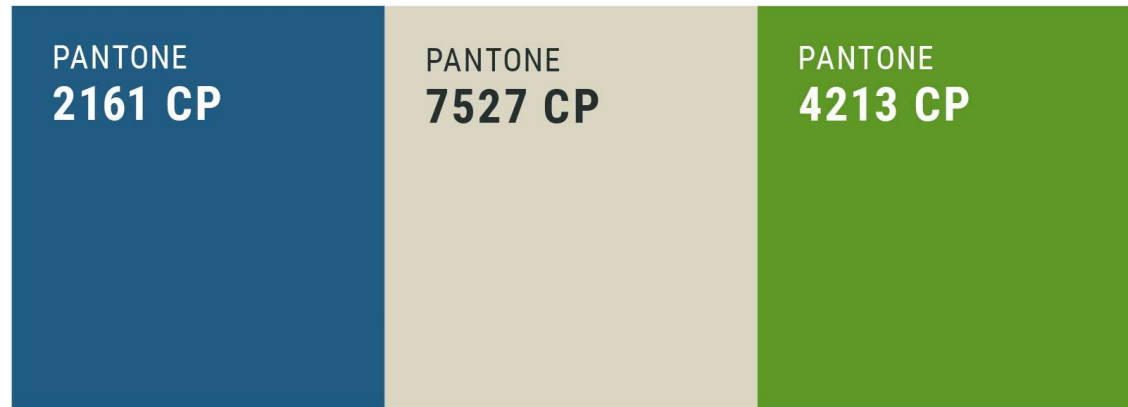








Primary Colors



Secondary Supportive Colors

