FULTON
COUNTY

BRANDINGGUIDELINES

Values

Transparency

Efficiency

Innovation

Equitability

Fulton County is Georgia's largest local government, leading in impact, service, and efficiency with engaged people. We are an open, transparent organization that serves as a catalyst for positive change in our region.

Mission

To deliver efficient, high-impact service to every resident and visitor of Fulton County.

Vision

Fulton County is a positive, diverse community with a thriving economy, safe neighborhoods, healthy residents and a rich quality of life that all people can enjoy. It is served by a County government that is recognized for being innovative, effective, efficient and trustworthy.

Our Promise

Every customer experience is driven by a personal commitment to service. People are our business. We care about the people who make up our community, and we care about the people charged with delivering that service. We demonstrate caring by carrying out service efficiently, effectively, and courteously.

Background

The Fulton County Board of Commissioners adopted a new logo and branding Oct. 3, 2018, replacing visual identity/branding that had been in place since 1989.

The goal of Fulton County's Brand Guide is to unify the county's visual representation across all mediums by using well-established and logical guidelines.

This document is a resource for all Fulton County personnel who use the Fulton County logo and visual identity as part of their work responsibilities.

This guide may also be used by partners and vendors who are responsible for designing or creating branded products for Fulton County Government.

VISUAL IDENTITY REFRESH

Elected Official Business Card

Business Card (Front)

Business Card (Back)

Employee E-mail Signature

Employee ID Badge

Marketing Merchandise

Vehicle Badging

Interior/Wayfinding Signage

Monument Signage

Social Media

This logo depicts Fulton County Governments' strength and commitment to progress.

The oak, which is central to Fulton County's established brand, is emblematic of strength, growth and dependability. This Fulton County oak is surrounded by an open circle, suggesting an open, inclusive and transparent organization. The curve of the lines in the circles also suggests forward momentum.

Our updated color palette features blue and orange as primary colors. Blue represents security and trustworthines. Orange suggests vibrancy and creativity. Both of these colors are representative of Fulton County Government and the many diverse communities within our county. The primary colors are complemented by accent colors in blue, green and yellow.

COLOR PALETTE

Logo Usage

Creation and governance of the use of Fulton County's logo and overall visual identity are the responsibility of the Department of External Affairs.

Regardless of the department, division, etc., there is only one official logo for Fulton County, and it shall only be used as shown in this guide.

Department-specific logos shall be used only when identifying that department is essential to the understanding of the communication, and only the department-specific logos listed in this guide are authorized for use by Fulton County departments.

Divisions, units, or other subdivisions below the department level will only use the official Fulton County logo or the provided department-specific logo for the respective department responsible for that entity.

The Fulton County logo, including department-specific logos, shall only be used as an image file and must never be attempted to be replicated by typing directly into a document. The correct image file may be obtained from the Department of External Affairs.

Minimum Size

In order to ensure readability, the Fulton County logo shall never be reproduced smaller than 1.25 inches on the longest side. This does NOT include required clear space. This is a minimum and should not be construed as ideal.

1.25" x 1.25"

Clear Space

Whenever the Fulton County logo or a department logo is used, there must be ample room around the logo to set it off from any text or other visual elements. This blank area around the logo is called breathing room or clear space, and it's equal to the width of the capital "N" in "FULTON."

Approved Logos

The Fulton County logo shall never be sized in a manner that distorts its original proportions. The logo shall never be portrayed in a color or colors other than as shown in this guide (i.e. original PMS 7693C blue and PMS 7578C orange, black-on-white, or white-on-black).

Whenever possible, the logo as depicted at the top is preferable; however, there are times when another version will work better. The permutations shown here are the only ones authorized for use.

Constitutional officers may use the approved seal for their respective office.

Department logos

FULTON
COUNTY
BEHAVIORAL HEALTH
& DEVELOPMENTAL
DISABILITIES

FULTON COUNTY
BEHAVIORAL HEALTH &
DEVELOPMENTAL DISABILITIES

FULTON
COUNTY
COMMUNITY
DEVELOPMENT

FULTON COUNTY
COMMUNITY
DEVELOPMENT

FULTON
COUNTY
COUNTY
MANAGER

FULTON COUNTY
COUNTY MANAGER

FULTON
COUNTY
DIVERSITY &
CIVIL RIGHTS
COMPLIANCE

FULTON COUNTY
DIVERSITY & CIVIL
RIGHTS COMPLIANCE

FULTON
COUNTY
EMERGENCY
SERVICES

FULTON COUNTY
EMERGENCY SERVICES

FULTON
COUNTY
EXTERNAL
AFFAIRS

FULTON COUNTY
EXTERNAL AFFAIRS

Department logos

FULTON
COUNTY
FINANCE

FULTON COUNTY
FINANCE

FULTON
COUNTY
HUMAN
RESOURCES
MANAGEMENT

FULTON COUNTY
HUMAN RESOURCES
MANAGEMENT

FULTON
COUNTY
INFORMATION
TECHNOLOGY

FULTON COUNTY
INFORMATION
TECHNOLOGY

FULTON
COUNTY
LIBRARY
SYSTEM

FULTON COUNTY
LIBRARY SYSTEM

FULTON
COUNTY
MEDICAL
EXAMINER

FULTON COUNTY
MEDICAL EXAMINER

FULTON
COUNTY
PUBLIC
WORKS

FULTON COUNTY
PUBLIC WORKS

Department logos

FULTON COUNTY
PURCHASING &
CONTRACT
COMPLIANCE

FULTON COUNTY
PURCHASING &
CONTRACT COMPLIANCE

FULTON COUNTY
REAL ESTATE
& ASSET
MANAGEMENT

FULTON COUNTY
REAL ESTATE & ASSET
MANAGEMENT

FULTON COUNTY
REGISTRATION
& ELECTIONS

FULTON COUNTY
REGISTRATION
& ELECTIONS

FULTON COUNTY
RYAN WHITE

FULTON COUNTY
RYAN WHITE

FULTON COUNTY
SENIOR SERVICES

FULTON COUNTY
SENIOR SERVICES

FULTON COUNTY
TAX ASSESSOR

FULTON COUNTY
TAX ASSESSOR

Placing the logo on a background

In order to ensure readability, the Fulton County logo shall be placed only on simple backgrounds with solid colors being ideal. Placing the logo on a busy or complex background impedes its readability.

Incorrect

The logo is placed on a busy background and gets lost.

Correct

A white version of the logo was chosen to provide visual contrast with the background and is placed on an almost solid background area allowing it to be clearly identified.

Incorrect

Some will try to put the logo on top of a solid color box, but this looks unprofessional and should not be done. Instead, look for an area that is clear of distracting elements as shown below.

Correct

The logo is placed on an almost solid background area allowing it to be clearly identified.

Maintaining proportions

The logo's original proportions must be maintained regardless of where it is being displayed. Also, no effects (such as drop shadow, glow, reflection, etc.) will be applied to the logo.

Modern software makes it easy to place the logo and other image files into documents, presentations, etc. However, it's also easy to skew the logo when trying to resize it. For graphic design help, contact the Department of External Affairs' graphic designers.

Incorrect

The logo's proportions have been skewed.

Correct

The logo is placed on an almost solid background area and its original proporations are maintained.

Incorrect

The logo's proportions have been skewed, and the background is distracting.

Correct

The logo is placed in an area that isn't distracting, and its original proporations are maintained.

Color

Color is an important part of all brands. The colors depicted in Fulton County's color palette have been carefully chosen, and the color palette shall be strictly followed.

Fulton County's color palette features blue and orange as primary colors. Blue represents security and trustworthiness. Orange suggests vibrancy and creativity. Both of these colors are representative of Fulton County Government and the many diverse communities within our county. The primary colors are complemented by accent colors in blue, green and yellow.

Any metalic treatments will be copper in color (see Stationery section for examples).

PRIMARY

Hex: #002353
RGB: 0/35/83
CMYK: 100/91/36/37

Hex: #174a7c
RGB: 23/74/124
CMYK: 98/77/26/10

Hex: #e46e2b
RGB: 228/110/43
CMYK: 7/69/97/1

SECONDARY

Hex: #077ec3
RGB: 7/126/195
CMYK: 84/43/0/0

ACCENT

Hex: #6db750
RGB: 109/183/80
CMYK: 62/4/93/0

Hex: #ffbe0b
RGB: 255/190/11
CMYK: 0/27/99/0

Typography

Consistent font usage is imperative in building and maintaining brand recognition. Fulton County will standardize around two serif and two sans-serif fonts.

Serif fonts (Garamond and Minion Pro) are ideal for large blocks of text; therefore, they will be used for all body copy (any time there are multiple sentences and multiple paragraphs).

Sans-serif fonts (Roboto and Myriad Pro) are to be used in headings as well as on wayfinding signs, and sans-serif fonts are acceptable in short blocks of text.

SERIF

The quick brown fox jumped over the lazy dog. - Garamond
1234567890!@#$%^&*()

The quick brown fox jumped over the lazy dog. - Minion Pro
234567890!@#$%^&*()

SANS SERIF

The quick brown fox jumped over the lazy dog. - Roboto
1234567890!@#$%^&*()

The quick brown fox jumped over the lazy dog. - Myriad Pro
1234567890!@#$%^&*()

Casing

Uppercase and lowercase shall be used in headlines and call outs. All caps should never be used. In body copy, the only words that should be capitalized are those that begin a sentence and proper nouns. Refer to the county's editorial style guide for more information on capitalization.

Do's

- Do use a combination of uppercase and lowercase letters
- Do use only approved colors
- Do use only approved typefaces
- Do align text in body copy flush left and ragged right
- Do avoid using all uppercase

Don'ts

- Don't place type on hard-to-read backgrounds
- Don't use special effects to emphasize type
- Don't change kerning when setting headlines or copy
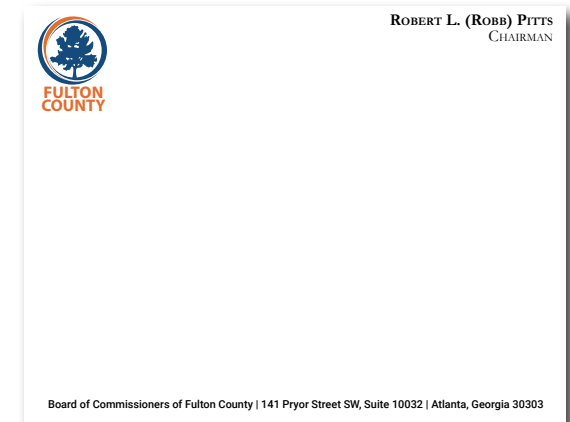- Don't distort typefaces
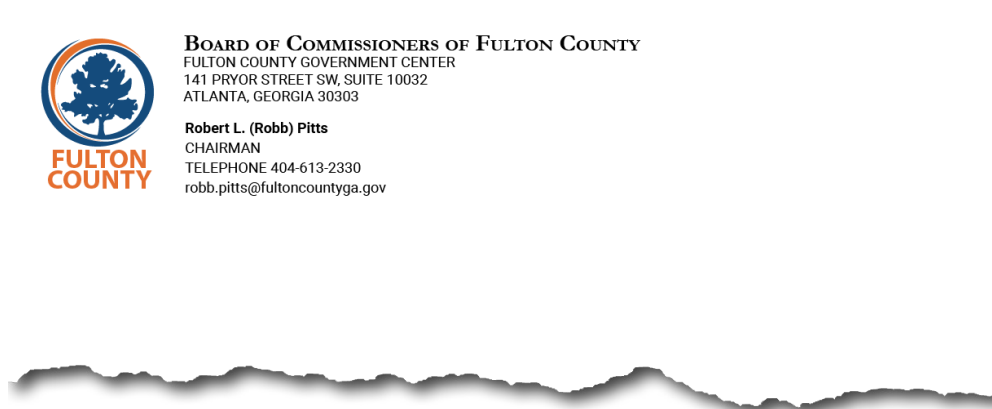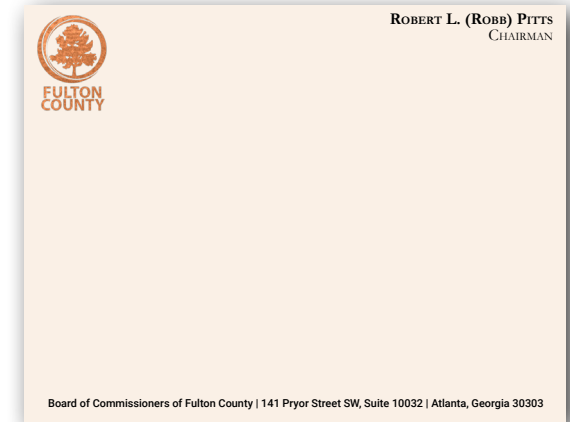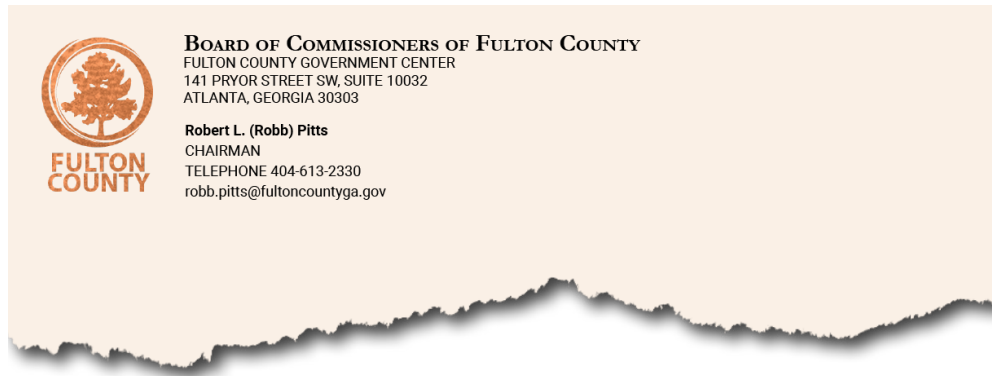- Don't substitute other typefaces

Stationery

Official Fulton County stationery shall be consistent across epartments with the only exception being for elected officials and constitutional officers.

Fulton County's official letterhead template is available for download from the digital asset management portal, and when printed by a vendor, stationery should be printed on 32 lb. white paper (for color logo) or cream paper (for elected officials using the embossed logo).

Any metallic embossing of the logo will only be done in copper.

Department brand liaisons should contact the Department of External Affairs for assistance working with their chosen print vendor.

BOARD OF COMMISSIONERS OF FULTON COUNTY
FULTON COUNTY GOVERNMENT CENTER
141 PRYOR STREET SW, SUITE 10032
ATLANTA, GEORGIA 30303

Robert L. (Robb) Pitts
CHAIRMAN
TELEPHONE 404-613-2330
robb.pitts@fultoncountyga.gov

ROBERT L. (ROBB) PITTS
CHAIRMAN

Board of Commissioners of Fulton County | 141 Pryor Street SW, Suite 10032 | Atlanta, Georgia 30303

BOARD OF COMMISSIONERS OF FULTON COUNTY
FULTON COUNTY GOVERNMENT CENTER
141 PRYOR STREET SW, SUITE 10032
ATLANTA, GEORGIA 30303

Robert L. (Robb) Pitts
CHAIRMAN
TELEPHONE 404-613-2330
robb.pitts@fultoncountyga.gov

ROBERT L. (ROBB) PITTS
CHAIRMAN

Board of Commissioners of Fulton County | 141 Pryor Street SW, Suite 10032 | Atlanta, Georgia 30303

Stationery - Business Cards

The most prevalent piece of stationery in Fulton County is the business card. What follows are the approved business card designs and specifications. Brand liaisons should ensure their chosen print vendor has the correct design templates, and if in doubt, have the print vendor contact External Affairs to coordinate delivery of the correct template files.

Fulton County employees

Smooth white paper stock (110 lbs) with a smooth color logo. The vast majority of Fulton County employees will use this design. As a small cost-saving measure, departments may elect to drop the back design.

Executive staff

Smooth white paper stock (130 lbs) with a raised color logo and blue back. Executive staff refers to the county manager, chief operating officer, chief financial officer and deputy chief operating officers.

Elected officials

130 lbs cream linen paper stock with an embossed copper foil logo.

Commissioners' staff

110 lbs smooth cream paper stock with a flat copper printed logo.

FirstName LastName
Job Title

Department
Division

141 Pryor Street SW
Atlanta, GA 30303

404-612-8335 (o)
404-808-4751 (c)

firstname.lastname@fultoncountyga.gov

FULTON COUNTY

Front

FirstName LastName
Job Title

Department
Division

141 Pryor Street SW
Atlanta, GA 30303

404-612-8335 (o)
404-808-4751 (c)

firstname.lastname@fultoncountyga.gov

FULTON COUNTY

Front

Firstname Lastname
Commissioner, District X

141 Pryor Street SW, 10th Floor
Atlanta, GA 30303

404-613-2330 (o)
404-613-2330 (c)

firstname.lastname@fultoncountyga.gov

FULTON COUNTY

Front

CONNECT WITH FULTON COUNTY

Follow Us @FultonInfo

www.fultoncountyga.gov

Back

Official email signature & stationery guidelines

More and more business communication is handled electronically, and emails sent by Fulton County employees should be considered an extension of the brand.
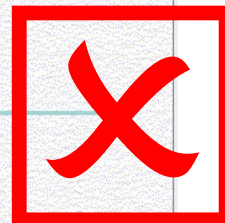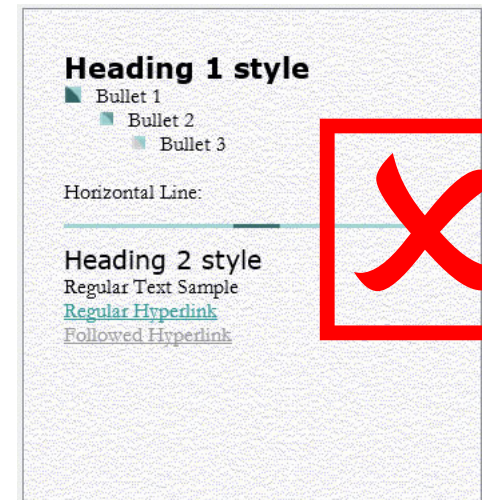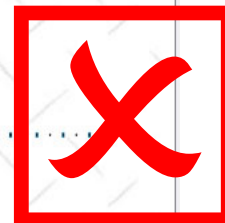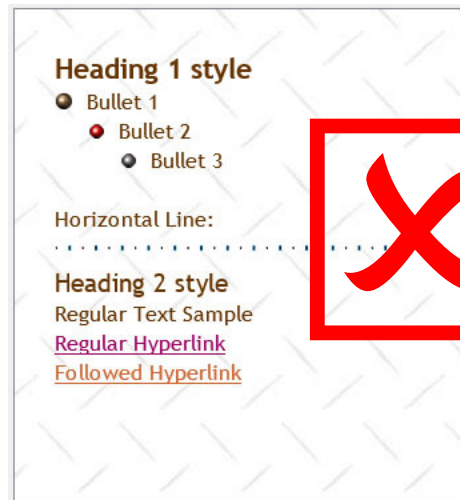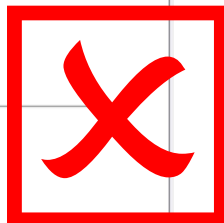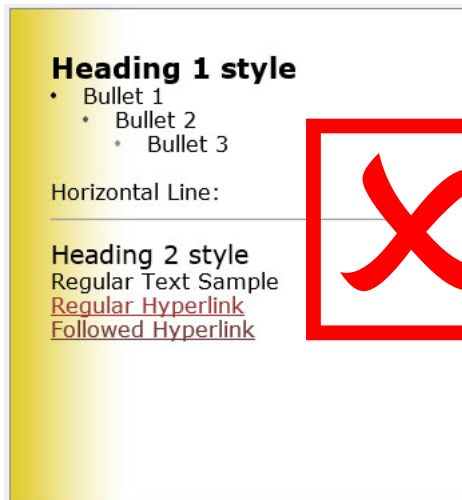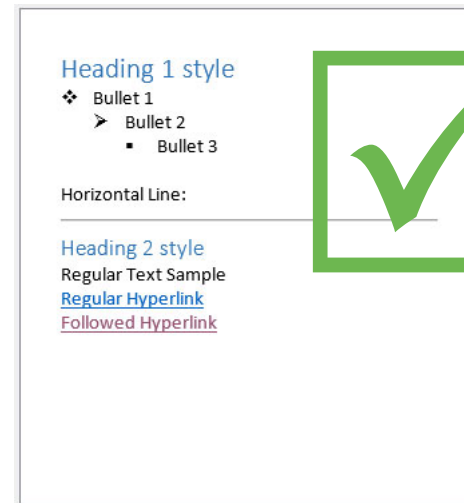
Official Fulton County email signatures should continue to convey our desired level of professionalism and customer service. Employees will not include or embed quotes or religious text in email signatures.

All Fulton County employees shall use the email signature below. Information about properly setting up an email signature can be found on the digital asset management hub or by contacting the Department of External Affairs.

Also, Fulton County employees shall not use any email "stationery," theme, background image or non-default color.

FULTON COUNTY

Sloan Simmons
Engineer
Department of Real Estate and Asset Management
160 Pryor St., Suite J-301, Atlanta, GA 30303
404-612-8300 (office)
404-735-9999 (cell)
Connect with Fulton County:
Website | Facebook | Twitter | Instagram | FGTV | #OneFulton E-News

Heading 1 style
❖ Bullet 1
  ➢ Bullet 2
    ▪ Bullet 3

Horizontal Line:
_____

Heading 2 style
Regular Text Sample
Regular Hyperlink
Followed Hyperlink

Heading 1 style
• Bullet 1
  • Bullet 2
    • Bullet 3

Horizontal Line:
_____

Heading 2 style
Regular Text Sample
Regular Hyperlink
Followed Hyperlink

Heading 1 style
● Bullet 1
  ● Bullet 2
    ● Bullet 3

Horizontal Line:
. . . .

Heading 2 style
Regular Text Sample
Regular Hyperlink
Followed Hyperlink

Heading 1 style
■ Bullet 1
  ■ Bullet 2
    ■ Bullet 3

Horizontal Line:
_____

Heading 2 style
Regular Text Sample
Regular Hyperlink
Followed Hyperlink

LEARN

To learn more about the Fulton County brand or to ask specific questions, please contact the Department of External Affairs:
    email - FulcoSubmissions@fultoncountyga.gov
    phone - 404-612-8300

CONNECT

Connect with Fulton County on Facebook, Twitter and Instagram.

@FultonInfo

FULTON COUNTY

Fulton County Government
141 Pryor St. SW
Atlanta, GA 30303
404-612-4000