Hazardous Waste Management Program

Brand Guide

Hazardous Waste Management Program

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In 2018, the Local Hazardous Waste Management Program in King County completed a rebranding process, which resulted in a shortened name – Hazardous Waste Management Program – and a new visual identity that includes a new logo and tagline. These guidelines describe how the Hazardous Waste Management Program branding may be used and how partner agencies can properly co-brand with the program.

The Hazardous Waste Management Program brand identity is a valuable asset and, like any asset, it must be properly used and protected.

To be successful, the brand must be presented consistently in communication and experience across its many applications and audiences. To this end, Hazardous Waste Management Program staff and stakeholders should follow these guidelines whenever using the program logo and should ensure that their authorized representatives, such as consultants or advertising agencies, are also in compliance.

Criteria for Use

All program-funded materials must have the Hazardous Waste Management Program logo on them.

- City partners are encouraged to use the logo but are not required.

- Program partners can co-brand with the Hazardous Waste Management Program logo (see page 8 for guidelines).

Examples of materials include:

- Reports, brochures, handouts, flyers
- Print or digital advertising
- Promotional/product giveaways
- PDFs that can be downloaded from the website

The logo may NOT be used:

- To endorse or promote a commercial product or service. Exceptions may be considered for materials that support an event associated with an approved campaign that has commercial sponsors.

- To solely solicit funds or other contributions of monetary value.

- In any manner that could give rise to the appearance of such endorsement or solicitation.

Previous Logo

Local Hazardous Waste Management Program in King County, Washington

Updated Logo

Hazardous Waste Management Program

Transition from Old to New Brand

All program staff, as well as city and program partners, should begin using the new Hazardous Waste Management Program logo and branding effective April 1, 2019 on any new materials that are produced or updated.

When in doubt regarding logo usage, contact hazwastecomms@kingcounty.gov.

Our Logo and Tagline

The Hazardous Waste Management Program logo is available in the following formats: Adobe Illustrator, EPS, PDF, JPG, PNG. All staff and program partners must use the official logos provided. The preferred logo is the full color option, used on a white background for maximum impact and clarity. Black or greyscale may be used if color printing is not available. When using the logo reversed, it is recommended that an approved brand color or dark color be used for the background.

Full Color

Greyscale

Black Logo

Reversed Out Logo

Program logo files (all formats) and material templates can be found on the internal website. Please contact hazwastecomms@kingcounty.gov with any questions.

Logo Requirements

Minimum Size

These are the standard minimum sizes for reproduction. Anything below these sizes will lose clarity and readability.

— 2 inches

— 3 inches

Minimum Clear Space

Clear space is the area surrounding the logo that is free of all extraneous elements such as logos, symbols, or text. There must be sufficient separation from other elements so that the impact of the logo is not degraded.
A good rule is to use the height of the letter "H" in the Hazardous Waste Management Program name.

— Clearance

Program Name Use

We will call ourselves Hazardous Waste Management Program (abbreviated as Haz Waste Program) on our marketing and educational materials, website, and media relations materials. The full program name should be used instead of the abbreviation whenever possible.

Program Tagline

The Hazardous Waste Management Program tagline is:
Governments working together for a healthier and cleaner King County.

When feasible, the logo with the tagline should be used on program materials, with exception:

- When document/material space constraints exist
- In consumer-facing advertising

Logo Usage

Our logo is one of our most valuable assets. It is important to treat the logo with respect and to use it thoughtfully. The different configurations and color variations of the logo allow for use in any space and with any reproduction method. Do not take creative license with the logo or adapt it for uses other than those shown in these guidelines. The examples on this page show some common mistakes to avoid when using the logo.

Hazardous Waste Management Program

Do not distort the logo.

Do not tilt or rotate the logo.

Do not change the colors.

Do not add a drop shadow.

Do not alter the logo elements.

Do not place other objects over the logo.

Do not alter the grouping of logo elements.

Do not place logo on a background with limited legibility.

Do not integrate into a composite name or slogan of any type.

Visual Identity

A distinctive color palette is fundamental in creating a strong and recognizable visual identity system. These primary colors are supported by a secondary palette. To maintain consistency in our visual identity system, it is essential to reproduce our colors accurately. Always follow the CMYK, RGB, and web/hex values shown in the chart on this page.

Primary Colors

	PMS	CMYK	RGB	HEX
	325U	65-0-22-0	63-193-204	#3FC1CC
	7482U	77-4-76-2	39-170-109	#27AA6D
	366U	39-0-75-0	165-209-109	#A5D16C
	293U	91-72-1-0	33-90-168	#215AA8
	432U	0-0-0-85	77-77-79	#4D4D4F

Secondary Colors

	PMS	CMYK	RGB	HEX
	128U	5-24-83-0	242-193-73	#f2c149
	640U	89-33-11-0	0-137-187	#0089BB

Do not use the secondary palette on its own or for typographic purposes.

Typography

PRIMARY TYPEFACE

Century Gothic

Use for headlines, call-outs, captions, and large accent.

SECONDARY TYPEFACE

Verdana

Use for body copy and for web purposes.

Co-Branding

The Hazardous Waste Management Program logo will most often stand alone on program-funded materials. However, in some instances the Hazardous Waste Management Program may co-brand with other programs. City and other program partners are permitted to co-brand with the Hazardous Waste Management Program logo, but it is not required. If co-branding, the Hazardous Waste Management Program logo must be the same size the partner logo (example shown below).

Photography

Our imagery should reflect the Hazardous Waste Management Program brand personality and the diverse, vibrant business and residential communities we serve. Our photos should feel authentic and natural, using as little stock photography as possible. Low resolution images should not be used. Ensure that photos used carry the appropriate permissions, licenses, and/or attribution rights. Follow the guidelines below to ensure brand consistency.

Imagery Categories:
- Services
- Environmental
- Healthy communities
- Hazardous waste products

✓ YES

⊗ NO

Keep It Local
Environmental photos must look like King County or its surrounding areas, with a focus on local waterways and recognizable landscapes. Keep in mind the varying types of environments, like rural and metropolitan, in King County.

✓ YES

⊗ NO

Use Real People
Photography using people should feel authentic, not posed. Strive to use photos that exemplify our diverse communities and reflect the wide variety of our customer experiences.

Photography

✓ YES

✗ NO

Attention to Detail

Hazardous waste products can be isolated on a white background or placed in relevant situations. Brand names should always be hidden. Images should be aesthetically pleasing, in terms of both composition and focus, with an emphasis on the product or service shown.

✓ YES

✗ NO

Services

These photos should reflect positive customer interactions with our staff and programs. The service being provided should be clearly identifiable.

✓ YES

✗ NO

Clutter-Free

If your photo composition feels too complex, choose to focus in on particular details of that space. Avoid using photos that are over-complicated or cluttered.

Photography

✓ **YES**

✗ **NO**

Staying Current

Up-to-date photos ensure that images are relevant and helpful for the communities we serve. Avoid using images that look or feel dated.

✓ **YES**

✗ **NO**

Single Subject Focus

When taking a photograph of a group, select an individual for your audience to focus on.

Iconography

Icons can bring visual appeal to our materials and are useful when faced with limited space or language barriers. Any new icons created will need to reviewed for accuracy and consistency in terms of look and feel. Icons need to be simple and easy to understand. Icons can be used in any printed materials, social posts, presentations, and as video graphics.