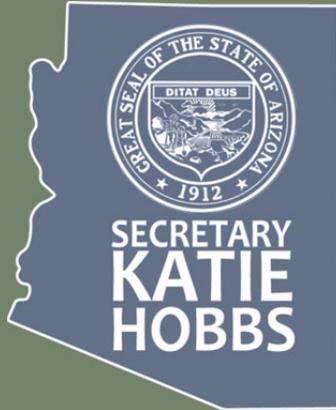


STATE OF ARIZONA
Office of the Secretary of State



LOGO & BRAND IDENTITY GUIDELINES



January 2019



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www.azsos.gov

ABOUT THIS PUBLICATION

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This publication is for office use only.

INTRODUCTION

Each Secretary of State comes to this office with his or her unique talents and expertise.

Secretary of State Hobbs' marketing message has been established by her executive staff with consultation of directors.

Secretary Hobbs' visual brand comes from her photo and the elements such as fonts and colors she has chosen for publications, forms, and brochures.

These choices are indicative of her personality. The uniformity in the design of her collateral materials helps to create credibility with her customers, the people of Arizona. All materials should be functional – clear, concise, and to the point.

This document is not intended to limit what divisions can do. Rather it is important to understand that the office has a unified theme and follow the color palette and font styles.

These templates are available at:

<https://staff.azsos.gov/Default.aspx>



Any questions about alternatives to these guidelines should contact:

Allie Bones, Assistant Secretary of State or

C. Murphy Herbert, Director of Communications

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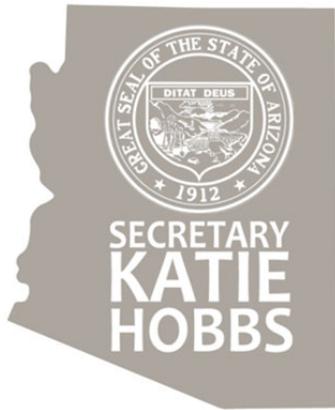
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Section 1



History

Secretary of State Logos

Branding

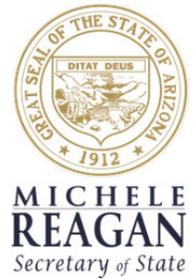
The Secretary of State's Office is the second highest executive office in the state.

Since the Bayless administration the Arizona Secretary of State's Office has maintained some type of logo to brand the Department of State. These logos are created in-house.

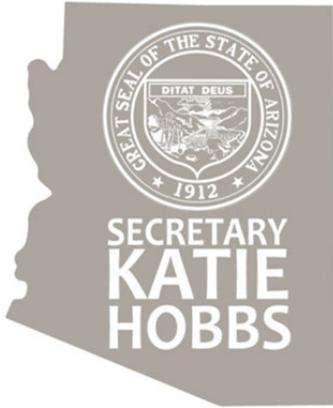
Branding has often either included the state seal, the Arizona flag, or the copper star on the Arizona flag with the Secretary's name. A branding guide was established under the Reagan administration.

Secretary Hobb's branding is comprised of the original Motter State Seal and includes her name in the type as specified in this document. ★

Archive of Logos



Section 2



Secretary Hobbs' Logo

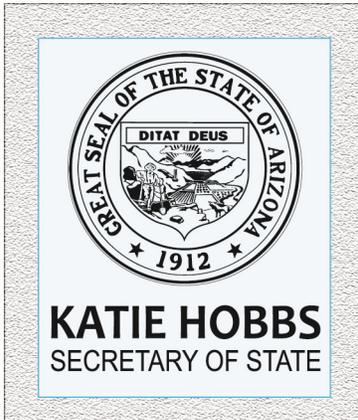
Primary and Alternative Designs

Logo Usage

The following pages provide guidance on the proper use of the logo and alternatives. The logo should be used on all internal forms, brochures, posters, flyers and advertisements produced by the Department of State and its divisions. It shall only be used to endorse programs approved by the Secretary or the Secretary's designee.

Primary Logo

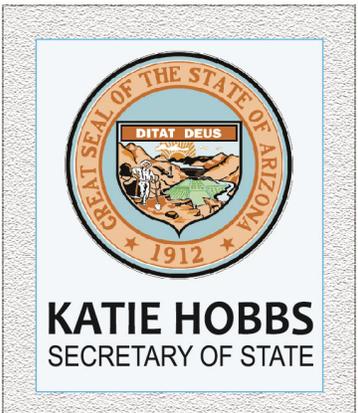
BLACK AND WHITE



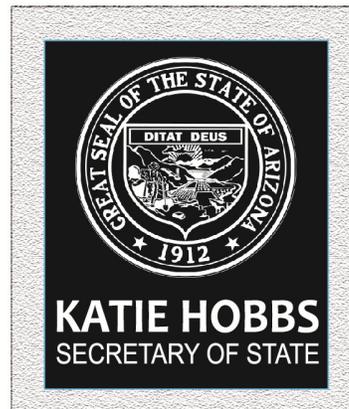
THE LOGO WITH STATE SEAL IN PANTONE COPPER (SPOT COLOR)



THE LOGO WITH STATE SEAL IN FULL COLOR.



WHITE AND BLACK VERSION OR REVERSED



Historical Note: Approved by Secretary Hobbs on January 8, 2019

Logo Variations

Variations of the logo have been approved by the Secretary. They include a Horizontal Logo and the state border outline with text and state seal.

Horizontal Logo

Alternative black and white version



Alternative white and black version (reversed)

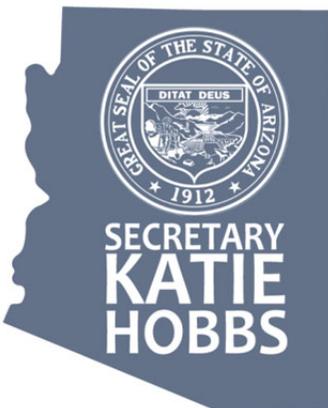


C version

KATIE HOBBS
SECRETARY OF STATE

Historical Note: Approved by Secretary Hobbs on January 8, 2019

State Boundary Logo



Known as the "E-mail" Logo, this version has been adopted for use on publications, brochures and PowerPoint presentations. It has been approved for use in four colors. Refer to the e-mail signature section for more information.

Historical Note: Approved by Secretary Hobbs on March 21, 2019.

Affiliate Logos

The fonts and graphics for these logos are maintained by their respective divisions.



PRESERVING ARIZONA
Arizona State Library,
Archives and Public Records



ARIZONA CAPITOL MUSEUM
Capitol Museum Logo



StARL
State of Arizona Research Library



DAZL
Digital Arizona Library

Positioning

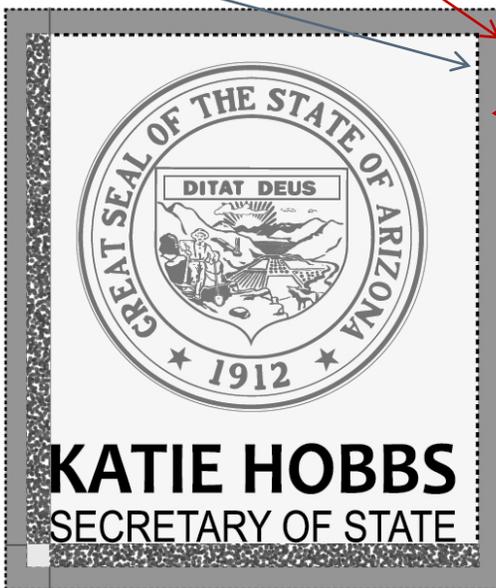
For all logos in this document use the by '10's Rule. This ensures an exclusion and safe zone.

By '10s' Rule

- Clear space shall always be 10 percent larger than the logo.
- The safe zone is 20 percent larger than the logo. No other graphics or fonts shall be in this safe -zone area.

EXCLUSION AND SAFE ZONE

This line to the dotted line is clear space.



The dotted gray area is the safe zone.

KATIE HOBBS
SECRETARY OF STATE

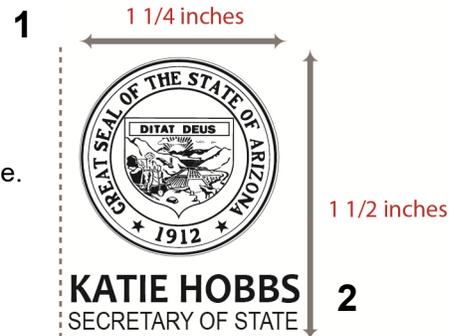
Make sure that text or other design elements do not encroach on the alternative logo. Use the 10% rule.

1. The Minimum Reproduction Size

The main logo must be sized at least 1 1/4 inch width and 1 1/2 height

2. The Smallest Text Size - main logo

The Secretary's name shall be at least 16 points, Candera Bold, uppercase. The words "Secretary of State" shall be no smaller than 9 point, Arial, spaced at 85%.



1. The Alternative Logo Minimum Reproduction Size

The alternative logo icon must be sized at least 1 1/4 inch width and .35 inch height.

2. The Smallest Text Size - Alternative

The Secretary's name shall be at least 16 points, Candera Bold, uppercase. The words "Secretary of State" shall be no smaller than 9 point, Arial, spaced at 85%.



EXCEPTIONS TO THE RULE

We are attempting to create consistency in use of the logos.

Exceptions to minimum size restrictions include name badges, business cards, letterhead or other small products.

Consult with the deputy secretary or chief information officer for sign-off of any project that does not fit the standard requirements in this document.

CO-SPONSORSHIP POSITIONING

Remember to prominently display the logo with other logos if the office is co-sponsoring an event. Each logo shall be of equal size.

Usage Errors

Prohibited Use of Logo in the Following Cases

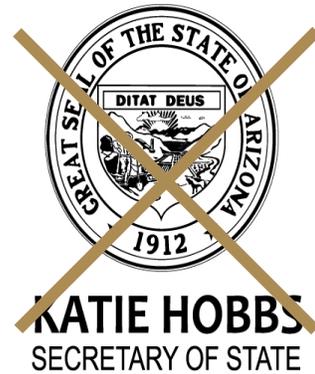
LOGO ERRORS



SECRETARY OF STATE
KATIE HOBBS

Element Positions

Do not change the position of the text and/or graphic.



Distortion of Proportion

Do not stretch or distort.



KATIE HOBBS
SECRETARY OF STATE

Color Changes

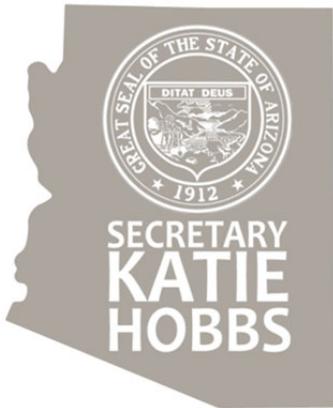
Do not randomly change colors.



Relative Sizes

Do not change the relative size of the elements. In this example the state seal is smaller. Follow the 10 percent rule.

Section 3



Logo Typography

Fonts and Usage

Primary Font

CANDERA BOLD – Secretary’s Name
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Bold 50pt

Aa

The name shall be in uppercase

Regular 40pt

Aa

30pt

Aa

Secondary Font

ARIAL REGULAR - OFFICE
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular 50pt

Ee

Horizontal Scale
85%

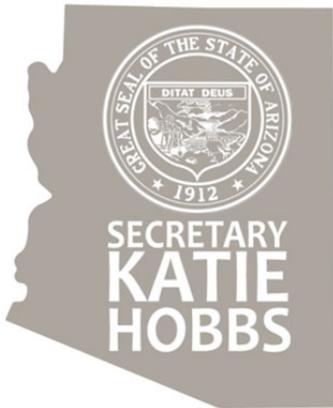
Regular 40pt

Ee

30pt

Ee

Section 4



Color Breakdowns

Color Palette and Usage

Color Breakdowns

Templates with the color pallet and fonts will be made available for the Secretary of State’s collateral materials (brochures, publications, flyers, PowerPoint) and the website.

Primary Color

Used for a background or the Secretary’s name. See example.



CMYK 31 16 0 51
RGB 86, 105, 125
WEB #56697D

KATIE HOBBS
SECRETARY OF STATE

State Seal Colors*

REFER TO STATE SEAL COLOR PALLATE

State Seal Usage color palette 2019v2.pdf

Any outside use of the state seal must be approved by administration.



LIGHT TAN

PMS 473CV
CMYK 0 24 38 0
RGB 239 201 160
WEB #EFC9A0



DARK TAN

PMS 159CV
CMYK 0 65 100 9
RGB 199 111 42
WEB #C76F2A



DARK FIELDS

PMS 361CV
CMYK 0 65 100 9
RGB 108 179 94
WEB #6CB35E



LIGHT BLUE PANTONE 637CV

CMYK 47 0 12 0
RGB 154 207 222
WEB #9ACFDE



ORANGE (SUN AND MOUNTAINS)

CMYK 0 50 100 0
RGB 224 146 47
WEB #E0922F



LIGHT FIELDS 40 PERCENT

PMS 361CV
CMYK 0 65 100 9
RGB 108 179 94
WEB #6CB35E

Historical Note: Adopted under the now defunct State Print Shop standard set by research completed by graphic artist Mark Wilie with approved from the Secretary of State’s Office.

Letterhead



PRIMARY SEAL COLOR

PANTONE METALLIC COPPER 876 C
CMYK 0 32 55 76
RGB 155 106 69
WEB #3C291B



STATE SEAL*

PANTONE METALLIC GOLD 873
CMYK 0 18 45 42
RGB 147 120 81
WEB #99666

*If requested, the following is the gold color for the seal.

Historical Note: Adopted under Arizona Correctional Industries' standard for state letterhead/business cards. This standard has always been followed by the office but was never documented in logo and identity guidelines. Effective January 24, 2019.

Website - SOS and ASLAPR

https://staff.azsos.gov/guide/sos_website_style_guide.html

The website style guide includes additional colors. Kim Johnson is the webmaster.

E-Mail Signatures

Signature graphic; choose one:



WEBSITE PRIMARY

CMYK 31 16 0 51
RGB 86, 105, 125
WEB #56697D



WEBSITE COPPER

CMYK 0 30 49 41
RGB 150 105 76
WEB # 96694C



WEBSITE GREEN

CMYK 11 0 18 49
RGB 116 131 108
WEB # 74836c



WEBSITE GOLD

CMYK 0 19 51 33
RGB 172 140 85
WEB # 74836c

The signature configuration is a table with two columns, no borders, with the Hobbs text that includes the state to the right. *The designer of this signature is David Robles, Visual Design Coordinator, Capitol Museum.*

Sender's name = Arial 10 pt

Title = Arial 8 pt

Hard return (Space) between title and e-mail

Email = Arial 10 pt - with link to e-mail address only underlined

Office = Arial 10 pt

Cell, and if needed fax number separated by | = Arial 10 pt

Mailing address, city and state, and zip code separated by | = Arial 8 pt

Hard Return

Public records request text = Arial 7 pt



David Robles
Visual Media Coordinator
Arizona Capitol Museum

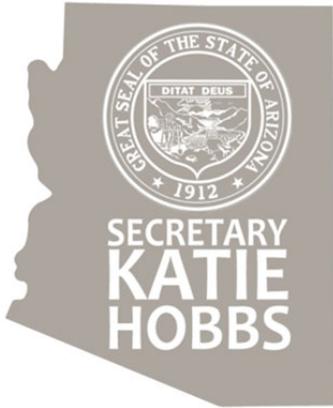
Email: drobles@azlibrary.gov
Office: 602-926-3628
Cell: 555-555-555

1700 W. Washington St. | Phoenix, AZ | 85007

This message and any messages in response to the sender of this message may be subject to a public records request.

Historical Note: This section replaces Policy Number SOS-2015Sig01, effective April 10, 2015. Approved by Secretary Hobbs on March 6, 2019.

Section 5



Other Guidelines

Operational and Office Templates

Business Card Templates

Arizona Correctional Industries (ACI)

The state seal is on the office business cards. Business cards shall be ordered through ACI’s web portal, www.aci.az.gov

Go to Services -> Business Cards ->

Enter your e-mail and select “AZ Secretary of State” from the pull-down menu.

Exception to using this standard: The Arizona Capitol Museum may use an alternative design. It shall be pre-approved.



Business Card

\$25.00

Continue



Customer Service (Phoenix)

\$25.00

Continue



Election Services

\$25.00

Continue



Library Division

\$25.00

Continue



Customer Service (Tucson)

\$25.00

Continue



Secretary of State

\$25.00

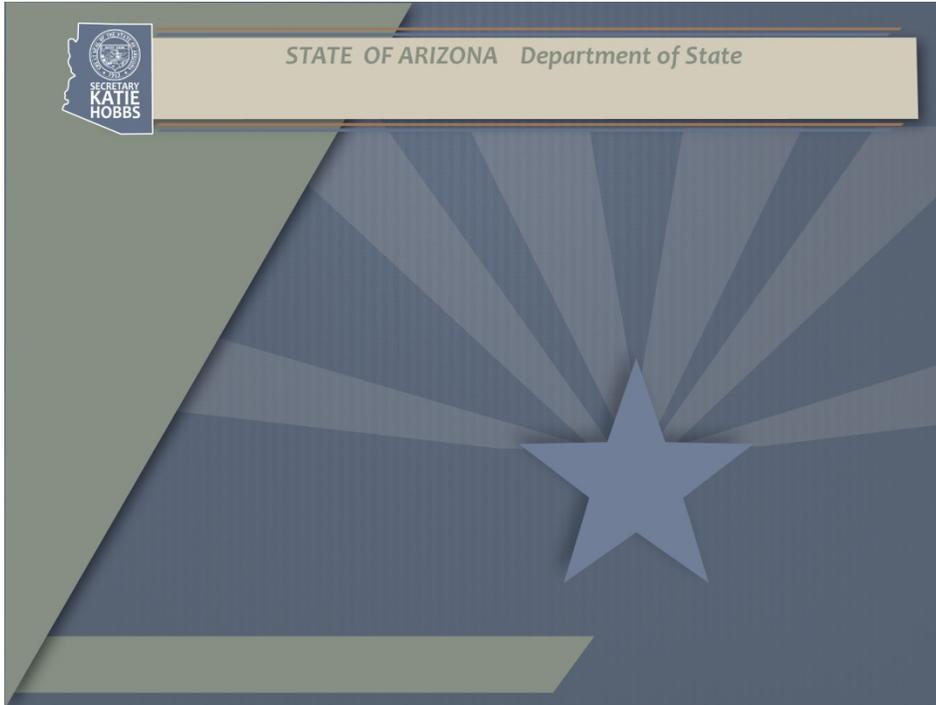
Continue

Historical Note: Maryn Herberg assisted with contacting ACI for the web layout of these cards. They were approved by Secretary Hobbs and made available to staff on February 1, 2019.

PowerPoint Slide Templates

The following PowerPoint presentations have been approved for use. Templates are available with the approved fonts and colors embedded in the presentation. To create a new PowerPoint, Right-click the PowerPoint Template and click, "New." Instructions on how to print without the background are available in the template.

PRIMARY SLIDE BACKGROUND



The background slide above matches the approved publication layout and brochure layout.

ALTERNATIVE SLIDE BACKGROUND



Approved colors on a white background.

You can choose not to print the background as shown in the Primary PowerPoint Template.

If you want to print the background you can save ink by choosing the View tab-> Grayscale->

Then choose light grayscale

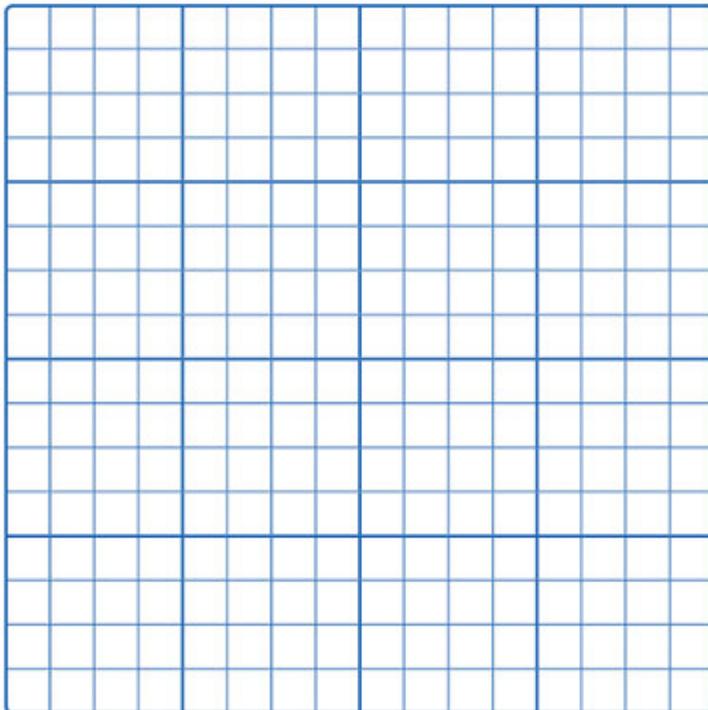
For PowerPoint 2007 and PowerPoint 2010:

1. Open the PowerPoint presentation.
2. Click the View tab, and then select the Slide Master button under the Presentation Views group.
3. Click the View tab, then select Grayscale in the Color/Grayscale group.
4. Select Automatic in the Change Selected Object group or right-click the background and select Grayscale setting, then select Automatic.
5. Select Back to Color View in the Close group of the Grayscale tab.
6. Select Close Master View in the Close group of the Slide Master tab.

SHIRT TEMPLATES

Embroidered Shirts

Stitch count (1/4 inch rule) = 16 larger squares with 16 smaller squares. For every large square your item/logo covers, you can estimate that it will be at least 2,000 stitches. For every small square you can estimate that it will be 125 stitches.



# of 1/4"	Stitches Per Block	# of 1"	Stitches Per Block
1	125	1	2000
2	250	2	4000
3	375	3	6000
4	500	4	8000
5	625	5	10000
6	750	6	12000
7	875	7	14000
8	1000	8	16000
9	1125	9	18000
10	1250	10	20000
11	1375	11	22000
12	1500	12	24000
13	1625	13	26000
14	1750	14	28000
15	1875	15	30000

Letterhead Template



KATIE HOBBS
SECRETARY OF STATE

Click here to enter a date.

Recipient's Name/Title
Business Name
Number Direction Address name text. Suite or Floor
City or Town, State Zip Code

Re: Click here to enter text.

Dear Recipient Name:

Type letter here.

Sincerely,

Your Name
Enter your title
Choose your division.

Enclosures

cc:

CHOOSE A DIVISION. - ADD NAME
SOS or ASLAPR

Choose your address.

Choose your city, state and zip code.

Telephone: area code Your telephone number Fax: area code Enter Fax Number

Enter toll free number or delete this line

Choose your website.

Historical Note: Initial design approved by Secretary Hobbs on January 18, 2019. All-office design approved by Secretary Hobbs on April 23, 2019.

FAX Cover Sheet Template



KATIE HOBBS
SECRETARY OF STATE

FACSIMILE TRANSMISSION

Date:	Click here to enter a date.	Fax:	Recipient's Fax Number
To:	Recipient's Name/Title	Title:	Business Name

From:	Your Name	Title:	Your Title
Re:	Regarding	Pages:	Pages

- Urgent
 For Review/Comment
 As Requested
 Please Reply
 For Approval

CHOOSE A DIVISION. - ADD NAME
SOS or ASLAPR

Choose your address.

Choose your city, state and zip code.

Telephone: area code Your telephone number Fax: area code Enter Fax Number

Enter toll free number or delete this line

Choose your website.

Historical Note: Initial design approved by Secretary Hobbs on January 23, 2019. All-office design approved by Secretary Hobbs on March 7, 2019.

Publication Template

Generate a QR Code for the cover at: <https://www.qr-code-generator.com/>

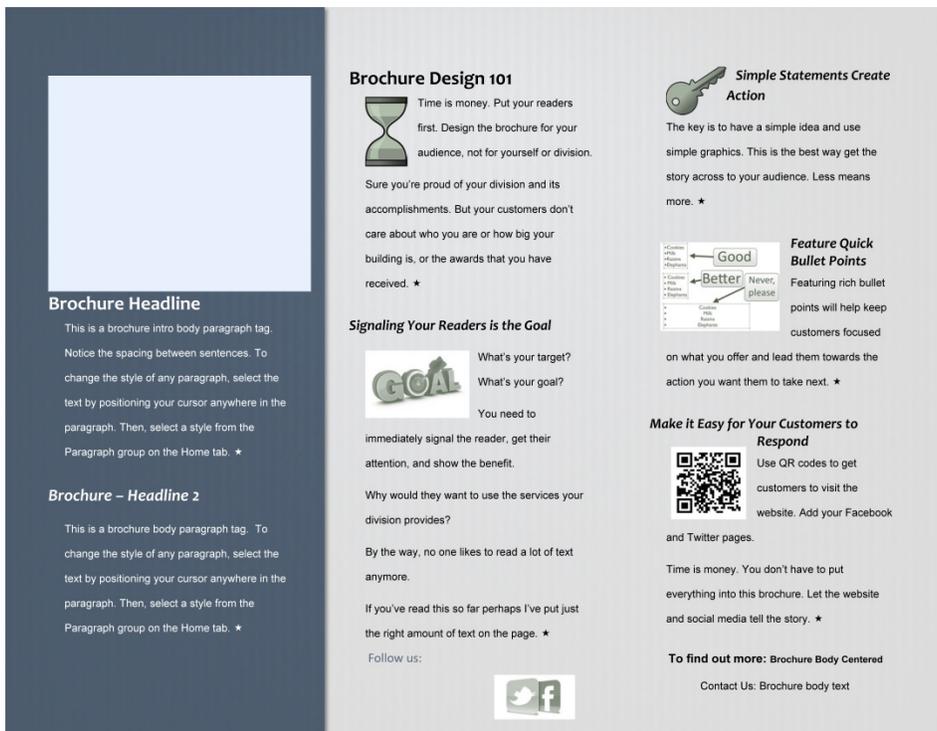
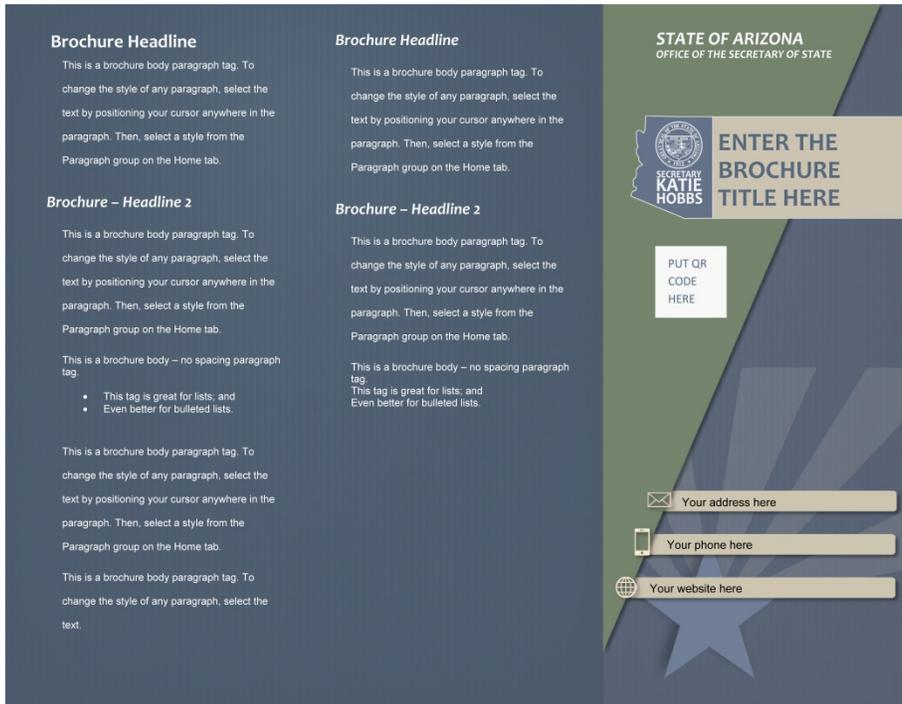
ASLAR can change the “Office of The Secretary of State” to Arizona State Library, Archives and Public Records



Historical Note: All-office design approved by Secretary Hobbs on April 24, 2019. The Word template has use instructions inside.

BROCHURE TEMPLATES

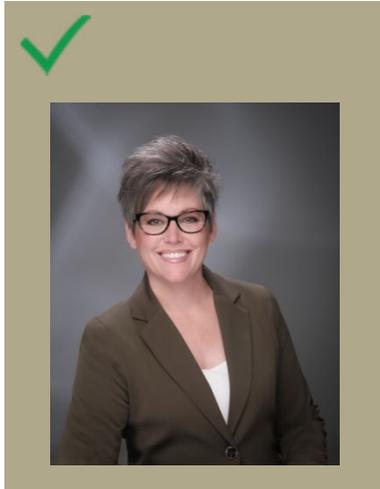
These templates follow the layout of the approved publication design. Use the “KISS” concept, Keep it simple... For direction work with Dir. of Communications, Murphy Hebert.



Historical Note: All-office design approved by Secretary Hobbs on April 24, 2019. The Word template has use instructions inside.

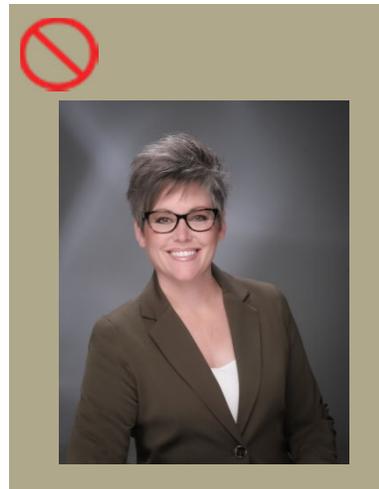
Official Photo

There is an official photo of the Secretary. It is available for download on our website. Do not distort the photos relative size. Keep it proportioned.

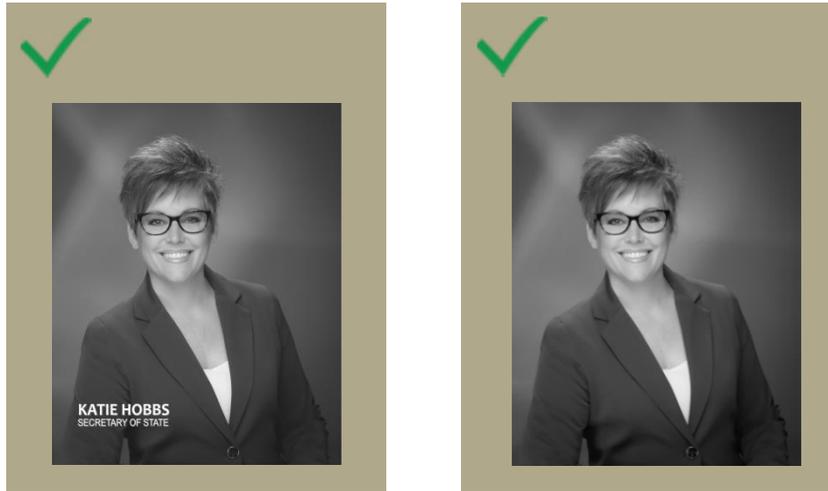


Signed Photo Requests & Lobby Usage

Make sure to use the photo with Secretary Hobbs' name on it for autograph requests and in each division's lobby or workspace.



Both photos may be used in black and white.



DOs List

ALWAYS follow the guidelines.

If the logo does not fit within a project's specifications ALWAYS received approval for an alternate logo.

ALWAYS maintain the logo proportion

ALWAYS use the official Motter Seal as shown in this publication. There are other similar seals floating around on our servers, DO NOT USE THEM.

To see the official seal view it online at the link below

<https://azsos.gov/sites/default/files/arizona-state-seal-bw.png>

Keep the Integrity of the General Style

ALWAYS present the logo at the correct size

Unless instructed otherwise, ALWAYS use the official photo

Choose wisely. Three logos are offered to maximize visibility of the Secretary's name.

DON'Ts List

Do not change colors

Never use other typefaces

Do not monotone the logo

Do not use gradient

The logo shall only be used on official office marketing materials, such as letterhead, flyers, brochures, and publications. It shall not be used for any outside unsanctioned purpose.

Printing Services

ARIZONA CORRECTIONAL INDUSTRIES - ACI

Foam Seals, Signage

OFFICE DEPOT

Paper, supplies and printing

ARIZONA DEPARTMENT OF EDUCATION PRINTING SERVICES

Printing, Publication Printing

For a quote e-mail: printshop@azed.gov

1535 W. Jefferson Street

Phoenix, AZ 85007