



## USAGE

To ensure a consistent brand identity, a general set of guidelines for the County seal is outlined below. Direct any questions on usage to PIO at [pio@richlandcountysc.gov](mailto:pio@richlandcountysc.gov).

## DOs

- Include the seal in all County-produced documents and graphics.
- Maintain the minimum clear space as outlined in this document.
- Uniformly scale the seal. Non-uniform scaling distorts the image.
- The seal should always appear upright.
- Ensure the seal contrasts against the background.
- The seal should only be reproduced from a digital file.
- No elements of the seal may be recreated, altered, deleted, cropped or reconfigured. The seal is provided as an .EPS file, enabling unlimited scalability.

## DON'Ts

- Don't change the seal's orientation.
- Don't bevel, emboss or add effects to the seal.
- Don't change the seal's color or reconfigure in any way.
- Don't place the seal on a busy pattern or photograph.
- Don't block the seal with text or other objects.
- Don't place the seal in a white box; it should have a transparent background.
- Don't stretch or squeeze the seal.
- Don't use outdated seals. The current seal is the only official seal of Richland County.



Orientation



Effects



Color



Busy Background



Blocking Seal



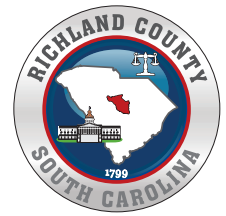
White on Dark Background



Squeezed/Stretched



Outdated Seal



## RETIRE LOGOS



Richland County has retired the use of the “Uniquely Urban...Uniquely Rural” tourism logo. Do not use this logo on any materials past July 15, 2018.

The only acceptable logo on any material related to Richland County Government is the official County seal. If you do not have a digital copy of the official County seal, contact PIO at [pio@richlandcountysc.gov](mailto:pio@richlandcountysc.gov).



Richland County has retired the use of the above seal.

Do not use this outdated seal, or any version of it other than the official Richland County seal. The only acceptable logo on any material related to Richland County Government is the official County seal. If you do not have a digital copy of the official County seal, contact PIO at [pio@richlandcountysc.gov](mailto:pio@richlandcountysc.gov).