



The following pages are a guideline for the appropriate usage and application of visual assets developed for *Susan Hutchison for King County Executive*. These guidelines are an aid to maintaining consistency with cross-platforms and presentations of visual messaging for the campaign of Susan Hutchison.

Brand Position

To create brand imaging that evokes a new direction and new vision for the leadership of King County.

Brand Personality

Positioned to win and the courage to act on challenges.

Tagline

A new leadership direction for King County.

Brand Attributes

Courage
Action
New Direction
Differentiation
Accountability
Approachable
Fresh
Non-Partisan
Solve Problems
Connections
Guidance
Educate

The communication objective for *Susan Hutchison for King County Executive* logo is to emphasize her name and strong leadership direction. The codification of the warm red star and italic text reinforce an energetic message of new leadership for King County.

strong name recognition/
emphasis on female leadership

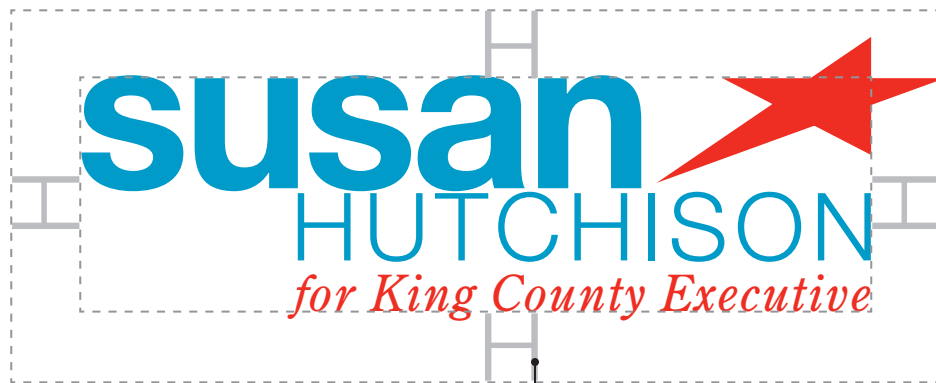


energy and
direction of star
codify meaning with
text through use of
same color
assignment



Logo Clear Area

In order to maintain maximum impact a minimum amount of space should be left clear between the logo and all other graphic elements (excluding the right tip of the star). The height of the last names capital letters determine the minimum clear space around the logo.



The space to be left clear on all sides of the logo is equal to the height of the capital letter H.

Ideally the logo will not be used less than 1 3/8" wide.

The SHKCE logo is available in full-color, black and white and reversed out of color. Ideally the logo will be used full color on a white background for maximum impact and clarity.



Full Color This is the preferred color option and should be used on all prominent material such as printed business correspondence and website.

Blue – PMS 313

Warm Red – PMS 485



Black This may be used on all black and white material.

Black – 100% Black

Grey – 60% Black



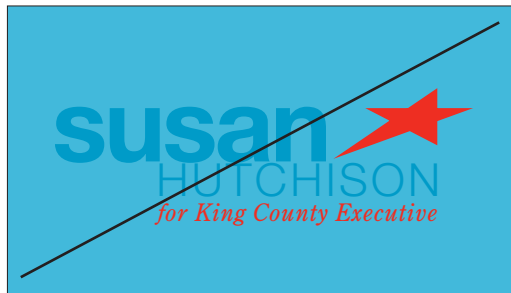
One Color If there is only an opportunity for one color the preference would be to print

Blue – PMS 313

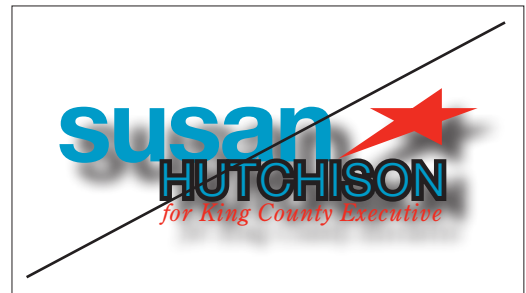
Lt Blue – 30% PMS 313

Incorrect Logo Usage

The elements of SHKCE logo are arranged in a fixed relationship and may not be altered in any way.



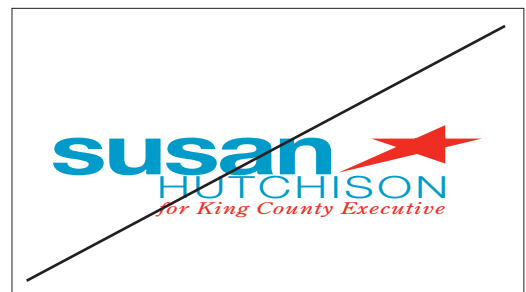
Do not place logo on dark background



Do not add drop shadows, outline or any other accents to the logo



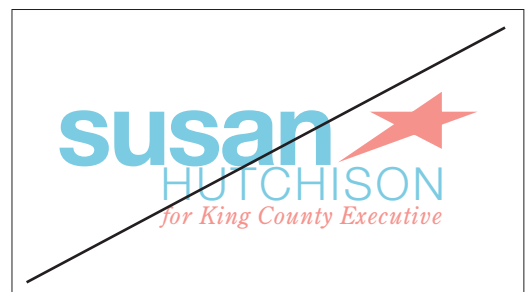
Do not place additional words or phrases inside logo clear space



Do not alter the proportions of the logo



Do not place logo over a busy background or photo



Do not reduce the transparency of the logo or alter the official color scheme

It is important to ONLY use the approved color palette when producing material for SHKCE brand.



Primary Color

Pantone – PMS 313 (c)

CMYK – C-100, M-0, Y-8, K-13

RGB – R-0, G-154, B-200

Hexidecimal Color – 0095c3



Secondary Color

Pantone – PMS 485 (c)

CMYK – C-0, M-95, Y-100, K-0

RGB –R-238, G-50, B-36

Hexidecimal Color – dc291e



Accent Color

Pantone – PMS 109 (c)

CMYK – C-0, M-10, Y-100, K-0

RGB –R-255, G-221, B-0

Hexidecimal Color – ffd200

Acceptable Usage

An important part of the SHKCE graphic identity is the use of clean, consistent typography. These typefaces should be used for all printed and generated images for the web.

Primary

Helvetica Neue is used to complement the Century Oldstyle typeface and can be used for headlines, subheads, text and sign-off copy. The smallest recommended size for this typeface is 5 point. Please use the fonts appropriately, preference for body text is light or regular condensed and for headlines or call outs medium or bold condensed.

Helvetica Neue (47 Light Condensed)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue (57 Condensed)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue (67 Medium Condensed)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue (77 Bold Condensed)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary

Century Oldstyle can be used for secondary text or quotes.

Century Oldstyle

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gradation Bar

Employing the gradation bar creates a feeling of movement and new direction. When using the bar as a primary element the color should be 100% PMS 313 (*on right side*) moving to 0% PMS 313 (*on left side*). The full color moving from right to left in relationship to the logo creates a movement towards the name *Susan*.

0% PMS 313

100% PMS 313



0% PMS 313

60% PMS 313

Lighter blue accent bar creates additional dimension and movement.



100% PMS 485

0% PMS 485

Secondary accent bar reverses movement to direct the eye toward navigational or informational elements.



A gradation overlay of photos can help create space for information while creating movement towards the photo image.

Creating unity in brand messaging in print and web material is important for consistency and clarity. Some of the unifying elements are bright white negative space, gradation bars, flat solid colors and strong graphic photos.

Letterhead



Paid for by Friends of Susan Hutchison

Business Envelope



PO Box 45400 | Seattle, WA 98145-0400

Business Card – Front and Back



Susan Hutchison

PO Box 45400
Seattle, WA 98145-0400
(206) 337-0014
contact@susanhutchison.com
www.susanhutchison.com

Paid for by Friends of Susan Hutchison

www.susanhutchison.com

PO Box 45400 | Seattle, WA 98145-0400 | *Phone* (206) 337-0014 | *Web* www.susanhutchison.com | *Email* contact@susanhutchison.com

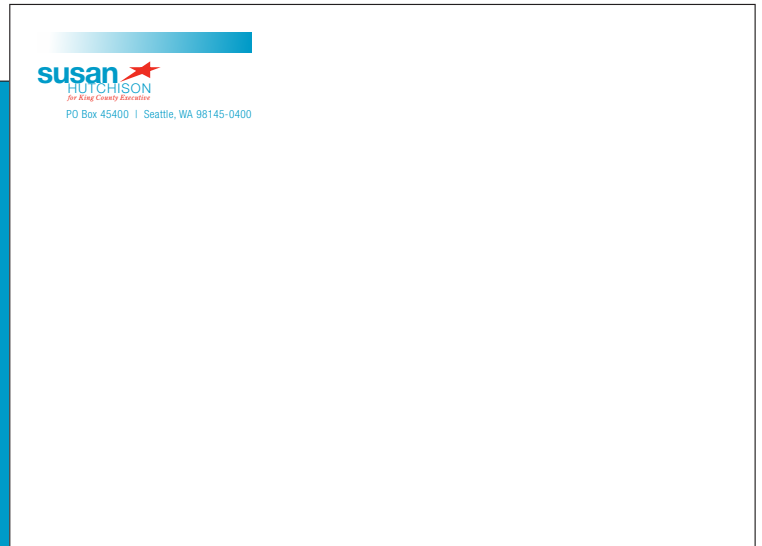


Collateral Layouts

Additional print material

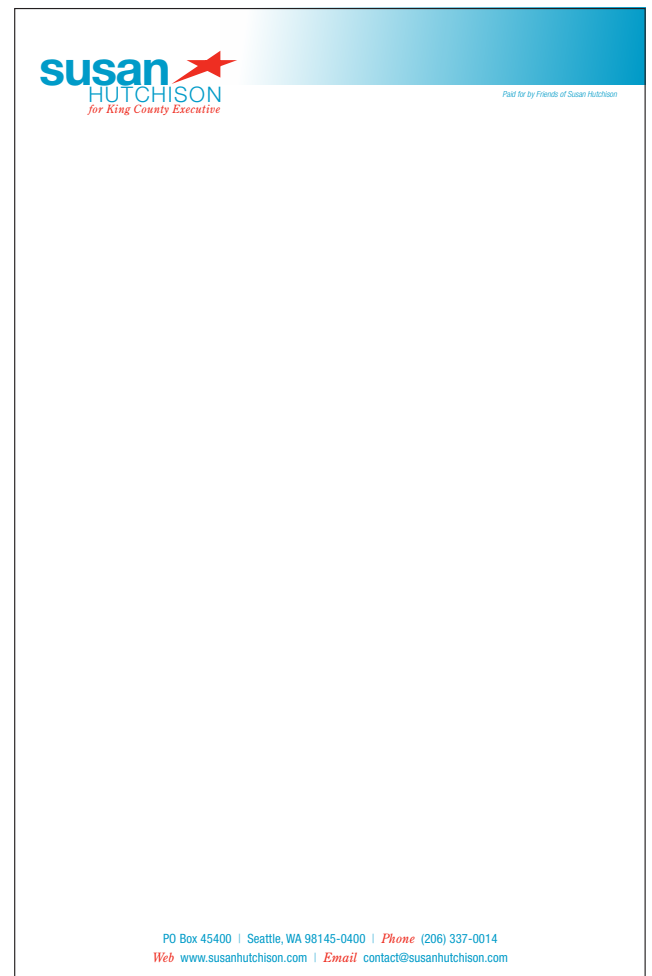


Notecard

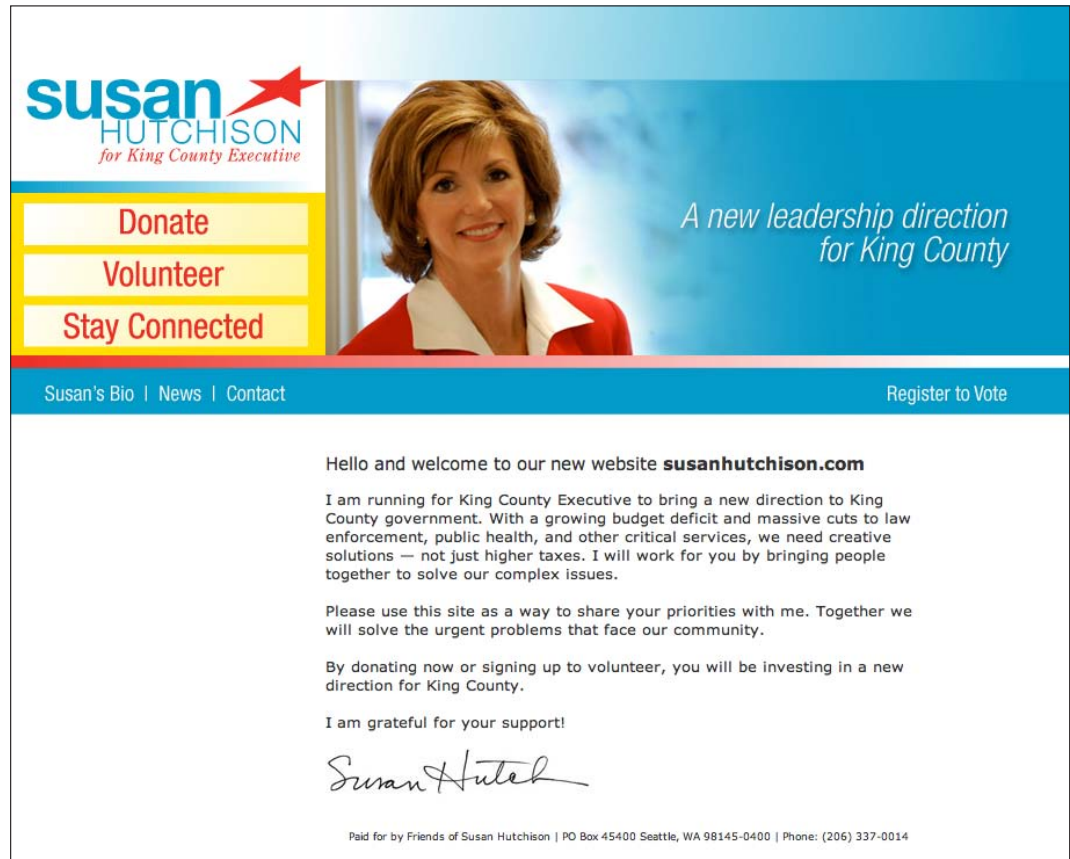


Notepad

Notecard Envelope



Phase one website material



Landing Screen

Phase two website material

Landing Page

Navigation identifies an interactive “pod” of information. Left hand column functions to encourage user interaction.

There must be a scale difference in photos for visual clarity



Sub-Level Navigation

Each page would have a different video dialogue



Current Photo Selections



SH.01-BW.jpg



SH.01.jpg



SH.03-BW.jpg



SH.03.jpg



SH.05-BW.jpg



SH.05.jpg

Current Photo Selections



SH.06-BW.jpg



SH.06.jpg



SH.07-BW.jpg



SH.07.jpg



SH.11-BW.jpg



SH.11.jpg



SH.12-BW.jpg



SH.12.jpg