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.
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
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)
ABCD
FHIGJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue (57 Condensed)
ABCD
FHIGJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue (67 Medium Condensed)
ABCD
FHIGJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue (77 Bold Condensed)
ABCD
FHIGJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary
Century Oldstyle can be used for secondary text or quotes.

Century Oldstyle
ABCD
FHIGJKLMNOPQRSTUVWXYZ
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

Lighter blue accent bar creates additional dimension and movement.

0% PMS 313

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

100% PMS 485

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.
Phase one website material

Hello and welcome to our new website susanhutchison.com

I am running for King County Executive to bring a new direction to King County government. With a growing budget deficit and massive cuts to law enforcement, public health, and other critical services, we need creative solutions — not just higher taxes. I will work for you by bringing people together to solve our complex issues.

Please use this site as a way to share your priorities with me. Together we will solve the urgent problems that face our community.

By donating now or signing up to volunteer, you will be investing in a new direction for King County.

I am grateful for your support!

Sincerely,

Susan Hutchison

Paid for by Friends of Susan Hutchison | PO Box 45460 Seattle, WA 98145-9300 | Phone: (253) 337-8014

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

Hello and welcome

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What They’re Saying

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Minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui
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