



# Graphic Standards Guide

The **Verdant Health Commission** funds a wide range of programs that empower people in South Snohomish County to make healthy decisions and get the care they need to stay well.

These graphic standards guidelines were developed to help you, our community partners, use the Verdant brand appropriately when creating and producing materials for your communications, programs, and events.

The Verdant logo may be used only with permission from the Verdant Health Commission. If you have any questions about the appropriate use of Verdant's branding elements, please contact Verdant at 425-582-8600 or [info@verdanthealth.org](mailto:info@verdanthealth.org).

## Logo Variations

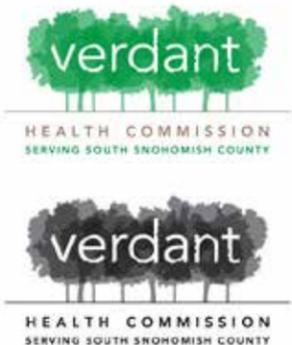
The primary version of the Verdant logo features the "Serving South Snohomish County" tagline. Use the primary logo whenever possible.

The secondary version of the Verdant logo does not feature the tagline.

The one-color black version is only for use on white backgrounds in one-color applications.

The white "knockout" version is for use on a dark background. When using this version, ensure that the background is dark enough for legibility & clarity.

Primary



Secondary



## Color Palette

Verdant's colors are Pantone 356 (green) and Pantone 409 (brown). The logo is designed to most often appear in full color or black only. When the logo is used in two-color printing, Pantone 356 and Pantone 409 are used.

CMYK formulas are used for print applications. RGB and HEX formulas are used for on-screen or digital applications.



Pantone: PMS 356  
 CMYK: c96 m26 y100 k3  
 RGB: r0 g121 b52  
 HEX: #007833



Pantone: PMS 409  
 CMYK: c47 m48 y48 k10  
 RGB: r135 g120 b116  
 HEX: #877873

## Minimum Size

To maintain legibility, never reproduce the Verdant logo smaller than 2" for the primary logo or 1.25" for the secondary logo.

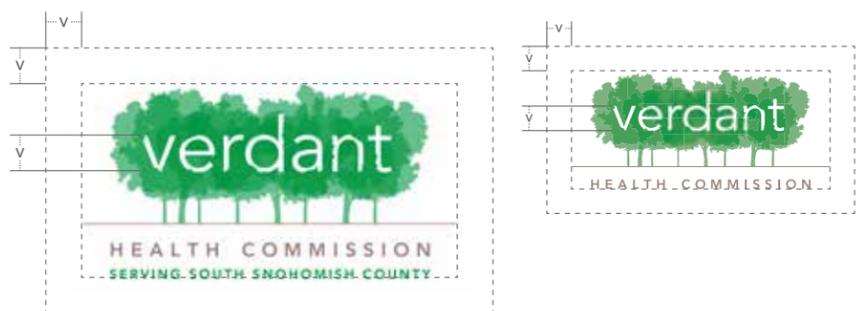
There is no maximum size limit; use discretion when sizing the logo. For most business communications, the logo should not be the most dominant element on the page.



## Clearspace

For legibility and impact, ensure that clearspace is maintained around the logo in all print and digital uses. A distance equal to or greater than the "v" in the Verdant logo (see examples below) should be kept clear of competing text, images and other graphic elements.

Note that this distance represents the *minimum* clearspace required. More space surrounding the Verdant logo is desirable.



## Unacceptable Use of the Logo

The value of a graphic identity depends on its ability to be consistent and reliable. Steady and coordinated use of the Verdant logo across all Verdant communications shows organizational credibility and professionalism. The Verdant logo should always be reproduced complete and unmodified, with all its components intact. Please use these guidelines:



- Do not stretch, rotate, tilt or otherwise distort the logo.



- Do not place the logo over a busy or photographic background.



- Do not enclose the logo in a box or any other shape.



- Do not use the trees with Verdant logotype without the supporting text.



- Do not recolor any elements of the logo.



- Do not rearrange, redraw, or scale the elements of the logo.



- Do not add any other graphics or imagery to the logo.

## File Types

### *JPG*

A JPG image is pixel-based. It is best suited for images that have variations in tone and color, such as photographs, because the pixels can capture the information of “realistic” images. When improperly enlarged, however, the information will lose its smooth-to-the-human-eye quality and become “pixelated.”

### *EPS*

An EPS file is a vector file in which the information is saved as mathematical coordinates rather than pixels. What this means is that the relationship of the coordinates to one another does not change as you enlarge or reduce the image. An EPS file will be crisp and clear at any size.

**Use an EPS file whenever possible on business documents and printed materials.**

A JPG may be used for digital communications or on-screen applications that have a lower resolution than printed materials.



*JPG at 100% size*



*JPG enlarged to 400% size*



*EPS at 100% size*



*EPS enlarged to 400% size*