

Life Balanced

KENOSHA COUNTY



BRAND GUIDE

Does a healthy work-life balance actually exist?

It does in Kenosha County.

Short commutes, affordable housing, friendly community, and a vibrant arts and entertainment scene combine to help residents find a successful balance between their career, home life, and personal finances.

Life Balanced
KENOSHA COUNTY

The importance of consistent brand standards

Without strong consistency, Kenosha County's brand position and supporting messages have the potential to confuse constituents and weaken communication effectiveness. Whether used online, in print or at events, our brand position and logo must be used in a consistent and unifying standard.

The Life Balanced brand in action

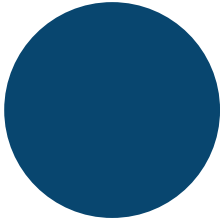
This guide was created to help you understand the rules that define how the look of the Life Balanced brand is to be represented in all marketing communications.

By following these guidelines, you will ensure a continuous brand experience across every consumer touch-point.

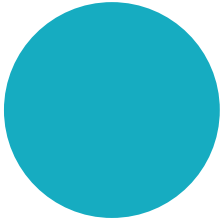
This document serves as an ongoing resource for ensuring successful integration of all marketing components associated with Life Balanced branding.

Official logo colors

Life *Balanced*
KENOSHA COUNTY

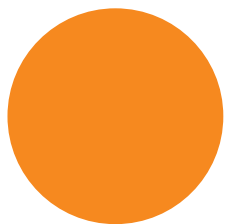


C 99 R 13
M 75 G 71
Y 33 B 111
K 18

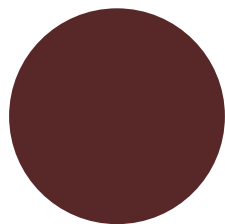


C 74 R 23
M 10 G 173
Y 22 B 193
K 0

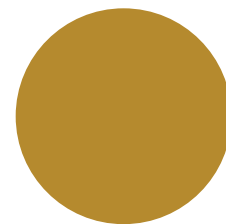
Secondary color palette



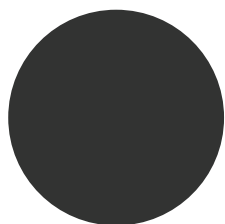
C 0 R 246
M 56 G 137
Y 100 B 31
K 0



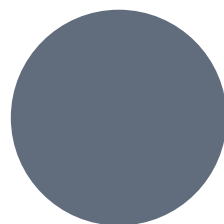
C 42 R 89
M 79 G 43
Y 69 B 42
K 54



C 28 R 180
M 43 G 138
Y 100 B 45
K 6



C 69 R 52
M 63 G 51
Y 62 B 51
K 58



C 66 R 98
M 52 G 109
Y 38 B 126
K 11

Logo color options

Full color

Life Balanced
KENOSHA COUNTY

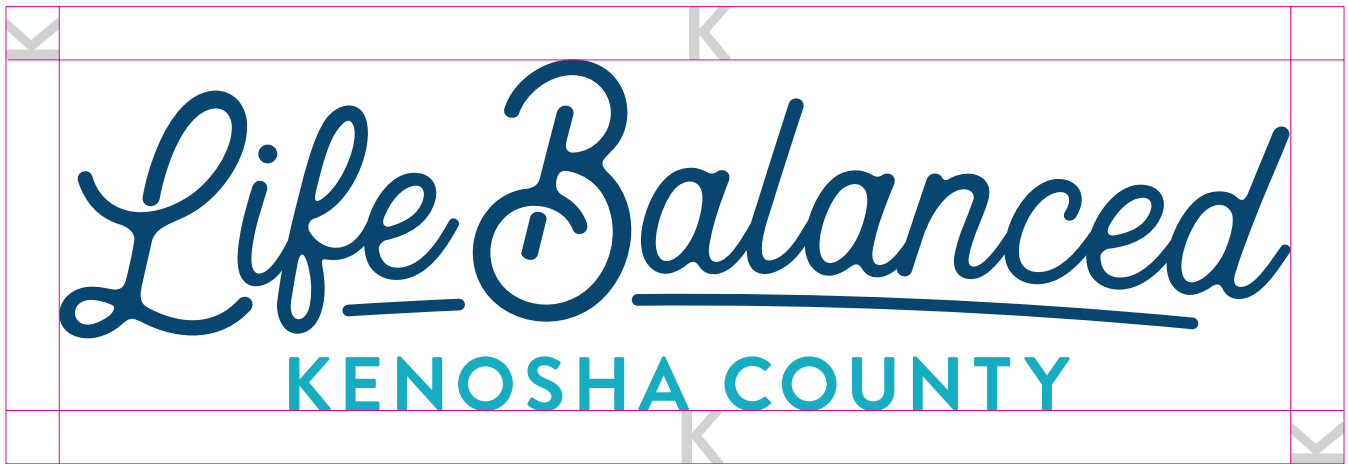
Black (One color)

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Reversed

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Logo spacing and minimum size



Provide at least one “K” height of space around the logo



Logo should never appear less than 1.6" or 120 pixels wide

Logo don'ts

Don't alter the official logo colors



Don't add textures or other effects



Don't use color logo on dark, competing or confusing backgrounds



Logo fonts

Heritage

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

BRANDON BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Live



Work



Play



Learn

