

# Style Guide

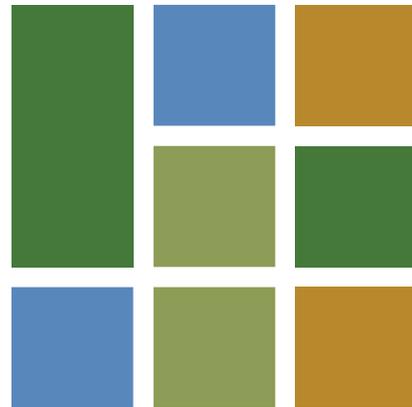
**Live Better. Live Wells.**  
Wells County

# The Basics

The **Live Better. Live Wells.**

**Wells County** logo is a colorful, communicative, and collaborative symbol created to attract talent to our county.

- Only use this logo in the approved color palette provided in the coming pages. Included is a full color, one color, and white version of the logo for use.
- Do not alter, rotate, or modify the logo.
- Do not add graphics to, or subtract graphics from, the approved logo without express permission from the Wells County marketing team.



**Live Better.  
Live Wells.**  
Wells County



# Logo Variations

Whenever possible, use the primary version of the **Live Better. Live Wells.** **Wells County** logo. We understand there will be instances when a very horizontal or a stacked version of the logo may be needed, so they will be made available for use by the Wells County marketing team.

- When you're using the logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should be at least 150% of the width of the logo. To ensure the logo maintains its visual impact, do not go any smaller than 2 inches wide.



## LOGO

# Color Variations

The **Live Better. Live Wells. Wells** logo is available in two different one-color versions for use.

- The solid one-color logo is to be used when overlaid over a photograph, when legibility is an issue, or when needed at a very small size.
- It is to be used in the brand navy as a standard, but may be used in any of the brand colors or black with permission as needed.

Take care when placing the logo over an image, and reach out to the Wells County marketing team for assistance if you are unsure of which version to use.



# Logo Misuse

The **Live Better. Live Wells.** logo is intended to be collaborative and creative, but in order to retain the integrity of the branding, please remain inside the graphic standards set, unless expressly approved by the Wells County marketing team.



**DO NOT** outline the shapes



**DO NOT** change the colors



**DO NOT** add a drop shadow



**DO NOT** add effects or glows



**DO NOT** rearrange the logo elements



**DO NOT** place the logo on a diagonal



**DO NOT** warp or skew the dimensions



**DO NOT** remove logo elements without the permission of the Well County team



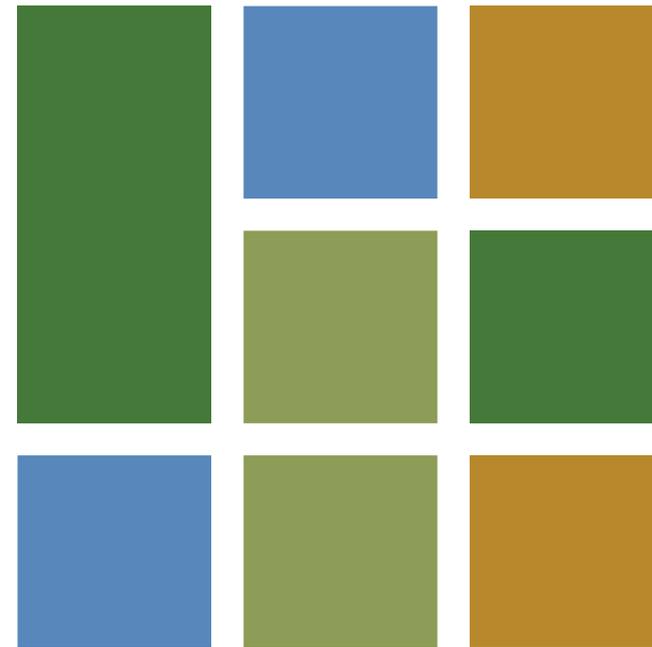
**DO NOT** place your own logo with the icon



# Icon

The **Live Better. Live Wells. Wells County** logo is intended to be inclusive and collaborative, so we understand that instances may come up when customization would be desired.

The logo icon may only be used on its own, without the tagline, with the permission and approval of the Wells County marketing team on a project-by-project basis.



## ELEMENTS

# Color Standards

To the right are the color breakdowns for each of the logo's colors. Take care in making sure the appropriate version of the logo is being used in digital or print.

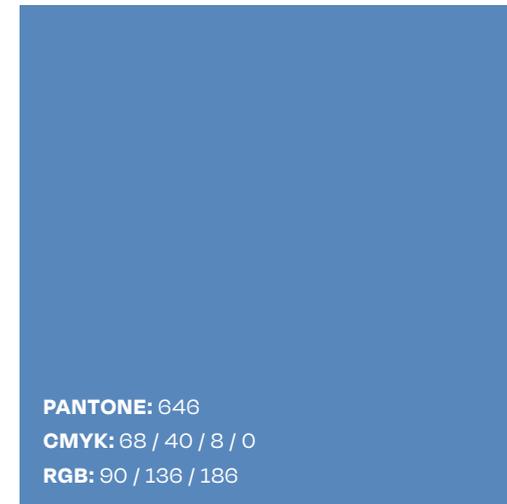
**PANTONE:** use for print only

**CMYK:** use for print only

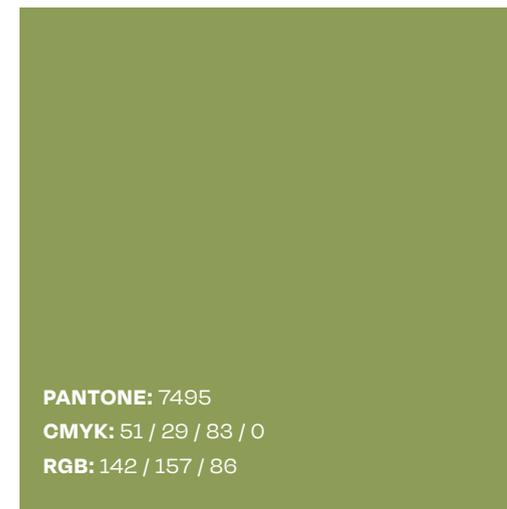
**RGB:** use for web only



**PANTONE:** 7742  
**CMYK:** 75 / 30 / 100 / 17  
**RGB:** 70 / 121 / 2



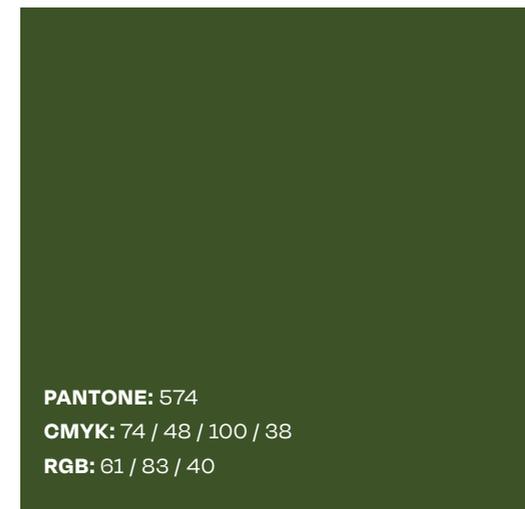
**PANTONE:** 646  
**CMYK:** 68 / 40 / 8 / 0  
**RGB:** 90 / 136 / 186



**PANTONE:** 7495  
**CMYK:** 51 / 29 / 83 / 0  
**RGB:** 142 / 157 / 86



**PANTONE:** 7556  
**CMYK:** 27 / 45 / 100 / 6  
**RGB:** 184 / 136 / 34



**PANTONE:** 574  
**CMYK:** 74 / 48 / 100 / 38  
**RGB:** 61 / 83 / 40

# Contact

**WELLS COUNTY MARKETING TEAM**

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