

# STRATHCONA COUNTY

## Visual Identity Guide

**2012** | Revised July, 2024



## SECTION 2.0

## Logo

**Design of the Strathcona County logo is simple, elegant and contemporary, reflecting success and achievement.**

Three stylized Ss represent Strathcona County and Sherwood Park (blue) brought together in common pursuit of 'sustainability' (green), addressing rural, urban and strategic elements of the brand in a single effort. The S-curve pattern of the logo icon loosely alludes to the wave form of energy.

## HORIZONTAL (PREFERRED)

## STACKED

**Three colour logo (preferred)** For use on light backgrounds.



**Single colour logo: white (reverse) logo**  
For use on dark backgrounds and/or where multiple colours are not available.



**Optional reverse logo**  
For use on black backgrounds only.



**Single colour logo: 100% K (black)**  
For use on light backgrounds where multiple colours are not available.



**NOTES:** The logo(s) is not to be altered, re-typeset or modified in any way. The design element of the logo (stylized Ss) is not to be used as a stand-alone graphic.

Any use other than the examples shown in these standards must be approved in advance by Strathcona County Communications. To ensure consistent use of the Strathcona County visual identity, the logo has been supplied in multiple file formats, including .tif, .jpg and as scalable, vector-based .eps files. Printed colours on this sheet are not necessarily accurate; Refer to Section 3: Colour.

## SECTION 2.1

### Logo size

The word STRATHCONA in the Strathcona County logo(s) should never be used at a size less than 1" wide (and at no less than 15% of the total viewable area width of the document on which it appears).

## SECTION 2.2

### Logo relief area

The negative space (empty area) surrounding the logo must be a minimum of 1 x-height (where x-height = height of the GREEN STYLIZED S-CURVE within the horizontal format logo). No information, imagery or trim may encroach upon this area. The word STRATHCONA should be no less than 1" across in both the horizontal and stacked versions.



**Minimum size:** The word STRATHCONA should be no less than 1" across in both the horizontal and stacked versions.



## SECTION 2.6

## Improper logo usage



Do not use the design portion of the logo as a standalone graphic element.



Do not alter wordmark or icon positioning



Do not rotate the logo



Do not distort (stretch or compress) the logo



Do not use the logo at a percentage of the logo colour



Do not alter logo colours



Do not apply a stroke around the logo



Do not alter logo font



Do not add drop shadows or other effects to the logo



Do place white (reverse) or single colour (k) logo on an uncomplicated image background or texture where it will be clearly visible.



Do not place logo on a complicated image background or texture where it is not clearly visible.