Dorchester
COUNTY

Logo Usage

Color

The Dorchester County logo is comprised of two colors: Pantone 349 and Pantone 7692. All marketing materials should be created with these colors when possible. If Pantone spot colors are not available, use the 4-color process alternative. For use on the web or other instances where traditional 4-color process or Pantone colors are not available, use the RGB / Hexadecimal builds listed below.

Grey scale

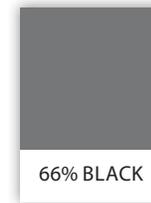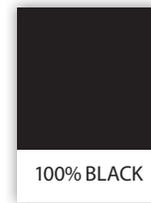| PANTONE 349	PANTONE 7692
RGB: 0, 107, 53	RGB: 0, 74, 124
CMYK: 90, 12, 95, 40	CMYK: 100, 45, 0, 45
HEX: 006B35	HEX: 004A7C

Black

When printing in grey scale, use 100% black to represent Pantone 349 and 66% black to represent Pantone 7692.

100% BLACK	66% BLACK

Reversed

When printing in black only, use 100% for all values.

In all black or one-color applications, reverse the logo out to white.

Logo Clearance

The Dorchester County logo should be kept clear from all other graphic elements within the standard height and width of the captial "D" in the logo as illustrated here.

Typeface

The typestyle for the Dorchester County logo is Uniform Medium.

CAUTION: The logo must never be redrawn, recreated, or imitated in any way. Always use an official version of the logo as there are many subtle nuances which make up the uniqueness of the logo. If you have questions or need logo files, please direct your request to: TNorton@DorchesterCountySC.gov

There are two versions of the Dorchester County logo: horizontal and stacked. The logos may be used interchangably depending on the space available. Please use the version which best suits the space provided.

Dorchester County
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