



JACKSON COUNTY COMBAT

DESIGN AND BRAND GUIDELINES

COMMUNITY | PREVENTION | TREATMENT | JUSTICE



CONTACT

Address

Jackson County COMBAT Office
415 E 12th St, 9th Floor
Kansas City, MO 64106

Phone & Fax

Phone: (816) 881-1400
Fax: (816) 881-1416

Online

Email 1: JLoudon@jacksongov.org
Email 2: VOrtega@jacksongov.org

Website: www.jacksoncountycombat.com





JACKSON COUNTY COMBAT

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent Jackson County **COMBAT's** identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of the organization.

These guidelines reflect **COMBAT's** commitment to our four pillars: Community, Prevention, Treatment, and Justice in Jackson County Missouri. The brand reflects the quality, consistency and style of the **COMBAT** mission & vision.

This document is meant to be used as a guide to protect the brand by preventing unauthorized or incorrect use of the **COMBAT** name and marks.



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01 COMBAT LOGO SIGNAGE

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the unifying hand symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

Primary Logo must always include icon and tagline. Other versions of logo with text-only or no-tagline may be used on a case-by-case basis.

The Logo Introduction
The Logo Application
The Logo Elements
Clearspace and computation

THE FULL LOGOTYPE

The COMBAT Masterbrand or Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking the unification and diversity - a metaphor for the collaborative work of COMBAT's 4 key areas: Community, Prevention, Treatment, & Justice.

The unified hand symbol has a particular relationship with the COMBAT name. The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface is Gotham Medium and has also been chosen to compliment and balance perfectly with the logo symbol.

The logo is presented through the use of color as well as shape and form. The four colors: Yellow, Red, Green, and Blue is a fresh and appealing blend of colors chosen for their symbolism to the 4 key areas: Community (Yellow), Prevention (Red), Treatment (Green), & Justice (Blue). **Please note:** programs must always be displayed in such order.

The Logo Dark Version

will be used when the background color is light colored.

The Logo Light Version

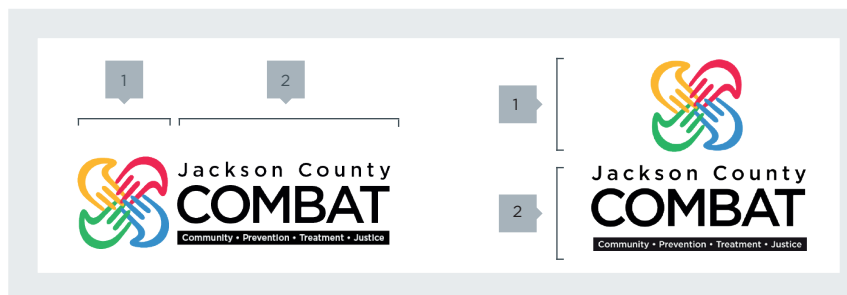
will be used when the background color is dark colored.

Recommended formats are:

.eps | .ai | .png | .jpg | .tiff

Attention:

Use of any stylized, animated, hand drawn or other versions of a unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with COMBAT brand manager if you have any questions or need further help.



1) The Logo Symbol

Consists of a powerful element evoking the collaboration of Jackson County COMBAT.

2) The Logo Title

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters for the primary typeset name.

1) The general Logo

The main logo is the black typeset used on white or colored background with tagline included on a rectangular element. For darker backgrounds you will find an alternative below.

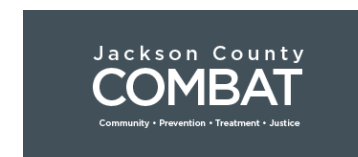
LOGO DARK VERSION



LOGO LIGHT VERSION



OTHER VERSIONS



TEXT ONLY



NO TAG

LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

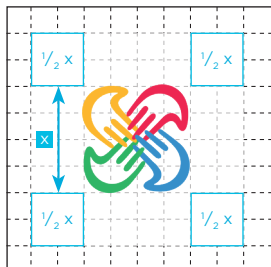
It is important to keep logo marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the mark. This exclusion zone indicates the closest any other graphic element

or message can be positioned in relation to the mark. of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.



CLEARSPACE

Logo Symbol



CLEARSPACE

Full Logo

Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).



APPLICATION ON A BACKGROUND

Full Color with white
text and bar



Full Color with black
text and bar



1 COLOR
white



1 COLOR
Black



MINIMUM LOGO SIZES

Full Logo

Minimum Size: 20mm x 3.33 mm



Logo Symbol

Minimum Size: 5 mm x 5 mm



02 COMBAT TYPOGRAPHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information.

Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for COMBAT layouts.

The Fonts
Primary Font
Secondary Font
Font Hierarchy

COMBAT

TYPOGRAPHY EXPLAINED

THE FONT

Gotham is a geometric sans-serif typeface family designed and released in 2000. Gotham's letterforms were inspired by examples of architectural signs of

the mid-twentieth century. Gotham has a relatively broad design with a reasonably high x-height and wide apertures.

G O T H A M

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Medium

PRIMARY FONT
GOTHAM MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Black

SECONDARY FONT
GOTHAM BLACK

0 1 2 3 4 5 6 7 8 9 0

Figures

TYPE EXAMPLES
GOTHAM MEDIUM

! " § \$ % & / () = ? ` ; : i " ¶ ¢ [] | { } ≠ ¢ ' « Σ € ® † Ω ⁂ / ø w • ± ' æ œ @ Δ ° ¢ © f ð , å ¥ ≈ ç

Special Characters

03 COMBAT TEXT HIERARCHY

When creating other deliverables in-alignment with
COMBAT Brand Standards, font hierarchy is as follows.

Font Hierarchy

**CONTEXT TEXT
AND INNER HEADLINES**

Caption
Text

Jackson County COMBAT Typo
-
Gotham Book
6 pt Type / 9 pt Leading

Copy Text

Jackson County COMBAT Typo
-
Gotham Book
8 pt Type / 11 pt Leading

Headlines
Copytext

JACKSON COUNTY COMBAT TYPO
-
Gotham Book- Capital Letters
10pt Type / 10pt Leading

**HEADLINES AND
TYPOBREAKS**

Sublines
Sections

JACKSON COUNTY COMBAT
-
Gotham Bold- Capital Letters
16pt Type / 16pt Leading

Big
Headlines
and Title

COMBAT TYPO
-
Gotham Black- Capital Letters
34pt Type / 30 pt Leading

Sequencer
and
Title for
Marketing

THE HEADER
-
Gotham Black- Capital Letters
48pt Type / 48 pt Leading

04 JACKSON COUTY COMBAT COLOR SYSTEM

THE PRIMARY COLOR SYSTEM AND COLOR CODES

Color plays an important role in the COMBAT identity program. The color palette is symbolic of the COMBAT key areas, and a way to organize each programmatic area through an identifiable color. A palette of primary colors has been developed, which comprise the

“Collaborative” color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the COMBAT brand identity across all relevant media. Check with your designer or printer when using the colors that they will be always be consistent.

Icon Colors
Primary Color System
Gradient Color System


PRIMARY COLOR SYSTEM

Explanation:


The COMBAT Organization has four official colors for the symbol: Yellow, Blue, Green, & Red. These colors have become a recognizable identifier for the 4 key areas of COMBAT services: Community, Prevention, Treatment, Justice. For the typeset, the primary color is Black.

Usage:

Use them as the dominant color palette for all internal and external visual presentations of COMBAT.




PRIMARY COLOR
DARK GREY
COLOR CODES
CMYK : C001
M030 Y100 K000
Pantone : 1235C
RGB : R2490 G185
B000
Hex : #f9b900


100 % 80 % 60 % 40 % 20 %


COLOR TONES



THE GRADIENT




PRIMARY COLOR
DARK GREY
COLOR CODES
CMYK : C020
M100 Y700 K000
Pantone : 1787C
RGB : R228
G000 B058
Hex : #e4003a


100 % 80 % 60 % 40 % 20 %


COLOR TONES



THE GRADIENT




PRIMARY COLOR
DARK GREY
COLOR CODES
CMYK : C072
M033 Y002 K000
Pantone : 7688C
RGB : R069 G144
B204
Hex : #4590cc


100 % 80 % 60 % 40 % 20 %


COLOR TONES



THE GRADIENT



PRIMARY COLOR
DARK GREY
COLOR CODES
CMYK : C080
M001 Y092 K000
Pantone : 2257C
RGB : R013 G165
B071
Hex : #0da547


100 % 80 % 60 % 40 % 20 %


COLOR TONES



THE GRADIENT



PRIMARY COLOR
BLACK COLOR CODES
CMYK : C000
M020 Y100 K000
Pantone : Black 6 C
RGB : R000 G000
B000
Hex : #000000


100 % 80 % 60 % 40 % 20 %

COLOR TONES



THE GRADIENT





05 SUB-BRANDS

PROGRAMMATIC FOCUSES

Key Programs of Jackson County COMBAT, Community, Prevention, Treatment, and Justice are represented in the logo symbol as well as organized through the color palette. No other order of these programs may be used.

When representing the various programs, these colors and icons can be used to identify each one within the visual identity.

SUB-BRANDED PROGRAMS PF JACKSON COUNTY COMBAT

VERSION 1



VERSION 2



06 STATIONARY

THE COMPANY LETTERHEAD

-

Explanation:

This shows the approved layouts with the primary elements of the COMBAT stationery system for the front- and backside of the letterheads.

Usage:

The letterhead will be used for all official communication that is going out of COMBAT company.

PARAMETER

Dimensions

297 x 210mm
DIN A4

Weight

120g/m Uncoated
white

Print

Offset
CMYK



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(816) 881-1400
www.jacksoncountycombat.com

Working Today for Better Tomorrows



Mr. Edward Simmons
Troublemaker Company

Main Avenue, 5th Northwest
Los Angeles
United States

Sitatum necates aut atendio rporro et lam remped quaecto idi andigni squibustrum repedip sanduci lignatem rehendae lit es id quatus sincia liliatios aut qui con ex est, occatus non et fugitius et estibus.

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www.jacksoncountycombat.com

Working Today for Better Tomorrows

THE COMPANY ENVELOPE

-

Explanation:

This shows the approved layout with the primary elements of the COMBAT stationery system for envelopes.

Dimensions

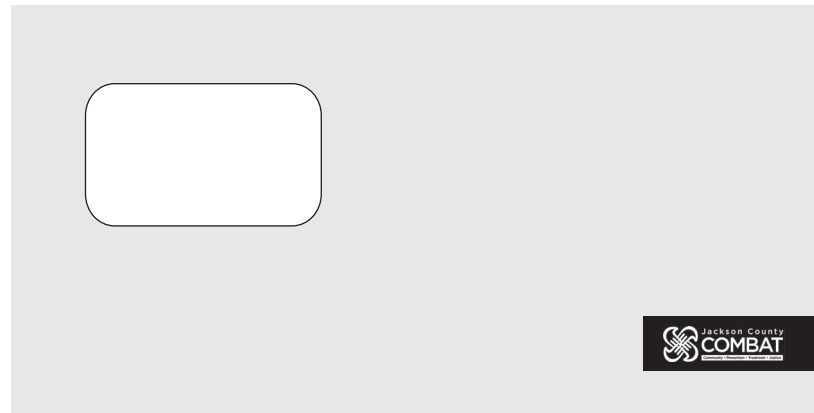
297 x 210mm
DIN A4

Weight

120g/m Uncoated
white

Print

Offset
CMYK



THE COMPANY BUSINESS CARDS

-

Explanation:

This shows the approved layouts with the primary elements of the COMBAT stationery system for business cards.

Usage:

The business cards will be used for all official contact and communication of COMBAT. Insert the COMBAT letterhead and send your documents throughout the world.

PARAMETER

Dimensions

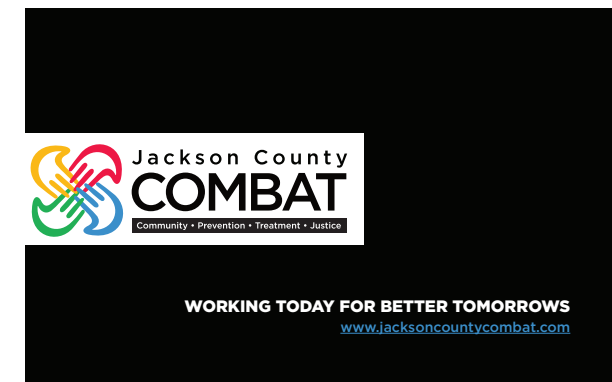
85 x 55 mm

Weight

400g/m Uncoated white

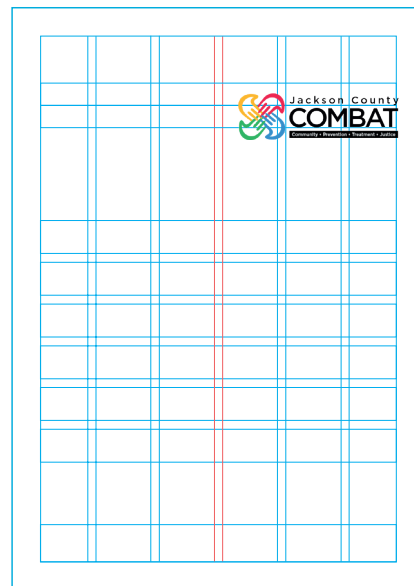
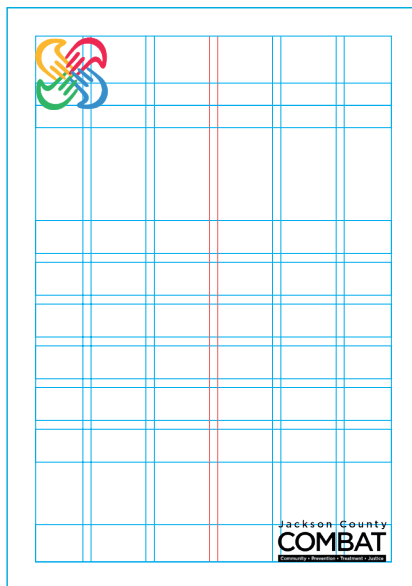
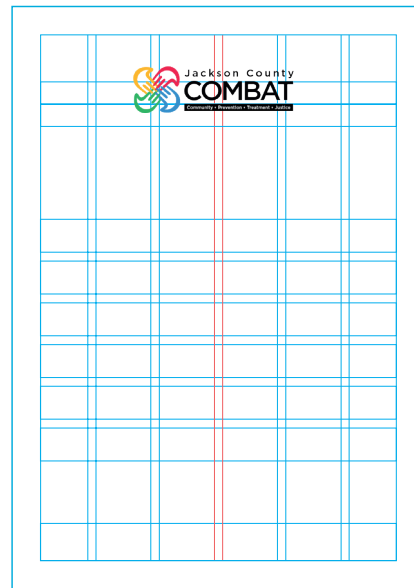
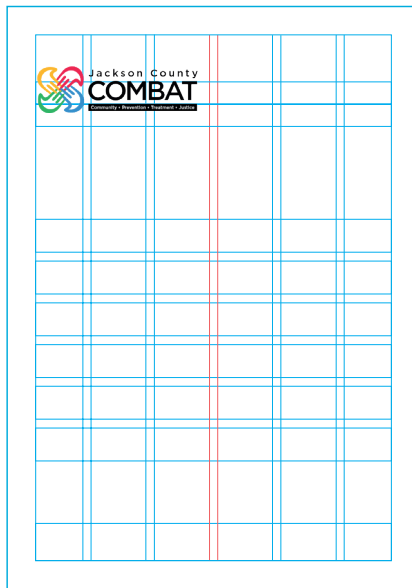
Print

CMYK



06 THE CORRECT LOGO PLACEMENT

Correct Logo Placement



CORRECT LOGO PLACEMENT

-

Explanation:

To place the COMBAT logo in the correct way please use one of the approved styles that are shown on the left. To place the COMBAT logo in other ways is not allowed.

PARAMETER

Example

297 x 210mm

DIN A4

CORRECT LOGO TYPE

-

Explanation:

Whenever typing out the organization's full name, Jackson County COMBAT can be used. The organization can also stand-alone using the name COMBAT. In any instance of the word COMBAT being used, the word **must be all caps** for consistency.

07 MESSAGING SAMPLES

BRAND VOICE



BRAND STATEMENT

STRONG

- Working collaboratively
- Breaking down silos and barriers
- Giving neighborhoods peace of mind

COMFORTING

- Treating violence as an “illness”
- Your community cares
- Prevention is important

HOPEFUL

- Better tomorrows are ahead
 - You are not alone
 - People from all over Jackson County are working hard
-

Working Today for Better Tomorrows

COMBAT provides funding to many organizations who make our community healthier and safer in four key areas:



- **COMBAT** views violence and drug use holistically - it cannot simply address one part of the problem.
- **COMBAT** works collaboratively to improve lives, neighborhoods, and Jackson County.
- **COMBAT** is unique funding mechanism to combat drug use and violence. It is the only one like it in the country and the envy of many other cities and counties.

BRAND HISTORY

Jackson County COMBAT is a "Community Backed Anti-Drug Tax" approved in 1989 to "combat" drug use in Jackson County. The organization grants funds that support various community programs geared towards the three key areas: prevention, treatment, and criminal justice.



1989



2009-2010



2010-2021



2021 - PRESENT

08 IMAGES AND PHOTOGRAPHIC CONTENT

Image Samples



PHOTOGRAPHY LIBRARY

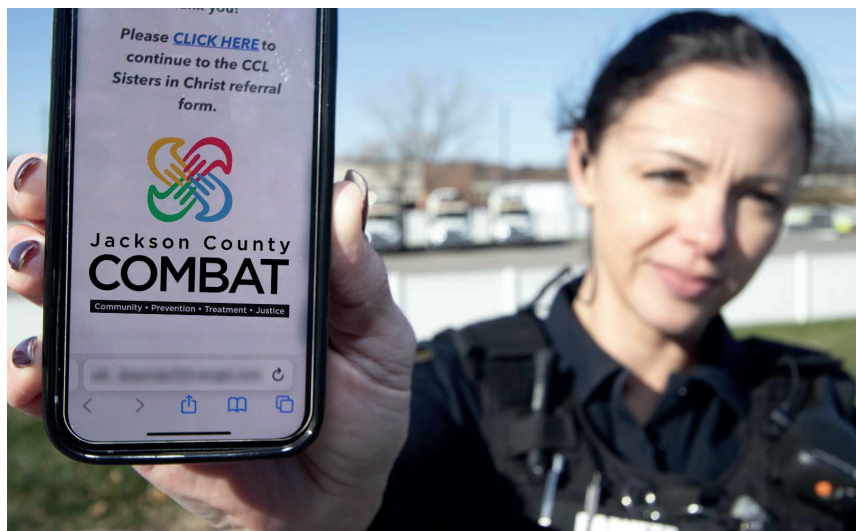
Images are responsible to transfer the values of COMBAT to our partners or our potential stakeholders. It is a composite psychological impression that continually changes with the organization's circumstances, media coverage, performance, pronouncements, etc. COMBAT photo library is a direct representation of the diverse partners that COMBAT serves.

Key photographic content include: Iconic Jackson County COMBAT sites and neighborhoods, positive portrayal of community partners, agencies, and stakeholders.

EXAMPLES FOR COMBAT CORPORATE IMAGE SYSTEM

Requirements:

- positive imagery
- diversity
- sharp images
- modern and community-oriented
- equal representation of Jackson Co.



09 COMBAT ICONOGRAPHY

Corporate Iconography
Application



THE COMBAT ICONOGRAPHY LIBRARY

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier way. The icon itself is a small picture or symbol serving as a quick, “intuitive” representation of key program areas.

EXAMPLES FOR COMBAT CORPORATE ICONOGRAPHY SYSTEM

-

How to:

- only use icon with approved colors
- minimum stroke size: 1 pt
- upscale only proportional



10 SUMMARY AND CONTACT

Summary
Contact



Jackson County COMBAT

A SHORT SUMMARY

In short, COMBAT helps everyone, through reducing drug use and crime in our communities, making them safer places in which to live. From helping individuals get treatment to providing the resources to pursue and prosecute dealers, COMBAT makes a difference in all of our lives and neighborhoods.

CONTACT

For further information please contact:

Joseph Loudon
Communications Marketing Administrator
E: JLoudon@jacksongov.org
P: (816) 881-1400

COMPLETE MANUAL DOWNLOAD LINK



Direct
Link :

www.jacksoncountycombat.com



<- Scan for download the
manual

WORKING TODAY FOR BETTER TOMORROWS

Jackson County COMBAT Brand Guidelines



CONTACT

Address

COMBAT Company
7th Avenue, Manhattan
578 New York
United States



DOWNLOAD

Direct

<http://www.design-inc.com/icons/iconography.zip>



Scan for download the
complete Corporate Design Brand Manual