

RIVERSIDE COUNTY HUMAN RESOURCES DEPARTMENT

RC

1HR

putting people first

VISUAL IDENTITY STANDARDS



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MISSION

Through strategic partnerships with departments, we attract and retain a motivated and skilled workforce by championing a Great Place to Work so that employees are committed to delivering valuable and effective services to the people of Riverside County.

VISION

HR is an organization that sets the example for other departments; offers the right training and right information to its employees and other departments; and has a team that has the right attitude and is able to act on issues and get them resolved.

CORE VALUES

Honesty / Integrity/ Collaboration
Open Communication/ Learning
Results Orientation/ Respect
Accountability / Responsibility/ Resilience
Leading by Example/ Commitment

I.II

NAME

The Riverside County Human Resources visual identity is much more than a graphic appearance; the department's visual identity represents an important component in its unique personality.

It is important to use the name correctly and consistently to distinguish the department from others within the county.

Correct

- Riverside County Human Resources

Accepted, but Less Preferred Use

- Riverside County HR
- RivCoHR
- RCHR

Incorrect

- County of Riverside Human Resources
- Riverside Human Resources

II.I INTACT LOGO

The intact logo features the stacked and word-mark logos with the tag-line, “putting people first”.



II.I

INTACT LOGO

Stacked logo features RC with a middle bar and 1HR below.



Stacked alternate logo features RC with a middle bar and 1HR below and a navy background. This should be used for darker backgrounds.



II.I INTACT LOGO

Wordmark logo features RIVCO 1HR written horizontally.

The wordmark logo consists of the text "RIVCO 1HR" in a bold, sans-serif font. "RIVCO" is in dark blue, the "1" is in gold, and "HR" is in dark blue.The wordmark logo is enclosed within a dark blue rectangular box. The text "RIVCO" and "HR" are white, while the "1" is gold.

II.II TAGLINE

Riverside County Human Resources brand tagline is “putting people first”.

putting people first

putting people first

II.III

COLOR SCHEME

Primary Colors

Riverside County Human Resources colors are **blue and gold**. These colors are to be used on externally facing print and collateral pieces on the County's website.



C: 50 M: 50 Y: 0 K: 60
R.20 G.20 B.40
#333366



C: 0 M: 25 Y: 75 K: 20
R.80 G.60 B.20
#CC9933

Secondary Colors

HR's secondary colors are to be used as support to the primary palette. Please limit the number of secondary colors used on any given piece or spread. There's no hard rule about how many colors you can use.



C: 0 M: 0 Y: 0 K: 100
R.100 G.100 B.100
#FFFFFF



C: 0 M: 0 Y: 0 K: 100
R.0 G.0 B.0
#000000

C: 99 M: 46 Y: 0 K: 37
R.0 G.34 B.63
#0156A0

II.IV

TYPEFACE

Primary Fonts (fonts used in logo--
more for design purposes)

BOURBON GROTESQUE

AA

ABCDEFGHIJKL

MNOPQRST

UVWXYZ

Proxima Nova (the entire family)

Aa

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

Secondary Fonts (to be used only
when the primary fonts are not avail-
able.)

Arial (the entire family)

Aa

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

Times (regular, italic, bold, bold italic)

Aa

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

III.I

LOGO

Primary Logo

Riverside County's primary seal has two different blues that can be utilized based on the overall theme of the publication.



Secondary Logo

Riverside County's secondary seals are to be used in the event of lack of legibility in regards to certain background colors.



IV.I

DIVISION

Co-Branding

For divisions looking to utilize the brand.

Their division name should be placed on the bottom in *Proxima Nova Light Italic* below the Riv-Co 1HR wordmark logo and in navy/gold.

RIVCO 1HR
workers' compensation

RIVCO 1HR
disability access office

RIVCO 1HR
employee relations

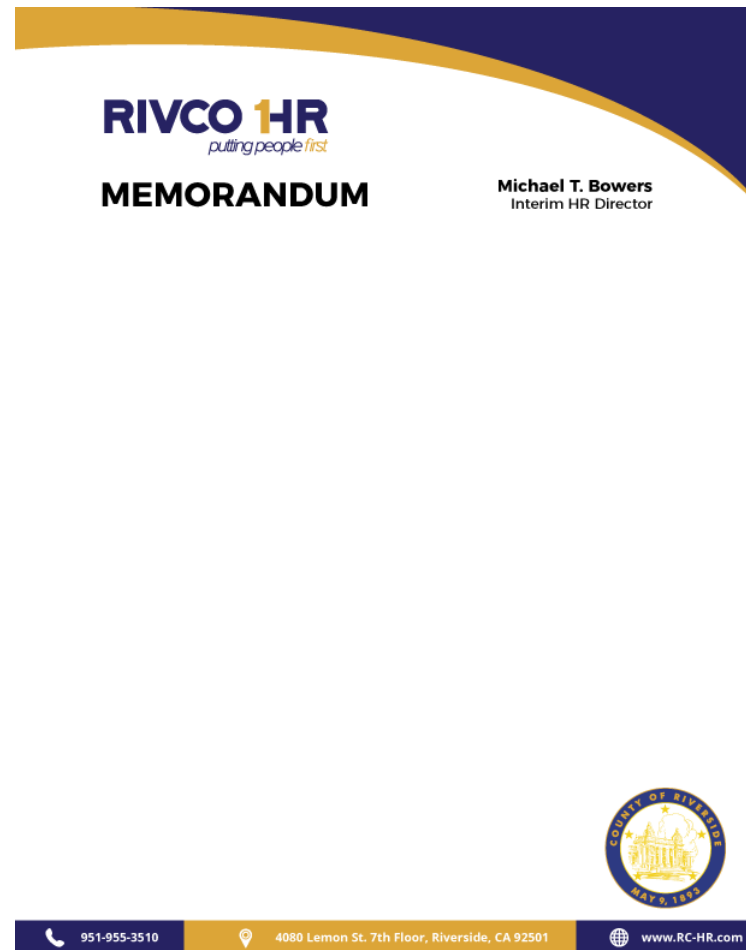
IV.II

MEMO

The template features the primary and logo aligned left at the top of the page with the HR Director's name.

Margins are 2.33" on top and bottom, with a 1" margin on the sides.

Riverside County primary logo is located on the bottom right with our contact bar at the very bottom.



IV.III

LETTERHEAD

The template features the primary colors and logo centered at the top of the image.

Margins are 2.33" on top and bottom, with a 1" margin on the sides.

Riverside County primary logo is located on bottom left and Executive names are on the bottom right, above the address/contact bar.

County office location, phone number, and website located in lower portion.



Michael T. Bowers
Interim HR Director

Robin Downs - Assistant HR Director
Brandi Hume - Assistant HR Director
Jennifer Fuller - Deputy HR Director
Diane Rundles - Deputy HR Director



951-955-3510



4080 Lemon St. 7th Floor, Riverside, CA 92501



www.RC-HR.com

IV.IV

GUIDELINES

The usage of the logo requires a set of specific guidelines to ensure visibility.

The logo should have enough visible space around the logo to avoid clutter or masking of the logo itself.

Minimum sizing for wordmark is .25" and .12" for tagline.



IV.V

GUIDELINES

There are specific guidelines regarding the usage of the logo, in which, trying to expand or make the logo smaller must be proportional.

Do not move the tagline, it must stay below the wordmark logo and located within the “O” and “R”. The logo itself should not be skewed or its color changed.

In the brand assets folder, there are multiple logos and alternative colors provided to help with placing on documents with darker backgrounds. Please use the alternative logo in those cases.

RIVCO 1HR
putting people first

RIVCO 1HR
putting people first

Logo must stay in proportions and not squeezed or widened

putting people first
RIVCO 1HR

Tagline must stay below wordmark

RIVCO 1HR
putting people first

Use correct logo for placement. Alternate logo can be used for darker backgrounds.

RIVCO 1HR
putting people first

Do not alter or skew the logo.

RIVCO 1HR
putting people first

Do not change the logo's color.

IV.VI

GUIDELINES

As a part of the new branding, Riverside County Human Resources is standardizing its signatures.

The specific guide and template is located in the brand assets folders labeled signature.

The top draft is the **MAIN** signature and the bottom portion is the abbreviated **REPLIES** signature.

JOHN DOE, MBA | HR Analyst

Riverside County Human Resources, Center of Expertise

P: 951-955-3500 | **C:** 951-955-4500
4080 Lemon St, 7th Floor, Riverside, CA 92507



RIVCO 1HR
communications unit

Please note: Our office operates Monday-Friday from 8:00am-5:00pm. My office hours are 7:30am-5:00pm Monday – Thursday, and 7:30am-4:00pm Friday (with every other Friday off)

JOHN DOE, MBA | HR Analyst

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