



**LEWIS**  
**COUNTY**  
NEW YORK



# Branding Guide

Fonts, Colors, Templates, Tips & Implementation

# Lewis County Branding Guide

FONTS, COLORS, TEMPLATES, TIPS & IMPLEMENTATION

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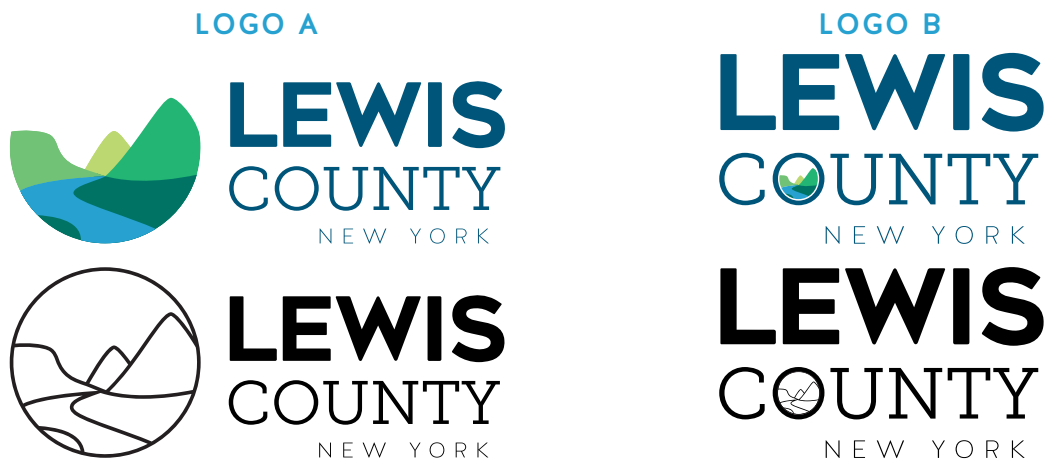
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# Introduction

Branding is an important element of how the county is to be perceived by its residents, peers, business partners, and any outsider. It is important to have consistency across all media to help garner **trust, recognition, and support**. Documents, websites, communications, etc. generated by Lewis County should be immediately distinguishable as being **wholly Lewis**.







## Logo

There are two major versions of the logo, labeled “Logo A” and “Logo B,” and there are 2 variations of each. The full color variation should be used for digital applications, and whenever it will be printed in full color. The monoline variation should be used if it will be printed in black and white.



## Colors

The following (plus black and white) should be the only colors used in all printed and digital materials, except for when it is necessary to use other colors.

Primary Colors		Secondary Colors	
	CMYK: 100, 65, 33, 13 RGB: 0, 85, 122 HEX: #00557A		CMYK: 76, 0, 75, 0 RGB: 34, 181, 115 HEX: #22B573
	CMYK: 96, 25, 63, 23 RGB: 0, 115, 101 HEX: #007365		CMYK: 73, 20, 7, 0 RGB: 38, 161, 208 HEX: #26A1D0
			CMYK: 58, 0, 72, 0 RGB: 113, 194, 118 HEX: #71C276
			CMYK: 30, 0, 72, 0 RGB: 187, 216, 113 HEX: #BBD871

# Fonts

All County employees should have three fonts installed

- Museo Slab (500 and 500 italic),
- Halis R (Light and Medium),
- Public Sans (Bold, Italic, and Regular).

These fonts should be used whenever possible for county projects or communications.

## Availability

Employees with devices on the county network may have had the fonts installed for them.

Use the following steps to check for the fonts:

1. Open Microsoft Word and search for the following three fonts (and their variations):
  - a. Halis R
  - b. Public Sans
  - c. Museo Slab
2. If they are available for use, then there are no additional steps to take! The fonts have been automatically pushed to the device by the IT department. If not, follow the installation steps below.

## Manual Installation

1. Connect to the Lewis County network. Connect to VPN if out-of-office.
2. Navigate to **W:\Lewis County Branding Materials\Fonts**
3. In each sub-folder, select all font files, right-click, and choose "Install."
4. Verify that the Fonts have been installed by searching for them in Word.

## Usage

**Museo Slab** should be used for **headings only**. This is a modern and clean font that also exudes professionalism. It looks great at larger sizes but should never be used for long blocks of text or at very small sizes.

**Halis R** is used in the **logo and in some of our branded materials** (business cards, letterhead, etc.) It is important for it to be installed so the templates display properly on county devices, but most of the time it will *not* be needed to select Halis R as a font for regular text.

**Public Sans** should be used for all **body/paragraph text**. Public Sans is a strong, neutral typeface developed by the U.S. Web Design System for the federal government. It is designed to be highly legible and accessible, even at small sizes, across both printed and digital media. Public Sans also combines very cleanly and naturally with both Halis R and Museo Slab to complete the Lewis County font palette.

# Implementation

All official Lewis County communications, whether internal or external, printed or digital, should adhere to these branding guidelines. In Office 365 apps, the easiest way to do so is to use the templates and themes provided to handle the fonts, colors, and styles.

## Email Signature Template

All employees must adhere to the email signature standard. Consistency in email signatures will not only be great for the **image and perception** of the county, but also improve the county's **email security posture**. When all emails received by county employees have the same format it makes identifying email phishing attempts much easier. Outside organizations will also grow to expect a certain signature format for county communications and have higher confidence communicating with county employees.

## Outlook Desktop Application Instructions

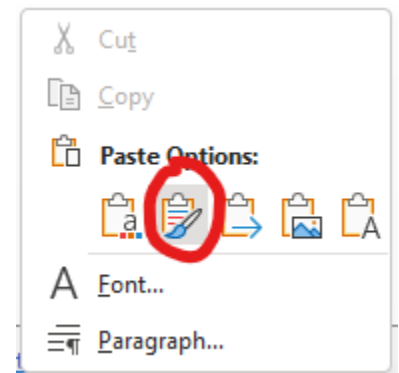
1. Navigate to **W:\Lewis County Branding Materials\Templates** and open the **“Signature Template”** file.
2. Highlight the signature placeholder, including the logo, and copy it with **Ctrl+C** or **right-click > “Copy.”**
3. Open “Signatures” in Outlook.

Signatures can be found by using the top search bar to search for “signatures” or **File > Options > Mail > Signatures...**

4. Highlight your default signature and paste your clipboard in the bottom signature editor.

**IMPORTANT:** You **MUST right-click and select “Paste – Keep Source Formatting”** to ensure all the text sizing and colors are pasted correctly from the template.

5. Customize/Personalize all the default details! Contact methods can be limited to the desired means of communication.
6. Make sure “SAVE” and check that at least “New messages” are set to the new “Default” signature.
7. In the same window, click on the “Personal Stationery” tab. Click each of the 3 “Font...” buttons, choose Public Sans Regular, 11pt and click OK for each one.



## Outlook Web/Browser Application Instructions

Note that signatures are handled differently on the web Outlook app. It will also not use the custom fonts. It must use fonts from a smaller, predetermined list. In this case, please use **“Segoe UI.”** It is unavoidable that emails sent from the web Outlook app will look slightly different than emails sent from the normal desktop application or the mobile app.

1. Navigate to **W:\Lewis County Branding Materials\Templates** and open the **“Signature Template”** file.
2. Highlight the signature placeholder, EXCLUDING the logo, and copy it with **Ctrl+C** or **right-click > “Copy.”**
3. In Outlook, click on the gear icon in the top right and choose the option at the bottom of the menu for **“View all Outlook settings.”**
4. A window will pop up in the middle of the screen. Choose **Mail > Compose and reply**
5. Paste the template into the editor.
6. Select all the font and change it to **“Segoe UI.”**
7. Add in the image after the address line by clicking the picture icon and selecting the appropriate logo file found here: **W:\Lewis County Branding Material\Logos\ Logo A\ Full Color\LC\_Full-Color-250.png**
8. Customize/Personalize the default values and make sure the **“Automatically include...”** boxes are checked.
9. Scroll down and under **“Message format”** make sure it is set to **“Compose messages in HTML format.”** And choose **Segoe UI 11pt** for the font.

## Outlook Mobile App Instructions

Signatures are also different on mobile Outlook apps. Please ensure that you are using the Outlook mobile app on either iOS or android mobile operating systems. There are many lookalike email apps, so make sure not to use the phone’s pre-loaded default mail application. Go to the respective app store and download the Outlook app. The signatures section of the mobile app is not very robust, so it is necessary to make some slight modifications. The big change is that an image cannot be included; it will be replaced with small blurb about mobile.

1. From your desktop (preferred) or web Outlook app send an email to yourself with your new signature.
2. Open the Outlook application on your mobile device and sign in.
3. Find the email you sent yourself and copy the signature text (excluding the image).
4. Tap on your user profile image or initials (usually top left or right of screen, depending on device).
5. Tap on the Settings **“gear icon.”**
6. Scroll to the **“Signatures”** section and open it.
7. Paste your signature.
8. Below the address line where the image normally is you should type the following:

**“Sent from a mobile device.”**

## Examples

A **properly** formatted signature uses the provided fonts, font sizes, colors, information, with no additional components. An **improperly** formatted signature includes altered fonts, font sizes, colors, and additional components, such as links and quotes.

### Acceptable:

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**Penny Perfect**

Perfection Pioneer Director

O: 315-123-3210

M: 315-012-3456

[pennyperfect@lewiscounty.ny.gov](mailto:pennyperfect@lewiscounty.ny.gov)

7660 North State St. | Lowville, NY 13367



Penny has proper text and formatting, correct logo, and nothing unnecessary.

**Penny Perfect**

Head Perfection Specialist

Perfection Pioneer Department

O: 315-123-3333

M: 315-012-4444

F: 315-111-2221

[pennyperfect@lewiscounty.ny.gov](mailto:pennyperfect@lewiscounty.ny.gov)

7660 North State St. | Lowville, NY 13367



Penny finds that two lines for title and department are more appropriate, and she wants to include her FAX number. Employees may have many methods of communication.

**Goodie TwoShoes**

Excellency Director

Lewis County

O: 315-111-2200

M: 315-000-1122

[GoodieTwoShoes@lewiscounty.ny.gov](mailto:GoodieTwoShoes@lewiscounty.ny.gov)



Goodie created an abbreviated version specifically for forwards and replies to reduce email clogging with images and long signatures.

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## Unacceptable

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*John Doe*

Senior Rebellion Dept.

O: 315-377-1234  
[johndoe@lewiscounty.ny.gov](mailto: johndoe@lewiscounty.ny.gov)

7660 North State St. | Lowville, NY 13367



John has made some mistakes in fonts, colors, and formatting. He should make an attempt to conform to the colors and formatting outlined in this document.

Ricky Rabblrouser  
Email Department

O: 315-123-4567  
F: 315-765-4321  
[rickyrabblrouser@lewiscounty.ny.gov](mailto: rickyrabblrouser@lewiscounty.ny.gov)

7660 North State St. | Lowville, NY 13367



Ricky did a great job with fonts, colors, and formats. Ricky did not use the correct logo and added unnecessary elements to the signature – the web addresses.

<https://www.giscloud.com/>  
<https://www.lewiscounty.org/gis-disclaimer>  
<http://lewiscountyhistory.org/>  
<https://lewiscounty.org>

Michael Scott

Disaster Coordinator  
Public Relations

O: 315-000-1234  
[michaelscott@lewiscounty.ny.gov](mailto: michaelscott@lewiscounty.ny.gov)

7660 North State St. | Lowville, NY 13367



Michael normally has amazing opinions and ideas, but he should leave them out of his email signatures. Outside the formatting issues, the logo is far too small and the personalized message, while it may be true, is undesirable and unacceptable.

"An email signature is just another opportunity to show your boss how much your personal life is negatively affecting your job performance."

- Abraham Lincoln  
- Michael Scott

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# Letterhead Templates

Letterhead templates are available in the county-wide shared folder (W Drive). There are twelve variations of the letterhead to suit different departmental needs. Options are elected as follows:

- 1, 2, or 4 contacts/names in the **header**.
    - **Footer** on every page or first page only.
      - B&W or Color.
1. Navigate to W:\Lewis County Branding Materials\Templates\Letterhead
  2. Choose whether to have one, two, or four names listed in the header and double-click on the corresponding folder.
  3. Choose either Black & White or Color, and whether to have the footer on every page or only the first page. Double-click the corresponding file. This will create a new document using the template.
  4. Before making changes, click File > Save and save the document to the computer. Copies of the document can be created as needed or start over from the template anytime.
  5. Add the department information into the header and footer. Only the contact and department-specific information should be changed (including physical address).
  6. Optionally, a blank version of the template with your information in the header can be saved by going to File > Save As, choosing the .dotx file type, and saving it to Documents > Custom Office Templates. Afterward, any time File > New in Microsoft Word you will see your customized template in “Personal Templates” tab as an option to start a new document.

# PowerPoint Template

As part of the rebranding package, there is a template for PowerPoint which allows the use of “Master Slide” layouts as a quick start for new presentations. To use it, simply double-click on the “Presentation Template.potx” file. PowerPoint will open with a new blank document which you can save to your device and edit accordingly.

# Agenda Template

A “Meeting Agenda Template” is also available in the Templates folder. This is a fillable PDF that can be saved, filled out, and printed for in-person meetings.

# Office 365 Theme

There is a custom **theme** file that is being used by the Word and PowerPoint templates and can also be used in Excel and the rest of the 365 suite. The theme will automatically apply Lewis County fonts, colors, and styles to a document, including headings, charts, and graphics. To save the theme, open one of the template files, then go to Design > Themes and click “Save Current Theme.” Save it to the default location, and it will show up in all Office 365 for desktop apps. In Excel, the “Themes” dropdown can be found under “Page Layout.”

# Usage Tips

## Using Styles in Word

Instead of highlighting text and manually choosing a font, color, and size, simply click anywhere in the paragraph and choose one of the predefined styles in the "Styles Gallery" on the "Home" tab of the ribbon. It is quicker, easier, and helps maintain consistency throughout the document.

## Exporting Documents to Preserve Formatting

All county employees have access to the branded fonts and themes, however, there are scenarios in which the formatting of the templates may not be preserved unless exported properly. For example, if a Word document is sent to someone outside the county, they most likely will not have county fonts installed, and the document will be displayed using system default fonts instead. There are also compatibility issues when using the web versions of Office apps or the preview feature in Teams.

The solution is simple. Before sending the file, go to **File > Save as Adobe PDF** or **File > Export > Create PDF** and save the file to the device. Using the PDF format preserves fonts and layouts, whether viewing it on a screen or printed out, and maximizes compatibility for the recipient.

## Style Specimen

The following is an example of what the various "Styles" (available in the Styles gallery on the home tab of the ribbon) in Word should look like when applied to text:

Document Title  
DOCUMENT SUBTITLE

Heading 1

Heading 2

Heading 3

Heading 4

Heading 5

Paragraph/Normal Text: Taking advantage of these predefined styles will help you quickly and easily apply consistent formatting across all your documents.

[Hyperlink](#)

Blockquote Text

## Support

Please submit a ticket at [help.lewiscounty.org](http://help.lewiscounty.org) if help is needed implementing Lewis County's design standards.