

ATTACHMENT B
LOGO SPECIFICATIONS

**ZONING LOGO SPECIFICATIONS FOR SHIRTS, JACKETS, VESTS,
SWEATERS, AND SAFETY VESTS**



Overall logo size shirts, jackets, vests and sweaters is 2.5" x 3.5" (2.5" from tip top of logo to bottom edge of wording and 3.5" length of "ARLINGTON"). SYMBOL is 1 1/8" in height and 1 1/2:" width. "ARLINGTON" is 3/8" in height and 3.5" in length. "VIRGINIA" is 1/4" in height and 2 3/8" in length. "ZONING" is 1/4" in height and 1" in length. "VIRGINIA" and "ZONING" are divided by bold line aligned with "ARLINGTON".

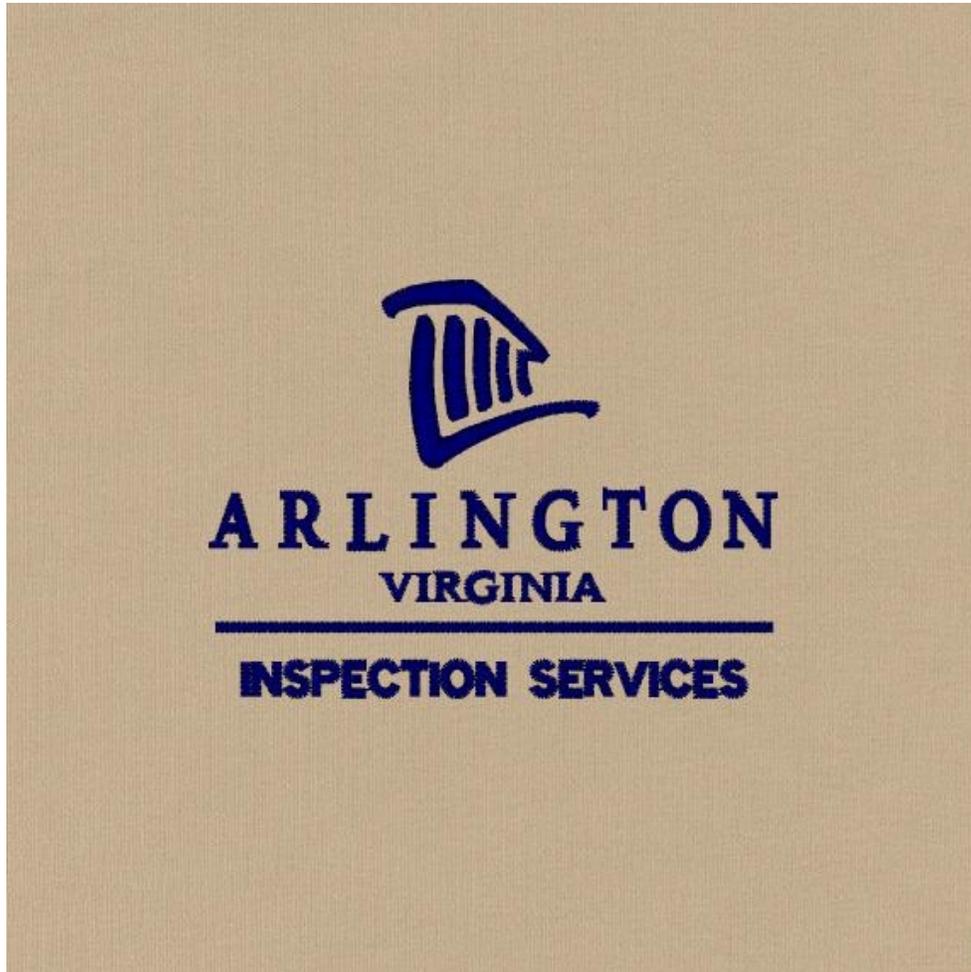
The logo for the safety vests goes on the front left (when wearing). Size of logo should be 3" high by 4" wide. ZONING to be on the back and be in all caps consisting of 2 lines with ZONING 10" wide and centered with the letters 2" in height.

Logo for front of caps to be 2" in height and 4.25" in length

Light colors to be embroidered in navy blue.

Dark colors to be embroidered in white.

INSPECTION SERVICES LOGO SPECIFICATIONS FOR SHIRTS, JACKETS, VESTS, SWEATERS, AND SAFETY VESTS



Overall logo size shirts, jackets, vests and sweaters is 2.5" x 3.5" (2.5" from tip top of logo to bottom edge of wording 3.5" length of "ARLINGTON"). SYMBOL is 1 1/8" in height and 1 1/2" width. "ARLINGTON" is 3/8" in height and 3.5" in length. "VIRGINIA" is 1/4" in height and 2 3/8" in length. "INSPECTION SERVICES" is 1/4" in height and 3" in length. "VIRGINIA" and "INSPECTION SERVICES" are divided by bold line aligned with "ARLINGTON".

The logo for the safety vests goes on the front left (when wearing). Size of logo should be 3" high by 4" wide. INSPECTION SERVICES should on the back and be in all caps consisting of 2 lines with INSPECTION 2" in height and 10" wide and SERVICES centered beneath with the letters 2" in height.

Logo for front of caps and knit hats to be 2" in height and 4.25" in length

Light colors to be embroidered in navy blue.

Dark colors to be embroidered in white.

For the Arlington County identity to be visually effective, an open area of space around it is required. The clear area is the amount of open space surrounding the logo to ensure optimum legibility and clear identification. The minimum clear area is a proportional dimension based upon the X height of the logotype ARLINGTON. This area must remain clear of all graphic imagery, photography, typography, patterns, folds, edges and other visual elements.



There is no maximum size at which the logo can be reproduced. However, for legibility, the logo should never appear at a size smaller than 0.5 in. tall (approx. 1.0625 in. wide).



Color is a key element in our identity. No matter what you're designing or printing, make every effort to ensure that the colors you print match those specified here as closely as possible.

Official Logo Colors

PANTONE® 2955 for mark and type



Ink Colors: Coated Paper

Use PANTONE® 2955C when printing on coated paper or when specifying a color to be matched in paint, vinyl, fabric, etc.



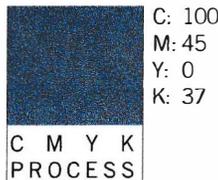
Ink Colors: Uncoated Paper

Use PANTONE® 2955U only when printing on uncoated paper. If you aren't sure which kind of paper you are using, check with the printing office.



Process Colors

Use the following CMYK breakdowns of the official PANTONE® colors when printing in 4 colors, on both coated and uncoated paper.



Web Colors

Use the following RGB and/or hexadecimal values for online applications of the logo.

