



# Tarrant County

Seal and Brand Guidelines



# TARRANT COUNTY'S

## *Mission and Vision Statements*

### **Mission**

Our mission is to work collaboratively with our external and internal stakeholders to improve the satisfaction of the residents and businesses of Tarrant County through the effective and efficient provision of services.

### **Vision**

Our vision is to be financially responsible with County resources and efficient in service delivery. We commit to a culture of innovation, excellence, and transparency, while providing the highest level of customer service to Tarrant County residents and businesses.

## **SECTION**

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# PURPOSE

## Of Seal and Branding Guidelines

This guide has been created to define the official version of the Tarrant County seal and a visual representation of its brand. Approved for use by the Commissioners Court, this guide was created and will be implemented by the Tarrant County Administrator's office. It is to be used as a reference guide for the official Tarrant County seal and its proper use.

The guidelines, definitions and examples of county seal usage shall be followed by all Tarrant County departments, their employees, and elected officials. Failure to do so is a misrepresentation of the authority of the county seal.

# HISTORY

## Of The Tarrant County Seal

The Tarrant County seal is based on the design of the Texas state seal of 1895. The state seal contains a lone star encircled by traditional symbols of strength (a live oak branch) and peace (an olive branch). A balance of these traits is required for a community to thrive, which is why they are tied together by a scarlet ribbon. These values are upheld by a community dedicated to sacrifice and unity.



See Reference Page 33 for more information on the history of the state seal.



County Seal

# 01

# COUNTY Seal

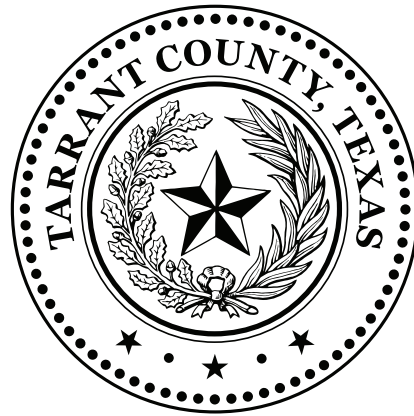
Any seal designs currently in use that do not exactly match the official seal are unofficial representations of the county seal, and must be changed.

Before ordering new printed materials, any printed items displaying previous versions of the Tarrant County seal must be used.

Any new digital or printed items ordered or created must use official seal.



## COUNTY SEAL



Examples of retired versions of the Tarrant County seal



# COUNTY SEAL

## Elements

1



2



3



4



5



6



1. County Name
2. Acorn Branch
3. Olive Branch
4. Texas Star
5. Scarlet Ribbon
6. Black Rings  
Three Stars  
Two Circles

## SEAL FONT

The font used in the Tarrant County seal is

Georgia - Bold

**Georgia - Bold**  
**TARRANT COUNTY**



# FULL COLOR SEAL

## Color Palette

*This color palette is to be used only for the full color seal. For the official Tarrant County color palette please refer to section 02 pages 11-14.*

### BLACK

HEX #000000

RGB 0, 0, 0

PANTONE  
Process Black

CMYK 0, 0, 0, 100

### WHITE

HEX #FFFFFF

RGB 255, 255, 255

PANTONE 000 C

CMYK 0, 0, 0, 0

### GOLD

HEX #DEBC73

RGB 222, 188, 115

PANTONE 7508 C

CMYK 13, 24, 64, 0

### RIBBON

HEX #ED2224

RGB 237, 34, 36

PANTONE 1795 C

CMYK 0, 98, 98, 0

### BRANCHES

HEX #95712A

RGB 149, 113, 42

PANTONE 1265 C

CMYK 36, 50, 100, 17

### LEAVES

HEX #71C167

RGB 113, 193, 103

PANTONE 360 C

CMYK 59, 0, 80, 0

# EXCLUSION ZONE

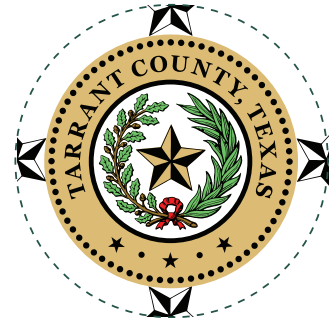
To protect seal visibility, there must always be minimum space around the outside border of the county seal. No other elements can be within this invisible boundary. The Texas star from the center of the seal is used as the guide for the required minimum space around the outside of the seal.

A whole star is used as a guide for minimum distance of design elements. A half star is used as a guide for text elements.

*See pages 21-25  
for examples of whole  
and half star usage.*



Standard for  
minimum space  
around county seal



## MINIMUM SIZE



48 px  
x  
48 px



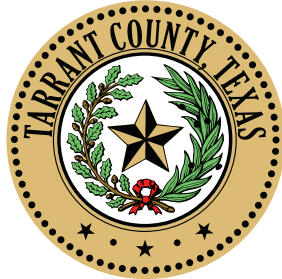
0.50 in  
x  
0.50 in

The smallest size the county seal can be, is shown to the left. The minimum dimensions are either 0.50 x 0.50 inch or 48 px x 48 px. If smaller dimensions than these are used, the seal becomes unreadable.

# SEAL MISUSE

Do not change the appearance or color of the Tarrant County seal.

The following are examples of misuse of the seal.



**DO NOT**  
change the font.



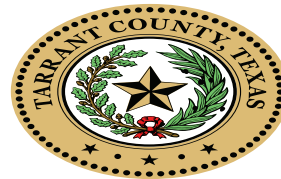
**DO NOT**  
change the position  
of the outer ring.



**DO NOT REMOVE**  
elements from the  
seal.



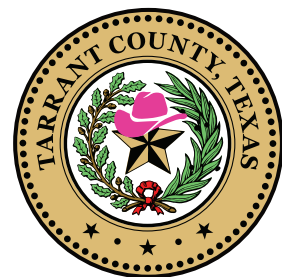
**DO NOT**  
change spacing of  
elements in the seal.



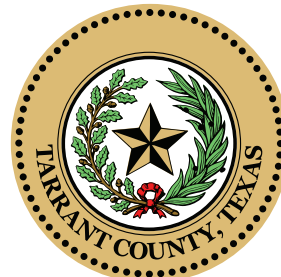
**DO NOT**  
squash or warp the  
seal.



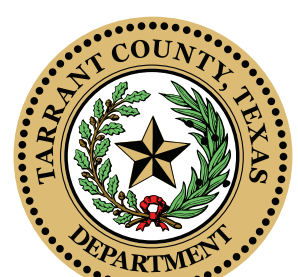
**DO NOT**  
change the color of  
any element of the  
seal.



**DO NOT ADD**  
elements to the seal.



**DO NOT**  
change the  
positioning  
of the words  
"TARRANT COUNTY,  
TEXAS."



**DO NOT ADD**  
your name or  
department name to  
the seal.

# SECONDARY

## Seal Colors

At times when it may not be appropriate to use the full-color Tarrant County seal, these secondary seal colors, pictured below, may only be used along with a transparent background.



PANTONE 7508 C

HEX #DEBC73  
RGB 222, 188, 115  
CMYK 13, 24, 6, 0



PANTONE  
Process Black

HEX # 000000  
RGB 0, 0, 0  
CMYK 0, 0, 0, 100



PANTONE 000 C

HEX # FFFFFFFF  
RGB 255, 255, 255  
CMYK 0, 0, 0, 0

PANTONE 655 C

HEX# 1D2856  
RGB 29, 40, 86  
CMYK 100, 93, 37, 32



PANTONE 561 C

HEX# 23513C  
RGB 35, 81, 60  
CMYK 83, 44, 77, 41







County Color Palettes

02

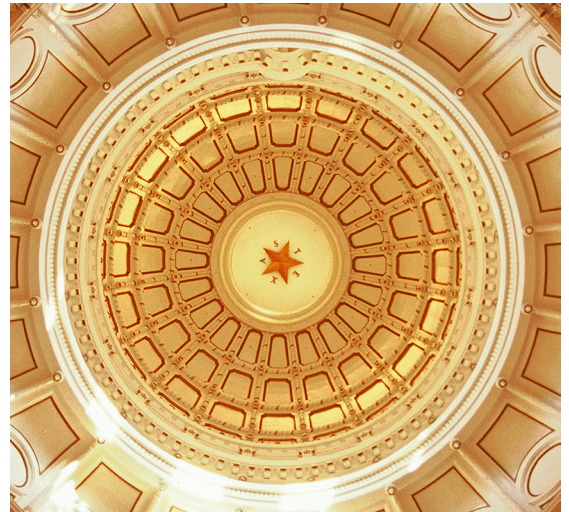
# PRIMARY

## Color Palette

The Tarrant County primary color palette is based on colors used throughout the Tarrant County historic courthouse, the state capital and the Texas flag.

Colors within the primary color palette are to be used as the main and/or accent colors for branding and marketing efforts.

Colors used outside of the primary or secondary color palettes are off brand and cannot be used without permission from the County Administrator's office.



Tarrant County Bell  
Photo Credit: Bryan Howard

Tarrant County Courthouse  
Photo Credit: Lisa M. Willis

# Primary Colors Codes

In order to keep consistent and accurate color between digital and print media, design content within RGB color space. Use HEX or RGB color codes when creating and designing materials. Only use CMYK or Pantone color codes if print shop or vendor specifically asks for those codes.

BLACK

HEX #000000

RGB 0, 0, 0

PANTONE  
Process Black  
CMYK 0, 0, 0, 100

WHITE

HEX #FFFFFF

RGB 255, 255, 255

PANTONE 000 C  
CMYK 0, 0, 0, 0

LONE STAR  
BLUE

HEX #1D2856

RGB 29, 40, 86

PANTONE 655 C  
CMYK 100, 93, 37, 32

GOLD  
STAR

HEX #DEBC73

RGB 222, 188, 115

PANTONE 7508 C  
CMYK 13, 24, 6, 0

JUNIPER  
GREEN

HEX #23513C

RGB 35, 81, 60

PANTONE 561 C  
CMYK 83, 44, 77, 41

PRAIRIE  
SKY

HEX #F2EFE8

RGB 242, 239, 232

PANTONE 663 C  
CMYK 4, 4, 7, 0

80%

60%

40%

20%

80%

60%

40%

20%

## Tints

Tints may be used when a lighter version is needed to have an appropriate contrast between text or image. Each tint of the primary colors is 20% lighter.

80%

60%

40%

20%

80%

60%

40%

20%

80%

60%

40%

20%



# SECONDARY

## 1895 Courthouse Color Palette

The secondary color palette is inspired by Tarrant County's historic 1895 courthouse. The palette can be paired with the primary color palette or used on its own for branding and marketing purposes. Colors used outside of the primary or secondary color palettes are off brand and cannot be used without permission from the County Administrator's office.

Use HEX or RGB color codes when creating and designing materials. Only use CMYK or Pantone color codes if print shop or vendor specifically asks for those codes.



### COURTHOUSE GREEN

HEX #5D7E82

RGB 93, 126, 130

PANTONE 5487 C

CMYK 67, 39, 43, 8

### VERDIGRIS

HEX #A6E2BE

RGB 166, 226, 190

PANTONE 351 C

CMYK 34, 0, 33, 0

### MIDNIGHT

HEX #284E5F

RGB 40, 78, 95

PANTONE 7477 C

CMYK 87, 60, 46, 29

### SKY BLUE

HEX #2292D0

RGB 34, 146, 208

PANTONE 2925 C

CMYK 76, 30, 0, 0





**COPPER**

HEX #803B21

RGB 128, 59, 33

PANTONE 7526 C

CMYK 32, 80, 93, 34

**PECAN**

HEX #4C3113

RGB 76, 49, 19

PANTONE 476 C

CMYK 48, 67, 91, 59

**TEXAS GRANITE**

HEX #DCB59E

RGB 220, 181, 158

PANTONE 7590 C

CMYK 13, 29, 36, 0

**GRAPEFRUIT**

HEX #CA6A53

RGB 202, 106, 83

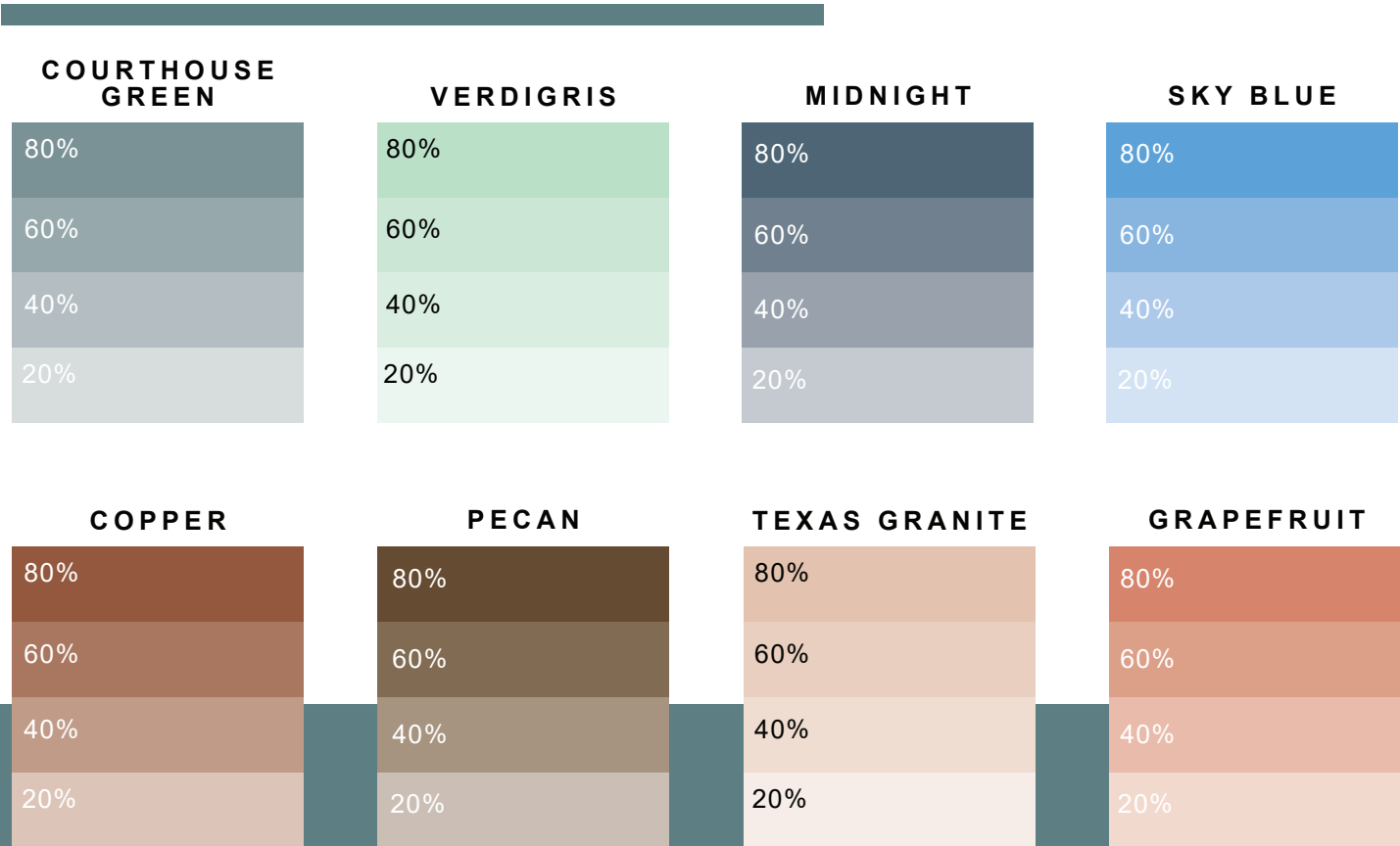
PANTONE 7618 C

CMYK 17, 69, 70, 3



# Secondary Tints

Tints may be used when a lighter version of a secondary color is needed to have an appropriate contrast between text or image. Each secondary tint color is 20% lighter.



# HAPPY 4TH OF JULY!

From Tarrant County



# 173 years of serving our community

Founded in  
1849

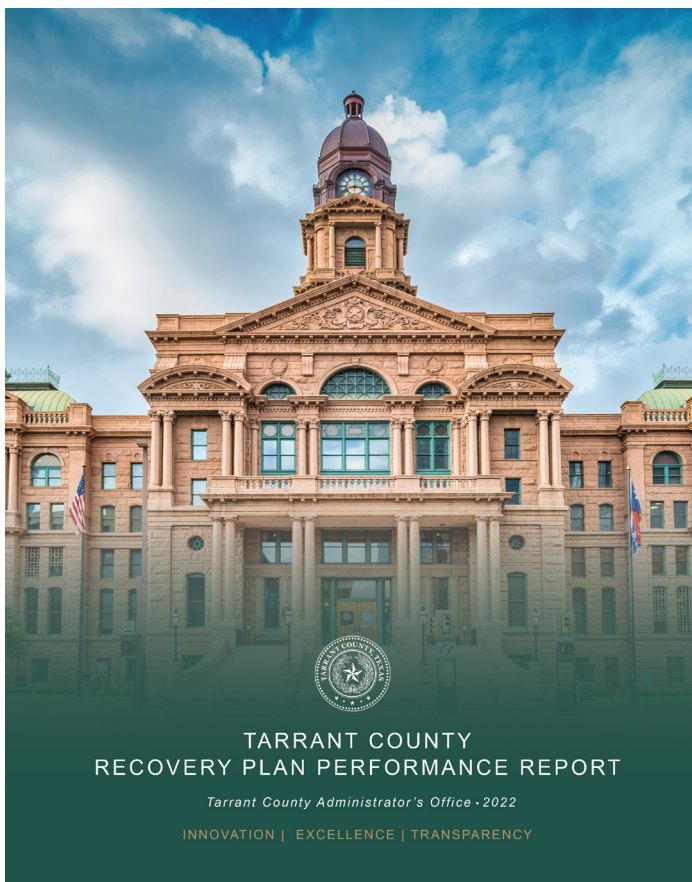




# Color Palette Examples

Color contrast is the difference in light between a font or other element in the foreground and background.

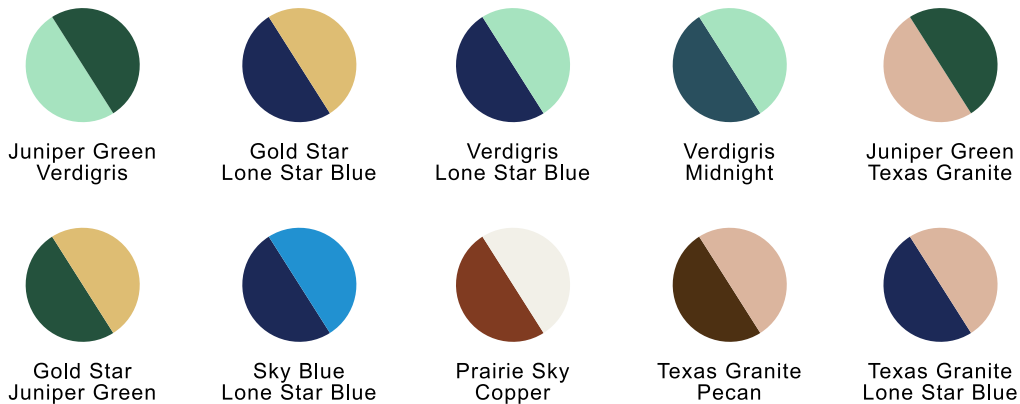
Proper color contrast between text and design elements improves the legibility of designs. Creating contrast makes designs accessible to those with color blindness, low vision, low contrast sensitivity, or other visual disabilities.



# Complimentary Colors

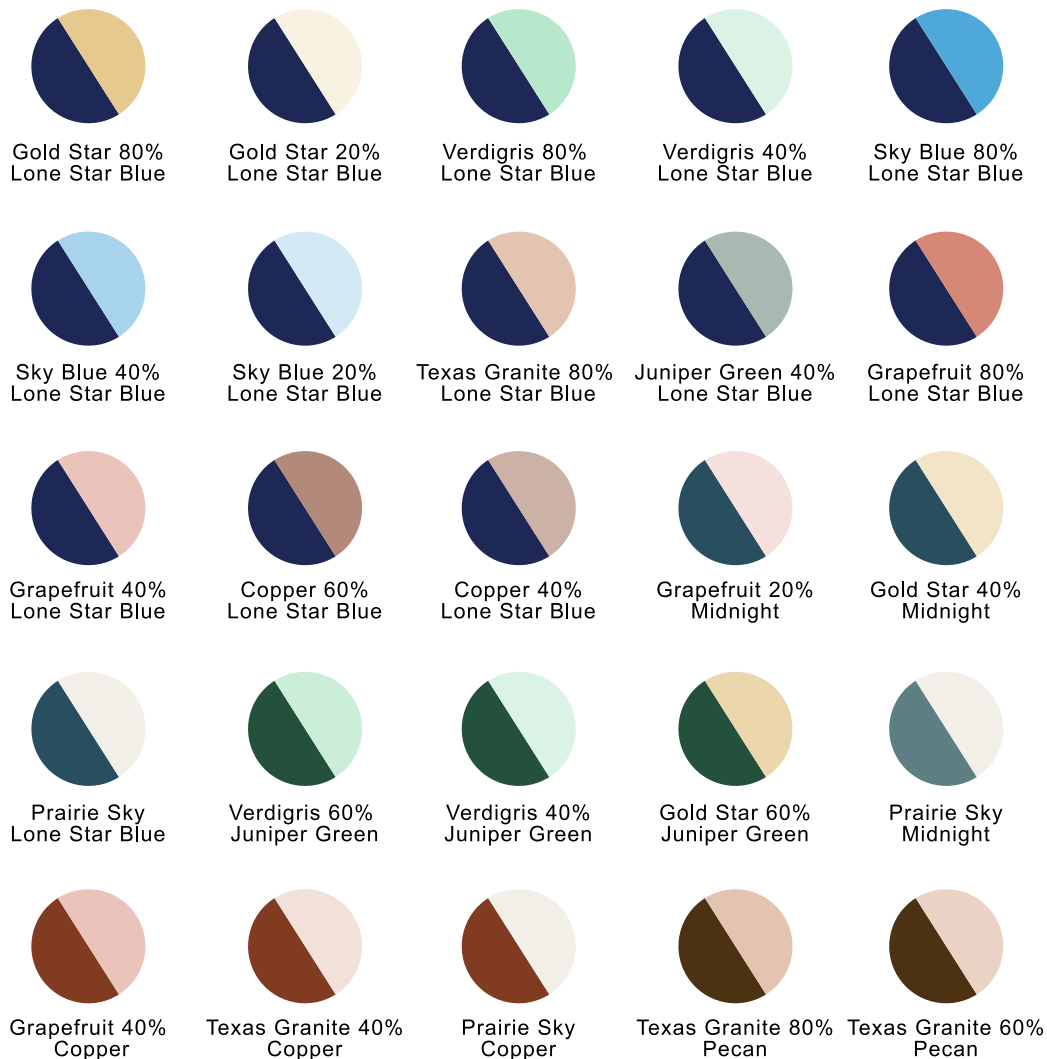
The following are examples of complimentary color combinations of the primary and secondary color palettes. This is not an all-inclusive list, multiple complimentary colors may be used when appropriate.

*Any complimentary colors combined as text and background must pass visual accessibility requirements.*



# Visual Accessible Complimentary Colors

These complimentary color combinations of the primary and secondary palettes may be used together as text and background color. These tints and colors meet the requirements for visual accessibility.





The background of the image is a light green overlay on a darker green seal of Tarrant County, Texas. The seal features a central five-pointed star with a cross in the center, surrounded by a wreath. The words "TARRANT COUNTY" are prominently displayed in a large, serif font across the middle. Below this, the year "A.D. 1856" is visible, and at the bottom, the Roman numeral "MDCCCLV" is inscribed. The entire seal is framed by a decorative border.

Fonts

03

# FONTS

The following fonts have been chosen because of their legibility, accessibility, and timelessness.

Tarrant County's primary font is Arial. Arial is the most accessible typeface for communications, publications, and works best with translations in multiple languages.

Georgia and Times New Roman are serif fonts for use in formal and official communications.

All of the subtypes for each font may be used in the correct capacity, as displayed in the three categories to the right.

## HEADLINES

---

**ARIAL - BLACK**  
**ARIAL - BOLD**  
***ARIAL - BOLD ITALIC***  
**ARIAL - NARROW BOLD**  
***ARIAL - NARROW BOLD ITALIC***

**GEORGIA - BOLD**  
***GEORGIA - BOLD ITALIC***

**TIMES NEW ROMAN - BOLD**  
***TIMES NEW ROMAN - ITALIC***

## Sub Headings

---

**Arial - Black**  
**Arial - Bold**  
***Arial - Bold Italic***  
**Arial - Narrow Bold**  
***Arial - Narrow Bold Italic***

**Georgia - Bold**  
***Georgia - Bold Italic***

**Times New Roman - Bold**  
***Times New Roman - Bold Italic***

## BODY COPY / TEXT

---

Arial - Regular  
*Arial - Italic*

*Georgia - Regular*  
*Georgia - Italic*

Times New Roman - Regular  
*Times New Roman - Italic*





Seal Usage

04

# DEPARTMENT

## Usage

When using the county seal with a department name, the department name must be outside of the seal. The font style for department usage must be Arial Bold. Text can be large or small, but it must always be legible.

The Texas star from the center of the seal is used as the guide for the required minimum space around the outside perimeter of the seal. Depending on design, a half star or whole star may be used as a guide for appropriate spacing between county seal and text. See right and below for examples of correct spacing and usage.



Standard for  
minimum space  
around county seal

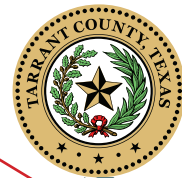


## Centered



 Tax Office

The Texas star from the center of the seal is used as the guide for the required minimum space around the outside of the seal. Half or whole star may be used as a guide depending on design.



 Tax Office  
Accounting

## Left Aligned



Public Health



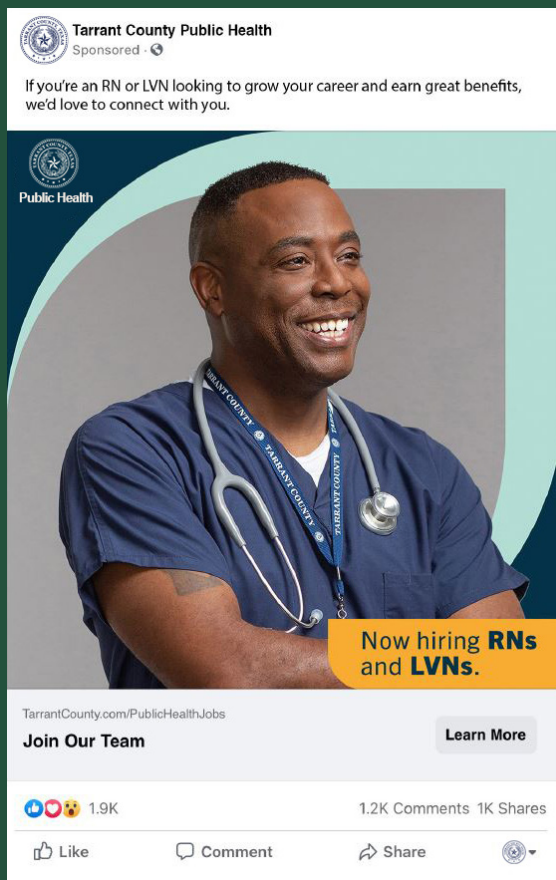
Public Health  
Environmental Health

When using a department name within a department, the top font must be Arial Bold and the bottom font must be Arial Regular.

To aid in the effort to display uniformity county wide, the following are examples of appropriate seal usage by Tarrant County departments.

**Note:**

*Departments are not authorized to use the full color seal as a profile image on digital platforms. To avoid confusion, the color seal is reserved for the primary official Tarrant County digital platforms. Departments with digital platforms may use the county seal in a secondary color with transparent background. Please see the example below created by Tarrant County Public Health, and refer to page 9 for secondary seal color options.*





When using the county seal with an elected official's name, the name, title, and department should be centered or left aligned to the seal.

The Texas star from the center of the seal is used as the guide for the required minimum space around the outside perimeter of the seal.

Depending on design, a half star or whole star may be used as a guide for appropriate spacing between county seal and text. See right and below for examples of correct spacing and usage.



Standard for  
minimum space  
around county seal



# ELECTED OFFICIAL

## Usage



**Mary Louise Nicholson**  
*County Clerk*

The Texas star from the center of the seal is used as the guide for the required minimum space around the outside of the seal.



**Gary Fickes**  
County Commissioner  
*Precinct No. 3*



**Wendy Burgess**  
Tax Assessor-Collector



**Roy Charles Brooks**  
County Commissioner | Precinct No.1



**TARRANT COUNTY**  
**ROY CHARLES BROOKS**  
COUNTY COMMISSIONER  
PRECINCT NO. 1

Southwest Subcourthouse  
6551 Granbury Road  
Fort Worth, TX 76133

Main (817) 615-4050  
Fax (817) 615-4054



**TARRANT COUNTY**  
**GARY FICKES**  
COUNTY COMMISSIONER  
PRECINCT 3

Northeast Courthouse  
645 Grapevine Highway, #200  
Hurst, Texas 76054



**TARRANT COUNTY**  
**FIRE MARSHAL'S OFFICE**

2750 Premier Street  
Fort Worth, TX 76111

firemarshal@tarrantcountytx.gov  
Phone: 817-838-4660  
Fax: 817-831-2007

[www.tarrantcounty.com](http://www.tarrantcounty.com)

# EMPLOYEE Usage

The following are examples of appropriate seal usage by Tarrant County employees. Employees should use the county seal with their name, the name of their department, and their position title. The font used must be either Arial, Times New Roman or Georgia. Refer to page 19 for approved fonts.



Standard for  
minimum space  
around county seal



## Centered



**Shakya M. Geeganage**  
County Administration  
*Communication and Outreach Specialist*

## Left Aligned



**Barbra P. Acosta**  
Public Health  
Nurse, Health Immunization



To

Cc

Subject

**Kadey E. Heidrich**  
*Communication & Outreach Specialist*  
Tarrant County | Administration  
817-884-6886  
keheidrich@tarrantcounty.com





Secondary Logos

05



# TARRANT COUNTY EMBLEM

The Tarrant County emblem is based on designs from the 1895 courthouse. The simplicity of the design will allow for ease of use on communication and outreach materials.



PRAIRIE SKY



BLACK



GOLD STAR



LONE STAR  
BLUE

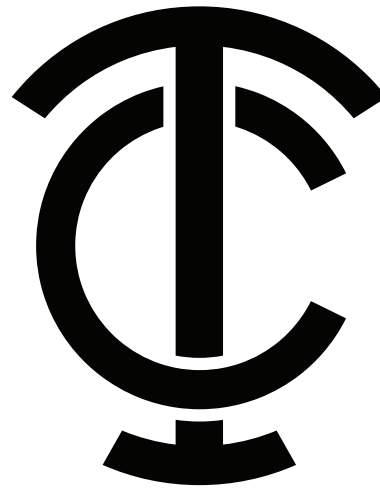


JUNIPER  
GREEN

The Tarrant County emblem may be used in any of the colors from the primary color palette.



# TC LOGO



TARRANT COUNTY

The TC logo, pictured above, was rediscovered by architect Ward Bogard during the 1982 restoration of the 1895 courthouse. Bogard incorporated the TC logo in the design of the doorknobs and tiled floors of the courthouse. The TC logo may be used in conjunction with the Tarrant County seal.

When appropriate, the TC logo can be displayed using any of the primary palette colors.



# TARRANT COUNTY EMBLEM & TC LOGO

## Examples



# Print and Digital Media

**Tarrant County** @TarrantCountyTX · Now Rental Assistance is still available. Apply today!  
#tarrantcounty



www.tarrantcounty.com  
APPLY FOR RENTAL ASSISTANCE TODAY!

**Tarrant County** @TarrantCountyTX · Now It's Election Day! Click below to find a voting location near you.  
#elections #tarrantcounty



www.tarrantcounty.com  
Voting locations are open: 7am to 7pm



## WE OPEN DOORS

Lease Incentive Program  
LIP  
Tarrant County

### Who is eligible?

- Tarrant County residents (18+) who reside outside the cities of Arlington and Fort Worth
  - Experienced a financial hardship due to the COVID-19 pandemic
  - Are at risk of experiencing homelessness or housing instability
- Have a household income at or below 80% of the Area Median Income (AMI). Ex) The income limit for a household of four is \$64,650.

### What assistance is offered?

- Hard to House Fees
- Security Deposit
- Hotel and Motel Fees
- Relocation and Moving Expenses
- Application Fees



Visit:  
<https://www.tarrantcounty.com/en/housing-assistance-office.html>  
Questions? Contact the Tarrant County Housing Assistance Office at 817-531-7640.




## Helping Small Businesses RECOVER

Applications open:  
July 11, 2022 at noon

The **Small Business Workforce Recovery Grant Program** provides financial assistance to Tarrant County small businesses whose workforces have been negatively impacted by the COVID-19 pandemic.

#### Business Grant Eligibility

- Must qualify as an Impacted Industry as defined by the U.S. Treasury and adopted by Commissioners Court.
- Must be physically located and operating in Tarrant County since 1/1/2020.
- Must have had 50 or fewer employees as reported on 1st Quarter 2020 Form 941.
- Owners of multiple businesses are only eligible to apply for ONE business. All owners must be disclosed within the application.
- Grant amounts up to \$27,500 for qualifying non-profit and for-profit businesses.
- Deadline to apply August 31, 2022 at 5 p.m. or until funds are depleted.



Don't wait to apply!  
[www.tarrantcounty.com/recovery](http://www.tarrantcounty.com/recovery)




## Welcome to

### How to Do Business with Tarrant County

### Vendor Registration

- Vendor Information Needed To Register:
  - **Company Data-** Business name, business address, business Tax ID (TIN/EIN), phone, fax, email and primary contact information.
  - **NIGP Codes-** Commodity codes to receive upcoming bid notifications, requests for proposals or quotations, specifications and other related correspondence from Tarrant County Purchasing Department.
  - **Company User and Contact Information-** Primary contact and any additional users authorized by the business to log in and make changes to company or contact data.
  - **Certifications-** HUB / MBE / DBE / SBA / WBC are certifications currently accepted by Tarrant County. Tarrant County accepts certifications from other states and cities.







Resources

06



# COUNTY SEAL

## Resources

### Questions

about implementation or seal  
usage?

*Please contact the  
Communications Team in the  
County Administrator's office.*

**Tarrant County  
Administrator's Office**

817-884-1267

### How to get the seal:

**Contact Graphics  
for help obtaining the seal.**

[graphics@tarrantcounty.com](mailto:graphics@tarrantcounty.com)

817-884-2017



### Thank You

Everyone who helped contribute to the creation of this guide. Special thanks to the historical commission, law library staff, and Judge Quentin McGown for providing staff with historical information and research regarding the 1895 Tarrant County Courthouse.

# REFERENCES

## Legal use of the State Seal of Texas

The state seal is required by law to be affixed to numerous documents, such as commissions for elected and appointed state and local officials; patents for land from the state; executive acts of the governor in criminal cases such as remissions of fines, reprieves, commutations of punishment, extraditions, and pardons; state bonds; and all official documents issued from the office of the secretary of state. The state arms and reverse of the state seal are used exclusively as symbols of the state and do not have any independent legal significance.

**Private use of the state seal, including the state arms and reverse of the state seal, is regulated by law. The state seal may be used for commercial purposes only if a license is obtained from the secretary of state and royalties are paid to the state.** Persons seeking more information on private use of the state seal should contact the office of the secretary of state. **Additionally, it is a criminal offense for a person other than a political officeholder knowingly to use a representation of the state seal in political advertising.**

Source: <https://www.sos.state.tx.us/statdoc/seal.shtml>

## History of the State Seal of Texas

### Texas Secretary of State - What is a Seal?

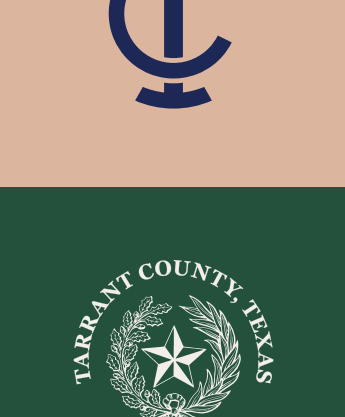
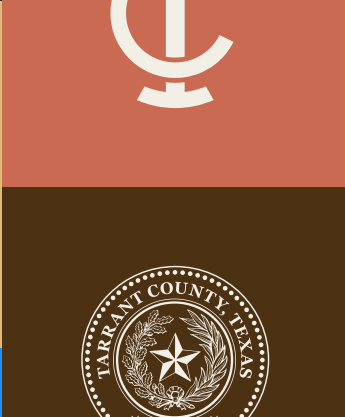
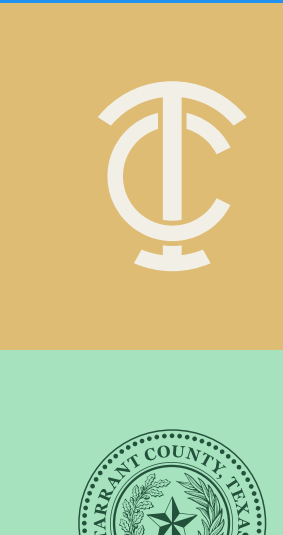
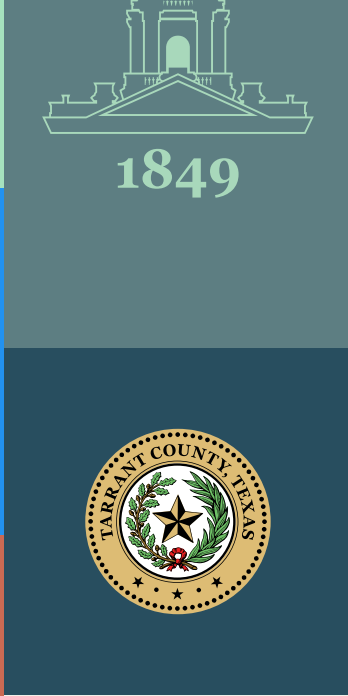
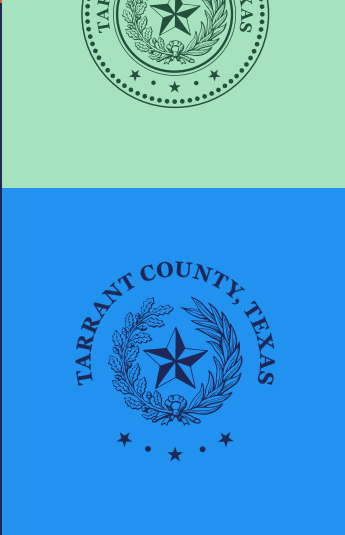
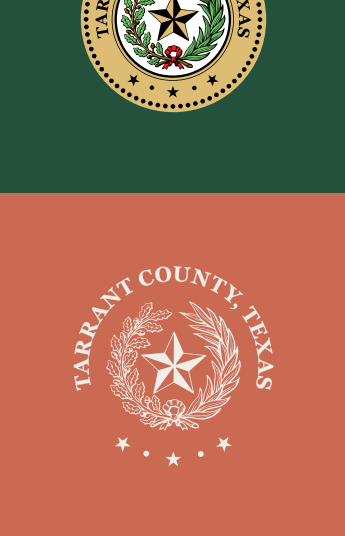
“A seal serves to identify, like a signature, an individual or organization and to authenticate written material from that individual or organization. Historically a seal established the authenticity of a document, just as a signature does today. Currently, when both a seal and a signature appear together on a document, the seal authenticates or verifies the signature.”

Source: <https://www.sos.state.tx.us/statdoc/seal-additional.shtml>

### Texas Secretary of State w- Senator Oliver Jones' Committee Report

“...the Committee are convinced of the necessity of adopting a Separate and Distinct Standard and Seal arms for this Republic, by so improving and embellishing the present as to fortify the Single Star with an olive and live oak branches, being emblems of Peace, and of the Materials of our strong arm of national defense in War, and indigenous to our Soil. Also the flag as proposed by the act, emblematic of Peace, & friendship, or War.”

Source: <https://www.sos.state.tx.us/statdoc/seal-additional.shtml>







**TARRANT COUNTY**