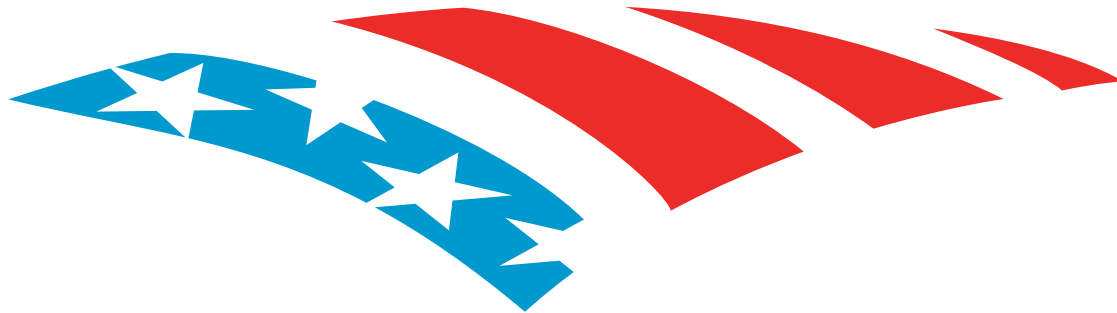


NATIONAL  
ASSOCIATION  
*of* COUNTIES

NACo



BRAND  
USE



STYLE  
GUIDE

UPDATED 05.2016

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# *OUR MISSION*

## **ABOUT NACo:**

*The National Association of Counties (NACo) unites America's 3,069 county governments. Founded in 1935, NACo brings county officials together to advocate with a collective voice on national policy, exchange ideas and build new leadership skills, pursue transformational county solutions, enrich the public's understanding of county government and exercise exemplary leadership in public service.*

**TAGLINE:**

Stronger Counties. **Stronger America.**

**VISION:**

*ACHIEVE HEALTHY, VIBRANT AND SAFE  
COUNTIES ACROSS AMERICA.*

# **MISSION:**

*The National Association of Counties (NACo) unites America's 3,069 county governments.*

*Through NACo, county officials:*

- Advocate with a collective voice on national policy
- Exchange ideas and build new leadership skills
- Pursue transformational, cost-effective solutions
- Enrich the public's understanding of county government, and
- Exercise exemplary leadership in public service.

# OBJECTIVES:

*NACo's core objectives are:*

**Advocacy** promote sound public policies that advance the interests of America's counties

**Leadership Development** empower county leaders with new ideas, resources and skills

**Solutions** provide high-quality, cost-effective services for counties and the public

**Civic Education** enrich the public's understanding of county government, and

**Excellence in Public Service** exercise exemplary stewardship of NACo's financial, intellectual and human capital.



# VALUES:

*We A.C.H.I.E.V.E through:*

**Accountability:** We are responsible and transparent to the membership and the public in our roles and actions as individuals and as a national association.

**Collaboration:** We work collectively within the organization and externally to improve and sustain the quality, competitiveness and resiliency of America's counties and communities.

**Honor:** We uphold the utmost levels of civility, dignity, fairness and integrity associated with serving the American public as representatives of county government.

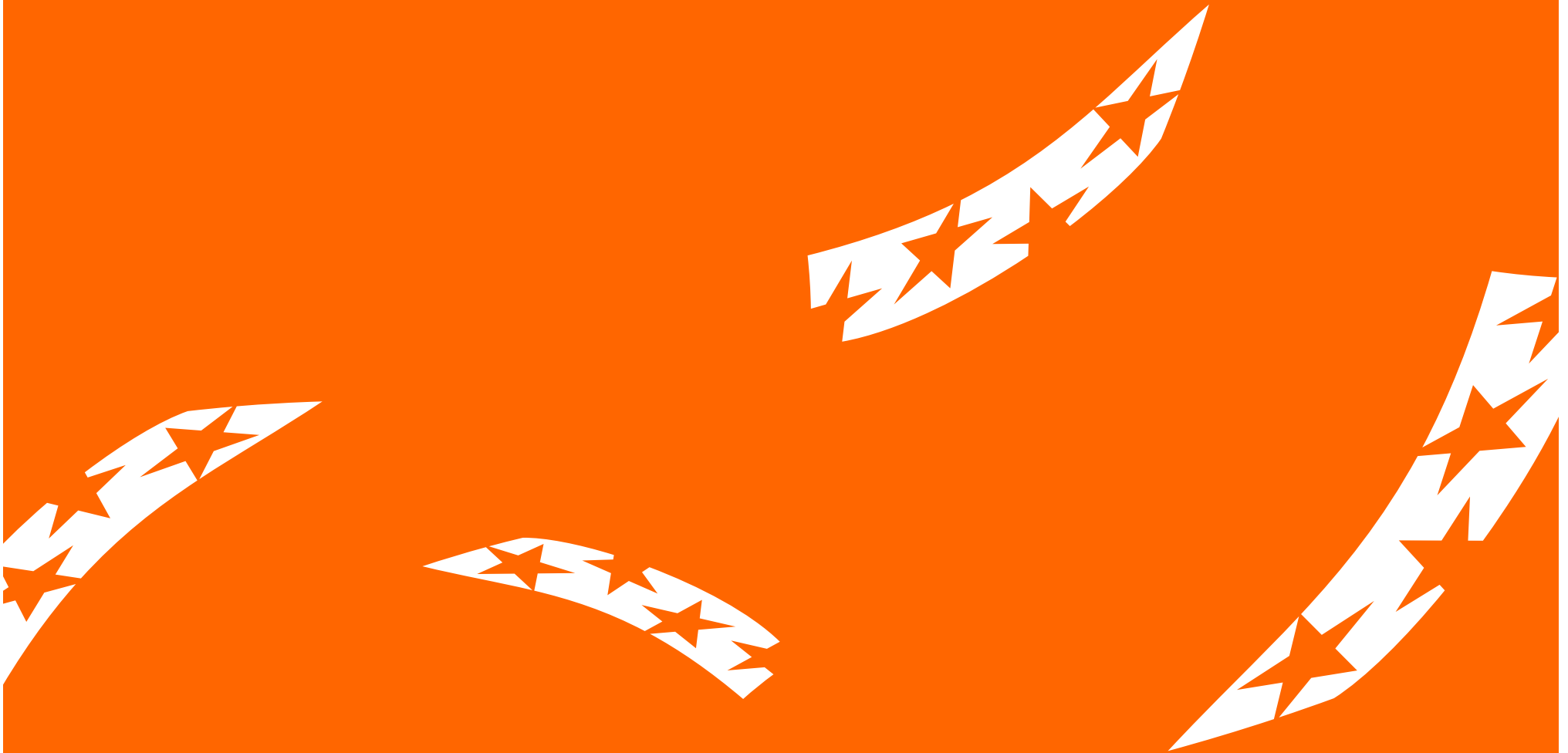
**Ingenuity:** We are pioneers in pursuing pertinent solutions and services that are envisioned to be affordable, exceptional, practical and replicable.

**Experience:** We aspire to continually learn and apply our insights and knowledge in a meaningful way.

**Value:** We welcome and blend the unique and common views, talents and backgrounds of our people to create and sustain innovative, impactful policies, programs and services.

**Excellence:** We aspire to attain the highest standards of performance in all of our actions.

*BRAND*



# BRANDING MATTERS

The new NACo branding guidelines provide clear direction for all print and digital communications under the NACo umbrella. These guidelines allow us to present an uncluttered, direct and uniform style of storytelling that provides easy-to-digest, memorable information. NACo's messages should always aim to be compelling but concise.

**The Message:** It is important that we maintain this style of communication across platforms throughout NACo. Typefaces, color palette, logos, images and design style are all meant to send a unified message of leadership and innovation.

**The Look:** Our default style is flat (NACo palette-based) color backgrounds, clean lines, NACo primary typefaces and bold membership-based imagery. This approach draws attention towards the imagery which can be black and white, color or a mixture of the two. White space or "air" is used as a design element. The simplicity and legibility of a message work together to deliver a strong presentation.

**Uniformity:** NACo departments/programs have distinct color combinations within the NACo palette; however, typefaces, imagery and design follow brand guidelines. The more unified our communications, the more memorable our brand and the broader our reach.

# BRANDING CONT.

**Hierarchy:** It is important that the message is received in the correct order. Visual storytelling should have a main focus, followed by a secondary focus and so on. We want the viewer to navigate our story without being overwhelmed by information competing for attention at the same time.

**Visuals:** The simplicity of the message also can be communicated through image choices. Images with dominant focal points and an uncluttered visual message should take precedent on a page. Informational iconic illustration and infographics also lend themselves to telling a visual story with a clear message. The goal is simplicity and clarity of the message.

**Words:** Avoid small point sizes of type to fit items on a page because this will discourage the reader. Overwhelming amounts of copy will also lead to low readership. Remember, we value our members' time, so we must respect it as well. Keep messages short and clear.

# IDENTITY





## THE LOGO

The NACo logo evolved out of observations from 30,000 feet. From that vantage point, you see a wonderful patchwork of colors and patterns all the way to the horizon. You become more aware of the vastness of our nation and the diversity of our counties. With that spirit in mind, the new NACo logo was designed.

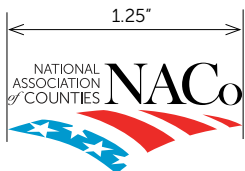
The shape with its dynamic perspective evokes the expanse of the nation and its unique fabric of people, resources and bold spirit. NACo rises over the horizon symbolizing the re-energized and forward-thinking position of the association.

The new color scheme, with a punchier palette, symbolizes that NACo shares fresh ideas with counties and is committed to collaborating with Washington to find innovative solutions. The four stars positioned across the landscape represent NACo's four regions.

The san serif typography is clean and open and speaks to our new direction as an organization, the "of" and "NACo" typography speaks to our proud heritage and the notion that we will use past successes and lessons as building blocks for continued innovation.

# NACo

## PRIMARY LOGO



The primary NACo logo should always be the first option to consider when representing the NACo brand.

1. When ever possible, the NACo logo should be reproduced in the primary colors.
2. The logo should always maintain white space around it that is the equivalent of the width of the NACo "N" not including the feet of the letter (As shown to the left). This area should be kept clear of clutter or busy backgrounds from photographs.
3. The logo should run no smaller in width than 1.25" in order for the type to remain legiable.

The logo should never be placed closer to the edge of the page than the allotted white space around it.

Optional or alternative logo options should only be used when the primary logo is not appropriate as in cases of one or two color printing, when the logo space is to tight to run at an acceptable size, or a reversed out logo reads much better.

# NACo

## OPTIONAL LOGO USE



The NACo logo can be used as an all black mark, as well as an all white one. There is also an option to use the logo with white type and color flag. All logo alternative applications should adhere to the following guidelines:

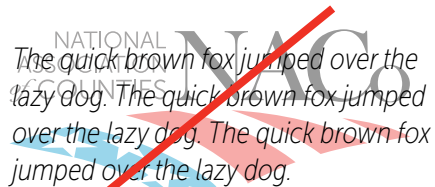
1. All black or all white NACo logo should be used when a single color logo is appropriate.
2. The color logo with white type should only be used in situations where the flag colors and white type stand out extremely well on the background (example left).



# NACo

## LOGO NO-NO'S

Faculty Bios 14  
Sponsor information 14  
Readings and Bib 18  
Contact Information 76  
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CLI Workbook 87



The NACo logo no-no's for the primary mark and all of it's alternative forms:

1. Never condense or expand the logo.
2. Never run a drop shadow behind the logo.
3. Never run copy over the logo.
4. The primary logo should never run on busy dark backgrounds or in other instances that conflict with its clarity.

# NACo

## ALTERNATIVE LOGO USE



NACo's array of "alternative logos" are designed to add flexibility to the brand. These logos provide a horizontal option for use when the primary logo has to be set to small to fit a very narrow horizontal space. They are not to be used as the logo of choice when the primary logo is feasible:

1. The horizontal NACo flag and stacked title (on the right) is the primary alternative logo. This alternative logo should be the first option outside of the primary logo.
2. An additional alternative logo with type on the left and large NACo shield on the right should only be used in situations where the horizontal logo does not work because the NACo flag is too small.
3. The NACo acronym and flag should only be used as an online web button for an app, within the context of NACo's series of digital products, or alongside a spelled out "National Association of Counties" in close proximity.

The logo should never be used out of its lockup form, nor should individual elements of the logo be used as stand alones.

# NACo

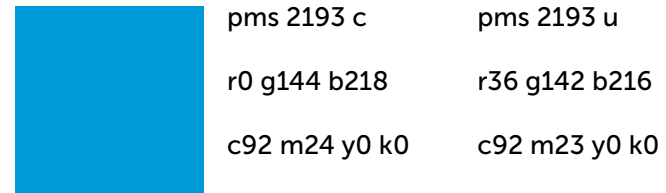
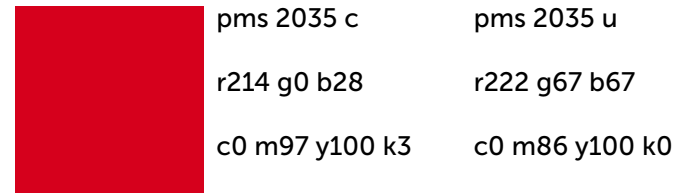
## LOGO PALETTE



pms 2193 c  
r0 g144 b218  
c92 m24 y0 k0

pms 2035 c  
r214 g0 b28  
c0 m97 y100 k3

The NACo logos primary color palette represents the bold spirit of the countries diverse counties, and an understanding that the United States is a stronger country when it engages its broad local citizenry. Never use approximations or other color options when displaying the NACo logo.



# NACo

## SECONDARY PALETTE

The NACo secondary color palette supports the organizations new emphasis on fresh, innovative ideas, that excite and explore opportunities for the counties we serve.



R=255 G=204  
B=102



R=0 G=51 B=102



R=0 G=102  
B=153



R=153 G=153  
B=153



R=255 G=153  
B=51



R=153 G=0 B=153



R=0 G=153  
B=204



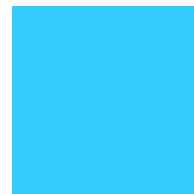
R=51 G=153 B=0



R=255 G=102  
B=0



R=204 G=51 B=0



R=51 G=204  
B=255



R=104 G=201  
B=51

# TYPOGRAPHY

useo Sans: 100

aBbCcDdEeFfGgHhIiJjKkLlMmNnO

tUuVvWwXxYyZz 123456790

# NACo

## PRIMARY SAN SERIF TYPEFACE

*Museo Sans: 100*

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz 123456790

*Museo Sans: 100 Italic*

Museo Sans: 300

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz 123456790

*Museo Sans: 300 Italic*

Museo Sans: 500

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz 123456790

*Museo Sans: 500 Italic*

Museo is the primary sans serif typeface for NACo print materials, advertising and web projects. The secondary typefaces within the NACo brand are: Alternate Gothic, Bebas, Baskerville, Franklin URW, Kepler and Utopia

**Museo Sans: 700**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz 123456790**

***Museo Sans: 700 Italic***

**Museo Sans: 900**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz 123456790**

***Museo Sans: 900 Italic***

# NACo

## PRIMARY SAN SERIF TYPEFACE

*Museo Sans Cond: 100*

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs*

*TtUuVvWwXxYyZz 123456790*

*Museo Sans Cond: 100 Italic*

Museo Sans Cond: 300

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs

TtUuVvWwXxYyZz 123456790

Museo Sans: 300 Italic

Museo Sans: Cond 500

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs

TtUuVvWwXxYyZz 123456790

*Museo Sans Cond: 500 Italic*

Museo is the primary san serif typeface for NACo print materials, advertising and web projects. The secondary typefaces within the NACo brand are: Alternate Gothic, Bebas, Baskerville, Franklin URW, Kepler and Utopia

**Museo Sans Cond: 700**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs**

**TtUuVvWwXxYyZz 123456790**

***Museo Sans Cond: 700 Italic***

**Museo Sans Cond: 900**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs**

**TtUuVvWwXxYyZz 123456790**

***Museo Sans Cond: 900 Italic***

# NACo

## PRIMARY SAN SERIF TYPEFACE

*Museo Slab: 100*

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz 123456790

*Museo Slab: 100 Italic*

Museo Slab: 300

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz 123456790

*Museo Slab: 300 Italic*

Museo Slab: 500

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 123456790

*Museo Slab: 500 Italic*

Museo is the primary san serif typeface for NACo print materials, advertising and web projects. The secondary typefaces within the NACo brand are: Alternate Gothic, Bebas, Baskerville, Franklin URW, Kepler and Utopia

**Museo Slab: 700**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 123456790**

***Museo Slab: 700 Italic***

**Museo Slab: 900**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 123456790**

***Museo Slab: 900 Italic***

**Museo Slab: 1000**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 123456790**



# NACo

## SECONDARY TYPEFACES

### Alternate Gothic No3 D

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz 123456790

### Alternate Gothic No2 D

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz 123456790

### BEBAS NEUE

ABCDEFGHIJKLMNPOQRSTUVWXYZ 123456790

### Baskerville Old Face Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz 123456790

The NACo brand is reinforced by consistency. The consistent use of the color palette, logo, layout style and typography create a cohesive and strong umbrella for the NACo message. Continuity is imperative to grow and strengthen the NACo brand.

The secondary typefaces within the NACo brand are:  
Alternate Gothic, Bebas, Baskerville, Franklin URW, Kepler and Utopia.

# NACo

## COUNTY NEWS HEADER TYPEFACE

Kepler Std Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz 123456790

*Kepler Std Italic*

Kepler Std Display

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz 123456790

*Kepler Std Italic Display*

**Kepler Std Bold**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz 123456790**

***Kepler Std Bold Italic***

Kepler is the primary Headline typeface for NACo's County News.

**Kepler Std Bold Display**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz 123456790**

***Kepler Std Bold Italic Display***

Kepler Std Semicondensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz 123456790

*Kepler Std Semicondensed Italic*

**Kepler Std Bold Semicondensed**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz 123456790**

***Kepler Std Bold Semicondensed Italic***

# NACo

## COUNTY NEWS SAN SERIF TYPEFACE

FranklinGothic URW Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs

TtUuVvWwXxYyZz 123456790

FranklinGothic URW Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs

TtUuVvWwXxYyZz 123456790

*FranklinGothic URW Book Italic*

FranklinGothic URW Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs

TtUuVvWwXxYyZz 123456790

*FranklinGothic URW Book Italic*

FranklinGothic URW Demi

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs

TtUuVvWwXxYyZz 123456790

*FranklinGothic URW Demi Italic*

Franklin is the primary sans serif typeface for NACo's County News.

**FranklinGothic URW Heavy**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs**

**TtUuVvWwXxYyZz 123456790**

***FranklinGothic URW Heavy Italic***

FranklinGothic URW Cond Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs

TtUuVvWwXxYyZz 123456790

*FranklinGothic URW Cond Book Italic*

FranklinGothic URW Cond Demi

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs

TtUuVvWwXxYyZz 123456790

*FranklinGothic URW Cond Demi Italic*

# NACo

## COUNTY NEWS BODY TYPEFACES

Utopia

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz 123456790

*Utopia Italic*

**Utopia Bold**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz 123456790**

***Utopia Bold Italic***

Utopia is the primary bodycopy  
typeface for NACo's County News.

# WRITING STYLE & GUIDELINES

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# **NACo AND COUNTY NEWS STYLE GUIDELINES**

Just as the design elements of NACo publications and products should have consistency, so too should the style of writing. It is important to write uniformly to establish an organizational voice as opposed to individual voices within the association. Uniform writing also makes it easier for readers to digest information. Inconsistent writing styles can impede reading comprehension and distract from the message our words aim to communicate.

Guidelines are based on AP Style.  
Dictionary of Record: Webster's New  
World College Dictionary, Fourth Edition

### **Punctuation**

- "Commas and periods always appear inside quotation marks."
- When using parenthetical information that doesn't require a comma, use an **em dash (long dash.)** Please note that there is one space on either side of the em dash.

*Ex.: But more – 15 by latest count – have created...*

- Use an **en dash** instead of a hyphen when indicating range.

*Ex.: This year's Annual Conference will be held July 11–15.*

- Hyphens are joiners, typically found in compound modifiers, e.g. low-income housing. Hyphens are not used when the first word in a compound ends with "ly."

- **Series:** Use a comma to separate elements in a series, but do not use a comma before the conjunction and the last item the series.

*Ex: The flag is red, white and blue.*

*He would nominate Tom, Dick or Harry.*

- Use **semicolons** to separate a **series** of items if the items are long or if they contain commas.

*Ex.: The following crewmembers were on the bridge: James T. Kirk, captain of the Enterprise; Mr. Spock, first science officer; Mr. Sulu, helmsman; Mr. Scott, engineer; and Dr. McCoy, chief medical officer.*

### **Spacing**

- After a period at the end of a sentence, include only one space before the start of the next sentence.

*Ex.: The senator rose to object. However, the chair quickly ruled him out of order.*

## Abbreviations & Acronyms

- Only use an acronym if there is a second reference to its namesake. When an **acronym** is used, it should be spelled out upon first reference, followed by the acronym in parentheses. Thereafter, the acronym may be used exclusively. Some exceptions are EPA, FBI and IRS, which may be used on first reference.
- **United States** is always abbreviated when it is used as a modifier. Either U.S. or United States is acceptable when standing alone.

*Ex.: U.S. Department of Labor in the United States, as compared to Canada...*

*California is the most populous state in the U.S.*

- Use **Rep.** and **Sen.** before the names of members of Congress. On first reference, spell out their full name, along with their party and state affiliation in parentheses.

- **Sens.** or **Reps.** when referring to multiple names

*Ex.: Sen. Mitch McConnell (R-Ky.), Rep. Nancy Pelosi (D-Calif.) Sens. Tammy Baldwin (D-Wis.), Deb Fisher (R-Neb.) and Jeff Flake (R-Ariz.)*

- **Gov.** when used as a formal title

*Ex.: Gov. Andrew Cuomo  
New York's governor is Andrew Cuomo.*

- You do not need to use a first name when writing about the current U.S. president, and you do not need a first name when writing about other U.S. presidents unless it is needed to distinguish between presidents.

*Ex: President Kennedy, President Reagan, President Clinton OK, but, President George H.W. Bush, President George W. Bush, President Andrew Johnson, President Lyndon Johnson, President Theodore Roosevelt, President Franklin Delano Roosevelt.*

- Spell out the name of a **state** only if it is the subject of a sentence or if it begins a sentence. Otherwise, use the following abbreviations:

Ala.	Ill.	Miss.	N.M.	Vt.
Ariz.	Ind.	Mo.	N.Y.	Va.
Ark.	Kan.	Mont.	Okla.	Wash.
Calif.	Ky.	Neb.	Ore.	Wis.
Colo.	La.	Nev.	Pa.	W.Va.
Conn.	Md.	N.C.	R.I.	Wyo.
Del.	Mass.	N.D.	S.C.	
Fla.	Mich.	N.H.	S.D.	
Ga.	Minn.	N.J.	Tenn.	

- **Always spell out the following state names:** Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.
- Only use state postal abbreviations in street addresses.



- The following cities do not need state names: Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Honolulu, Indianapolis, Las Vegas, Los Angeles, Miami, Milwaukee, Minneapolis, New Orleans, New York, Oklahoma City, Philadelphia, Phoenix, Pittsburgh, St. Louis, Salt Lake City, San Antonio, San Diego, San Francisco, Seattle and Washington.
- The following **months** are abbreviated when used with a date: Jan., Feb., Aug., Sept., Oct., Nov. and Dec.

*Ex.: Nov. 4, 1993*

- However, when used alone or with a year, spell out the month.

*Ex.: Thanksgiving is celebrated during the month of November.*

*November 1993 (Note there is no comma between the month and year.)*

### **County Official Titles**

- Titles for county officials are capitalized before the name, lower case after.

*Ex: Happy County Commissioner Bill Williams  
Bill Williams, Happy County commissioner*

- County elected officials are referred to as The Honorable in letters and other official documents.

*Ex: The Honorable Bill Williams, Happy County commissioner, has been nominated to serve on the Board of Directors.*

- Titles for county officials are never abbreviated.

### **County and Federal Government Lingo**

- “county” should not be capitalized unless it is part of a proper name.

*Ex.: Monroe County, N.Y. The county is located in upstate New York.*

- When a county is referenced for the first time as a possessive, put the state abbreviation in parentheses.

*Ex.: Montgomery County’s (Md.) approach is very innovative.*

- **Courthouse** — Capitalize when used with the name of the jurisdiction: the Cook County Courthouse. Lowercase in all other instances: the courthouse, the county courthouse.
- **County-level departments** — Capitalize the name of a county office or department, with or without the county’s name.

*Ex.: The Fairfax County Office of Public Health  
The Office of Public Health.*

- **Federal** — only capitalize when referring to an architectural style or governmental agencies that use the word as part of their formal names: the Federal Trade Commission, the Federal Communications Commission.

- **Cabinet-level departments** — The “of” may be dropped and the title flipped while capitalization is retained.

*Ex.: the State Department, the Defense Department*

**Lowercase “department”** in plural uses, but capitalize the proper name element.

*Ex.: the departments of Labor and Justice.*

- **“congressional”** is lowercase unless part of a proper name.

*Ex.: congressional salary, but Congressional Quarterly, Congressional Budget Office*

- **Administration** is never capitalized when referring to the president’s administration e.g. Clinton administration. **Congress** is always uppercase.

- **Cabinet** is capitalized when referring to the president’s Cabinet.

*Ex.: The president met with members of his Cabinet.*

- **Courts** — Capitalize the full proper names at all levels. Retain capitalization if U.S. or a state name is dropped: U.S. Supreme Court, the Supreme Court, state Superior Court, Superior Court. But a reference to the court is lowercased.

### Numbers

- Generally, **numbers** one to nine are spelled out. Some exceptions include money, age, percentages, millions and billions. Spell out all numbers, except years, when starting a sentence. Also, always spell out the word **“percent,”** unless it’s being used with tabulated material.

*Ex.: David owes the county \$4 million.*

*Next year, we will receive a 20 percent salary increase.*

- **For numbers less than one** that include decimal places, a zero (“0”) precedes the decimal point.

*Ex.: 0.5, 0.18*

- **Do not use superscripts** with ordinal numerals (denoting order,) e.g., 10<sup>th</sup>, NOT 10<sup>th</sup>
- **Bill numbers** — H.R. 1720 and S. 514 (Note the periods and spacing between the chamber designation and the bill number.)

- **Fiscal Years**

*Ex. Fiscal Year 2015 = FY15 not FY2015.*

### Phone/Fax Numbers

- **Phone and fax numbers** — Separate with periods

*Ex.: 202.393.6226*

- Toll free numbers should be prefixed by “1” and use periods.

*Ex. 1.800.222.5555.*

- **Toll-free** or any other number **that uses words or acronyms**, such as 202.393.NACo, should be followed with the full numeric equivalent number in parentheses (202.393.6226).

### Lists (Numbers and Bullets)

- **Use numbers for list items only when sequence or hierarchy matter**; numbers imply priority. If there's no reason to emphasize the number of items or their order, and if you won't be referring to the items by number later in the text, use bullets instead.
- When **numbering a sequence**, numerals with periods are preferable to numerals with parentheses. Ex.: 1., 2., 3.
- Place a period after each entry only if it is a complete sentence. Otherwise, place a comma and the word "and" after the second to last entry, and place a period after the last entry. There is no other punctuation in a list. Use a colon to introduce a list.

### Publications-Compositions

**All composition titles such as newspapers, magazines, books, reports, guides, movie, TV shows or videos** should be italicized. All other titles such as workshop or forum names should be set initial caps (Title Case)

### Web-Related Terms

app	online
cybersecurity	Web ( <i>capital W</i> )
e-book	Web based
email	( <i>capital W</i> )
e-reader	webcam
home page	webmaster
internet	Web page ( <i>capital W</i> )
log in/login ( <i>use log in as a verb, login as a noun</i> )	website
log on/logon ( <i>same as log in and login</i> )	Wi-Fi

- **URLs** (uniform resource locators, otherwise known as internet addresses, like *www.naco.org*) **or email addresses** are set in italics. If needed, they should include "**http://, ftp://**, etc.

### Odds and Ends

- **Titles** after names are lowercase, while titles before names are capitalized.

*Ex.: Matthew Chase, NACo executive director  
NACo Executive Director Matthew Chase*

- **president, governor, state** are always lowercase when used alone
- Capitalize the word "**Program**" when used in a program title.

*Ex.: Community Development Block Grant Program*

- Names of **court cases** are italicized; use "v."

*Ex.: Board of County Commissioners v. Umbehr*

- **Sources** should be identified for charts or tables and set in parentheses, flush left, italicized.

*Ex.: Source: Department of Health and Human Services*

# County News Styles

- **NACo executive committee** is lower-case; but **NACo Board of Directors** is capitalized. The full names of steering committees and task forces are capitalized; steering committee by itself is lower case.

*Ex: The Health Steering Committee acted swiftly.  
The steering committee did not have a quorum.*

- **Jumps** are set in italics, with the main word in all caps and boldfaced.

*Ex.: See DEBT, page 3*

- Commonly used “inside-the-Beltway” acronyms for legislation should be followed by brief explanatory note on first reference.

*Ex: TANF (temporary welfare assistance), ACA (health care act) S-CHIP (children’s health funding.)*

- **Use typographer (curly) marks** for apostrophes and quote marks
- Do not use **underscores** (underlines) **in content intended for County News print version**

## Copy Preparation

For *County News*, please prepare stories in 12 pt. type, double-space.

Use default indent of 0.5 to indicate a paragraph (From Word pull-down menu, go to Format ... Paragraph ... Indentation ... Special 1st line)

Do not add a space between paragraphs.

## Body Copy Font: Utopia

## County News Headline Fonts: Franklin Gothic URW, and Kepler

## Headlines, Subheads & Bylines

- The first letter in the first word of a headline is capitalized and set flush left, remaining letters are lowercase, except when using a proper noun. (NOTE: Headlines contain a verb.)

*Ex.: Administration blasts Congress for slashing Medicare, Medicaid*

- Use initial caps for **subheads** within body copy, in headlines for **standing features**, for those that serve as titles, and for those used in charts or side-bars.

(NOTE: Titles do NOT contain a verb.)

- **Headlines** in **standing features** are flush left.

- Use single quotation marks in **headlines**.

- **Subheads** are set **flush left** in boldface (bf), with one additional line space above

- **Byline:** The “B” in “**By**” is capitalized. The **author’s title** is set in initial caps and placed on the next line.

*Ex.: **By Brian Namey***

*Public affairs director*

- County News does not use Microsoft Word bulleted-list style. Instead, when using bullets, **bullets** should be lined

up with the paragraph indent (0.5 inch) and the succeeding lines should wrap to the left margin — not line up with the bullet. Use 2 spaces between bullets and text.

### Standing Features-Other Layout

- **Bylines at the end** of standing columns are set in parentheses and italicized.
- **End Mark** will be placed after the last word of a story or standing feature but not at the end of a sidebar, chart or other graphic.
- **News From** — State entries appear alphabetically. State names are all caps, flush left, boldfaced; each entry is preceded by a bullet; county names are all caps, boldfaced.
- **On the Move** — Copy is flush left. Names of staff and county officials are boldfaced.

- **Job Market** — Position title and location are set in bf and capitalized followed by salary (italicized) and the number in regular type followed by a period. States are abbreviated (don't use postal abbreviations except in mailing addresses).

*Ex. Salary: \$125,000 annually; DOQ.*

- Additional **information at the end of articles**, such as where to write for more information or the title of the author, is set in parentheses and italicized.
- An Editor's note appearing at the beginning of the story is set in parentheses, and boldface/italics.

*Ex.: (Editor's note: The following series of articles ...)*

- When referring to **an article in a previous edition of County News**, use the following style: (see *County News*, 4/1/13, page 2)

- **Readouts** are set in Franklin typeface at 14/18 and set off by space, centered.
- If the material is quoted, set the **attribution** in Franklin 10-point italicized; person's title is lowercased on second line.
- The primary word in carryover heads is capitalized, boldfaced and italicized.

*Ex.: CEILING, from page 1*

(Revised February 2016)

# Data Styles

## **Representing Numbers in Text**

Figures or words? For ordinal numbers spell out first through ninth when they indicate sequence in time or location: first base, Second Avenue. Starting with 10th use figures. Major exceptions are military and political designations: 7th Fleet, 1st Ward.

For cardinal numbers spell out one through nine: five laws, nine vehicles and use numbers starting with 10. Major exceptions: money, age, percentages, measurements, ratios and vote counts: \$5, 8 percent, a 4-foot fence, a 2-1 ratio, 10 votes to 2.

**Percent:** Always spell out the word “percent” except in tabular material: 6 percent.

# COLLATERAL



# NACo

## LETTERHEAD

Letterhead should be used in all official correspondence to provide continuity of the brand for outside entities. When ever possible, use Kepler as the body copy face. A serif face like Times is also a good substitute.

Body copy should be left aligned with the far left margin of 1 inch. All copy for a page should end 1 and 1/2 inches from the bottom of the page.



The Honorable Blahblah Lastnameblah  
Secretary, U.S. Department of Letterheads  
1600 Pennsylvania Avenue SW  
Washington, DC 20000

Dear Secretary Lastnameblah,

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# NACo

## BUSINESS CARDS

Business cards should always print on white card stock in the primary NACo color palette using the main NACo logo. Names should print all upper-case in Alt Gothic No. 3, while the rest of the card uses Museo typeface in various weights.

The back of the card carries the NACo tagline:  
Stronger Counties  
Stronger America



**JOE EVERYBODY**

**Position**

phone: 202.555.1234

cell: 973.555.1234

jeverybody@naco.org

www.naco.org

25 Massachusetts Ave NW

Suite 500

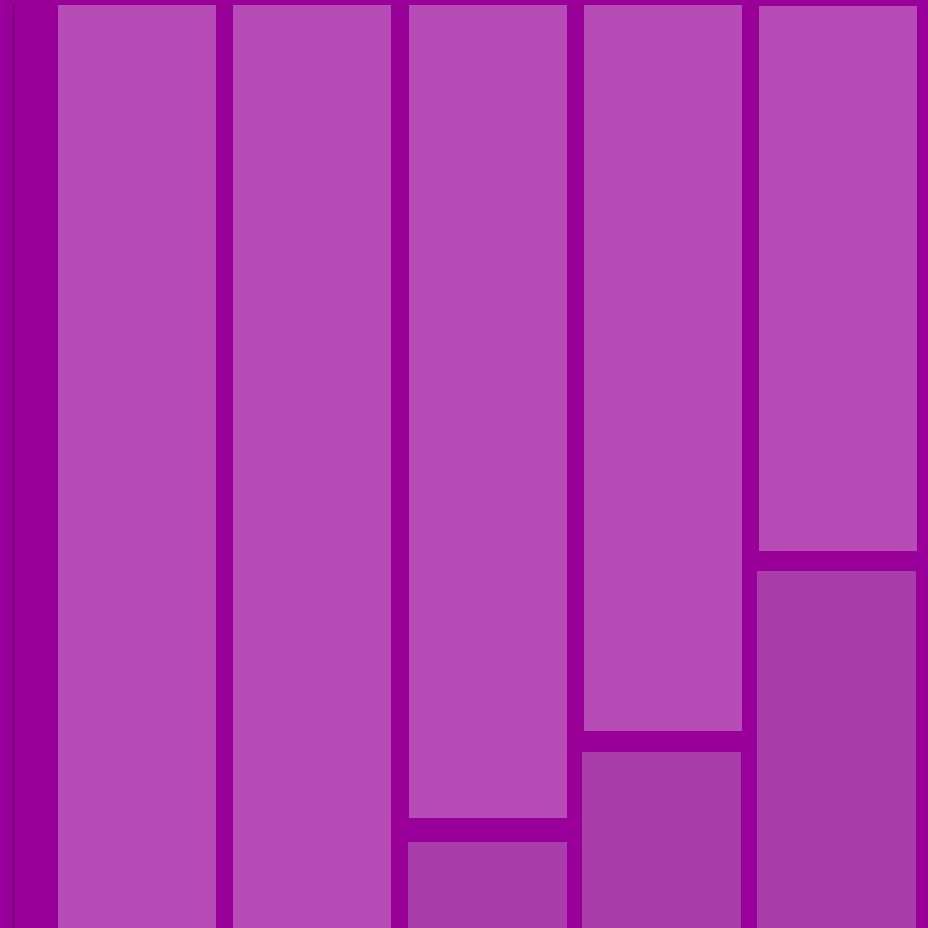
Washington, D.C. 20001

STRONGER COUNTIES

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**STRONGER AMERICA**

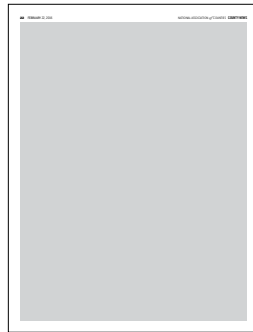
# *ADVERTISING*



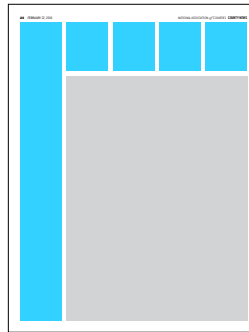
# COUNTY NEWS AD SIZES

Advertising specifications for *County News* can be downloaded at:

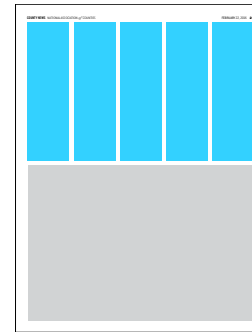
<http://www.naco.org/news/county-news-editorial-advertising-information>



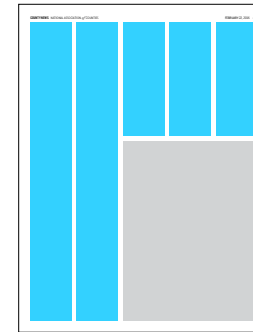
9.5" x 12.5" Full Page



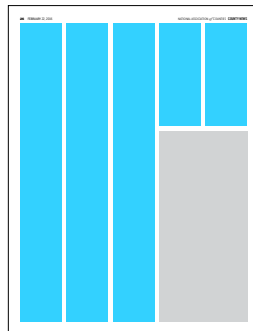
7.5" x 10" Junior Page



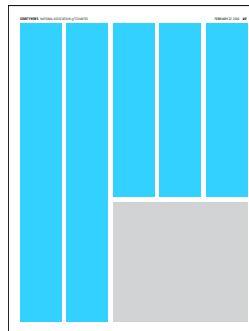
9.5" x 6.5" Half Page



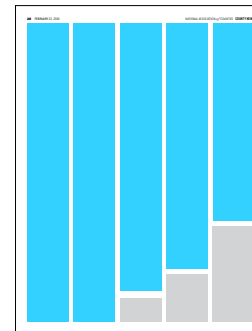
5.6142" x 7.5" Third Page



3.68" x 8.25" Quarter page (Tall)



5.6142" x 5.0" Quarter page (Wide)



**Classified Display/Line Ads**  
1 Column, 1", 2", and 4" lines Shown

# CONTACT US:

Still have questions? Visit [www.naco.org](http://www.naco.org)  
for additional information.

## **NATIONAL ASSOCIATION OF COUNTIES**

25 MASSACHUSETTS AVENUE, NW  
SUITE 500  
WASHINGTON, DC 20001

### **Brian Namey**

Director of Public Affairs  
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202.942.4220