



The Honorable Maryellen O'Shaughnessy  
Franklin County Clerk of Courts

## Branding Standards

The Franklin County Clerk of Courts office should be uniquely represented in all communications to its customers, internal and external. Whether those communications are in virtual or print formats, they must maintain elements that are consistent with this office's look, feel, and content. It's critical that all participate in this Communications Plan to ensure consistency of the Clerk of Courts' brand and image.

## Logo & Color Standards

### Why a New Clerk of Courts Logo?

- Two blue circles represent the office's two divisions: Legal & Auto Title
- Patriotic Colors
- Prominent Ohio Flag (The state's capital is located in Franklin County)

CLCT Blue  
#004080  
0,64,128

CLCT Red  
#9b0302  
155,3,2

CLCT Gray  
#e2e2e2  
226,226,226



Unicolor Variants  
(White, Black, Red,  
& Blue Only)

# Logo Font Standards

Heading Font (Serif): Garamond

Sub-Heading Font (Sans-serif): Segoe UI

Other Text Font: Arial

## Logo & Wordmark Placement



The Honorable Maryellen O'Shaughnessy  
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Logo is  
*always to  
the left of  
any text*

**Headings** are *always* in a Serif font, are **bolded** when appropriate, larger than any sub-header, and black

Sub-headings are *always* in a Sans-serif font, never bolded, always smaller than the header, and black

## Logo Sizing Standards



Always ensure  
adequate spacing  
around logo  
(at least 10px)



Minimum Logo Size:  
100px X 100px

## Contact Clerk of Courts' Communications

Please ensure consistent usage of all Clerk of Courts logo, wordmark and other branding standards. If you have any questions concerning proper use of these standards or to obtain electronic image files, don't hesitate to contact the Communications Department.

**Call 614.525.3600**