



Lubbock County Identity Standards Manual

Version 1.1

Official Brand Specifications

Primary Color

#003E7E

Typeface

Kalix Bold

Logo



Purpose

The Official Seal of Lubbock County serves as the primary symbol of County government and represents the authority, integrity, and responsibilities entrusted to the County by the citizens of Lubbock County and the State of Texas.

This Standards Manual establishes requirements governing the use, reproduction, and application of the Official Seal to ensure consistency across all official County communications, facilities, records, and materials.

Consistent application of these standards protects the integrity of the Seal and reinforces public trust in County government.

Contents

1. The Official Seal
2. Authorized Applications
3. Brand Colors
4. Color Specifications
5. Seal Variations - Color
6. Size & Spacing Requirements
7. Appropriate Usage
8. Department Applications
9. Supplemental Identities
10. Contact

The Official Seal



Seal Overview

The Official Seal serves as the formal identifier of Lubbock County government. The Seal is reserved for official governmental purposes and shall be reproduced only in accordance with these standards.

Seal Symbolism



Lone Star

Represents the State of Texas and symbolizes unity, independence, and civic pride.



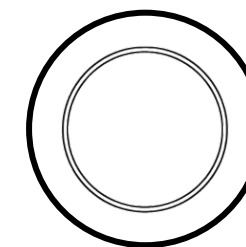
Live Oak Branch

Represents strength, resilience, and stability.



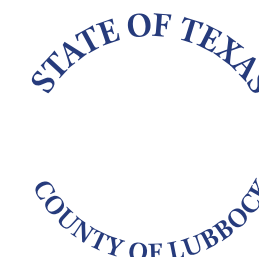
Olive Branch

Represents peace, trust, and public service.



Circular Form

Represents continuity, unity, and the ongoing service responsibilities of County government.



State and County Designation

Identifies the governmental authority represented by the Seal and establishes its connection to both the State of Texas and Lubbock County.

Authorized Applications

Official Identity Resources

External partners requiring access to official County assets must receive authorization from Lubbock County prior to use.

Use of any County assets does not grant permission to modify, recreate, or redistribute official County branding elements.

All usage must comply with the standards established within this manual.

Authority

The Official Seal is the property of Lubbock County, Texas. The County reserves the right to approve, deny, modify, or revoke authorization for any use of the Official Seal. Unauthorized use may imply endorsement, affiliation, or official action and is prohibited.

Administration

Responsibility for maintaining these standards shall rest with the designated County authority responsible for branding, communications, and public engagement. Requests for clarification, exceptions, or approvals should be directed to the County's designated administrator.

Brand Colors

Primary

Government Blue

Deep Navy

Secondary

Courthouse Stone

Executive Gold

Accent

Heritage Green

Neutrals

White

Charcoal

Color Specifications

	Government Blue	Deep Navy	Courthouse Stone	Executive Gold	Heritage Green	White	Charcoal
PANTONE	PMS 294 C	PMS 295 C	PMS Cool Gray 4 C	PMS 465 C	PMS 7742 C	White	PMS Cool Gray 11 C
HEX	#003E7E	#002856	#C7C9C7	#B9975B	#3D6B35	#FFFFFF	#3B3B3B
RGB	0,62,126	0,40,86	199,201,199	185,151,91	61,107,53	255,255,255	59,59,59
CMYK	100,51,0,51	100,53,0,66	1,0,1,21	0,18,51,27	43,0,50,58	0,0,0,0	0,0,0,77

Note: The provided Pantone colors are equivalent matches

Seal Variations

Color

Official Logo



Black



White



Grayscale



Gold Medallion



Size & Spacing Requirements

Minimum Size Requirements

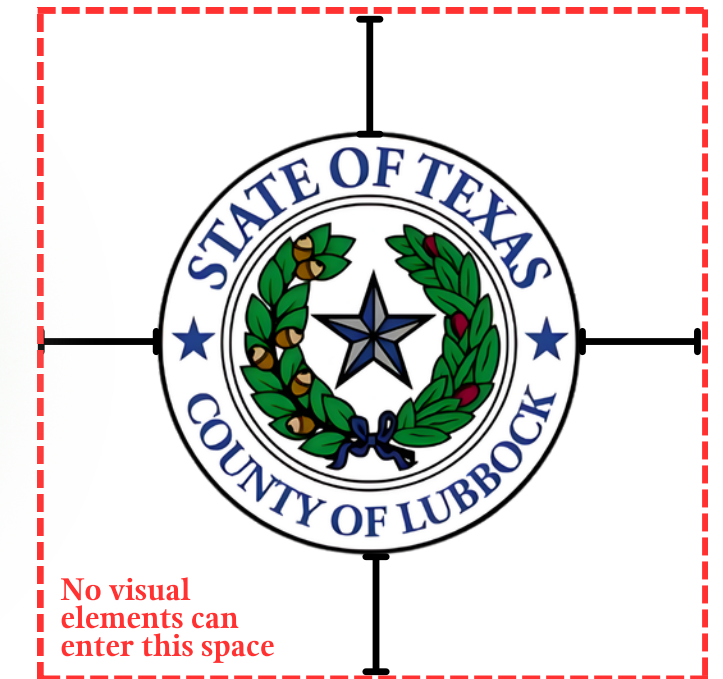
Print: 0.75”

Digital: 100 px

Embroidery: 1.25”

Vehicle Applications: 4”

Building Signage: 8”



Clear Space Requirements

A minimum clear space equal to the width of the center star shall be maintained on all sides of the Seal.

No visual elements may enter this area, with the exception of department applications.

Appropriate Usage

Background Standards

Approved:

- ✓ White
- ✓ Neutral colors
- ✓ Light photography
- ✓ Dark backgrounds (using white version)

Prohibited:

- ✗ Busy photography
- ✗ Busy Patterns
- ✗ Low contrast backgrounds
- ✗ Transparent overlays

Third Party Usage

Use by external entities requires written approval. Approval for one use does not constitute ongoing approval. Lubbock County reserves the right to require correction, removal, or discontinuation of any unauthorized use.

Incorrect Usage

The Official Seal shall never be:

- ✗ Stretched
- ✗ Compressed
- ✗ Cropped
- ✗ Outlined
- ✗ Recolored
- ✗ Reconfigured
- ✗ Used as a watermark that compromises legibility
- ✗ Combined with unofficial logos
- ✗ Used as a decorative design element

Department Applications

Department names may accompany the Official Seal. Department names shall not be incorporated into the Seal.



Human Resources

or



Human Resources



Human Resources



Human Resources



Human Resources



Additions



Human Resources

No text additions to the
medallion variation



Incorporation



No department names
incorporated

Supplemental Identities

The development or use of secondary logos or independent visual identities can weaken the consistency and recognition of Lubbock County's brand. For this reason, the creation or use of separate department logos is discouraged unless formally approved.

Within the Lubbock County Identity System, some departments may require a supplemental identity due to the nature of the work they perform or long-standing public recognition.

Approved supplemental identities should still align with Lubbock County's Brand Standards and may not replace the official County Seal when County identification is required.

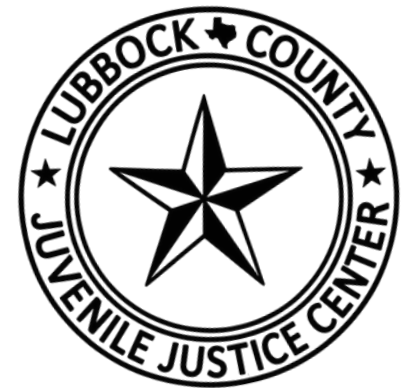
Examples of departments that are permitted to maintain an approved supplemental identity include:



Sheriff's Office



District Attorney



Juvenile Justice Center



Constables [PCT 1-4]



Medical Examiner



TAG Center

Contact

Questions regarding the Lubbock County Identity Standards Manual should be directed to:

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