



MONTGOMERY COUNTY COMMISSION

Brand & Media Guidelines

*UPDATED AUGUST 2025

SCOPE OF THE GUIDELINES

- 01 Our Logo
- 02 Color Guidance
- 03 Typography
- 04 Letterhead & Business Cards
- 05 Vehicle Decals
- 06 Yard Signs & Banners
- 07 Photography
- 08 Contact Us

Our Logo



Montgomery County
Alabama



Primary logos are to be utilized
in most marketing materials.



Formal logos are only to be used in specific
situations such as websites and signage.

Department Logos

Correct Use:
Commission Offices
& Departments

DEPARTMENT



PUBLIC AFFAIRS
DEPARTMENT

IF DEPARTMENT IS NOT IN FORMAL NAME



COMMUNITY CORRECTIONS

Department Logos

Correct Use: Non-Commission Offices & Departments

DEPARTMENT



(DEPARTMENT NAME)
DEPARTMENT

IF DEPARTMENT IS NOT IN FORMAL NAME



(AGENCY NAME)

Improper Logos



DEPARTMENT NAME



Improper Use(s)



Primary Colors

#003340

Use for: Headers, Large Accents, Borders & Design Elements

#000000

Use for: Body Text (on #ffffff or #003340 backgrounds), Captions & Minor Accents

#ffffff

Use for: Body Text (on #003340 or #003340 backgrounds), Captions & Minor Accents

Secondary Colors

#fcd6a1

#74bab0

#2b5960

Secondary colors should be used in rare circumstances such as major publications or large graphic design projects.

Typography

Alex Brush Regular

Alex Brush Regular is meant for accents, highlights and headlines. Do not ever use this font in ALL CAPS. This font should not be used for any body copy.

Lato Bold **LATO BOLD**

Utilize this font for captions and body copy. When used for captions, place the font in ALL CAPS. When using the font for body copy, use regular capitalization.

Typography: Alex Brush Regular

CORRECT USE

Things to Know

Commission Update

INCORRECT USE

THINGS TO KNOW

commission update

Typography: Lato Bold

CORRECT USE

MONTGOMERY COUNTY

Register for free by Sepetember 21!

INCORRECT USE

things  know

Letterhead

In order to maintain brand unity, all Montgomery County letterhead should utilize the set style. Letterhead designs may be ordered through the Public Affairs department.

Doug Singleton, District 5
CHAIRMAN
Isaiah Sankey, District 4
VICE CHAIRMAN



Daniel Harris, Jr, District 1
Carmen Moore-Ziegler, District 2
Ronda M. Walker, District 3

Florence Cauthen
ADMINISTRATOR
Kindell Anderson
DEPUTY ADMINISTRATOR



Regina Walker
GRANTS ADMINISTRATOR
334.832.1660
334.313.7216

General
Letterhead

Department
Letterhead

Business Cards

In order to maintain brand unity, all business cards should follow the set Montgomery County style. Business card designs should be ordered through the Public Affairs Department.

Employee Name

Job Title

FirsLastName@mc-ala.org



Office 334.832.1210
www.mc-ala.org • 101 S. Lawrence Street • P.O. Box 1667
Montgomery, AL 36102

Commission Offices & Departments

Employee Name

Job Title

FirsLastName@mc-ala.org



Office 334.832.1210
www.mc-ala.org • 101 S. Lawrence Street • P.O. Box 1667
Montgomery, AL 36102

Non-Commission Offices & Departments

Vehicle Decals

Citizens should easily be able to identify Montgomery County vehicles and the departments in which they are under. Vehicles needing signage should follow the below model.

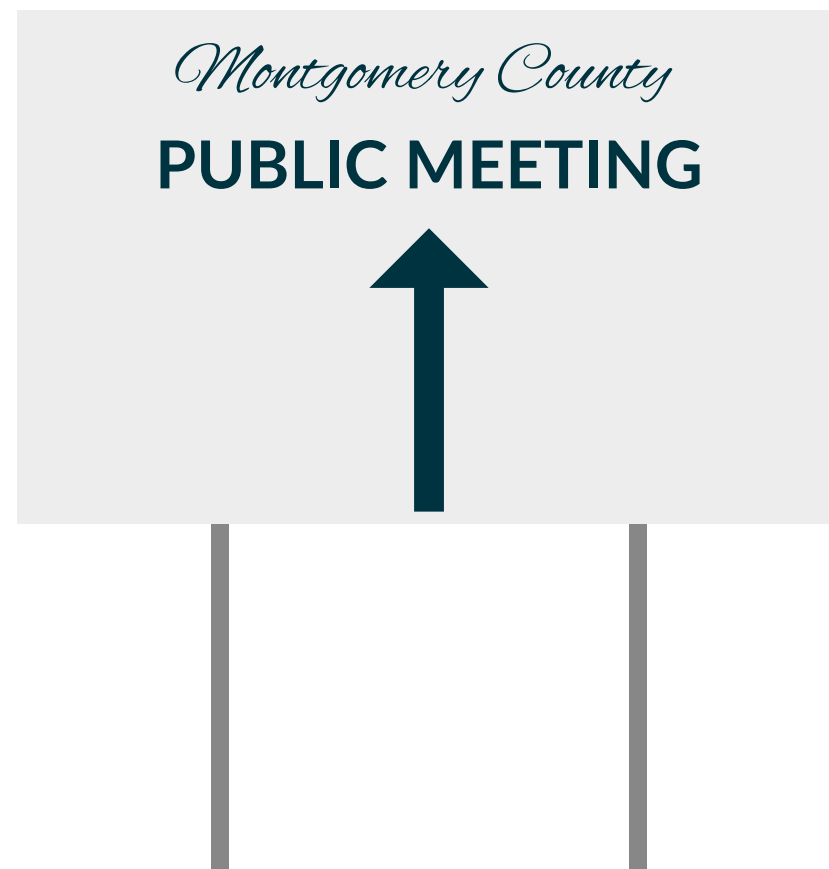


Department logos should be utilized for vehicles needing County signage. The Public Affairs Department can provide the correct logo file for your department prior to purchasing vehicle decals.

Yard Signs

Yard signs can be used for events and directional signs. They should not be placed on public right-of-ways except for event dates and special occasions. Yard sign designs should be minimal as they are to be viewed from the street. County branding guidelines should also be followed.

Correct Use(s)



Incorrect Use



Banners

Banners should only be used at major events to acknowledge sponsors, provide direction and identify attractions, stands, etc. Temporary banners should not be used for extended periods of time. Designs should be minimal and follow County brand guidelines.

Correct Use



Incorrect Use



Photography

Engaging photos help to expand and tell the Montgomery County story. Photographs that are used should be high-resolution and tell a story. The use of original photos is preferred, but if stock photos are needed they should be of high quality.





PUBLIC AFFAIRS

DEPARTMENT

Jenni Archibald Manager of Public Affairs

O: 334.832.1270

C: 334.451.0040

E: jenniarchibald@montgomerycountyal.gov

E: publicaffairs@montgomerycountyal.gov