

SAN DIEGO COUNTY SHERIFF'S OFFICE BRAND USAGE GUIDELINES

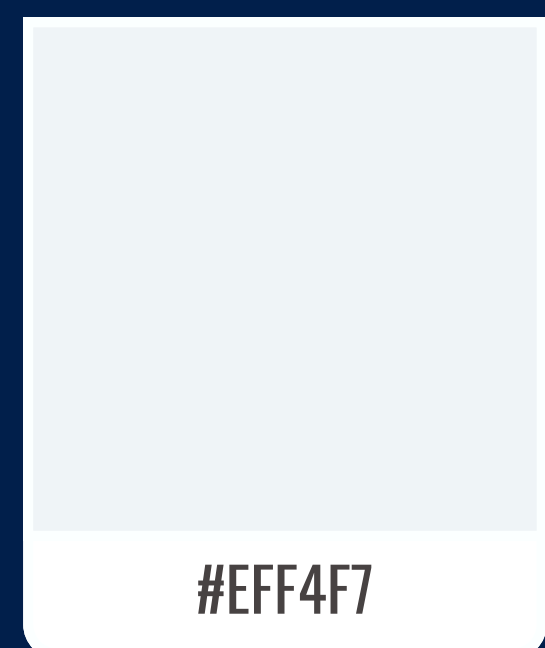
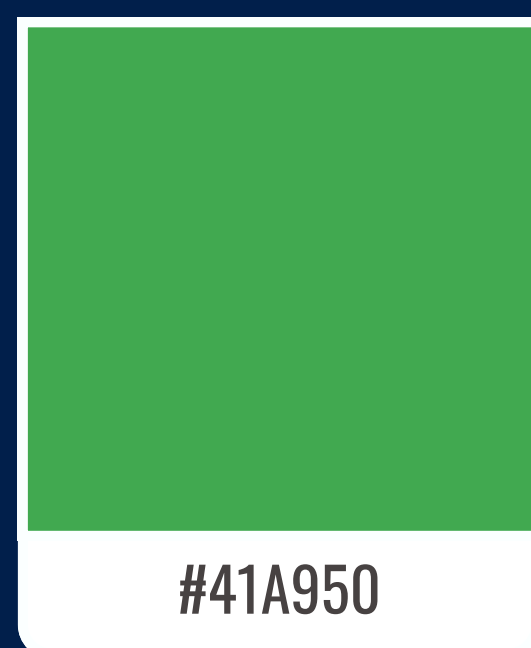
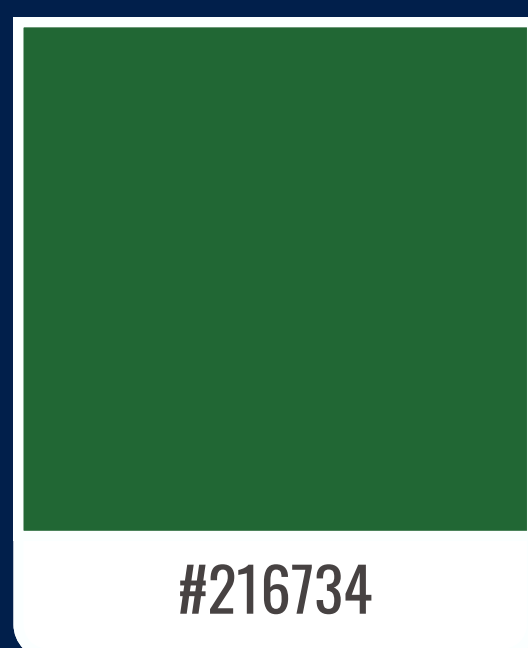
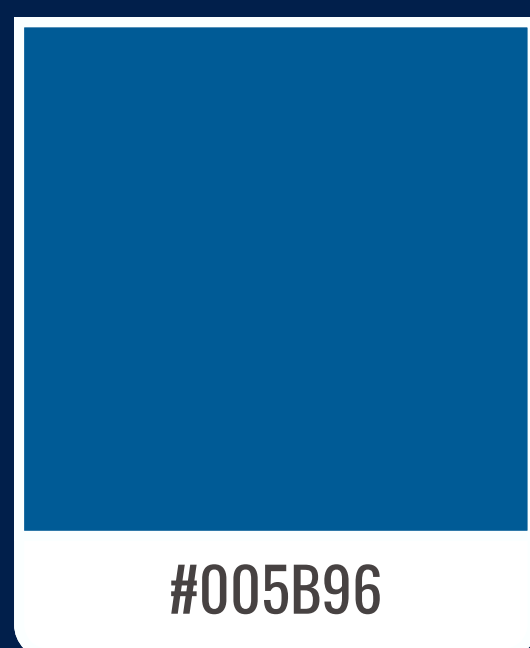
The San Diego County Sheriff's Office recognizes the importance of having uniformed identity standards. This identification builds a strong connection between who we are and what we do for the community. Brand Usage Guidelines help ensure that the Sheriff's Office's identity is recognizable, consistent and well-maintained.

The Sheriff's Office logo is a silver star that states "Sheriff San Diego County" with the year 1850 which reflects the inception of the agency.

LOGO



COLOR PALETTE



NAMES / ACRONYM

SAN DIEGO COUNTY SHERIFF'S OFFICE

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SDSO

TYPOGRAPHY

