

FRANKLIN COUNTY ENGINEER'S OFFICE

BRAND GUIDELINES

ADAM W. FOWLER, P.E., P.S.

Franklin County Engineer



LAST UPDATED: **JAN 2026**

SECTION 1:

BRAND MESSAGING

SECTION 1

OUR STORY

For over 200 years, the Franklin County Engineer's Office (FCEO) has been taking care of our community's infrastructure needs. We design, build, and maintain roads, bridges, and drainage systems to keep Franklin County moving safely. We also team up with local governments and organizations on regional projects, continuing our long-standing tradition of serving residents with innovative solutions.

Our office was established in 1803 when Joseph Vance, the first County Surveyor, laid property lines and created the county's earliest roadways. In 1935, the Ohio Legislature officially redesignated the position of "County Surveyor" to that of "County Engineer" to provide for both the surveying and highway engineering needs of the state's evolving counties. Only those who hold both an Ohio Professional Engineers (P.E.) and Professional Surveyors (P.S.) license may qualify for the publicly elected office. Since then, we've played a pivotal role in shaping the region's infrastructure, from historic landmarks like the Bergstresser-Dietz Covered Bridge in Canal Winchester to modern engineering marvels like the Lane Avenue Bridge. With a legacy of innovation and dedication, we continue to build and maintain the transportation infrastructure that connects and supports our growing communities.

SECTION 1

OUR MISSION

The mission of the Franklin County Engineer's Office is to provide for safe and efficient movement of people and goods from place to place by designing, building, and maintaining Franklin County's roads, bridges, and infrastructure for multiple modes of transportation. We are an agency of action, innovation, and collaboration.

OUR COMMITMENT TO COMMUNITY

We are determined to better the Franklin County community by:

- Providing for the safe and efficient movement of people and goods from place to place
- Consistently meeting deadlines and budgets
- Maintaining efficient use of taxpayer dollars as well as innovative and unique funding sources
- Collaborating with our peers through community outreach and engagement
- Remaining approachable and open-minded to the needs of the public
- Helping residents and partners get the answers they seek

SECTION 1

MESSAGING RULES

OUR NAME

Correct Use of Name:

- Franklin County Engineer's Office (full formal reference)
- FCEO (secondary reference for space-limited materials)
- County Engineer's Office (secondary reference)
- Engineer's Office (casual/internal)

OUR TAGLINE

"Driven by Tradition. Defined by Excellence."

Our tagline reflects more than two centuries of trusted service to Franklin County residents. We honor our legacy by building infrastructure that connects communities and creates opportunity for generations to come.

SECTION 1

OUR MESSAGE

We are the backbone of Franklin County's transportation network. We take pride in moving people and goods safely and efficiently by maintaining roads, building reliable bridges, and delivering engineering solutions that serve our community with integrity and excellence.



Trusted and Reliable

We uphold the highest standards of engineering and project management, consistently meeting deadlines and budgets while ensuring every road and bridge meet the needs of our community.



Community-Focused

We listen to residents and partners, prioritizing projects that improve safety, connectivity, and quality of life across Franklin County through collaboration and community engagement.



Forward-Thinking

We are an agency of action and innovation, blending proven engineering practices with innovative technologies and modern methods, creative solutions and responsible use of taxpayer dollars to build infrastructure that serves today and tomorrow.

SECTION 1

OUR VOICE

We are technical yet approachable, authoritative yet accessible, professional yet welcoming. When it comes to voice, we balance expertise with openness, emphasizing our commitment to helping residents and partners get the answers they seek.

- AP Style is our general framework for grammar, capitalization, and syntax.
- Oxford commas are used.
- “We” is our pronoun of choice when discussing our work and responsibilities.
- We refer to “residents,” “partners,” and “the public” when discussing those we serve, and “property owners” in specific land-related contexts.
- Our voice is professional, precise, and action-oriented with emphasis on efficiency, accountability, and results.
- Key themes: safety, efficiency, collaboration, innovation, accountability, and public service.

WHAT WE AVOID:

- Passive voice that obscures accountability
- Industry jargon without context that creates distance from the community

SECTION 1

VOICE EXAMPLE:

INTERNAL

Tone: Collaborative, accountable, and clear.

We communicate with respect, focus on shared goals, and emphasize efficiency and teamwork.

Situation: Sharing an internal project update

Weak: "The new workflow was implemented."

Strong: "We've streamlined our permit review process to cut response times by 20%. Thank you to everyone who helped test and refine the new workflow."

Situation: Internal reminder

Weak: "Employees are reminded to submit reports on time."

Strong: "Please submit your reports by Friday so our team can keep projects moving on schedule. Your timeliness keeps us efficient and accountable."

SECTION 1

VOICE EXAMPLE:

RESIDENTS

Tone: Friendly, transparent, and reassuring.

We speak plainly and directly, focusing on how our work impacts residents' daily lives. We show accountability and care for community well-being.

Situation: Road closure announcement

Weak: "Roadwork will cause traffic delays."

Strong: "We're improving drainage along Dublin Road to reduce flooding. Expect lane closures this week, and thank you for your patience as we make your commute safer."

Situation: General service communication

Weak: "Contact the department for questions."

Strong: "Have a question about a project in your neighborhood? We're here to help, reach out anytime."

SECTION 1

VOICE EXAMPLE:

PARTNERS

Tone: Professional, collaborative, and forward-looking.

We demonstrate credibility through precision, shared purpose, and a focus on results.

Situation: Project kickoff or coordination email

Weak: "The county is managing project coordination."

Strong: "We're partnering with your team to deliver a more efficient stormwater system for the community. Our goal: to complete Phase One by early spring and keep communication open every step of the way."

Situation: Technical update

Weak: "The design phase has been completed."

Strong: "Design is complete, and we're moving into procurement. Thank you for your collaboration, your input has helped us improve safety and cost efficiency across the plan."

SECTION 2:

LOGO USAGE & VARIATIONS

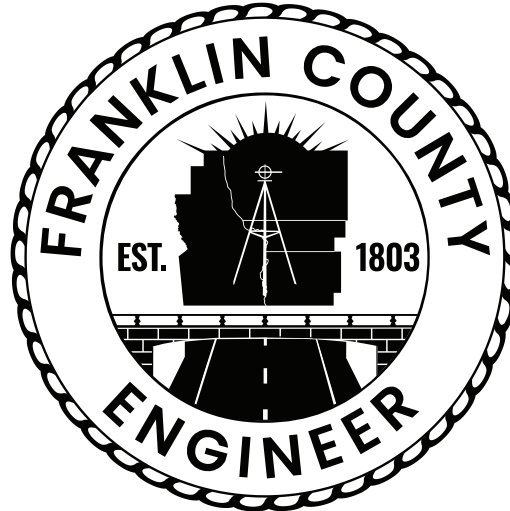
SECTION 2

Primary Logos

The main FCEO logo is our primary brand mark and should be used whenever possible. It represents the core identity of our organization and helps ensure consistent recognition across all communications. Always prioritize the main logo in any placement—whether digital, print, signage, or promotional materials—to maintain a unified and professional brand presence.



Full Color Logo



Black Logo



Reverse Logo

SECTION 2

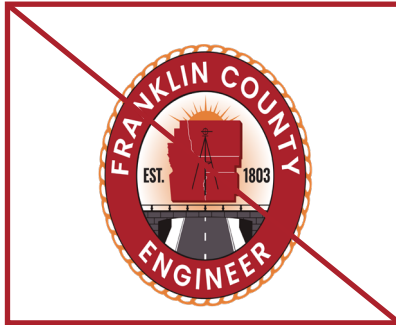
Clear Space

To maintain the integrity and visibility of the FCEO logo, a minimum clear space must be maintained on all sides. The required clear space is equal to the width of the red circle in the logo. No text, imagery, or graphic elements may appear within this area. This ensures the logo is always presented clearly and without visual interference.

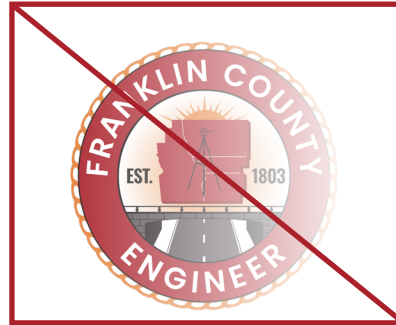


Logo Spacing

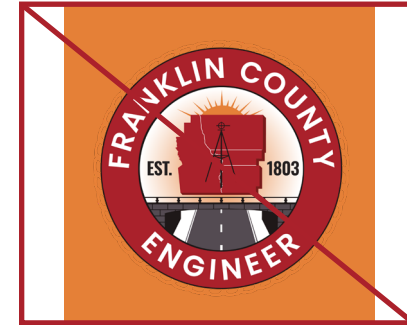
SECTION 2



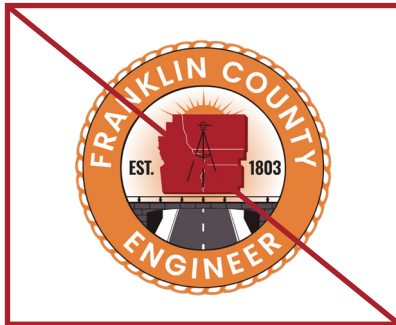
Do not warp, stretch, squish, or rotate the logo.



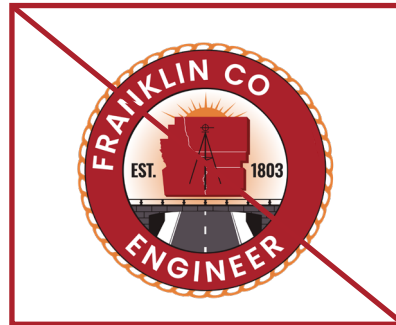
Do not add a gradient or effect to the logo that will tamper with legibility.



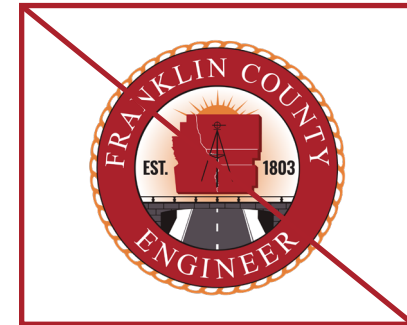
Do not place the logo on colors that would lose elements of the logo.



Do not change the color of the logo outside of the logo variations available.



Do not remove letters from the logo for any reason.



Do not change the fonts in the logo for any reason.

SECTION 3A:

BRAND ELEMENTS

SECTION 3A

Brand Typography

HEADLINE GOES HERE

SUBHEADER GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip.

If Oswald or Poppins are not available, Arial is an acceptable alternative.

Arial

Arial Bold

Accent script font

(used sparingly)

HEADLINE

Oswald Heavy
(Bold 700 on Google Fonts)

**DOWNLOAD
OSWALD**

SUBHEADS

Poppins Semi-Bold

**DOWNLOAD
POPPINS**

BODY COPY

Poppins Regular

ACCENT

Lucida Handwriting
(Windows font)

SECTION 3A

Brand Colors

PRIMARY COLORS



Engineer's Tie

R: 170 C: 23
G: 33 M: 99
B: 43 Y: 91
HEX#: AA212B K: 15



County Crimson

R: 122 C: 30
G: 26 M: 97
B: 26 Y: 94
HEX#: 7A191A K: 39



Construction Orange

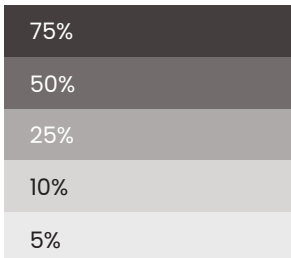
R: 229 C: 7
G: 127 M: 60
B: 55 Y: 89
HEX#: E58038 K: 0

NEUTRAL COLORS



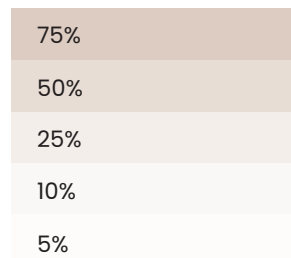
Asphalt Charcoal

R: 30 C: 70
G: 24 M: 68
B: 24 Y: 66
HEX#: 1E1818 K: 79



Community Clay

R: 208 C: 18
G: 187 M: 24
B: 172 Y: 30
HEX#: D0BBAC K: 0



Edge Line White

R: 255 C: 0
G: 255 M: 0
B: 255 Y: 0
HEX#: FFFFFFFF K: 0

SECTION 3A

Brand Gradients

DOWNLOAD
BACKGROUNDS

PRIMARY COLORS

Engineer's Tie Gradient



County Crimson Gradient



Construction Orange Gradient



Brand gradients should be used as supportive design elements that enhance, but never overpower the content. Gradients may be applied as background fills to add depth, energy, and visual interest while maintaining a clean, professional look. Always ensure there is enough contrast between the gradient and any overlaid text, logos or graphics for readability and accessibility. Gradients should complement—not compete with—the primary brand colors and should never distort or alter the appearance of the FCEO logo.

See the cover and divider pages like page 2 for examples of how to use gradients as background accents.

SECTION 3A

Unacceptable Color Use

PRIMARY COLORS

The consistent and correct application of the Franklin County Engineer's Office color palette is essential. Always follow the standards presented in these guidelines. The examples on this page illustrate some of the unacceptable uses of the Franklin County Engineer's Office color palette, including but not limited to unacceptable color combinations and/or variations.

Colors should make use of the specific color codes provided in this guide and should not be colors deemed by the user to be "similar" or "close to" the approved and specified brand colors.

WASHED OUT COPY

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc eu diam vitae enim ultricies laoreet ut in odio. Integer accumsan lacus vitae aliquam tempor. Vivamus ut orci sem. In hac habitasse platea dictumst.

MIXING COLORS WITHIN COPY

HEADER

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc eu diam vitae enim ultricies laoreet ut in odio. Integer accumsan lacus vitae aliquam tempor. Vivamus ut orci sem. In hac habitasse platea dictumst.

LOW-CONTRAST COMBINATIONS



SECTION 3A

Iconography Style

The FCEO icon set is designed in a clean, minimal line-art style that balances approachability with professionalism. Using a single consistent stroke weight and the brand's signature colors, these icons create visual harmony across digital and print applications. Icons are used to illustrate key services, processes, and roles within the organization—ranging from construction and surveying to infrastructure and personnel.

Stroke Weight & Scale: Icons should be scaled proportionally and never stretched or distorted. Maintain consistent stroke weight and spacing across all uses.

Icon Styles: FCEO's icon system uses two distinct styles — **Two-Color and Knockout** — to ensure clarity and flexibility across applications. See slides on page 29 and the website for examples for how to use icons.

Two-Color

Use the Two-Color style for light or white backgrounds where detail and contrast are needed. These icons feature a balance of Construction Orange and Asphalt Charcoal linework, giving a clean, professional look that aligns with the brand's visual hierarchy. Ideal for use in infographics, print materials, internal communications, and web layouts where a lighter, more open design is preferred.



Knockout

Use the Knockout style on solid Construction Orange or dark backgrounds to create bold, high-contrast visuals. These white-line icons maintain consistency with the brand's color palette while ensuring strong legibility. They are best suited for signage, buttons, callouts, and digital applications that require immediate visual impact.



SECTION 3B:

BRAND ELEMENTS

DRAINAGE DEPARTMENT

SECTION 3B

Primary Logos: Drainage Department

The main FCDE logo is our primary brand mark for the Drainage Department. It represents a sub-brand of our organization and helps ensure consistent recognition across all drainage communications to maintain a unified and professional brand presence.



Full Color Logo



Black Logo



Reverse Logo

SECTION 3B

Brand Colors

DRAINAGE-ONLY COLORS



Deep River

R: 31 C: 98
G: 44 M: 88
B: 84 Y: 38
HEX#: 1F2C54 K: 34



High Energy

R: 196 C: 27
G: 222 M: 0
B: 104 Y: 74
HEX#: C4DE68 K: 0



Clear Water

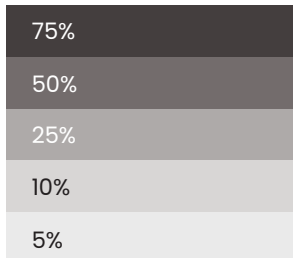
R: 152 C: 38
G: 205 M: 6
B: 114 Y: 9
HEX#: 98CDDF K: 0

NEUTRAL COLORS



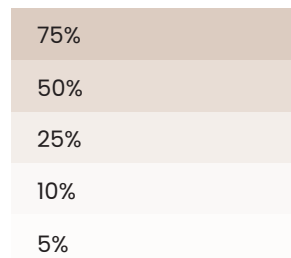
Asphalt Charcoal

R: 30 C: 70
G: 24 M: 68
B: 24 Y: 66
HEX#: 1E1818 K: 79



Community Clay

R: 208 C: 18
G: 187 M: 24
B: 172 Y: 30
HEX#: D0BBAC K: 0



Edge Line White

R: 255 C: 0
G: 255 M: 0
B: 255 Y: 0
HEX#: FFFFFFFF K: 0

SECTION 3B

Brand Gradients

[DOWNLOAD
BACKGROUNDS](#)

DRAINAGE-ONLY COLORS

Deep River Gradient



Clear Water Gradient



High Energy Gradient



Brand gradients should be used as supportive design elements that enhance, but never overpower, the content. Gradients may be applied as background fills to add depth, energy, and visual interest while maintaining a clean, professional look. Always ensure there is enough contrast between the gradient and any overlaid text, logos, or graphics for readability and accessibility. Gradients should complement—not compete with—the primary brand colors and should never distort or alter the appearance of the FCDE logo.

See the cover and divider pages like page 21 for examples of how to use gradients as background accents.

SECTION 3B

Unacceptable Color Use

DRAINAGE-ONLY COLORS

The consistent and correct application of the Franklin County Drainage Engineer color palette is essential. Always follow the standards presented in these guidelines. The examples on this page illustrate some of the unacceptable uses of the Franklin County Drainage Engineer color palette, including but not limited to unacceptable color combinations and/or variations.

Colors should make use of the specific color codes provided in this guide and should not be colors deemed by the user to be “similar” or “close to” the approved and specified brand colors.

WASHED OUT COPY

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc eu diam vitae enim ultricies laoreet ut in odio. Integer accumsan lacus vitae aliquam tempor. Vivamus ut orci sem. In hac habitasse platea dictumst.

MIXING COLORS WITHIN COPY

HEADER

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc eu diam vitae enim ultricies laoreet ut in odio. Integer accumsan lacus vitae aliquam tempor. Vivamus ut orci sem. In hac habitasse platea dictumst.

LOW-CONTRAST COMBINATIONS



SECTION 3B

Iconography Style: Drainage Department

The FCDE icon set is designed in a clean, minimal line-art style that balances approachability with professionalism. Using a single consistent stroke weight and the brand's signature colors, these icons create visual harmony across digital and print applications. Icons are used to illustrate key services, processes, and roles within the organization—ranging from construction and surveying to infrastructure and personnel.

Stroke Weight & Scale: Icons should be scaled proportionally and never stretched or distorted. Maintain consistent stroke weight and spacing across all uses.

Icon Styles: FCEO's icon system uses two distinct styles — **Three-Color and Knockout** — to ensure clarity and flexibility across applications. *See the website for examples for how to use icons.*

Three-Color

Use the Three-Color style for light or white backgrounds where detail and contrast are needed. These icons feature a balance of Deep River, High Energy, and Clear Water linework, giving a clean, professional look that aligns with the brand's visual hierarchy. Ideal for use in infographics, print materials, internal communications, and web layouts where a lighter, more open design is preferred.



Knockout

Use the Knockout style on solid High Energy or dark backgrounds to create bold, high-contrast visuals. These white-line icons maintain consistency with the brand's color palette while ensuring strong legibility. They are best suited for signage, buttons, callouts, and digital applications that require immediate visual impact.

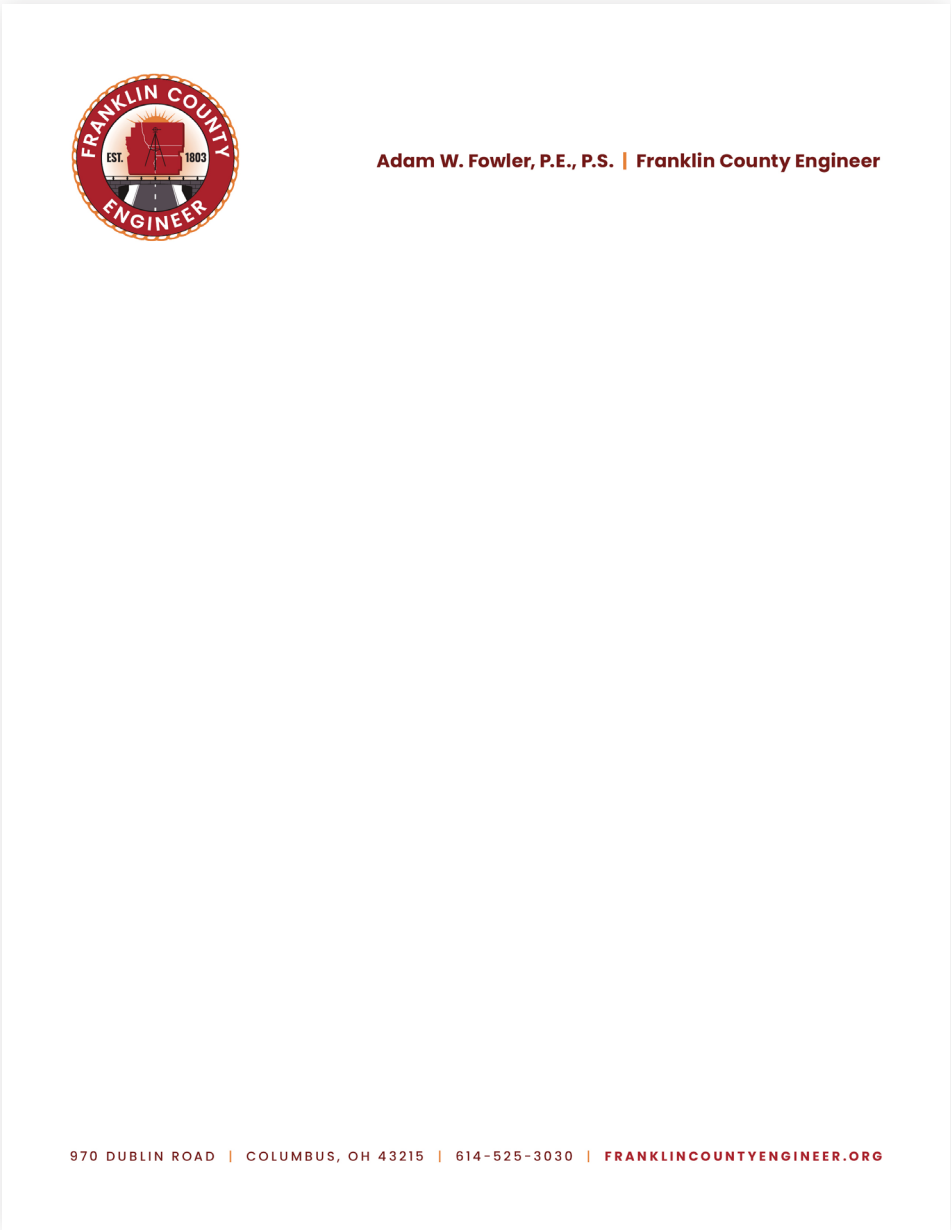


SECTION 4:

**SUPPORTING
BRAND ASSETS**

SECTION 4

Stationery



Letterhead

SECTION 4

PowerPoint Template



Presentation Title

Department or Division

Month Day, 2026

FCEO

Table of Contents

- 3 Agenda
- 4 Goals & Priorities
- 5 Projects
- 10 Closing

FCEO

Agenda

Brief context or purpose of the presentation.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eget nisi sagittis.

FCEO

Goals & Priorities

- 1 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eget nisi sagittis.
- 2 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eget nisi sagittis.
- 3 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eget nisi sagittis.

FCEO

Projects

FCEO

Construction 2025

- Bridge - 8 Projects**
 - Beach Road 0.00 Over Big Darby Creek
 - Etterman Road 0.75 Over South Fork Indian Run
 - Traube Road Bridge over the Scioto River
 - West North Broadway 118 over Clentangy River
 - General Bridge Maintenance Program
- Drainage - 3 Projects**
 - Colgray Road and Faust Ditch Drainage Improvement
 - Genessee Avenue Drainage Improvement
 - Zuber Road/Hum Run Drainage Improvement
- Mobility - 3 Projects**
 - Chambers Road Sidewalk Improvement
 - Westbrook Subdivision Sidewalk Improvements
 - Safe Routes to School
- Resurfacing - 2 Projects**
 - County and Township Resurfacing Programs
- Roadway - 3 Projects**
 - Cass Road Area Storm Sewer Improvement
 - Cleveland Avenue
 - Wenner Road

FCEO

Agler Road 1.52 over Alum Creek

Superstructure Replacement and Trail Connector

- Designer: EP, Ferris & Associates
- Low Bid: \$8,553,627.19
- Beams Sold Separately for Fabrication Time - ~\$1M
- Bearings Sold Separately for Fabrication Time - ~\$150K
- Contractor: Complete General Construction



FCEO

2026 Road Projects

- Reynoldsburg-New Albany Road at Havens Road roundabout
- Ferris Road at Wallford Street Mini-Roundabout
- Rohr Road at State Route 377 Roundabout
- Norton Road at Kropp Road-Grove City Road Roundabout
- County and Township Resurfacing Contract
- Franklin County Traffic Signal Installation Project
- Hilliard & Irome Road at Beacon Hill Road and Hillbrook Drive
- Rohr Road at Pontilus Road
- Gantz Road at Dyer Road



FCEO

Thank You

Adam W. Fowler, P.E., P.S. | Franklin County Engineer
970 Dublin Road | Columbus, OH 43215 | 614-525-3030

FRANKLINCOUNTYENGINEER.ORG



FCEO

SECTION 4

PowerPoint Template: Drainage



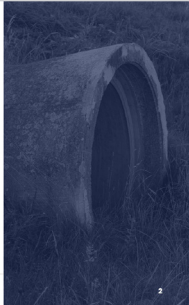
Presentation Title

Department or Division

Month Day, 2026

Table of Contents

- 3 Agenda
- 4 Goals & Priorities
- 5 Projects
- 10 Closing



FCDE

Agenda

Brief context or purpose of the presentation.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eget nisi sagittis.

FCDE

Goals & Priorities

- 1 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eget nisi sagittis.
- 2 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eget nisi sagittis.
- 3 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eget nisi sagittis.

FCDE

Projects

FCDE

Headline Here


- Subhead Here**
 - Beach Road 0.00 Over Big Darby Creek
 - Elterman Road 0.75 Over South Fork Indian Run
 - Trabus Road Bridge over the Scioto River
 - West North Broadway 1.8 over Clermonty River
 - General Bridge Maintenance Program
- Subhead Here**
 - Cass Road Area Storm Sewer Improvement
 - Cleveland Avenue
 - Renner Road
- Subhead Here**
 - Cass Road Area Storm Sewer Improvement
 - Cleveland Avenue
 - Renner Road

FCDE

Project

Subhead here

- Designer: EP, Ferris & Associates
- Low Bid: \$8,553,627.19
- Beams Sold Separately for Fabrication Time - ~\$1M
- Bearings Sold Separately for Fabrication Time - ~\$150K
- Contractor: Complete General Construction



FCDE

2026 Projects

- Reynoldsburg-New Albany Road at Havens Road Roundabout
- Ferris Road at Walford Street Mini-Roundabout
- Rohr Road at State Route 317 Roundabout
- Norton Road at Kropp Road-Grove City Road Roundabout
- County and Township Resurfacing Contract
- Franklin County Traffic Signal Installation Project
- Hillard & Rome Road at Beacon Hill Road and Hillbrook Drive
- Rohr Road at Pontius Road
- Gantz Road at Dyer Road



FCDE

Thank You

Adam W. Fowler, P.E., P.S. | Franklin County Engineer
970 Dublin Road | Columbus, OH 43215 | 614-525-3030

FRANKLINCOUNTYENGINEER.ORG



QUESTIONS?

CONTACT US

Derrick Jones

djones@franklincountyengineer.org

614-525-3329