

Waterville, Maine

Branding Style Guide



BRANDING SYSTEM PREPARED BY
ARNETTMULDROW



Branding Approval

In order to ensure consistent use of the Waterville brand, we ask that you submit a sample of each project to Amanda Domini (adomini@waterville-me.gov, 207-680-4204) for approval. Please specify your deadline requirements. We will reply promptly to your request for approval.



Logo Variations

Below are the logo variations for the Waterville brand. They are presented in two color, one color, reversed and black & white usages. All logos are created in vector art and are infinitely scalable and available for any use. These logos are available for download from the City of Waterville web site at www.waterville-me.gov.



Logo Size & Spacing

The size and spacing of the Waterville brand is important in ensuring that the logo is displayed in a positive and consistent way and helps to reinforce the brand. The logo should always have enough open space around it to have a clear and clean impact.

The "W" should be used as the measurement guide for this open space.

In order to preserve legibility, maintain a minimum of .5" height.



Incorrect Usage

These are some examples of improper ways of presenting the Waterville brand.



⊘ Change Colors



⊘ Scale Elements



⊘ Outline Elements



⊘ Rotate Elements



⊘ Stretch the Logo



⊘ Move Elements



⊘ Use Photographic Backgrounds



⊘ Use as a Wallpaper



Dealing with Consistent Color using Pantones

The accuracy of color is critical in design. Because what you see on your monitor is never what will appear on a printed sheet, designers need a standardized color key.

It can be very frustrating to see the logo you worked hard to create look deep blue on the client's letterhead, blue-greenish on his business card, and light blue on his very expensive envelopes.



A way to prevent this is by using a standardized color matching system, such as the PANTONE MATCHING SYSTEM. Though PANTONE is not the only color standardization system, it is the most widely used and the one that most printers understand. Aside from being able to have consistency, PANTONE Colors allow you to use colors that cannot be mixed in CMYK.

Color Palette

Use the primary palette on all branded materials such as logos, corporate identity, Web site, advertising, collateral, and imprintables. The colors printed here are NOT guaranteed to be matches. The use of a Pantone Swatch book is the best way to work with your vendors and assure color correctness. Always proof anything before production runs begin to assure that the colors are satisfactory.

new OK



current

Cancel

Add To Swatches

Color Libraries

H: 213 ° L: 62

S: 48 % a: -4

B: 82 % b: -33

R: 110 C: 57 %

G: 155 M: 31 %

B: 210 Y: 0 %

6e9bd2 K: 0 %

PANTONE 659 C

new OK



current

Cancel

Add To Swatches

Color Libraries

H: 73 ° L: 72

S: 66 % a: -22

B: 73 % b: 57

R: 160 C: 43 %

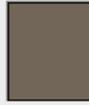
G: 187 M: 10 %

B: 63 Y: 97 %

a0bb3f K: 0 %

PANTONE 583 C

new OK



current

Cancel

Add To Swatches

Color Libraries

H: 31 ° L: 44

S: 22 % a: 3

B: 45 % b: 9

R: 114 C: 52 %

G: 102 M: 51 %

B: 89 Y: 61 %

726659 K: 23 %

PANTONE Warm Gray 10 C



Typography

To add consistency to the logo, the following fonts have been chosen as the approved typefaces.

**abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890**

Harabara

This font is available for download from the City of Waterville web site at www.waterville-me.gov. Please note that because this is a free font, it may require special kerning to ensure appropriate spacing.

Harabara should be used for headlines and or lead text only. Use a complimentary font (we recommend Gotham, or a similar geometric sans serif typeface) for accompanying copy.

Installing OpenType or TrueType Fonts in Windows

We recommend installing only one format – OpenType, TrueType, or PostScript – of a font. Installing two or more formats of the same font may cause problems when you try to use, view, or print the font.

Choose Start > Settings > Control Panel

Note: In Windows XP, choose Start > Control Panel
Double-click the Fonts folder.

Choose File > Install New Font.

Locate the fonts you want to install.

In the Drives list, select the drive and the folder containing the fonts you want to install.

In the Folders list, select a folder that contains the fonts you want to install. (Make sure you have unzipped them first.) The fonts in the folder appear under List of Fonts.

Select the fonts to install. To select more than one font, hold down the CTRL key and click each font.

To copy the fonts to the Fonts folder, make sure the Copy fonts to the Fonts folder check box is selected.

Note: If installing fonts from a floppy disk or a CD-ROM, you should make sure this check box is selected. Otherwise, to use the fonts in your applications, you must always keep the disk in the disk drive.

Click OK to install the fonts.



Brand Extension

Brand extension is the process of incorporating the brand into events and activities going on in the community. By adopting the look, feel and tone of the Waterville brand, these events begin to be connected in the consumer's mind and begin to add strength to the primary brand and vice versa. The general approach of brand extension is to select at least one of the members of the color palette as the primary color of the logo, and expanded the color palette from there. The use of approved fonts also connects the logo to the overall brand.



Usage Control

When to use the logo and when not to is often times a judgement call. As the official keeper of the brand, Waterville has the final say in the usage of the brand. The brand should be used in signage, advertising, direct mail, event logos, merchandising, etc.

Usage of the brand in an individual business or in an application that directly profits an individual business will be reviewed on a case by case basis.





Advertising

There are several fundamental design strategies that will allow for connections to be made while also allowing your business to reinforce its own identity. The use of clean design, similar color palettes, and a consistent logo element can create an independently managed branding campaign.

The following pages show some of the design fundamentals that will be important to use when creating your ads. Advertising expert David Ogilvy devised an ad layout formula for some of his most successful ads that became known as the Ogilvy. The illustration on this page is the basic design that follows the classic visual, headline, caption, copy, signature format. From this basic ad layout, other variations are derived.

Try changing the margins, fonts, leading, size of the initial cap, size of the visual, and placing the copy in columns to customize the basic format of this ad layout.

Visual at the top of the page. If you are using a photo, bleed it to the edge of the page or ad space for maximum impact.

For photos, place a descriptive caption below.

Put your headline next.

Follow with your main ad copy. Consider a drop cap as a lead-in to help draw the reader into the copy.

Place your contact information (signature) in the lower right corner. That's generally the last place a reader's eye gravitates to when reading an ad.



Ads come in all shapes and sizes but they have a common goal -- to sell a product, a service, a brand. Text, visuals, or a combination of the two are the main elements of any print ad.

Artwork

Photographs, drawings, and graphic embellishments are a key visual element of many types of ads. Some ads may have only a single visual while others might have several pictures. Even text-only ads might have some graphics in the form of decorative bullets or borders. When included with visuals the caption is one of the first things most readers look at after the visual. It's not in all ads.

Titles

The main headline may be the strongest element of the ad or it may be secondary to a strong visual. Some ads may have subheads and other title elements as well.

Body

The copy is the main text of the ad. Some ads may take a minimalist approach, a line or two or a single paragraph. Other ads may be quite text-heavy with paragraphs of information, possibly arranged in columns newspaper style. While the words are the most important part of the copy, visual elements such as indentation, pull-quotes, bullet lists, and creative kerning and tracking can help to organize and emphasize the message of the body of the ad.

Contact

The contact or signature of an ad may appear anywhere in the ad although it is usually near the bottom. It consists of one or more of:

Logo, Advertiser Name, Address, Phone Number, Map or Driving Directions, Web Site Address, Extras

Some print ads may have additional special elements such as an attached business reply envelope, tear-out portion with a coupon, tip sheet, product sample.

**Where Great Things
CONVERGE**

Osapit eaquae volori sum qui aces iume verovitem nonsecumet, omnis entibus sequos et est ut et perro id et labo. On custi berum ero eatium quodis ditios dendi volorum exceptud aeribus dolorep taquissenis non corelum expe nulpa aci to officiplende dusam enis et omnimi, inum int quideri cor am et doluptatur? Qui te pa venistr uptasim porpor aut qui aut aturibus sunt id moditen iminit is qui aped mos et acetibus et, nimi, nonestibus alitatis quias earchit magnimini soles quia quis seque nus.

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Waterville
CONVERGE & CREATE



IMPORTANT

All of the included graphic files might not work on your machine, but that does not mean that the file is corrupted or that there is something wrong with your machine. These files address all of the normal uses that a community implemented design would require. Always make sure to inform vendors that you have these different file formats available.

File Type Adobe Illustrator File
Category Vector Image Files
File Description Vector image file created by Adobe Illustrator; composed of paths, or lines connected by points, instead of bitmap data; may include objects, color, and text; often referred to as a Illustrator drawing.

Illustrator documents can be opened with Photoshop, but the image will be rasterized, meaning it will be converted from a vector image to a bitmap.



Program(s) that open ai files

Mac OS Adobe Illustrator, Acrobat, Reader
 Adobe Photoshop (rasterized)
 Apple Preview
 Windows Adobe Illustrator, Acrobat, Reader
 Adobe Photoshop (rasterized)

File Type JPEG Image File
Category Raster Image Files
File Description Compressed graphic format standardized by the JPEG (Joint Photographic Experts Group) group; commonly used for storing digital photos since the format supports up to 24-bit color; also a common format for publishing Web graphics; compressed using lossy compression, which may noticeably reduce the image quality if a high amount of compression is used.



File Type Encapsulated PostScript
Category Vector Image Files
File Description PostScript (.PS) file that may contain vector graphics, bitmap images, and text; includes an embedded preview image in bitmap format; often used for transferring between different operating systems.



Program(s) that open eps files

Mac OS Apple Preview
 Adobe Illustrator, Acrobat, or Photoshop
 QuarkXpress
 Windows CorelDRAW, Adobe Illustrator, Acrobat,
 or Photoshop, QuarkXpress

File Type Portable Document Format
Category Page Layout Files

File Description Cross-platform document created by Adobe Acrobat or a program with the Acrobat plug-in; commonly used for e-mail attachments or for saving publications in a standard format for viewing on multiple computers; usually created from another document instead of from scratch.



May contain text, images, forms, annotations, outlines, and other data; preserves fonts and formatting electronically across multiple platforms; appears on the screen as it will when printed on paper. Google and other search engines now index PDF documents, which can be viewed in a Web browser using the free Adobe Reader plug-in. Can also be created in Mac OS X by selecting "Print..." and choosing "Save as PDF" from the PDF drop-down menu instead of clicking "Print."

Program(s) that open pdf files

Mac OS Adobe Reader to view (free)
 Adobe Acrobat to edit (commercial)
 Apple Preview
 Windows Adobe Reader to view (free)
 Adobe Acrobat to edit (commercial)
 Brava! Reader

File Type Graphical Interchange Format
Category Raster Image Files
File Description Image file that may contain up to 256 indexed colors; color palette may be a pre-defined set of colors or may be adapted to the colors in the image; lossless format, meaning the clarity of the image is not compromised with GIF compression.

GIFs are common format for Web graphics, especially small images and images that contain text, such as navigation buttons; however, JPEG (.JPG) images are better for showing photos because they are not limited in the number of colors they can display.



GIF images can also be animated and saved as "animated GIFs," which are often used to display basic animations on websites; they may also include transparent pixels, which allow them to blend with different color backgrounds; however, pixels in a GIF image must be either fully transparent or fully opaque, so the transparency cannot be faded like a .PNG image.

