Brand Identity Guidelines for the Town of North Yarmouth

5/15/15

START HERE

NORTH YARMOUTH

Why do we need a town brand?

As the Town of North Yarmouth grows and changes, a town brand will assist town government, committees and local organizations to identify and distinguish North Yarmouth as a unique community in the region. The town brand reflects the personality of the people, the natural assets, the local businesses, and the venerable history. The town brand embodies North Yarmouth's core principles. It is the overarching message of the community and should be applied as visibly as possible across all materials, events, and any communications inside and outside the community.

What is our brand?

There are three core principles prevalent in the Town of North Yarmouth: community, history, and commerce. Our brand is a reflection of these principles. The concept is simple: *Start Here.* The Town of North Yarmouth has a tremendous amount to offer residents and neighboring communities alike. By highlighting our assets—parks, river access, scenic roads, historic sites, civic engagement, entrepreneurial spirit—we present a broader view of North Yarmouth and encourage activity and commerce in our town.

We want people to access our town assets and *Start Here*: bike rides, trail walks, group runs, river paddling, family walks. We want businesses to *Start Here*: to establish commercial enterprises in a town that is filled with entrepreneurs and businesses of all sizes. We want families to *Start Here*: to join a community that honors green space and supports great local services, such as our schools. *Start Here* is about a town that is looking into the future—while honoring the past and highlighting what we have in the present. *Start Here* is about building a local identity with a broad appeal beyond our town borders.

PLACEMENT AND SIZING OF THE TOWN OF NORTH YARMOUTH LOGO

The logo must be legible at all times. Two factors that affect this are its size and its proximity to other elements (clear space).

X = the height of the letters in *Start Here*

Clear Space

Clear space requirements must be observed to prevent crowding the logo with other design elements such as text, photos, and graphics. Other elements must be offset by at least the distance of the height of the letters in *Start Here* (indicated by "X").

Full Logo Minimum Size

Clear space requirements The width of the words *Start Here* should never be less than .75".

.75"

Special Circumstances

In the instance that the triangle component of the logo is to be used on its own for something such as an app button, it may be as small as is necessary to fit the available space. A white background is recommended; however, black may be used for this particular purpose if preferred. Do not use any other color, as it will be difficult to see.

The Town Logo and the Town Seal

The Town logo does not replace the Town seal on official documents, but may be added to them where appropriate and in a size consistent with the content of the document and in accordance with these guidelines. All materials published for marketing, communications, or promotional purposes should display the *Start Here* branding prominently, following the rules outlined in this manual. In those instances the town seal is not needed.

Legibility

If using the logo in conjunction with a colored background, care must be taken to ensure full legibility.

The full color logo may be *only be used on a white box* if over a photo or a color background.

The black version of the logo may be used on a photo or colored background *as long as there is enough contrast to ensure complete legibility.*

The white (reverse) version of the logo may be used on a photo or colored background *as long as there is enough contrast to ensure complete legibility.*

Incorrect Usage of the Logo

To preserve the integrity of the Town of North Yarmouth logo, as well as to maintain its consistent and effective use, the graphic standards indicated in this guide must be followed at all times. If the logo is distorted in any way, it will work against the Town's branding efforts. Therefore, do not alter the logo in any way. Some sample misuses of the logo are shown here.

Do not remove parts of the logo.[1]

Do not scale the logo horizontally.

Do not scale the logo vertically.

Do not reproduce logo smaller than minimum size.[2]

Do not skew the logo.

Do not change the fonts.

Approved logo (unaltered)

Do not alter size of, or relationship between, elements.

Do not change the colors.

Do not add elements to the logo.

Do not angle the logo.

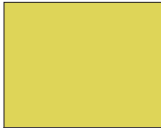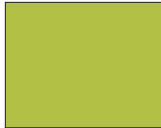Do not obscure any part of the logo with other graphic elements.

Do not remove the symbol from the icon.

[1]Please see *Special Circumstances* on p.1.

[1]Please see *Full Logo Minimum Size* on p.1.

THE COLOR PALETTE

The color palette for the Town of North Yarmouth's logo consists of a blue chosen to closely match the Town's existing signage, and a range of greens representing growth and the Town's rural nature.

PMS 584	
CMYK 21/0/89/0	
RGB 210/215/85	
HEX d2d755	

PMS 2300	
CMYK 40/0/89/0	
RGB 169/194/63	
HEX a9c23f	

PMS 376	
CMYK 54/0/100/0	
RGB 132/189/0	
HEX 84bd00	

PMS 362	
CMYK 78/0/100/2	
RGB 80/158/47	
HEX 509e2f	

PMS 2144	
CMYK 95/53/0/0	
RGB 0/103/185	
HEX 0067b9	

Color Usage

The Town of North Yarmouth logo should only appear in its standard colors as indicated. If full color is not an option, the black or white version may be used.

PMS 2300
PMS 584
PMS 376

PMS 2300

PMS 584   PMS 376

PMS 2144

PMS 362

START HERE

NORTH YARMOUTH

FONTS & TYPOGRAPHY

The typefaces used in the Town of North Yarmouth's logo are Annexxus Regular and Kyrial Display Pro Black Italic. These fonts, as a key visual component of the brand, should not be used for any other town graphics, print materials, or web design.

Used for
Start Here

(modern sans serif font to celebrate moving forward)

Kyrial Display Pro Black Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % & * ( ) _ + { } [ ] ? /

Used for
North Yarmouth

(antique style serif font to honor the Town's history)

Annexxus Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % & * ( ) _ + { } [ ] ? /

Digital terminology

DPI Refers to the number of dots per inch, or resolution, of a digital file.

- 72 dpi is low resolution for screen use only, and not intended for printing.

- 150 dpi is a medium size file, suitable for desktop printing.

- 300 dpi and higher is high resolution and may be used for professional digital or offset printing.

Digital files should never be enlarged or distortion may occur. If enlarging is necessary, the vector art files (PDF or EPS) should be used.

RGB Red/Green/Blue, the color model of digital screens. Many desktop printers use RGB color models. RGB files are provided in the Desktop Printing and Web Folders.

CMYK Cyan/Magenta/Yellow/Black, the process color model for professional printing. CMYK files are provided in the Professional Printing folders.

Common File Types

JPEG A compressed file, usually RGB, which is not transparent.

PNG A compressed file, usually RGB, which has a transparent background.

PDF A compressed file with embedded fonts and vector images, viewable by PDF Reader or Adobe Acrobat on different operating systems. The PDFs provided in the Professional Printing folders are PDF/X-1a format and can be imported into a page layout program for printing.

Vector Art Artwork which has been created (as in Adobe Illustrator) and saved as a line drawing, rather than pixels, and can therefore be enlarged without loss of quality.

All vector art files provided have transparent backgrounds.

PRODUCTION FILES & RESOURCES

Digital artwork files for the Town of North Yarmouth logo are available on the Town website. (www.northyarmouth.org) Images are provided in several file types for specific uses. The following descriptions of the file types are intended to help clarify which logo files should be used for what purpose, and the terminology at left to assist with explaining unfamiliar terms. *All logos are approximately 4" x 3" and may be reduced, but with the exception of eps and pdf files may not be enlarged.*

WEB Web — JPEG and PNG (RGB)

Web files are for web, or screen, use only. They are low resolution (72 dpi) and not intended for printing.

DTP Desktop Printing — JPEG and PNG files (RGB/black/white)

These files are mainly for printing from personal printers in the office or home and are not intended for professional print jobs (those sent out to be printed by a print house). File types provided are medium resolution (150 dpi), are comprised of pixels, and should work in most word processing programs such as Microsoft Word, Excel, etc.

If larger images are needed, do not enlarge from these files, or quality will be reduced. Use a professional printing version of the logo instead.

PRO Professional Printing — PDF and EPS files (PMS/CMYK/black/white)

For projects requiring off-site printing at a professional offset printer, silkscreener, sign maker, etc, the preferred file type is a vector EPS or PDF. These file types are linear files and may be enlarged as much needed without any distortion. Recommended for use with professional design software programs such as Adobe Creative Suite and QuarkXpress. High resolution (300 dpi) JPEG files are available as well, but may not be enlarged.

Transparent Backgrounds

Please refer to the common file types sidebar at left for an indication of which file types have transparent backgrounds, and can be used on a color background or a photo. If the image will be used on a background color or photo, or reversed out of a color, please see *Legibility* on page 2 for guidelines.

Scaling logos

Please be careful when scaling the logo artwork. It's very easy to accidentally distort the proportions. It is important that the logo not be 'stretched' or 'squished' in one dimension. See *Incorrect Usage of the Logo* on page 2 for examples.

Note: It's my intention to label the logo files with the prefixes WEB, DTP, PRO and put files under their respective descriptions (copied from above) on the website. I may even list them by name on this page. — CG