



Brand-identity Guidelines

Client: North East Iowa Tourism Association

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1.0

Introduction

Overview

The purpose of these guidelines is to explain the use of the new brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use of the logo are included.



Your new “identity”

Your identity is the face and personality presented to the global community. It's as important as the services you provide. Your identity is the total effect of your logos, products, brand names, trademarks, advertising, brochures, and presentations— everything that represents you.

Because the brand cannot be compromised, I've created this guide to provide all the pertinent specifications you need to maintain its integrity. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent your company cohesively to the outside world.

The conceptual background

This logo was originally created to brand together 7 counties as one, North East Iowa. This version is an updated and refreshed logo from its original design created over 30 years ago. The ideas and brainstorming for this logo came together to include ALL seven counties and what they have to offer, which can't be summed up in just on logo, but brought to life when visiting North East Iowa. The goal of this logo is to be current with design trends and timeless to last and represent North East Iowa for years to come. The Colors in the logo come from the Blue water of the Mississippi River. The green represents not only a lush and productive crop but the rolling green hills found in North East Iowa. The windmill is a frequent sight in North East Iowa and represents the wind energy and silhouette found among so many landscapes in North East Iowa. The Eagle is a frequent visitor to all areas of North East Iowa and is one of the most highly photographed birds in the area. North East Iowa really is, The Best Part of Iowa.



2.0

The Logo Design

The logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.



Primary logo - in color - with tagline.



Primary logo - in color - no tagline.



2.1

The Logo Usage

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.



Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo.

The marked space should always be given to let the logo 'breathe', free from distraction.



Minimum reproduction size

In the primary logo format a minimum size must be adhered to so that legibility is retained.

In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.



Wrong!

The logo has become distorted from its designed aspect ratio, therefore stretching or squashing the shape and text.

If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.



Correct!

The logo's shape is consistent with the initial design, retaining balance and legibility.



Wrong!

The backdrop for the logo's placement is too similar to the primary color - it lacks visibility and contrast.

To fix this problem, you can either select a contrasting base color, or switch to one of the secondary colors assigned to the logo.



Correct!

The logo is clear and visible, set in primary colors onto a backdrop which shows contrast.

Although the backdrop is not white, the colors have been adjusted accordingly to work with the design.



Wrong!

Important elements within the logo have been distorted, enlarged or shrunk, affecting the balance and design.

A consistent layout is essential across all media, and by changing key elements it will introduce confusion into the brand.



Correct!

The logo has been used in the fashion it was designed. A consistency has been achieved in how it is seen.



Wrong!

A color outside of the selected brand color scheme has been used. This is not recommended as it confuses the brand image.

Replacing the font is a definite no-no. The selected typeface should be used at all times with the presentation of the logo.



Correct!

The logo is presented in its primary colors using the primary typeface that has been selected for the logotype.



In most cases, use of one company logo is all that is required. If an advertisement is made by your company then that logo is usually all that is required for recognition by your audience and/or customers.



3.0

Color Scheme

Accurate reproduction of the brand color scheme is essential in communicating a clear and consistent message about the company image.

The Pantone colors should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

Black and white are acceptable as accent colors, in addition to the colors within the assigned scheme.

		Pantone color ref.	CMYK	RGB	HEX
Primary Brand Color logo / main background / business cards		Pantone 533 C	96 / 90 / 33 / 22	41 / 50 / 99	#293263
Secondary Brand Color logo text / secondary background / accent		Pantone 382 C	32 / 2 / 99 / 0	186 / 208 / 52	#BAD034
Third Brand Color highlighting / second accent		Pantone 437 C	52 / 44 / 48 / 10	125 / 124 / 120	#7D7C78
Text / Content Color		Pantone 533 C	96 / 90 / 33 / 22	41 / 50 / 99	#293263
Background / Base Color		Pantone White	0 / 0 / 0 / 0	255 / 255 / 255	#FFFFFF
Background / Base Color Alt.		Pantone 533 C	96 / 90 / 33 / 22	41 / 50 / 99	#293263



Examples of how the primary logo deals with the alternative color backgrounds from the suggested scheme.

The only 'rules' are that the colors do not clash and that there is a level of contrast (or difference) between logo, typography and it's specified backdrop.

This also applies to the logo's placement over a photographic background, pattern, visual graphics or other media. Tagline not need when placed on busy background or photograph, use your own disccussion, as long as you can read it clearly.



4.0

Typography

The primary typeface is Century Gothic with a secondary **Centrury Gothic Bold** to complement the primary. These have been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the logo.

Replacing fonts with alternatives should not be done under any circumstances.

Primary Typeface

Century Gothic Main logotype text / Content

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

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Secondary Typeface

Century Gothic Bold IOWA / Subheadings

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

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5.0

Contact Details

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