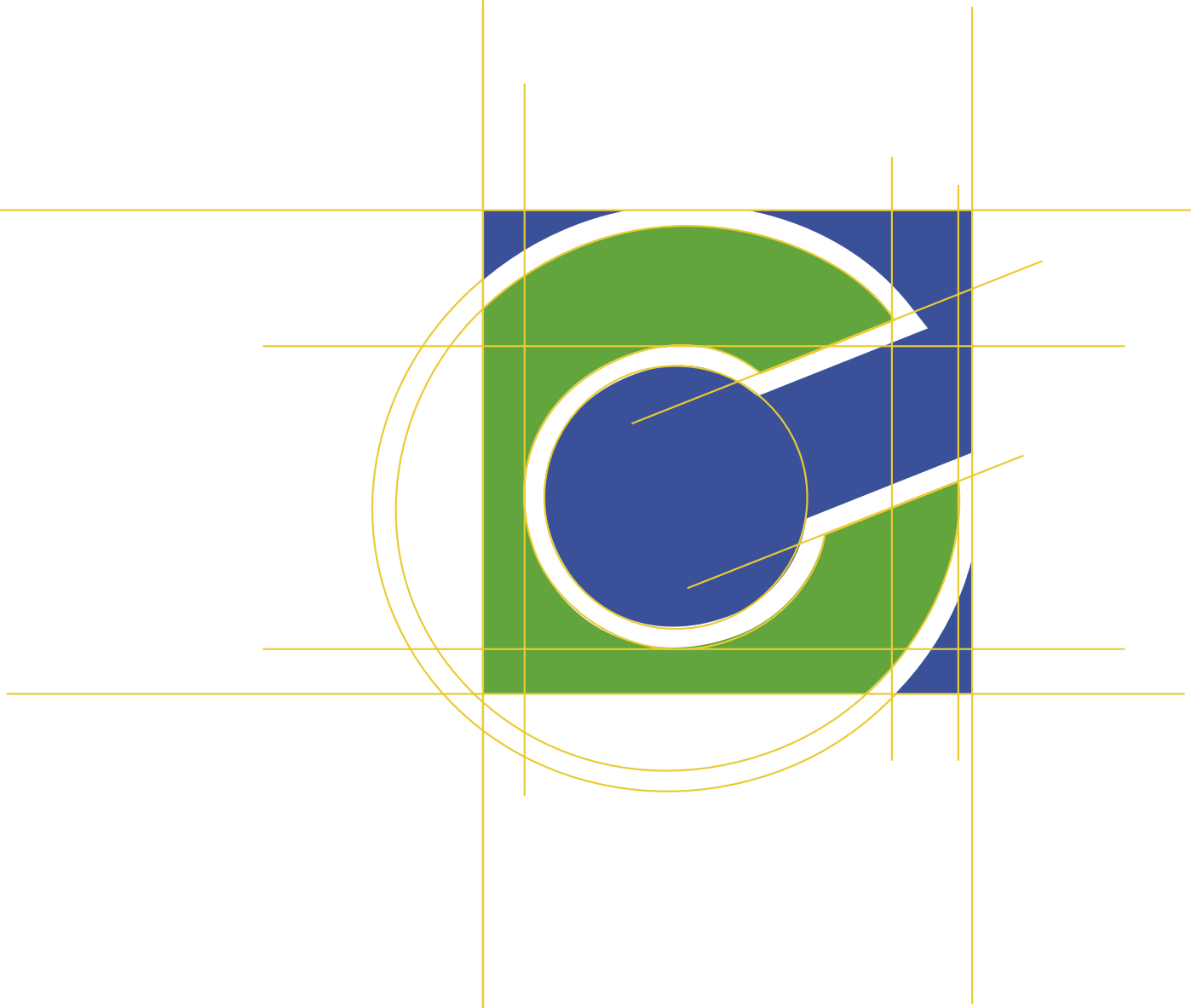
columbusindiana



# Brand Graphics Information and Standards Guide

August 2007

**“A product is made in a factory.**

**A brand is made in the mind.”**

—Walter Landor

A well-respected brand can be our most valuable asset. It embodies all that we stand for, conveys the beliefs and principles upon which we operate, and serves as our introduction into any forum. As we communicate with a variety of audiences, consistent application of the Columbus Brand Graphic and Message is crucial to building and maintaining a strong position among the Midwest’s great cities.

This Columbus Brand Graphics Information and Standards Guide was assembled with simply two goals in mind: to make your life easier; and to ensure the success of the Columbus Community Brand Message which was developed after much discussion, surveys, and input from all areas of our community.

The information presented in this guide exists to educate and equip you with the tools to produce more-effective communication using the Columbus Brand Graphics. There may be special circumstances and unexpected situations where strict compliance may need to be reviewed. With this in mind, we have set forth guidelines which should give you the flexibility to adapt to most any design situation and still maintain the integrity of the Columbus Graphic Brand. These guidelines will help you reproduce the Columbus Graphic Brand with care, precision, and consistency.

The City of Columbus, Chamber of Commerce, Visitors Center, Economic Development Board, and community leaders fully support and are committed to the success of this program. Representatives from each of these groups will be available to assist in any way possible to help you achieve the correct and compliant uses of the Columbus Brand Graphics and Message.

Your understanding and participation is greatly appreciated.

C O N T E N T S


**Introduction** 1

**Graphic Components** 2

**Columbus Brand Graphic with Tagline**

- Basics 3
- Sizes and Clear Space 4
- Backgrounds 5

**Columbus Brand Graphic**

- Basics 6
- Sizes and Clear Space 7
- Backgrounds 8

**Columbus, Indiana Partners** 9

**Color Palette**

- Primary Colors 10
- Secondary Colors 11

**Typography**

- Primary 12
- Secondary 13

**Unacceptable Usage** 14

**Assistance and Information** 15

Graphical "C"

City Name

Branding Line

columbusindiana

unexpected.unforgettable.

Some may call it a logo. Some may call it a signature. And both are correct.

At the heart of our new Branding Campaign for the City of Columbus is the Brand Graphic shown here. Inspired by Paul Rand's graphic designs for Columbus, Indiana in the 1970s, our new Columbus Brand Graphic contains three components:

**1. Graphical "C"**
This is the graphic component that can be used in a variety of ways in the design of communication materials which emphasize the strong, architectural tone of our city.

**2. City Name**
Its unique characteristic is the use of lower case letters with both bold and book typographic weights mixed for emphasis.

**3. Brand Tag Line**
This is the statement on which many promotional messages will be built around. It too is in lower case and mixes bold and book typographic weights for uniqueness.

As you incorporate this graphic into your communication materials, this will assist you in identifying and describing the components of the Columbus Brand Graphic.

columbusindiana
unexpected.unforgettable.

Other acceptable, but not preferred uses

columbus indiana
unexpected.unforgettable.

columbus indiana
unexpected.unforgettable.

columbus indiana
unexpected.unforgettable.

columbusindiana
unexpected.unforgettable.

columbusindiana
unexpected.unforgettable.

columbusindiana
unexpected.unforgettable.

Through much discussion, public research, and surveys, the Brand Message line "unexpected. unforgettable." was developed and incorporated into the design of our Columbus Brand Graphic.

Shown here is the Columbus Brand Graphic with the Brand Message. In nearly every case, this is the most recommended Graphic to be used. It reinforces many communication initiatives that are currently underway to strengthen and build awareness of the Columbus Brand.

To maintain our identity and integrity, the recommended use of the Columbus Brand Graphic is shown at the top. In the lower portion of the page are other examples of acceptable (but not preferred) formats and colors of the Brand Graphic.

Clear Area around Logo

Minimum Reproduction Size

**Clear Space**
When using the Columbus Brand Graphic, always maintain the minimum clear space around the Graphic to maintain its integrity. The minimum clear space must never differ proportionately from the diagram shown here.

To maintain visual clarity and to provide maximum impact, the Graphic should never appear to be linked to or to be crowded by copy, photographs, or other graphic elements.

**Minimum Size**
When designing for print, the Columbus Brand Graphic should never be reduced to less than one inch in overall width. Reproducing at smaller sizes will impair legibility and diminish the impact of the message.

**One Primary Color**

**Two Primary Colors**

**Two Primary Colors plus one Secondary Color**

**Black with screen**

In nearly every situation, the preferred method is to have the Columbus Brand Graphic reproduced as solid color on a white background.

However, depending on the medium, there may be a design opportunity to use the Columbus Brand Graphic on a solid color field background. The examples here illustrate the acceptable background color design options. (For more detailed information regarding Primary and Secondary color requirements for the Columbus Brand Graphic design, please see pages 9 and 10.)

Because of legibility concerns, the use of the Brand Graphic overprinting or reversed out of photographic images is strongly discouraged. Either white or an appropriate solid color will yield the desired clarity and impact.

Shown here is the Columbus Brand Graphic to be used when the Brand Tagline is not needed or appropriate. As with most information in this guide, if there is any question regarding the appropriateness of its use without the Brand Tagline, please contact the persons listed at the end of this Guide.

To maintain our identity and integrity, the recommended use of the Columbus Brand Graphic is shown at the top. In the lower portion of the page are other examples of acceptable (but not preferred) formats and colors of the Brand Graphic.

columbusindiana

**Other acceptable, but not preferred uses**

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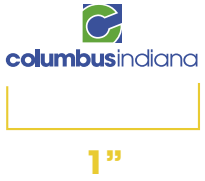
columbusindiana

Clear Area around Logo

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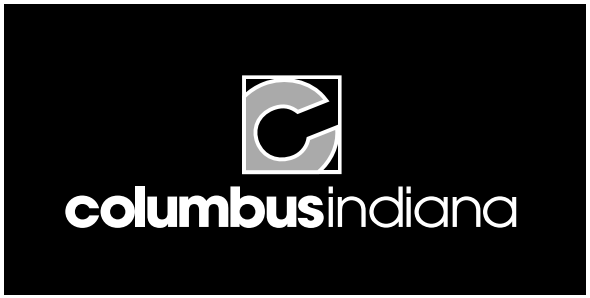

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Because of legibility concerns, the use of the Brand Graphic overprinting or reversed out of photographic images is strongly discouraged. Either white or an appropriate solid color will yield the desired clarity and impact.

**Acceptable Logo Options**

There are many local businesses, organizations, and individuals who will be participating in the Brand Building process for Columbus. As their participation is recognized, they will be authorized to use one of the Columbus Partner graphic design options shown.

The design options are fixed and their use must be used in compliance with color and reproduction standards and guidelines noted in this Guide.

(For more information about Columbus Partner programs, please see Page 15.)

| | Pantone Color | Process Color | RGB | Web-Safe Hex |
|---|---|---|---|---|
| | PMS 286C<br>PMS 286U | C: 100<br>M: 83<br>Y: 6<br>K: 1 | R: 0<br>G: 56<br>B: 172 | Hex: 00 38 AC |
| | PMS 362C<br>PMS 362U | C: 82<br>M: 16<br>Y: 100<br>K: 3 | R: 45<br>G: 150<br>B: 44 | Hex: 2D 96 2C |

**Primary Blue** **Primary Green** **Secondary Yellow** **Secondary Red**

Color influences the way we perceive our world and the Columbus Brand colors have been selected to influence the way people think about our city.

Our Brand Color Palette consists of two sets of colors: the primary and the secondary. The primary colors of Blue and Green are to be the priority choice when printing inks are limited. The secondary colors of Yellow and Red are to be used where applicable.

Required ink/electronic color numbers and formulas for the primary colors are listed here.

When printing, spot color printing is the preferred option and should be used as often as possible because only these inks can reproduce the full brightness of the Brand Colors. Four-color process printing may be used when spot color reproduction is not available. The factors which influence color reproduction are: press process, paper stock, line screen, and ink coverage. (For more information, please see page 15.)

* The colors shown on this page and throughout this guide have not been evaluated by PANTONE®, Inc., for accuracy and may not match the PANTONE Color Standards. Refer to the current edition of the PANTONE Color Formula Guide for accurate colors. Pantone is a registered trademark of PANTONE, Inc.

| | Pantone Color | Process Color | RGB | Web-Safe Hex |
|---|---|---|---|---|
| | PMS 123C<br>PMS 123U | C: 0<br>M: 22<br>Y: 92<br>K: 0 | R: 255<br>G: 198<br>B: 42 | Hex: FF C6 2A |
| | PMS 186C<br>PMS 186U | C: 11<br>M: 100<br>Y: 85<br>K: 2 | R: 209<br>G: 23<br>B: 55 | Hex: D1 17 37 |

**Primary Blue** **Primary Green** **Secondary Yellow** **Secondary Red**

Our Brand Color Palette consists of two sets of colors: the primary and the secondary. The primary colors of Blue and Green are to be the priority choice when printing inks are limited. The secondary colors of Yellow and Red are to be used where applicable.

Required ink/electronic color numbers and formulas for the secondary colors are listed here.

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Used for Headlines and Display

# ITC Avant Garde Bold

**ASDFGHJKLQWERTYUIOPZXCVBNM**
**asdfghjklqwertyuiopzxcvbnm**
**1234567890**

Used for Headlines, Display, and some Text Applications

# ITC Avant Garde Book

ASDFGHJKLQWERTYUIOPZXCVBNM
asdfghjklqwertyuiopzxcvbnm
1234567890

The Columbus Brand Graphic is a fixed art file that should not be altered. When creating communication materials, there is more consistency and impact when these primary and secondary typefaces (fonts) are used.

When working with the recommended typefaces, let legibility be your guide in terms of point size, column width, reversing type on color fields, or overprinting on images.

Let content dictate the use of the respective Primary Typefaces:

**ITC Avant Garde Bold** is used for headlines, subheads, and any other display use.

**ITC Avant Garde Book** is also used for headlines, subheads, and some text applications.

(Please see Page 13 for other recommended typography uses.)

Used for Headlines within Text and Body Copy

## ITC Avant Garde Bold Condensed

**ASDFGHJKLQWERTYUIOPZXCVBNM**
**asdfghjklqwertyuiopzxcvbnm**
**1234567890**

Used for Text and Body Copy

## ITC Avant Garde Book Condensed

ASDFGHJKLQWERTYUIOPZXCVBNM
asdfghjklqwertyuiopzxcvbnm
1234567890

Limited use for Headlines and Display in situations where Avant Garde is not available

## Arial Bold

**ASDFGHJKLQWERTYUIOPZXCVBNM**
**asdfghjklqwertyuiopzxcvbnm**
**1234567890**

Limited use for Body Copy in situations where Avant Garde is not available

## Arial

ASDFGHJKLQWERTYUIOPZXCVBNM
asdfghjklqwertyuiopzxcvbnm
1234567890

The Columbus Brand Graphic is a fixed art file that should not be altered. But when creating communication materials, there will be more consistency and impact when these primary and secondary typefaces (fonts) are used.

When working with the recommended typefaces, let legibility be your guide in terms of point size, column width, reversing type on color fields, or overprinting on images.

Let content dictate the use of the respective Secondary Typefaces:

**ITC Avant Garde Bold Condensed** is used for headlines and subheads within text and body copy.

**ITC Avant Garde Book Condensed** is used for text and body copy.

When designing in applications with restrictive font sets or limited choices such as Word® or PowerPoint®, use Arial and Arial Bold.

The success of the Columbus Branding Program depends on correct and consistent use of the Brand Graphics.

As you incorporate the Brand Graphics into communication materials, it is important that the standards and recommendations covered in this Guide are followed to maintain the consistency and integrity of our Brand messages.

**What Not To Do**

On this page, we've assembled a gallery of "what not to do" examples as a way to help avoid incorrect use of the Columbus Brand Graphic. If you are still unsure of the appropriateness of use, please see Page 15 on how to obtain assistance.

The Columbus Brand Graphics and Message represents the work and input of hundreds of residents, community and civic leaders, marketing professionals, and the Columbus Area Economic Growth Council. All who were involved are committed to making this program work today and well into the future as Columbus grows as a leading city in Indiana and the Midwest.

As you use this information Guide to assist you in the correct usage of the Brand Graphics, should questions arise on related uses not covered here, please contact:

**Lynn Lucas** at (812) 378-2622
lynnlucas@sbcglobal.net

or **Joe Myers** at (812) 219-9848
joe@myerscroxtongroup.com

**Electronic Art Files**
(eps, jpeg, or tiff)
of the Columbus Brand Graphics are
available by contacting:

Lynn Lucas
Columbus Visitors Center
lynnlucas@sbcglobal.net

or

Joe Myers
MyersCroxton Group
joe@myerscroxtongroup.com