



W A V E R L Y

Welcome Home

BRAND STYLE GUIDE

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Prepared by:



AMPERAGE
MARKETING & FUNDRAISING

About this Guide

CONSISTENCY

How we communicate is as important as what we communicate. Consistent application of the logo, its colors, typography and supporting layout are vital to strengthening the *Waverly Welcome Home* brand identity. This style guide outlines the graphic standards that must be followed in order to achieve a unified and consistent visual identity program. Maintaining quality control and design consistency is critical to ensuring a strong brand and positive image.

Primary Logo – Color



PRIMARY Logo – 1 color



PRIMARY Logo – Black



PRIMARY Logo – White



Our Logo

Our logo is one of the most important tools we have to visually convey our brand name and identity. It should be used in all communications we produce. It is recommended that the full color primary logo be used for all communications; however, if circumstances require a single color, the blue one-color logo or the black logo is acceptable.

A white logo has been created for use over one of the solid colors described in this guide.

The logo's type may be used alone **only** if space is limited and it is not practical to include the home.



Use this logo *only* when space is limited

Social Media Icon

To accommodate the requirements of social media sites, a special icon has been created. Use this icon consistently on all *Waverly Welcome Home* social sites.

Social media icon



Correct Logo Usage

MINIMUM SIZE

When sizing our logo in printed materials, a general rule is to be sure it isn't so small that it looks too weak or so large that it is too dominant — stealing visual power from the text or photos. The recommended minimum size of 1.3 inches is the smallest the logo should be reproduced.



Minimum size: 1.3"

CLEAR SPACE

To ensure that the logo is not compromised, an area of clear space has been established. No other text or logo is to appear within this area. The minimum area of clear space around the logo is equal to the height of left vertical stroke of the work "Home" as shown here.



WHICH FILE FORMAT DO I USE?

The *Waverly Welcome Home* logos are available in a number of file formats. For commercial printing, silkscreened items and signage, a vector-based file is usually preferred. Choose the Illustrator .eps format for this purpose. Logos in .jpg or .png format are preferred for PowerPoint, Word documents and for web applications.

Incorrect Logo Usage

- The logo should not be screened back.
- Logo colors must not be changed from the colors shown in this guide.
- The logo must never be stretched, squeezed or distorted in any way.
- The position of type in relation to the logo must not be altered.
- Avoid using backgrounds other than solid white or solid black (with reverse logo). Other colors, patterns or images can greatly reduce legibility.



Typography

Pridi and Helvetica are considered the primary *Waverly Welcome Home* fonts. Using the approved fonts will bring a more uniform look to type as a brand element.

Pridi is recommended primarily for headlines and large subheads. It has a friendly, blocky look that projects the joyful, welcoming nature of the *Waverly Welcome Home* theme. It can be used alone for simple display ads and signs, or in combination with Helvetica to create a wide variety of designs while maintaining a consistent brand personality. The Pridi font family can be download at no cost from *Fonts.Google.com*

Helvetica is a professional, clean sans-serif typeface and is available on most operating systems. Helvetica Light and Regular are recommended for body copy. The bold weight is recommended for subheads and for special emphasis in long text. For unusual situations where Helvetica is not available, Arial is an acceptable replacement.

Body copy font FOR WEB ONLY is Roboto. This font is specially designed for the web applications. The font family can be download at no cost from *Fonts.Google.com*

FOR VERY LIMITED USE

For special emphasis on a word or two in a large headline, Hello Sunshine Regular may be used as shown in the example below. It is available from *FontSpring.com*.



RECOMMENDED FONTS

For Headlines and large subheads:

Pridi Regular

Pridi Medium

Pridi SemiBold

For Body Copy and Small Subheads:

Helvetica Light

Helvetica Regular

Helvetica Bold

If Helvetica is not available, Arial is acceptable:

Arial Regular

Arial Bold

Roboto Light

Roboto Light Italic

Roboto Regular

Roboto Regular Italic

Roboto Medium

Roboto Medium Italic





Hello Sunshine Regular

Colors

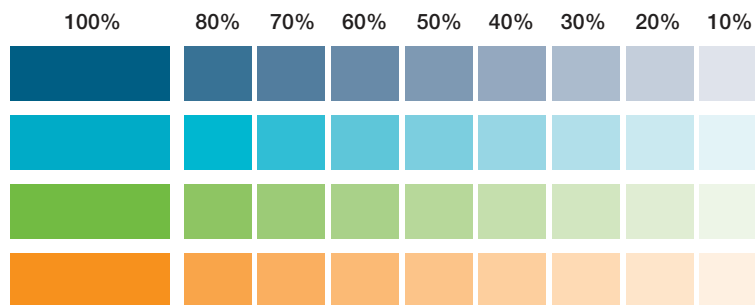
It is important that our colors be used consistently in all communications. Shown here are the approved colors for use in the *Waverly Welcome Home* materials and on the web. The logo is created in four process colors, as well as in colors from the Pantone Matching System (PMS). Pantone colors are to be used when screen printing the The City of Waverly logo on apparel or for specialty items.

For signage, always provide Pantone colors to the vendor for color matching purposes.

The secondary colors may be used along with the primary colors in *Waverly Welcome Home* designs. The colors may be used full strength or at reduced opacity as backgrounds to highlight certain information.

	Pantone Color	C	M	Y	K	R	G	B	HTML#
Primary Colors	 PMS 7469	100	58	30	10	0	95	134	005f86
	 PMS 3125	95	2	22	0	00	171	200	00abc8
Secondary Colors	 PMS 368	60	2	100	0	134	190	64	86be40
	 PMS 144	0	51	100	0	237	139	0	ed8b00

It is acceptable to use screens of the *Waverly Welcome Home* colors for design purposes, but the colors within logos should NOT be altered.



NOTE: Colors will be affected by the paper stock on which they are printed. When printed on a coated enamel paper, colors will appear cleaner and generally brighter than when printed on an uncoated paper. Pantone colors that are converted to four-color process will also shift slightly because they are built from four separate colors. Colors will vary from one electronic device to another based on the screen brightness and lighting within the viewing environment.