Manistee, Michigan BrandTouch™ Manual

Order comes from simplicity. Inside, you will find the simple rules that guide the Manistee, Michigan Brand, and will help create equity as we tell others about Manistee

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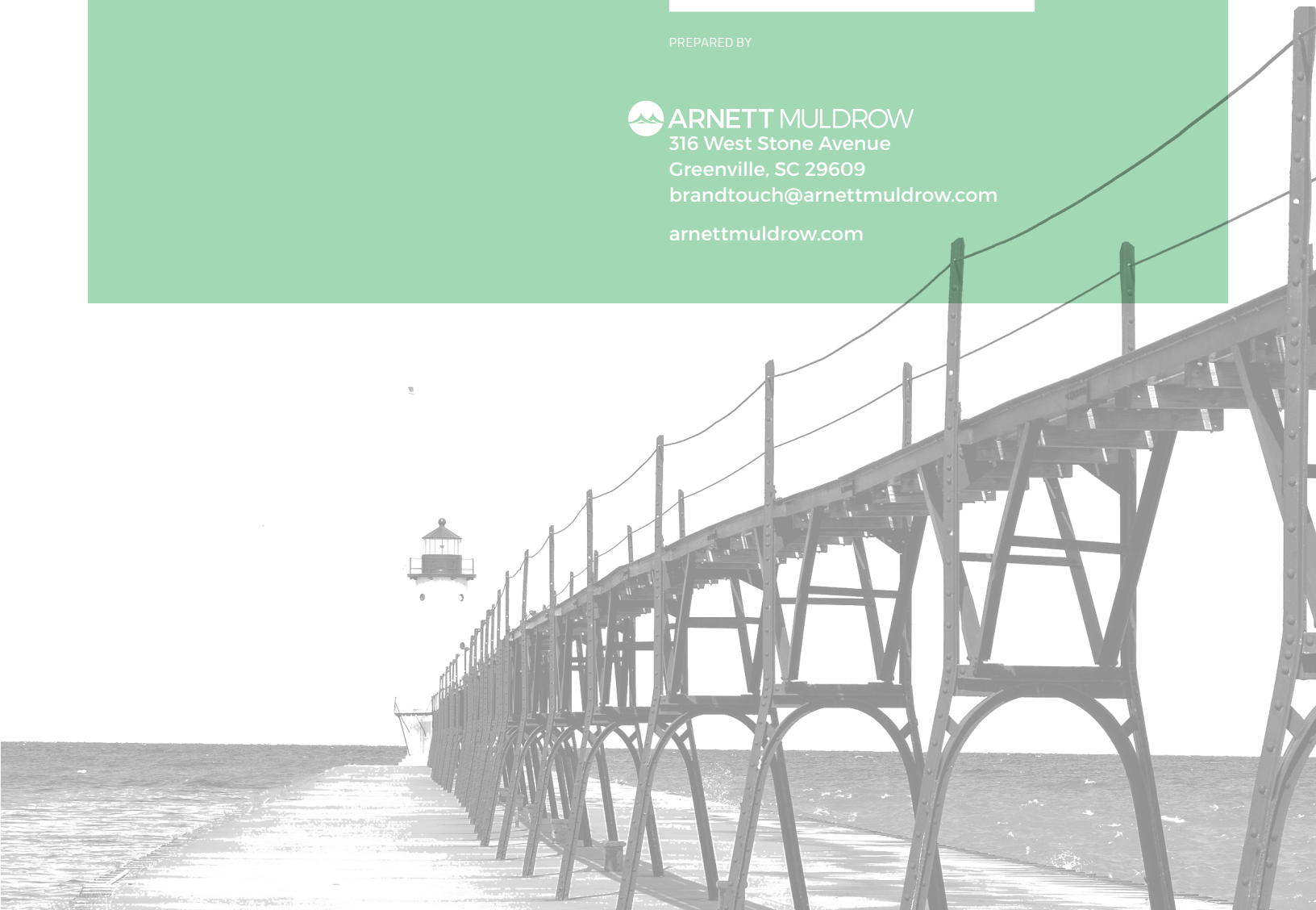


The Brand Manual is essentially a set of rules that explain how your brand works.

Brand guidelines should be flexible enough for your community to be creative, but rigid enough to keep your brand easily recognizable. Consistency is key, especially if you need the brand to extend across multiple media platforms.

1.0 Brand

2.0 Logo

3.0 Color

4.0 Typography

5.0 Expansion

6.0 Resources

1.1 Brand Statement

The core values define the company's strengths and how it needs to behave to achieve its vision.

UNDERSTANDING VALUE

Too often, designers orient messaging around what THEY believe to be the most important features of their community, instead of looking into what's actually important to citizens. Take the time to understand your community and their values, then align your messaging accordingly.

Brand Statement

For hundreds of years, people have been drawn to this stunning place where the forest and the waters converge, this place that we call home.

From the Ottawa to the Early Jesuits, the richness of our nature provided an ample life.

Then came sawmills and schooners that drove our vibrant economy and built our victorian downtown.

And below our feet, we discovered salt, which fueled another industry, local business and a unique flavor.

This city on the water, Manistee, has always been connected to the beauty that surrounds it.

Manistee is again experiencing renaissance. Our beautiful historic buildings are being restored, the lights of the Vogue shine bright, the halls of the Ramsdell are rich with art, new businesses are joining our community, and our streets are becoming vibrant.

Manistee is focused on health and dedicated to education. We believe that our community is the kind of place that you should be able to live from the cradle to the career. We believe that the power of this place will drive the innovation for our future.

We are Manistee.
And We are Proud of Our Home.

The River Drives Us.
The Forest Beckons Us.
The History Connects Us.
The Beauty Keeps Us.

We are Manistee.
Soul of the Water. Spirit of the Woods.

1.2
Brand Message

The primary message used to express the brand promise. This reflects the desired position of the brand.

LOGLINE

Your logline should give people an idea of what you offer and provide some sort of hook to stimulate interest. For example, "a boutique PR agency that specializes in launching hot emerging tech companies" or "an accounting firm that deals exclusively with small-business audits."

Once you've got your logline, go back through your marketing copy and make sure these simple messages come through loud and clear. You can also use the logline itself in your marketing materials, on your web site and social media properties, and in conversations with customers and prospects.

Manistee, Michigan: Soul of the Water, Spirit of the Woods

2.1 Logo

Your community already has a personality. The job of the brand is to preserve that personality while helping the community to realize its vision of its future.

A. LOGOMARK

A logomark is an identifying mark or symbol that doesn't contain the business name. Think of the Nike 'swoosh', Shell, WWF, Mercedes or Adidas.

B. WORDMARK

A wordmark refers to words or the name of a business that is designed in a special way. Examples include Pinterest, eBay or Google.

C. LOGO

The logo is the combination of the logomark and logotype along with the tagline to graphically convey the identity of the community.

A

B

manistee™
MICHIGAN

C

manistee™
MICHIGAN

2.2
Logo Variants

Choosing the right dominant color for your brand is crucial. This color should appear on all your materials, including your logo and signage.

LOGO USAGE

As much as possible, the color you choose should set you apart, work with your industry and image, and tie to your brand promise. It should also take into account color psychology, which is fairly complex. Colors can mean different things depending on the culture, situation and industry.

2.3
Logo Sizing

A logo lockup refers to the formalized position/ relationship of the brand's logo (symbol) and its wordmark (logotype).

A. MINIMUM SIZE

Smaller than about 3/4 of an inch, and most logos become ineffective. It doesn't mean you can't make them smaller, you just have to know the rule before you break the rule.

2.4
Logo Spacing

The area that surrounds the logo known as “clear space” is as important as the logo itself.

WHAT IS CLEARSPACE

The area that surrounds the logo is as important as the logo itself. The minimum area of A, known as “clear space,” provides breathing room to the logo and eliminates visual clutter (text, graphic elements or other logos) that can compete with logo legibility – thereby diminishing the effectiveness of the logo.

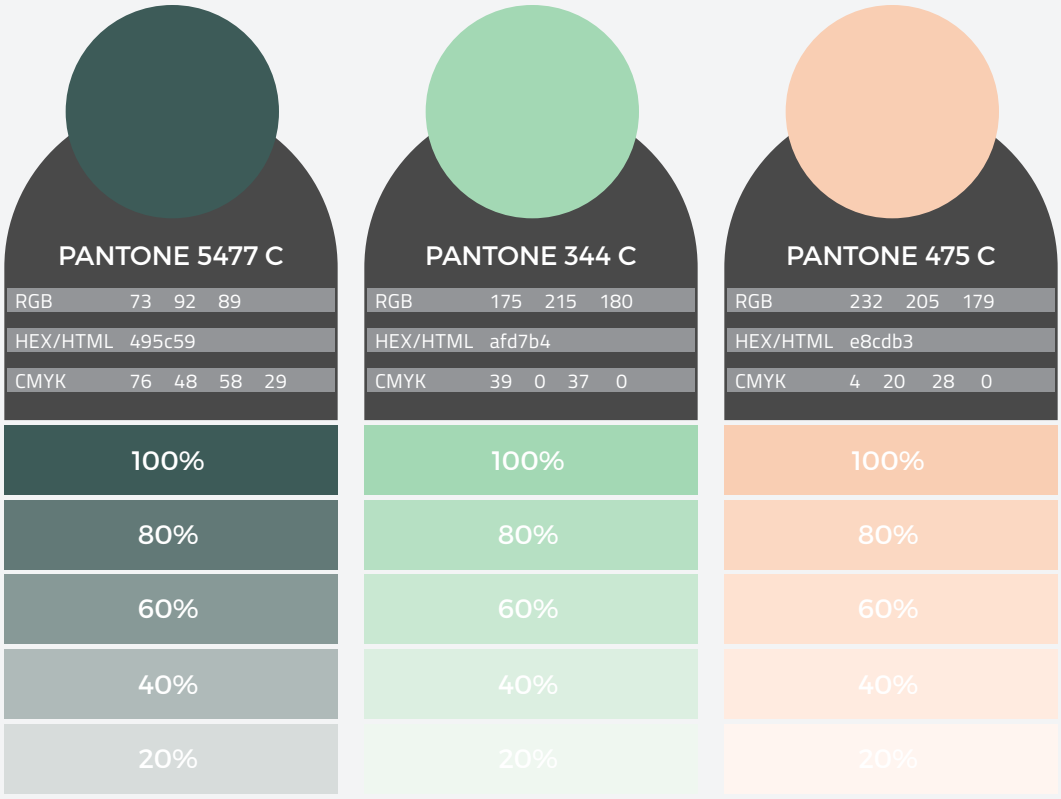
3.1 Color Palette

Color choices are used to differentiate items, create depth, add emphasis, and help organize information.

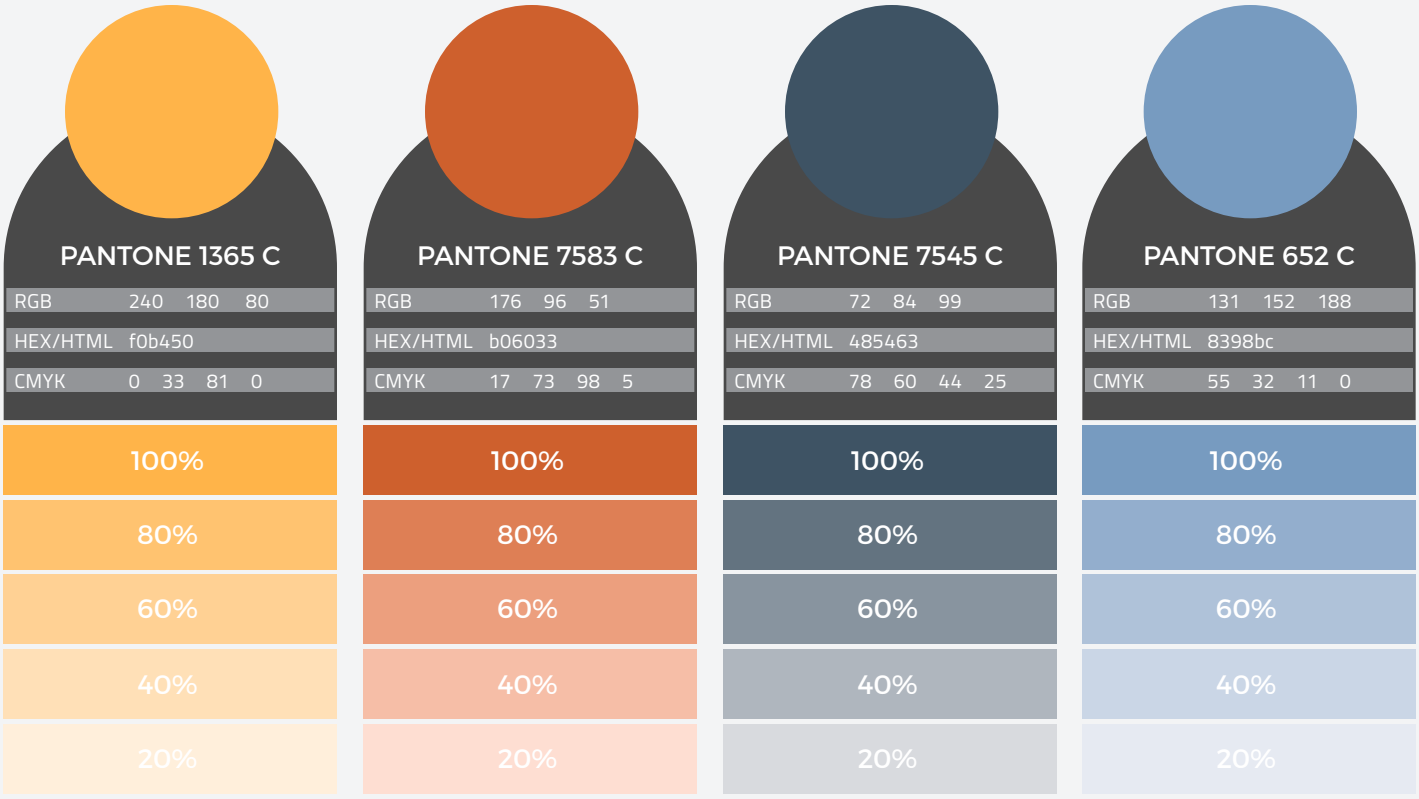
COLOR THEORY

Every time a consumer interacts with a brand, an opportunity exists for the company to influence their audiences' perceptions. It is up to the marketer to decipher which design and colors will influence the consumer to purchase. By educating oneself on the psychology behind color theory, marketers can further tap into branding techniques and better connect with their market, leading to a stronger brand-consumer relationship and increased profit.

Color Swatches



Almost 90% of people's assessment on products or services is based on colors alone. Due to colors' strong influence on moods and feelings, their association with products can influence our attitudes and affect purchasing power towards brands.



4.1 Typography

Typography plays a crucial role in the design of your brand identity. The typography in your logo can be as impactful as a graphic.

SWATCHES

Typography is the visual component of the written word.

Text is any combination of letters, numbers, or other characters. Text stays the same no matter how it's rendered. Consider the sentence "I like pizza." I can print that text on a piece of paper, or read it aloud, or save it in a file on my laptop. It'll be the same text, just rendered different ways—visually, audibly, digitally.

But when "I like pizza" is printed, typography gets involved. All visually displayed text involves typography—whether it's on paper, a computer screen, or a billboard.

Don't infer from the highway-sign example that typography is another word for font. Fonts are part of typography, but typography goes beyond fonts.

www.practicaltypography.com/what-is-typography.html

Do not think of type as something that should be merely readable.

It should be beautiful.

4.2
Primary Typeface

Azo Sans Bold

Hello I'm:

Azo Sans

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Azo Sans Light

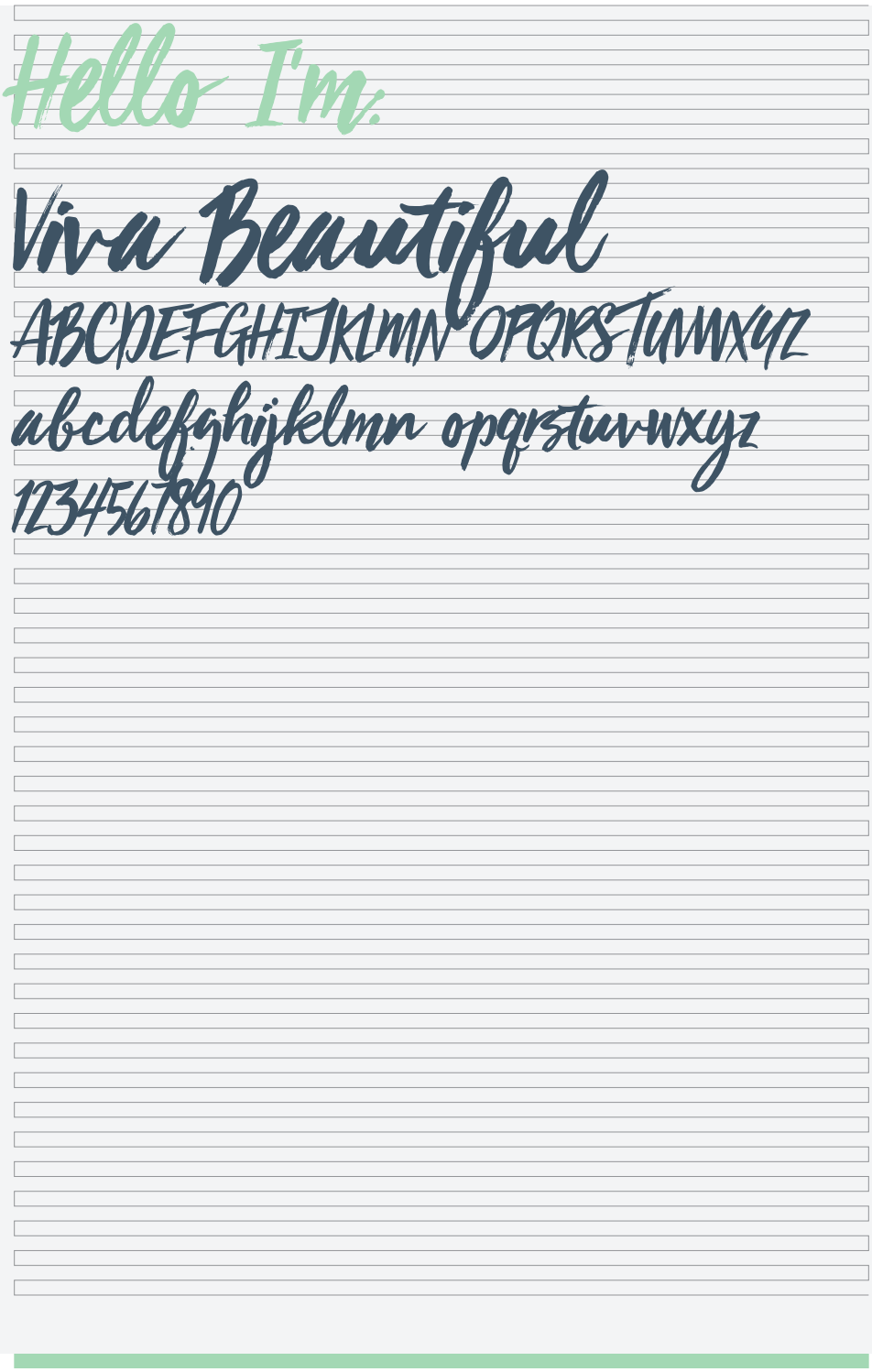
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&

Azo Sans Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&

4.3
Secondary Typeface

Montserrat Regular



4.4
Type Hierarchy

In order to guide the reader, then, headings are usually large, sub-headings are smaller, and body type is smaller still.

LEADING

For legible body text that's comfortable to read, a general rule is that your leading value should be greater than the font size; from 1.25 to 1.5 times

TRACKING

The space between letters in a block of text. In CSS this is defined with the letter-spacing property

WIDOWS & ORPHANS

A single word at the end of a column is a widow and if it's at the top of a new column it's an orphan. They look bad and can be hard to read.

Manistee,

H1

Manistee, Michigan

H2

Manistee, Michigan

H3

Manistee, Michigan

H4

Manistee, Michigan

BODY COPY

Manistee, Michigan

CAPTION

Manistee, Michigan

CC

5.1 Wayfinding

The wayfinding system should be introduced as part of the brand because it plays such an important role in the perception and flow of your community.

PRIMARY GATEWAYS
These gateways are the primary intersection points and main entry ways to town. They need to be highly visible and introduce the brand.

BUILDING MARKERS
The markers can be either wall mounted or monument style and denote important landmarks in the downtown district.

TRAILBLAZERS
Trailblazers are the directing signs leading motorists to the main attractions in the area. These should have a maximum of three locations per sign and carry motorists from gateway to parking lot. Colors can be used to distinguish between different districts and can become smaller as the scale and speed of the roadway narrows.

STREET BANNERS
Banners are very popular and help to add color and movement to the lanes of travel, acting as a speed calming device. They too can be color coded by district and can promote local events, as well as promoting the brand.

PARKING SIGNAGE
Identifying parking is important in creating a parking system in downtown. Visitors are more likely to walk a block or two to shop if the signage system leads them directly to a public parking lot and tell them how to proceed. The parking markers can be by themselves or as attachments to trailblazer signs.

INFORMATIONAL KIOSKS
Informational kiosks serve as the transition point for vehicular traffic to pedestrian traffic. These kiosks should be located at major public parking resources and should include a map and the shopping & dining guide, along with the walking tour brochures.

5.2
Collateral

Now is the time to put your logo on everything.
AND WE MEAN EVERYTHING.

SHOPPING BAGS
Perfect for local businesses to use to show that Manistee, Michigan is a shopping

BUSINESS CARDS
Above all else, a business card is a tangible object that you can use to provide your contact information to potential customers. Because of this, it's essential not to sacrifice clarity for design elements. Most business cards contain your business name, your name and title, your telephone number, an email address, and a street address.

FASHION MERCHANDISE
Customers and citizens deserve the opportunity to show their pride in their hometown with fashionable merch available from local organizations and locally owned business.

5.3 Advertising

The activity of attracting public attention to a community or event, by placing announcements in the print, broadcast, or electronic media

HEADLINES

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.

ARTWORK

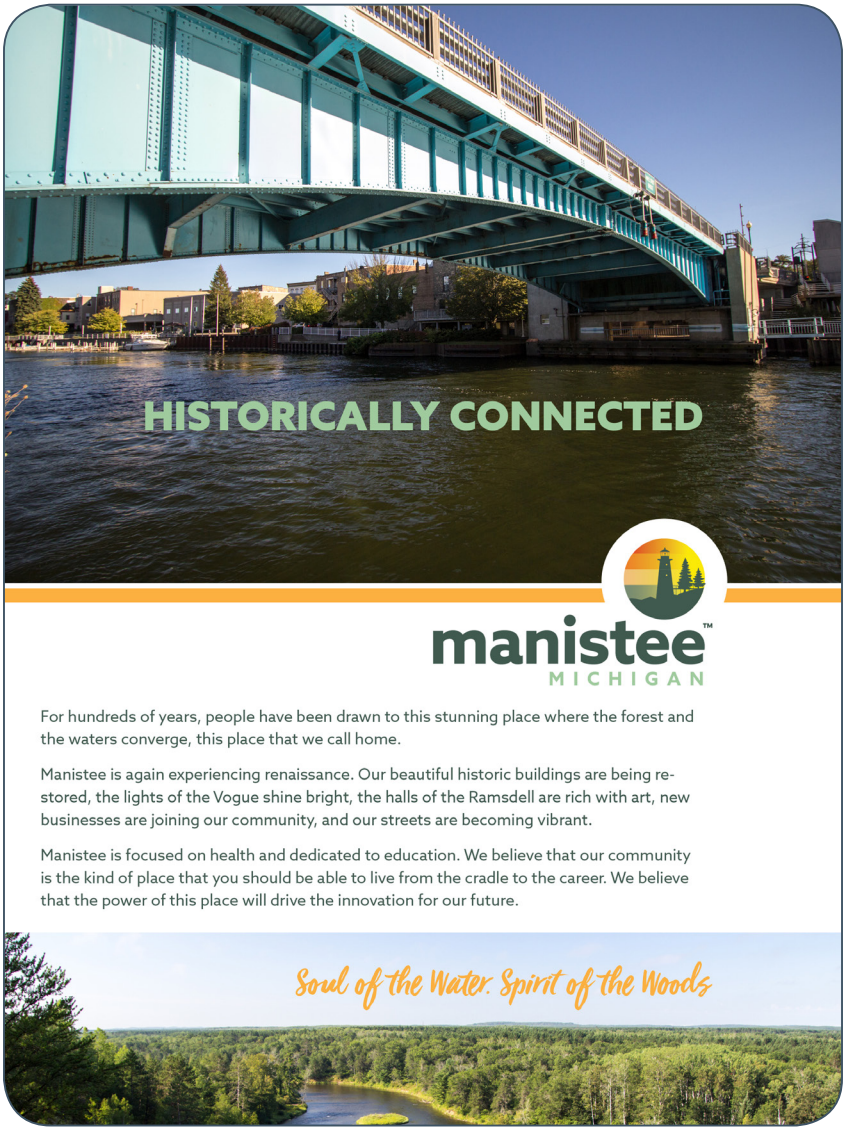
Photographs, drawings, and graphic embellishments are a key visual element of many types of ads. Some ads may have only a single visual while others might have several pictures. Even text-only ads might have some graphics in the form of decorative bullets or borders. When included with visuals the caption is one of the first things most readers look at after the visual.

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.



Manistee, Michigan Graphics Catalog

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6.1
Logo Contact Sheet

File Format Guide

All of the included graphic files might not work on your machine, but that does not mean that the file is corrupted or that their 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: Portable Document Format

Category: Vector Image 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.

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: 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. JPEG files do not support transparency.

File Type: Encapsulated PostScript

Category: Vector Image Files

File Description: PostScript (.PS) file that 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, Photoshop, or QuarkXpress
Windows	CorelDRAW, Adobe Illustrator, Acrobat, or Photoshop, QuarkXpress

File Type: Adobe Illustrator File

Category: Vector Image Files

File Description: Native file format 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: PNG Image File

Category: Raster Image Files

File Description: Portable Network Graphics (PNG) is a raster graphics file format that supports lossless data compression. PNG supports palette-based images, grayscale images (with or without alpha channel), & full-color non-palette-based RGB images (with or without alpha channel). PNG was designed for transferring images on the Internet, not for professional-quality print graphics, & therefore does not support non-RGB color spaces such as CMYK.

In Microsoft Office, you can place EPS or PDF files that support transparency by going to the "Insert" menu and selecting "Photo>Picture from File..." This will ensure your files are using the highest resolution graphics for output.

City-Black.jpg

City-Blue.jpg

City-Blues.jpg

City-Gold.jpg

City-Green.jpg

City-Greens.jpg

City-Orange.jpg

City-Oranges.jpg

City-White.jpg

ICON-4C.jpg

ICON-Black.jpg

ICON-Blue.jpg

ICON-Gold.jpg

ICON-Gradient.jpg

ICON-Green.jpg

ICON-LtGreen.jpg

ICON-Orange.jpg

ICON-shade-Black.jpg

ICON-shade-Blue.jpg

ICON-shade-Gold.jpg

ICON-shade-Green.jpg

ICON-shade-LtGreen.j...

ICON-shade-Orange.jpg

ICON-shade-White.jpg

ICON-small-4C-V2.jpg

ICON-small-4C.jpg

ICON-small-shade-Gre...

ICON-White.jpg

Manistee-horz- Black.jpg

Manistee-horz-4C-V2.j...

Manistee-horz-4C.jpg

Manistee-horz-Blue.jpg

Manistee-horz-Gold.jpg

Manistee-horz-Green.jpg

Manistee-horz-LtGree...

Manistee-horz-Orange...

Manistee-horz-Rev-4C...

Manistee-horz-Rev-4C...

Manistee-horz-shade-...

Manistee-horz-shade-...

Manistee-horz-shade-...

Manistee-horz-shade-...

Manistee-horz-shade-...

Manistee-horz-shade-...

Manistee-horz-shade-...

Manistee-horz-White.jpg

Manistee-stack-4C-V2....

Manistee-stack-4C.jpg

Manistee-stack-Black.j...

Manistee-stack-Blue.jpg

Manistee-stack-Gold.jpg

Manistee-stack-Green....

Manistee-stack-LtGree...

Manistee-stack-Orang...

Manistee-stack-Rev-4...

Manistee-stack-Rev-4...

Manistee-stack-shade-...

Manistee-stack-shade-...

Manistee-stack-shade-...

Manistee-stack-shade-...

Manistee-stack-shade-...

Manistee-stack-shade-...

Manistee-stack-shade-...

Manistee-stack-White.j...

Manistee-Tag-Horz-4C...

Manistee-Tag-Horz-Re...

MARINS-4C.jpg

MARINS-GREEN.jpg

Stee-Black.jpg

Stee-Gold.jpg

Stee-Green.jpg

Stee-LtGreen.jpg

Stee-Orange.jpg

Stee-White.jpg

Manistee, Michigan Implementation Guide

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Adopt Brand
- ❑ Board Adoption

Technical Integration
- ❑ Install Fonts
- ❑ Copy Brand Folder to Local Drive
- ❑ Share Brand Link with Design Partners

Social Media
- ❑ Update Facebook Profile
- ❑ Update Instagram Profile
- ❑ Update Twitter Profile
- ❑ Update Pinterest Profile
- ❑ Load Photos as gallery in Facebook
- ❑ Create Pinterest Board with Brand Elements

Communication
- ❑ Update Email Signature
- ❑ Adopt Powerpoint Template
- ❑ Adopt Digital Letterhead
- ❑ Upload Brand Materials to Email Newsletter
- ❑ Adopt Envelope Template
- ❑ Printer Updated Business Cards

Online
- ❑ Update Colors on Webpage
- ❑ Add New Graphics
- ❑ Update Favicon
- ❑ Add Brand Statement to Website
- ❑ Add Styleguide Request
- ❑ Add Brand Resources Page

Collateral
- ❑ Share Brand Resources
- ❑ Share Merchandising Examples
- ❑ Share Brand Partner Idea List

Wayfinding
- ❑ Plan Strategic Banner Strategy
- ❑ Plan Event Banner Strategy
- ❑ Explore Partnering for Comprehensive Wayfinding System

Printing
- ❑ Shopping & Dining Guide
- ❑ Organization Brochure
- ❑ Parking Cards
- ❑ Partner Banners
- ❑ Visit Cards
- ❑ Hours Signs

Event Extension
- ❑ Logo Adoption
- ❑ Social Integration
- ❑ Marketing Integration
- ❑ Merchandise Expansion
- ❑ Signage
- ❑ Volunteer Swag

BrandLaunch Strategy Guide

This list is a pretty comprehensive list of implementation ideas. Their is no proper order, but instead carving the path that is right based off your budget, resources, and current collection of communication tools.

BRANDTOUCH

Other

How to be a Brand Partner

manistee MICHIGAN

From here, it's completely up to you, your community, your event, or your organization. There's no proper order, only the things that make sense for you!

Brand Merchandise

- Hats
- T-Shirts
- Coffee cups
- Decals
- Bumper stickers
- Bags
- Shopping bags
- Cycling jerseys
- Pint glasses
- Guitar picks
- Water bottles
- Outdoor gear
- Polo shirts
- Climbing chalk bags
- Hiking stick medallions
- Rain jackets
- Guitar straps
- Koozies
- Socks
- Invent something

Brand your Digital Presence

- Add logo to website
- Add logos to Facebook as a gallery
- Link from web to community website
- Use hashtag
- Share photos of branded items
- Tweet the web address
- Link google photo galleries to share
- Profile pics
- Send other businesses and organizations to the web address
- Instagram people having fun

Brand Your Place

- Request interest icons
- Look for brand extension opportunities
- Organizational logos
- Street banners
- Wayfinding signage
- Open signs
- Store hours signs
- Shopping & dining guides
- Advertising
- Pocket folders
- Visitor guides
- Business cards
- Brochures
- Annual reports
- Maps
- Trail guides
- Shopping bags
- Loyalty cards

Share With us

We would love to hear from you about all the amazing things you come up with to do with the brand. Please share images and stories of the brand at work with us.

Share With You

On a quarterly basis, we'll share important information with you, like added resources, usage stats, exciting implementations, and a report of the growing brand equity!

Check off one of the suggestions, and you are a Brand Partner!

Copyright Transfer Statement

Ben Muldrow as the agent for Arnett Muldrow & Associates, located at 316 West Stone Avenue, Greenville, SC, the owner of Copyright for this presented design(s) hereby grants a full copyright license transfer to Manistee, Michigan, Here to utilize the following designs as the new owner sees fit to do so.

For the purpose of Community Branding.

This license, attested to by the parties effectively immediately shall serve as notice and agreement between the parties and may not be changed without written permission from the Arnett Muldrow & Associates. Arnett Muldrow & Associates retains the right to use the created material to self market and self promote.

This signed agreement also includes the transfer of rights to any variations of the logo previously agreed and supplied as part of the initial proposal.

Example of these variations could include : multiple color versions, size and dimensional variations – landscape and portrait, reversed out versions, social media profile images, favicon etc.

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Is there anything missing on this Copyright Transfer Form that was previously agreed? Let me know before accepting this statement. It is critical the information shared here is understood and accepted in whole.