# Brand Identity Standards Manual





FIRST IMPRESSIONS are the key to the successful communication of an organization's tradition and mission. A name, a logo, a "look" communicate personality and reputation.

With this publication, we introduce our first impression: the graphic identity program for the Springfield Sangamon Growth Alliance, and outline the procedures for its implementation.

But why an identity in the first place? The answer lies as much in the absence of such a program as in its adoption. Without a prescribed and consistent visual and editorial approach, the lack of a clear identity can create confusion and misunderstanding.

The unifying element in a branding program is the presentation of the name: the logo, our "signature." The logo is meant to become a familiar and recognizable icon that lends professionalism, credibility, and strength to our activities and programs.

The graphic standards system introduced here include a stationery format and guidelines for using the logo on printed materials and objects.

A lasting impression depends on the understanding and importance of overall communications. They start with the logo as a foundation, and are reinforced by the delivery of appropriate visual and verbal messages to key audiences. This guide is designed to introduce our new logo and identity system, and provide guidelines as to its proper use and our commitment to professionalism and consistency in our approach, to help us achieve our goals.



# Logo

#### **LOGO PHILOSOPHY**

The logo for the Springfield Sangamon Growth Alliance has been designed to reflect a vibrant, dynamic image – consistent with our affection for our locale and our vision for the endless possibilities that lie before us.

Familiar to those residing here, the distinctive shape of the state of Illinois forms the foundation of our logo, to acquaint those from outside the region to our geographic borders. This shape is overlayed by a dynamic, abstract "S" shape, alluding to both "Springfield" and "Sangamon." This shape brings motion to our logo, as its swirling energy suggests that we strive to envelop new ideas, new opportunities and new businesses in our region.

A dynamic color palatte brings a fresh look to our communications. Indigo blue is a color of depth and stability. The brighter sky blue is associated with positivity, trust, and reliability. The apple green is a color of nature, representing growth and fresh ideas.

Our wordmark is rendered in a bold style that is contemporary, professional and strong.

#### HORIZONTAL FORMAT



#### VERTICAL FORMAT



Our logo is the foundation of our identity, the primary visual element that identifies us. The Illinois shape, the dynamic S, and our distinctive wordmark have a fixed relationship that should never be changed.

#### LOGO USAGE

The following examples illustrate appropriate use of our logo.



### **Springfield Sangamon Growth Alliance**

**Springfield Sangamon** 

**Growth Alliance** 



Springfield Sangamon Growth Alliance

#### IMPROPER USAGE

### **Springfield Sangamon Growth Alliance**

Do not separate the logo from the wordmark.



Do not alter the colors of the logo.











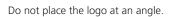
Do not change the typeface of the wordmark.















# **Color System**

#### **Primary Color System**

Color plays an important role in the SSGA corporate identity system. The colors below represent the primary colors featured in our logo. Consistent use of these colors will contribute to the cohesive look of the SSGA brand across all media.

Pantone: 2746

**CMYK:** C-100 M-96 Y-11 K-4

**WEB:** 0a1f8f

**RGB:** R10 G31 B143

Pantone: 368

**CMYK:** C-59 M-2 Y-100 K-0

**WEB:** 76bc21

**RGB:** R118 G188 B33

Pantone: 306

**CMYK:** C-81 M-4 Y-5 K-0

**WEB:** 00b2e3

**RGB:** RO G178 B227

Pantone: COOL GRAY 9

**CMYK:** C-56 M-47 Y-44 K-10

**WEB:** 76777a

**RGB:** R118 G119 B122

# **Typography**

Typography plays an important role in communicating an overall tone and quality. Careful use reinforces our personality and ensures clarity and harmony in our communications. We have selected Frutiger Pro as our primary font, and Clearface as our secondary font. Each have a variety of weights and styles.

## Frutiger Pro

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopgrstuvwxyz

ltalic ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Ultra ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Condensed ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## Clearface

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopgrstuvwxyz

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Condensed ABCDEFGHIJKLMNOPQRSTUVWXYZ

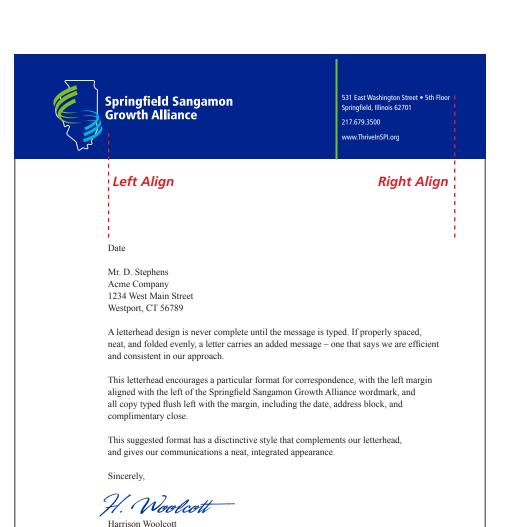
abcdefghijklmnopgrstuvwxyz

# **Stationery System**

#### Letterhead

Our letterhead projects the SSGA identity to our staff, target audiences, and community.

The writer should select a serif font, such as Times New Roman or Garamond, for the body of the letter. This will complement the clean, professional look of the our identity.



HW/sr

### **Business Cards**



### **Envelopes**



# **Promotional Items**



With a consistent approach, our logo is ready to meet the world!