



BRAND-IDENTITY GUIDELINES

Client: Town of Bluffton

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A decorative graphic consisting of a rectangular area filled with diagonal lines. The number '10' is centered within this area in a large, white, sans-serif font.

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 corporate identity is the face and personality presented to the 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, we’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

HEART OF THE LOWCOUNTRY.

Pure and simple, Bluffton is the heart of the Lowcountry. This statement and tagline speaks to the town’s central location; its lovable characteristics; and Bluffton is the pumping, economic life force of the Lowcountry. Most importantly, it’s a tone and a feeling. When you’re in Bluffton, you can see and feel the love. Real and authentic. It’s the heart symbol in your logo, on a window, the pride residents have in their downtown or the warmth shared with strangers at an oyster roast. The town of Bluffton is a well-kept secret. Nowhere else in the Lowcountry do you feel the love like you do in Bluffton.



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THE LOGO DESIGN

The company 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.

bluffton
HEART OF THE LOWCOUNTRY

Logo - in color

bluffton
HEART OF THE LOWCOUNTRY



Logo - alternative colors

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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.

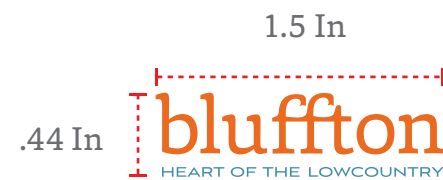
When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.



Exclusion Zone

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

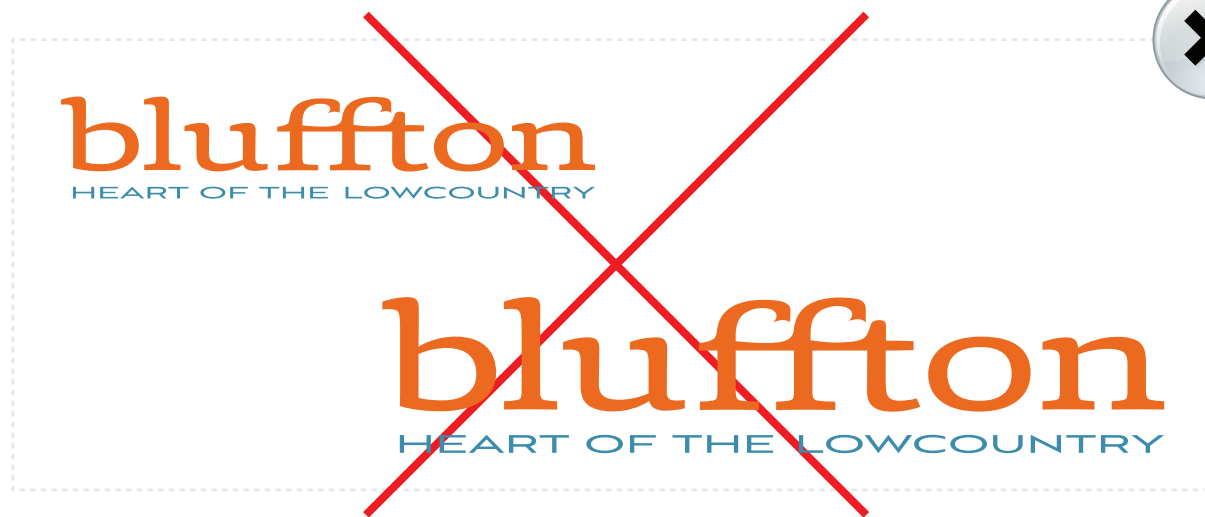
The marked space should always be given to let the logo 'breathe', free from distraction.



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!

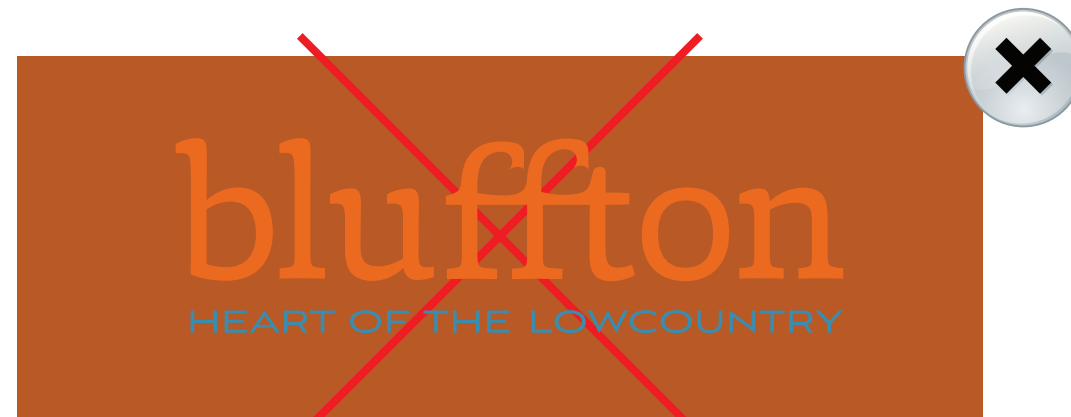
The logo has become distorted from its designed aspect ratio, therefore stretching or squishing the shape and text.

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.



Correct!

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



The colors have been adjusted accordingly to work with the design.



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.



Wrong!

When additional logos are used in conjunction with the Bluffton logo, the placement should always be side by side. Additional logos are not to be placed on top or underneath the Bluffton logo.

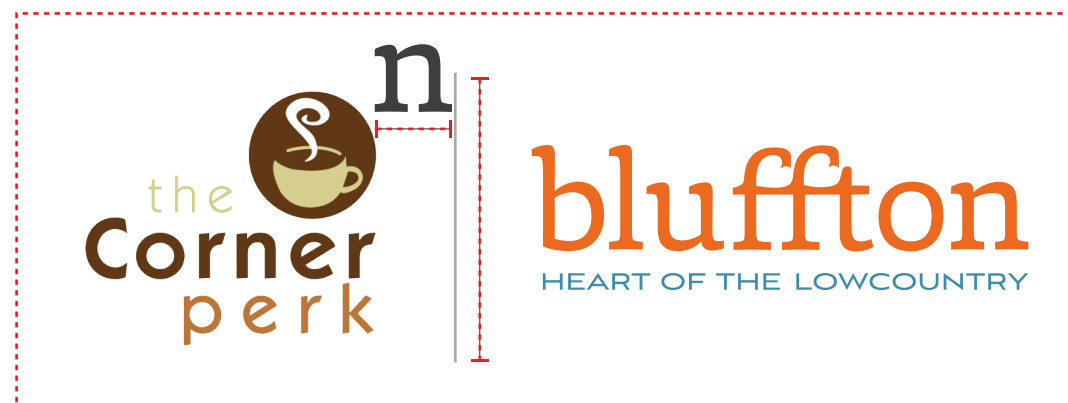
The tagline, “Heart Of The Lowcountry” should not be added to any other logo. It should only be attached to the Bluffton logo.



Correct!

Additional logos can be connected to the Bluffton logo via a thin grey (40% Black) line. The line should be double in height to the height of the Bluffton logo.

Both logos should be the distance of the width of the “n” in the Bluffton logo away from the line. The accompanying logo should not be taller in height than the grey line.






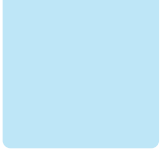


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COLOR SCHEME

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		Pantone 1595 C	0 / 71 / 100 / 3	216 / 96 / 24	#D89018
Secondary Brand Color logo tag		Pantone 7697 C	76 / 34 / 21 / 0	78 / 135 / 160	#4E87A0
Text / Content Color		Cool Gray 9 C	30 / 22 / 17 / 57	117 / 120 / 123	#75787B
Accent Color		Pantone 290 C	23 / 0 / 1 / 0	185 / 217 / 235	#B9D9EB
Accent Color		Pantone 576 C	54 / 5 / 94 / 24	120 / 157 / 74	#789D4A
Accent Color		Pantone 577 C	35 / 2 / 58 / 0	169 / 196 / 127	#A9C47F
Base Color		White	0 / 0 / 0 / 0	255 / 255 / 255	#FFFFFF

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TYPOGRAPHY

The primary typeface is Capita with a secondary Aviano Sans 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.

Primary Typeface

Capita (Main logotype text / Content)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£\$%^&*()¡¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿
À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö × Ø Ù Ú Û Ü Ý Þ ß à á â ã

Secondary Typeface

AVIANO SANS (USE ONLY FOR HEADLINE AND SUBHEAD)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

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CONTACT DETAILS

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