

VISIT
EQU
CLAIRE

2018 Brand Guide

A photograph of a crowd of people sitting on bleachers at an outdoor event, possibly a music festival. The image is overlaid with a large, pink, stylized text that reads "MIDWEST INDIE". The background shows a grassy field and a clear sky.

MIDWEST INDIE

**Representing cool,
clear culture in a
whole new way.**

Inspired by all the elements that make Eau Claire originally unique and a new visitors center to be housed in, Visit Eau Claire is ready to debut a whole new look that represents this city. Complete with an original hand-drawn logo + typeface, hand-drawn icons, and a flexible 17-color palette, the Visit Eau Claire brand is designed to feel approachable, fun, hip, and most important - indie. Use this brand guide as a resource on how to expand upon and utilize the brand elements to maximize the impact of this new direction!

LET'S BEGIN

PRIMARY LOGO

The primary logo should be used on all Visit Eau Claire printed and digital media (where applicable.)
The primary logo can be left, center, or right aligned and placed either in the top 1/3 of the document or the bottom 1/3 of the document.

Nothing should obstruct, cover, or interfere with the primary logo when used with other graphics, unless it's on top of a photograph in which case the secondary logo should be the only large graphic covering the photo and should be in a brand color that retains its' visibility. .



SECONDARY LOGO

The secondary logo should be used to supplement materials in which the primary logo is also present, near by, or established on surrounding materials. The secondary logo can be used on it's own as a graphic branding element (where applicable.)

Nothing should obstruct, cover, or interfere with the secondary logo when used with other graphics, unless it's on top of a photograph in which case the secondary logo should be the only large graphic covering the photo and should be in a brand color that retains its' visibility.



PRIMARY LOGO black

VISIT
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SECONDARY LOGO black

EQU
CLAIRE

PRIMARY LOGO white

VISIT
EQU
CLAIRE

SECONDARY LOGO white

EQU
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PRIMARY LOGO full color



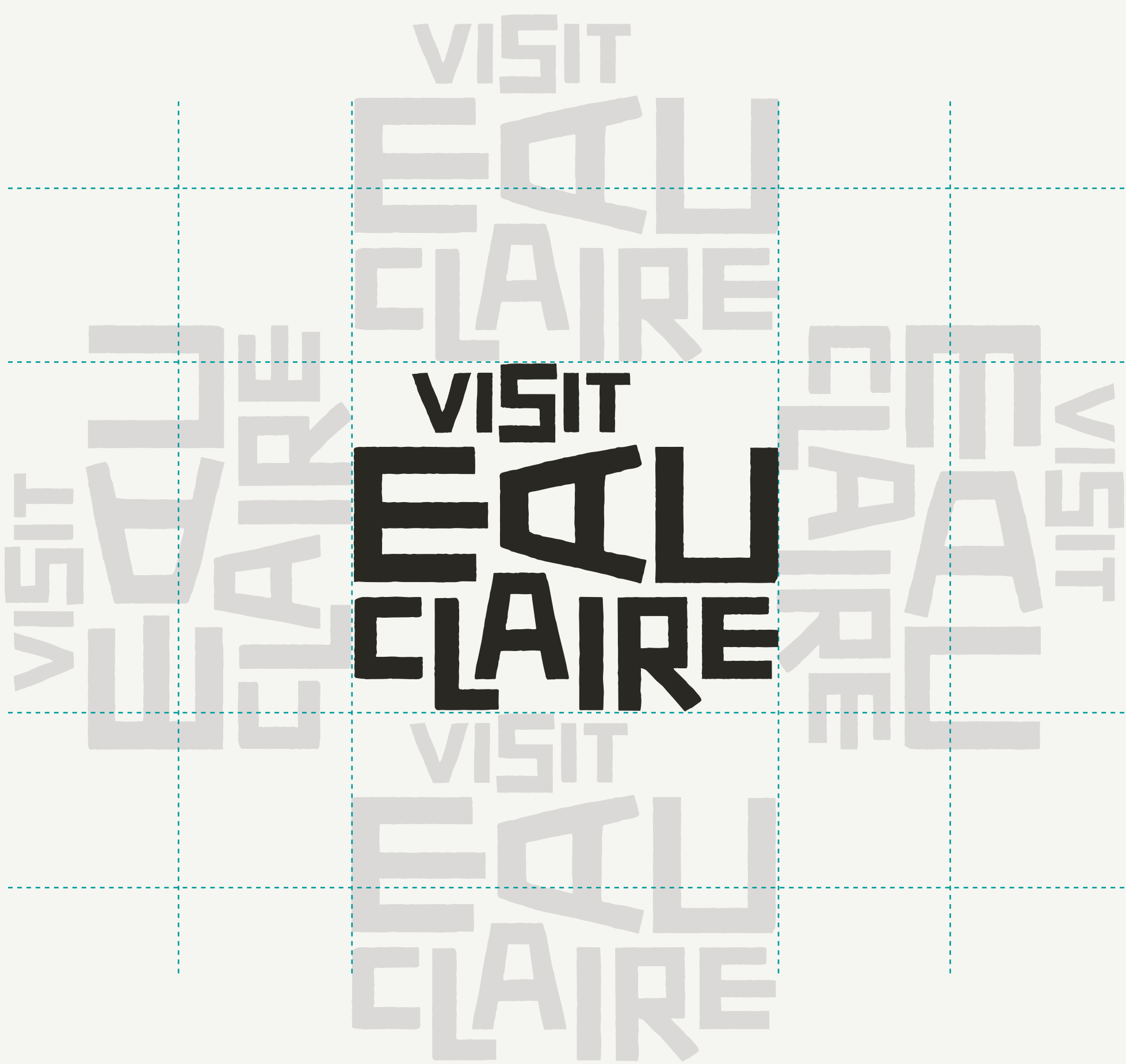
SECONDARY LOGO full color





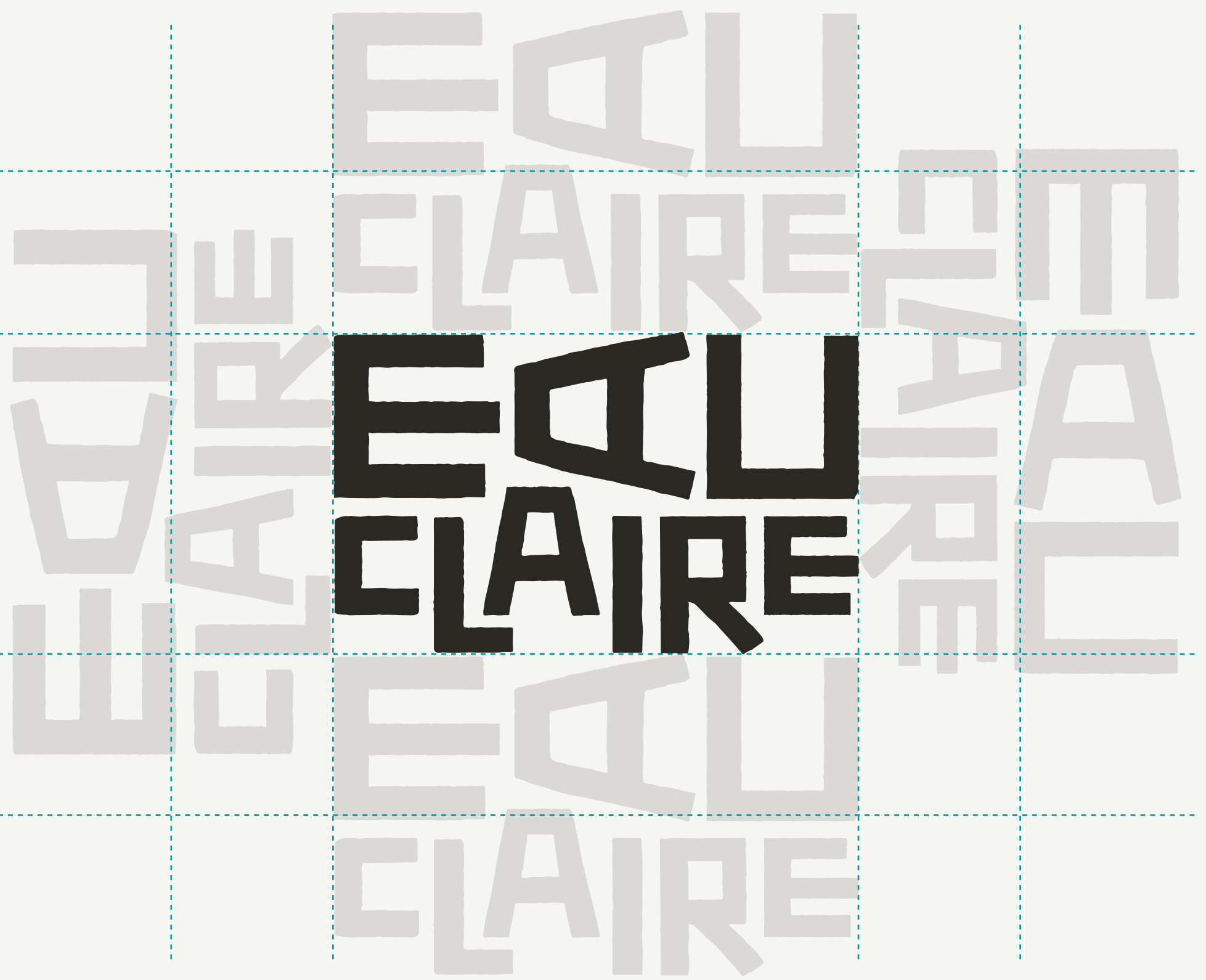
PRIMARY LOGO MARGINS

Primary logo should retain margins that are half the height of the primary logo.



SECONDARY LOGO MARGINS

Secondary logo should retain margins that are half the height of the secondary logo.



PRIMARY + SECONDARY LOGO USAGE EXAMPLE



Primary logo used as solo branding element



Secondary logo used solo as graphic branding element

PRIMARY COLOR PALETTE



PANTONE 306 U

C	84	R	0
M	13	G	164
Y	13	B	204
K	0	HEX #00a4cc	



ASK ODD FOR PANTONE MATCH

C	3	R	245
M	2	G	244
Y	5	B	238
K	0	HEX #f5f4ee	



PANTONE 2335 U

C	68	R	43
M	63	G	41
Y	68	B	37
K	68	HEX #2b2925	

PRIMARY COLOR PALETTE

SECONDARY COLOR PALETTE

TERTIARY COLOR PALETTE

<div><div>PANTONE 212 U</div><div><div>C0</div><div>M83</div><div>Y39</div><div>K0</div></div><div><div>R240</div><div>G83</div><div>B113</div><div>HEX #f05371</div></div></div>	<div><div>PANTONE 2010 U</div><div><div>C0</div><div>M50</div><div>Y95</div><div>K0</div></div><div><div>R247</div><div>G148</div><div>B40</div><div>HEX #f79428</div></div></div>	<div><div>PANTONE 102 U</div><div><div>C10</div><div>M7</div><div>Y92</div><div>K0</div></div><div><div>R236</div><div>G218</div><div>B50</div><div>HEX #ecda32</div></div></div>	<div><div>PANTONE 389 U</div><div><div>C33</div><div>M0</div><div>Y100</div><div>K0</div></div><div><div>R183</div><div>G212</div><div>B51</div><div>HEX #b7d433</div></div></div>	<div><div>PANTONE 306 U</div><div><div>C84</div><div>M13</div><div>Y13</div><div>K0</div></div><div><div>R0</div><div>G164</div><div>B204</div><div>HEX #00a4cc</div></div></div>
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<div><div>PANTONE 2040 U</div><div><div>C23</div><div>M100</div><div>Y71</div><div>K0</div></div><div><div>R195</div><div>G37</div><div>B74</div><div>HEX #c3254a</div></div></div>	<div><div>PANTONE 144 U</div><div><div>C14</div><div>M66</div><div>Y100</div><div>K0</div></div><div><div>R216</div><div>G115</div><div>B42</div><div>HEX #d8732a</div></div></div>	<div><div>PANTONE 7405 U</div><div><div>C14</div><div>M38</div><div>Y100</div><div>K0</div></div><div><div>R220</div><div>G162</div><div>B40</div><div>HEX #dca228</div></div></div>	<div><div>PANTONE 2258 U</div><div><div>C69</div><div>M16</div><div>Y100</div><div>K5</div></div><div><div>R13</div><div>G156</div><div>B74</div><div>HEX #0d9c4a</div></div></div>	<div><div>PANTONE 308 U</div><div><div>C100</div><div>M41</div><div>Y19</div><div>K7</div></div><div><div>R0</div><div>G116</div><div>B160</div><div>HEX #0074a0</div></div></div>
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<div><div>PANTONE 2036 U</div><div><div>C0</div><div>M27</div><div>Y5</div><div>K0</div></div><div><div>R250</div><div>G198</div><div>B210</div><div>HEX #fac6d2</div></div></div>	<div><div>PANTONE 2015 U</div><div><div>C0</div><div>M22</div><div>Y48</div><div>K0</div></div><div><div>R254</div><div>G204</div><div>B143</div><div>HEX #fecb8f</div></div></div>	<div><div>PANTONE 2001 U</div><div><div>C4</div><div>M2</div><div>Y64</div><div>K0</div></div><div><div>R248</div><div>G235</div><div>B124</div><div>HEX #f8eb7c</div></div></div>	<div><div>PANTONE 580 U</div><div><div>C18</div><div>M1</div><div>Y60</div><div>K0</div></div><div><div>R215</div><div>G225</div><div>B135</div><div>HEX #d7e187</div></div></div>	<div><div>PANTONE 290 U</div><div><div>C36</div><div>M5</div><div>Y4</div><div>K0</div></div><div><div>R158</div><div>G208</div><div>B232</div><div>HEX #9ed0e8</div></div></div>
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NEUTRAL COLOR PALETTE

<div><div>ASK ODD FOR PANTONE MATCH</div><div><div>C3</div><div>M2</div><div>Y5</div><div>K0</div></div><div><div>R245</div><div>G244</div><div>B238</div><div>HEX #f5f4ee</div></div></div>	<div><div>PANTONE 7467 U</div><div><div>C68</div><div>M63</div><div>Y68</div><div>K68</div></div><div><div>R43</div><div>G41</div><div>B37</div><div>HEX #2b2925</div></div></div>
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Headline

Klinik Slab, Bold • Tracking 30

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ! ? & % \$

Headline

MULI, BOLD • TRACKING 30

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ! ? & % \$

Headline

Visit Eau Claire, Regular • Tracking 0

Typeface in progress

Body

Muli, Regular • Tracking 10

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ! ? & % \$

Subheadline

Visit Eau Claire, Script • Tracking 0

Typeface in progress

Klinik Slab
Bold
Tracking 30

Muli
Bold
Tracking 30

Visit Eau Claire
Script
Tracking 0

Muli
Regular
Tracking 10

Welcome to
Eau Claire.

Midwest Indie?

yes. really

Eau Claire, Wisconsin, could probably lay claim to being “The Indie Capital of the Midwest,” but trademarking that would be far too corporate a move for this independent-minded university town. Instead, Eau Claire, located at the confluence of the crystal clear Eau Claire and Chippewa Rivers, goes its own way and encourages everyone who visits to come along for the ride. This is where farm kids grow up to be artists and entrepreneurs. Where alternative is a positive. Where attitude is more important than age. Where hospitality is legit. Where originality is celebrated. In other words, indie.



VISIT EAU CLAIRE, REGULAR
custom typeface

yes. really

VISIT EAU CLAIRE, SCRIPT
custom typeface

PHOTO STYLES

The updated branding is suited to be used in conjunction with photography. Keeping this in mind, certain brand elements can be used to layer over photos. In this case, the selected photos should not have a strong focal point and should not have a lot of contrast within the photo itself. If necessary, a filter can be placed and multiplied over photos using a color from the brand palette. See examples for reference.

In cases where there isn't any branding element used in conjunction with photos, the photos should have a strong focal point, fairly saturated colors, and some contrast that makes the whole photo pop.



Secondary logo used solo as graphic branding element on top of a background photograph.



Catchphrase used solo as graphic branding element on top of a background photograph with a color filter.



questions?

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