U INDIANA UPLANDS

Brand Identity Standards

DECEMBER 2018

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INTRODUCTION

This guide contains the rules for the Indiana Uplands visual communication system. Follow these rules strictly to maintain brand consistency.

This includes all of the elements you may need—logos, typefaces, colors, and more—to create a consistent tone, look, and feel for Indiana Upland's materials. We invite you to absorb this information and reference it often to become an informed keeper of the brand.
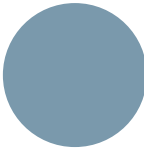
Last updated December 1st, 2018

COLOR PALETTE

The following color standards should be used for all communication products—both print and digital mediums.
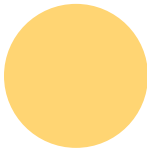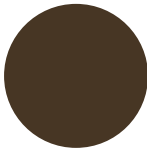
The core palette will cover the majority of your needs. Tints and shades of this palette are permissable, as long as there is not significant shift of hue.

The palette is intentionally small in variety so as to not dilute the brand visuals, which adds confusion.

PRIMARY PALETTE

Hex	#BFBB98	#7A99AC
RGB	191, 187, 152	122, 153, 172
CMYK	11, 7, 35, 15	45, 16, 9, 24
Pantone	453 C	5425 C

SECONDARY PALETTE

Hex	#F2C75C	#333F48	#473729	#EFDBB2
RGB	242, 199, 92	51, 63, 72	71, 55, 41	239, 219, 178
CMYK	0, 16, 65, 0	65, 43, 26, 78	37, 53, 68, 83	0, 7, 25, 1
Pantone	141 C	432 C	7533 C	7506 C

DISPLAY FONTS

The "Indiana Uplands" in the logotype is a derivative of the Knockout typeface.

Knockout is modernist sans serif designed by Jonathan Hoefler and Tobias Frere-Jones. The typeface harkens back to nineteenth-century typefaces that predated the idea of uniform type families. Knockout is designed for print and is also clear on screen.

Knockout is best used in headlines, subtitles, and other areas containing small volumes of text.

Stick to the three main weights—only branching out to other Knockout weights when necessary.

Oswald is free Google font that can be used in the place of Chronicle when licensing is an issue.

KNOCKOUT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwzyz
0123456789&@£$%[]!?*º

27 JUNIOR BANTAMWEIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

47 BANTAMWEIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

67 FULL BANTAMWEIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

OSWALD (ALTERNATIVE)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwzyz
0123456789&@£$%[]!?*º

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

TEXT FONTS

Chronicle Text is a serif designed by Jonathan Hoefler and Tobias Frere-Jones. A vigorous hybrid of time-honored forms and contemporary design strategies, Chronicle Text is a high-performance typeface that brings strength and utility to the classic serif.

Chronicle Text is best used in body copy and with large amounts of text.

Stick to the three main weights—only branching out to other Chronicle Text weights when necessary.

Georgia is a common system font that can be used in the place of Chronicle when licensing is an issue.

CHRONICLE

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
a b c d e f g h i j k l m n o p q r s t u v w z y z
0 1 2 3 4 5 6 7 8 9 & @ £ $ % [ ] ! ? * º

ROMAN
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ

GEORGIA (ALTERNATIVE)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
a b c d e f g h i j k l m n o p q r s t u v w z y z
0 1 2 3 4 5 6 7 8 9 & @ £ $ % [ ] ! ? * º

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ

THE LOGO

A brand identity's cornerstone component is its logo, as it is the one element that is featured on virtually all communication products.

The Indiana Uplands logo reflects the brand's values and must be reinforced in all brand applications without exception.

THE LOGOMARK

The Indiana Uplands logomark is derived from three parts—the U, the arrow, and the star.

Within the logo is the "U" letter, representing the "Uplands." Above the "U" there is a star symbolizing exploration, location, and guidance.

The "U" and the star form a unique relationship when juxtaposed on top of one another. Within the negative space of the logo is a vertical arrow that signifies progress, innovation, and movement.

U + ↑ + ★

LOGO ARRANGEMENT

The logo is available in three arrangements—as a horizontal logo (primary), a vertical logo, and standalone logomark.
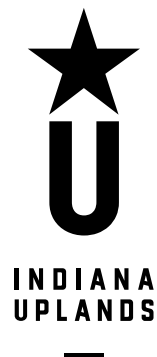
The logotype ('Indiana Uplands') should always accompany the logomark in one of these arrangements. The logotype should never exist alone.

Any other arrangements are unacceptable.
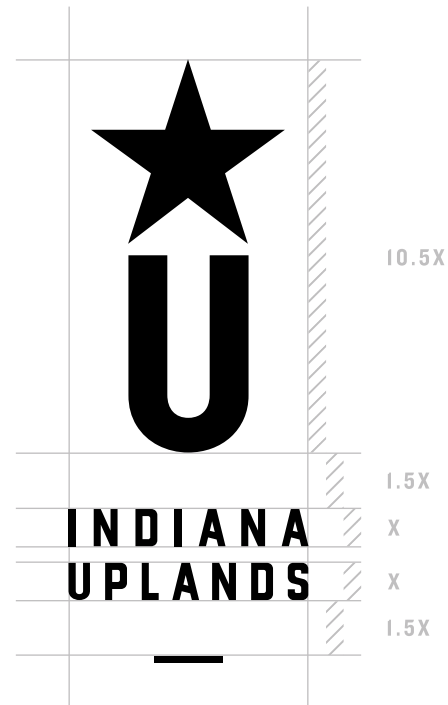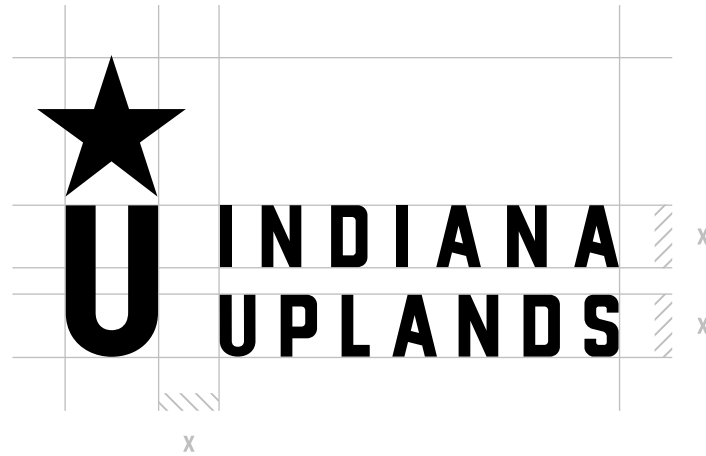
HORIZONTAL LOGO (PRIMARY)

VERTICAL LOGO

LOGOMARK

LOGO MECHANICS

The logo is built with intentional dimensions, ratios, and alignment. These intricate mechanics are demonstrated here, showing the variety of spacial relationships that work together to preserve the integrity of the logo.

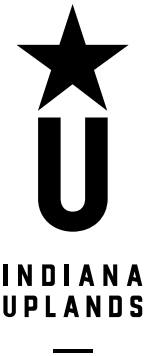Never resize, shift, or skew these mechanics.

LOGO VARIANTS

The two styles are clean and distressed. The distressed style applies a texture on the logomark only.

Use the distressed logo in instances when the Brown archetype (determination, grit, resiliance) is the primary expression of the communication.

CLEAN

DISTRESSED
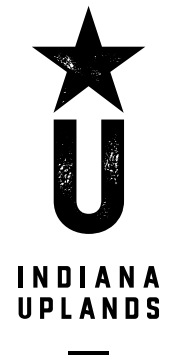
LOGO COLORS

Color options for the logo include the primary brand colors. These colors apply to both logo styles, clean and distressed.

If the logo lacks contrast from the background, only black or white should be used.

UNACCEPTABLE USAGE

Shown here are just a few examples of improper use of the Indiana Uplands logo.

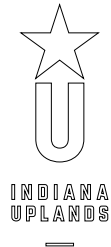Do not use gradients, image fills, or drop shadows.

Do not fill with a gradient.

Do not apply a drop shadow.

Do not apply a stroke or border.

Do not outline.

Do not rearrange.

Do not apply off-brand colors.

Do not alter logo spacing.

Do not skew proportions.

Do not rotate.

CLEAR ZONE

The clear zone is a protected area around the logo. Ensure that no other design elements (text, shapes, images) intrude into this area.

The size of the clear zone margin is defined by the squared width of the 'U' within the logomark.

The clear zone applies to all applications of all arrangements, colors, and lock-ups of the logo.
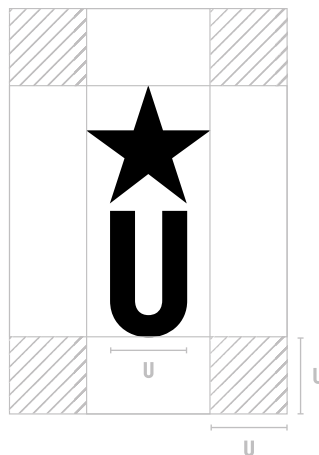
MINIMUM SIZING

Reproducing the logo below a minimum size compromises its legibility. Therefore, for readability, scale must have special considerations.

As best practice, follow the minimum sizing for each logo arrangement. Sizing is measured based on height. Do not reduce the logo below these designated values.

36 pixels or 1/2 inch in height

36 pixels or 1/2 inch in height

90 pixels or 1 & 1/4 inch in height

CITY & COUNTY LOGOS

Indiana Uplands is made up of 48 cities and 11 counties. As a result, city and county logos are available for use in communication products that would benefit from a direct tie to the brand.

Any city or county that spans multiple words over 16 characters in length uses a two-line variation to preserve the structure and proportion of the logo.

Cities and counties are encouraged to use their version of the Indiana Uplands logo based on the spacing, styling, and layout provided. All technical standards regarding the Indiana Uplands logo apply.

HORIZONTAL LOGO

VERTICAL LOGO

UPLANDS PROUD LOGO

Organizations, institutions, or individuals wanting to display their Uplands pride, may do so using the Uplands Proud logo.

All rules concerning coloration, clear zone, minimum sizing, and alterations apply to the Uplands Proud logo.

In order to protect the legibility of the sub text in the vertical version, a minimum size of 3/4 inches in height is required.

U INDIANA UPLANDS | PROUD PARTNER

U

INDIANA UPLANDS

—

PROUD PARTNER

CO-BRANDING LOCK-UP (HORIZONTAL LOGO)

Organizations wanting to display co-branding or association with Indiana Uplands may do so. The standard is to maintain visual equivalence of both logos on all products.

The logos should sit side-by-side, with a dividing line equidistant between the two logos. The partnership logo should always be vertically centered to the Indiana Uplands wordmark. The space between the two logos as well as the clear zone are equivalent to the cap height of the 'U' within the Uplands logo.

There may be times when partnership logos have an irregular footprint and are unable to meet the same proportional requirements while maintaining a reasonable size ratio. In these cases, size the collaborator logo so that its total area (width x height) is similar to that of the Indiana Uplands logo.
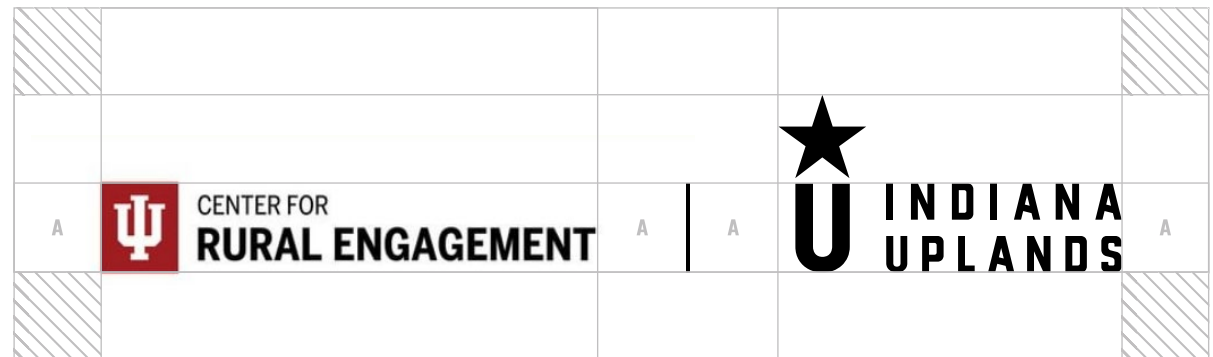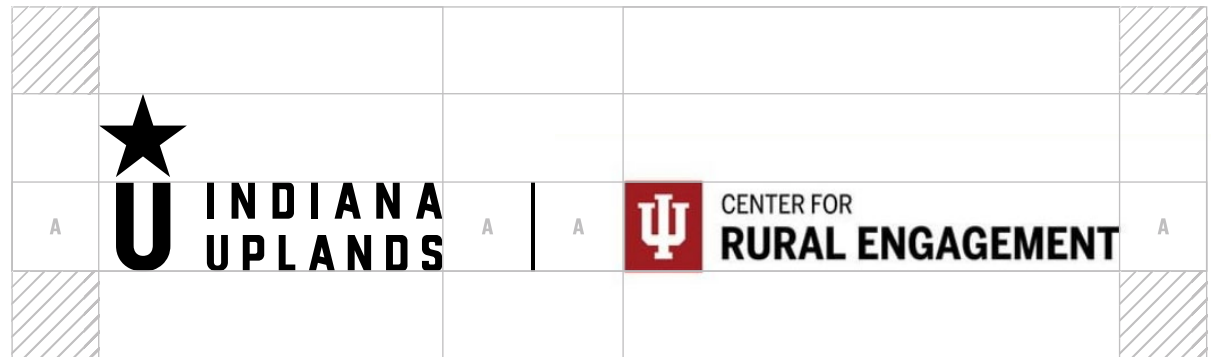
$$H \times W \approx H \times W$$

CO-BRANDING LOCK-UP (VERTICAL LOGO)

The logos may appear in any order required by the partnership.

PHOTOGRAPHY

Imagery, whether illustrative or photographic, is one of the most critical assets in a brand identity system. The correct image can make or break a story. All imagery utilized in any Indiana Uplands communications should be carefully selected to compellingly demonstrate the region's unique personality and story. In the following pages, we've given guidance for selecting photography based upon the three main storylines of the Indiana Uplands brand strategy. In addition to the style or content of an image, some universal technical standards are required of all imagery representing Indiana Uplands:

♦ Professional photography is the standard.

♦ Never scale an image up past its native resolution.

♦ Print only high-resolution imagery (300dpi or higher).

HARD WORK AND PERSEVERANCE

Images that seek to support the Indiana Uplands commitment to hard work and perseverance should capture subjects engaged in their work. This imagery represents a drive toward growth and vitality for the region. These subjects will have facial expressions that are focused and determined rather than smiling, demonstrating the resiliency of the region. Additionally, the subjects ideally will be engaged in meaningful actions so that the photograph captures the work itself. Metaphorically, think of capturing an athlete dripping sweat at mile twenty of a marathon rather than a smiling team photograph taken in sparkling new uniforms.

IMAGE CRITERIA: HARD WORK AND PERSEVERANCE

♦ It is ideal that if the subject is unaware of the camera they should be focused on their task.

♦ If the subject is aware of the camera, they should display a look of confidence and determination and use direct eye-contact, if possible.

♦ Images should have high contrast and rich colors tones.

♦ Artificial, dramatic lighting is most effective, but natural-light staging is also possible.

♦ Motion, of the subject or objects acted upon, can be utilized to demonstrate action and effort.

INNOVATIVE ENTERPRISE

Images that capture how Indiana Upland's innovative outlook creates new opportunity and enterprise will primarily feature subjects in the fields of STEM, manufacturing, life sciences, or business. Subjects in these images should not notice the camera but rather will be completely engaged in their work. The innovation storyline can be more difficult to effectively capture. However there are multiple ways to communicate new vision to your audience. Images taken in locations of innovation, such as laboratories or sleek, modern spaces, place the viewer in a future-facing mindset, as do images that are taken from unique camera perspectives.

IMAGE CRITERIA: INNOVATIVE ENTERPRISE

- Photographs that utilize a unique angle or perspective help inspire a feeling of innovation for the viewer.

- Sun flares, bright natural colors, and reflected light are ideal for lighting these photographs as they add an element of geometry to the image.

- Images that are shot looking through glass communicate an element of movement which creates a sensation of forward momentum for the viewer.

- Geometric architecture and locations of innovation and technology express forward-looking prospects.

- If the subject is aware of the camera, they should display a look of captivation and investigation with no direct eye contact.

- If the subject is unaware of the camera, they should display a look of focus and investigation.
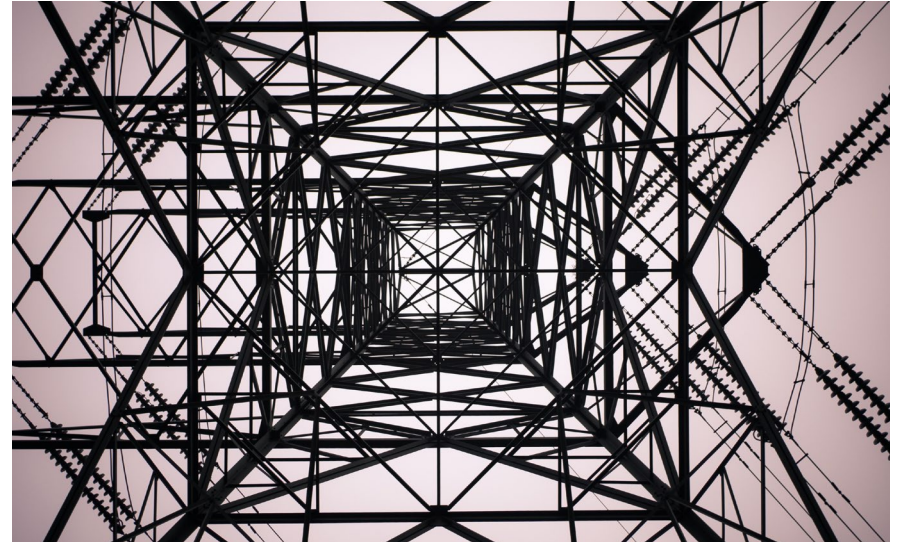
FRIENDLY NEIGHBORS

The goal of these photographs is to authentically capture the warm Hoosier hospitality for which the region is known. These photographs will be most compelling when they contain two or more people focused on one another in a collaborative activity. Indiana Upland's welcoming and warm community will be best represented when the viewer is given the sense of having caught a glance into a personal moment between the subjects.

IMAGE CRITERIA: FRIENDLY NEIGHBORS

♦ Ideally capture multiple people engaged with each other, with warm, emotional, or smiling expressions.

♦ Use warm and soft natural colors for lighting.

♦ A soft focus with low aperture will create softness in the photo.

♦ If the subject is aware of the camera, they should display a soft smile or friendly facial expression.
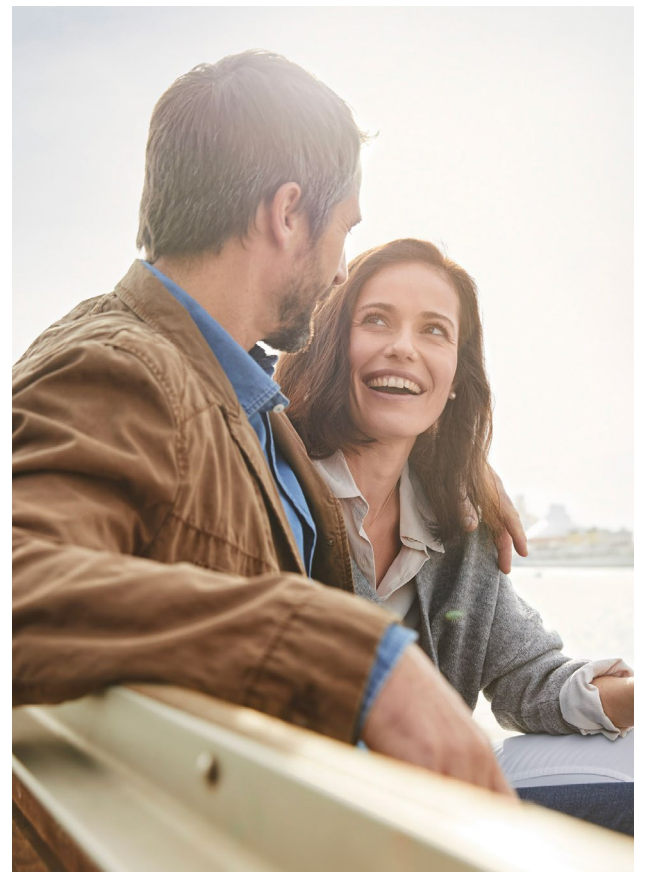
CONCLUSION

This document is a central resource for everyone involved in developing Indiana Uplands communications. It is highly important that the rules set out within this document are strictly and consistently applied. By working within this system, the brand will be able to develop its reputation, market positioning, and communicate the authentic and compelling personality of Indiana Uplands.