SYNERGY BRAND GUIDELINES

PREPARED NOVEMBER 17, 2017

CHAMBER A
LA CROSSE AREA

explore LA CROSSE

HISTORIC DOWNTOWN LaCrosse
Look. Live. Love.

LADCO
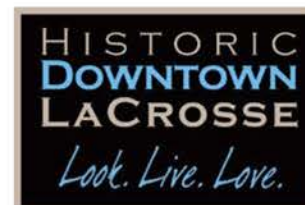
SYNERGY BRAND GUIDELINES

Downtown Mainstreet, Inc., Explore La Crosse, the La Crosse Area Chamber of Commerce, the La Crosse Area Development Corporation, and the 7 Rivers Alliance have formed a strategic, collaborative initiative called Synergy. While each of the 5 Synergy organizations is distinctly different, they do share a common goal – growing the economic and cultural vitality of the La Crosse area.

Through the formation of Synergy, these organizations will share and leverage the resources they have in common, while pursuing their own unique identities and missions.

The purpose of the Synergy Brand Guidelines is to demonstrate how these partnering organizations can both share brand assets and maintain their own distinctive brands.

Synergy partners' shared brand guidelines and assets

- Color usage rules and best practices
- Photography rules and best practices
- Design specifications and best practices
- Photo library (available online)
- Video library (available online)
- Research (available online)

Synergy partners' unique brand guidelines and assets (not shared)

- Value propositions
- Logos
- Color palettes
- Photographic strategies
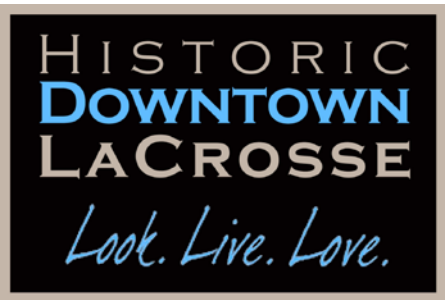- Distinguishing design specifications

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BRANDS OVERVIEW

This section summarizes the basic elements of a brand—logo, color palette, imagery, typography—in respective visual treatments.

Logos   /////

Brand Colors   /////

Photography   /////   **Font/Typography**   /////

ROBOTO CONDENSED BOLD
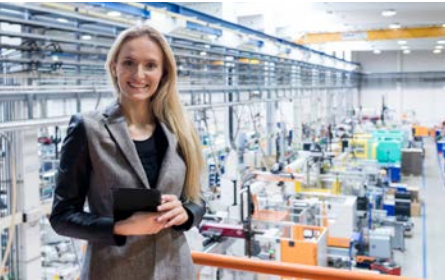ROBOTO CONDENSED LIGHT

Merriweather Regular

AXIS BOLD
ROKKITT REGULAR

BlackJack

Avenir Roman

Oleo Script
Lato Bold

Lato Light

Lato Regular

MONTSERRAT BLACK
MONTSERRAT LIGHT

Montserrat Regular

COLOR PALETTES

Chamber:

C: 94 M: 43 Y: 0 K: 38
R: 0 G: 84 B: 136
HEX: #005488
PMS: 647 CVC

C: 0 M: 36 Y: 84 K: 0
R: 249 G: 174 B: 66
HEX: #fbb042
PMS: 1365 C

C: 60 M: 0 Y: 51 K: 51
R: 51 G: 115 B: 91
HEX: #2d7150
PMS: 555 C

C: 100 M: 87 Y: 42 K: 41
R: 18 G: 40 B: 75
HEX: #2d7150
PMS: 2767 C

Explore La Crosse:

C: 16 M: 73 Y: 96 K: 4
R: 201 G: 97 B: 46
HEX: #c9612e
PMS: 7583 C

C: 79 M: 47 Y: 32 K: 6
R: 64 G: 116 B: 142
HEX: #40748e
PMS: 7698 C

C: 58 M: 22 Y: 91 K: 4
R: 121 G: 156 B: 75
HEX: #799c4b
PMS: 576 C

C: 20 M: 36 Y: 78 K: 1
R: 205 G: 160 B: 83
HEX: #cda053
PMS: 7407 C

DMI:

C: 5 M: 7 Y: 13 K: 25
R: 180 G: 174 B: 167
HEX: #B4AEA7
PMS: 401 U

C: 43 M: 10 Y: 0 K: 0
R: 122 G: 177 B: 232
HEX: #7AB1E8
PMS: 284 U

C: 100 M: 0 Y: 10 K: 0
R: 0 G: 141 B: 194
HEX: #008BC1
PMS: 7460 U

C: 50 M: 0 Y: 73 K: 0
R: 93 G: 184 B: 96
HEX: #5DB860
PMS: 360 U

C: 0 M: 11 Y: 96 K: 0
R: 255 G: 199 B: 0
HEX: #FFC700
PMS: 108 U

C: 0 M: 85 Y: 57 K: 0
R: 238 G: 83 B: 107
HEX: #EE536B
PMS: 192 U

LADCO:

C: 99 M: 87 Y: 42 K: 41
R: 21 G: 40 B: 75
HEX: #15284b
PMS: 2767 C

C: 79 M: 69 Y: 0 K: 0
R: 78 G: 95 B: 171
HEX: #4e5fab
PMS: 2726 C

C: 54 M: 22 Y: 0 K: 0
R: 113 G: 169 B: 219
HEX: #71a9db
PMS: 284 C

All Brands:

C: 64 M: 62 Y: 65 K: 55
R: 61 G: 56 B: 52
HEX: #3d3834
PMS: Black 7 C

C: 4 M: 3 Y: 2 K: 0
R: 241 G: 241 B: 242
HEX: #f1f1f2

Synergy:

C: 63 M: 81 Y: 19 K: 3
R: 82 G: 49 B: 95
HEX: #51305E

Value Proposition

As the largest business organization in Western Wisconsin, La Crosse Area Chamber of Commerce investors unite to help all businesses thrive, manifesting into a flourishing community. We accomplish this through:

Connections: Businesses of all sizes learn, celebrate, and connect with each other through our events and marketing opportunities (Business After Hours, Business Expo, Connect in 60, Maximize Your Membership)

Grow: Businesses and their leaders evolve from startup to award-winning through our leadership programs and current educational offerings (Young Professionals, Community Leadership, Servant Leadership)

Advocate: The voice of business is amplified to local, state and national policy makers, creating a catalyst for a thriving economic climate.

Area of Isolation

The logo should have a minimum amount of space separating it from other elements. The area required is equal to the height of the capital C and should be maintained on all four sides of the logo.

Unacceptable Uses

- Do not skew.
- Do not use unapproved colors.
- Do not distort or stretch vertically or horizontally.
- Do not use low resolution files when high res files are required.
- Do not rescale or move individual elements.
- Avoid using background colors that compete with the logo colors.

Acceptable Uses

Full color on white background

All-white on black background

All-white on blue brand color

All-white on orange brand color

Value Proposition

The La Crosse County Convention and Visitors Bureau builds awareness of La Crosse County as a global tourism destination. Increasing revenue and stimulating economic development, enhancing visitor spending and overnight stays, will be realized by promoting leisure travel, conventions, sports, and events while highlighting the region's natural beauty and showcasing the talents of the residents for all La Crosse County communities.

Area of Isolation

The logo should have a minimum amount of space separating it from other elements. The area required is equal to the height of the capital L and should be maintained on all four sides of the logo.

Unacceptable Uses

- Do not skew.
- Do not use unapproved colors.
- Do not distort or stretch vertically or horizontally.
- Do not use low resolution files when high res files are required.
- Do not rescale or move individual elements.
- Avoid using background colors that compete with the logo colors.

Acceptable Uses

Full color on white background

Full color on gray background

Full color on blue brand color

Full color on orange brand color

Value Proposition

Downtown Mainstreet, Inc. promotes a vibrant La Crosse downtown that enriches businesses, embraces history, celebrates culture, and captures the spirit of the community, while enhancing the economic vitality of the entire region.

Downtown Mainstreet follows the National Main Street Four Point Approach- a tried and true approach to economic revitalization that is specifically tailored for historic downtowns. The organization works to enhance, revitalize, and redevelop La Crosse's original central business district through the elements of organization, design, promotion and economic vitality.

Area of Isolation

The logo should have a minimum amount of space separating it from other elements. The area required is equal to the height of the capital H and should be maintained on all four sides of the logo.

Unacceptable Uses

- Do not skew.
- Do not use unapproved colors.
- Do not distort or stretch vertically or horizontally.
- Do not use low resolution files when high res files are required.
- Do not rescale or move individual elements.
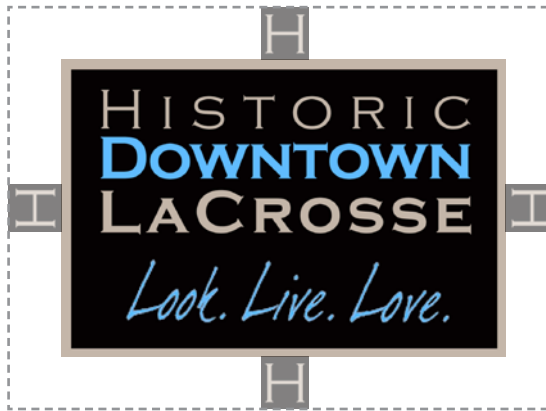- Avoid using background colors that compete with the logo colors.
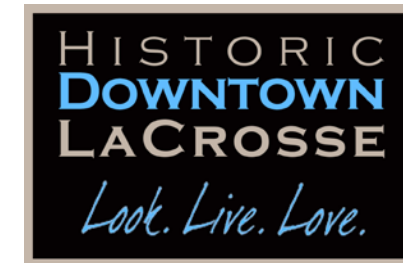
Acceptable Uses

Full color on white background

Full color on black background

Full color on light blue brand color

Full color on dark blue brand color

Value Proposition

The La Crosse Area Development Corporation facilitates and promotes economic advancement in the Greater La Crosse Area. LADCO facilitates industrial and commercial development projects by assisting with acquisition, finance, and infrastructure throughout La Crosse County. LADCO promotes available industrial sites, land, and buildings by leading administration of the LocateInWisconsin database for properties in La Crosse County. LADCO compiles and assembles key economic data. LADCO aids small business via management of the small business incubator and supports real estate development via management of the La Crosse Industrial Park Corporation.

Area of Isolation

The logo should have a minimum amount of space separating it from other elements. The area required is equal to the height of the capital L and should be maintained on all four sides of the logo.

Unacceptable Uses

- Do not skew.
- Do not use unapproved colors.
- Do not distort or stretch vertically or horizontally.
- Do not use low resolution files when high res files are required.
- Do not rescale or move individual elements.
- Avoid using background colors that compete with the logo colors.

Acceptable Uses

Full color on white background

All-white on black background

All-white on purple brand color

All-white on light blue brand color

- Show features of the Chamber (events, networking, speakers, etc.)
- Always show interactions between people.
- Show interactions at a closeup, where a person's face is not the main subject and pair the photo with a strong headline.
- This creates the feeling that the people interacting are a mystery and the reader can place themselves in the scenario. By not revealing the subjects and highlighting the benefit in words, the message is "you could be the one at these events."
- An alternative to closeups is showing a higher, further back perspective, also not focusing on any one face.

- The bluffs or river should be included in key feature and hero photos, as these are the most important distinguishing characteristics of the La Crosse area.

- The photographic style is centered on the natural beauty of the La Crosse area. Wide-angle photos capturing expansive scenes with a sense of exploration and adventure. This style features photos shot over the shoulder of an adventurous traveler. The style allows the audience to imagine themselves in the position of the traveler.

- When talking about downtown in general, use wide shots of downtown streets. Before sunset and early morning light is preferred to depict a vibrant downtown.

- If possible, aerial photos are acceptable as well to show off a wide area of downtown.

- When highlighting particular areas of downtown, like dining, show people interacting with the product (food, shopping, etc.)

- Always show the downtown area in the background if possible. (Outdoor seating for restaurants, leaving a store with items, shopping at a farmer's market with buildings in the background.)

- The perspective should be as if you are in with the group of people, not separate from them.
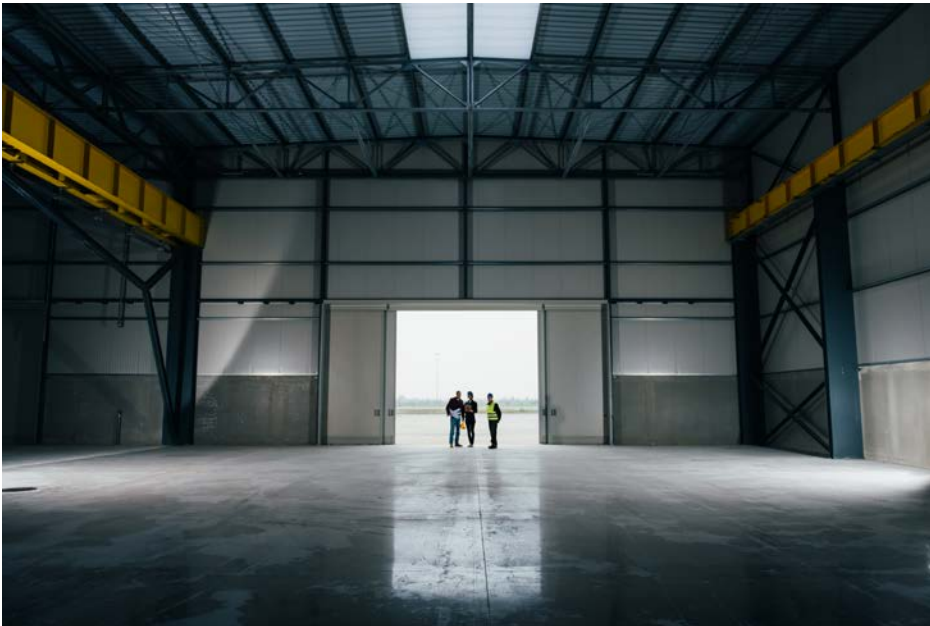
- Highlight the benefit/outcome of LADCO by showing local people growing their business. This reaches the target audience of people looking to start, expand, or move their business.

- Always show the business owner in the environment of their business on location, or show them at an open site.

- A stylistic alternative would be to show a potential business space with "ghosts" of people and business equipment. The message here is highlighting the possibilities of the available space.

① **Headline**
Roboto Condensed Bold - 46/36pt

② **Subhead**
Roboto Condensed Bold - 24/29pt

③ **Body Copy**
Merriweather Regular - 8/13pt

④ **Text Callout**
Roboto Condensed Light - 15/18pt.

⑤ **Headline Callout**
Roboto Condensed Bold - 16/18pt + Roboto Condensed Light - 14/14pt

⑥ **Lists**
Headers: Roboto Condensed Bold - 12/14pt
Body: Merriweather Regular - 7/11pt

⑦ **Text on color**
White color text on dark background colors, black color text on light background colors.

⑧ **Captions**
Merriweather Regular - 7/13pt
Text on white with line above and below text box.

Unique Brand Elements
Usage specified on the following page.

⑨ **Section Ribbon**

⑩ **Color Overlay**

Layout Example

August 2017

MESA UT ATUID

Eget nunc lobortis mattis aliquam faucibus purus. Blandit massa enim nec dui nunc mattis enim. Sit amet mauris commodo quis imperdiet massa tincidunt nunc pulvinar.

MAURIS

Suspendisse sed nisi lacus sed viverra tellus. Pharetra massa massa ultricies mi quis hendrerit dolor. At elementum eu facilisis sed odio morbi quis commodo odio. Molestie nunc non blandit massa enim nec dui. Fermentum odio eu feugiat pretium nibh ipsum. Sagittis orci a scelerisque purus semper. Interdum varius sit amet mattis vulputate enim.

Elementum pulvinar etiam non quam. Molestie ac feugiat sed lectus vestibulum mattis ullamcorper velit sed. Pretium viverra suspendisse potenti nullam ac tortor vitae. Sapien et ligula ullamcorper malesuada proin libero nunc consequat. Sit amet aliquam id diam maecenas ultricies.

AMET PRETIUM

Amet mauris commodo quis imperdiet massa tincidunt. Feugiat scelerisque varius morbi enim nunc faucibus. Neque egestas congue quisque egestas diam in. Leo vel fringilla est ullamcorper eget nulla facilisi etiam. Phasellus faucibus scelerisque eleifend donec. Orci

eu lobortis elementum nibh tellus molestie nunc non blandit. Adipiscing commodo elit at imperdiet dui. Ridiculus mus mauris vitae ultricies leo integer malesuada nunc.

Elementum pulvinar etiam non quam. Molestie ac feugiat sed lectus vestibulum mattis ullamcorper velit sed. Pretium viverra suspendisse potenti nullam ac tortor vitae.

Nec feugiat in fermentum posuere urna nec tincidunt. Amet consectetur adipiscing elit ut aliquam. Nibh mauris cursus mattis molestie a. Fermentum odio eu feugiat pretium nibh ipsum consequat nisl vel. Nam libero justo laoreet sit amet cursus sit. Posuere sollicitudin aliquam ultrices sagittis orci a scelerisque.

Laoreet sit odio vitae leo musauc

UNITE
& GROW

Nec feugiat in fermentum posuere urna nec tincidunt praesent. Consequat nisl vel pretium lectus. Risus in hendrerit gravida rutrum quisque non tellus orci ac. Non blandit massa enim nec dui nunc mattis enim ut. Blandit turpis cursus habitasse.

ENIM UT
SEM VIVERRA
Lacus vel facilisis volutpat est velit egestas dui id ornare. Pretium viverra suspendisse potenti nullam ac tortor vitae.

• **PELLENTESQUE**
Nam at lectus urna duis convallis convallis. Enim nunc faucibus a pellentesque massa sit amet porttitor.

• **BLANDIT ALIQUAM VEL TAMI**
El quam elementum pulvinar etiam non quam lacus nonsuspendisse. Nunc non blandit massa.

Section Ribbon

A blue ribbon-like graphic used to highlight a section on a page layout. It uses the light brand blue as the main color and the dark blue for the triangle section. In order to be used properly, a different colored section needs to be next to the section being highlighted by the ribbon. Highlight main content or sidebar content on a page layout, sidebars on a website, or sub sections of a poster.

Color Overlay

An overlay bar of 70% transparency using a brand color. To be used over photos either as a style element or with text on top. Also used for poster headlines or style element, brochure and page layout headlines or titles and web page title over a photo.

Layout Rules

- For large-scale media like posters, follow a ratio guideline for text:
  - Headline = 6xBody Copy
  - Subhead = 3xBody Copy
  - Text Callout = 2xBody Copy
- Always include the following elements in a layout
  - Headline, Body Copy (unless a very simple execution)
  - Subheads to break up long copy
  - Gradient block(s) or solid color block

Layout Tips

- Place line breaks between paragraphs & before subheads
- Don't indent paragraphs
- Opt for left-aligning body text vs centering. It makes for a cleaner, more cohesive layout.
- Include only one space after sentences, not two.
- Follow line spacing specified for text in the design specifications (previous page), otherwise opt for 1.5 spacing in programs like Microsoft Word.

① **Headline**
Axis Bold - 40/36pt

② **Subhead**
Axis Bold - 14/17pt

③ **Body Copy**
Rokkitt Regular - 11/13pt or Avenir Roman - 10/13pt
Rokkitt works well for editorial pieces.

④ **Text Callout**
Rokkitt Regular - 15/18pt

⑤ **Headline Callout**
Axis Bold - 15/27pt **+** Blackjack Regular - 21/27pt

⑥ **Lists**
Headers: Axis Bold - 9/10pt
Body: Rokkitt Regular - 9/11pt

⑦ **Text on color**
White color headlines, black body copy on solid color background.

⑧ **Captions**
Avenir Medium Oblique - 9/13pt
Text in open corner on photo.

Unique Brand Elements
Usage specified on the following page.

⑨ **Callout Ribbon**

⑩ **Text Bar on Photo**

Layout Example

Callout Ribbon

Section with blue, orange, or green as a background color. White headline and subhead text with black body copy for readability.

Text Bar on Photo

A curve created from the top left or right portion of a 3:1 ellipse. This is combined with a rectangle shape to highlight sections of copy, or separate an image from copy. Example: Instead of a horizontal division between a photo and headline on a brochure, a curve with a stroke is place between them.

Layout Rules

- For large-scale media like posters, follow a ratio guideline for text:
  - Headline = 3.5xBody Copy
  - Subhead = 1.2xBody Copy
  - Text Callout = 1.2xBody Copy
- Always include the following elements in a layout
  - Text Bar on Photo
  - Body Copy (unless a very simple execution)
  - Subheads to break up long copy
  - Callout Ribbon (unless a very simple execution)

Layout Tips

- Place line breaks between paragraphs & before subheads
- Don't indent paragraphs
- Opt for left-aligning body text vs centering. It makes for a cleaner, more cohesive layout.
- Include only one space after sentences, not two.
- Follow line spacing specified for text in the design specifications (previous page), otherwise opt for 1.5 spacing in programs like Microsoft Word.

① Headline
Oleo Script Bold - 40/36pt

② Subhead
Oleo Script Bold - 25/24pt

③ Body Copy
Lato Regular - 9/12pt

④ Text Callout
Lato Light - 15/18pt.

⑤ Headline Callout
Oleo Script Bold - 25/18pt + Aller Bold Italic - 14/18pt

⑥ Lists
Headers: Lato Bold - 10/10pt
Body: Lato Regular - 9/12pt

⑦ Text on color
White color headlines, black body copy on solid color background.

⑧ Captions
Lato Bold - 7/13pt
Solid color box within image.

Unique Brand Elements
Usage specified on the following page.

⑨ Color Sections

⑩ The Curve

Layout Example

August 2017

HISTORIC
DOWNTOWN
LaCrosse
Look. Live. Love.

⑩

⑤ *Love Your*
Downtown
Nec feugiat in fermentum posuere urna nec tincidunt praesent. Consequat nisl vel pretium lectus. Risus in hendrerit gravida rutrum quisque non tellus orci ac. Non blandit massa enim nec dui nunc mattis enim

• **Enim ut Sem Viverra**
Lacus vel facilisis volutpat est velit egestas dui id ornare. Pretium viverra suspendisse potenti

⑥

• **Pellentesque**
Nam at lectus urna duis convallis convallis. Enim nunc faucibus a pellentesque massa sit amet porttitor.

• **Blandit Aliquam Vel Tami**
El quam elementum pulvinar etiam non quam lacus nonsuspendisse.

⑦

① *Mesa ut Atuid* ⑨

④ eget nunc lobortis mattis aliquam faucibus purus. Blandit massa enim nec dui nunc mattis enim. Sit amet mauris commodo quis imperdiet massa tincidunt nunc pulvinar. Pretium viverra suspendisse potenti nullam ac tortor vitae.

② *Downtown*
Suspendisse sed nisi lacus sed viverra tellus. Pharetra massa massa ultricies mi quis hendrerit dolor. At elementum eu facilisis sed odio morbi quis commodo odio. Molestie nunc non blandit massa enim nec dui. Fermentum odio eu feugiat pretium nibh ipsum.

③ agittis orci a scelerisque purus semper. Interdum varius sit amet mattis vulputate enim. Elementum pulvinar etiam non quam. Molestie ac feugiat sed lectus vestibulum mattis ullamcorper velit sed. Pretium viverra suspendisse potenti nullam ac tortor vitae. Sapien et ligula ullamcorper malesuada proin libero nunc consequat. Sit amet aliquam id diam maecenas ultricies.

Amet Pretium
Amet mauris commodo quis imperdiet massa tincidunt. Feugiat scelerisque varius morbi enim nunc faucibus. Neque egestas congue quisque egestas diam in. Leo vel fringilla est

ullamcorper eget nulla facilisi etiam. Phasellus faucibus scelerisque eleifend donec. Orci eu lobortis elementum nibh tellus molestie nunc non blandit. Adipiscing commodo elit at imperdiet dui. Ridiculus mus mauris vitae ultricies leo integer malesuada nunc. Nec feugiat in fermentum posuere urna nec tincidunt.

Amet consectetur adipiscing elit ut aliquam. Nibh mauris cursus mattis molestie a. Fermentum odio eu feugiat pretium nibh ipsum consequat nisl vel. Nam libero justo laoreet sit amet cursus sit. Posuere sollicitudin aliquam ultrices sagittis orci a scelerisque.

Laoreet sit odio vitae leo musauc ⑧

Color Sections

Section with blue, orange, or green as a background color. White headline and subhead text with black body copy for readability.

The Curve

A curve created from the top left or right portion of a 3:1 ellipse. This is combined with a rectangle shape to highlight sections of copy, or separate an image from copy. Example: Instead of a horizontal division between a photo and headline on a brochure, a curve with a stroke is place between them.

Layout Rules

- For large-scale media like posters, follow a ratio guideline for text:
  - Headline = 5xBody Copy
  - Subhead = 3xBody Copy
  - Text Callout = 2xBody Copy
- Always include the following elements in a layout
  - Colored Headline
  - Body Copy (unless a very simple execution)
  - Subheads to break up long copy
  - Color Section (unless a very simple execution)

Layout Tips

- Place line breaks between paragraphs & before subheads
- Don't indent paragraphs
- Opt for left-aligning body text vs centering. It makes for a cleaner, more cohesive layout.
- Include only one space after sentences, not two.
- Follow line spacing specified for text in the design specifications (previous page), otherwise opt for 1.5 spacing in programs like Microsoft Word.

① **Headline**
Montserrat Bold - 30/36pt

② **Subhead**
Montserrat Bold - 18/22pt

③ **Body Copy**
Montserrat Regular - 8/12pt

④ **Text Callout**
Montserrat Light - 11/13pt.

⑤ **Headline Callout**
Montserrat Black - 14/17pt **+** Montserrat Light - 14/17pt

⑥ **Lists**
Headers: Montserrat Black - 10/10pt
Body: Montserrat Regular - 8/10pt

⑦ **Text on color**
White color headlines, black body copy on solid color background.

⑧ **Captions**
Montserrat Bold - 7/11pt
Solid color box outside of image with white line between.

Unique Brand Elements
Usage specified on the following page.

⑨ **Building Blocks**

⑩ **Text on Photos**

Layout Example

Building Blocks & Gradient

Blocks of color/gradient and photos set next to each other with equidistant space, creating a "building block" or "foundation" feel. A gradient is used in the building blocks. This can be used as a full background on simple executions, like a business card. At least one block should have white copy placed inside. A solid brand color may be used in place of gradients for readability, like long copy or, to highlight 1 section over another (like placing a sub headline above a column). Use for newsletter headers and sections, brochure panel sections, website sections, and poster sections.

Text on Photos

White headlines placed out of center, either lower or upper left, if legible, otherwise place below. To improve readability, a black color overlay of 20% may be added to the entire image with text placed above the overlay.

Layout Rules

- For large-scale media like posters, follow a ratio guideline for text:
  - Headline = 4xBody Copy
  - Subhead = 2xBody Copy
  - Text Callout = 1.4xBody Copy
- Always include the following elements in a layout
  - Headline, Body Copy (unless a very simple execution)
  - Subheads to break up long copy
  - Gradient block(s) or solid color block

Layout Tips

- Place line breaks between paragraphs & before subheads
- Don't indent paragraphs
- Opt for left-aligning body text vs centering. It makes for a cleaner, more cohesive layout.
- Include only one space after sentences, not two.
- Follow line spacing specified for text in the design specifications (previous page), otherwise opt for 1.5 spacing in programs like Microsoft Word.

SYNERGY BRAND GUIDELINES

La Crosse Area Chamber of Commerce ▪ Explore La Crosse ▪ Downtown Mainstreet, Inc. ▪ La Crosse Area Development Corporation