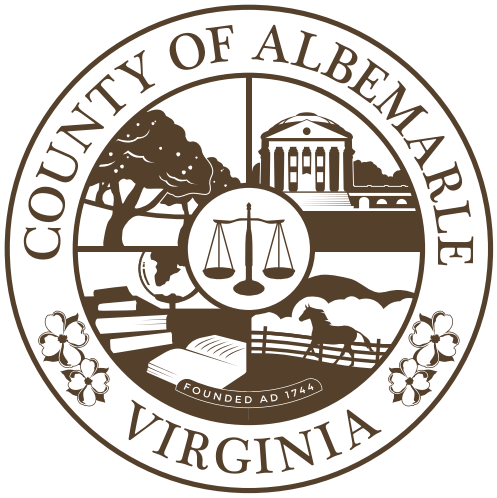
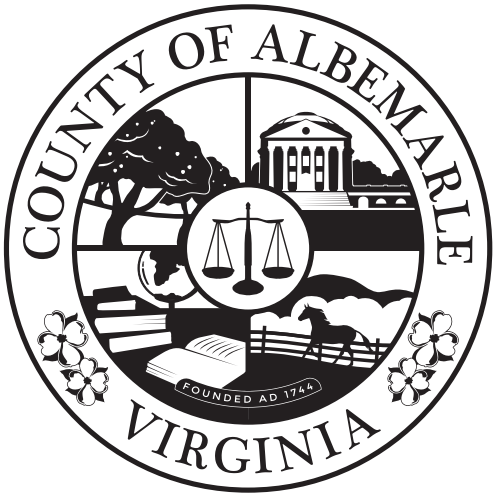
2019 BRAND GUIDELINES

CMYK

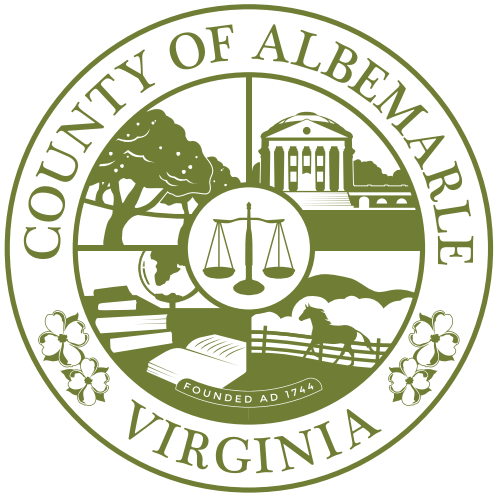
PANTONE



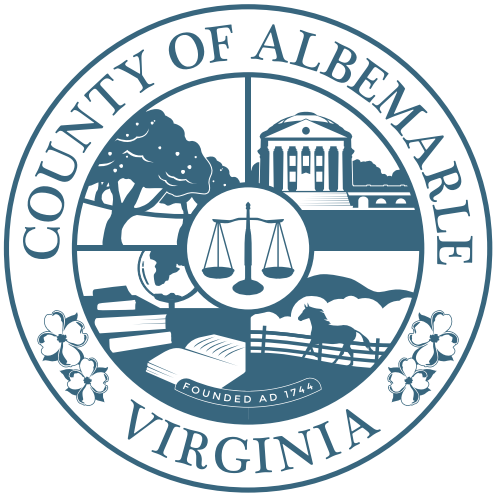
ONE COLOR
BROWN



ONE COLOR B&W

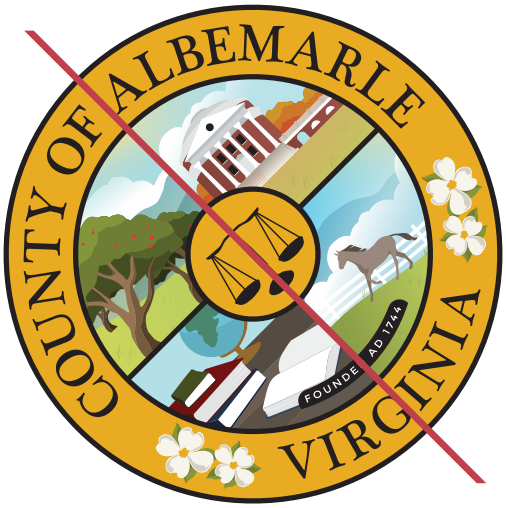


ONE COLOR
GREEN



ONE COLOR
BLUE

BRAND COLORS



PLEASE USE THE LOGO FILES AS PROVIDED.
DO NOT ALTER THE LOGO ALIGNMENT, COLOR,
STROKE OR FONT FOR BRAND CONSISTANCY.

LOGO USAGE

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#$%^&*()-_+=

PLANTAGENET CHEROKEE

PRIMARY USE - LOGO/HEADLINE COPY

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#$%^&*()-_+=

LATO BOLD

SECONDARY USE - SUBHEAD COPY

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#$%^&*()-_+=

LATO REGULAR

TERTIARY USE - BODY COPY

In the logo folder there are logo files; each with specific purposes. As you open the parent folder, you will see 3 sub folders for Print, Web, and Microsoft use.

PRINT
The Professional or Hi-Resolution Printing (300dpi) folder contains file types used by printing companies for collateral such as signage, business cards or banners - basically anything you wouldn't print yourself (some printers will ask for them by their file type). Only use the Pantone for Commercial Printing. Use CMYK (also known as 4-color) for all other uses.

Pantone .ai
CMYK .ai
CMYK hi res
PNG

WEB
The Web (72dpi) folder contains low resolution files that should only be used digitally. If it is printed, the quality will be low and fuzzy.

RGB
PNG (transparent background)

MICROSOFT
The Microsoft (150dpi) folder has files that you can use for programs like Word, excel, quickbooks or other internal/online software.

RGB
PNG (transparent background)

If a secondary mark or alternate orientation is available, it is included in the packaged logo folder.

Write with simplicity and intent. Have a clear communication goal and ensure every sentence directly serves it.

Begin each paragraph with a topic sentence, or main idea. Each sentence in the paragraph should relate to and support that topic sentence. Each new idea should have its own paragraph.

Use active tense instead of passive.

Avoid slang, technical terminology, abbreviations (without a definition!), and technical jargon. The website is for the community to conduct business/learn about what's going on – technical details may be referenced, but not the predominant text.

Remember when writing a webpage that time references should be "evergreen".

Instead of "Coming up in June..." write "In June 2019..."

Titles should use "Title Case" (not "UPPER CASE" or "lower case")

Sentences should use "Sentence case"

Avoid the use of **contractions**

When creating lists, use a period with complete sentences and leave incomplete sentences without.

Use bullets for a true list.

Use numbers only where sequence is important.

When creating **captions**, write a full sentence.

Use the **oxford comma** (the comma preceding the "and" in a series – bacon, eggs, and toast).

Acronyms:

Define the acronym by using the full text for the first use on a page and putting the acronym immediately following in parentheses (e.g., Community Advisory Committee (CAC))

An acronym must be defined on each webpage it appears. Even on "tabbed" or related pages. *Remember – a user can get to any single page any number of ways, so each page needs to stand alone.*

Abbreviations:

Spell out **months** that stand alone (e.g., April 2019), unless space is tight. If space is a factor, then abbreviate months to 3 letters with a period (e.g., Apr., Feb.)

Spell out the names of **states** except in addresses, in which case, use postal abbreviations (e.g., VA, MD, WV)

Abbreviate street suffixes in **addresses** using postal abbreviations (RD, ST, BLVD, etc.) including directions (N, E, W, S, NE, NW, SE, SW).

Spell out the first reference of an **acronym** on a page and follow the term with the acronym in parentheses.

Numbers:

Spell out numbers **zero through nine**. Use figures for **everything else** (10, 21, -5, etc.)

Use figures when referencing **age**

Avoid beginning sentences with numbers

Phone numbers should be hyphenated. For example: 434-296-5841

Times:

Use **standard** time, not military

Use lowercase and no periods for **am** and **pm**.

Do not include minutes if the time is at the top of the hour (e.g., 5 pm instead of 5:00 pm) but include them for all other cases (e.g., 5:30 pm)

Duration is shown using an en dash (4 – 6:30 pm). If both morning or afternoon times, only use am or pm at the end time. Only use both if a time spans the two.

Email addresses:

Hyperlinked to create a message

Text should provide the address (ekilroy@albemarle.org)

Weblinks

If a short URL, text should be the short URL (e.g. www.albemarle.org/cac)

If a long URL, text should be a hyperlinked word ("click here" or appropriate word(s))