

Jonesboro, Arkansas BrandTouch™ Manual

Order comes from simplicity. Inside, you will find the simple rules that guide the Jonesboro Brand, and will help create equity as we tell others about Jonesboro.

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Brand guidelines should be flexible enough for your community to be creative, but rigid enough to keep your brand easily recognizable. Consistency is key, especially if you need the brand to extend across multiple media

- 1.0** Brand
- 2.0** Logo
- 3.0** Color
- 4.0** Typography
- 5.0** Expansion
- 6.0** Resources

The Brand Manual is essentially a set of rules that explain **how your brand works.**

1.0

The Brand



1.1

Brand Message

Your community already has a personality. The job of the brand is to preserve that personality while helping the community to realize its vision of its future.

A. LOGO

The logo is the combination of the logomark and logotype along with the tagline to graphically convey the identity of the community.

B. LOGOMARK

A logomark is an identifying mark or symbol that doesn't contain the business name.

C. WORDMARK

A wordmark refers to words or the name of a business that is designed in a special way. Examples include Pinterest, eBay or Google.



1.2

Logo Variants

Choosing the right dominant color for your brand is crucial. This color should appear on all your materials, including your logo and signage.

LOGO USAGE

As much as possible, the color you choose should set you apart, work with your industry and image, and tie to your brand promise. It should also take into account color psychology, which is fairly complex. Colors can mean different things depending on the culture, situation and industry.



1.4 Logo Spacing

The area that surrounds the logo known as “clear space” is as important as the logo itself.

WHAT IS CLEARSPACE

The area that surrounds the logo is as important as the logo itself. The minimum area of A, known as “clear space,” provides breathing room to the logo and eliminates visual clutter (text, graphic elements or other logos) that can compete with logo legibility – thereby diminishing the effectiveness of the logo.



2.0

The Colors



2.1

Color Palette

Color choices are used to differentiate items, create depth, add emphasis, and help organize information.

COLOR THEORY

Every time a consumer interacts with a brand, an opportunity exists for the company to influence their audiences' perceptions. It is up to the marketer to decipher which design and colors will influence the consumer to purchase. By educating oneself on the psychology behind color theory, marketers can further tap into branding techniques and better connect with their market, leading to a stronger brand-consumer relationship and increased profit.

Almost 90% of people's assessment on products or services is based on colors alone.

Due to colors' strong influence on moods and feelings, their association with products can influence our attitudes and affect purchasing power towards brands.

Pantone 7477 C RGB 37 75 90 HEX/HTML 254b5a CMYK 87 60 48 32	Pantone 5405C RGB 77 116 139 HEX/HTML 4d748b CMYK 75 47 33 7	Pantone Blue 0821C RGB 113 206 234 HEX/HTML 71ceea CMYK 50 0 5 0
Pantone 7579C RGB 223 89 41 HEX/HTML df5929 CMYK 7 80 97 1	Pantone 158C RGB 237 118 37 HEX/HTML ed7625 CMYK 3 66 99 0	Pantone 143C RGB 244 179 51 HEX/HTML f4b333 CMYK 3 32 91 0
Pantone 7490C RGB 113 152 74 HEX/HTML 71984a CMYK 61 23 91 5		

3.0

The Type



3.1

Typography

Typography plays a crucial role in the design of your brand identity. The typography in your logo can be as impactful as a graphic.

SWATCHES

Typography is the visual component of the written word.

Text is any combination of letters, numbers, or other characters. Text stays the same no matter how it's rendered. Consider the sentence "I like pizza." I can print that text on a piece of paper, or read it aloud, or save it in a file on my laptop. It'll be the same text, just rendered different ways—visually, audibly, digitally.

But when "I like pizza" is printed, typography gets involved. All visually displayed text involves typography—whether it's on paper, a computer screen, or a billboard.

Don't infer from the highway-sign example that typography is another word for font. Fonts are part of typography, but typography goes beyond fonts.

www.practicaltypography.com/what-is-typography.html

Do not think
of type as
something
that should
be merely
readable.
It should
be beautiful.

3.2

Primary Typeface

PEACHES BLESSED

HELLO I'M:
PEACHES BLESSED

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

3.3

Secondary Typefaces

HUDSON NY PRO

HELLO I'M:

HUDSON NY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

OPQRSTUVWXYZ

1234567890

3.5 Type Hierarchy

In order to guide the reader, then, headings are usually large, sub-headings are smaller, and body type is smaller still.

LEADING

For legible body text that's comfortable to read, a general rule is that your leading value should be greater than the font size; from 1.25 to 1.5 times

TRACKING

The space between letters in a block of text. In CSS this is defined with the letter-spacing property

WIDOWS & ORPHANS

A single word at the end of a column is a widow and if it's at the top of a new column it's an orphan. They look bad and can be hard to read.

JONESBORO

H1

JONESBORO

H2

Jonesboro

H3

JONESBORO

H4

Jonesboro

BODY COPY

Jonesboro

CAPTION

Jonesboro

CC

4.0

The Extension



4.2 Collateral

Now is the time to
put your logo on
everything.
**AND WE MEAN
EVERYTHING.**

SHOPPING BAGS

Perfect for local businesses to use to show that Jonesboro is a shopping destination.

BUSINESS CARDS

Above all else, a business card is a tangible object that you can use to provide your contact information to potential customers. Because of this, it's essential not to sacrifice clarity for design elements. Most business cards contain your business name, your name and title, your telephone number, an email address, and a street address.

FASHION MERCHANDISE

Customers and citizens deserve the opportunity to show their pride in their hometown with fashionable merch available from local organizations and locally owned business.



5.0

The Resources



5.1

Logo Contact Sheet

FILE FORMAT GUIDE

All of the included graphic files might not work on your machine, but that does not mean that the file is corrupted or that there is something wrong with your machine. These files address all of the normal uses that a community implemented design would require. Always make sure to inform vendors that you have these different file formats available.



File Type: Portable Document Format
Category: Vector Image Files
File Description: Cross-platform document created by Adobe Acrobat or a program with the Acrobat plug-in; commonly used for e-mail attachments or for saving publications in a standard format for viewing on multiple computers; usually created from another document instead of from scratch.

Program(s) that open PDF files:
Mac OS Adobe Reader to view (free), Adobe Acrobat to edit (commercial), Apple Preview
Windows Adobe Reader to view (free), Adobe Acrobat to edit (commercial), Brava! Reader



File Type: JPEG Image File
Category: Raster Image Files
File Description: Compressed graphic format standardized by the JPEG (Joint Photographic Experts Group) group; commonly used for storing digital photos since the format supports up to 24-bit color; also a common format for publishing Web graphics; compressed using lossy compression, which may noticeably reduce the image quality if a high amount of compression is used. JPEG files do not support transparency.



File Type: Encapsulated PostScript
Category: Vector Image Files
File Description: PostScript (.PS) file that includes an embedded preview image in bitmap format; often used for transferring between different operating systems.

Program(s) that open EPS files:
Mac OS Apple Preview, Adobe Illustrator, Acrobat, Photoshop, or QuarkXpress
Windows CorelDRAW, Adobe Illustrator, Acrobat, or Photoshop, QuarkXpress



File Type: Adobe Illustrator File
Category: Vector Image Files
File Description: Native file format created by Adobe Illustrator; composed of paths, or lines connected by points, instead of bitmap data; may include objects, color, and text; often referred to as a Illustrator drawing. Illustrator documents can be opened with Photoshop, but the image will be rasterized, meaning it will be converted from a vector image to a bitmap.

Program(s) that open ai files:
Mac OS Adobe Illustrator, Acrobat, Reader, Adobe Photoshop (rasterized), Apple Preview
Windows Adobe Illustrator, Acrobat, Reader, Adobe Photoshop (rasterized)



File Type: PNG Image File
Category: Raster Image Files
File Description: Portable Network Graphics (PNG) is a raster graphics file format that supports lossless data compression. PNG supports palette-based images, grayscale images (with or without alpha channel), & full-color non-palette-based RGB images (with or without alpha channel). PNG was designed for transferring images on the Internet, not for professional-quality print graphics, & therefore does not support non-RGB color spaces such as CMYK.



Downtown-4C.png



Downtown-Black.png



Downtown-BLUE.png



Downtown-DKBLUE.png



Downtown-Gold.png



Downtown-Green.png



Downtown-horz-4C.png



Downtown-horz-Black.png



Downtown-horz-Blue.png



Downtown-horz-DkBlue.png



Downtown-horz-Gold.png



Downtown-horz-Green.png



Downtown-horz-MedBlue.png



Downtown-horz-MedOrange.png



Downtown-horz-Orange.png



Downtown-horz-White.png



Downtown-MEDBLUE.png



Downtown-MedOrange.png



Downtown-Orange.png



Downtown-stack-4C.png



Downtown-stack-Black.png



Downtown-stack-Blue.png



Downtown-stack-DkBlue.png



Downtown-stack-DkOrange.png



Downtown-stack-Gold.png



Downtown-stack-Green.png



Downtown-stack-MedBlue.png



Downtown-stack-Orange.png



Downtown-stack-Rev-4C.png



Downtown-stack-Rev-Black.png



Downtown-stack-Rev-Blue.png



Downtown-stack-Rev-DkBlue.p...



Downtown-stack-Rev-Gold.png



Downtown-stack-Rev-Green.png



Downtown-stack-Rev-MedBlue...



Downtown-stack-Rev-MedOran...



Downtown-stack-Rev-Orange.p...

Downtown-stack-White.png



Jonesboro-horz-AR-4C.png



Jonesboro-horz-AR-Black.png



Jonesboro-horz-AR-Blue.png



Jonesboro-horz-AR-DkBlue.png



Jonesboro-horz-AR-Gold.png



Jonesboro-horz-AR-Green.png



Jonesboro-horz-AR-MedBlue.png



Jonesboro-horz-AR-MedOrange.png



Jonesboro-horz-AR-Orange.png



Jonesboro-horz-AR-Rev-4C.png



Jonesboro-horz-AR-Rev-Black.png



Jonesboro-horz-AR-Rev-Blue.png



Jonesboro-horz-AR-Rev-DkBlue.png



Jonesboro-horz-AR-Rev-Gold.png



Jonesboro-horz-AR-Rev-Green.png



Jonesboro-horz-AR-Rev-MedBlue.png



Jonesboro-horz-AR-Rev-MedOrange.png



Jonesboro-horz-AR-Rev-Orange.png



Jonesboro-horz-AR-White.png

Jonesboro-horz-Tag-4C.png



Jonesboro-horz-Tag-Black.png



Jonesboro-horz-Tag-Blue.png



Jonesboro-horz-Tag-DkBlue.png



Jonesboro-horz-Tag-Gold.png



Jonesboro-horz-Tag-Green.png



Jonesboro-horz-Tag-MedBlue.p...



Jonesboro-horz-Tag-MedOrang...



Jonesboro-horz-Tag-Orange.png



Jonesboro-horz-Tag-Rev-4C.png



Jonesboro-horz-Tag-Rev-Black....



Jonesboro-horz-Tag-Rev-Blue.p...



Jonesboro-horz-Tag-Rev-DkBlu...



Jonesboro-horz-Tag-Rev-Gold.p...



Jonesboro-horz-Tag-Rev-Green....



Jonesboro-horz-Tag-Rev-MedBl...



Jonesboro-horz-Tag-Rev-MedOr...



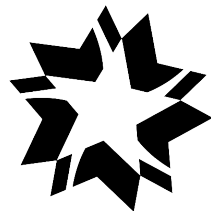
Jonesboro-horz-Tag-Rev-Orang...



Jonesboro-horz-Tag-White.png



Jonesboro-icon-4C.png



Jonesboro-icon-Black.png



Jonesboro-icon-Blue.png



Jonesboro-icon-DkBlue.png



Jonesboro-icon-Gold.png



Jonesboro-icon-Green.png



Jonesboro-icon-MedBlue.png



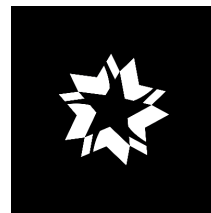
Jonesboro-icon-MedOrange.png



Jonesboro-icon-Orange.png



Jonesboro-icon-Rev-4C.png



Jonesboro-icon-Rev-Black.png



Jonesboro-icon-Rev-Blue.png



Jonesboro-icon-Rev-Blues.png



Jonesboro-icon-Rev-DkBlue.png



Jonesboro-icon-Rev-Gold.png



Jonesboro-icon-Rev-Green.png



Jonesboro-icon-Rev-MedBlue.p...



Jonesboro-icon-Rev-MedOrang...



Jonesboro-icon-Rev-Orange.png



Jonesboro-icon-Rev-Warms.png



Jonesboro-icon-White.png



Jonesboro-right-4C.png



Jonesboro-right-Black.png



Jonesboro-right-Blue.png





Jonesboro-small-tag-Gold.png



Jonesboro-small-tag-Green.png



Jonesboro-small-tag-MedBlue...



Jonesboro-small-tag-MedOrang...



Jonesboro-small-tag-Orange.png



Jonesboro-small-tag-White.png



Jonesboro-stack-AR-4C.png



Jonesboro-stack-AR-Black.png



Jonesboro-stack-AR-Blue.png



Jonesboro-stack-AR-DkBlue.png



Jonesboro-stack-AR-Gold.png



Jonesboro-stack-AR-Green.png



Jonesboro-stack-AR-MedBlue.p...



Jonesboro-stack-AR-MedOrang...



Jonesboro-stack-AR-Orange.png



Jonesboro-stack-AR-Rev-4C.png



Jonesboro-stack-AR-Rev-Black...



Jonesboro-stack-AR-Rev-Blue.p...



Jonesboro-stack-AR-Rev-DkBlu...



Jonesboro-stack-AR-Rev-Gold...



Jonesboro-stack-AR-Rev-Green...



Jonesboro-stack-AR-Rev-MedBl...



Jonesboro-stack-AR-Rev-MedO...



Jonesboro-stack-AR-Rev-Orang...



Jonesboro-stack-AR-White.png



Jonesboro-stack-tag-Black.png



Jonesboro-stack-tag-Blue.png



Jonesboro-stack-tag-DkBlue.png



Jonesboro-stack-tag-Gold.png



Jonesboro-stack-tag-Green.png



Jonesboro-stack-tag-MedBlue...



Jonesboro-stack-tag-MedOrang...



Jonesboro-stack-tag-Orange.png



Jonesboro-stack-tag-Rev-4C.png



Jonesboro-stack-tag-Rev-Black...



Jonesboro-stack-tag-Rev-Blue...



Jonesboro-stack-tag-Rev-DkBl...



Jonesboro-stack-tag-Rev-Gold...



Jonesboro-stack-tag-Rev-Green...



Jonesboro-stack-tag-Rev-MedB...



Jonesboro-stack-tag-Rev-MedO...



Jonesboro-stack-tag-Rev-Oran...



Jonesboro-stack-tag-White.png



Jonesboro-vert-4C.png



Jonesboro-vert-Rev-4C.png

5.2 Copyright

Copyright Transfer Statement

Ben Muldrow as the agent for Arnett Muldrow & Associates, located at 316 West Stone Avenue, Greenville, SC, the owner of Copyright for this presented design(s) hereby grants a full copyright license transfer to Jonesboro, Here to utilize the following designs as the new owner sees fit to do so.

For the purpose of Community Branding.

This license, attested to by the parties effectively immediately shall serve as notice and agreement between the parties and may not be changed without written permission from the Arnett Muldrow & Associates. Arnett Muldrow & Associates retains the right to use the created material to self market and self promote.

This signed agreement also includes the transfer of rights to any variations of the logo previously agreed and supplied as part of the initial proposal.

Example of these variations could include : multiple color versions, size and dimensional variations – landscape and portrait, reversed out versions, social media profile images, favicon etc.



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Is there anything missing on this Copyright Transfer Form that was previously agreed? Let me know before accepting this statement. It is critical the information shared here is understood and accepted in whole.