Brand Identity Standards Manual

THRIVE IN SPI

Springfield Sangamon
Growth Alliance

Hello.

FIRST IMPRESSIONS are the key to the successful communication of an organization's tradition and mission. A name, a logo, a "look" communicate personality and reputation.

With this publication, we introduce our first impression: the graphic identity program for the Springfield Sangamon Growth Alliance, and outline the procedures for its implementation.

But why an identity in the first place? The answer lies as much in the absence of such a program as in its adoption. Without a prescribed and consistent visual and editorial approach, the lack of a clear identity can create confusion and misunderstanding.

The unifying element in a branding program is the presentation of the name: the logo, our "signature." The logo is meant to become a familiar and recognizable icon that lends professionalism, credibility, and strength to our activities and programs.

The graphic standards system introduced here include a stationery format and guidelines for using the logo on printed materials and objects.

A lasting impression depends on the understanding and importance of overall communications. They start with the logo as a foundation, and are reinforced by the delivery of appropriate visual and verbal messages to key audiences. This guide is designed to introduce our new logo and identity system, and provide guidelines as to its proper use and our commitment to professionalism and consistency in our approach, to help us achieve our goals.

Logo

LOGO PHILOSOPHY

The logo for the Springfield Sangamon Growth Alliance has been designed to reflect a vibrant, dynamic image – consistent with our affection for our locale and our vision for the endless possibilities that lie before us.

Familiar to those residing here, the distinctive shape of the state of Illinois forms the foundation of our logo, to acquaint those from outside the region to our geographic borders. This shape is overlayed by a dynamic, abstract "S" shape, alluding to both "Springfield" and "Sangamon." This shape brings motion to our logo, as its swirling energy suggests that we strive to envelop new ideas, new opportunities and new businesses in our region.

A dynamic color palatte brings a fresh look to our communications. Indigo blue is a color of depth and stability. The brighter sky blue is associated with positivity, trust, and reliability. The apple green is a color of nature, representing growth and fresh ideas.

Our wordmark is rendered in a bold style that is contemporary, professional and strong.

HORIZONTAL FORMAT

Springfield Sangamon Growth Alliance

VERTICAL FORMAT

Springfield Sangamon Growth Alliance

Our logo is the foundation of our identity, the primary visual element that identifies us. The Illinois shape, the dynamic S, and our distinctive wordmark have a fixed relationship that should never be changed.

LOGO USAGE

The following examples illustrate appropriate use of our logo.

IMPROPER USAGE

Do not separate the logo from the wordmark.

Do not alter the colors of the logo.

Do not change the typeface of the wordmark.

Do not alter the proportions or distort the logo.

Do not place the logo at an angle.

Color System

Primary Color System

Color plays an important role in the SSGA corporate identity system. The colors below represent the primary colors featured in our logo. Consistent use of these colors will contribute to the cohesive look of the SSGA brand across all media.

Pantone: 2746
CMYK: C-100   M-96   Y-11   K-4
WEB: 0a1f8f
RGB: R10 G31 B143

Pantone: 306
CMYK: C-81   M-4   Y-5   K-0
WEB: 00b2e3
RGB: R0 G178 B227

Pantone: 368
CMYK: C-59   M-2   Y-100   K-0
WEB: 76bc21
RGB: R118 G188 B33

Pantone: COOL GRAY 9
CMYK: C-56   M-47   Y-44   K-10
WEB: 76777a
RGB: R118 G119 B122

Typography

Typography plays an important role in communicating an overall tone and quality. Careful use reinforces our personality and ensures clarity and harmony in our communications. We have selected Frutiger Pro as our primary font, and Clearface as our secondary font. Each have a variety of weights and styles.

Frutiger Pro

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Ultra

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Clearface

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Stationery System

Letterhead

Our letterhead projects the SSGA identity to our staff, target audiences, and community.

The writer should select a serif font, such as Times New Roman or Garamond, for the body of the letter. This will complement the clean, professional look of the our identity.

Springfield Sangamon Growth Alliance

531 East Washington Street • 5th Floor
Springfield, Illinois 62701

217.679.3500

www.ThriveInSPI.org

Left Align   *Right Align*

Date

Mr. D. Stephens
Acme Company
1234 West Main Street
Westport, CT 56789

A letterhead design is never complete until the message is typed. If properly spaced, neat, and folded evenly, a letter carries an added message – one that says we are efficient and consistent in our approach.

This letterhead encourages a particular format for correspondence, with the left margin aligned with the left of the Springfield Sangamon Growth Alliance wordmark, and all copy typed flush left with the margin, including the date, address block, and complimentary close.

This suggested format has a disctinctive style that complements our letterhead, and gives our communications a neat, integrated appearance.

Sincerely,

H. Woolcott

Harrison Woolcott

HW/sr

Business Cards

Harrison Woolcott
Chief Operations Officer

531 East Washington Street • 5th Floor
Springfield, Illinois 62701
217.679.3500 ext. 100
HWoolcott@ThriveInSPI.org

www.ThriveInSPI.org

Springfield Sangamon Growth Alliance

Envelopes

531 East Washington Street • 5th Floor • Springfield, Illinois 62701

Springfield Sangamon Growth Alliance

Promotional Items

With a consistent approach, our logo is ready to meet the world!