

# Introduction

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*“Identity is cause; brand is effect, & the strength of the former influences the strength of the latter.” Larry Ackerman*

This manual contains the approved brand guidelines for the Marshalltown Regional Partnership, including the entities of the Marshalltown Convention & Visitors Bureau (MCVB), Marshalltown Economic Development (MED) and the Marshalltown Convention & Visitors Bureau (MCVB).

The guidelines within this manual will help maintain brand integrity and consistency, through specific policies and procedures when using identifying names, logos, colors and other visual identifiers in publications, web pages, letterhead and social media. This set of standards for writing and designing documents will help all users maintain consistent appearances throughout all publications.

In today’s consumer and business world, it is especially important that the integrity and consistency of our brand be not only apparent in the outward actions of our organization and its employees, but also the supporting materials that bear our name. This guide will provide guidance on the following:

- ▶ Brand Hierarchy: Logos and Usage
- ▶ Color Palette
- ▶ Typography
- ▶ Photography & Clip Art
- ▶ File Formats & Image Resolution
- ▶ Correspondence
- ▶ Approved Abbreviation Standards

# Brand Hierarchy

the logos  
and usage

This logo is the overarching or primary logo for the organization and should be used when two or more sub-organizations participate.

REGIONAL  
PARTNERSHIP  
**MARSHALLTOWN**



The Chamber's logo is specific to its role in the partnership and should be used when identity is related to the growth, support and engagement of the community. Pantone 7657 U should be used when permissible.

AREA CHAMBER  
OF COMMERCE  
**MARSHALLTOWN**



The MED logo should be used in all instances in which brand identity is specific to the economic development of the Marshalltown community.

ECONOMIC  
DEVELOPMENT  
**MARSHALL**



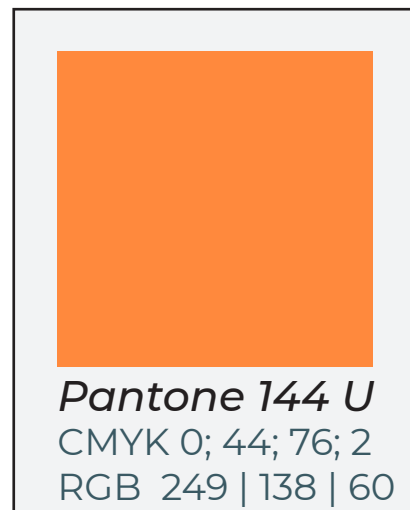
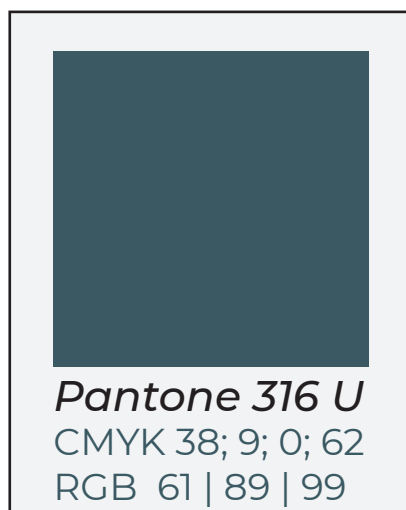
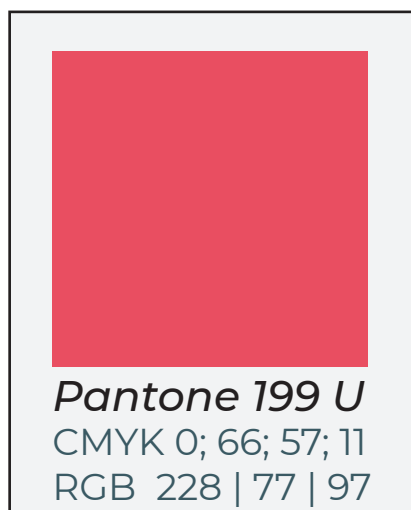
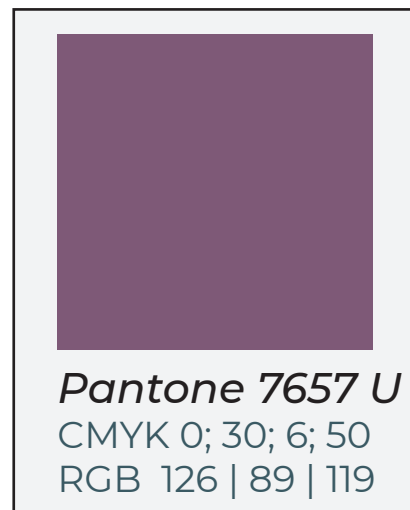
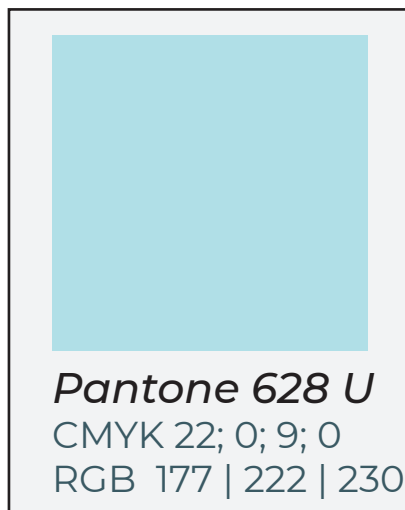
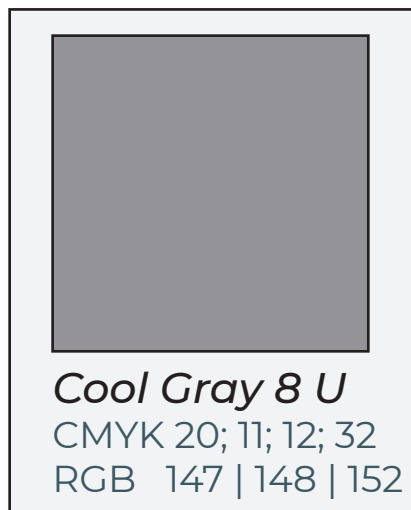
The MCVB logo should be used on all materials and marketing pieces specifically pertaining to the MCVB and its mission and vision for the Marshalltown community. When possible, Pantone 144 U should be used for the logo, as it is part of the identity of MCVB.

CONVENTION &  
VISITORS BUREAU  
**MARSHALLTOWN**



# the color palette

The color palette should be used in all cases, unless cost or technical restrictions do not allow for color printing.



**Note:** If marketing materials only allow for one-color imprints, please use the white version of your logo. If possible, please have the white logo placed on a color similar to your assigned hue within the hexagon.

## primary fonts

The font used in each of the logos is Gotham. In the event that Gotham isn't available for use due to purchasing or copyright agreements, Montserrat, a similar and free font, can be downloaded for use.

For typography needs within publications, please use Arial or Gill Sans for body text, headlines and titles. *\*Note: The Chamber's Digest is the exception to this rule with the use of 12 pt Minion Pro font throughout the publication.*

Suggested font size for each of the following is listed below:

Caption	8.4 pts and below	Subhead	14 to 21.4 pts
Small Text	8.5 to 10.9 pts	Display	21.5 pts and above
Regular	11 to 13 pts		

# photography & clip art

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When possible, the use of local photography is preferred over stock images. This provides for a more personal feel and helps consumers connect more directly with the brand when they can easily identify a location, event or person(s) within the image.

All images should be tasteful and relevant to the overall brand of the organization and further develop the communication to consumers. If using stock photography or clip art, please make sure all copyright legalities are followed, and if needed, the image is purchased for business use.

All images should be clear and free of pixelation. If utilizing local photography with local people, all photography releases should be signed by those whose likeness appears within the photo. As a reminder, minors within the image will need parental signature and release as well.

## file formats & image resolution

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To maintain consistency and quality, each of the logos is available in the following file formats: Illustrator (AI), EPS, JPEG and PDF.

Depending on the project and printing quality, different file formats will work best for varying projects. It is important that the appropriate format and logo size is used for the specific project so that the brand integrity is maintained.

For all printing projects, please ensure that the logo is at minimum of 300 dpi. For electronic mediums, including PowerPoint, Website, Social Media or Email, a dpi of 72 is acceptable.

Logos may be printed on a solid colored background (as seen on the title page of this guide). Color standards should be maintained, with appropriate Pantones used. Additionally, a black and white logo may be used if color printing is not available or feasible. Ideally, the entire logo (font and icon) should be in black. While this scenario is not preferred, it is understandable in situations where black and white printing is necessary.

All logos need to maintain their original constraint proportions. **Do not stretch or manually enlarge any of the logos by eyeballing logo size or to fit a space.**

Acceptable logo:



Unacceptable logo:



# correspondence

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When available, please use approved letterhead for official correspondence. All printed correspondence should be in Arial or Gill Sans 12 pt font with single line spacing. Letters generated through Word should maintain, at minimum, 2-inch margins from the top, 1-inch margins left and right and 1-inch margins from the bottom.

Each letter should include the logo of the originator, along with phone, website and address. All business correspondence using the organization's letterhead should be sent in a #10 envelope, with logo visible in the upper left-hand corner.

For email correspondence, please use the following standard format:

Name, Official title  
(Entity Logo in Assigned Color)  
Email  
Phone  
Address with P.O. Box  
Marshalltown, IA 50158  
[www.marshalltown.org](http://www.marshalltown.org) (as hyperlink)  
Like us Facebook ("Facebook" as hyperlink to direct page)  
Follow us on Twitter (as hyperlink)

## abbreviation **standards**

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This is a list of approved abbreviation standards for all mediums in which the organization's brand is identified. It is by no means exhaustive, and best judgment is encouraged for those situations not listed below.

MCVB, MED	The acronyms are allowable upon second mention of the organization within any medium.
Time	Small caps, with periods. Example: 8 a.m., 8 p.m.
Day of the Week	Spell out
Month	Spell out
Website	Always on one line. "www." not necessary.
Phone number	Single phone numbers are never split between lines. Use of periods or dashes is acceptable. No parenthesis.
Numbers	Spell out zero through nine, 10+ number is to be used
Event information	Always include: "For more information, contact _____ or visit (web address)."

Additional abbreviations include: