A GUIDE TO BRANDING & PARTNERSHIP IDENTITY:

IDENTITY
STANDARDS MANUAL

Greater Burlington Partnership
610 N. 4th St., Ste. 200, Burlington, IA  52601
www.greaterburlington.com
**TABLE OF CONTENTS:**

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>3</td>
</tr>
<tr>
<td>Greater Burlington Partnership Logos</td>
<td>4</td>
</tr>
<tr>
<td>Division Branding Logos</td>
<td>5</td>
</tr>
<tr>
<td>Committee Logos</td>
<td>5</td>
</tr>
<tr>
<td>Color Palettes</td>
<td>6</td>
</tr>
<tr>
<td>Unacceptable Usage Examples</td>
<td>7</td>
</tr>
<tr>
<td>Marketing Elements</td>
<td>8</td>
</tr>
<tr>
<td>Marketing Examples</td>
<td>9</td>
</tr>
<tr>
<td>Email</td>
<td>10</td>
</tr>
<tr>
<td>Photography &amp; Clip Art</td>
<td>11</td>
</tr>
<tr>
<td>Appropriate File Formats, Image Resolution</td>
<td>11</td>
</tr>
<tr>
<td>Website</td>
<td>11</td>
</tr>
<tr>
<td>Radio Verbiage</td>
<td>12</td>
</tr>
<tr>
<td>Phone Etiquette</td>
<td>12</td>
</tr>
<tr>
<td>Correspondence</td>
<td>13</td>
</tr>
<tr>
<td>PowerPoint Design Templates</td>
<td>14</td>
</tr>
<tr>
<td>Typography</td>
<td>15</td>
</tr>
<tr>
<td>Abbreviations Standards</td>
<td>17</td>
</tr>
<tr>
<td>Help Resources</td>
<td>18</td>
</tr>
</tbody>
</table>
INTRODUCTION

This is the approved Identity Standards Guide for Greater Burlington Partnership. All logos and symbols in this manual are the property of the Greater Burlington Partnership and may not be reproduced without permission.

The color palette in this manual is for reference only. For color accuracy, use the PANTONE® matching system. PANTONE® is the property of Pantone, Inc.

For questions about this manual, please contact the Greater Burlington Partnership Marketing Department at 319-752-6365.

What is an Identity Standards Manual?

An Identity Standards Guide is a set of standards for the writing and design of documents. The use of a design style guide provides uniformity in the use of graphic elements and the formatting of documents. The goal is to achieve a consistent appearance across all publications.

Why Have an Identity Standards Manual?

An Identity Standards Guide serves as a reference for your in-house team, or for any external designers or agencies you work with. An Identity Standards Guide helps to:

- Enhance marketing with a consistent brand appearance
- Avoid distortion and deviation from your brand design
- Protect your brand and trademark
- Define the tone and essence of the organization

A thorough understanding of the elements of the manual is critical to the successful implementation of the Greater Burlington Partnership identity system. Please take time to review all the sections of this manual.

Thank you for your help and commitment to building and maintaining the Greater Burlington Partnership brand identity that reflects the focus and excellence we all represent.
Colors from the Greater Burlington Partnership logo are defined by PMS (Pantone Matching Systems, a universally recognized color standard). Whenever four-color process is available, such as in color ads or brochures printed via traditional offset methods, there are two accepted applications of the logo. The four-color logo is preferred, however, when the logo can not be printed in four-color the logo should be printed on promotional items that are white in color (dark navy PMS 276). If the logo is be printed on color promotional items the logo should be printed in white.
DIVISION BRANDING LOGOS

A logo is created to attract and to educate. It is a symbol – an icon, graphic or letterform – that clearly and distinctly represents its meaning. It is very important to have a resemblance in the logos that represent the Greater Burlington Partnership.

Greater Burlington Chamber of Commerce Logo Full Color
Greater Burlington Economic Development Logo Full Color
Greater Burlington Convention & Visitors Bureau Logo Full Color
Downtown Partners, Inc. Logo Full Color

COMMITTEE LOGOS

Programs are an essential part of the Greater Burlington Partnership. There is good reason to provide them with their own separate identity. Yet, as part of the Greater Burlington Partnership, it is important to keep the same resemblance as the division logos. Contact the Marketing Department if you need a logo created. Samples are shown.

Greater Burlington Leadership Logo Full Color
Greater Burlington Young Professionals Logo Full Color
COLOR PALETTES

The Greater Burlington Partnership color palette is to be used in all and on all Greater Burlington Partnership materials. Pantone colors should be used in all cases unless technical/costs restrictions do not allow. The red, navy and light blue are the primary colors used. When a secondary color can be used two grey options are available.

**Partnership Red**  
Spot Pantone 186 C  
CMYK: C:0 M:100 Y:81 K:4  
RGB R:227 G:24 B:55

**Partnership Navy**  
Spot: Pantone 276 C  
CMYK C:100 M:100 Y:0 K:58  
RGB R:15 G:0 B:78

**Partnership Light Blue**  
Spot Pantone 2925 C  
CMYK C: 78 M:26 Y:5 K:0  
RGB R:8 G:151 B:204

**Partnership Dark Gray**  
Spot Pantone 432 C  
CMYK 72/62/52/38  
RGB R:66 G:71 B:79

**Partnership Light Gray**  
Spot Pantone 422 C  
CMYK 0/1/0/43  
RGB R:161 G:161 B:164

Greater Burlington Partnership
Making Connections, Building Community
UNACCEPTABLE USAGE EXAMPLES

DO NOT tilt the logo in any way

DO NOT fade or add any effects or filters to the logo

DO NOT add box around logo

DO NOT change any of the colors on the logo

DO NOT crop off any of the logo

DO NOT add colored outlines to logo; white outline is acceptable

DO NOT print colored logo on colored backgrounds

DO NOT print logo in any red; logo can only be printed in white

DO NOT print logo in light blue; logo can only be printed in white
MARKETING ELEMENTS

A few common graphics are available for your use to keep consistency in design of all Partnership materials. The gradient red box gives a marketing piece strength by putting important text in the box. When using the gradient red box, Frutiger font must be used.

When listing when, where and what the font should always be centered. You will find this on the website, newsletter, postcards and other marketing pieces.

When designing marketing materials for external markets the red box needs to be placed against the edge and placed in the best spot to not take away for the picture. Font should also be justified to the left.

The light blue is often used as a footer or as a box to add additional space for text on postcards and ads. The light blue footer should run the entire length of the bottom. The height should be no taller than 1 inch.

The light blue is also often used to help make font readable as in the Marketing Example on the next page. When this is needed, the light blue box can be big enough to place to the font on. The transparency needs to be set at 78%.

The dark gray lined graphic is used in marketing materials and may only be used vertical and on the left side. This must run the height of the document. The blue footer should overlap. The gray lined graphic should not be wider than 1 1/2 inch or smaller than 1 inch.

The light gray lined graphic is used in marketing materials and is placed on the top of the page or down the left or right side. This image should always run the width or the height of the ad or document and is usually .5 inch to 2.5 inches.
MARKETING EXAMPLES

BURLINGTON WEST BURLINGTON IOWA

BUSINESS AFTER HOURS
DRAKE HARDWARE & SOFTWARE
April 16, 5 - 7 pm

Join us with your co-workers to build your network at Business After Hours and grow your business!
Brought to you by the Greater Burlington Partnership

Drake Hardware & Software
211 N. 5th St.
Burlington, IA 52601
www.drahekhs.com

BURLINGTON WEST BURLINGTON IOWA

LET US TAKE A SELFIE

www.VisitBurlingtonIowa.com

BURLINGTON WEST BURLINGTON IOWA

ESCAPE TO THE OUTDOORS

BIKE RENTALS AVAILABLE
PORT OF BURLINGTON WELCOME CENTER

319-752-8731 • www.visitburlingtoniowa.com

BURLINGTON WEST BURLINGTON IOWA

www.visitburlingtoniowa.com

Do not create your own print ads and do not allow publications to produce ads on your behalf. Should a need arise for print materials, please contact the Marketing Department.
EMAIL

The Greater Burlington Partnership electronic signature can, and should be added, to all outgoing email correspondence. Signatures are relatively easy to set up in Microsoft Outlook and should include: name, title, organization, address, city, state, zip code, phone number, www.greaterburlington.com. Followed by the Greater Burlington Partnership logo and social media icons for Facebook, Twitter, YouTube, LinkedIn and Google+ with Tagline Making Connections, Building Community at the bottom.

The Confidentiality Notice needs to follow your email signature.

Confidentiality Notice: The information in this e-mail and any attachments may be legally privileged and confidential. It is intended solely for the addressee. If you are not the intended recipient, any disclosure, copying, distribution or any action taken or omitted to be taken in reliance on it, is prohibited and may be unlawful. If you have received this e-mail in error, please notify the sender and permanently delete the e-mail and any attachments immediately. You should not retain copy or use this e-mail or any attachment for any purpose, nor disclose all or any part of the contents to any other person.

The sample email signature below is set up in Times New Roman. The reason for not using Arno Pro is Microsoft Outlook often changes your signature font to Times New Roman depending on how the receipt receives emails.

SAMPLE EMAIL SIGNATURE

Staff Name (Font size is Times New Roman 11 pt)
Director of Marketing
Greater Burlington Partnership
610 N. 4th Street, Suite 200
Burlington, IA  52601
319-208-0040  (Put your direct line number)
www.greaterburlington.com (Hyperlink to http://www.greaterburlington.com)

Making Connections, Building Community (Font size is Times New Roman 12 pt Bold dark navy in color)

Confidentiality Notice: The information in this e-mail and any attachments may be legally privileged and confidential. It is intended solely for the addressee. If you are not the intended recipient, any disclosure, copying, distribution or any action taken or omitted to be taken in reliance on it, is prohibited and may be unlawful. If you have received this e-mail in error, please notify the sender and permanently delete the e-mail and any attachments immediately. You should not retain copy or use this e-mail or any attachment for any purpose, nor disclose all or any part of the contents to any other person.

The logos for the signature can be found in the logos/signature logos folder on the server. Assistance in preparing your email is available from the Marketing Department.

OUT OF OFFICE SIGNATURE

If you are going to be out of the office for business or vacation, turn on the automatic replies (Out of Office) and put a message on your return date and to contact the Greater Burlington Partnership if you need immediate assistance at 319-752-6365.
PHOTOGRAPHY & CLIP ART

Imagery is as much a part of communicating the Greater Burlington Partnership brand, as the words used to describe it. Therefore, to establish a unique identity for the Greater Burlington Partnership, the use of photography that represents the brand is recommended, rather than stock photography.

All marketing and promotional pieces should represent the branding of the Greater Burlington Partnership. The use of clip art is restricted to only those images that are tasteful, not dated, and serve to visually enhance the communications piece. Check with the Marketing Department before using any clip art or stock photography.

APPROPRIATE FILE FORMATS, IMAGE RESOLUTION

The Greater Burlington Partnership logo is available through the Marketing Department in a variety of file formats, including: Illustrator, Illustrator EPS, JPEG, TIFF and PDF. If there is a need for a different format, it should be requested from the Marketing Department.

Please ensure the file you are using is of sufficient size and resolution for the project. As a general guideline, standard file resolutions are their appropriate medium include:

- Printing (commercial printing) 300 dpi
- PowerPoint, Web or Email 72 - 96 dpi

PLEASE NOTE: A larger file can always be saved down to a smaller resolution, but never adjust the resolution of a small file just by changing the dpi. This will result in a heavily pixelated image, and is unsuitable.

WEBSITE

The Greater Burlington Partnership website will create a first and lasting impression on potential members and those looking for goods and services, new residents and other online visitors. Therefore, it is crucial that a consistent, quality message be conveyed throughout every page of the site.

All Greater Burlington Partnership communications and marketing materials should direct visitors to www.greaterburlington.com. Once at main site, visitors will be able to find detailed information about the Greater Burlington Partnership, Chamber, Economic Development, Convention & Visitors Bureau, Downtown Partners and Living Here.

Directors and Marketing Department are encouraged to review content quarterly to ensure website is up to date.
RADIO VERBIAGE

Radio advertising should reflect the brand of the Greater Burlington Partnership. Advertising should include one of the following examples:

The Chamber of Commerce, a division of the Greater Burlington Partnership, Making Connections, Building Community

Check us out at www.greaterburlington.com, Greater Burlington Convention & Visitors Bureau, a division of the Greater Burlington Partnership, Making Connections, Building Community

Check us out at www.greaterburlingtonyp.com, Greater Burlington Young Professionals, a program of the Chamber of Commerce, a division of the Greater Burlington Partnership, Making Connections, Building Community

When recording your advertisement replace your division name with one of the examples shown. The examples and the tag line should always end the commercial.

PHONE ETIQUETTE

Every telephone call also presents an opportunity to build strength of the Greater Burlington Partnership. When answering the telephone, please follow these examples:

MAIN LINE
• “Greater Burlington Partnership, how may I help you?”
• “Thank you for calling the Greater Burlington Partnership, how may I help you?”
• “Good Morning, Thank you for calling the Greater Burlington Partnership this __________.”

DIRECT LINE
• “Good Morning, This is __________.”
• “Hello this is __________.”

VIDEO

The Greater Burlington Partnership finds value in marketing with video to external and internal audiences to:
1. Improve User Engagement  2. Build Brand Awareness  3. Increase Search Engine Optimization

When creating a video to promote an event, membership and the Greater Burlington Area the video should include the following examples:

• Staff and volunteers should always introduce themselves and title.
• Message for video should be range between 30 and 180 seconds. Exceptions: Greater Burlington Area
• Ending message should include division name, followed by a division of the Greater Burlington Partnership, Making Connections, Building Community.
• Video should end with image of logo and website.

Videos are added to the Greater Burlington Partnership YouTube page and shared on social media, website and email.
CORRESPONDENCE

LETTERHEAD

When printing a letter on the official Greater Burlington Partnership letterhead, use the Arno Pro 12 point size font, with the line spacing single spaced. Margins for Word-generated letters should be set at 2 inches from the top, 1 inch from the left, 1 inch from the right and 1 inch from the bottom with business writing paragraph indents of 1/2 an inch.

Template Letterhead is created for the Greater Burlington Partnership, Chamber of Commerce, Economic Development, Convention & Visitors Bureau and Downtown Partners on the server. This letterhead works great for documents that you need to email.

ENVELOPE

Greater Burlington Partnership envelopes are available. Envelopes are #10 with or without a window. If you are needing envelopes for an event or promotion, contact the Marketing Department to get those ordered.

BUSINESS CARD

Business cards should be ordered from the Marketing Department.
When creating a presentation in Powerpoint use the Greater Burlington Partnership templates. Fruitger should be used for titles and Arno Pro for body text.

The Powerpoint templates can be found on the server under templates/powerpoints/layouts/partnershipppt. If a division is presenting, the Greater Burlington Partnership Logo can be changed to the division logo.

If you need assistance with a Powerpoint presentation, contact the Marketing Department.
TYPOGRAPHY

The typography of the Greater Burlington Partnership Visual Standards Manual is composed of two core fonts. These fonts are Frutiger LT Std and Arno Pro, and several specific family member variants which are detailed.

Primary font for body text.

Adobe Arno Pro

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Caption

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Display

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Small Text

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Subhead

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Note: There are 32 total fonts in the Arno Pro type family, made by combining the above standards. For example:

Semibold Italic Display

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Bold Caption

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Light Italic Display

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Arno Pro is a font designed with different weights for different applications. Use the below table to decide which weight to use for your particular application.

<table>
<thead>
<tr>
<th>Font</th>
<th>Weight Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caption</td>
<td>8.4 pts. and below</td>
</tr>
<tr>
<td>Small Text</td>
<td>8.5 to 10.9 pts.</td>
</tr>
<tr>
<td>Regular</td>
<td>11 to 13 pts.</td>
</tr>
<tr>
<td>Subhead</td>
<td>14 to 21.4 pts.</td>
</tr>
<tr>
<td>Display</td>
<td>21.5 pts. and above</td>
</tr>
</tbody>
</table>
Primary font for headlines, newsletter and marketing materials (red box and in footer).

Frutiger LT Std

47 Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

57 Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

67 Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

77 Black Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

87 Extra Black Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

46 Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

56 Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

65 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

66 Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

75 Black
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

76 Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

95 Ultra Black
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890
ABBREVIATION STANDARDS

Time  8 or 8:30 AM or PM (use small caps)
Day of the Week  Spell Out
Months  Spell Out
Month Day, Year  January 16, 2010
Website  never split between lines
Phone  319-752-6365 never split between lines or use parenthesis
Price  $2 or $2.50
Reservations  rsvp or RSVP (use lowercase letters or small caps)
Numbers  Spell out one thru nine, 10 + is number

Example of exception: Given the budget constraints, if all 30 history students attend the four plays, then the 7 math students will be able to attend only two plays. (Students are represented with figures; plays are represented with words.)

Event Information, Last line as follows:
For more information, contact (Person or business name) or visit (web address).

Paragraphs – the last line should be more than one word. If you are working in columns always have more than one line before moving to the top of the next line.

The following are abbreviations used in the Member Database. They can also be used in other publications.
Street = St
Road = Rd
Avenue = Ave
Suite = Ste
Drive = Dr
Lane = Ln
Court = Ct
Circle = Cir
Center = Ctr
Park = Prk
Building - Bldg
Place = Pl
Floor = Flr
Highway = Hwy
Directions = N S E W (actual Street Name then spell out North St)
PO Box = PO BOX

Mount Pleasant Street  Spell out Mount, abbreviate Street (St)
Mount Pleasant, IA  Spell out Mount
Fort Madison, IA  Spell out Fort
Doctor  M.D.
Doctorate  PhD
We want to represent the Greater Burlington Partnership as a strong, cohesive and progressive organization. By following these Identity Standards Guide you can help us accomplish this task.

For questions about Identity Standards Guide or help with use of the college logo, signature or other design elements or order business cards, envelopes, and stationary supplies:

Contact: Marketing Department
Phone: 319-752-6365