NEGAUNEE
MICHIGAN
1844

Brand Standard
GUIDELINES

AUGUST 15, 2022

00.

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What's Included

01.

OUR VISION

Branding Guidelines

ONE VISION. ONE VOICE.

Every organization has a brand identity — an image that is the sum of all the perceptions conveyed through people, services, facilities, and communications. It projects and defines the image of the organization.

This document is designed to assist the City of Negaunee, Michigan, in standardizing its visual brand identity. It contains standards for the use of the organization's visual brand identity — logos, color palette and typography. Please refer to it so that all communications you create or have created by outside vendors reflect the appropriate and consistent image of the organization's brand identity.

VISUAL BRANDING AND COMMUNICATIONS ASSISTANCE

If you have questions about using our visual brand properly, or need help creating communications that meet the standards outlined in this publication, please contact the **City of Negaunee at 906.475.7700.**

AVAILABLE FILE TYPES

VECTOR (.ai, .eps, .pdf) : Vector-based images are graphics that can be scaled to a larger size and not lose any image quality. These are the preferred file type for standard printing as well as large-scale artwork (signs, banners, etc.).

JPEG (.jpg): JPEGs are standardized compression mechanism for digital images. JPEG files are typically used for digital platforms and have a white background.

PNG (.png): PNGs are a lossless compression file format, which makes it a common choice for use on the Web and other digital platforms and have a transparent background.

02.

OUR VISION

Negaunee Brand Promise

Negaunee, Michigan, known colloquially as "Irontown, USA", embodies the ironclad spirit of the Upper Peninsula. Born from rich iron ore and forged by the mining industry, Negaunee's heritage and sense of pride is as strong as the steel that kept the economy fueled for generations.

Located in the heart of Michigan's Upper Peninsula in Marquette County, 15 minutes west of the City of Marquette along the 47-mile, multi-use Iron Ore Heritage Trail, Negaunee checks all the boxes. The historic downtown with its antique shops, restaurants, and Victorian-era homes conveys an uncomplicated charm that comes from a small town with a storied past. Residents are always looking out for one another while welcoming newcomers with open arms. Negaunee is the perfect place to raise a family with attainable housing options and a school system that ranks among the top in the state. Momentum is quickly growing in the downtown area, and the business community embodies the spirit of collective success, understanding the

notion that where when one rises, we all rise.

Today, Negaunee is mining new adventures by transforming into a recreation and tourism-based economy offering hundreds of miles of mixed-use recreational trails that weave into and out of the city from every direction, which draw four-season sports and recreational enthusiasts from all over the country. Friendly to snowmobilers, Negaunee offers trails just steps from downtown. Snowshoers and snow bikers seek their adventure on the picturesque cliffs and between the tall pines. One can watch Olympian trainees fly through the sky on Suicide Hill's ski jump and test their luge skills on a ½ mile track. Mountain bikers participate in the annual RAMBA mountain bike race, and disc golfers have access to two scenic 18-hole courses. Swimmers, kayakers, and canoers can unwind on Teal Lake, the 466-acre crowned jewel of the city, mere minutes from downtown.

VISIT NEGAUNEE AND FORGE YOUR ADVENTURE!

03.

LOGO USE

Approved Logo Usage

The logo should be used consistently whenever possible in all forms of communications to maintain brand continuity. Maintaining a minimum area of isolated "white space" (.25") around the logo ensures legibility and impact. There are only three ways the logo can be used: 1) full brand specified colors, 2) grayscale, 3) white, reversed from a black or dark background.
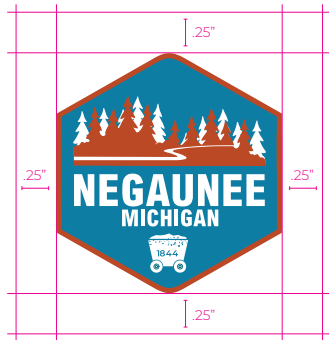
Grayscale or 100% Black

Reversed from black or a dark color
(for limited use only)

Standard (spot or 4-color process)

Improper Usage

The logo should not be manipulated in any way. Care should be taken to avoid rotating, scaling disproportionately, or changing to non-approved brand colors.

BRAND FAMILY

Negaunee Logo Hierarchy

The primary overarching Negaunee logo / brand mark is consistently complimented by a family of sub-brand departmental and affiliate logos.

DEPARTMENT SUBHEAD

DOWNTOWN DEVELOPMENT AUTHORITY

LIMITED SPECIAL USE

NEGAUNEE 1844
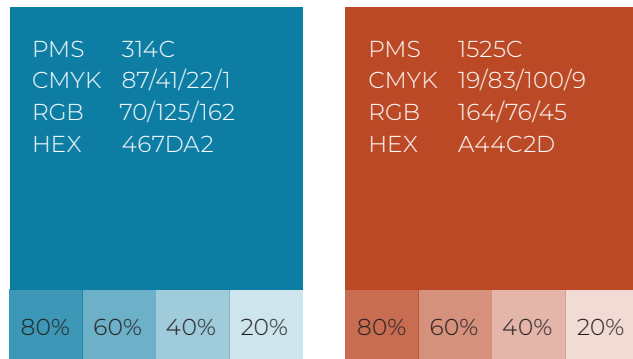IRONTOWN, USA

SIMPLIFIED LOGO USAGE

The simplified version of the Negaunee logo is only to be used in situations that don't provide enough space for the full logo. Example: Door of a vehicle or an ad specialty item.
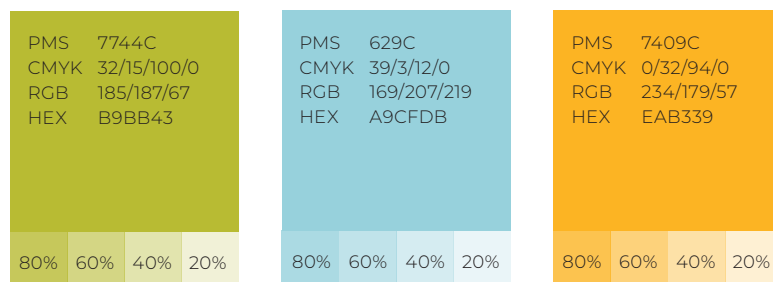
05.

Brand Color Palette

The consistent use and control of color is key to creating a unified brand impression. The color palette is intentionally limited to unify the brand. Tints can be used for supporting graphics, illustrations, charts and when needed for design variation. Colors are specified from the Pantone® Matching System (PMS) – Coated.

PMS	314C
CMYK	87/41/22/1
RGB	70/125/162
HEX	467DA2

| 80% | 60% | 40% | 20% |

PMS	1525C
CMYK	19/83/100/9
RGB	164/76/45
HEX	A44C2D

| 80% | 60% | 40% | 20% |

ALTERNATE PALETTE

PMS	7744C
CMYK	32/15/100/0
RGB	185/187/67
HEX	B9BB43

| 80% | 60% | 40% | 20% |

PMS	629C
CMYK	39/3/12/0
RGB	169/207/219
HEX	A9CFDB

| 80% | 60% | 40% | 20% |

PMS	7409C
CMYK	0/32/94/0
RGB	234/179/57
HEX	EAB339

| 80% | 60% | 40% | 20% |

Alternate Palette

These colors are to be used as accents in the case that additional colors are needed alongside the two primary colors. Instances to use these colors are subject to, but not limited to: graphs and charts, infographics, subheads, etc.

COLOR SPECIFICATION GUIDELINES

PMS (Pantone Matching System): A color system with standardized ink colors used when working with printers and when needed for exact color matching.

CMYK (Cyan, Magenta, Yellow, Black): These are the four basic colors used for printing color images and when sending files to be printed.

RGB (Red, Green, Blue): Refers to three hues that can be mixed together to create different colors. RGB is the standard method of producing color images on digital screens.

HEX (Hexidecimal): Renders colors in RGB format by combining three values (red, green, and blue) into a 6 digit code. Like RGB colors, Hex codes are used for digital screen design.

06.

FONT USAGE

Primary

The Arial Narrow font family represents a versatile, modern and legible font that complements the Negaunee brand. Different weights are available for headlines and subheads. Montserrat is a recommended san serif font option. The Bell MT family is an approved complimentary font for longer form body copy. Kerning should be set to Optical.

SANS SERIF FONT

Arial Narrow Bold — Headlines
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&1234567890

Arial Narrow Regular — Subheads
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&1234567890

ALT. SANS SERIF FONT

Montserrat Regular — Body Copy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&1234567890

Montserrat Italic — Optional For Quotes
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&1234567890

SERIF FONT

Bell MT Bold — Headlines
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&1234567890

Bell MT Regular — Subheads
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&1234567890

Bell MT Regular — Body Copy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&1234567890

Display Font

The Thirsty Rough family is to be used for headlines, and limited accent copy only. For use, the text should be limited to **4-5** words. Kerning should be set to Optical.

Thirsty Rough Regular — Headlines
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&1234567890

BRAND CONSISTENCY

Keeping typography consistent is a powerful tool. These sets of typefaces best represent the honest character that Negaunee embodies as a brand, and should be used across all print and web applications.

If you need access to any of the three font families, or have questions on proper usage, please contact the City of Negaunee at 906.475.7700.

Brand Elements
PRINT & WEB MATERIALS

07.

STATIONERY

Letterhead & Envelope

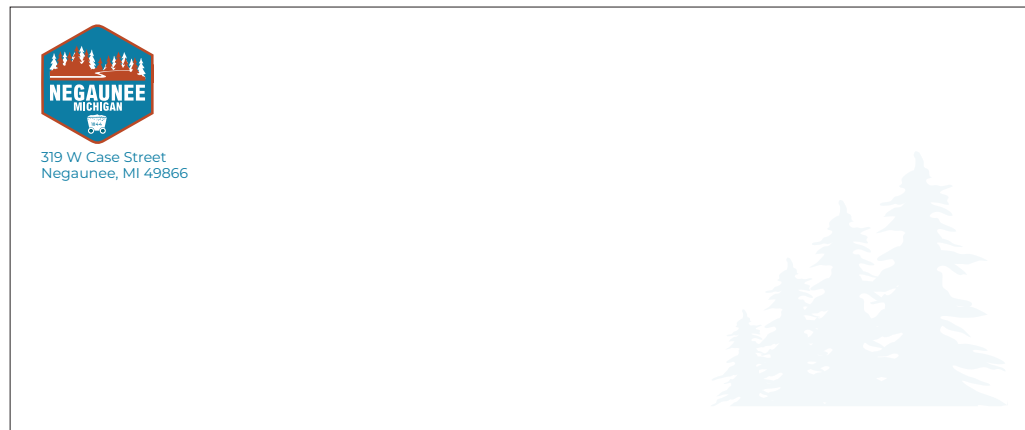Stationery is used by the City of Negaunee as an integral part of the identity program. The following examples show the various forms of correspondence. AVAILABLE FILES: PDF for reference. Adobe InDesign Print Ready Files to use with print vendors.

319 W Case Street, Negaunee, MI 49866   906.475.7700   forgeNegaunee.com

8.5 X 11"

319 W Case Street
Negaunee, MI 49866

NO. 10 ENVELOPE: 9.5 X 4.125"

08.

STATIONERY

Business Card

Business cards can vary in color. The color is dependent on the sub organization, and their members using them. Displayed as an example, is two variations of the business cards. References are using the two primary colors in the color palette. AVAILABLE FILES: PDF for reference. Adobe InDesign Print Ready Files to use with print vendors.

ARTWORK SIZING

Please note: Images are not actual size. Size relativity may be inaccurate. Dimensions are listed below image.

OPTION 1

NATE HEFFRON
City Manager

906.475.7700 ext. 11

nheffron@forgeNegaunee.com

319 W Case Street
Negaunee, MI 49866

forgeNegaunee.com

3.5 X 2"

OPTION 2

DAVID NELSON
City Planner

319 W Case Street
Negaunee, MI 49866
906.475.7700 ext.12

dnelson@forgeNegaunee.com
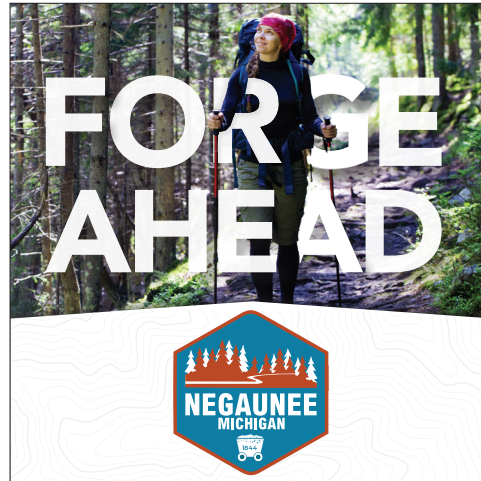forgeNegaunee.com

3.5 X 2"

09.

SOCIAL MEDIA

Social Tiles

Your organization's image on powerful social media platforms is equally important. Shown here are sample branded social media posts.

AVAILABLE FILES: PDFs for reference. JPEGs to place on social media.

1080 X 1080px

Social/Facebook Header

Shown here are branded page headers specific to Facebook only. Other social media platforms may require other various dimensions.

820 X 312px

ARTWORK SIZING

Please note: Images are not actual size. Size relativity may be inaccurate. Dimensions are listed below image.

10.

OUTDOOR & DIGITAL ADVERTISING

Billboards & Digital Display

A comprehensive marketing campaign can make use of many communications channels. This prototype is representative of how the spirit of Negaunee can be expressed as part of the "Forge Your Adventure" branding initiative. Different images and variations on the message could be incorporated as part of an integrated campaign. AVAILABLE FILES: PDF for reference. Adobe InDesign print or display-ready files to use with vendors.

ARTWORK SIZING

Please note: Images are not actual size. Size relativity may be inaccurate. Dimensions are listed below image.

BULLETIN BOARD (SIZE VARIES BY PRODUCTION)