



Laurel, Delaware BrandTouch™ Manual

Order comes from simplicity. Inside, you will find the simple rules that guide the Laurel Brand and help create equity as we tell others about where Great Things Come Naturally.

PREPARED BY



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

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 platforms.

1.0

Brand

2.0

Logo

3.0

Color

4.0

Typography

5.0

Expansion

6.0

Resources

1.1

Brand Statement

The core values define the company's strengths and how it needs to behave to achieve its vision.

UNDERSTANDING VALUE

Too often, designers orient messaging around what THEY believe to be the most important features of their community, instead of looking into what's actually important to citizens. Take the time to understand your community and their values, then align your messaging accordingly.

For over 330 years, people have been drawn to the peaceful banks of the Broad Creek. From the first nation of the Nanticoke to the early settlers of Broad Creek Town, this special place has been the center of commerce, and the center of community.

That warm community spirit is still seen today in the dedication of our volunteer fire company, in the spirit of the bulldogs at a Friday night football game, or in the vision and determination of our local leaders to weave together the tale of our history, our land, and our water.

We are Laurel, Delaware and we are connected to our rich history. We are the home of four governors and the birthplace of a fifth. We have the largest National Register District in the state, with over 800 properties. We have a 25 year legacy of a successful community development corporation. And we are not done yet.

We are Laurel, Delaware and we are connected to the land.

We are proud of our agrarian roots, our farm influenced ingenuity, and the role we play at feeding our region and the nation. We are reminded of our heritage every year during the Strawberry Festival, by the busloads of watermelons, and by new additions like the reuse of Laurel Grain by Proximity Malt, making us a center of the Mid-Atlantic's Craft Brewing Industry.

We are Laurel, Delaware and we are reconnecting with our water.

We are literally built on water. Whether it is called Broad Creek, Laurel River, or the harbor, our water has always been the lifeblood of our economy. We are reconnecting with our river today. We invite you to come discover The Ramble, our reconnection, bringing living, working and playing to the banks of Broad Creek.

We are Laurel, Delaware and we are excited to invite you to rediscover us.

Walk the banks of the Broad. Paddle our waters. Peruse our parks. Dine in our restaurants, and become a part of our community. Explore all of the beauty of Nanticoke country from the most historic of basecamps, and you'll learn what we mean when we say: Laurel, Delaware: **Great Things Come Naturally.**

1.2 Brand Message

The primary message used to express the brand promise. This reflects the desired position of the brand.

LOGLINE

Your logline should give people an idea of what you offer and provide some sort of hook to stimulate interest. For example, “a boutique PR agency that specializes in launching hot emerging tech companies” or “an accounting firm that deals exclusively with small-business audits.”

Once you’ve got your logline, go back through your marketing copy and make sure these simple messages come through loud and clear. You can also use the logline itself in your marketing materials, on your web site and social media properties, and in conversations with customers and prospects.

Laurel:
Great Things
Come Naturally

2.1 Logo

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. LOGOMARK

A logomark is an identifying mark or symbol that doesn't contain the business name. Think of the Nike 'swoosh', Shell, WWF, Mercedes or Adidas.

B. 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.

C. LOGO

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

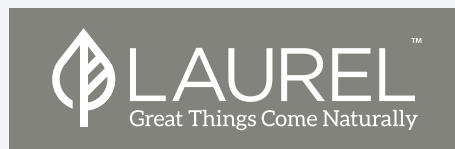


2.2 Logo Variants

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.



Historic, By Nature.

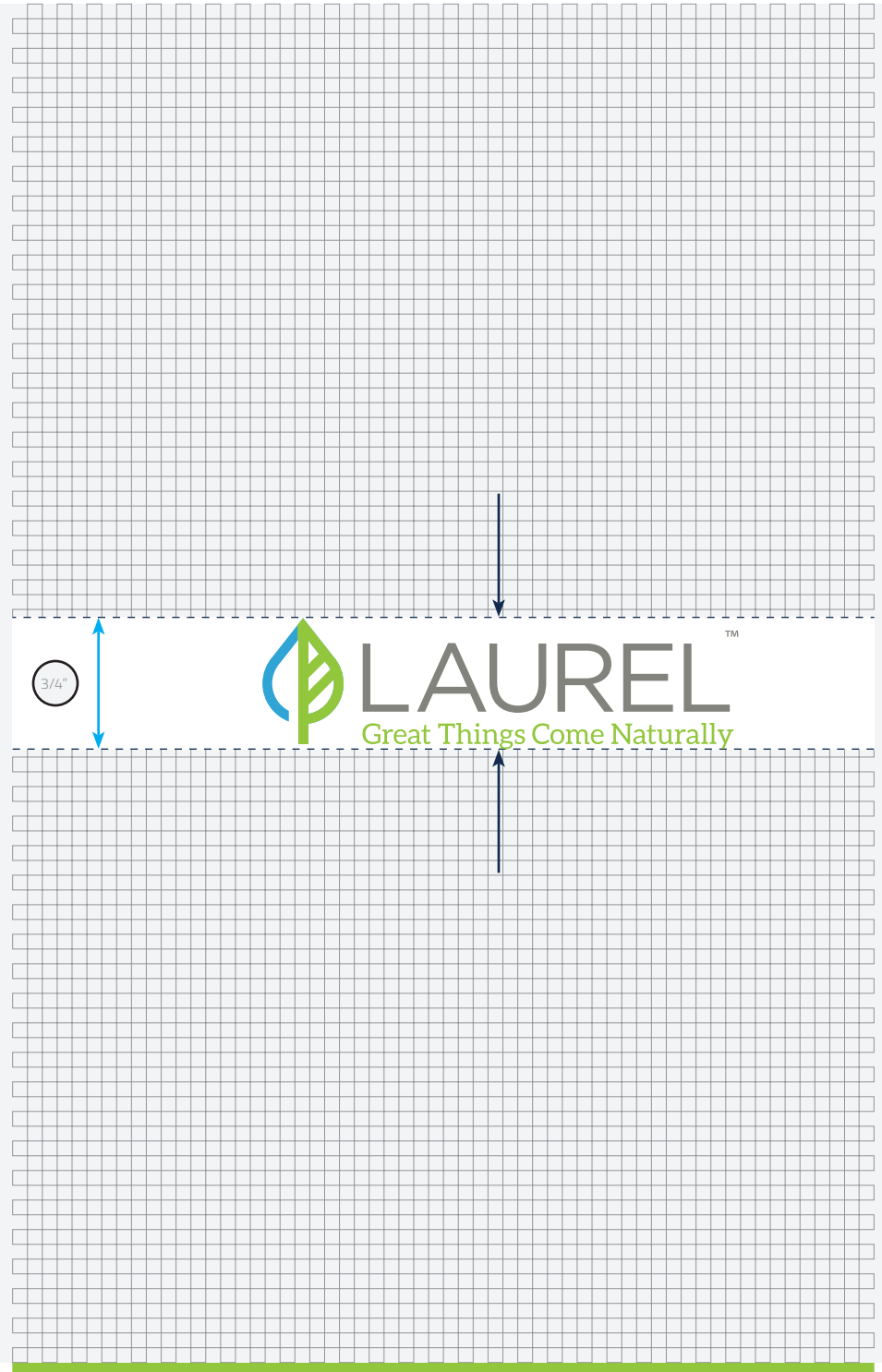


2.3 Logo Sizing

A logo lockup refers to the formalized position/relationship of the brand's logo (symbol) and its wordmark (logotype).

A. MINIMUM SIZE

Smaller than about 3/4 of an inch, and most logos become ineffective. It doesn't mean you can't make them smaller, you just have to know the rule before you break the rule.

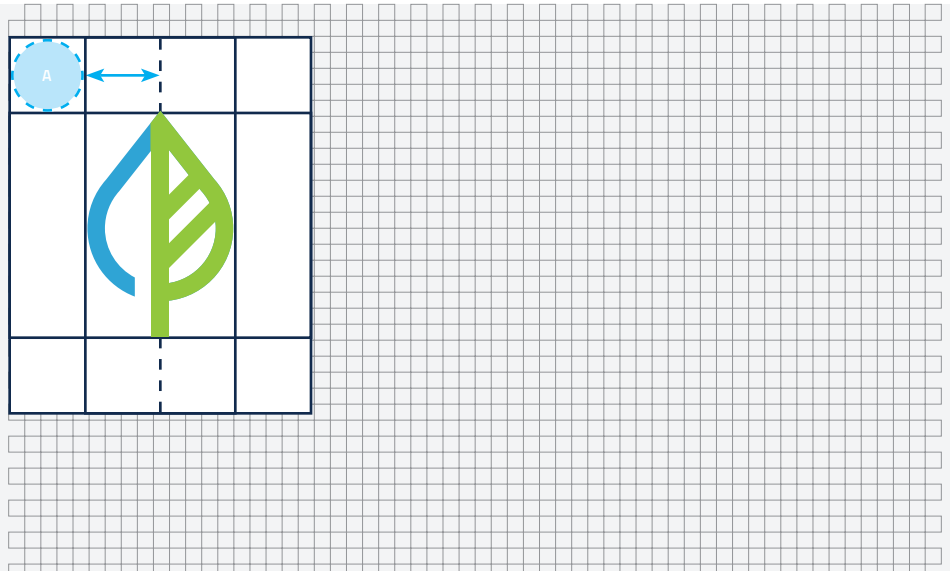


2.4 Logo Spacing

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.



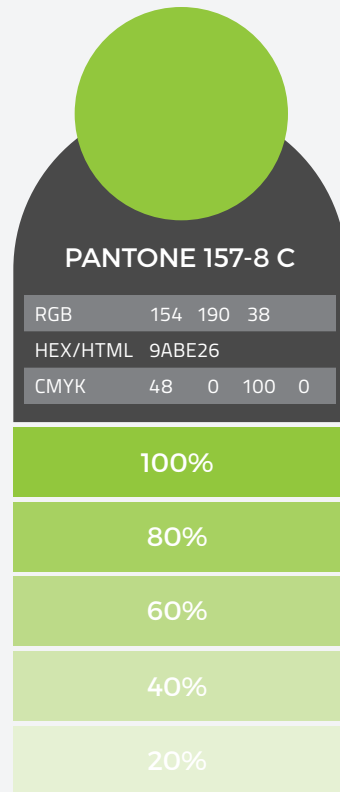
3.1 Color Palette

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.

Color Swatches



PANTONE 157-8 C

| | | | |
|----------|--------|-----|-------|
| RGB | 154 | 190 | 38 |
| HEX/HTML | 9ABE26 | | |
| CMYK | 48 | 0 | 100 0 |

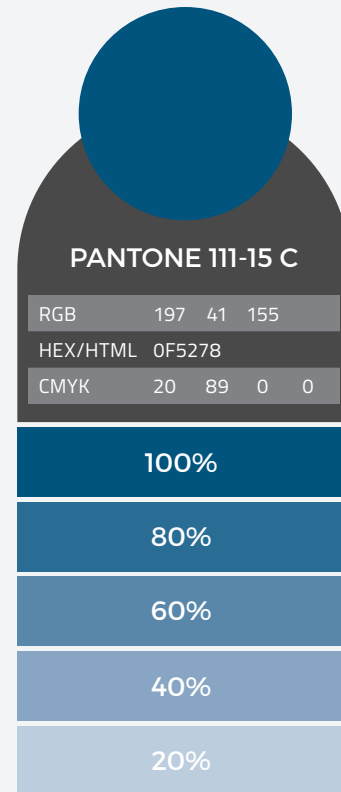
100%

80%

60%

40%

20%



PANTONE 111-15 C

| | | | |
|----------|--------|----|-----|
| RGB | 197 | 41 | 155 |
| HEX/HTML | 0F5278 | | |
| CMYK | 20 | 89 | 0 0 |

100%

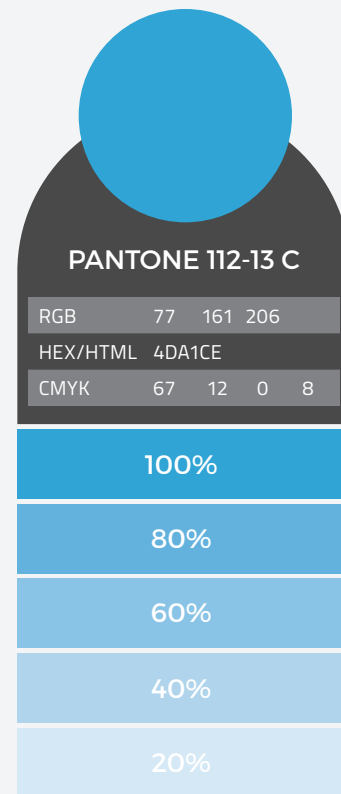
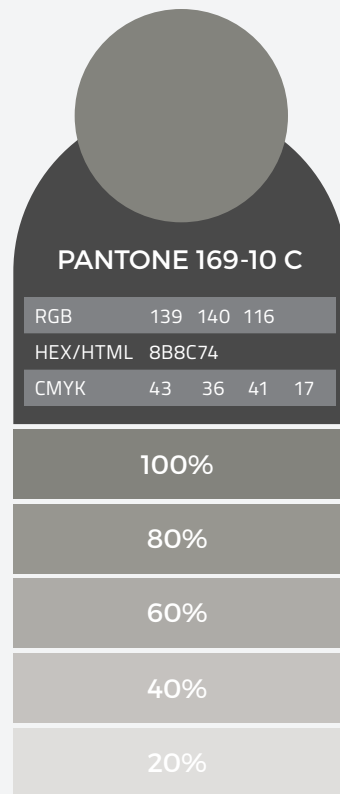
80%

60%

40%

20%

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.



4.1 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.

4.2 Primary Typeface

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

Hello I'm:

Gotham

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

Gotham Bold

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890!@£\$%^&

Gotham Light

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890!@£\$%^&

4.3 Secondary Typeface

Hello I'm:
Adelle Con

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Adelle Bold

**ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z1234567890!@£\$%^&**

Adelle Italic

*ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z1234567890!@£\$%^&*

4.4 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.

Laurel

H1

Laurel

H2

Laurel

H3

Laurel

H4

Laurel

BODY COPY

Laurel

CAPTION

Laurel

CC

5.1 Wayfinding

The wayfinding system should be introduced as part of the brand because it plays such an important role in by perception and flow in the downtown district.



PRIMARY GATEWAYS
These gateways are the primary intersection points and main entry ways to town. They need to be highly visible and introduce the brand.

BUILDING MARKERS
The markers can be either wall mounted or monument style and denote important landmarks in the downtown district.

TRAILBLAZERS
Trailblazers are the directing signs leading motorists to the main attractions in the area. These should have between three and four locations per sign and should carry motorists from gateway to parking lot. Colors can be used to distinguish between different districts and can become smaller as the scale and speed of the roadway narrows. These Trailblazers including cattail sculptures, thus blurring the line between signage and public art.

STREET BANNERS
Banners are very popular and help to add color and movement to the lanes of travel, acting as a speed control. They too can be color coded by district and can promote local events as well as promoting the brand.

PARKING SIGNAGE
Identifying parking is important in creating a parking system in downtown. Visitors are more likely to walk a block or two to shop if the signage system leads them directly to a public parking lot and tell them how to proceed. The parking markers can be by themselves or as attachments to trailblazer signs.

INFORMATIONAL KIOSKS
The final piece of the plan is the informational kiosk, which serves as the transition point for vehicular traffic to pedestrian traffic. These kiosks should be located at major public parking lots and should include a map and the shopping & dining guide, along with the walking tour brochures.

5.2 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 Laurel 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.



5.3 Print Advertising

The activity of attracting public attention to a community or event, as by paid announcements in the print, broadcast, or electronic media

HEADLINES

The main headline may be the strongest element of the ad or it may be secondary to a strong visual. Some ads may have subheads and other title elements as well.

BODY

The copy is the main text of the ad. Some ads may take a minimalist approach, a line or two or a single paragraph. Other ads may be quite text-heavy with paragraphs of information, possibly arranged in columns newspaper style. While the words are the most important part of the copy, visual elements such as indentation, pull-quotes, bullet lists, and creative kerning and tracking can help to organize and emphasize the message of the body of the ad.

ARTWORK

Photographs, drawings, and graphic embellishments are a key visual element of many types of ads. Some ads may have only a single visual while others might have several pictures. Even text-only ads might have some graphics in the form of decorative bullets or borders. When included with visuals the caption is one of the first things most readers look at after the visual.

CONTACT

The contact or signature of an ad may appear anywhere in the ad although it is usually near the bottom. It consists of one or more of:

Logo, Advertiser Name, Address, Phone Number, Map or Driving Directions, Web Site Address, Extras.

Some print ads may have additional special elements such as an attached business reply envelope, tear-out portion with a coupon, tip sheet, product sample.



6.1 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: Page Layout 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.



File Type: Encapsulated PostScript
Category: Vector Image Files
File Description: PostScript (.PS) file that may contain vector graphics, bitmap images, and text; 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



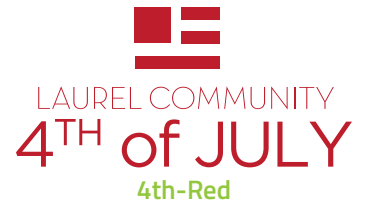
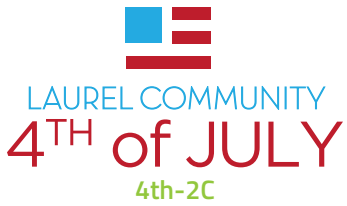
File Type: Adobe Illustrator File
Category: Vector Image Files
File Description: Vector image file created by Adobe Illustrator; composed of paths, or lines connected by points, instead of bitmap data; may include objects, color, and text; often referred to as a Illustrator drawing. Illustrator documents 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.

In Microsoft Office, you can place EPS or PDF files that support transparency by going to the "Insert" menu and selecting "Photo>Picture from File..." This will ensure your files are using the highest resolution graphics for output.





FloatingLocomotive-2C



FloatingLocomotive-B&W



Historic, By Nature.
Historic-4C



Historic, By Nature.
Historic-B&W



Historic, By Nature.
Historic-Blue



Historic, By Nature.
Historic-Gray



Historic, By Nature.
Historic-Green



HISTORIC  **LAUREL**[™]
on Broad Creek
Laurel-historic-4C



HISTORIC  **LAUREL**[™]
on Broad Creek
Laurel-historic-B&W



HISTORIC  **LAUREL**[™]
on Broad Creek
Laurel-historic-Blue



HISTORIC  **LAUREL**[™]
on Broad Creek
Laurel-historic-DkBlue



HISTORIC  **LAUREL**[™]
on Broad Creek
Laurel-historic-Gray



HISTORIC  **LAUREL**[™]
on Broad Creek
Laurel-historic-Green



HISTORIC  **LAUREL**[™]
on Broad Creek
Laurel-historic-Rev-4C



HISTORIC  **LAUREL**[™]
on Broad Creek
Laurel-historic-Rev-B&W



HISTORIC  **LAUREL**[™]
on Broad Creek
Laurel-historic-Rev-Blue



Laurel-historic-Rev-DkBlue



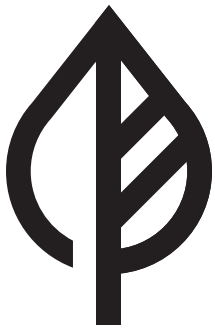
Laurel-historic-Rev-Gray



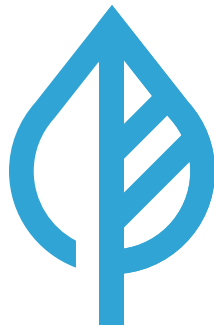
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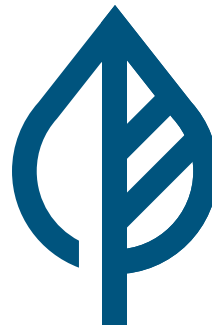
Laurel-icon-2C



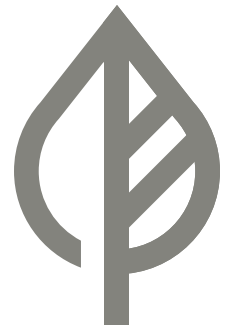
Laurel-icon-B&W



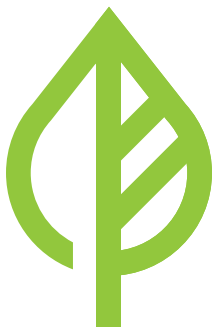
Laurel-icon-Blue



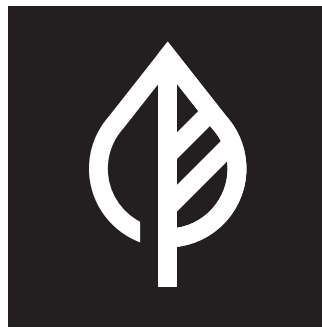
Laurel-icon-DkBlue



Laurel-icon-Gray



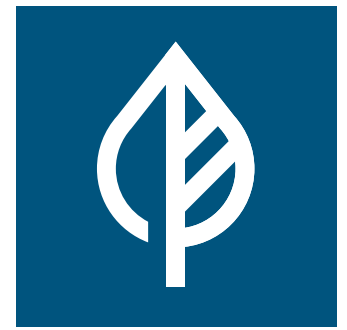
Laurel-icon-Green



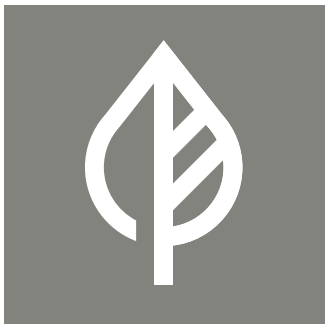
Laurel-icon-Rev-B&W



Laurel-icon-Rev-Blue



Laurel-icon-Rev-DkBlue



Laurel-icon-Rev-Gray



Laurel-icon-Rev-Green



Laurel-tag-4C



Laurel-tag-B&W



Laurel-tag-Blue



Laurel-tag-DkBlue



Laurel-tag-Gray



Laurel-tag-Green



Laurel-tag-Horz-4C



Laurel-tag-Horz-B&W



Laurel-tag-Horz-Blue



Laurel-tag-Horz-DkBlue



Laurel-tag-Horz-Gray



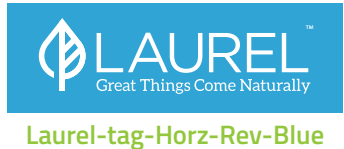
Laurel-tag-Horz-Green



Laurel-tag-Horz-Rev-4C



Laurel-tag-Horz-Rev-B&W



Laurel-tag-Horz-Rev-Blue



Laurel-tag-Horz-Rev-DkBlue



Laurel-tag-Horz-Rev-Gray



Laurel-tag-Horz-Rev-Green



Laurel-tag-Rev-4C



Laurel-tag-Rev-B&W



Laurel-tag-Rev-Blue



Laurel-tag-Rev-DkBlue



Laurel-tag-Rev-Gray



Laurel-tag-Rev-Green



LHS-2-4C



LHS-2-B&W



LHS-2-Blue



LHS-2-Gray



LHS-2-Green



LHS-B&W



LHS-Blue



LHS-Gray



LHS-Green



LHS-Red



LRC-4C



LRC-B&W



LRC-Blue



LRC-Gray





LAUREL
DELAWARE
Town-Seal-Stack-Green



LAUREL
DELAWARE
Town-Seal-Stack-Red



Town of
LAUREL
DELAWARE
Town-stack-4C



Town of
LAUREL
DELAWARE
Town-stack-B&W



Town of
LAUREL
DELAWARE
Town-stack-Gray



Town of
LAUREL
DELAWARE
Town-stack-Green



Town of
LAUREL
DELAWARE
Town-stack-Red



TownSeal-4C



TownSeal-B&W



TownSeal-Gray



TownSeal-Green



TownSeal-Red



TownSeal-Rev-B&W



TownSeal-Rev-Gray



TownSeal-Rev-Green



TownSeal-Rev-Red



WATER COLORS
THE ARTISTIC SIDE OF AGRICULTURE
Watercolors-4C

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 Laurel, Delaware 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.



Arnett Muldrow & Associates
864.233.0950
ArnettMuldrow.com
316 West Stone Avenue
Greenville, SC 29609

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.



Laurel, Delaware BrandTouch™ Manual

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



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