



MADE WITH
**UNCOMMON
CHARACTER**
ST. JOSEPH, MO™

BRAND GUIDE



ST. JOSEPH COMMUNITY BRANDING INITIATIVE



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BEHIND THE BRAND

We are a collaborative team of St. Joseph, Missouri leaders in communications and creative professions who have developed a new grassroots community brand that is as exciting and authentic as our people and places. It's a great time to be living in St. Joseph! Our history-rich downtown is making a comeback, unemployment is low, we offer a fun family-friendly culture, and innovative businesses are growing.

We're aiming to feature the best aspects of our community and region...starting with its unique people of positive character and the innovative spirit of our past, present, and future. We believe St. Joseph, Missouri is "**Made With Uncommon Character!**"

A single campaign can benefit every organization from the chamber of commerce, local government, education, corporations, and healthcare to our convention and visitors bureau, small businesses, restaurants, retailers, faith-based organizations, artists and entertainers, and more. As a partnering organization, you can help launch and sustain a branding campaign that:

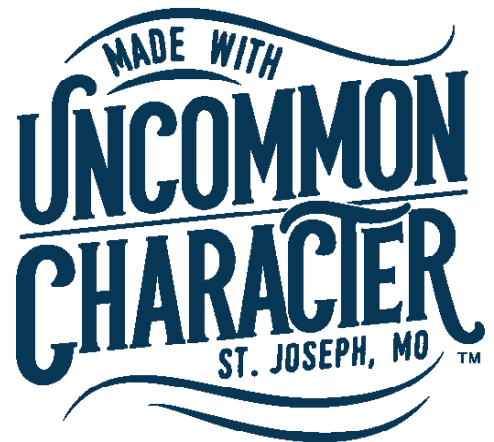
- **IMPROVES** the morale of St. Joe's own of all ages,
- **RECRUITS** and retains new employees and residents,
- **ENCOURAGES** our youth to feel proud and hopeful to live, play, and stay here, and,
- **ATTRACTS** visitors and investors to spend time enjoying the benefits of our wonderfully uncommon character!

Every community member has ownership in our future. Financial investments to fund this campaign have been contributed by the agencies listed below as well as several additional businesses, organizations, and even individual citizens. By rallying together we're all helping our community - and the region it serves - thrive.

Thank you for being a part of our grassroots team focused on being a positive solution.

Your St. Joseph Community Branding
Directors Group

Kristi Bailey, St. Joseph Chamber of Commerce
Mary Robertson, City of St. Joseph
Beth Conway, St. Joseph Convention and Visitor Bureau
Jomel Nichols, Missouri Western State University
Joey Austin, Mosaic Life Care
Christel Gollnick, JUPER Communications, LLC
Bridget Blevins, St. Joseph School District



LOGO USE

When working with the logo there are a few things that should be remembered. Primarily, it should never be distorted, stretched, scrunched, tilted, blurred, or crowded in any way.

Please also note that open space equal to the width of the "M" in "UNCOMMON CHARACTER" should remain on all four sides and corners of the logo. If it is laid on top of a photo or any other patterned background, it should be over the least distracting area of the image.

1. Do not stretch the logo either vertically or horizontally.
2. Do not rotate or scew the logo.
3. Do not add embellishments, such as heavy drop shadows, inner shadows, beveling, inner glow, outer glow, or any other form of embellishments. If a drop shadow or outer glow must be used, use only enough to promote the logo, but not enough to be noticeable.
4. Do not change any color within the logo.
5. Keep the logo in a space that is clear and void of distracting content.

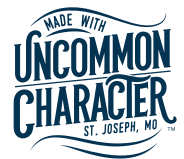


Nope!

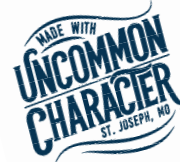


Nice!

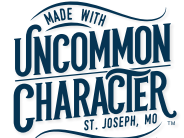
1



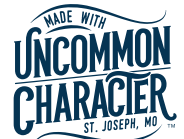
2



3



4



5



FONT USE

The following fonts are the only fonts approved for use within the St. Joseph Community Brand. They have been chosen to display well in Adobe Creative Suite software, Microsoft Office software, Google's email and online applications, as well as, the Internet as a whole. All campaign sponsored collateral, merchandise, and communications must use only these fonts. If the brand is to be used in conjunction with a specific organization's branding, the Communications Directors Group of St. Joseph Community Branding, LLC requests the opportunity to review and approve prior to use.

MONTHOERS VINTAGE 2.0
A A A B C D E E E F F G H H H
I J J K K L L M M N N O P Q Q Q
R R S S T T T U U V V V W W
X X Y Y Z Z 0 1 2 3 4 5 6 7 8 9 . ! ?

Georgia Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0123456789.!?

Georgia Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789.!?

Arial Regular (or Sans Serif on Google)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz 0123456789.!?

Display Header

Kerning set to zero (0)

Header

Kerning set to twenty-five (25)

Body

Kerning set to twenty-five (25)

Body

Kerning set to twenty-five (25)

Captions

Kerning set to zero (0)



COLORS & PRINTING

Spot Colors

These are unique colors created by a worldwide standard to keep printed colors as consistent as possible given the many variables impacting final output. Pantone® created standards (often referred to as PMS colors) so that a brand's visual assets can have consistency in appearance regardless if something is printed in Missouri, Japan, France, or anywhere else in the world. Always use our spot colors when possible.

Process Colors

When print companies are not able to print spot colors in a cost effective manner, full-color, or process colors are used. Process colors are printed in four parts: Cyan, Magenta, Yellow, and Black [CMYK or CMYB]. This output is best used when photos are printed along with your brand colors in a print job.

Hexidecimal Values

While the first two color outputs deal with print, the third output deals with digital production. Hexidecimal values are described by a six digit letter code and are most widely used in website, mobile application, and online publishing design. These values are used to maintain as much consistency as possible with print assets as well as compensate for varying color settings on the screens of computer and digital devices.

Paper Types


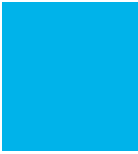



Recognize that certain paper types will absorb ink and display colors differently than others because of their porosity, coatings, and type of manufacturing process. For example, coated stock has been given a very fine layer of clay (or other material) to make the paper whiter, less porous, or any number of reasons, and often makes the color look very deep and saturated. Uncoated paper doesn't have the thin layer and will soak in the ink more than a coated stock.

There are other various papers types such as glossy, satin, matte, and others. When choosing colors be sure to use the correct color swatch to maintain consistency within the brand.



Merchandise

Also, please refer to the above guidelines for surface porosity to be sure the correct artwork is provided. All **square corners should be die cut as rounded corners** (i.e. magnets, etc.).

PRIMARY COLORS

| | Pantone Coated | Process Coated | Pantone Uncoated | Process Uncoated | Digital |
|---|---|---|--|---|---|
|  | 539C #00263A R: 0 G: 38 B: 58 | 539CP C: 100 M: 65 Y: 22 B: 30 | 296U #435060 R: 67 G: 80 B: 96 | 5395UP C: 98 M: 69 Y: 32 B: 45 | #0D2342 R: 13 G: 35 B: 66 C: 99 M: 85 Y: 45 K: 49 |
|  | 7703C #009CBD R: 0 G: 156 B: 189 | 7703CP C: 79 M: 2 Y: 10 B: 11 | 2202U #00AAE3 R: 0 G: 170 B: 227 | 2202UP C: 90 M: 0 Y: 3 B: 0 | #079BBD R: 7 G: 155 B: 189 C: 78 M: 22 Y: 18 K: 0 |
|  | 2294C #78AA00 R: 120 G: 170 B: 0 | 369CP C: 68 M: 0 Y: 100 B: 0 | 2294U #83B13B R: 131 G: 177 B: 59 | 2294UP C: 50 M: 0 Y: 98 B: 4 | #82AA00 R: 130 G: 170 B: 0 C: 56 M: 15 Y: 100 K: 1 |
|  | 116C #FFCD00 R: 255 G: 205 B: 0 | 7405CP C: 0 M: 11 Y: 97 B: 2 | 108U #FFDD35 R: 255 G: 221 B: 53 | 108UP C: 0 M: 4 Y: 95 B: 0 | #FED31D R: 254 G: 211 B: 29 C: 1 M: 15 Y: 96 K: 0 |
|  | 180C #BE3A34 R: 190 G: 58 B: 52 | 180CP C: 3 M: 91 Y: 86 B: 12 | 2349U #C04E37 R: 192 G: 78 B: 55 | 2035UP C: 0 M: 86 Y: 100 B: 0 | #CA1C1A R: 202 G: 28 B: 26 C: 14 M: 100 Y: 100 K: 4 |

SUPPORTING COLORS

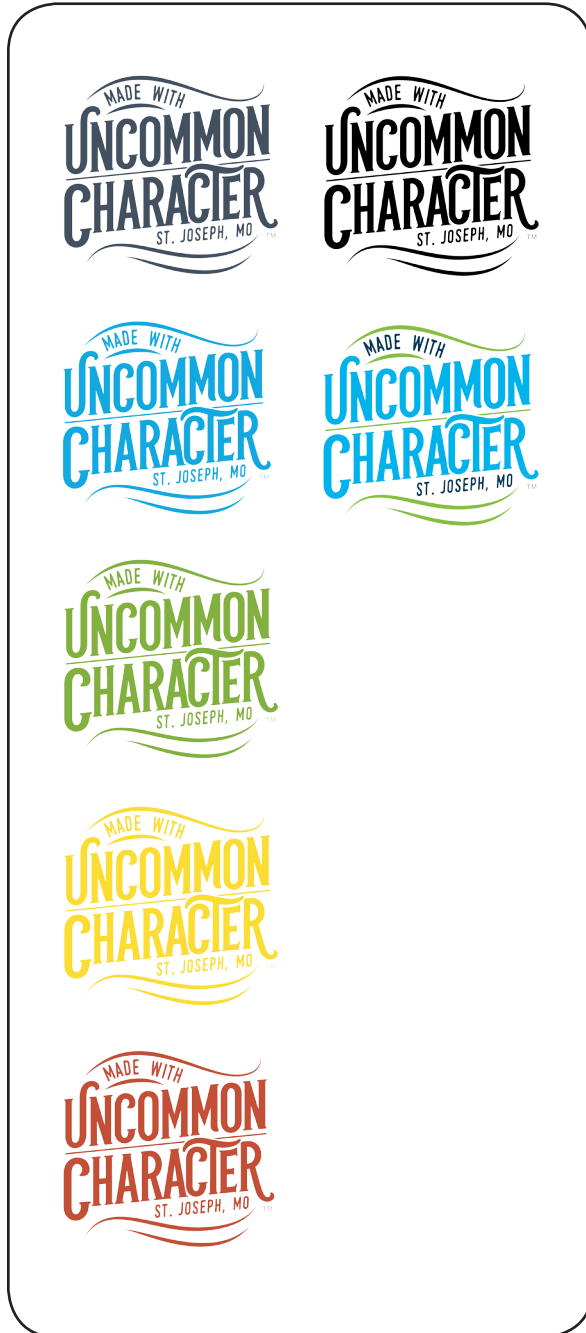
| | Pantone Coated | Process Coated | Pantone Uncoated | Process Uncoated | Digital |
|---|--|--|--|--|---|
|  | 7701C #005776 R: 0 G: 87 B: 118 | 7701CP C: 89 M: 14 Y: 0 B: 56 | 634U #226E8A R: 34 G: 110 B: 138 | 634UP C: 100 M: 7 Y: 15 B: 31 | #085777 R: 8 G: 87 B: 119 C: 95 M: 62 Y: 35 K: 15 |
|  | 7401C *Bring to 50% Tint* #F5E1A4 R: 245 G: 225 B: 164 | 7401CP C: 0 M: 4 Y: 27 B: 0 | 7499U *Bring to 75% Tint* #FAEDBC R: 250 G: 237 B: 188 | 7506UP C: 0 M: 5 Y: 21 B: 1 | #FFF1D0 R: 255 G: 241 B: 208 C: 0 M: 4 Y: 20 K: 0 |



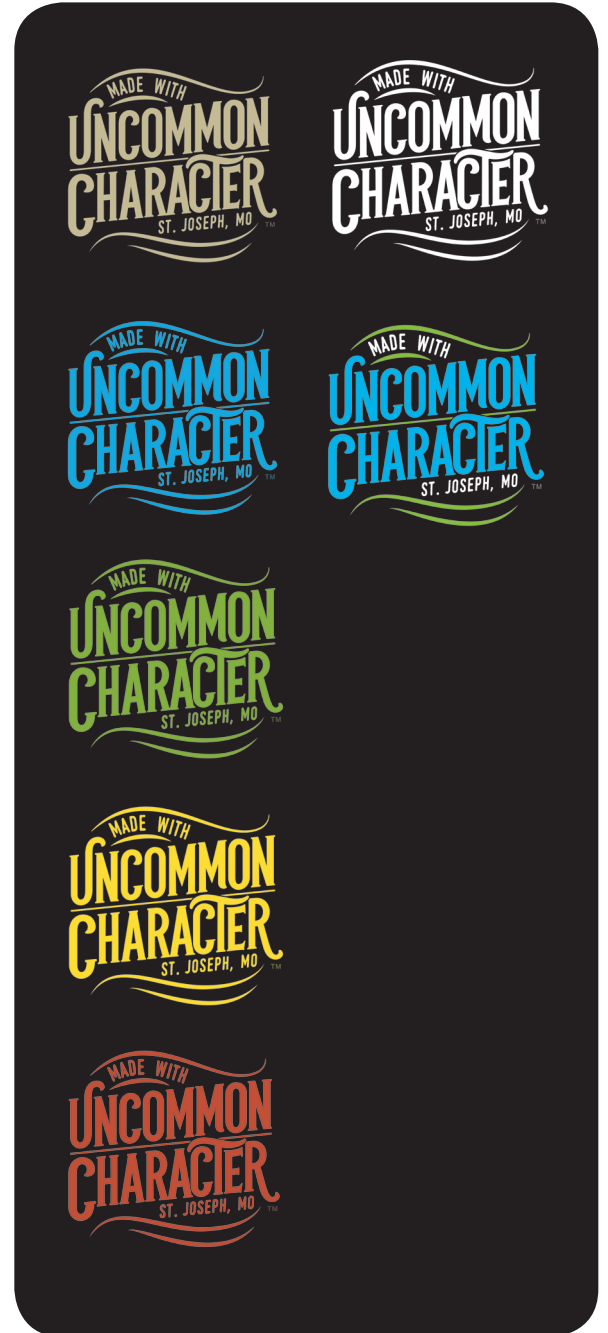
COLOR COMBINATIONS

The following color combinations are the only combinations approved for use in printed collateral; digital online sites, platforms, and applications; and, merchandise of all kinds.

White Backgrounds

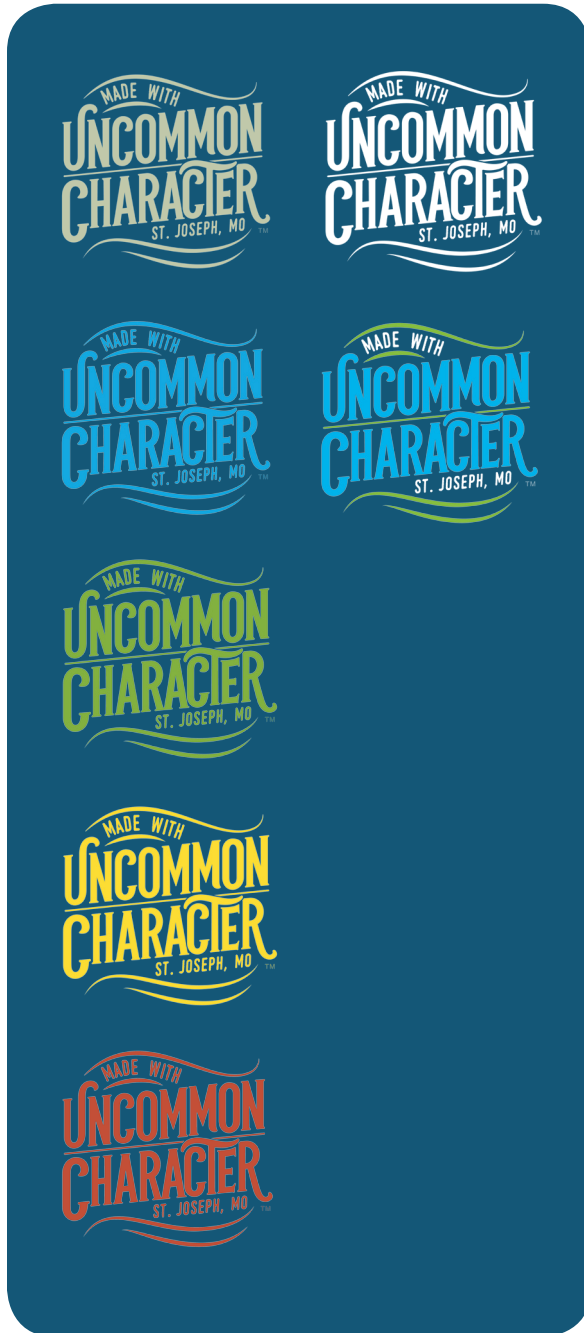


Black Backgrounds

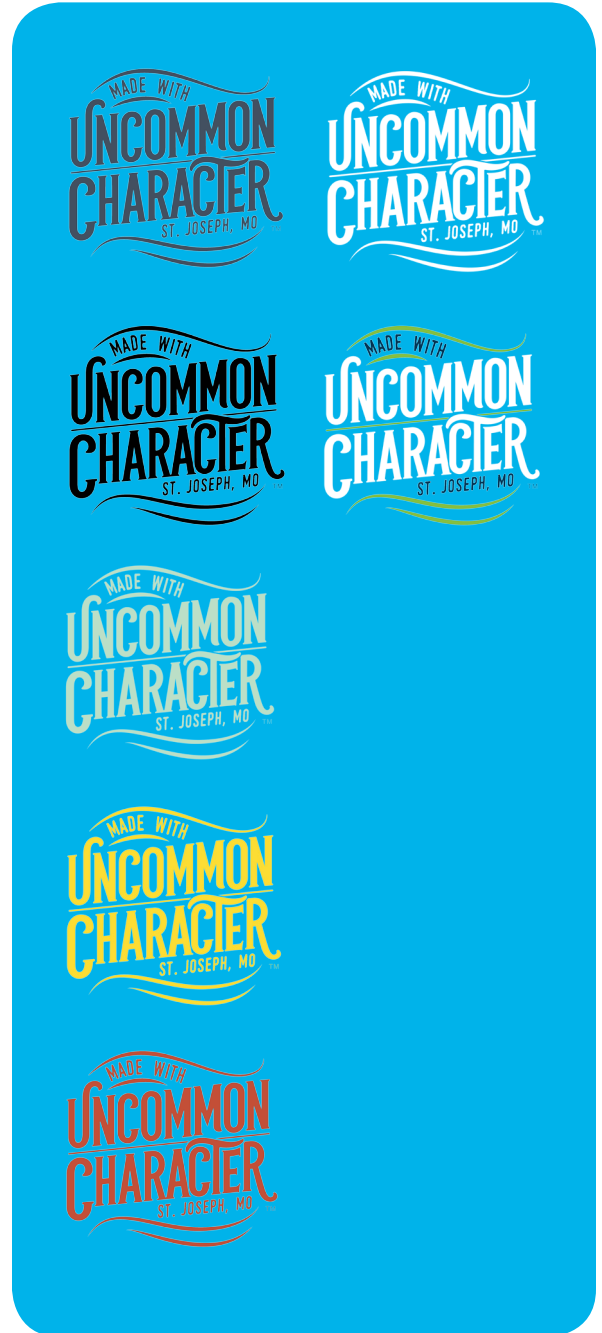


COLOR COMBINATIONS, CONTINUED

Navy Blue Backgrounds

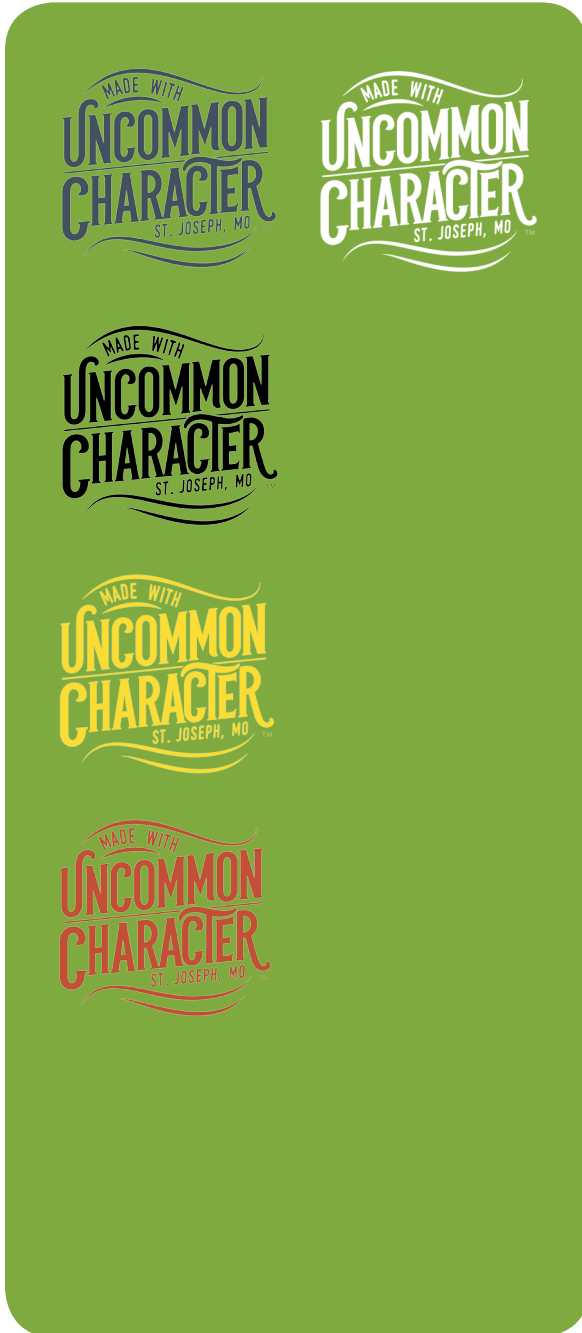


Light Bright Blue Backgrounds

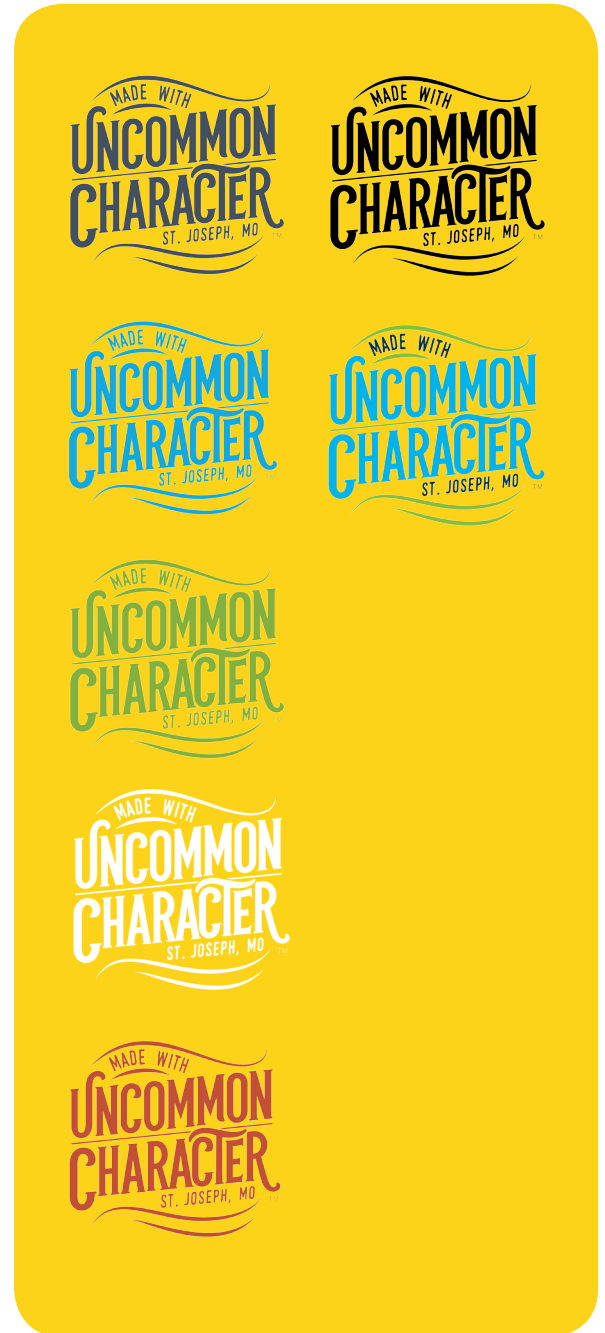


COLOR COMBINATIONS, CONTINUED

Green Backgrounds

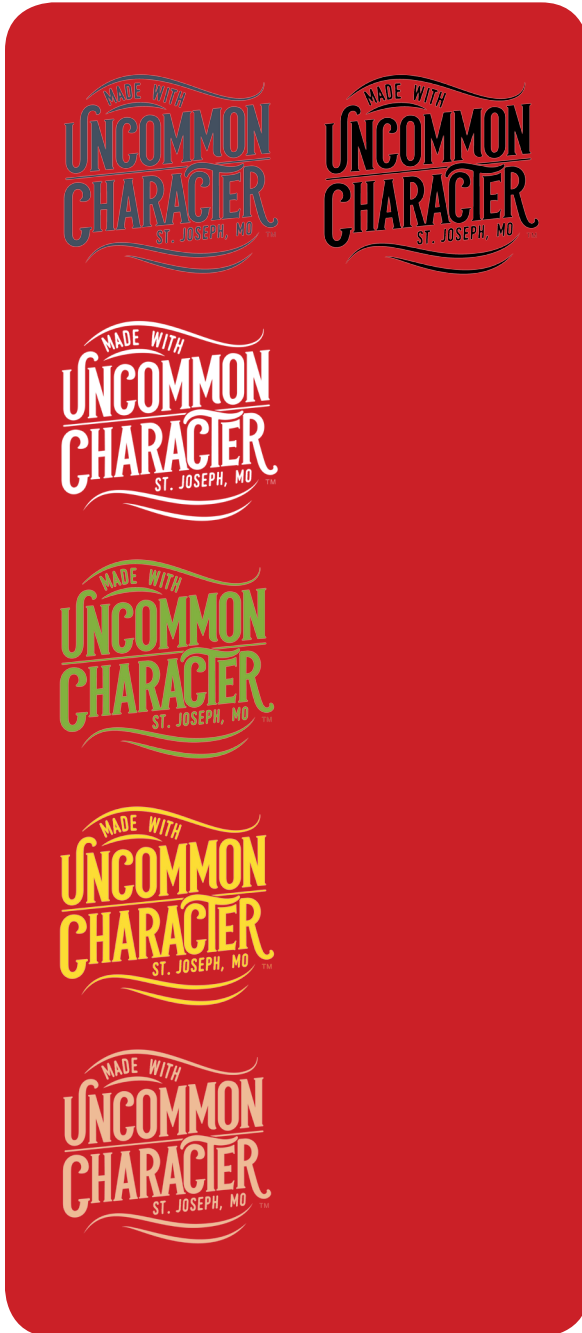


Yellow Backgrounds

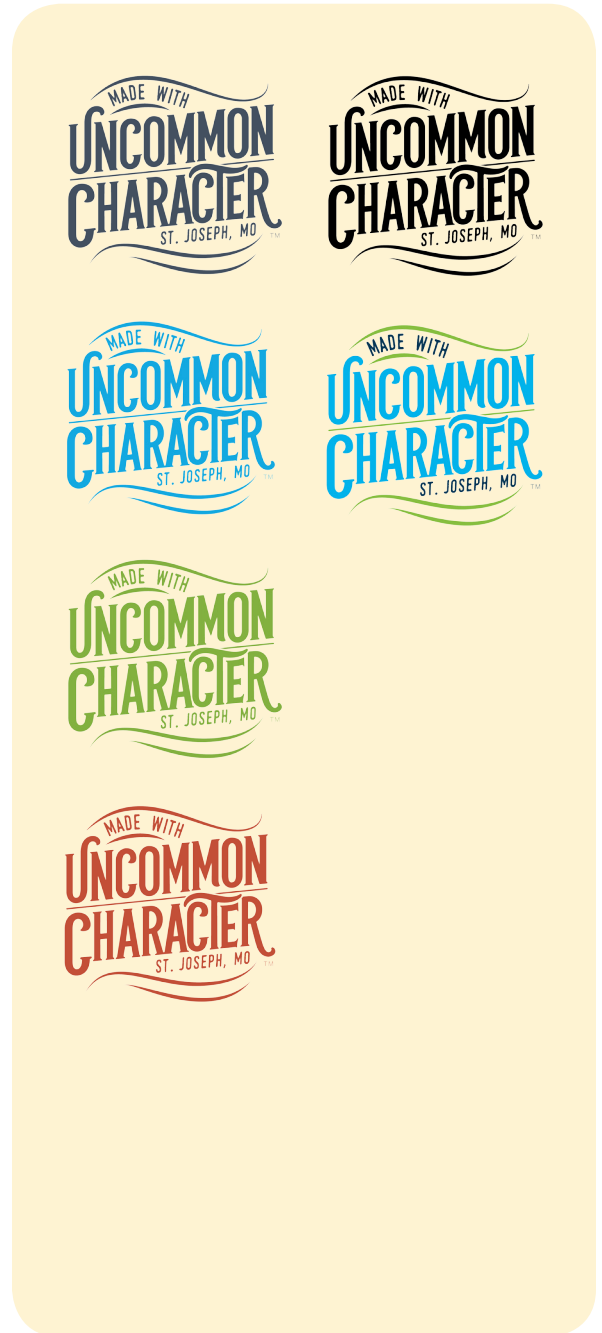


COLOR COMBINATIONS, CONTINUED

Red Backgrounds

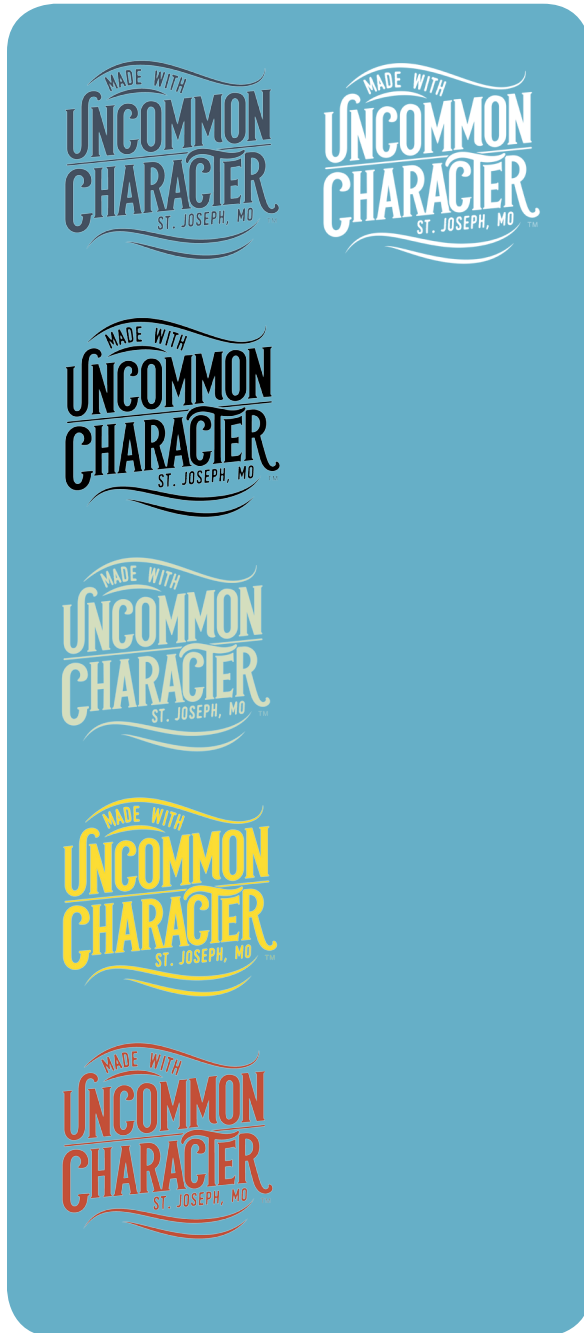


Cream Backgrounds

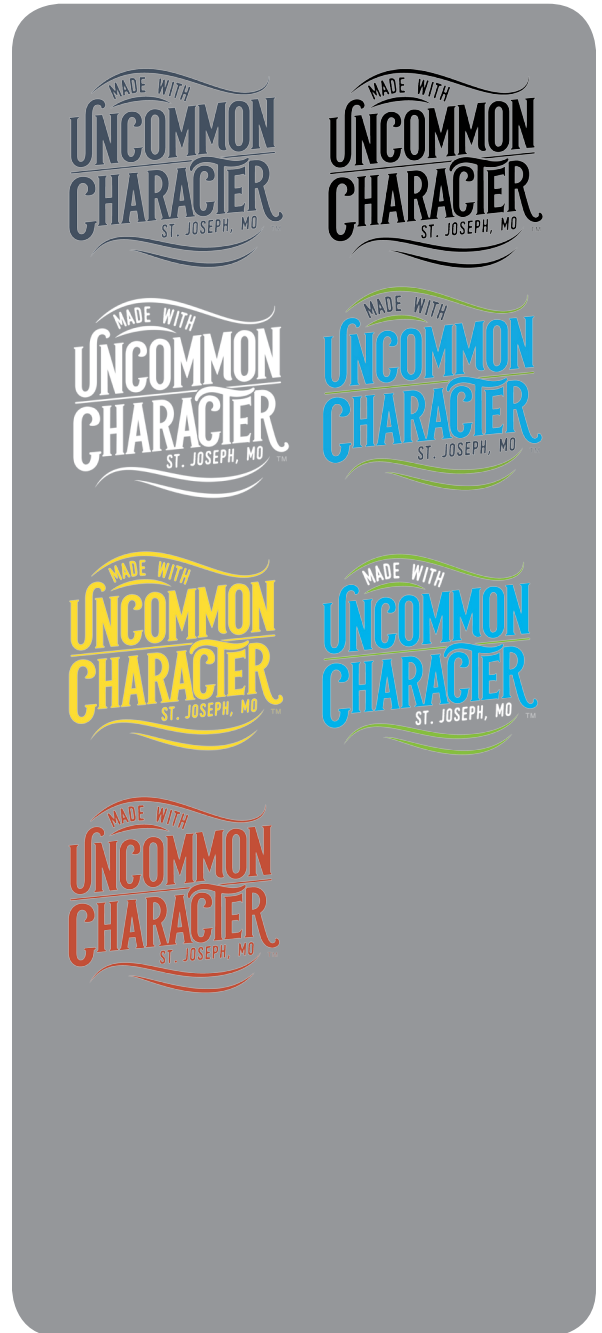


COLOR COMBINATIONS, CONTINUED

Medium Blue Backgrounds



Medium/Heather Gray Backgrounds



IMAGES

All images used within the St. Joseph Community Branding initiative should be vibrant full color and high resolution photos. The only exception to this rule is when using specific photographs and/or video that may only be available in black and white used to illustrate a historical feature or tell a "then and now" story that focuses on a positive and uncommon trait that contributes to the thriving community and nearby region.

WRITING

Overall, the Associated Press Stylebook should be used as a reference for correct style, word choice, abbreviations, and punctuation. Exception to this rule may be allowed in the creative license for writing the Stories of Uncommon Character, print advertising copy, and scripts for video and audio promotional collateral.

The desired word count for each of the stories is in the range of 500-750 words along with 3-7 photographs.



