

BRAND guidelines

the new brandbook for Ironwood, Michigan



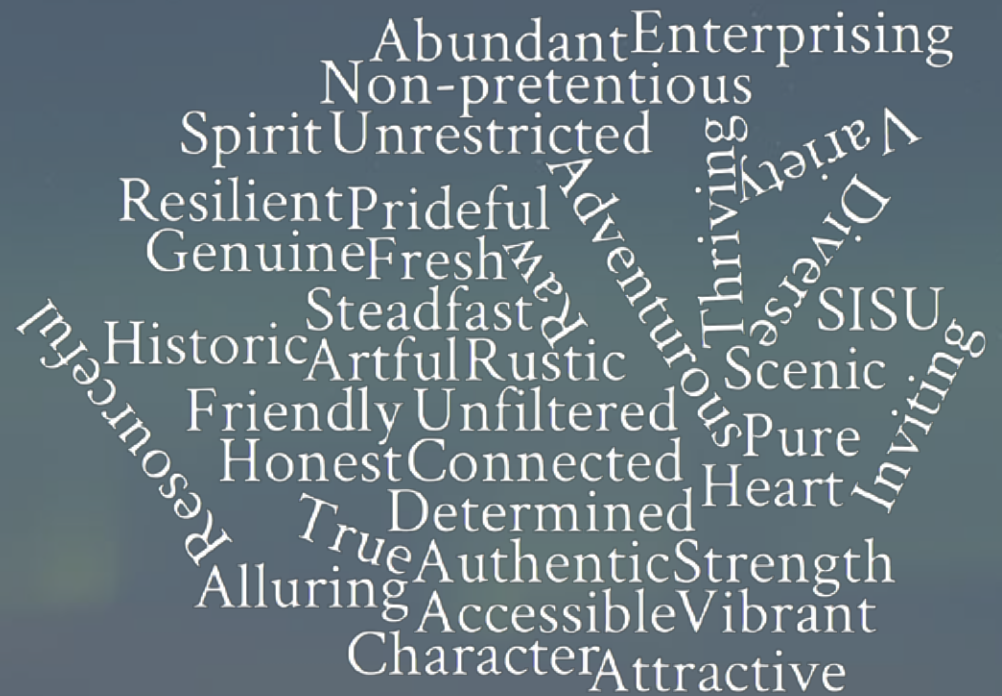
IRONWOOD

MICHIGAN | *Find Your North*

ABOUT this brand

This identity guideline is a tool designed to project the image, values, and aspirations behind the brand.

It is the cornerstone of all communication efforts and must be followed carefully to ensure a consistent style and quality of presentation. Every participating institution is responsible for representing or coordinating the use of the brand along with an individual institution's brand.



Abundant Enterprising
Non-pretentious
Spirit Unrestricted
Resilient Proudful
Genuine Fresh
Steadfast
Historic Artful Rustic
Friendly Unfiltered
Honest Connected
True Determined
Alluring Authentic Strength
Character Accessible Vibrant
Attractive

Adventurous
Thriving
Diverse
SISU
Scenic
Pure
Heart
Inviting
Resourceful

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THE logo design



Our logo is the touchstone of our brand and one of the most valuable assets. We must ensure its proper usage.

1. the logo and its usage / 2. black, white & gray scale / 3. logo construction + clearspace /
4. minimum logo sizes & incorrect uses

01

LOGOS and usage

THE IRONWOOD LOGO COMBINES THREE ELEMENTS:

the logotype, the tagline and the icon as a graphical element. These elements should never be changed. Position, size, and color, along with the spatial and proportional relationships of the Ironwood logo elements, are predetermined and should not be altered.

Used consistently, they will reinforce public awareness

THE GENERAL LOGO



The logo is presented through the use of colors, shapes and typography.



Alternative logo layout.

DARK VERSION



A variant of use when the background is light colored.

LIGHT VERSION



A variant of use when the background is dark colored.



100% black



greyscale



100% white

BLACK, WHITE and greyscale

Sometimes, often due to production costs, only one color of ink is available and so the logo must be reproduced using only one color. In this scenario, the logo must be used following the convention of using a light color type on a dark background or in a dark color type on a light background.

The logo must be clearly distinguishable from the background color.

You must honor the Ironwood logo palette when possible,
using black or white if necessary.

SUBMARK logo

SIMPLIFIED & SUBTLE RECOGNITION.

Your submark should be used when you need a subtle branding mark without the use of a full logo. Some use examples include: on images, social handles, or as an alternative to having the logo everywhere.

The wordmark logo should be used in full color,
black or white.

THE SUBMARK

IRONWOOD
MICHIGAN | *Find Your North*

IRONWOOD
MICHIGAN | *Find Your North*

IRONWOOD
MICHIGAN | *Find Your North*



ICON as a submark

Secondary marks should be able to stand alone and represent your brand wherever they are placed. You should be able to recognize your brand from these elements when they are used independently.

Icon should only be used as single color steel blue, white or black.



LOGO construction + clearspace

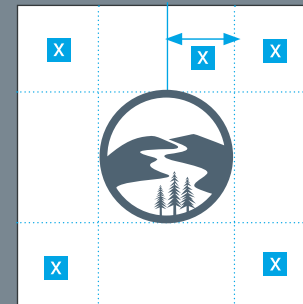
The Ironwood logo requires separation from the other elements around it. The space required on all sides is roughly equivalent to the cap height of the logo type. It never should be less than that. The logo must always fit into the clearspace area and can not be intervened by other graphical elements which could hinder legibility of the brand.

Please note that text or pictorial figures which have strong impact or impression should not be placed near the logos even though you keep the isolation area blank.

FULL LOGO AND LOGO ICON



Whenever you use the logo, it should be surrounded with clearspace to ensure its visibility. The "x" represents areas that should remain clear.



If you use the logo icon as a single object, it also needs clearspace all around.

MINIMUM LOGO SIZES

There are no predetermined sizes for the Ironwood logo. Scale and proportion should be determined by the available space, function and visibility. In print the minimum size is 1.65" width, for the symbol it is .5 inch width.



For digital uses the minimum size for the standard logo is 1.65 inches. This is the smallest size apart from when using an ICON which is .5 inches.

LOGO: INCORRECT USE

Please note: The logo cannot be changed! Although creativity is appreciated please do not alter the logo in anyway!



DON'T rotate the logo



DON'T add a drop shadow



DON'T rearrange elements



DON'T stretch the logo



Don't use different colors



DON'T outline the logo

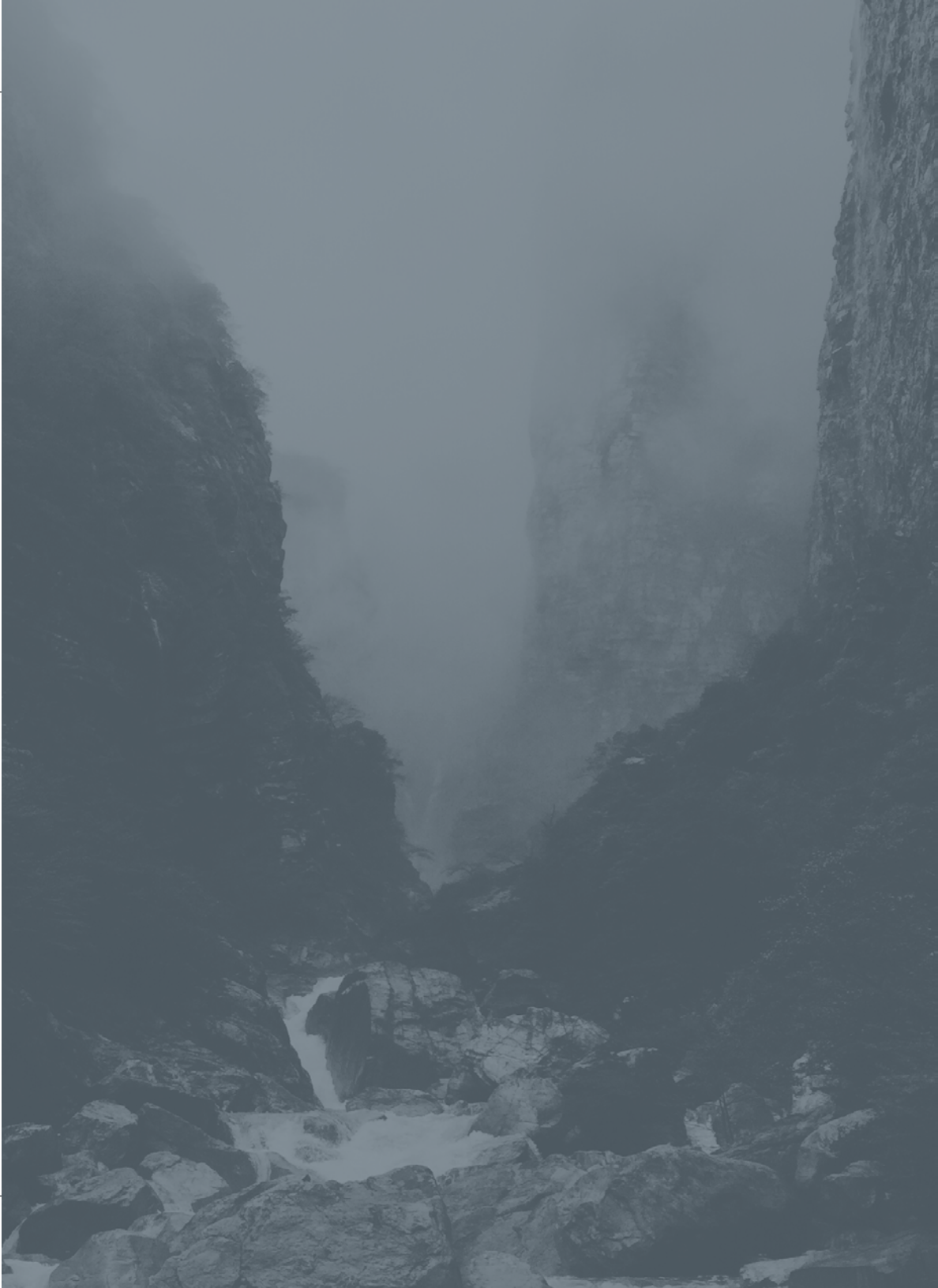


DON'T add gradients



DON'T use color logo over dark photo

THE typography



**Typography is a driving force
in all forms of communication art.**

1. the primary and secondary font / 2. typography and hierachy / 3. character and paragraph styles

02

PRIMARY font Lato

DESIGNER: ŁUKASZ DZIEDZIC

He used classical proportions (particularly visible in the uppercase) to give the letterforms familiar harmony and elegance. At the same time, he created a sleek sans serif look. The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness. Male and female, serious but friendly.
<http://www.latofonts.com> | It is a google font.

This font should be used in all Ironwood

communications to project a consistent visual identity.

Lato

THE QUICK BROWN FOX
JUMPS OVER THE LAZY
the quick brown fox
jumps over the lazy dog
1234567890

Light

Bold

Black

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890

Crimson Text

THE QUICK BROWN FOX
JUMPS OVER THE LAZY
the quick brown fox jumps
over the lazy dog

1234567890

Roman

Italic

Bold

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqr
stvwxyz
1234567890

*ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqr
stvwxyz
1234567890*

**ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqr
stvwxyz
1234567890**

SECONDARY font Crimson Text

DESIGNER: SEBASTIAN KOSCH

Crimson text pairs well with the modern elements of your logo, while maintaining the look of classic text. It is a font family for book production in the tradition of beautiful oldstyle typefaces and inspired particularly by the fantastic work of people like Jan Tschichold (Sabon), Robert Slimbach (Arno, Minion) and Jonathan Hoefler (Hoefler Text). It is a google font.

This serif font is available in six cuts. We used three of them:

Roman, italic and bold.

TYPOGRAPHY and hierachy

Size is the simplest way to create contrast between different typographic elements in your design. With three levels of typography, the font size generally starts out largest on top (level one; your most important information) and decreases in size as you move down the page.

Layout, for both print and screen, is one of the most important aspects of graphic design. Designs that extend across multiple pages or screens, whether containing large or small amounts of type, must be carefully controlled in a way that is enticing and is easy for all to access.

Heading 1: Lato 48 pt Light

Header Copy

Heading 1: Lato 48 pt Bold

Header Copy

Heading 2: Lato 30 pt Bold & Light

Header Copy

Header Copy

Heading 3: Lato 14 pt Bold & Light

HEADER COPY

HEADER COPY

CHARACTER & PARAGRAPH

BASIC TEXT BOLD UPPERCASE

ONSEQUIAE RATAM NOS MOLOREPUDAM
ULPA IUR MA VOLORATIS ESSIMODIA SI
CONECER ROREPELICIA ILLUPTIOSAM
ANDIGNIANT POS MINIMETUR, QUODICA
TESEQUATUR, ACCUM RENDAM. EHENITEM
SIMOLOR EHENTOT ASPELLABORE QUI.

Basic text italic with background

Ciis eumendi gnimos aut labores sequis sunt quam

fuga. Nequos eum facea vollab ius, odis ad moloreh

endest, sum il exerio. Ique alit que dolupta musantis

re que dero et abore.

Basic text regular gray

Antem autem que perum as et la verum dolum doles
deliaep tatibus voluptatia volecat emporen daernam,
vernatur? Quia dolorate nonsernat.

Obis sam quos est eaturioris magnis aperestem illup-
tur magnihicias ullorit rehenia consequo doluptatae.

Basic text white center

Accum niti blamus. Iberro con rem etum
accum reperferatem esseque nonsenist ulpa
ea doluptati ariae acid quas de omnihilia
dero voluptasped quis cullabo. Ro eatibuscia
doluptatae pratecto vitam ulpa.

• List with bullets

• **Ciis eumendi gnimos aut labores etiam tu est**

• **Sequis sunt quam fuga.**

• **Equos eum facea vollab ius, odis ad moloreh**

endest, sum il exerio.

Basic text Roman, Bold and Italic

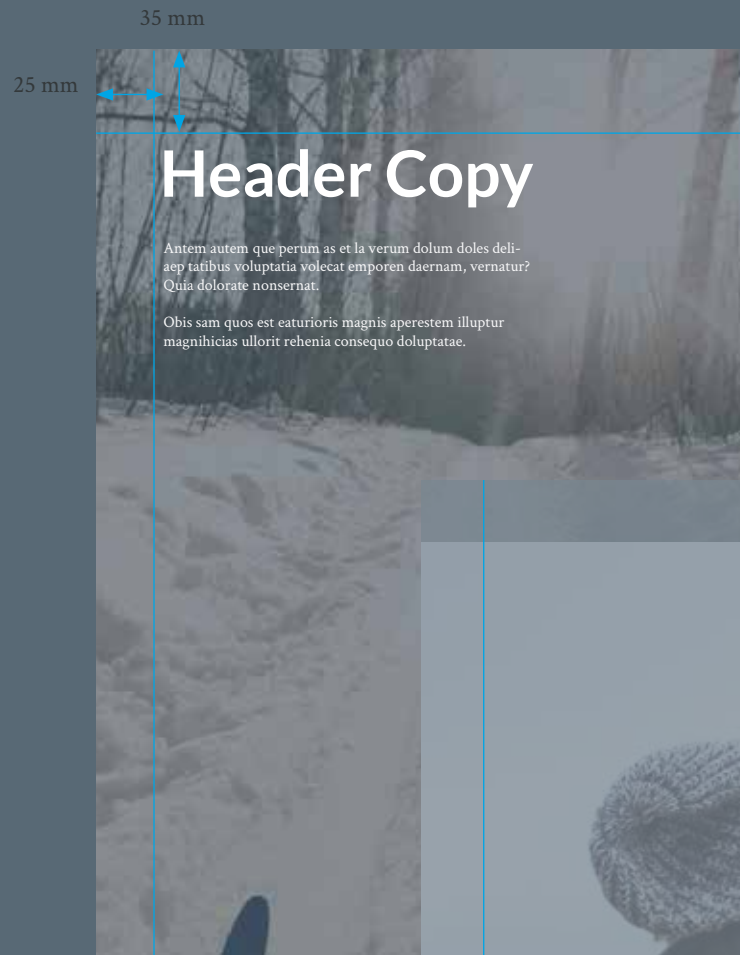
Antem autem que perum as et la verum dolum doles
deliaep tatibus voluptatia volecat emporen daernam,
vernatur? *Quia dolorate nonsernat.*

Obis sam quos est eaturioris magnis aperestem illup-
tur magnihicias ullorit rehenia consequo doluptatae.

PLACE text on photo

Place text on images according to the examples on the right. It is important to place the text on solid color parts of the background. It is not allowed to use text on complex backgrounds, because it will reduce the readability.

Colors for the text are white, dark gray, steel blue. Other colors are not allowed.



Header Copy

Antem autem que perum as et la verum dolum doles deliaep tatibus voluptatia volecat emporen daernam, vernatur? Quia dolorate nonsernat.

Obis sam quos est caturioris magnis aperestem illuptur magnihicias ullorit rehenia consequo doluptatae.

Headline 1

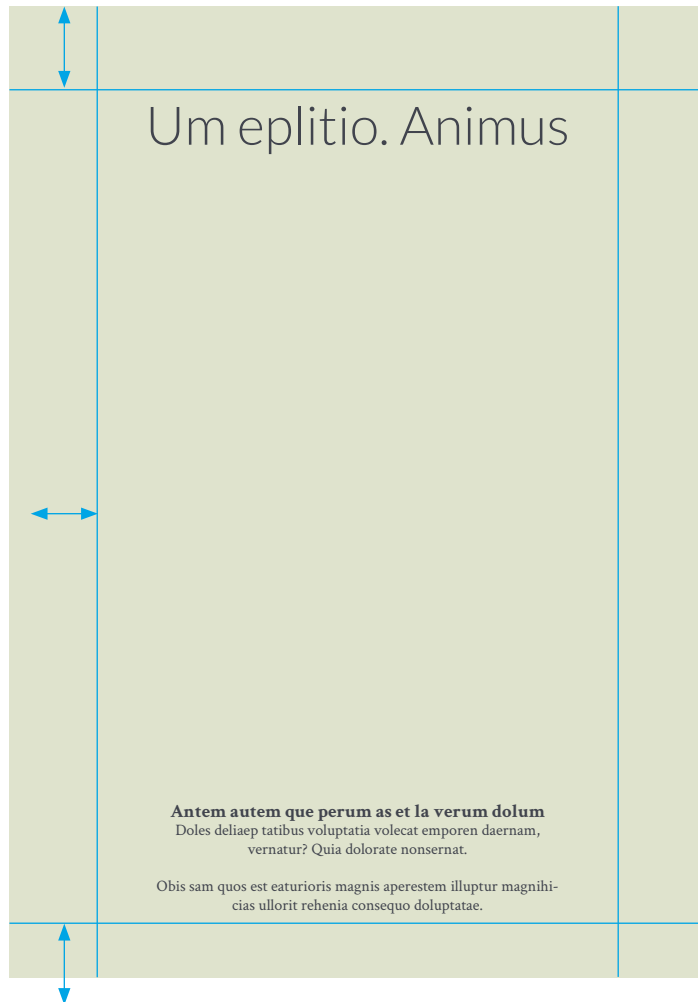
Header Copy

Subheadline

Intro

Antem autem que perum as et la verum dolum doles deliaep tatibus voluptatia.

OTHER EXAMPLES FOR TEXT ON BACKGROUND



Headline 2

Intro
Body text

THE color system



The use of certain colors is not an arbitrary decision in branding. Colors evoke emotions and therefore have an impact on how people “feel” your brand.

1. the logo color palette / 2. secondary color palette

03

THE IDENTITY color palette

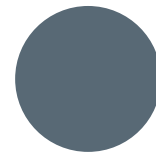
USE OF COLOR FOR THE PRINTED & DIGITAL

The following palette has been selected for use in Ironwood communications. Lighter tints of these colors are also allowed, but the Logotype + background may only be used with a 100% tint.

The primary colors include steel blue and iron ore. These colors were chosen to represent Ironwood's proud industrial history while also highlighting the rich natural resources found in the area today.

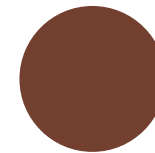
A comprehensive color palette has been developed to provide flexibility while creating a unified, recognizable appearance across all communications.

IDENTITY COLOR PALATTE



STEEL BLUE

CMKY 88 / 67 / 58 / 0
RGB 88 / 105 / 117
HEX #586975
Pantone 2168 U



IRON ORE

CMKY 0 / 57 / 69 / 66
RGB 107 / 61 / 46
HEX #6b3d2e
Pantone 7595 C

SECONDARY color palette



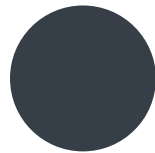
STONE

CMKY 3/4/14/8
RGB 214/210/196
HEX #d6d2c4
Pantone 7527 C



FOREST

CMKY 19/0/13/67
RGB 67/83/72
HEX #435348
Pantone 7736 C



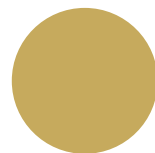
CASCADE BLUE

CMKY 65/43/26/78
RGB 51/63/72
HEX #333f48
Pantone 432 C



MUSHROOM

CMKY 20/25/30/59
RGB 119/110/100
HEX #776e64
Pantone 404 C



GOLD

CMKY 6/14/90/10
RGB 198/170/93
HEX #c6aa5d
Pantone 7753 U

The secondary color palette includes specifications for Pantone colors for print and web materials. When reproduced for print please use four-color process (CMYK) or (Pantone), and when creating PowerPoint presentations, Website or online materials use (RGB) or (HEX).

The palette allows the addition of secondary colors to enrich the Ironwood visual identity as a whole.

These colors are complementary to our official colors, but are not recognizable identifiers for our company. Use the gold color sparingly.

THE **brand voice**



**When it comes to developing the brand
voice, the message is everything.**

04

THE brand voice

The brand voice for Ironwood is warm, energetic, and inviting with the intention of connecting with and engaging their community. The brand is excited about where they've been and where they're going and proudly shares this progress on a regular basis. As a representative of the greater city population, the brand does not express strong opinions that would potentially elicit a negative response.

Being the approachable city that it is, the brand voice conveys accessibility and willingness to help residents thrive. The language is inclusive of all who reside there, and maintains a simple and comfortable, yet jargon-free standard. With an emphasis on adventure and opportunity, the brand continually seeks out ways to inform, encourage, and educate the residents (and potential residents) of Ironwood, MI about why it is such a fantastic place to be.

BRAND VOICE/ MESSAGING DO'S

- **Speak in an energetic, upbeat tone that conveys excitement**
- **Promote events and functions equally across the wide array of interests and affiliations**
- **Educate and inform residents of local opportunities for personal and professional growth**
- **Use proper English**
- **Speak conversationally using simple language that is easily understood by all ages and educational levels**
- **Remain approachable**
- **Shine a spotlight on and honor your rich history (people, events, milestones)**
- **Tie in your message to your core guiding principles whenever possible**
- **Continually illustrate why Ironwood is a great place to be**

BRAND VOICE/ MESSAGING DON'TS:

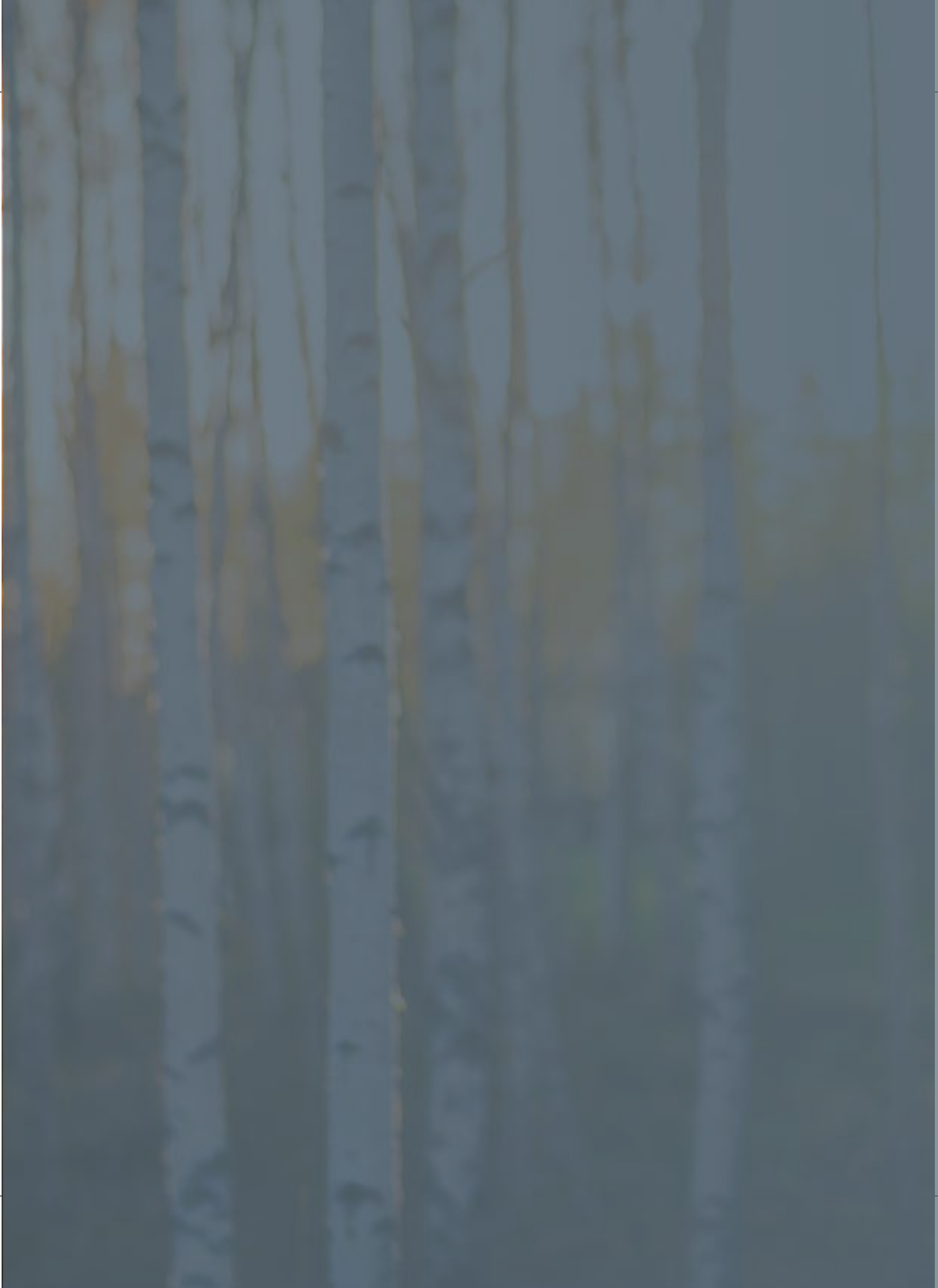
- Use Jargon
- Engage in potentially controversial conversations or offer opinions on said matters
- Promote Ironwood at the expense of negatively comparing other places (arrogance)
- Use overly casual verbiage
- Be bashful about promoting the progress you are making as a city



IRONWOOD

MICHIGAN | *Find Your North*

THE imagery



**A picture is worth a 1000 words.
Choose your images carefully.**

1. the imagery & color effects / 2. examples and rules

05

THE imagery & color effects

Good imagery helps to reinforce core values and guiding principles. Any photography needs to be professional in its approach and engaging in its content. It is essential for our Ironwood brand, because it creates emotions and has a distinct personality. Avoid clichés and obvious poses.

Photos should reflect Ironwood's recreation and opportunities and portray a friendly and optimistic demeanor.





EXAMPLES AND RULES

Use desaturated colors with vintage color style or bright brilliant photos.

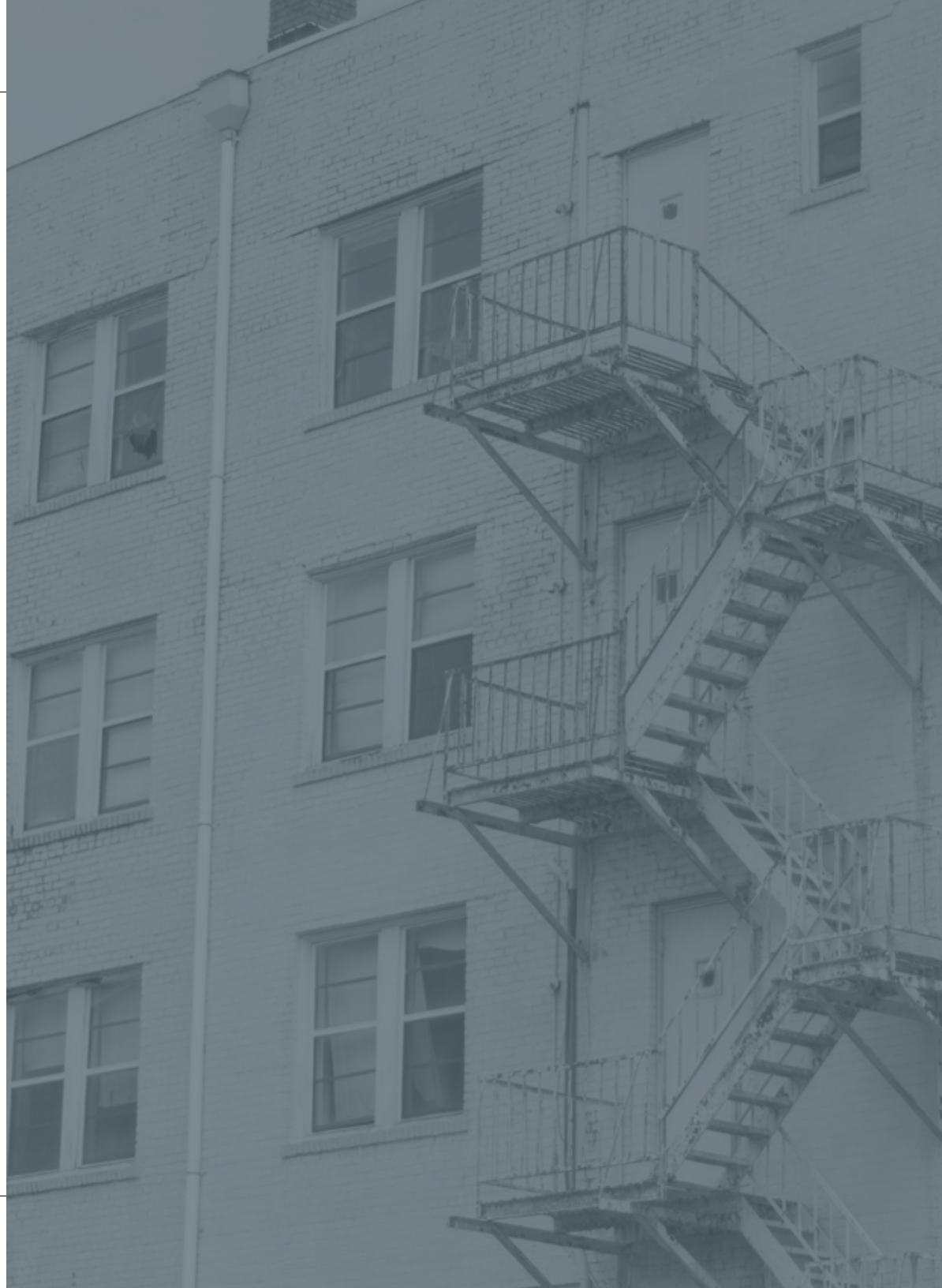
All photos should be light and clean.

Use CMYK (RGB for web) modus, when the background is white or the colorscheme fits with the colors of Ironwood's Brand.

Use grayscale images when the colorscheme doesn't fit with the background (print or web).

Use grayscale images with color overlay when you want to add text.

THE grid system



Using a grid system is one way to achieve a level of consistency that would be otherwise extremely difficult to master.

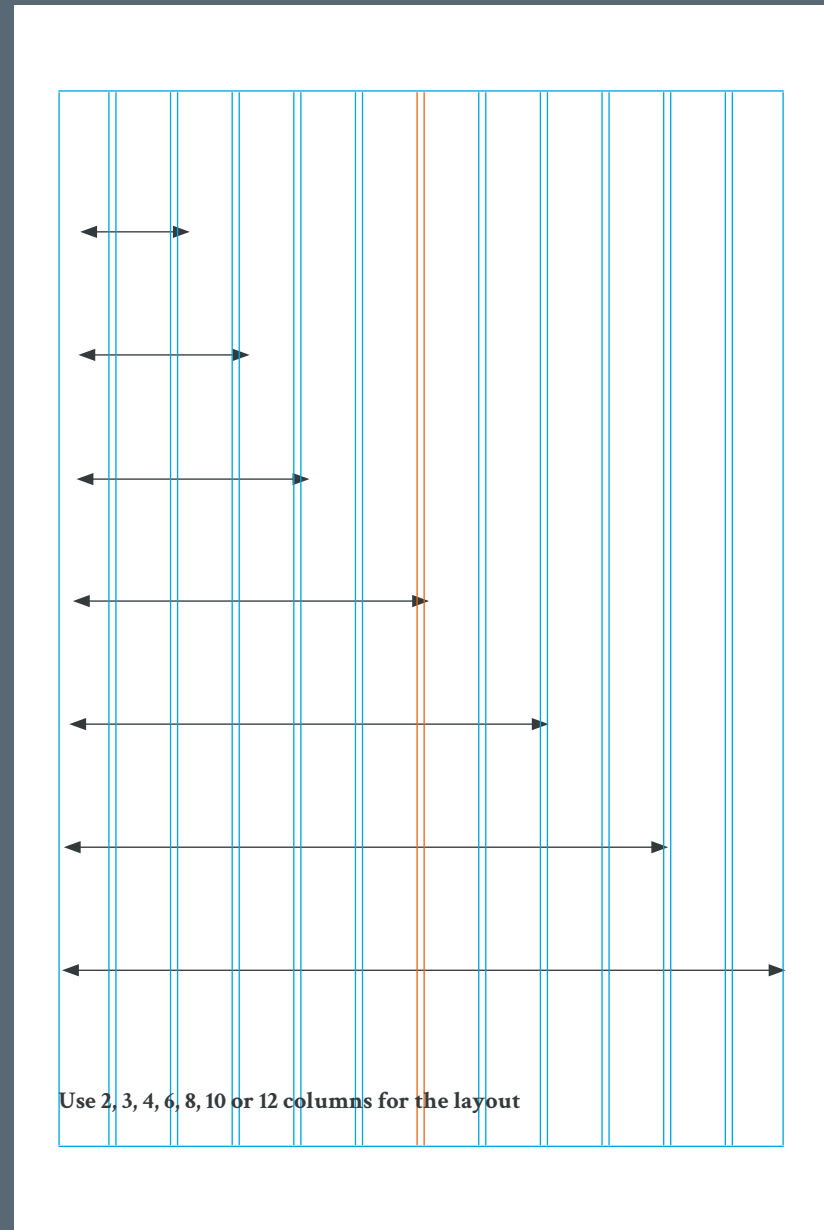
1. print grid system / 2. grid system for images

06

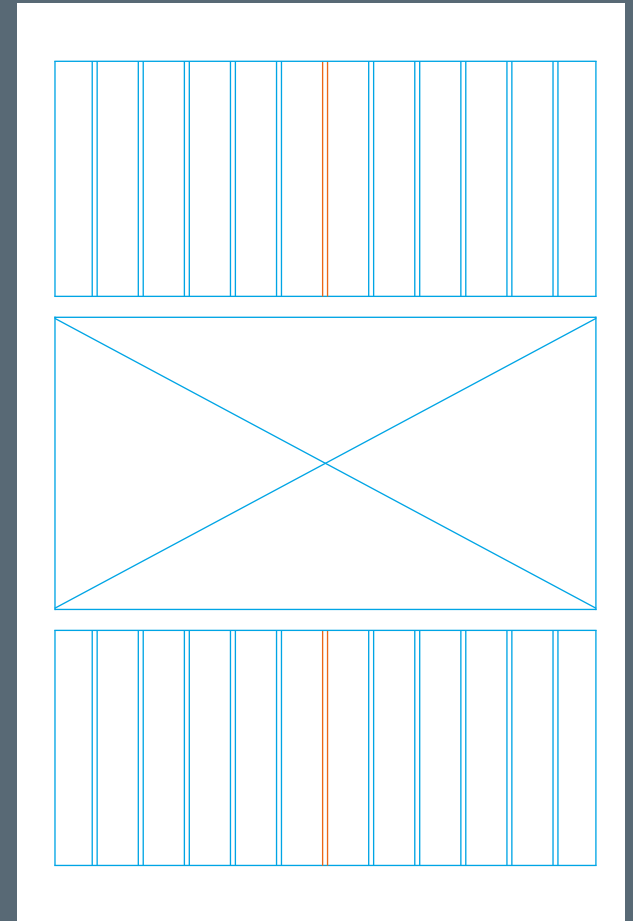
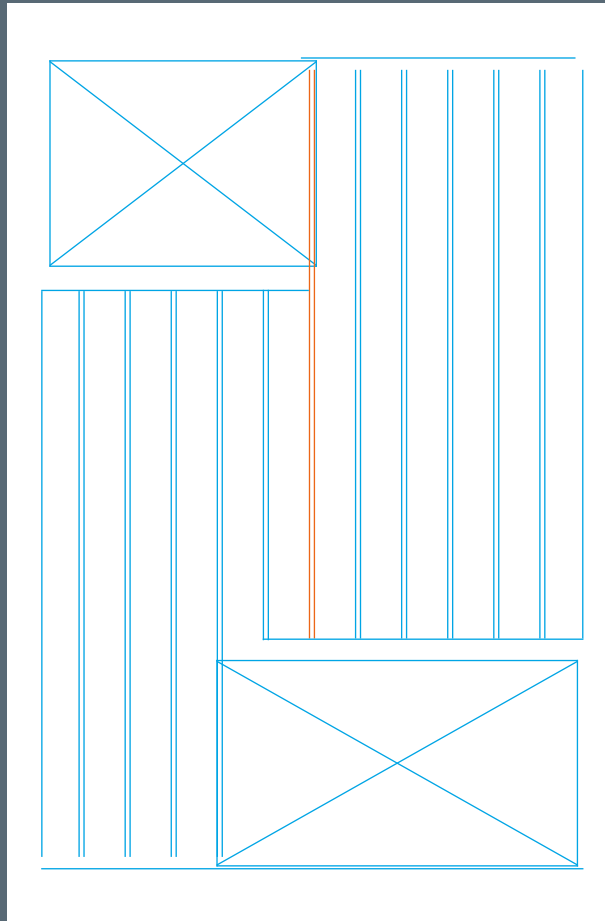
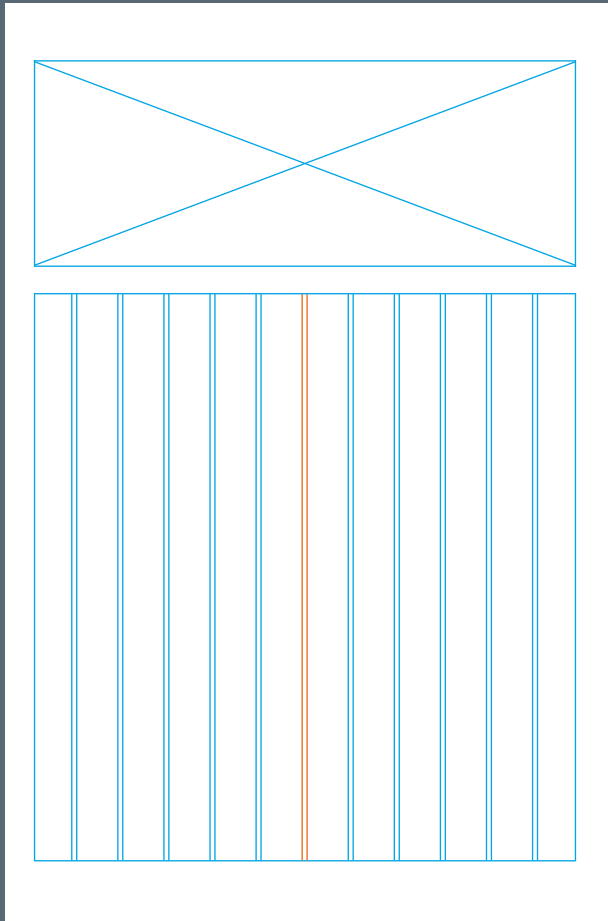
PRINT grid systems

The grid is used as a guide for how to place text, photos and advertisements on the page. The font size that you use should be proportionate to the grid. Using a font that is too large will cause odd hyphenation and breaks, which can be difficult to read and using a typeface that is too small can cause strain on a reader trying to get from the start of a line to the end.

The 12 column grid is always the basic. For special prints, a 6 column grid is also allowed.



GRID SYSTEMS FOR IMAGES



To provide feedback, share informations or seek answers to questions you may have about this brand, please contact:

OWNER:

CITY OF IRONWOOD, MI

Community Development Office

213 S. Marquette St.

Ironwood, MI 49938

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