



# *Brand Guide*

# CONTENTS

Logo

The Files

Typography

Color Palette

Stationary

# LOGOS

EACH VERSION OF OUR LOGO IS PROVIDED AS A  
.JPG .PNG .PDF AND AS A VECTOR .EPS FILE.



### FULL COLOR

Our full color logo should be used in most instances.

### ONE-COLOR BLACK

The black logo should only be used in instances where the reproduction quality of our color logo may be questionable.

### REVERSE WHITE

If the logo is being placed on a color background, the white version of the mark may be used.



### **PROUDLY PARTNERED LOGO**

For our partners, we have created special logos to be used on your website and communication platforms. Attached you will find the “Proudly Partnered” logo made especially for you. We encourage you to add this logo to your website and collateral to show that you a trusted partner with Livingston County Economic Development and a supporter of our mission. We have highlighted your organization on our website as a trusted partner of our office and a resource to our business owners and entrepreneurs. We also encourage you to utilize our hashtag, #growlivco on your social media platforms.



### PROUDLY INVESTED LOGO

For our business affiliates, we have created special logos to be used on your website and communication platforms. Attached you will find the "Proudly Invested" logo made especially for you. We encourage you to add this logo to your website and collateral to show that you have worked with our office and that you have pride in Livingston County. Displaying the logo helps create unity across our business community and expresses that you are proud to do business and invest in Livingston County. We also encourage you to utilize our hashtag, #growlivco on your social media platforms.



## LOGO SUITE ALTERNATIVES



*Funding*



*Main Streets*



*Commercial Buildings*



*Projects*



*News*



*Main Streets*



*Map*



*State of NY*



*College*



*Nature*

# WEBSITE ICONS





*Facebook, Flickr  
& Instagram*



*LinkedIn*

---

**SOCIAL MEDIA**

## *Recommended Clear Space*

To prevent other graphics from interfering with your brand, a minimum clear space around the logo is recommended. As the size of the logo changes, the clear space should proportionally remain the same. For Grow LivCo, the size of the clear space is measured with roughly half the height\* of the mark as illustrated on the following page. \*The objective isn't perfection, but rather to provide adequate space.



### MINIMUM CLEAR SPACE

To protect the integrity and clarity of the Grow LivCo logo, a minimum amount of clear space, equal to measure quarter of the mark, should surround the logo.



### MINIMUM SIZE

To maintain the legibility of the mark, the minimum size at which the badge logo can be reproduced is 2" wide. (125 pixels wide for digital use)



*Always use one of the provided logo files—do not alter or adjust any part of the logo.*



*Give the logo ample white space on all edges, free of other art and typography.*



**DO NOT** pair the logo with other phrases, or introduce other typefaces.

**DO NOT** stretch or distort the logo.

**DO NOT** place color logos on clashing color backgrounds.

**DO NOT** turn the logo on an angle.

**DO NOT** alter the icon in any way.

### **DISPROPORTIONATE SCALING**

The logo shouldn't be stretched or squashed. Doing that undermines the integrity of the brand by actually changing the shapes.

# THE FILES

# VECTOR FILES FOR PRINT

Vector files allow images to be scaled indefinitely with no loss of resolution, making them ideal for print. These files are located in the folder labeled “Print” in your care package, and are saved as EPS and PDF for various color spaces specified in the file name.

The color spaces are identified with the following codes:

K / Black or single color line art.

REV / A version of the logo that “prints” in white on paper.

4C / For use in a full-color digital print job (ie. no Pantones).

PMS / For use in a full-color offset print job using Pantone colors.

*(Note: Pantone colors will appear more subdued on uncoated paper.)*

Depending on the complexity of your identity, you may have additional files, which will be annotated with some variations of the above.



ABOVE IS AN EPS FILE AND DETAIL OF THE SAME FILE.  
NO LOSS OF DETAIL WHEN ENLARGED.

# PIXEL-BASED FILES FOR SCREEN

These types of files are less flexible, but are required in some applications. These files tend to play nicest with most office software, and can also be used for web.

The file formats that most people are familiar with are PNG and JPG. We provide large files to prevent degradation of quality, but recommend that for most screen or office print use that the files be scaled down in size.

## **PNG VS. JPG - HOW TO CHOOSE THE RIGHT FILE FORMAT**

We strongly recommend using PNGs. PNGs allow for transparent backgrounds, which makes them great for presentations and websites where the logo may overlap another color. However, some vendors with older software cannot use PNGs, so JPGs can be utilized as needed.





ABOVE IS A JPG FILE AND DETAIL OF THE SAME FILE. NOTICE QUALITY LOSS ON THE RIGHT WHEN THE IMAGE IS ENLARGED BEYOND ACTUAL SIZE.

# TYPOGRAPHY



LOGO TYPEFACES:

**ARCHER (BOLD)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

*Zeichen (Regular)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

COLLATERAL TYPEFACES:

**ARCHER FONT FAMILY**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

**OPEN SANS FONT FAMILY**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

*Zeichen Font Family*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

**THE ABOVE TYPEFACES ARE USED IN THE GROW LIVCO LOGO  
LOCKUP & COLLATERAL MATERIALS AND SHOULD BE USED IN OTHER  
MATERIALS FOR CONTINUITY. THESE TYPEFACES ALSO COME IN  
SEVERAL WEIGHTS OR FACES THAT MAY BE USEFUL.**

# COLOR PALETTE

# COLOR IS AN IMPORTANT PART OF A BRAND IDENTITY.

The Grow LivCo brand colors should match from one piece to the next; maintaining consistent colors by utilizing the following color values will help in building and maintaining a strong and recognizable brand over time.

## **CMYK VALUES**

These are the most commonly used color settings, primarily for print purposes. They may also be referred to as “4-color,” or “4c.”

## **PMS VALUES**

Spot colors, or PMS colors, are used in some types of printing. You should only use this color version when requested by a vendor. Though the color may appear slightly different on screen, it will match best in print.

## **RGB OR HTML**

Logos for use on screen are a different color platform; files labeled simply “color” are meant specifically for online use, tv, etc.

# Building & Maintaining A Strong & Recognizable Brand



PMS 7477C  
 HEX #244B5A  
 RGB 36 75 90  
 HSL 196.7 42.9 24.7

PMS 7477C (60%)  
 HEX #788E98  
 RGB 120 142 152  
 HSL 198.8 13.4 53.3

PMS 5493C  
 HEX #7CA7AD  
 RGB 124 167 173  
 HSL 187.3 23 58.2

PMS 5493C (60%)  
 HEX #B0C9CD  
 RGB 176 201 205  
 HSL 188.3 22.5 74.7

PMS 7483C  
 HEX #225D38  
 RGB 34 93 56  
 HSL 142.4 46.5 24.9

PMS 7483C (60%)  
 HEX #789B82  
 RGB 120 155 130  
 HSL 137.1 14.9 53.9

PMS 558C  
 HEX #99BCAB  
 RGB 153 188 171  
 HSL 150.9 20.7 66.9

PMS 558C (60%)  
 HEX #C1D6CB  
 RGB 193 214 203  
 HSL 148.6 20.4 79.8

PMS 7627C  
 HEX #AA2D29  
 RGB 170 45 41  
 HSL 1.9 61.1 41.4

PMS 7627C (60%)  
 HEX #D48477  
 RGB 212 132 119  
 HSL 8.4 52 64.9

PMS 124C  
 HEX #EBA900  
 RGB 235 169 0  
 HSL 43.1 100 46.1

PMS 124C (60%)  
 HEX #FACA75  
 RGB 250 202 117  
 HSL 38.3 93 72

PMS 4975C  
 HEX #402020  
 RGB 64 32 32  
 HSL 0 33.3 18.8

PMS 4975C (60%)  
 HEX #897170  
 RGB 137 113 112  
 HSL 2.4 10 48.8

**STATIONARY**



Day, Month XX, 20XX

Name Here  
Company Name  
XXXX Street Name  
City, State XXXXX

Dear City Employee

Magniendest, occumqui cum voluptat latur re mi, et magnis moloratem reiunt. Heniendebita evelibus atem aut etur? Aboreperum expeliqui doluptatem re perum quam alique ped quiae num dolupti orporpor magnim vero dollic te quam doluptatur?

Mus raero bea debis modictas dollupis eaqui qui vit maiorepre nistionsed magnim hillabo remquatus. Nam evelit, velectes audis inistem. Et et voluptatio. Nem que velenihil es pa ilis estia consequae cus delecabcessitiore verum ea est lam doles nihiciis im repro estiam conet latur? Quis ut ium sim et ut pellutem abo. Ique post, arum voloratem il ma quianda nihitat em.. Nam evelit, velectes audis inistem. Et et voluptatio. Nem que velenihil es pa ilis estia consequae cus delecabcessitiore verum ea est lam doles nihiciis im repro estiam conet latur? Quis ut ium sim et ut pellutem abo. Ique.

Ucimollaut asimill upidion sequis et ad unte parum cus mo eos et expernam cus eost, excearu ptuscipid magnam nus dedit doluptate venderrum aunt reiuntis et re velectae as est, te ium inti undi dis re, iscid ulluptas sequia est quia simus, voluptatiati anducil luptatem cum fugiandus ipsae. Nam evelit, velectes audis inistem. Et et voluptatio. Nem que velenihil es pa ilis estia consequae cus delecabcessitiore verum ea est lam doles nihiciis im repro estiam conet latur? Quis ut ium sim et ut pellutem abo. Ique post, arum voloratem il ma quianda nihitat em.

Sincerely,

*Signature*

Name Here, Title Here

585.243.7124 | info@ca.livingston.ny.us | 6 Court St, Rm 906, Geneseo, NY 14454

GrowLivCo.com



Begin letter at 2 inches from top of the page.

**Date** (2 paragraph spaces)

**Address** (4 paragraph spaces)

**Salutation, etc.** (2 paragraph spaces)

**Right margin** should be .5 to 1 inch.

For the text of the letter, a point size of 10 or 11 is recommended. Any larger and the text of the letter begins to look awkward in relation to the elements on the letterhead. Automatic leading is fine.

# LETTERHEAD

These letterhead specifications are to be used in addition to the guidelines addressed earlier in this manual.

Please note this document is NOT actual size.

**THESE STATIONARY SPECIFICATIONS ARE TO BE USED IN ADDITION TO THE GUIDELINES ADDRESSED EARLIER IN THIS MANUAL.**





↑  
Name & Title at top  
↓

↑  
Office and/or Cell Phone  
Email Address  
Office Location  
↓

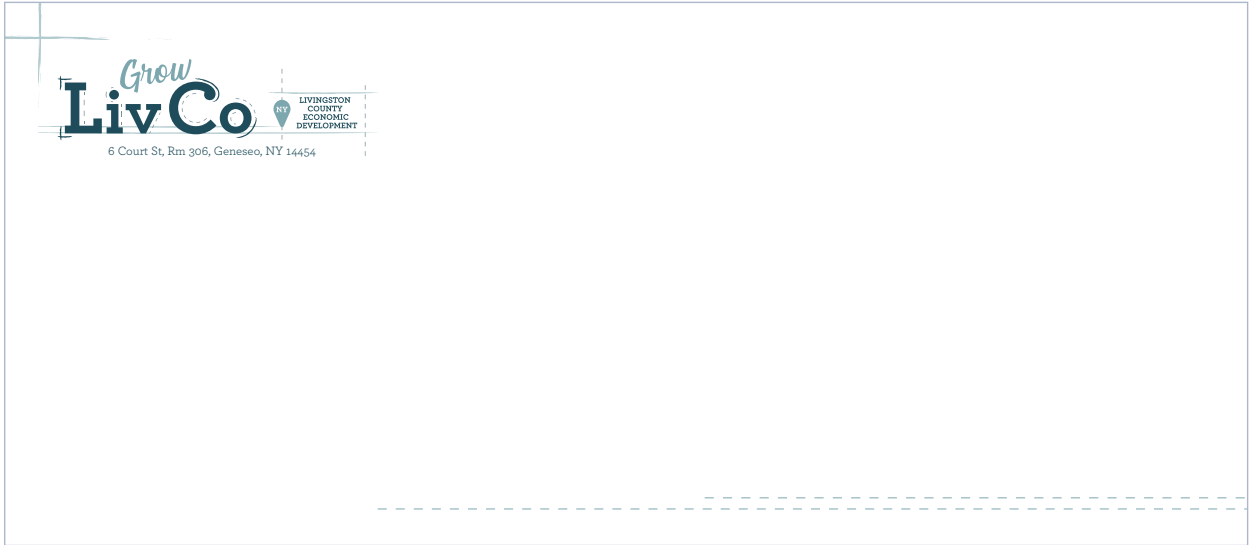
## BUSINESS CARDS

These business card specifications are to be used in addition to the guidelines addressed earlier in this manual.



Please note this document is NOT actual size.

**THESE STATIONARY SPECIFICATIONS ARE TO BE USED IN ADDITION TO THE GUIDELINES ADDRESSED EARLIER IN THIS MANUAL.**



# ENVELOPE

These envelope specifications are to be used in addition to the guidelines addressed earlier in this manual.

Please note this document is NOT actual size.

**THESE STATIONARY SPECIFICATIONS ARE TO BE USED IN ADDITION TO THE GUIDELINES ADDRESSED EARLIER IN THIS MANUAL.**