DISTRICTS BRAND GUIDELINES

A GUIDE TO USING THE CAPE GIRARDEAU DOWNTOWN DISTRICTS LOGOS

CAPE GIRARDEAU MISSOURI

Where the river turns a thousand tales

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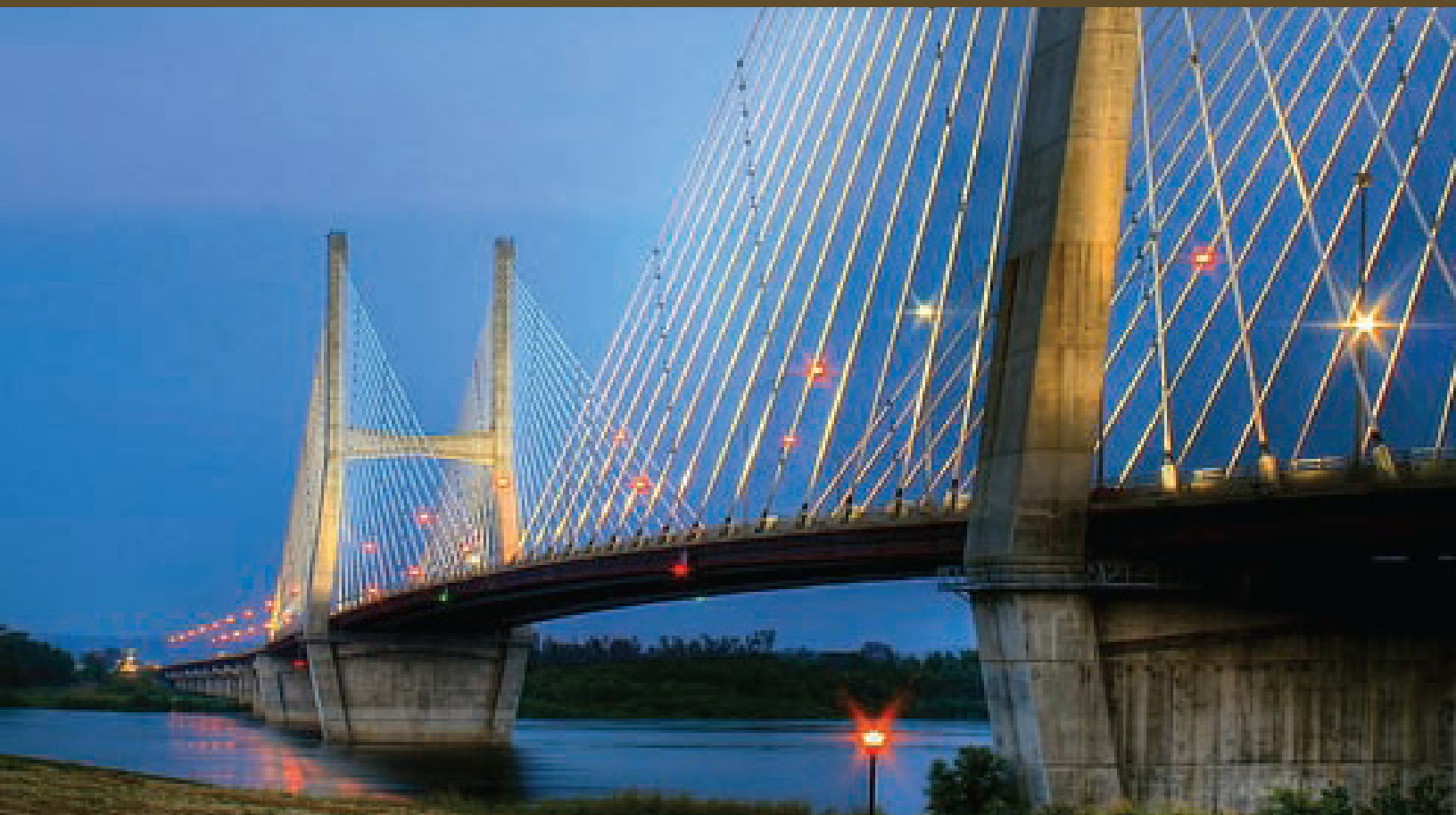
THESE GUIDELINES INTRODUCE THE CAPE GIRARDEAU DOWNTOWN DISTRICTS VISUAL IDENTITY SYSTEM. THE POWER AND EFFECTIVENESS OF THIS IDENTITY SYSTEM DEPENDS ON ITS CONSISTENT APPLICATION ACROSS ALL MEDIA. THE INFORMATION FOUND HERE WILL HELP DEVELOP APPLICATIONS THAT PROJECT A UNIFIED AND CONSISTENT IMAGE TO THE PUBLIC.



A BRAND IS EVERYTHING AN ORGANIZATION STANDS FOR.

INSPIRATION & PURPOSE

An effective district brand will:

- Be bold, memorable, and appropriate
- Be immediately recognizable
- Provide clear and consistent image of the place
- Communicate an accurate persona
- Work well across scale, media, and color

Every company, place and item needs to differentiate itself from its competitors and gain greater market share. To set oneself apart from others requires marketing strategy and a brand is part of this approach. Brands stand for something, a strategic position, a defined set of values, a voice that stands apart. A brand representing a place must embody and advance the place by supporting the desired perceptions of that location. The identity encompasses every tangible expression of the brand and will be a part of the places culture, values and heritage. The brands created for the downtown districts of Cape Girardeau are an authentic expression of the place – its unique vision, goals, values, voice and personality. The design has emerged from who it is today, and what it will become tomorrow.

BRAND PLATFORM

PURPOSE STATEMENT

To deliver a lively and historic district where visitors can experience a real place with hospitality and charm.

VALUES:

Real, Authentic, Eclectic, Fun and Friendly, Entertainment

PERSONALITY:

Haven, True, Walkable, Friendly, Hospitable, Relaxing

PROMISE:

An oasis to unwind, explore and thrive within the heart of the community.

BRANDING

ABOUT BRANDING

"Brand" is defined as the recognition and personal connection that forms in the hearts and minds of audiences through their accumulated experience at every point of contact. It has one consistent look (the type of fonts, the placement, the corporate colors); it differentiates one entity's brand from others. Consistent use of branding will ensure that the brand that emerges is a positive one, leading to trust, loyalty and advocacy for our offerings.

Branding, at its best, is more than a marketing responsibility. Branding spans an organization, weaving across and through personal interactions, organizational culture, communications, products and services. A brand must be championed by management and embodied from the inside out by all employees, volunteers, programs and communications at all times. A brand is everything an organization stands for. It represents a way of thinking and a management lens through which decisions are made.

WHY BRAND MATTERS?

Success depends on the ability to build good relationships with partners, clients, employees, volunteers, and community stakeholders. Building trust and rapport, brands reinforce these relationships. A brand is a promise to deliver on what an organization claims. Broken promises risk the brand losing loyalty.

APPLYING THE BRAND

Be sure to keep the integrity of the brand guidelines. Branding success only comes when everyone uses the brand in a consistent and professional manner.

BRANDING GUIDELINES PURPOSE

The *Cape Girardeau Districts Brand Guidelines* document serves to facilitate consistent and proper use of the Cape Girardeau Dowtnwotn Districts' brand. These guidelines were designed to assist those using the Cape Girardeau Downtown Districts logos and accompanying graphics by providing easy-to-follow instructions regarding proper uses in varying situations, illustrations, and examples.

TO WHOM THESE GUIDELINES APPLY

The provisions outlined in the *Cape Girardeau Brand Guidelines* apply to Old Town Cape and any entities they coordinate with such as City of Cape Girardeau employees, consultants and vendors, and third parties licensed by the City of Cape Girardeau in the form of a license agreement or written permission.

CORE ELEMENTS SUCH AS LOGO, TYPOGRAPHY, AND COLOR PALETTE ARE THE VISUAL COMPONENTS USED TO CREATE THE CAPE GIRARDEAU BRAND GUIDELINES.

LOGOS

The Cape Girardeau Downtown Districts logos are a valuable asset that symbolizes quality and consistency. The Cape Girardeau Downtown Districts logos are comprised of unique elements that, when used together, represent and identify the three districts of Downtown Cape Girardeau. The three districts are the Riverfront, East Broadway, and West Broadway.

PLACEMENT

The appropriate Cape Girardeau district logo may be placed in evidence on all materials, as well as on any document created for the City of Cape Girardeau Downtown Districts.

The logos have been created as master artwork. The size, colors, proportions and spatial relationships of the logo may not be altered. Always use the approved digital artwork. Do not redraw or recreate the logos.

LOGOS

COLOR VARIATIONS DOWNTOWN RIVERFRONT

Two variations of the Downtown Riverfront district logo are available.

FULL-COLOR LOGO

The full-color logo is the preferred version and should be used whenever possible.

GRAYSCALE LOGO

The grayscale logo is used when the full-color version cannot be reproduced because of limited reproduction techniques and costs.

NOTE

The Downtown Riverfront logo does not have a one-color black logo or one-color reverse logo due to certain elements not translating well.

FULL-COLOR LOGO

GRAYSCALE LOGO

LOGOS

COLOR VARIATIONS DOWNTOWN BROADWAY

Five variations of the Downtown Broadway district logo are available. The background of an application will determine which one you use.

FULL-COLOR LOGO

The full-color logo is the preferred version and should be used whenever possible. Note that there are two full-color logos, one to represent East Broadway and another to represent West Broadway.

GRAYSCALE LOGO

The grayscale logo is used when the full-color version cannot be reproduced because of limited reproduction techniques and costs.

ONE-COLOR BLACK LOGO

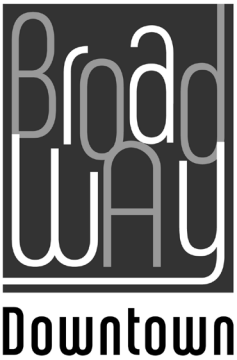
The one-color logo is used on light, solid color or light photographic backgrounds.

ONE-COLOR REVERSE LOGO

The one-color reverse logo is used on dark, solid color or dark photographic backgrounds.

FULL-COLOR LOGO - EAST

FULL-COLOR LOGO - WEST



GRAYSCALE LOGO

ONE-COLOR BLACK LOGO

ONE-COLOR REVERSE LOGO

LOGOS

INCORRECT USE DOWNTOWN RIVERFRONT

DO NOT RECREATE THE LOGO

DO NOT STRETCH OR DISTORT THE LOGO

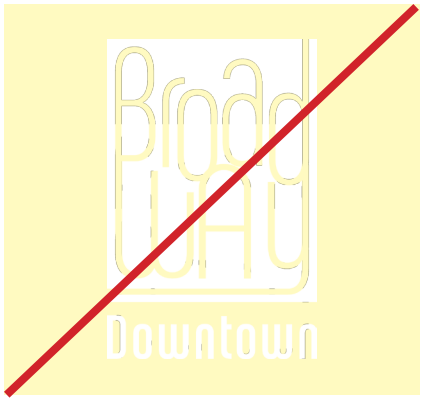
DO NOT REARRANGE OR BREAK APART THE LOGO

DO NOT RECOLOR THE LOGO

LOGOS

INCORRECT USE DOWNTOWN BROADWAY

DO NOT PLACE THE BLACK LOGO ON A BACKGROUND THAT IS TOO DARK TO PROVIDE SUFFICIENT CONTRAST FOR LEGIBILITY



DO NOT PLACE THE REVERSE LOGO ON A BACKGROUND THAT IS TOO LIGHT TO PROVIDE SUFFICIENT CONTRAST FOR LEGIBILITY

DO NOT STRETCH OR DISTORT THE LOGO

DO NOT REARRANGE OR BREAK APART THE LOGO

DO NOT RECREATE THE LOGO

DO NOT RECOLOR THE LOGO

LOGO

CLEAR SPACE AND MINIMUM SIZE

CLEAR SPACE

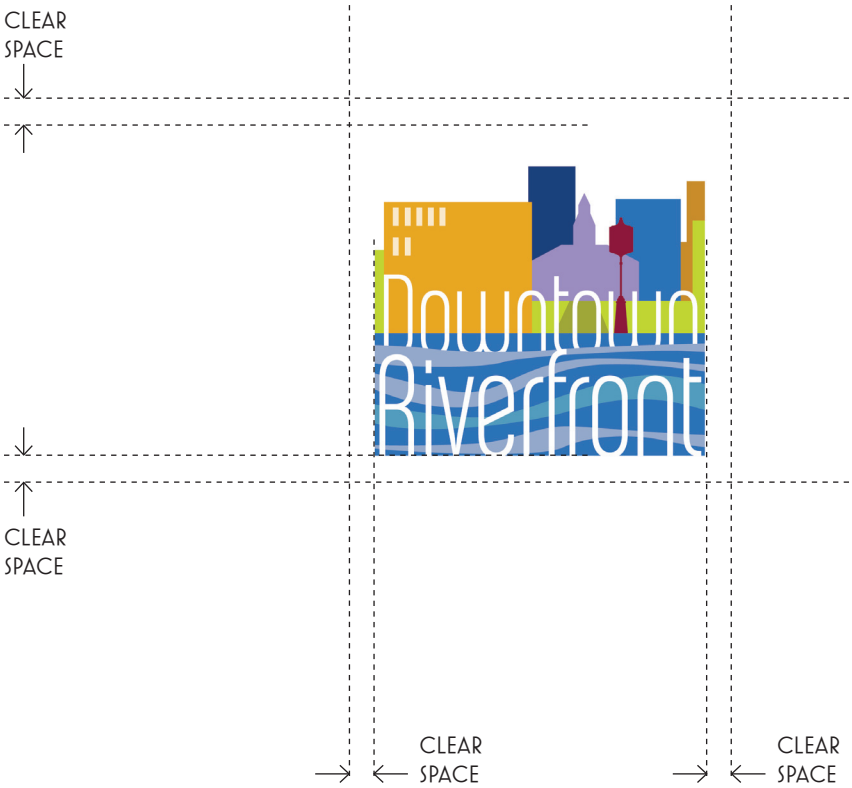
Clear space is the area surrounding the logo that must always be free of text or any graphic elements. It ensures that the logo appears distinctively in any environment.

Clear space is shown in the exhibit on this page. The minimum clear space is built into the electronic versions of all three downtown districts. Whenever possible, the amount of clear space should be greater than the minimum.

MINIMUM SIZE

To ensure the clarity and legibility of the Cape Girardeau logo, a minimum size has been established for reproduction.

The logo should not be scaled smaller than the minimum size of one inch high as shown.



LOGO

FILE FORMATS AND BEST USES

FILE TYPE	FEATURES AND USES	SAMPLE APPLICATIONS
.AI	Vector Based Artwork is scalable and will be predominantly used by professional designers and print shops. Perfect for highest professional image quality.	Adobe Creative Suite
.GIF	Raster (Bitmap) Format. When enlarged, this format becomes jagged and pixelated. Very versatile format. Perfect for web use.	Microsoft Office Standard; Web
.JPG	Raster (Bitmap) Format. When enlarged, this format becomes jagged and pixelated. Very versatile format.	Microsoft Office Standard; Web
.PDF	A universal file format that preserves the fonts, formatting, graphics, and color of any source document, regardless of application and platform used to create it. It is a common platform used to exchange files on the web because of its relatively low file size.	Microsoft Office Standard; Adobe Creative Suite; QuarkXPress
.PNG	Raster (Bitmap) Format. This file allows for transparent backgrounds instead of the default white if the image is any other shape than a square or rectangle. When enlarged, this format becomes jagged and pixelated. Very versatile format. Perfect for web use.	Microsoft Office Standard; Web; Adobe Creative Suite; QuarkXPress

NOTE

For enlargements, especially for billboards, displays, and road sign use an EPS format or other "vector" based formats of the logo.

TYPOGRAPHY

Both ChaletComprime MilanSeventy and ChaletComprime CologoneSeventy were fonts used to create the logos, however they have been artistically altered as part of the logo design. Only the word "Downtown" in the Downtown Broadway logos is unaltered.

The typeface used in the Riverfront District logo is an artistically altered version of ChaletComprime MilanSeventy.

CHALETCOMPRIME MILANSEVENTY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@?$%&*(){}“”

The typeface used in the Downtown Broadway logos is ChaletComprime CologoneSeventy.

CHALETCOMPRIME COLOGONESEVENTY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@?$%&*(){}“”

COLOR

SPECIFICATIONS DOWNTOWN RIVERFRONT

R-1 PANTONE 281 C

R-2 PANTONE 131 C

R-3 50% PANTONE 7508 C

R-4 PANTONE 382 C

R-5 PANTONE 384 C

R-6 PANTONE 535 C

R-7 WHITE

R-8 PANTONE 2577 C

R-9 PANTONE 139 C

R-10 PANTONE 216 C

R-11 PANTONE 7455 C

R-12 PANTONE 549 C

COLOR

SPECIFICATIONS DOWNTOWN BROADWAY

E-1 PANTONE 666 C

E-2 PANTONE VIOLET C

E-3 PANTONE 7489 C

W-1 PANTONE 200 C

W-2 PANTONE 710 C

W-3 WHITE

W-4 BLACK

COLOR
CHART

The Cape Girardeau color palette for the downtown districts contain 19 colors as represented on the previous pages.

To maintain consistency in the Cape Girardeau Downtown Districts brand, it is essential that the colors are always reproduced accurately. Always follow the CMYK, RGB, and spot values shown in the chart on this page.

NAME	CMYK	RGB	SPOT
R-1	C100 M72 Y0 K32	R0 G62 B126	Pantone 281 C
R-2	C0 M32 Y100 K9	R231 G166 B20	Pantone 131 C
R-3	C0 M15 Y40 K4	R244 G209 B156	Pantone 7508 C
R-4	C29 M0 Y100 K0	R193 G216 B47	Pantone 382 C
R-5	C18 M0 Y100 K31	R159 G166 B23	Pantone 384 C
R-6	C42 M27 Y7 K0	R149 G169 B202	Pantone 535 C
R-7	C0 M0 Y0 K0	R255 G255 B255	White
R-8	C40 M45 Y0 K0	R156 G141 B195	Pantone 2577 C
R-9	C0 M37 Y100 K23	R200 G138 B18	Pantone 139 C
R-10	C0 M95 Y40 K49	R142 G12 B258	Pantone 216 C
R-11	C80 M53 Y0 K0	R59 G115 B185	Pantone 7455 C
R-12	C52 M6 Y0 K25	R86 G155 B190	Pantone 549 C
E-1	C31 M30 Y0 K7	R163 G161 B200	Pantone 666 C
E-2	C98 M100 Y0 K0	R51 G48 B146	Pantone Violet C
E-3	C60 M0 Y80 K0	R102 G179 B96	Pantone 7489 C
W-1	C0 M100 Y63 K12	R211 G17 B269	Pantone 200 C
W-2	C0 M79 Y58 K0	R241 G93 B94	Pantone 710 C
W-3	C0 M0 Y0 K0	R255 G255 B255	White
W-4	C0 M0 Y0 K100	R35 G31 B32	Black

IDENTITY USES

Old Town Cape is the overarching leader of the downtown districts, their functions, and the marketing of Downtown Cape Girardeau. As such, Old Town Cape can maintain its identity exclusive of the looks created for the Downtown Districts. A clear definition to any viewer as to who Old Town Cape is and how it functions should be maintained. The downtown district logos will serve to help define the districts in their locations. The use of the downtown district logos in the environment they represent help solidify the visitor experience while supporting the look and feel of the district they are in. The goal is to provide a sense of arrival to the downtown districts and instill pride and ownership to business owners and residents.

Some ways to help define the Downtown Districts are:

- Providing a district map
- Hanging banners
- Placing static stickers of the logo on business front windows/doors
- Distributing brochures specific to each of the district areas
- Providing Frequent Patron Discount Punch Cards

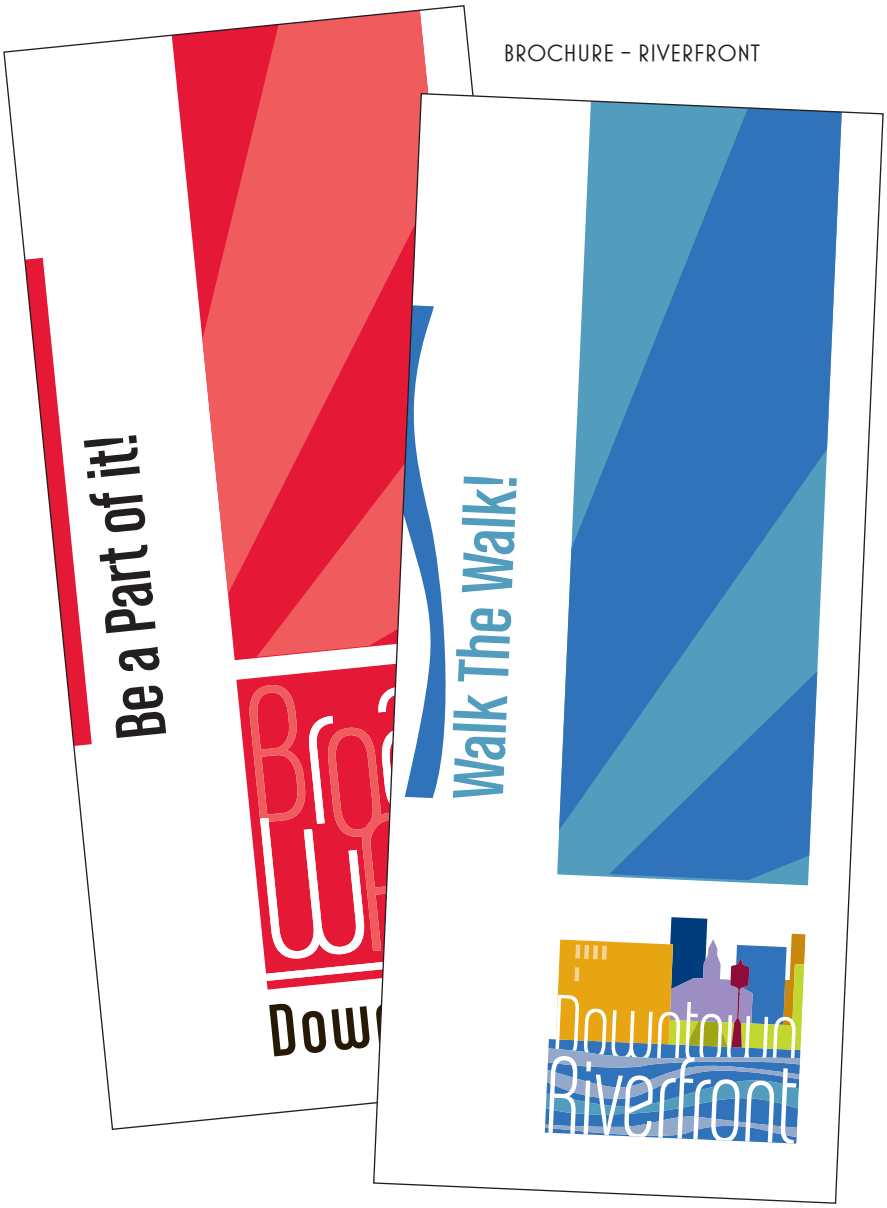
See the examples on this page and the following page.

As for existing Old Town Cape branding, elements from the downtown districts logos can be used to tie them back into the Old Town Cape marketing materials such as website, brochures, and other marketing materials.

For example, the "rays" and fonts common to all downtown districts logos can be used along with their color palettes to help subtlety meld the downtown districts branding into Old Town Cape branding.

BROCHURE – BROADWAY WEST

BROCHURE – RIVERFRONT



POSTCARD MAILER

GIFT POUCH

FREQUENT PATRON DISCOUNT PUNCH CARD