

EAST ALABAMA TOURISM BRANDING & STYLE GUIDE

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Prepared by

ALABAMA INNOVATION ENGINE

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AT BIRMINGHAM**

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EAST ALABAMA
TOUEASTALABAMA.COM

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University of Alabama Center for Economic Development
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Alexander City Chamber of Commerce
Cherokee County Chamber of Commerce
Childersburg Chamber of Commerce
Clay County Chamber of Commerce
Cleburne County Chamber of Commerce
Greater Valley Area Chamber of Commerce
Randolph County Chamber of Commerce
Sylacauga Chamber of Commerce
Tallasse Chamber of Commerce
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Alabama Innovation Engine
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East Alabama Regional Planning and Development Commission
Southern Union State Community College
U.S. Forest Service
Watts Consulting
UAB // Department of Art and Art History

THANK YOU

EAST ALABAMA TOURISM BRANDING & STYLE GUIDE

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EAST ALABAMA TOURISM BRANDING & STYLE GUIDE

ABOUT THIS GUIDE



EAST ALABAMA
TOUEASTALABAMA.COM

MISSION STATEMENT

East Alabama proudly welcomes visitors to enjoy our relaxing lifestyle, explore the many opportunities for outdoor recreation, and take a moment to recharge.

WELCOME

The **EAST ALABAMA** tourism logo is our most valuable asset and a powerful tool in how people perceive our venues and services. Whether seen on television, in print, or even on a coffee mug – our logo represents us, and communicates our brand and ideals to our customers.

As customers become familiar with our new logo, we want them to feel confident that they are choosing a quality experience that they can trust.

Our brand is our promise, so it is essential that we use our logo consistently and intelligently.

PURPOSE

The purpose of this style guide is to assist individuals and organizations in creating a single, strong, instantly recognizable brand. By following these standards we will achieve a common look and feel in everything that bares our brand. And as a result, every **EAST ALABAMA** communication will reinforce and benefit from the impact of all others. Our customers will learn to trust our brand, and we will strengthen every aspect of our business.

WELCOME

why this guide?

EAST ALABAMA TOURISM BRANDING & STYLE GUIDE

HOW TO USE THE ASSET FILES



EAST ALABAMA
TOUREASTALABAMA.COM



vs PLACE

Opening the PDF files provided may damage them.

You cannot double-click on these files to use them.

Use the INSERT or PLACE command to insert these files into your applications.

Programs like MS WORD or POWER POINT allow you to insert these files into your document. See the instructions on the next two pages to use the files.

OPEN VS PLACE

THE ASSET ———



NAME OF FILE ———

ea_vert_color.pdf

ASSETS

In marketing and advertising terminology the files for our logos are called assets.

The original files were created in Adobe Illustrator and saved in the PDF format.

This guide shows a sample image of each asset along with the name of that asset's file. This guide is accompanied with a CD that has all the asset files. Use this guide to find the file appropriate for your use.

PDF FILES

The assets are provided in the PDF format. PDF stands for portable document file. PDF is a high quality format for describing images. These files will remain sharp and clear when printing at any size. PDF is the preferred file type for commercial printing applications.

ASSET FILES

what is an asset?

This page discusses how the files are named and how you can locate the logo or asset that you need. It also discusses the PDF format.



*When scaling the logo
DO NOT allow the logo to
become stretched out of its
original proportions.*

BEST PRACTICES:

- The files are PC and Mac compatible.
- **The files are compatible with:**
 - The Adobe Creative Suite
 - Word
 - Power Point
- **Never “open” the file,** but rather “place” or “import” the file into the program.
- **Always scale the file proportionally.** Use the “scaling” tool and hold the “shift” key while dragging to reduce or enlarge the size.

Inserting PDF images into Word

1. On the Insert tab, in the Illustrations group, click Picture.
2. Choose the option “picture from file”
3. Locate the logo file that you want to insert, and then chose insert.

Resizing a PDF image in Word

Microsoft provides very detailed instruction on how to resize images in Word on their website at:

Go to:

<http://office.microsoft.com>

Search:

How do I resize a PDF in WORD?

BEST PRACTICES in MS WORD

This page discusses the best way to import files for use in MS WORD.



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original proportions.*

BEST PRACTICES:

- The files are PC and Mac compatible.
- **The files are compatible with:**
 - The Adobe Creative Suite
 - Word
 - Power Point
- **Never “open” the file,** but rather “place” or “import” the file into the program.
- **Always scale the file proportionally.** Use the “scaling” tool and hold the “shift” key while dragging to reduce or enlarge the size.

Inserting PDF images into POWERPOINT

1. On the Insert tab, click Picture.
2. Choose the option “picture from file”
3. Locate the logo file that you want to insert, and then chose insert.

Resizing a PDF image in POWERPOINT

Microsoft provides very detailed instruction on how to resize images in POWERPOINT on their website at:

Go to:

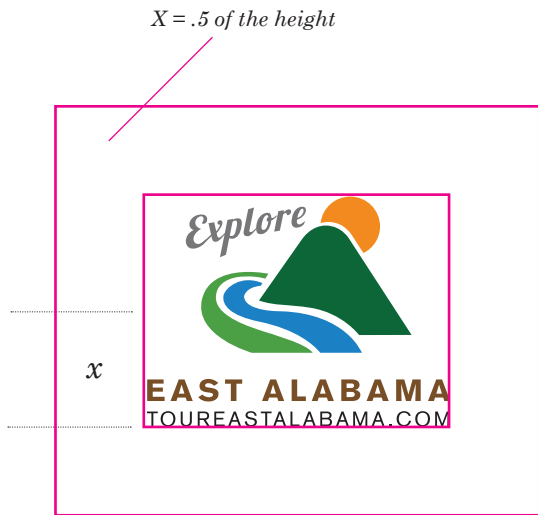
<http://office.microsoft.com>

Search:

How do I resize a PDF in PowerPoint?

BEST PRACTICES in MS POWERPOINT

This page discusses the best way to import files for use in MS POWERPOINT.



CLEARSPACE



CLEARSPACE

CLEARSPACE

Maintaining the clearspace around the logo is the best way to make sure our logo is easy to see and stands out clearly on all publications. Never allow other elements or logos to touch our logo.

Never allow other elements or logos to violate the clear space around our logo. The clear space is defined as half the height of the logo in any usage.



DO NOT STRETCH THE LOGO.
MAINTAIN THE PROPER ASPECT RATIO.



DO NOT SET THE LOGO ON AN ANGLE.



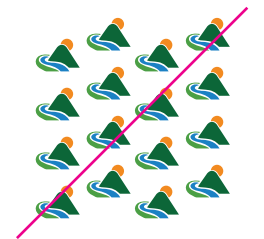
DO NOT OUTLINE ANY PART OF THE LOGO.



DO NOT CHANGE RELATIONSHIPS
BETWEEN THE ELEMENTS



DO NOT USE OR SET ANY OTHER
TYPEFACE FOR THE LOGO.



DO NOT CREATE A PATTERN.

LOGO VIOLATIONS

ALWAYS use the logo as provided.
Only use the official logo files provided
by EAST ALABAMA tourism.
Never change the logo or use it in the
ways seen here.



NIGHT
 PMS PROCESS BLACK
 CMYK 0/0/0/100
 RGB 35/31/32



EARTH
 PMS 463
 CMYK 38/64/91/34
 RGB 121/79/40



MINERAL
 PMS COOL GRAY 9
 CMYK 55/47/44/11
 RGB 119/118/121



SKY
 PMS PROCESS BLUE
 CMYK 82/41/0/0
 RGB 23/130/197



SUN
 PMS 144
 CMYK 2/55/100/0
 RGB 241/138/33



EMBER
 PMS 485
 CMYK 5/98/100/0
 RGB 227/39/38



GRASS
 PMS 362
 CMYK 74/15/100/2
 RGB 76/158/69



PINE
 PMS 349
 CMYK 94/11/84/43
 RGB 0/103/62

COLOR PALETTE

Our color palette are the colors used in the logo. Pantone numbers have been chosen for the main palette to make it easier to match these colors for commercial printing.



PROMOTIONAL USE

One-color examples

The samples show how the logo might be added to promotional items or as signage. The main concern is that the logo appear clean and clear and that no logo violation is allowed.

Using the black or white logos can be as visually powerful as the full color logo. Clarity is our first concern. Chose the best logo for the application.



WATER BOTTLE



HIKE. BIKE. FISH. KAYAK. CAMP.
BIRD-WATCH. CANOE. OFF-ROAD.
CLIMB. HUNT. RELAX. SHOP. RV.



THE COUNTIES OF: CHEROKEE // CHAMBERS
TALLADEGA // CLAY // RANDOLPH
COOSA // CLEBURNE // TALLAPOOSA

POLY BAG



EAST ALABAMA
TOUREASTALABAMA.COM

JOIN US.

for breakfast as we unveil
East Alabama Tourism's new logo
Thursday, January 30, 2014

at the
ALABAMA STATE HOUSE
Room ###
11 South Union Street
Montgomery, Alabama

INVITATION

PROMOTIONAL USE

full color samples

The samples show how the logo might be added to promotional items. The main concern is that the logo appear clean and clear and that no logo violation is allowed.

www.fontsquirrel.com

Fontsquirrel.com is a collection of curated typefaces that are 100% free for commercial use. You can download the suggested typefaces for free at these URLs:

1. <http://www.fontsquirrel.com/fonts/Serif-Beta>
2. <http://www.fontsquirrel.com/fonts/Roboto>

Open Type Format (OTF)

OpenType is a format for scalable computer fonts. Because of wide availability and typographic flexibility, OpenType fonts are used commonly today on the major computer platforms (PC + MAC).

True Type Format (TTF)

True Type is a format for scalable computer fonts. Because of wide availability and typographic flexibility, True Type fonts are used commonly today on the major computer platforms (PC + MAC).

Installing fonts on a PC

Microsoft has detailed instructions on installing fonts at:

<http://windows.microsoft.com/en-us/windows-vista/install-or-uninstall-fonts>

SAMPLE APPROVED TYPEFACES

SERIF BETA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&*()+?

ROBOTO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&^*()+?

ROBOTO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&^*()+?

~~PAPYRUS~~

~~ABCDEFGHIJKLMNOPQRSTUVWXYZ~~

~~1234567890!@#%&*()+?~~

DO NOT USE DECORATIVE TYPEFACES

TYPOGRAPHY

supporting typefaces

When creating marketing and collateral materials use simple typefaces that support our logo. We want all of our communications to be clean, clear and simple. Do not use highly decorative typefaces

that might distract from our logo. Above are simple faces that can be downloaded from the website font squirrel. They are free and will work on both the PC and Mac.

EAST ALABAMA TOURISM BRANDING & STYLE GUIDE

THE ASSET FILES



EAST ALABAMA
TOUREASTALABAMA.COM



EAST ALABAMA
TOUREASTALABAMA.COM

ea_vert_color.pdf



EAST ALABAMA
TOUREASTALABAMA.COM

ea_vert_bw.pdf



EAST ALABAMA
TOUREASTALABAMA.COM

ea_vert_neg.pdf

LOGO MARK

vertical

The vertical logo is the main logo that should be used for all EAST ALABAMA marketing communications.



EAST ALABAMA
TOUREASTALABAMA.COM

ea_hrz_color.pdf



EAST ALABAMA
TOUREASTALABAMA.COM

ea_hrz_bw.pdf



EAST ALABAMA
TOUREASTALABAMA.COM

ea_hrz_neg.pdf

LOGO MARK

Horizontal

The horizontal logo aligns the elements horizontally and should be used when vertical space restrictions make using the primary logo impossible.

ENJOY. RELAX. REFRESH.

ea_tag_color.pdf

ENJOY. RELAX. REFRESH.

ea_tag_bw.pdf

ENJOY. RELAX. REFRESH.

ea_tag_neg.pdf

TAGLINE

The tagline is a secondary branding slogan that we can use to strengthen our message.

The words enjoy, relax and refresh are taken from our mission statement. These words clarify and reinforce our message.

4 color logo



EAST ALABAMA
CHAMBERS CO

ea_explore_chambers.pdf



EAST ALABAMA
CHAMBERS CO

ea_enjoy_chambers.pdf



EAST ALABAMA
CHAMBERS CO

ea_relax_chambers.pdf



EAST ALABAMA
CHAMBERS CO

ea_refresh_chambers.pdf

one color logo



EAST ALABAMA
CHAMBERS CO

ea_explore_chambers_bw.pdf



EAST ALABAMA
CHAMBERS CO

ea_enjoy_chambers_bw.pdf



EAST ALABAMA
CHAMBERS CO

ea_relax_chambers_bw.pdf



EAST ALABAMA
CHAMBERS CO

ea_refresh_chambers_bw.pdf

negative logo



EAST ALABAMA
CHAMBERS CO

ea_explore_chambers_neg.pdf



EAST ALABAMA
CHAMBERS CO

ea_enjoy_chambers_neg.pdf



EAST ALABAMA
CHAMBERS CO

ea_relax_chambers_neg.pdf



EAST ALABAMA
CHAMBERS CO

ea_refresh_chambers_neg.pdf

COUNTY LOGOS

CHAMBERS

4 color logo



EAST ALABAMA
CHEROKEE CO

ea_explore_cherokee.pdf



EAST ALABAMA
CHEROKEE CO

ea_enjoy_cherokee.pdf



EAST ALABAMA
CHEROKEE CO

ea_relax_cherokee.pdf



EAST ALABAMA
CHEROKEE CO

ea_refresh_cherokee.pdf

one color logo



EAST ALABAMA
CHEROKEE CO

ea_explore_cherokee_bw.pdf



EAST ALABAMA
CHEROKEE CO

ea_enjoy_cherokee_bw.pdf



EAST ALABAMA
CHEROKEE CO

ea_relax_cherokee_bw.pdf



EAST ALABAMA
CHEROKEE CO

ea_refresh_cherokee_bw.pdf

negative logo



EAST ALABAMA
CHEROKEE CO

ea_explore_cherokee_neg.pdf



EAST ALABAMA
CHEROKEE CO

ea_enjoy_cherokee_neg.pdf



EAST ALABAMA
CHEROKEE CO

ea_relax_cherokee_neg.pdf



EAST ALABAMA
CHEROKEE CO

ea_refresh_cherokee_neg.pdf

COUNTY LOGOS

CHEROKEE

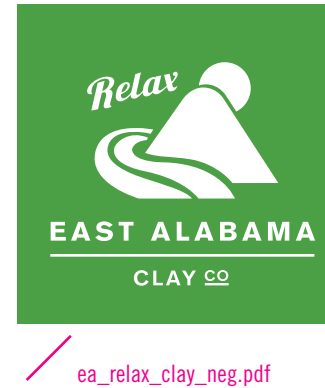
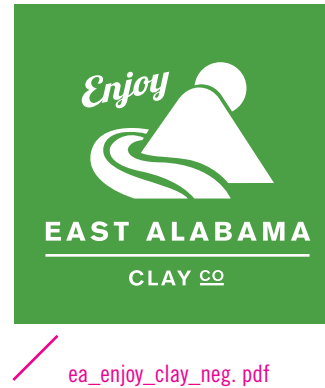
4 color logo



one color logo



negative logo



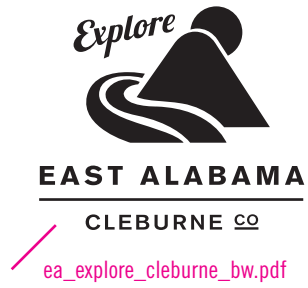
COUNTY LOGOS

CLAY

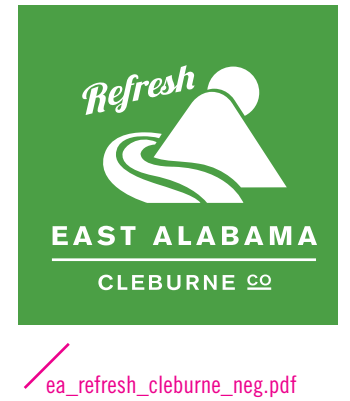
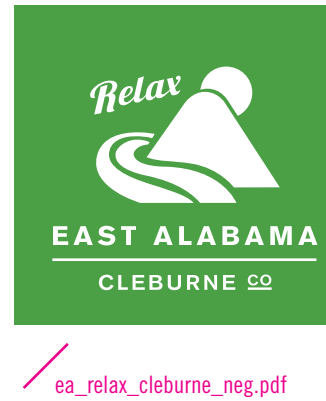
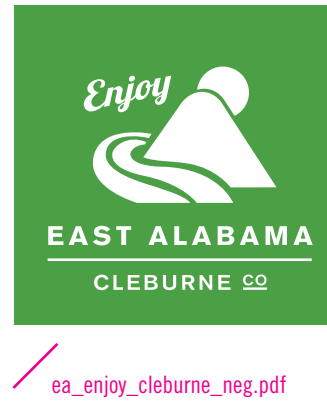
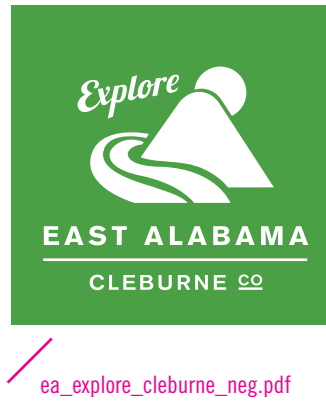
4 color logo



one color logo



negative logo



COUNTY LOGOS

CLEBURNE

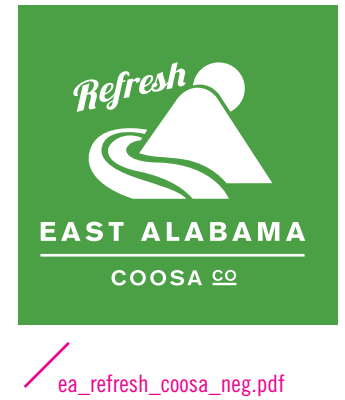
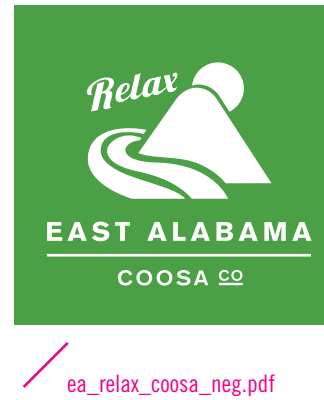
4 color logo



one color logo



negative logo



COUNTY LOGOS

COOSA

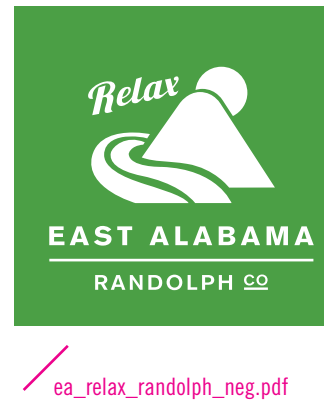
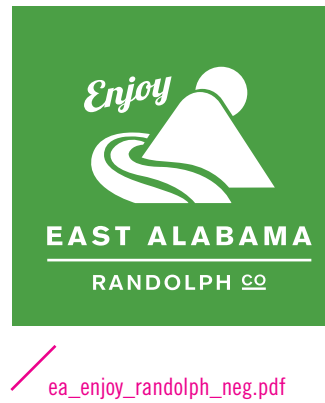
4 color logo



one color logo



negative logo



COUNTY LOGOS

RANDOLPH

4 color logo



EAST ALABAMA
TALLADEGA CO

[ea_explore_talladega.pdf](#)



EAST ALABAMA
TALLADEGA CO

[ea_enjoy_talladega.pdf](#)



EAST ALABAMA
TALLADEGA CO

[ea_relax_talladega.pdf](#)



EAST ALABAMA
TALLADEGA CO

[ea_refresh_talladega.pdf](#)

one color logo



EAST ALABAMA
TALLADEGA CO

[ea_explore_talladega_bw.pdf](#)



EAST ALABAMA
TALLADEGA CO

[ea_enjoy_talladega_bw.pdf](#)



EAST ALABAMA
TALLADEGA CO

[ea_relax_talladega_bw.pdf](#)



EAST ALABAMA
TALLADEGA CO

[ea_refresh_talladega_bw.pdf](#)

negative logo



EAST ALABAMA
TALLADEGA CO

[ea_explore_talladega_neg.pdf](#)



EAST ALABAMA
TALLADEGA CO

[ea_enjoy_talladega_neg.pdf](#)



EAST ALABAMA
TALLADEGA CO

[ea_relax_talladega_neg.pdf](#)



EAST ALABAMA
TALLADEGA CO

[ea_refresh_talladega_neg.pdf](#)

COUNTY LOGOS

TALLADEGA

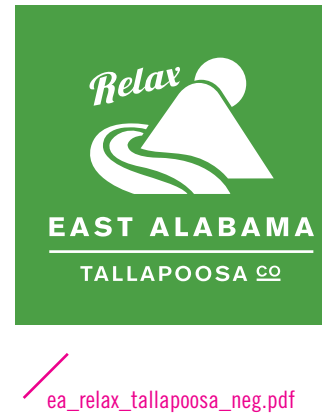
4 color logo



one color logo



negative logo



COUNTY LOGOS

TALLAPOOSA

MAIN LOGO FILES

VERTICLE LOGO

ea_vert_color.pdf
ea_vert_bw.pdf
ea_vert_neg.pdf

HORIZONTAL LOGO

ea_hrz_color.pdf
ea_hrz_bw.pdf
ea_hrz_neg.pdf

TAGLINE

ea_tag_color.pdf
ea_tag_bw.pdf
ea_tag_neg.pdf

COUNTY LOGO FILES

CLAY COUNTY FILES

ea_explore_clay.pdf
ea_enjoy_clay.pdf
ea_relax_clay.pdf
ea_refresh_clay.pdf

ea_explore_clay_bw.pdf
ea_enjoy_clay_bw.pdf
ea_relax_clay_bw.pdf
ea_refresh_clay_bw.pdf

ea_explore_clay_neg.pdf
ea_enjoy_clay_neg.pdf
ea_relax_clay_neg.pdf
ea_refresh_clay_neg.pdf

CLEBURNE COUNTY FILES

ea_explore_cleburne.pdf
ea_enjoy_cleburne.pdf
ea_relax_cleburne.pdf
ea_refresh_cleburne.pdf

ea_explore_cleburne_bw.pdf
ea_enjoy_cleburne_bw.pdf
ea_relax_cleburne_bw.pdf
ea_refresh_cleburne_bw.pdf

ea_explore_cleburne_neg.pdf
ea_enjoy_cleburne_neg.pdf
ea_relax_cleburne_neg.pdf
ea_refresh_cleburne_neg.pdf

CHAMBERS COUNTY FILES

ea_explore_chambers.pdf
ea_enjoy_chambers.pdf
ea_relax_chambers.pdf
ea_refresh_chambers.pdf

ea_explore_chambers_bw.pdf
ea_enjoy_chambers_bw.pdf
ea_relax_chambers_bw.pdf
ea_refresh_chambers_bw.pdf

ea_explore_chambers_neg.pdf
ea_enjoy_chambers_neg.pdf
ea_relax_chambers_neg.pdf
ea_refresh_chambers_neg.pdf

CHEROKEE COUNTY FILES

ea_explore_cherokee.pdf
ea_enjoy_cherokee.pdf
ea_relax_cherokee.pdf
ea_refresh_cherokee.pdf

ea_explore_cherokee_bw.pdf
ea_enjoy_cherokee_bw.pdf
ea_relax_cherokee_bw.pdf
ea_refresh_cherokee_bw.pdf

ea_explore_cherokee_neg.pdf
ea_enjoy_cherokee_neg.pdf
ea_relax_cherokee_neg.pdf
ea_refresh_cherokee_neg.pdf

COOSA COUNTY FILES

ea_explore_coosa.pdf
ea_enjoy_coosa.pdf
ea_relax_coosa.pdf
ea_refresh_coosa.pdf

ea_explore_coosa_bw.pdf
ea_enjoy_coosa_bw.pdf
ea_relax_coosa_bw.pdf
ea_refresh_coosa_bw.pdf

ea_explore_coosa_neg.pdf
ea_enjoy_coosa_neg.pdf
ea_relax_coosa_neg.pdf
ea_refresh_coosa_neg.pdf

RANDOLPH COUNTY FILES

ea_explore_randolph.pdf
ea_enjoy_randolph.pdf
ea_relax_randolph.pdf
ea_refresh_randolph.pdf

ea_explore_randolph_bw.pdf
ea_enjoy_randolph_bw.pdf
ea_relax_randolph_bw.pdf
ea_refresh_randolph_bw.pdf

ea_explore_randolph_neg.pdf
ea_enjoy_randolph_neg.pdf
ea_relax_randolph_neg.pdf
ea_refresh_randolph_neg.pdf

TALLADEGA COUNTY FILES

ea_explore_talladega.pdf
ea_enjoy_talladega.pdf
ea_relax_talladega.pdf
ea_refresh_talladega.pdf

ea_explore_talladega_bw.pdf
ea_enjoy_talladega_bw.pdf
ea_relax_talladega_bw.pdf
ea_refresh_talladega_bw.pdf

ea_explore_talladega_neg.pdf
ea_enjoy_talladega_neg.pdf
ea_relax_talladega_neg.pdf
ea_refresh_talladega_neg.pdf

TALLAPOOSA COUNTY FILES

ea_explore_tallapoosa.pdf
ea_enjoy_tallapoosa.pdf
ea_relax_tallapoosa.pdf
ea_refresh_tallapoosa.pdf

ea_explore_tallapoosa_bw.pdf
ea_enjoy_tallapoosa_bw.pdf
ea_relax_tallapoosa_bw.pdf
ea_refresh_tallapoosa_bw.pdf

ea_explore_tallapoosa_neg.pdf
ea_enjoy_tallapoosa_neg.pdf
ea_relax_tallapoosa_neg.pdf
ea_refresh_tallapoosa_neg.pdf

LIST OF ASSETS

THANK YOU!