



WAL

WEST ALABAMA

GRAPHIC / BRANDING
STANDARDS MANUAL

THE COUNTIES OF **BIBB / FAYETTE / GREENE**
HALE / LAMAR / PICKENS / TUSCALOOSA

WESTALABAMA GRAPHIC/BRANDING STANDARDS MANUAL

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The background features a stylized landscape. The top portion is a blue sky with a large, solid orange sun in the upper right corner. Below the sky is a dark green silhouette of a forest line. The bottom portion of the image is a lighter green, textured area that resembles a forest floor or a field. The entire image has a wood-grain texture.

ABOUT THIS GUIDE & ABOUT WEST ALABAMA

ABOUT this GUIDE

The intention of this manual is to enable the newly designed logo for West Alabama to visually unify this collection of seven individual counties, and establish a strong, recognizable brand.

Consistency and repetition are imperatives of any successful branding endeavor. Consistent repetition reinforces memorability—without which, a brand will fail to be successful. This is a challenge with any brand, but particularly one that represents a conglomerate, of sorts. While some of what is outlined here may seem to be minutia, establishing

(and adhering to) some guidelines around what makes up the brand, and how these components are to be used will ensure that all pieces bearing the logo and brand are presented using consistent visual language, and ultimately come to be easily recognized as trusted representatives of the seven counties of West Alabama.

ABOUT the WEST ALABAMA BRAND

Just a short drive from Birmingham, the Mississippi state line and Mobile, there's so much to see and do within the Counties of Bibb, Fayette, Greene, Hale, Lamar, Pickens, and Tuscaloosa. There's Alabama Crimson Tide football and the beautiful campus of the University of Alabama. There's also the largest prehistoric city north of Mexico you'll find in North America, a free-flowing river that holds aquatic rarities such as the Cahaba Lily, walkable downtowns, fine dining, the best fishing and hunting around, bird-watching along the Alabama Birding Trail and Civil War & Civil Rights history.

ABOUT THIS GUIDE & WEST ALABAMA



BRAND ELEMENTS

The WEST ALABAMA LOGO

The logo is not the brand, but rather, is considered to be the “point of entry” for any brand. It is the most recognizable aspect of the brand, and for most serves as the introduction to the brand. But the brand is more than merely a logo—it is what the logo comes to stand for, and exists as more of an ideal than an icon. That being said, since the logo is the point of entry of the brand, it’s important that it have curb appeal, and appear consistently so that the viewer associates it with the brand on sight.

one-color
(when displayed over
white or a lighter color)



full-color



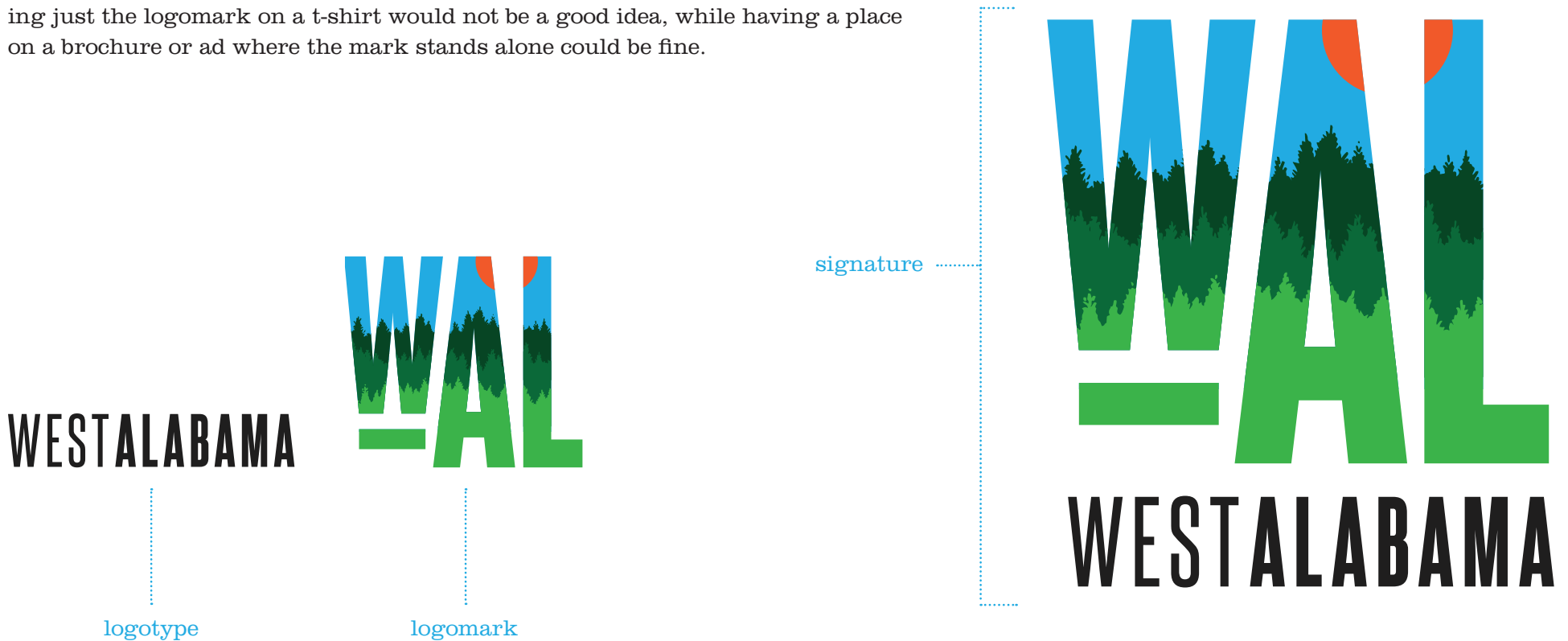
one-color
(when displayed
over a darker color)



BRAND ELEMENTS: LOGO

ELEMENTS of the WEST ALABAMA LOGO

The logo consists of two primary parts—**logomark** and **logotype**. When presented together as designed, this is referred to as the **signature**. Even though the mark itself is made up of type, it still functions as a logomark; however, since it is also typographic, it can stand on its own. Care must always be given to these instances, as it will likely still require some clarification. Example uses would be cases where it is presented with other material/information to provide context. i.e. Having just the logomark on a t-shirt would not be a good idea, while having a place on a brochure or ad where the mark stands alone could be fine.



BRAND ELEMENTS: LOGO: ELEMENTS

DERIVATIONS for EACH COUNTY

(Single-Color Signatures)

The goal of creating a unifying brand across the seven counties negates the wish for any county to have their own specific version of the logo. However, there will be times where the county's name(s) can be listed underneath the signature, much like a tagline. This provides differentiation while still retaining brand-reinforcement by not varying the signature itself. These derivations were not provided so each county could build their own unique brand, and therefore should be used sparingly, and with specific purpose, so as not to dilute the primary brand.

WAL
AL
WESTALABAMA
BIBB Co.

WAL
AL
WESTALABAMA
FAYETTE Co.

WAL
AL
WESTALABAMA
GREENE Co.

WAL
AL
WESTALABAMA
HALE Co.

WAL
AL
WESTALABAMA
LAMAR Co.

WAL
AL
WESTALABAMA
PICKENS Co.

WAL
AL
WESTALABAMA
TUSCALOOSA Co.

BRAND ELEMENTS: LOGO: COUNTY-SPECIFIC VARIATIONS

DERIVATIONS for EACH COUNTY

(Full-Color Signatures)

The goal of creating a unifying brand across the seven counties negates the wish for any county to have their own specific version of the logo. However, there will be times where the county's name(s) can be listed underneath the signature, much like a tagline. This provides differentiation while still retaining brand-reinforcement by not varying the signature itself. These derivations were not provided so each county could build their own unique brand, and therefore should be used sparingly, and with specific purpose, so as not to dilute the primary brand.



WESTALABAMA

BIBB Co.



WESTALABAMA

FAYETTE Co.



WESTALABAMA

GREENE Co.



WESTALABAMA

HALE Co.



WESTALABAMA

LAMAR Co.



WESTALABAMA

PICKENS Co.



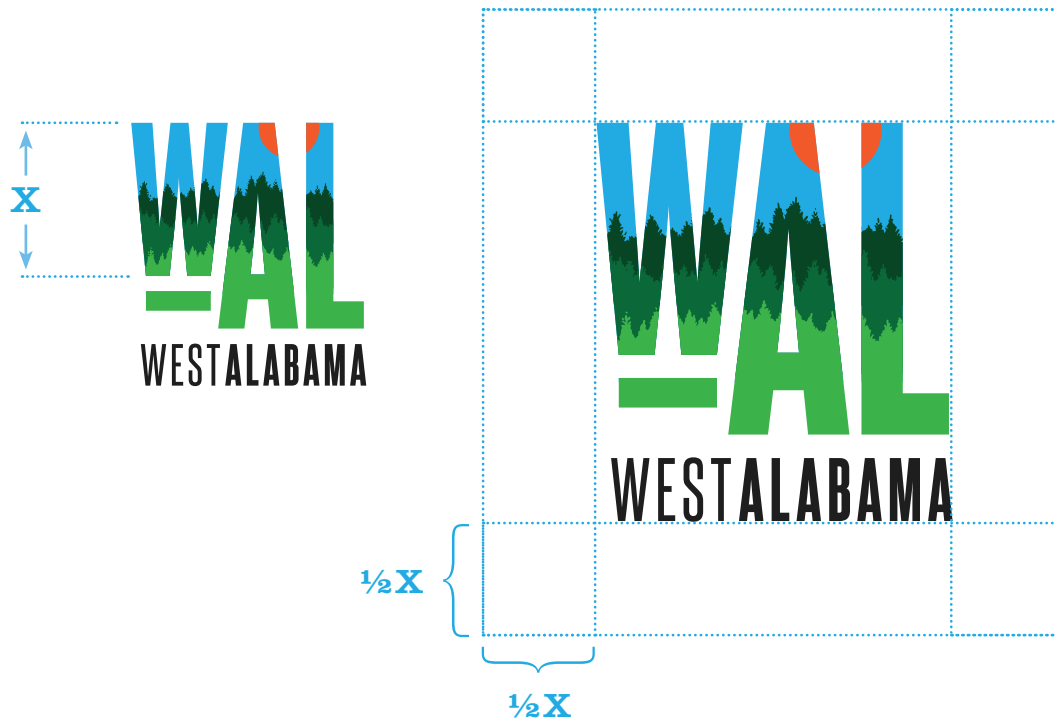
WESTALABAMA

TUSCALOOSA Co.

BRAND ELEMENTS: LOGO: COUNTY-SPECIFIC VARIATIONS

CLEAR SPACE

In order to prevent other graphic elements from visually interfering with the West Alabama logo, a “clear space” has been defined that must be kept clear of any potentially conflicting elements. The only exceptions to this rule are the county designations, as they are considered allowed variants to the signature itself.



MINIMUM SIZE

The logo should never be too small for the logotype to be read. In order to keep this from happening, the signature should never appear at any size smaller than .75” in overall height.



BRAND ELEMENTS: LOGO: CLEAR SPACE & MIN. SIZE

DON'Ts

Maintaining consistency is as much about what you shouldn't do as what you should. This is not a comprehensive list, but should give you an idea of the types of things that will hurt the quality designed into the West Alabama logo, or the consistency that helps establish brand recognition.



The colors of the logo should not be changed.



The logo should never be stretched.



No font should ever be used in substituted for the actual logotype



The logo should never be outlined.



The elements should never be rearranged



Make sure you use a file with a clear background when it's needed



The logo should never be displayed low-contrast.

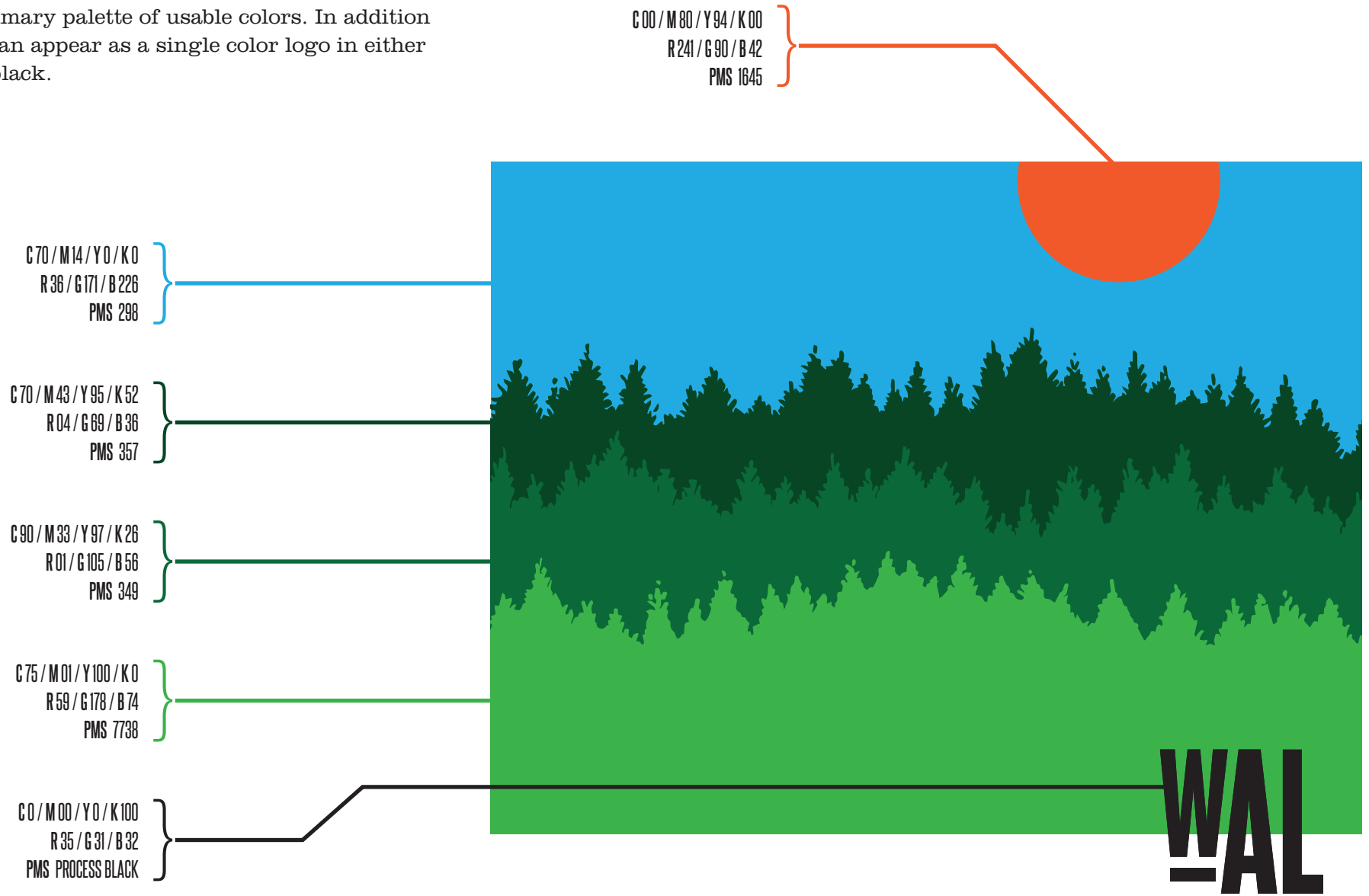


Objects should never be placed within the predefined clear space.

BRAND ELEMENTS: LOGO: DON'Ts

BRAND COLORS

The logo contains six unique, solid colors that make up the primary palette of usable colors. In addition the logo can appear as a single color logo in either white or black.



BRAND ELEMENTS: COLORS

USING the BRAND COLORS

The logo may be displayed over any of the six solid colors of the primary palette. If the logo is displayed in a single color, that color should only be black, or white (if it is sitting over the top of a darker color).



the logo should not be displayed in any single color other than black or white



BRAND ELEMENTS: COLORS IN USE

BRAND TYPOGRAPHY and FONTS

Typography and font choice are a crucial part of the West Alabama brand, helping to establish a consistent look/feel. Care has been given to choosing a strong type family (**Steelfish**) for use in the logo that can be effectively used in conjunction with the logo, as well as choosing a secondary type family (**Clarendon**) that has a distinctive differences that make it a strong complement. Steelfish should be used as a display typeface, meaning it should only be used for type that

is either displayed at a size above 14pt, or not used for more than a few words. When setting body copy, or type set at a size of 12 or under, you should use Clarendon.

When designing anything for West Alabama, these two fonts should be the only choices considered.

(Display Type Family: Steelfish)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Steelfish Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Steelfish Regular Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Steelfish Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Steelfish Bold Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Steelfish ExtraBold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Steelfish ExtraBold Italic

BRAND ELEMENTS: TYPOGRAPHY & FONTS

BRAND TYPOGRAPHY and FONTS

Typography and font choice are a crucial part of the West Alabama brand, helping to establish a consistent look/feel. Care has been given to choosing a strong type family (**Steelfish**) for use in the logo that can be effectively used in conjunction with the logo, as well as choosing a secondary type family (**Clarendon**) that has a distinctive differences that make it a strong complement. Steelfish should be used as a display typeface, meaning it should only be used for type that

is either displayed at a size above 14pt, or not used for more than a few words. When setting body copy, or type set at a size of 12 or under, you should use Clarendon.

When designing anything for West Alabama, these two fonts should be the only choices considered.

(Text Type Family: Clarendon)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz 0123456789

CLARENDON LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz 0123456789

CLARENDON ROMAN

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz 0123456789

CLARENDON BOLD

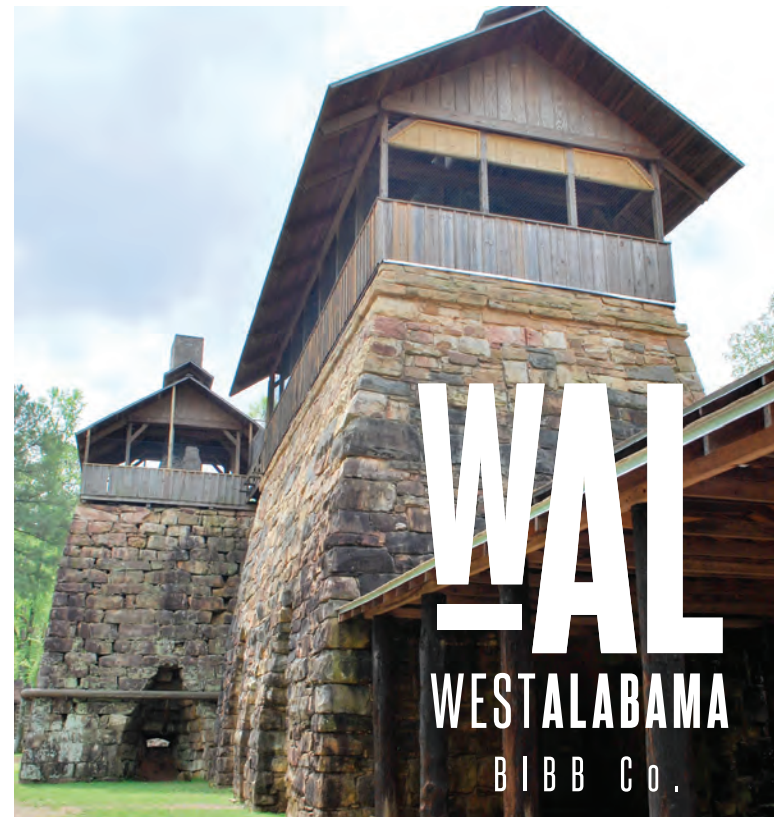
BRAND ELEMENTS: TYPOGRAPHY & FONTS

THOUGHTS on FULL vs. ONE-COLOR

The intention behind the full-color version of the logo was that the image that is cropped behind the logomark portrays a scene that could be considered somewhat ubiquitous across the seven counties of West Alabama: an orange sun approaching sunset over a rise of pine trees. This is an important part of the brand, and should be used when it can.



vs.



BRAND ELEMENTS: GENERAL BRAND GUIDELINES

The background features a stylized landscape. The top portion is a blue sky with a large, solid orange sun in the upper right corner. Below the sky is a dark green silhouette of a forest. The bottom portion is a lighter green field. The entire image has a wood-grain texture.

BRAND APPLICATIONS

a SAMPLING of FULL-COLOR USES

The West Alabama logo was designed with a full-color background in mind. When the background behind it is simple enough to not create legibility conflicts, the full-color version should be used. These examples show such cases. While it can easily hold up at a small size, when displayed at a large size, it becomes a work of art in and of itself.



BRAND APPLICATIONS: FULL-COLOR USAGE

a SAMPLING of ONE-COLOR USES

There are cases where the logo should be used in a single color. Cutting six colors (as in the bumper sticker) from vinyl would be cost-prohibitive, while the backgrounds of the billboard and the magazine back-cover ad are too busy to support the full-color logo. However, in such cases, the one-color logo still communicates the brand with strength and clarity, and allows other images to communicate as well.



BRAND APPLICATIONS: ONE-COLOR USAGE



BRANDING ASSETS

the BASIC FILE-TYPES of LOGOS

You have been provided with a full array of logos each saved into three distinct file types. Each file type has its distinct advantages (and disadvantages). The differences between them has been explained below. Make sure you are using the appropriate file type whenever you have need to use a West Alabama logo.

PDF: these files should **always** be used for anything that will be printed. They are fully-scalable in both directions (i.e. they are the only files that can be enlarged without deteriorating in quality), and will result in the crispest lines when printed. They are all saved with transparent backgrounds, so that they can be placed on top of other colors.

JPG: these files require less memory for use. They are ideal for uses that will only be seen on the screens of computers, televisions or handheld devices. However, they should **never** be enlarged beyond 3" in height. They cannot be saved with a transparent background, so should also never be placed over any other colors other than white.

PNG: these files are ideal for web and online applications. Like JPGs, they should **never** be enlarged beyond 3" in height. However, they are saved with transparent backgrounds, so can be placed over other colors.

INSTRUCTIONS for USING the LOGO FILES

In addition to simply using the appropriate file type for the specific application, there are some other guidelines that you should follow when needing to use a logo for the West Alabama brand.

1. Always place or insert when you can. Try never to copy/paste. Consult the instructions for your particular program/application to see how to insert or place into the file you are working on.
2. Always constrain proportions when re-sizing. This is usually done by simply holding down the Shift key when resizing, or using a Scale tool.
3. Use the correct file. The file types are outlined to the left.
4. Never make changes to the provided files. This can be easily avoided by simply never actually opening the files, but inserting or placing them instead.

BRANDING ASSETS: LOGO FILES: GENERAL

the BASIC FILE-TYPES of LOGOS

You have been provided with a full array of logos each saved into three distinct files types, explained on the previous pages. These are saved into three folders, simply named after the file type:



JPG



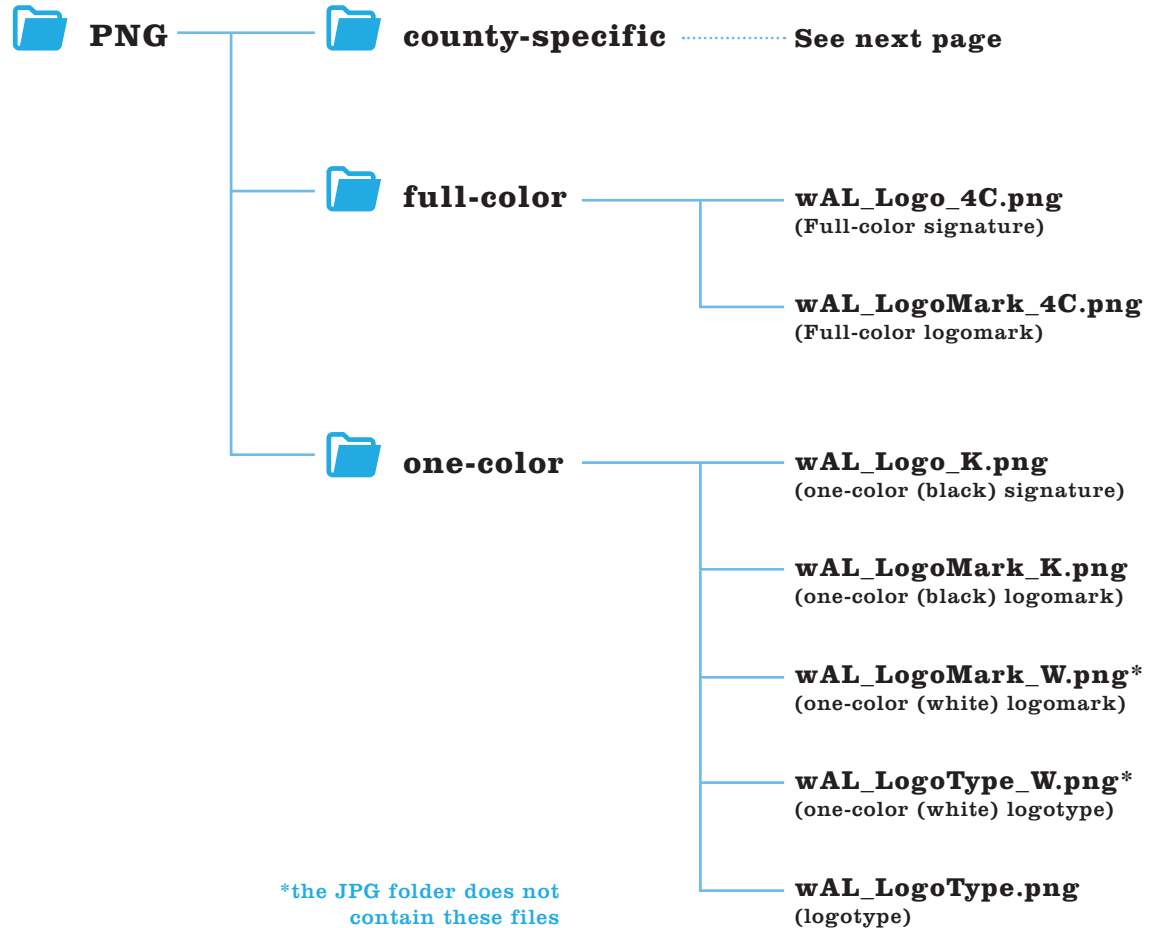
PNG



PDF

the ORGANIZATION of the LOGO FILES

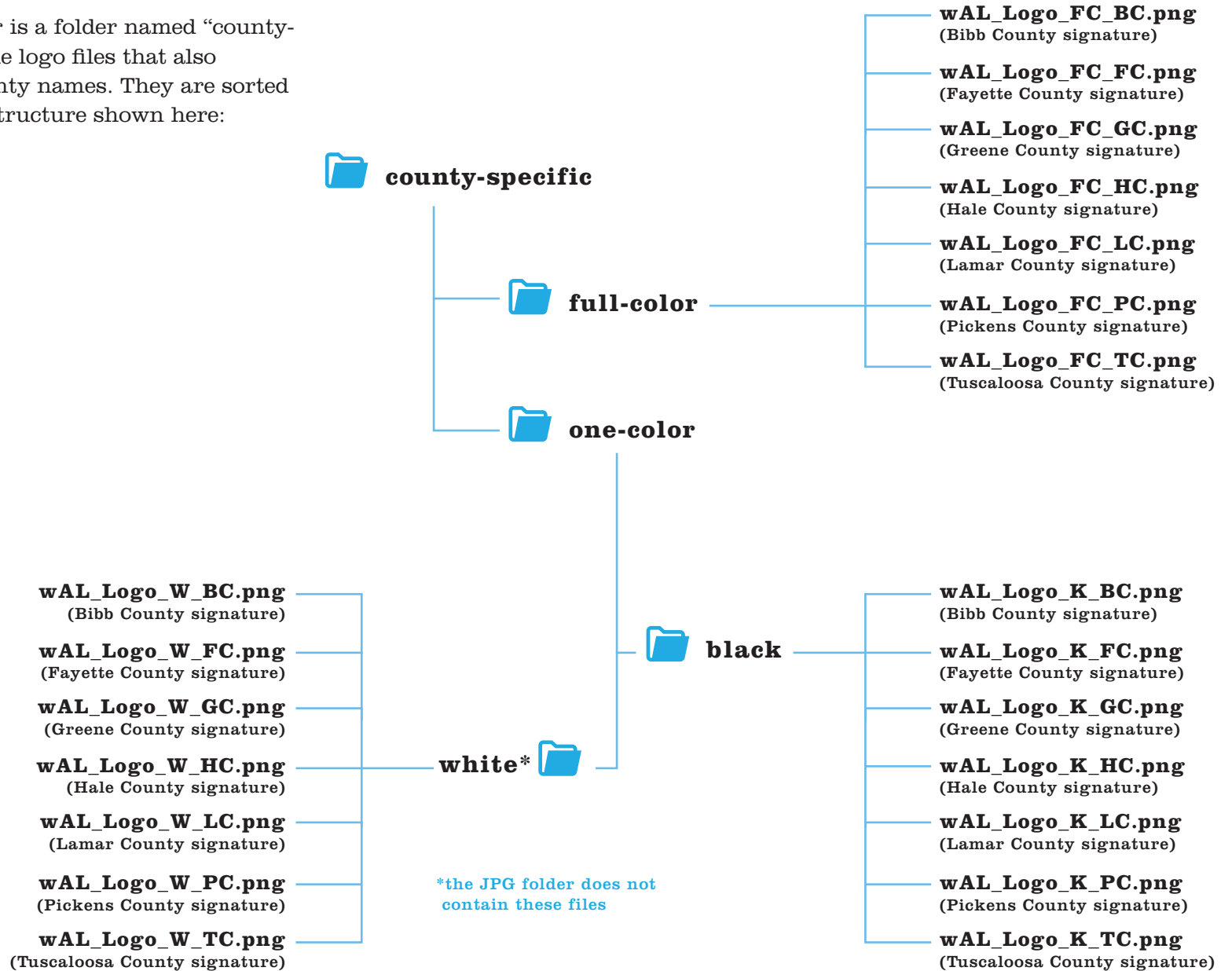
The files are organized as follows, using the “PNG” folder for exemplary purposes.



BRANDING ASSETS: LOGO FILES: ORGANIZATION

the LOGO FILES for EACH COUNTY

Within each file type folder is a folder named “county-specific” which contains the logo files that also contain the individual county names. They are sorted using the organizational structure shown here:



BRANDING ASSETS: LOGO FILES: COUNTY-SPECIFIC

the DIFFERENT FONT FILES

You have been provided with a folder called “Fonts” that contains a folder for both Steelfish and Clarendon. In each of these folders are the files below, which will give you all the fonts you need to work with the West Alabama brand. Please consult the instructions for adding/activating fonts for use on your particular computer and/or operating system.

* The fonts have all been provided in the Open Type Format (.otf), which is cross-platform compatible—meaning it will work on a Mac or PC.

steelfish_rg.otf (STEELFISH REGULAR)

steelfish_rg_it.otf (STEELFISH REGULAR ITALIC)

steelfish_bd.otf (STEELFISH BOLD)

steelfish_bd_it.otf (STEELFISH BOLD ITALIC)

steelfish_eb.otf (STEELFISH EXTRA BOLD)

steelfish_eb_it.otf (STEELFISH EXTRA BOLD ITALIC)

.....

ClarendonLT_Std-Light.otf (CLARENDON LIGHT)

ClarendonLTStd-Roman.otf (CLARENDON ROMAN)

ClarendonLTStd-Bold.otf (CLARENDON BOLD)

BRANDING ASSETS: FONTS & TYPOGRAPHY

the COLORS for USE with the BRAND

The logo contains six unique, solid colors that make up the primary palette of usable colors. In order to establish consistency for brand recognition, you must take care when using any of these colors that you use the specific, actual colors. Never use an approximation or best guess. Three different formulas are provided to ensure color accuracy.

CMYK: Most all printing uses four inks to represent all colors: Cyan, Magenta, Yellow and Black. By entering specific values for each of these colors, you can ensure that the color printed is what you chose.

RGB: Screens—whether on a computer, TV, or handheld device—use Red, Green and Blue light in much the same way printing uses CMYK.

PMS: this refers to the Pantone Matching System, and should really only be considered for use by people with a working knowledge of the PMS.

INSTRUCTIONS for USING the COLORS

The six colors that were designed as a part of the West Alabama are provided to the right for visual reference, plus the specific formulas for each are provided adjacent to each color. Different software applications have different methods for entering in these specific formulas to allow specific color use.

C 00 / M 80 / Y 94 / K 00
R 241 / G 90 / B 42
PMS 1645



C 70 / M 14 / Y 0 / K 0
R 36 / G 171 / B 228
PMS 298



C 70 / M 43 / Y 95 / K 52
R 04 / G 69 / B 36
PMS 357



C 90 / M 33 / Y 97 / K 26
R 01 / G 105 / B 58
PMS 349



C 75 / M 01 / Y 100 / K 0
R 59 / G 178 / B 74
PMS 7738



C 0 / M 00 / Y 0 / K 100
R 35 / G 31 / B 32
PMS PROCESS BLACK



BRANDING ASSETS: COLOR FORMULAS

