



BRAND GUIDE

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INTRODUCTION

Welcome to the SoWe Style Guide. Please keep it safe for future reference.

The goal of this guide is to give you the tools you need to best promote the SoWe brand and raise awareness. One way to achieve broader awareness and comprehension is to build on the SoWe brand through the consistent use of a distinct visual identity. The logo and style guidelines will help you create unified, focused communications that make a clear and strong impression.

Note: Never attempt to re-create this logo from scratch. The various elements and their relationship to each other have been carefully designed and should not be altered in any way.

MAIN MARK

Below is the main mark. Single Color versions should only be black or white, dependent upon background.

MARK - COLOR



MARK - COLOR,
NO BACKGROUND TEXT



MARK - ONE COLOR



MARK - ONE COLOR,
NO BACKGROUND TEXT



DERIVATIVE MARKS, COMMITTEES

Each committee and organization within SoWe has a distinct mark. The appropriate mark should be used in coordination. If a derivative committee mark is used, another mark should not be additionally placed.

Note that derivatives do not have the “official” name in the background on the one color version.

THE BOARD			EDUCATION COMMITTEE		

DERIVATIVE MARKS, SPECIAL (SAMPLES)

In addition to the distinct committee marks, marks have also been created for specific applications. Below are a few examples. If a derivative mark is used, another mark should not be additionally placed. Should you have a need for a derivative mark that is not shown, please contact SoWe and/or Vine Street Studio. If it is deemed appropriate and time allows, a new derivative mark may be created.

THE PLAN



VOLUNTEERISM



SPECIAL EVENTS



HISTORICAL



ART AND MUSIC



RETAIL



FONTS



AVENIR BLACK

The base font has been altered to make the type treatment distinct. The Lustria glyphs have been condensed to approximately 79% of their traditional proportions. Spacing between each letter has been justified to ensure equal spacing.

When a sub-name is added, it is sized at approximately 50% of the size of the main text.

Because this is a background element, legibility is not always necessary.

BRINGSHOOT

This font has been heavily modified with texture to make it distinctive. Each derivative logo has the texture individually applied to ensure the texture does not interfere with the legibility of the text while still ensuring the continuity of the brand.

COLORS

These colors have been specifically chosen as the main and accent colors. Other colors should not be used as part of any SoWe branding applications.



CMYK
 C - 89
 M - 46
 Y - 0
 K - 13

RGB
 R - 0
 G - 108
 B - 171

WEB/HEX
 #006bab



CMYK
 C - 54
 M - 3
 Y - 100
 K - 0

RGB
 R - 132
 G - 190
 B - 65

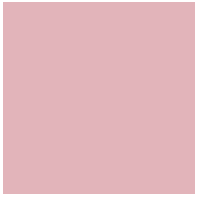
WEB/HEX
 #C83bd40



CMYK
 C - 22
 M - 90
 Y - 89
 K - 8

RGB
 R - 184
 G - 60
 B - 50

WEB/HEX
 #b73c32



CMYK
 C - 8
 M - 31
 Y - 15
 K - 2

RGB
 R - 223
 G - 179
 B - 185

WEB/HEX
 #dfb2b8

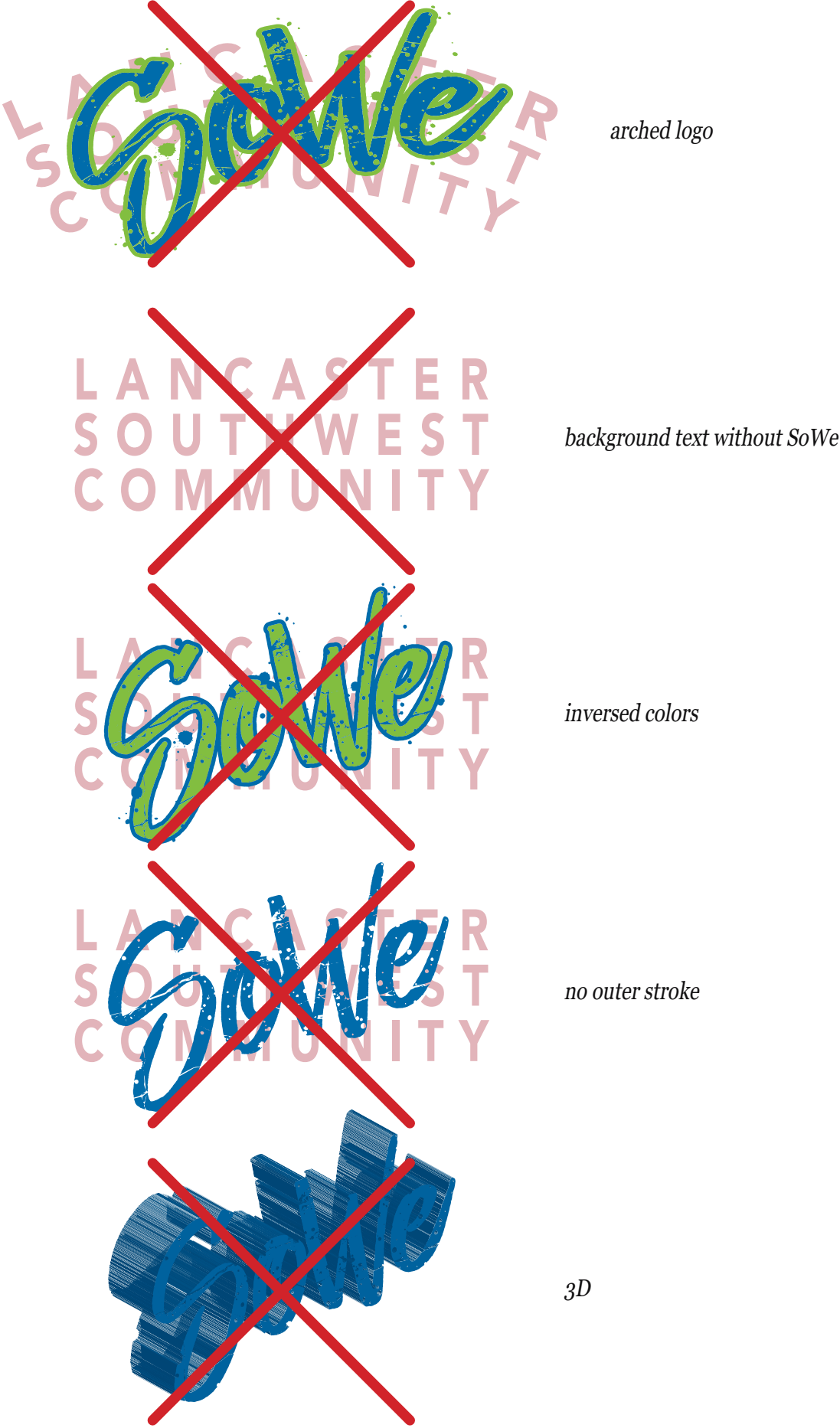


CMYK
 C - 95
 M - 95
 Y - 97
 K - 58

RGB
 R - 23
 G - 19
 B - 19

WEB/HEX
 #171313

EXAMPLES OF UNAUTHORIZED LOGO CHANGES



DO NOT STRETCH OR WARP

Do not stretch or change the aspect ratio of the logo in any way. Only master art should be used and proper scaling should be observed.

DO NOT CUSTOMIZE

Custom changes to the logo are strictly prohibited. No special effects or filters should be applied.

DO NOT ALTER COLORS

The colors have been specifically chosen for how they work together.

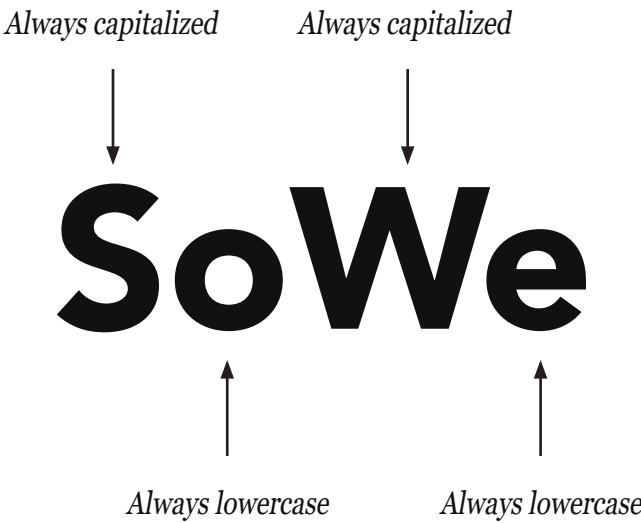
DO NOT CREATE DERIVATIVES

Derivative versions have been custom crafted to ensure they fit with the overall aesthetic.

OFFICIAL NAME AND PRESENTATION

SoWe is shorthand for Lancaster Southwest Community. Below is a guide in how the name should always appear in text.

SoWe is more than a name. It is a call to action. Where appropriate, SoWe can be used in conjunction with verbs to help project the ideals of the community. These calls should always be of a positive nature and should never reflect negative ideals.



INCORRECT TREATMENTS

These are examples of how the name has been used incorrectly.

Sowe SOWE

"SoWe" The SOWE

EXAMPLES OF BRAND IN USE

STATIONERY SET



EMAIL SIGNATURE

FirstName LastName ← *font: Georgia*
Position *size: 12 pt.*

sample@lancastersouthwest.org ← *font: Georgia*
717.455.3626 *size: 12 pt.*
417 Poplar St. Lancaster, Pa 17603 *note: phone numbers have periods (.), not dashes (-)*
www.LancasterSouthWest.org

SHOULD YOU NEED COPIES OF THE LOGO FILES, HAVE QUESTIONS
REGARDING THIS GUIDE OR NEED ASSISTANCE, PLEASE CONTACT:

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