

BRAND STANDARDS

V1-APR 2019

REBUILD THE HEARTLAND: CONNECTING THE AUDIENCE

The response to historic flooding is not about what state we're from or whether we're rural or urban, it's about our collective pride in the land we call home and our love of the Heartland. Therefore state-specific colors are avoided and, instead, emphasis is placed on the bold work ethic, determination and deep empathy of people from the Midwest.

TONE/VOICE

OPTIMISTIC
HARD WORKING
THANKFUL

LOGO VARIATIONS AND ELEMENTS

Whenever possible, use the vertical option (either freestanding or contained in the blue box). Use the secondary logo only if space height is limited or if legibility will be lost using the vertical option.

PLEASE DO NOT CHANGE LOGO COLORS, REMOVE THE HEART SHAPE OUT OF LOCKUP, CHANGE THE SHAPE AROUND LOGO, OR STRETCH/SQUISH THE LOGO IN ANY WAY.

PRIMARY VERTICAL LOGO



Freestanding



Banner/Box



Black



Reversed out/White

SECONDARY HORIZONTAL LOGO



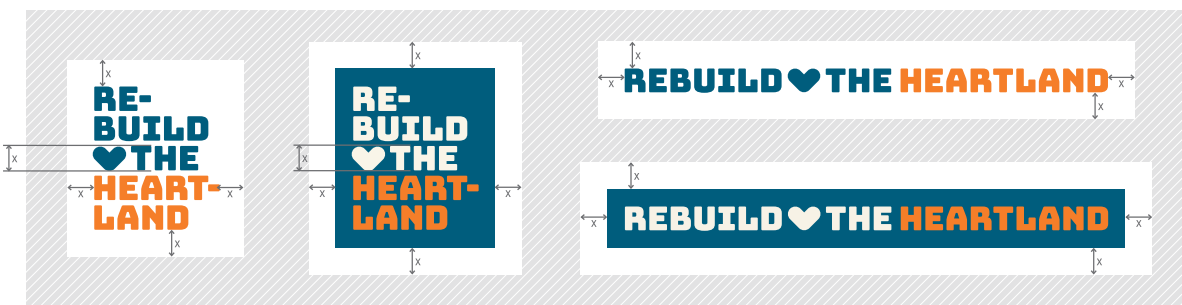
Freestanding



Banner/Box

RECOMMENDED SPACING

The height of the letter "T" has been used as a visual reference for the allowed clear space around the logo.



LOGO MINIMUM SIZE



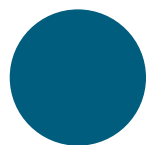
Print: 0.5 inches width
Web: 36 px width



Print: 1.5 inches width
Web: 108 px width

COLOR PALETTE

To convey the idea of bold, strong, bright and optimistic the following color palette has been developed. Blue color represents the flood waters, orange and off white represent optimism. Gray is to be used in body copy.



DARK WATER

PMS: 7699 C
CMYK: 73/13/0/57
RGB: 52/101/127

#34657F



BRIGHT SUNSHINE

PMS: 158 C
CMYK: 0/62/95/0
RGB: 232/119/34

#E87722



WARM LIGHT

PMS: 7500 C
CMYK: 3/5/26/2
RGB: 223/209/167

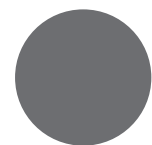
#DFD1A7



WARM LIGHT AT 30% TINT

PMS: 7500 C (30%)
CMYK: 1/2/8/1
RGB: 245/239/226

#F5EFE2



CONCRETE

CMYK: 0/0/0/70
RGB: 109/110/113

#6D6E71

FONTS

Use Bungee Regular for headlines only. Subheads should be in Interstate Bold and body copy in Interstate Regular. The fonts can be activated at fonts.adobe.com

BUNGEE REGULAR

AABBCCDDEEFFGGHHIIJJ KKLMMNN
OOPPPQRRSSTTUUVVWXXYYZZ
1234567890

Interstate Bold

AaBbCcDdEeFfGgHhIiJj KkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890

Interstate Regular

AaBbCcDdEeFfGgHhIiJj KkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890

ICONS

The main icon is the heart within the logo. If any additional icons need to be used, follow the look of the heart icon: color field and rounded.



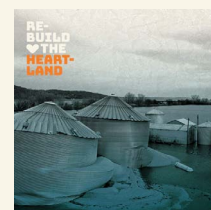
PATTERN

Patterns can be created by repeating the heart icon.



PHOTOGRAPHY

To create an emotional feel, photographs have been converted to grayscale images with different color filters applied to them based on their subject matter.



Use the Dark Water blue color gradient with Darken blending mode in Photoshop. The Blue gradient is to be used over flood images only.



Use both blue and orange gradients when using clean-up effort images.



Use the Bright Sunshine color gradient with Multiply blending mode in Photoshop. Orange gradient is used only over rebuilding images.

CONTACT

Questions and requests can be sent to: rebuildtheheartland@bozell.com