

IDENTITY USAGE

This serves as a quickstart guide to ensure thorough consistency of use. The guidelines presented here are fundamental yet flexible enough to allow for individual expression. When the typeface of the logo is illegible, please use the reverse logo as represented on the cover of this document applying the same clear space recommendations.



FONT FAMILIES

Colaborate Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Colaborate Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

INTRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

COLOR PALETTE

These colors were selected based on their ability to coordinate and further the essence of a positive, upbeat Willmar Lakes area brand. This will help ensure the aesthetic quality and visibility of marketing materials. For example, these colors can be used for either a background color, or headline color.

PRIMARY



Aqua
Pantone: 564
C:48 M:3 Y:30 K:0
R:132 G:199 B:188
WEB: #99cccc



Forrest
Pantone: 7490
C:60 M:23 Y:90 K:5
R:115 G:151 B:79
WEB: #72984b



Sunrise
Pantone: 7409
C:3 M:32 Y:98 K:0
R:245 G:179 B:56
WEB: #f4b238



Sunset
Pantone: 7577
C:7 M:61 Y:87 K:1
R:227 G:126 B:69
WEB: #e37e45

SECONDARY



Rock
Pantone: 411
C:56 M:60 Y:58 K:33
R:95 G:80 B:78
WEB: #5f514e



Fire
Pantone: 7579
C:7 M:79 Y:97 K:1
R:224 G:90 B:52
WEB: #de5a34



Teal
Pantone: 7473
C:80 M:19 Y:51 K:2
R:36 G:152 B:139
WEB: #24988b



Moss
Pantone: 581
C:56 M:52 Y:95 K:41
R:86 G:80 B:37
WEB: #565025

PHOTOGRAPHY USAGE

The style of Willmar Lakes Area photography should be vibrant, natural, exude growth and a friendly feeling. It will, like our brand voice, send a message in every photograph that the Willmar Lakes Area brand is positive, professional, and a wonderful place to **live, work and visit**.

The messaging always appears in the colors specified and is no more than three words long. Some overhang to the left and right of the page is acceptable if bleed is available. It can be over the image or on a colored background if no image is available. Keep in mind the photography chosen should also be inclusive of different cultural and ethnic citizens when possible, and must take into account readability and general composition in relation to the headline message three word area.

When at all possible avoid cell phone or amateur snap shots and choose rather, a tasteful stock photo or day-lit (non flash) image that will meld with the existing photo library.



OTHER EXAMPLES

live



work



visit



HEADLINES

The headlines should be kept to 3 words typed in all caps in the font **INTRO REGULAR**, and with a shield of white text underneath at 85% opacity and then the colors shown at 80-85% opacity (depending on the photo used for readability) multiplied over top of the white text.

The font size is dependent on the longest word and the width of the ad. If using a vertical format, choose a message with shorter words, for a horizontal ad, select a message with longer words. It is okay to push the boundaries and bleed off left and right as long as the word is still readable.

80PT TEXT (in example at left)
100PT LEADING (in example at left)
80-85% OPACITY, MULTIPLIED

start at least 1/2 the height of the headline type



80-85% opacity
85% white under

Teal
Pantone: 7473
C:80 M:19 Y:51 K:2
R:36 G:152 B:139
WEB: #24988b

80-85% opacity
85% white under

Sunrise
Pantone: 7409
C:3 M:32 Y:98 K:0
R:245 G:179 B:56
WEB: #f4b238

80-85% opacity
85% white under

Fire
Pantone: 7579
C:7 M:79 Y:97 K:1
R:224 G:90 B:52
WEB: #de5a34

reversed logo in use


Willmar
Lakes Area
willmar.com