



## *Waterbury, Vermont*

BRAND STANDARDS  
Presented by Revitalizing Waterbury





## Waterbury, Vermont

The complimentary tools and information found in these Brand Standards are available to help promote Waterbury and its businesses and organizations. Revitalizing Waterbury was integral in making this project happen.

For further information, questions or access to the files please contact:  
Karen Nevin, RW Executive Director  
karen@revitalizingwaterbury.com or  
802.793.6029

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## *We are Waterbury, Vermont.*

We are a place of uncommon ideas. Our innovations range from a small coffee roaster introducing the world to single serving warmth to ice cream scoops with funny names and strange flavors known all over the world. We are sculptors, artists, snowboard makers, chefs, farmers, and tea blenders connected to this place where your all-access pass is the passion you bring.

We are a place of uncommon energy. We are rethinking the way we power our businesses, homes, and buildings; exploring ways to have a bigger impact on our economy with a smaller footprint on the environment; and forging partnerships to become the greenest community in the Green Mountain State.

We are a place of uncommon welcome. Native Vermonters mix with newcomers that have discovered what a special place this is. They share a common purpose and a common belief – that this community will nurture our families, educate our children, and cultivate our friendships. We are an authentic place that is far from remote or isolated but at the very crossroads of life in the Green Mountain State.

We are a place of uncommon recreation. Our mountain bike trails, river walk, parks, and reservoir are unrivaled places to satisfy your greatest outdoor pursuits. Here, you can leave work and be on the slopes in less time than it takes to commute home in most places. Here, you can even engage in a friendly game of croquet in the dead of winter.

We are a place of uncommon connections. The food on the plates of our restaurants comes from the bounty of nearby farms and the beer in the glass at our pubs is brewed with a dose of magic just up the road. Food and farms make us a gathering place for people near and far who converge here to connect with one another and reconnect with what living in Vermont is all about.

We are a place of uncommon caring. Concern for our neighbors is built into our history as a place where those with challenging needs found help. Through a great flood we bound together with common purpose and brought our community back from devastation. Neighbors helping neighbors is simply part of who we are no matter how we found our way here.

We invite you to experience this place and feel the warmth of a genuine community. Savor our farm to table food; sip a glass of beer, a mug of coffee, or a cup of cider; travel our trails on foot or by bike; immerse yourself in our art; get a gift in our stores or food from our farms.

*Experience our special place and our home: we are  
Waterbury, Uncommonly Vermont.*

## Color Palette

Use the historic palette below on all branded materials such as logos, corporate identity, web site, advertising, collateral, and imprimables. The colors printed here are NOT guaranteed to be matches. The use of a Pantone Swatch book is the best way to work with your vendors and assure color correctness.

The color palette can be adaptable and expanded upon. Pages 5-6 have examples of how the brand color palette has been used to create individual identities.

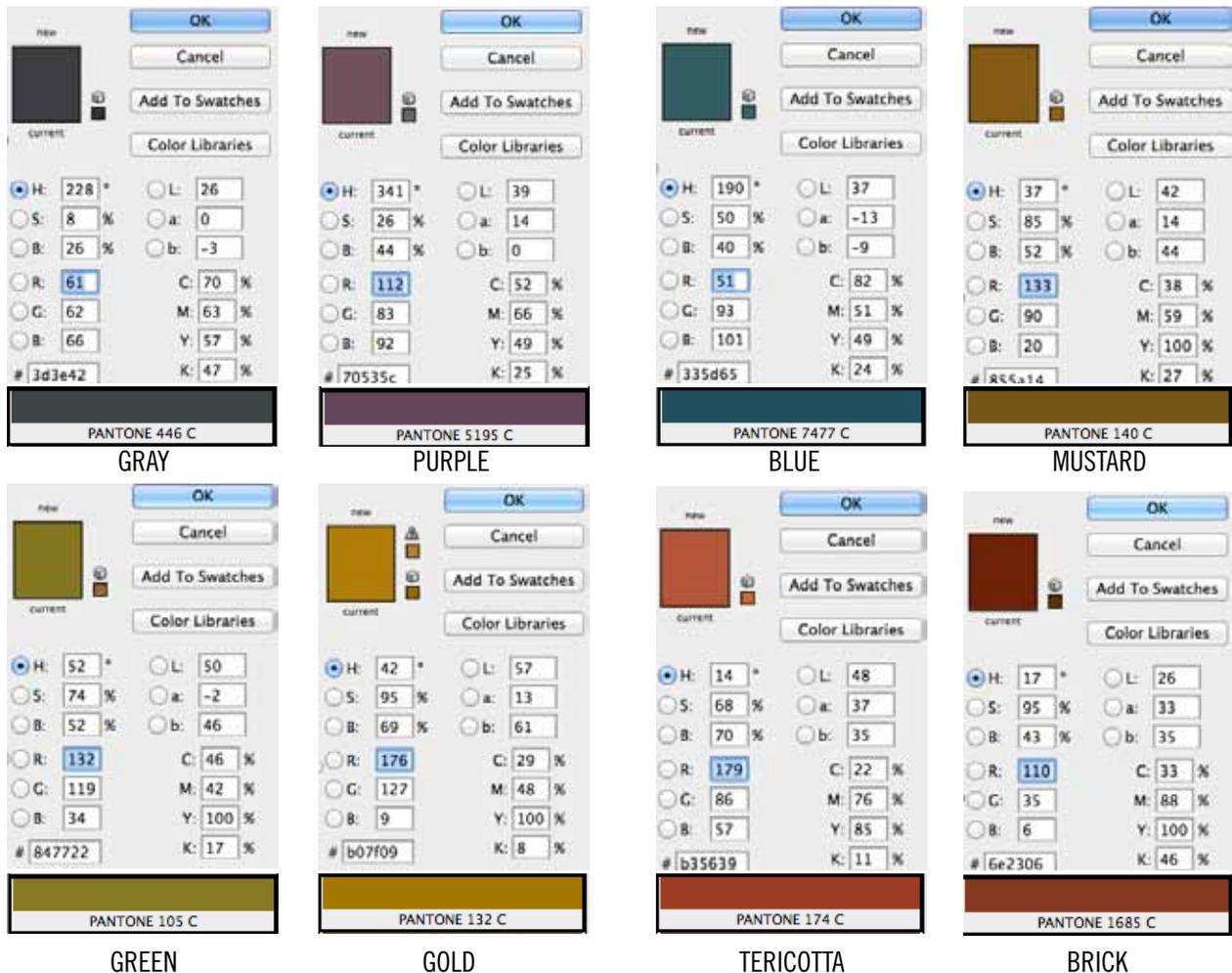
### Dealing With Consistent Color Using Pantones:

The accuracy of color is critical in design. Because what you see on your monitor is never what will appear on a printed sheet, designers need a standardized color key.

It can be very frustrating to see the logo you worked hard to create look deep blue on the client's letterhead, blue-greenish on his business card, and light blue on his very expensive envelopes.

A way to prevent this is by using a standardized color matching system, such as the PANTONE MATCHING SYSTEM (PMS). Though PANTONE is not the only color standardization system, it is the most widely used and the one that most printers understand. Aside from being able to have consistency, PMS colors allow you to use colors that cannot be mixed in CMYK.

#### HISTORIC PALETTE





BRIGHTENED HISTORIC PALETTE

			
<b>RW-YELLOW</b> #D6952B RGB 214, 149, 43 CMYK 0.00, 0.30, 0.80, 0.16	<b>RW-RED</b> #B35639 RGB 179, 86, 57 CMYK 0.00, 0.52, 0.68, 0.30	<b>RW-GREEN</b> #839E13 RGB 131, 158, 19 CMYK 0.17, 0.0, 0.88, 0.38	<b>RW-BLUE</b> #335D65 RGB 51, 93, 101 CMYK 0.49, 0.08, 0.00, 0.60
			
<b>RW-GRAY1</b> #EDED RGB 237, 237, 237	<b>RW-GRAY2</b> #727273 RGB 114, 114, 115	<b>RW-GRAY3</b> #383838 RGB 56, 56, 56	<b>RW-GRAY4</b> #161616 RGB 22, 22, 22



MOVING FORWARD.  
TOGETHER

PALETTE

				
<b>#bcca31</b> H: 65, S: 76, B: 79, R: 188, G: 202, B: 49, K: 0	<b>#d81121</b> H: 355, S: 86, B: 85, R: 216, G: 31, B: 47, K: 1	<b>#f9549</b> H: 26, S: 71, B: 97, R: 248, G: 149, B: 73, K: 0	<b>#fbb46</b> H: 38, S: 73, B: 100, R: 255, G: 187, B: 70, K: 0	<b>#37a0c8</b> H: 197, S: 73, B: 78, R: 55, G: 160, B: 200, K: 0
				
<b>#d8d0c6</b> H: 33, S: 8, B: 85, R: 216, G: 208, B: 198, K: 0	<b>#95989a</b> H: 204, S: 3, B: 60, R: 140, G: 152, B: 154, K: 1	<b>#606060</b> H: 0, S: 0, B: 38, R: 96, G: 96, B: 96, K: 24	<b>#534741</b> H: 20, S: 22, B: 33, R: 83, G: 71, B: 65, K: 42	<b>#39312d</b> H: 20, S: 21, B: 22, R: 57, G: 49, B: 45, K: 61



DISCOVER WATERBURY PALETTE

 <p><b>DW-ORANGE</b> #E45F17 RGB 234, 95, 23 CMYK 00, 59, 90, 08</p>	 <p><b>DW-SLATE BLUE</b> #345D65 RGB 52, 93, 101 CMYK 49, 08, 0, 60</p>	 <p><b>DW-DARK GRAY</b> #38312C RGB 54, 49, 44 CMYK 00, 09, 19, 79</p>	 <p><b>DW-TAN</b> #DCCDB8 RGB 221, 205, 182 CMYK 00, 07, 18, 13</p>
 <p><b>DW-LIGHT ORANGE</b> #FF9C58 RGB 255, 156, 88</p>	 <p><b>DW-MED GRAY</b> #544F49 RGB 84, 79, 73</p>	 <p><b>DW-BLACK</b> #000000 RGB 0, 0, 0</p>	 <p><b>DW-LIGHT GRAY</b> #D5D8DA RGB 213, 216, 218</p>



### Installing OpenType or TrueType Fonts in Windows:

We recommend installing only one format - OpenType, TrueType, or PostScript - of a font. Installing two or more formats of the same font may cause problems when you try to use, view, or print the font.

Choose Start > Settings > Control Panel. Note: In Windows XP choose Start > Control Panel Double-click the Fonts folder. Choose File > Install New Font. Locate the fonts you want to install. In the drivers list, select the drive and the folder containing the fonts you want to install. In the Folders list, select a folder that contains the fonts you want to install. (Make sure you have unzipped them first.) The fonts in the folder appear under List of Fonts.

Select the fonts to install. To select more than one font, hold down the CTRL key and click each font.

To copy the fonts to the Fonts folder, make sure the Copy fonts to the Fonts folder check box is selected .

Click OK to install the fonts.

### Use of the word Waterbury in the font Sonora Pro OT

CORRECT USE (NOTE THE LETTER B):

*Waterbury*

INCORRECT USE (NOTE THE LETTER B):

*Waterbury*

To get the correct “b” in Adobe Illustrator or InDesign use the “glyphs” function. Choose Type>Glyphs. A window will open with character options. Choose the correct letter b.

## Typography

To add consistency to the logo, the following fonts have been chosen as the approved typefaces.

### Minion Pro (to be used for body text)

abcdefghijklmnop  
nopqrstuvwxyz  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
123456789

### Sonora Pro OT

*abcdefghijklmnop  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
123456789*

### Trend Slab (only available in upper case)

**A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9**

### Trend Sans (only available in upper case)

**A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9**

### Thirsty Rough

*abcdefghijklmnop  
nopqrstuvwxyz  
A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9*

## File Format Guide

All of the included graphic files might not work on your machine, but that does not mean that the file is corrupted or that there is something wrong with your machine. These files address all of the normal uses that a community implemented design would require. Always make sure to inform vendors that you have these different file formats available.



**File Type:** Portable Document Format  
**Category:** Page Layout Files  
**File Description:** Cross-platform document created by Adobe Acrobat or a program with the Acrobat plug-in; commonly used for e-mail attachments or for saving publications in a standard format for viewing on multiple computers; usually created from another document instead of from scratch.

**Program(s) that open pdf files**  
**Mac OS** Adobe Reader to view (free)  
 Adobe Acrobat to edit (commercial)  
 Apple Preview  
**Windows** Adobe Reader to view (free)  
 Adobe Acrobat to edit (commercial)  
 Brava! Reader



**File Type:** JPEG Image File  
**Category:** Raster Image Files  
**File Description:** Compressed graphic format standardized by the JPEG (Joint Photographic Experts Group) group; commonly used for storing digital photos since the format supports up to 24-bit color; also a common format for publishing Web graphics; compressed using lossy compression, which may noticeably reduce the image quality if a high amount of compression is used.



**File Type:** Adobe Illustrator File  
**Category:** Vector Image Files  
**File Description:** Vector image file created by Adobe Illustrator; composed of paths, or lines connected by points, instead of bitmap data; may include objects, color, and text; often referred to as an Illustrator drawing. Illustrator documents can be opened with Photoshop, but the image will be rasterized, meaning it will be converted from a vector image to a bitmap.

**Program(s) that open ai files**  
**Mac OS** Adobe Illustrator, Acrobat, Reader  
 Adobe Photoshop (rasterized)  
 Apple Preview  
**Windows** Adobe Illustrator, Acrobat, Reader  
 Adobe Photoshop (rasterized)



**File Type:** Encapsulated PostScript  
**Category:** Vector Image Files  
**File Description:** PostScript (.PS) file that may contain vector graphics, bitmap images, and text; includes an embedded preview image in bitmap format; often used for transferring between different operating systems.

**Program(s) that open eps files**  
**Mac OS** Apple Preview  
 Adobe Illustrator, Acrobat, or Photoshop  
 QuarkXpress  
**Windows** CoreIDRAW, Adobe Illustrator, Acrobat, or Photoshop, QuarkXpress



**File Type:** Graphical Interchange Format  
**Category:** Raster Image Files  
**File Description:** Image file that may contain up to 256 indexed colors; color palette may be a predefined set of colors or may be adapted to the colors in the image; lossless format, meaning the clarity of the image is not compromised with GIF compression. GIFs are common format for Web graphics, especially small images and images that contain text, such as navigation buttons; however, JPEG (.JPG) images are better for showing photos because they are not limited in the number of colors they can display.



*Waterbury, Vermont*  
LOGO THUMBNAIL CATALOG





## Community Image Approval

In order to ensure consistent use of the Waterbury, Vermont brand, we ask that you submit a sample of each project for approval. Please specify your deadline requirements. We will reply promptly to your request for approval.

**Contact Karen Nevin, RW Executive Director**

**[karen@revitalizingWaterbury.com](mailto:karen@revitalizingWaterbury.com) or 802.793.6029.**





## Logo Variations

Below are the logo variations for the Waterbury, Vermont brand. They are presented in two color, one color, reversed and black and white usages. Any color combinations within the color palette (see page 4) may be used. All logos are created in vector art and are infinitely scalable and available for any use.



*Uncommonly* VERMONT®



*Uncommonly*®  
VERMONT

*Uncommonly*®  
VERMONT





## Logo Size & Spacing

The size and spacing of the Waterbury, Vermont brand is important in ensuring that the logo is displayed in a positive and consistent way and helps to reinforce the brand. The logo should always have enough open space around it to have a clear and clean impact. Two "O"s should be used as the measurement guide for this open space. In order to preserve legibility, maintain a minimum of .5" height.





## Incorrect Usage

These are some examples of improper ways of presenting the Waterbury, Vermont brand.



Change Colors



Scale Elements



Outline Elements



Rotate Elements



Stretch the Logo



Move Elements



Use Photographic Backgrounds



Use as a Wallpaper



### Brand Extension

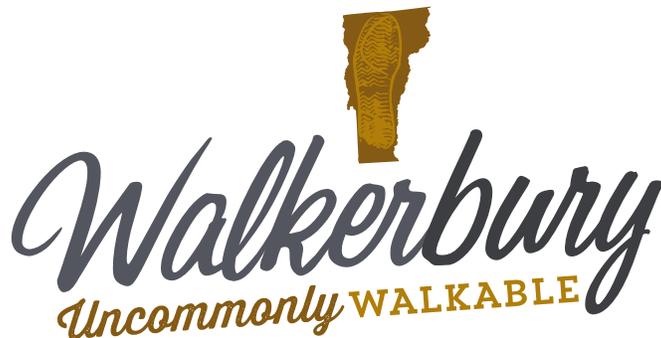
Brand extension is the process of incorporating the brand into events and activities going on in the community. By adopting the look, feel and tone of the Waterbury, Vermont brand, these events begin to be connected in the consumers mind and begin to add strength to the primary brand and vice versa. The general approach of brand extension is to select at least one of the members of the color palette as the primary color of the logo, and expand the color palette from there. The use of approved fonts also connects the logo to the overall brand.





## Usage Control

When to use the logo and when not to is often times a judgement call. As the official keeper of the brand, Revitalizing Waterbury has the final say in the usage of the brand. The brand should be used in signage, advertising, direct mail, event logos, merchandising, etc. Usage of the brand in an individual business or in an application that directly profits an individual business will be reviewed on a case by case basis. **Contact Karen Nevin, RW Executive Director [karen@revitalizingWaterbury.com](mailto:karen@revitalizingWaterbury.com) or 802.793.6029.**





## *Waterbury, Vermont*

PHOTO ASSETS



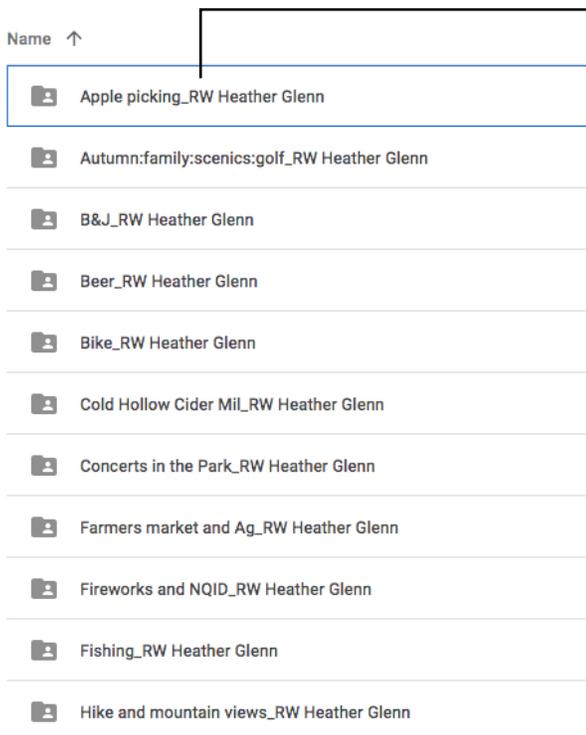


## Dealing With Resolution and Photos:

The resolution of photos is critical in design depending on the medium you are working in. What is acceptable for web design does not translate to print.

Images on a screen are made of colored squares called pixels. When you're printing an image you may encounter the term ppi (pixels per inch) or dpi (dots per inch). Most printing services require a certain density of pixels in the image (ppi) to be able to render a print that looks good, with smooth color transitions so you can't see each individual dot on the paper. Typical printing ppi values range from 150 to 300 ppi, although some high-end magazines may require images which are 1200 ppi.

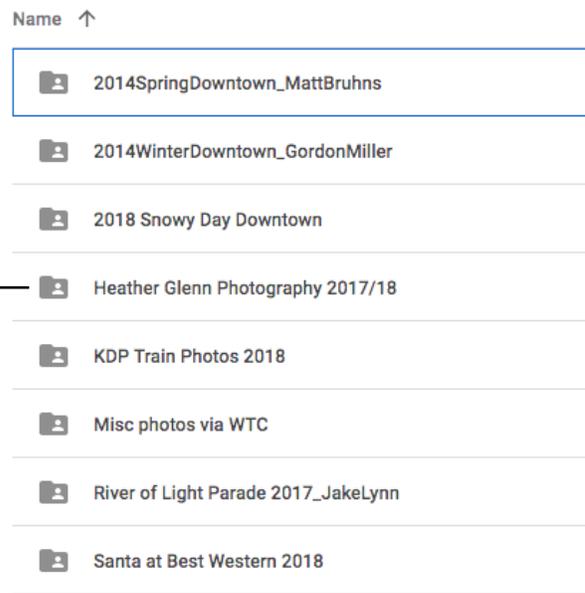
Displaying images on a screen requires far fewer pixels than printing. This is because the density of pixels on the screen is significantly less than what is required for printing. To fill a typical monitor, you only need an image that is 1920 by 1080 pixels in size. That's about the same size image you need for a 4 x 6 printed image at 300 ppi, yet at this size the image displays perfectly on a 23 inch diagonal monitor. Ideal screen image resolution (detail an image holds) is 72 pixels per inch. If an image is less than 72ppi, it will appear fuzzy (what we call pixelated).



## Access to Photo Library

Revitalizing Waterbury has built and acquired a photo library of hundreds of images. RW owns the usage rights to these photos. They are available for free to Waterbury businesses and organizations as long as they are used to promote Waterbury and proper photo credit is given. Below is a list of subjects in the photo library. If you would like to use any of the photos contact **Karen Nevin, RW Executive Director** [karen@revitalizingwaterbury.com](mailto:karen@revitalizingwaterbury.com) or **802.793.6029**.

Shared with me > RW Photos



## Photo Credit Language

The name of the photographer is at the end of the folder labels (i.e. Heather Glenn, Gordon Miller, etc.). If there is no photographer name than credit only needs to go to Revitalizing Waterbury. Proper photo credit language that involves a photographer should be:

Revitalizing Waterbury/Heather Glenn (insert correct photographers name)



*Waterbury, Vermont*  
ADVERTISING CATALOG





## Advertising

There are several fundamental design strategies that will allow for connections to be made while also allowing your business to reinforce its own identity. The use of clean design, similar color palettes, and a consistent logo element can create an independently managed community image campaign.

The following pages show some of the design fundamentals that will be important to use when creating your ads. The design of this ad series is based on the work by advertising expert David Ogilvy who devised an ad layout formula for some of his most successful ads that became known as “The Ogilvy.” The illustration on the facing page is the basic design that follows the classic visual, headline, caption, copy, signature format. From this basic ad layout, other variations are derived.

Try changing the margins, fonts, leading, size of the initial cap, size of the visual, and placing the copy in columns to customize the basic format of this ad layout.

Insert a visual at the top of the page. If you are using a photo, bleed it to the edge of the page or add space for maximum impact.

For photos, place a descriptive caption below.

Put your headline next.

Follow with your main ad copy. Consider a drop cap as a lead-in to help draw the reader into the copy.

Place your contact information (signature) in the lower right corner. That’s generally the last place a reader’s eye gravitates to when reading an ad.



## Anatomy of an Ad.

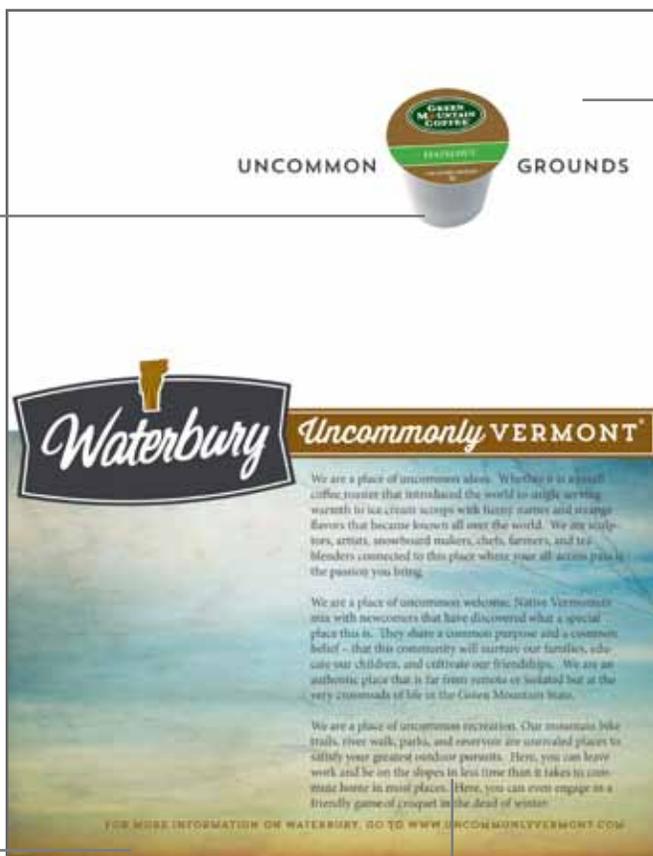
Ads come in all shapes and sizes but they have a common goal – to sell a product, a service, a brand. Text, visuals, or a combination of the two are the main elements of any print ad.

### Headlines

The main headline may be the strongest element of the ad or it may be secondary to a strong visual. Some ads may have subheads and other title elements as well.

### Artwork

Photographs, drawings, and graphic embellishments are a key visual element of many types of ads. Some ads may have only a single visual while others might have several pictures. Even text-only ads might have some graphics in the form of decorative bullets or borders. When included with visuals the caption is one of the first things most readers look at after the visual. It's not in all ads.



### Contact

The contact or signature of an ad may appear anywhere in the ad although it is usually near the bottom. It consists of one or more of: Logo, Advertiser Name, Address, Phone Number, Map or Driving Directions, Web Site Address, Extras.

Some print ads may have additional special elements such as an attached business reply envelope, tear-out portion with a coupon, tip sheet, product sample.

### Body

The copy is the main text of the ad. Some ads may take a minimalist approach, a line or two or a single paragraph. Other ads may be quite text-heavy with paragraphs of information, possibly arranged in columns newspaper style. While the words are the most important part of the copy, visual elements such as indentation, pull-quotes, bullet lists, and creative kerning and tracking can help to organize and emphasize the message of the body of the ad.



## Uncommonly VERMONT

We are a place of uncommon ideas. Whether it is a small coffee roaster that introduced the world to single serving warmth or ice cream scoops with funny names and strange flavors that became known all over the world. We are sculptors, artists, snowboard makers, chefs, farmers, and tea blenders connected to this place where your all-access pass is the passion you bring.

We are a place of uncommon welcome. Native Vermonters mix with newcomers that have discovered what a special place this is. They share a common purpose and a common belief - that this community will nurture our families, educate our children, and cultivate our friendships. We are an authentic place that is far from remote or isolated but at the very crossroads of life in the Green Mountain State.

We are a place of uncommon recreation. Our mountain bike trails, river walk, parks, and reservoir are untrodden places to satisfy your greatest outdoor pursuits. Here, you can leave work and be on the slopes in less time than it takes to commute home in most places. Here, you can even engage in a friendly game of croquet in the dead of winter.



FOR MORE INFORMATION ON WATERBURY, GO TO WWW.UNCOMMONLYVERMONT.COM



UNCOMMON

ATHLETES



## Waterbury Uncommonly VERMONT

We are a place of uncommon ideas. Whether it is a small coffee roaster that introduced the world to single serving warmth, or ice cream scoops with funny names and strange flavors that became known all over the world. We are sculptors, artists, snowboard makers, chefs, farmers, and tea blenders connected to this place where your all-access pass is the passion you bring.

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FOR MORE INFORMATION ON WATERBURY, GO TO WWW.UNCOMMONLYVERMONT.COM

UNCOMMON MAGIC



## Waterbury Uncommonly VERMONT

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FOR MORE INFORMATION ON WATERBURY, GO TO WWW.UNCOMMONLYVERMONT.COM

UNCOMMON COMFORT



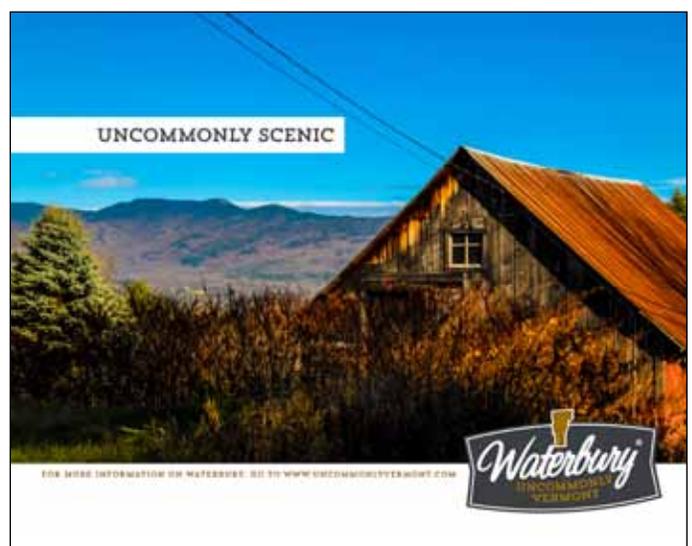
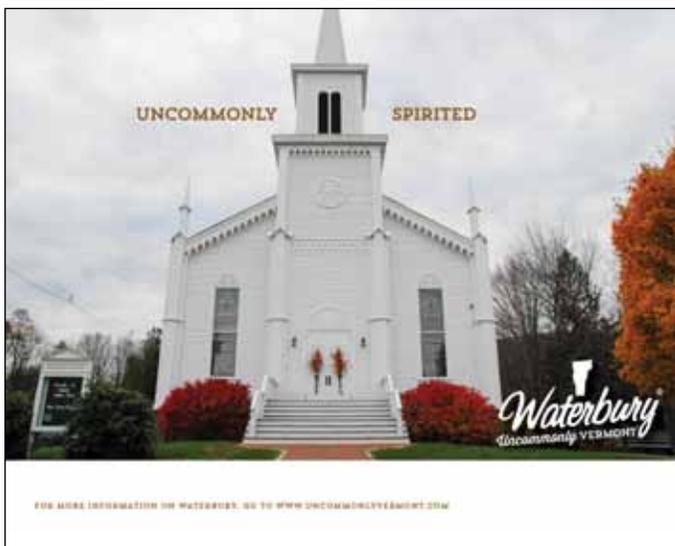
## Waterbury Uncommonly VERMONT

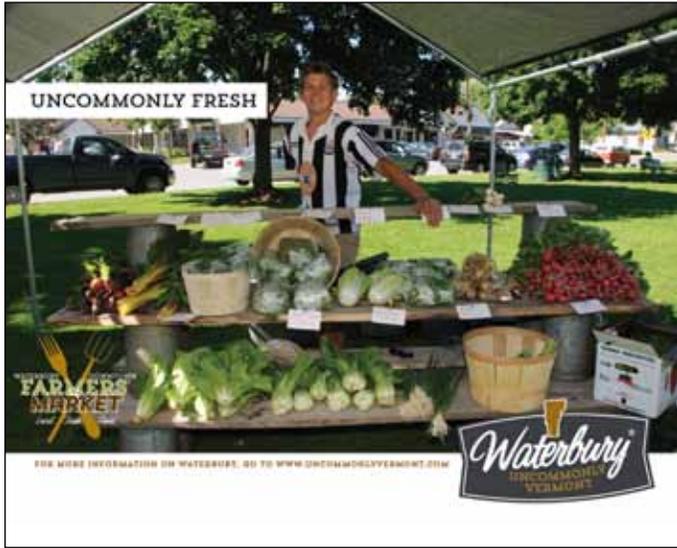
We are a place of uncommon ideas. Whether it is a small coffee roaster that introduced the world to single serving warmth, or ice cream scoops with funny names and strange flavors that became known all over the world. We are sculptors, artists, snowboard makers, chefs, farmers, and tea blenders connected to this place where your all-access pass is the passion you bring.

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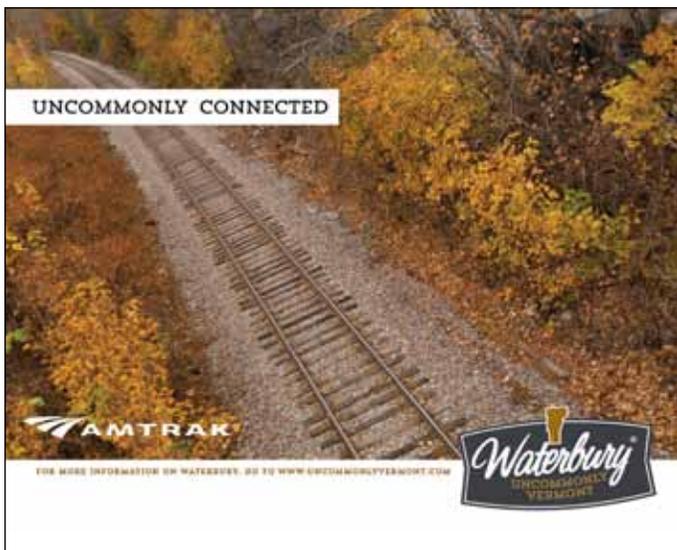




If you would like to use any of the print ads displayed on these pages or elements of these files to promote Waterbury or your business, contact Karen Nevin, RW Executive Director, for the high resolution files.

[karen@revitalizingwaterbury.com](mailto:karen@revitalizingwaterbury.com) or  
802.793.6029.

In some cases restrictions or a photo credit may be required.





FEBRUARY 2019