



Love the Harrisonville Square Brand Guidelines & Style Guide

Brand Guidelines Overview

The purpose of the brand guidelines outlined in this document is to ensure the following:

- All documents, promotional materials, digital marketing and communications originating from Love the Harrisonville Square (LTHS) are immediately identifiable with the organization
- The organization is presented in a way that is professional, polished but friendly
- Materials generated by sub-committees will remain consistent with the rest of the organization

Naming Conventions

The organization should be referred to in documentation and promotional materials as outlined below:

Public Facing Materials

- The organization should be referred to as Love the Harrisonville Square
- The abbreviations LTHS or LTS should never be used
- After the first use of the organization's name, the organization may be referred to with plural and/or gender neutral pronouns like "we", "us" and "its"

Internal Documentation

- If the logo is present, the organization may be referred to as Love the Square
- If the logo is not present, the organization should be referred to as Love the Harrisonville Square
- After the first use of the organization's name, the abbreviation LTHS can be used. LTHS is the preferred abbreviation over LTS
- The organization may also be referred by use of plural or gender neutral pronouns like "we", "us" and "its" after use of the full or shortened name

Organizational Statements

For consistency the following organizational statements should be used on materials when appropriate.

Tagline/Slogan

- The tagline/slogan should be used in promotional materials to communicate our organization's "why" quickly and in an identifiable way that elicits and emotional response
- "Our History. Our Home. Our Heart."

Mission Statement

- The mission statement succinctly describes the purpose of our organization and the actions we take. It should be included in documentation that describes the organization.
- To encourage investment and entrepreneurship within the district, support investors and businesses with advice and direction, create community involvement with activities and events, cultivate partnerships with other like-minded organizations and promote the unique historic heritage of the Harrisonville Square.

Organizational Description

- The organizational description blends the tag line and mission statement with key details of our organizational structure and approach. It should be used when introducing the organization to prospective volunteers, partners or sponsors for the first time.
- "Love the Harrisonville Square is a 5013c non-profit organization that believes our Square is much more than a place: it's our history, our home and the heart of the community we love.

That is why we are following the Missouri Main Street Connection's proven four-point approach to revitalization. With this approach and the support of our community, we intend to protect, promote and encourage investment in the historic district."

Vision Statement

- The vision statement describes the ideal or future state of the organization. It should be used in documents that look beyond our initial goals and action items.
- "Love the Harrisonville Square is a non-profit organization which aspires to spark memories, create opportunities that lead to new discoveries, champion our unique character, and foster an economic driver for the city while preserving the Square's historic nature and atmosphere."

Sub-Committee Descriptions

- Sub-committees may create and use statements describing their role and purpose in addition to the organizational statements above. Sub-committee descriptions should include key words applicable to their function
- Reference the About Us page of the website (lovethesquare.org) for examples

Voice

The voice of all public-facing materials should be able to be described as: friendly, warm, personal, engaging and informative. The use of jargon or complex language should be avoided.

Logo Placement & Usage

The logo is the key visual identifier for all materials generated by the organization.

Do:

- The logo should be included in all LTHS materials and placed in a prominent location (i.e. top of the page, included as part of the primary visual element)
- A logo of an appropriate resolution should be used according the intended use (i.e. print vs online)
- The logo should maintain a consistent “L” of space around all sides
- The logo should be placed on a white background. If the logo will be placed on any other color, the interior of the logo must be filled in white

Do Not:

- No other logo should be more prominent in size or location that the LTHS logo if the document is originating from LTHS. Note: This does not apply for the logo placed on another organization’s document (i.e. included on a Chamber of Commerce flyer)
- The logo should never be enlarged beyond it’s original size to avoid pixilation. It should never be stretched, distorted or recolored in anyway
- The logo should never be placed on any document, promotional material or online location that has not been previously approved by the organization.

Logo Examples

Correct Usage



- Resolution is appropriate
- Color is accurate
- Logo is true to size/aspect
- Space is ample as marked with the “L”

Incorrect Usage



- Resolution is poor
- Color is modified
- Logo is not true to size/aspect
- Spacing is inadequate

Other Organizational Logos

When other organizations, such as Missouri Main Street Connection or Main Street America are referenced the document should include the applicable logo. These logos should be less prominent than the Love the Harrisonville Square logo.

Color Pallet

The brand color pallet is another key visual identifier for the organization. The brand colors should be used in all documentation and promotional materials as described below.



Bright Brick Red

- This is the brand's primary color. It make visual reference to the bricks on the Square. It is also representative of love for the historic district and the warmth of the community
- **R: 197 G: 63 B: 39 C: 0 M: 68 Y: 80 K: 23 Pantone: #C53F27**



True Blue

- This is the brand's secondary color. It is a visual reference to stability, trust and loyalty.
- **R: 34 G: 37 B: 88 C: 61 M: 58 Y: 0 K: 65 Pantone: #222558**



Black

- This is a supporting color. It should be used for text.
- **R: 0 G: 0 B: 0 C: 0 M: 0 Y: 0 K: 0 Pantone: #000000**



Cool Grey

- This is a supporting color. It should be used for lines and in background fills.
- **R: 178 G: 178 B: 178 C: 0 M: 0 Y: 0 K: 30 Pantone: #b2b2b2**



White

- This is a supporting color. It should be used as background or text on full color backgrounds.
- **R: 255 G: 255 B: 255 C: 0 M: 0 Y: 0 K: 0 Pantone: #FFFFFF**

Additional Notes on Color

- Bright Brick Red and True Blue should only be used in full saturation. Do not mute these colors by adding additional white, black or transparencies.
- Variations of the supporting colors are allowed when the design of the material merits. This includes lightening or darkening Cool Grey to achieve appropriate contrast.

Font & Typography

All text in documents and promotional materials will follow the guidelines below.

Abadi

Headlines, Headers and Titles

- Abadi should be used as the documents mail title or header
- Abadi can be bolded as need for contrast or emphasis

Calibri

Body Text

- Calibri should be used for body text of documents. In the absence of Abadi it can also be used for headlines, headers and titles
- Calibri can be bolded, underlined or italicized in limited use

Arial

Alternative Body Text

- Arial can be used for body text or headlines, headers and titles when Calibri or Abadi are not available
- Calibri can be bolded, underlined or italicized in limited use

Additional Notes on Font & Typography

- Titles should be larger than body text and sub-titles. Recommended fonts sizes are 20-40 pt.
- Sub-titles should be 10-15 pts smaller than the main title font
- Body text should be 4-6 pts smaller than sub-title fonts. Body text should not be smaller than 10 pts on a standard 8.5x11 (Letter) sized document
- Text smaller than 10 pts is reserved for footnotes, disclaimers or documents of a small size
- Bold, italics and underlined text should be used sparingly and in accordance with standard grammar
- Word art, highlighted text, outlined text and other text effects should not be used

Imagery and Iconography

- All imagery used should be of a sufficient quality for the medium (i.e. print, online). Low quality images of any kind should not be used
- Photo-real imagery is preferred. Clip-art in most cases should be avoided.
- Icons used should be flat in appearance with clean lines. 3D effects should not be used.