



Denton Main Street BrandTouch™ Manual

Order comes from simplicity. Inside, you will find the simple rules that guide the Denton, Maryland Brand, and will help create equity as we tell others about Downtown Denton.

PREPARED BY



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The Brand Manual is essentially a set of rules that explain how your brand works.

Brand guidelines should be flexible enough for your community to be creative, but rigid enough to keep your brand easily recognizable. Consistency is key, especially if you need the brand to extend across multiple media platforms.

1.0

Brand

2.0

Logo

3.0

Color

4.0

Typography

5.0

Expansion

6.0

Resources

1.1 Brand Statement

The core values define the company's strengths and how it needs to behave to achieve its vision.

UNDERSTANDING VALUE

Too often, designers orient messaging around what THEY believe to be the most important features of their community, instead of looking into what's actually important to citizens. Take the time to understand your community and their values, then align your messaging accordingly.

Brand Statement

We are the quintessential Eastern Shore town. A place where farmers still gather on the courthouse lawn, where shops and restaurants line Market Street, and where kids gather after school at the library downtown. We look forward with measured steps... with creative spaces for artists inspired by the spectacular scenes of life on the Eastern Shore and places where you can dine on its bounty. We live life unhurried and unhassled yet we look forward with foresight and vision. Our history is tightly woven with farms and fields, African American freedom, and the dark Choptank water that laps on our shore. Discover our place...

Denton, Maryland, the pace is different here.

1.2 Brand Message

The primary message used to express the brand promise. This reflects the desired position of the brand.

LOGLINE

Your logline should give people an idea of what you offer and provide some sort of hook to stimulate interest. For example, “a boutique PR agency that specializes in launching hot emerging tech companies” or “an accounting firm that deals exclusively with small-business audits.”

Once you’ve got your logline, go back through your marketing copy and make sure these simple messages come through loud and clear. You can also use the logline itself in your marketing materials, on your web site and social media properties, and in conversations with customers and prospects.

Historic
Downtown
Denton

The Pace is
Different Here

River Town
Arts
Vibrant
Delicious
Lasting Impression

2.1 Logo

Your community already has a personality. The job of the brand is to preserve that personality while helping the community to realize its vision of its future.

A. LOGOMARK

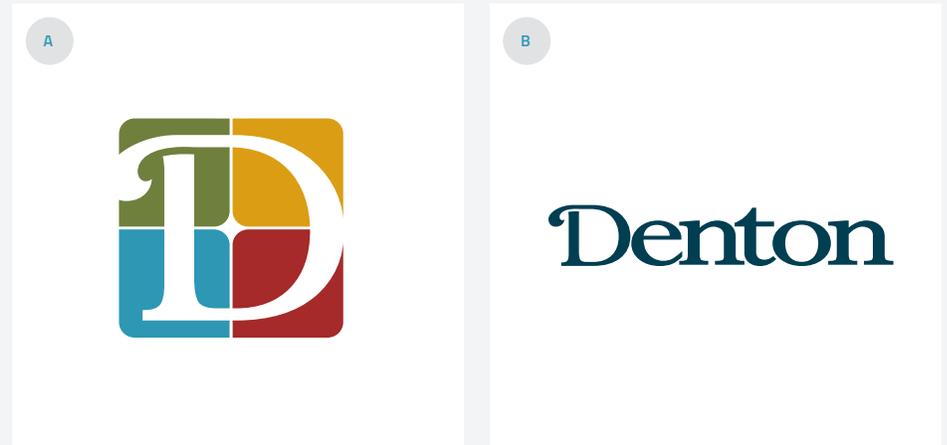
A logomark is an identifying mark or symbol that doesn't contain the business name. Think of the Nike 'swoosh', Shell, WWF, Mercedes or Adidas.

B. WORDMARK

A wordmark refers to words or the name of a business that is designed in a special way. Examples include Pinterest, eBay or Google.

C. LOGO

The logo is the combination of the logomark and logotype along with the tagline to graphically convey the identity of the community.

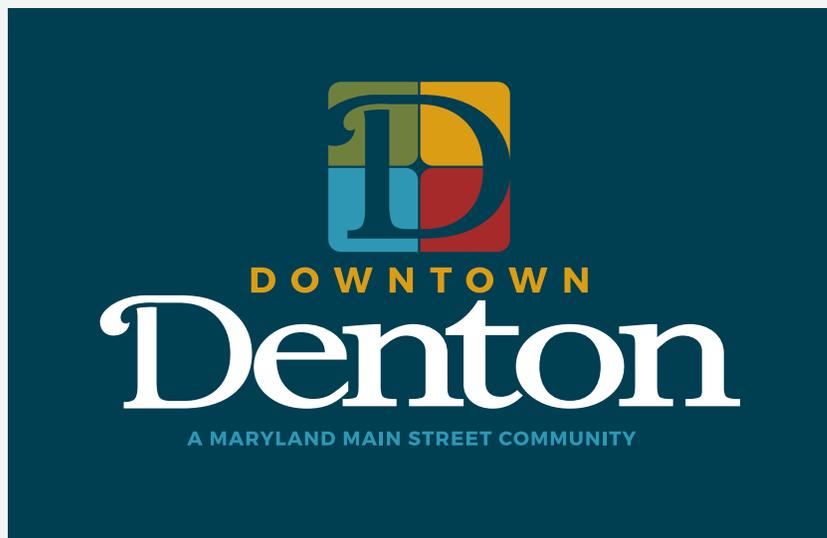


2.2 Logo Variants

Choosing the right dominant color for your brand is crucial. This color should appear on all your materials, including your logo and signage.

LOGO USAGE

As much as possible, the color you choose should set you apart, work with your industry and image, and tie to your brand promise. It should also take into account color psychology, which is fairly complex. Colors can mean different things depending on the culture, situation and industry.

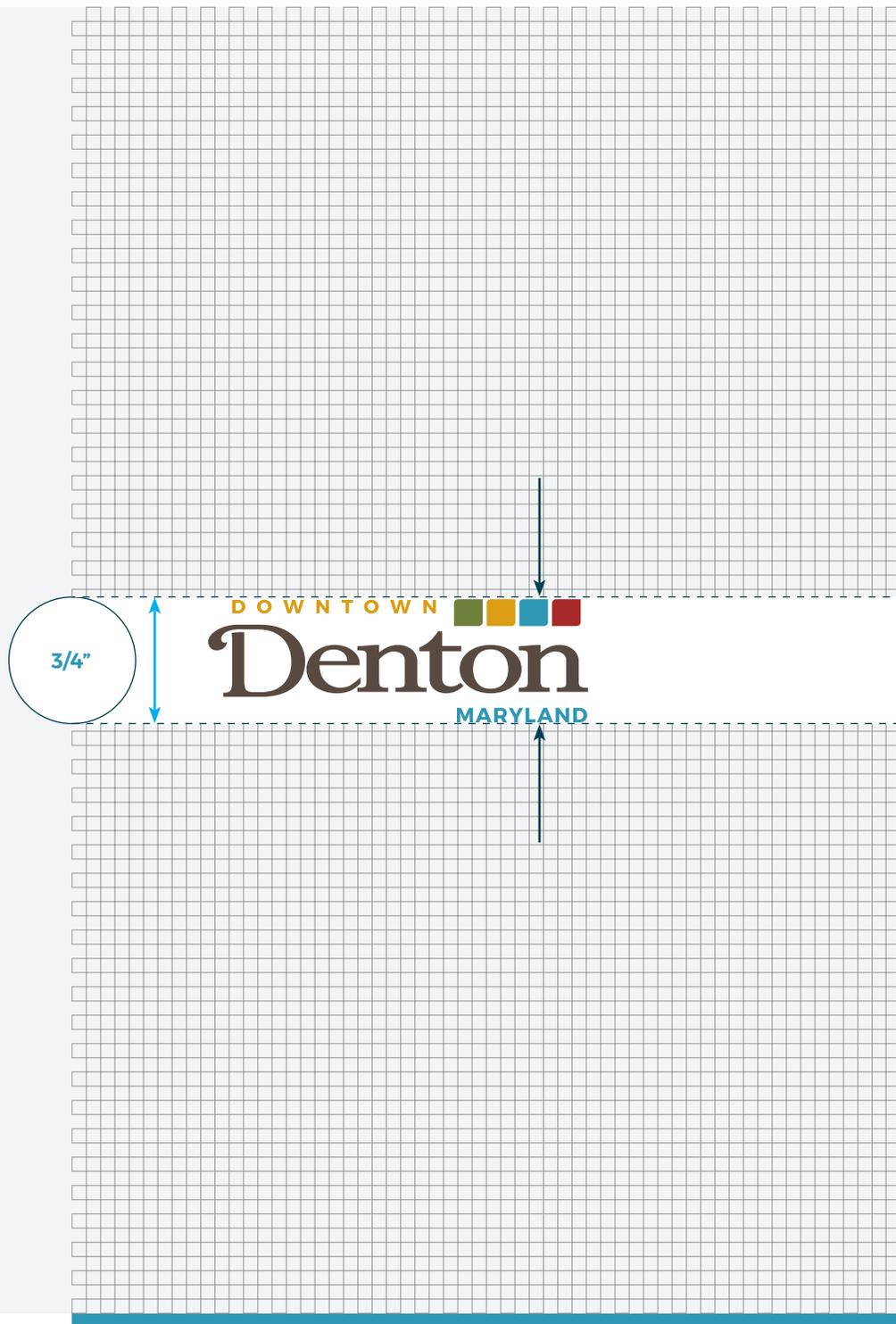


2.3 Logo Sizing

A logo lockup refers to the formalized position/relationship of the brand’s logo (symbol) and its wordmark (logotype).

A. MINIMUM SIZE

Smaller than about 3/4 of an inch, and most logos become ineffective. It doesn't mean you can't make them smaller, you just have to know the rule before you break the rule.

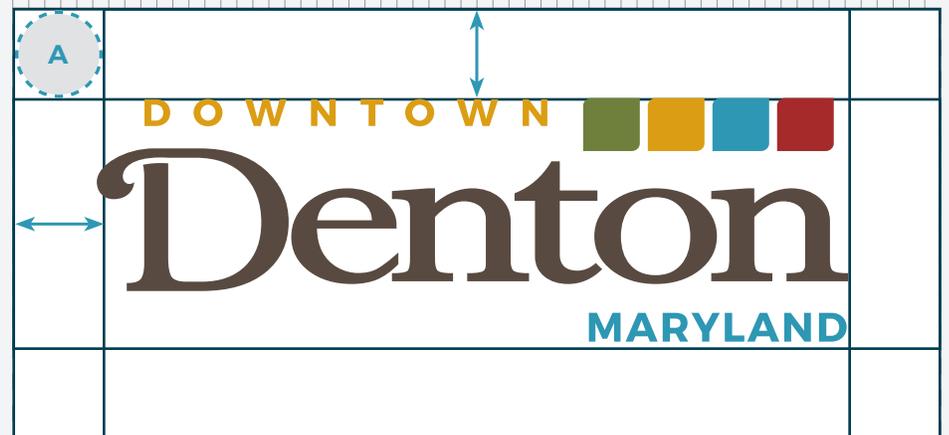
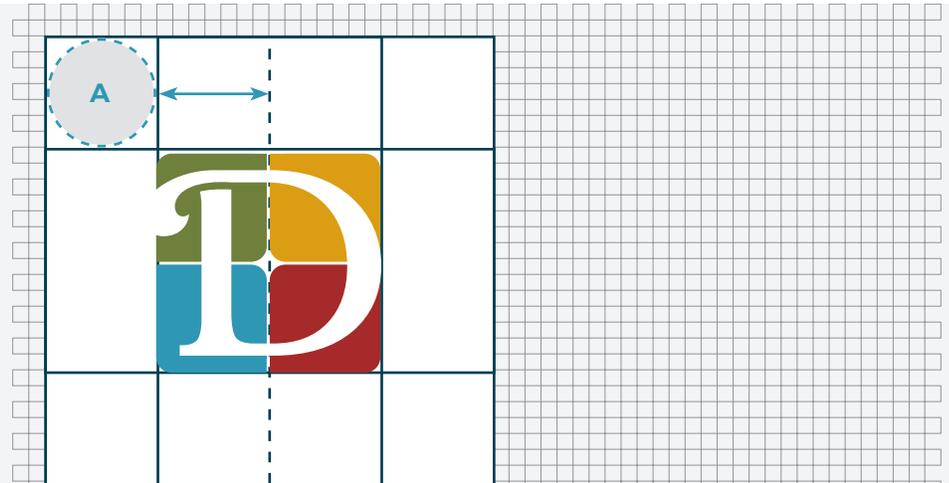


2.4 Logo Spacing

The area that surrounds the logo known as “clear space” is as important as the logo itself.

WHAT IS CLEARSPACE

The area that surrounds the logo is as important as the logo itself. The minimum area of A, known as “clear space,” provides breathing room to the logo and eliminates visual clutter (text, graphic elements or other logos) that can compete with logo legibility – thereby diminishing the effectiveness of the logo.



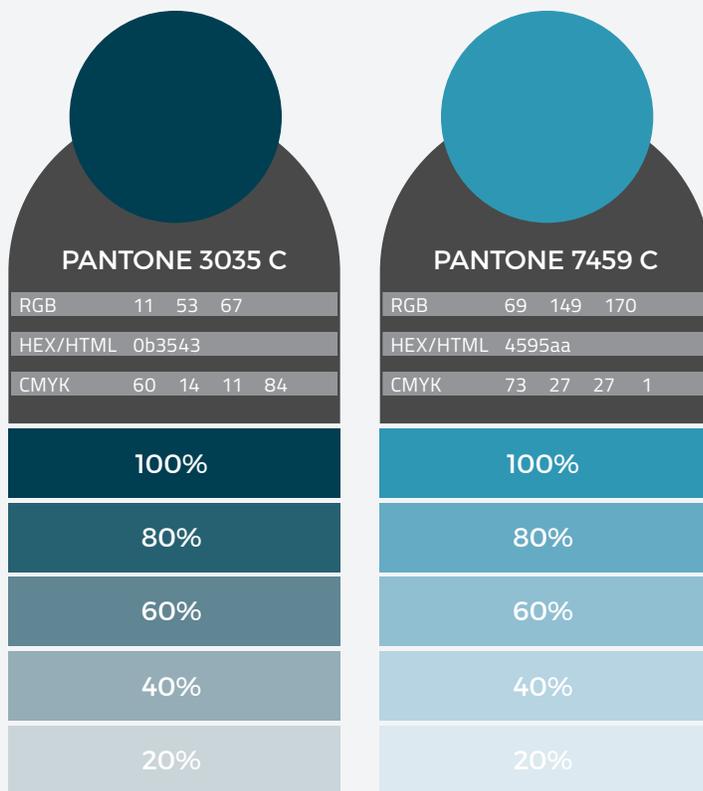
3.1 Color Palette

Color choices are used to differentiate items, create depth, add emphasis, and help organize information.

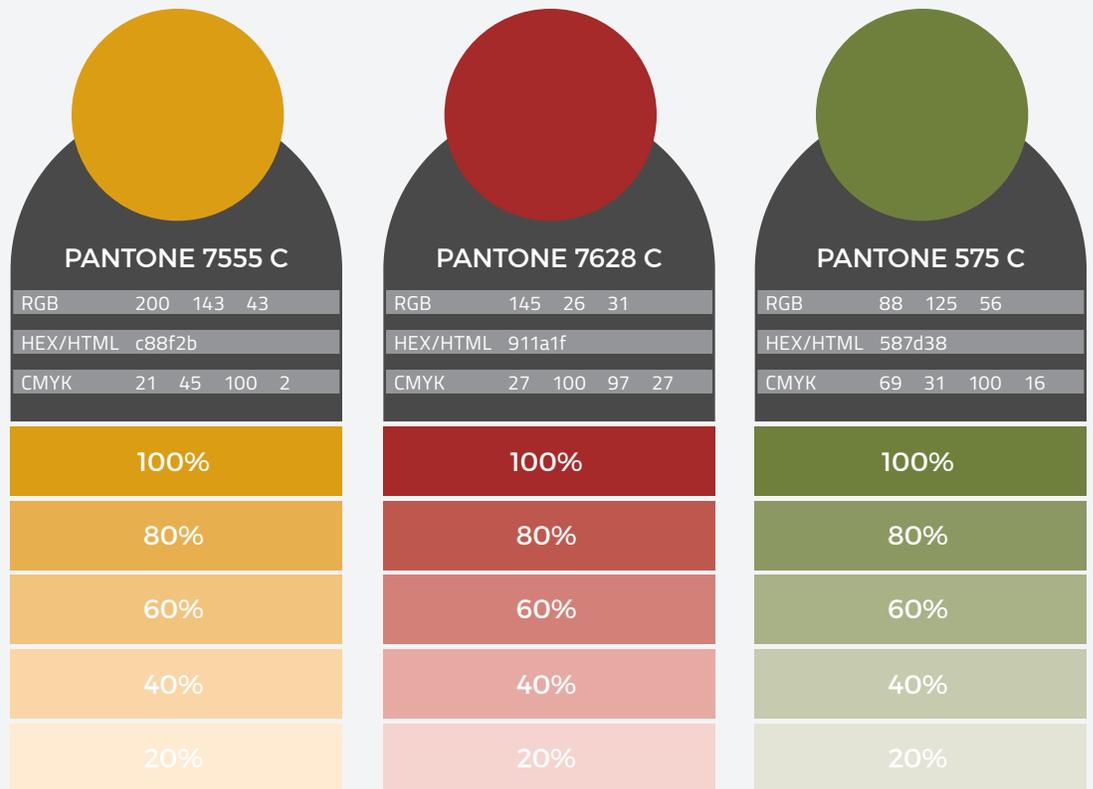
COLOR THEORY

Every time a consumer interacts with a brand, an opportunity exists for the company to influence their audiences' perceptions. It is up to the marketer to decipher which design and colors will influence the consumer to purchase. By educating oneself on the psychology behind color theory, marketers can further tap into branding techniques and better connect with their market, leading to a stronger brand-consumer relationship and increased profit.

Color Swatches



Almost 90% of people's assessment on products or services is based on colors alone. Due to colors' strong influence on moods and feelings, their association with products can influence our attitudes and affect purchasing power towards brands.



4.1 Typography

Typography plays a crucial role in the design of your brand identity. The typography in your logo can be as impactful as a graphic.

SWATCHES

Typography is the visual component of the written word.

Text is any combination of letters, numbers, or other characters.

Text stays the same no matter how it's rendered. Consider the sentence "I like pizza." I can print that text on a piece of paper, or read it aloud, or save it in a file on my laptop. It'll be the same text, just rendered different ways—visually, audibly, digitally.

But when "I like pizza" is printed, typography gets involved. All visually displayed text involves typography—whether it's on paper, a computer screen, or a billboard.

Don't infer from the highway-sign example that typography is another word for font. Fonts are part of typography, but typography goes beyond fonts.

www.practicaltypography.com/what-is-typography.html

Do not think
of type as
something
that should
be merely
readable.
It should
be beautiful.

4.2 Primary Typeface

Perpetua Regular

Hello I'm:

Perpetua

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

4.3 Secondary Typeface

Montserrat Regular

Hello I'm:
Montserrat
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Montserrat Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890!@£\$%^&**

Montserrat Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890!@£\$%^&

4.4 Type Hierarchy

In order to guide the reader, then, headings are usually large, sub-headings are smaller, and body type is smaller still.

LEADING

For legible body text that's comfortable to read, a general rule is that your leading value should be greater than the font size; from 1.25 to 1.5 times

TRACKING

The space between letters in a block of text. In CSS this is defined with the letter-spacing property

WIDOWS & ORPHANS

A single word at the end of a column is a widow and if it's at the top of a new column it's an orphan. They look bad and can be hard to read.

Denton,

H1

Denton, Maryland

H2

Denton, Maryland

H3

Denton, Maryland

H4

Denton, Maryland

BODY COPY

Denton, Maryland

CAPTION

Denton, Maryland

CC



Denton, Maryland Graphics Catalog

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5.1

Logo Contact Sheet

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: Vector Image 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. JPEG files do not support transparency.



File Type: Encapsulated PostScript
Category: Vector Image Files
File Description: PostScript (.PS) file that 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, Photoshop, or QuarkXpress
Windows	CorelDRAW, Adobe Illustrator, Acrobat, or Photoshop, QuarkXpress



File Type: Adobe Illustrator File
Category: Vector Image Files
File Description: Native file format 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 a 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)

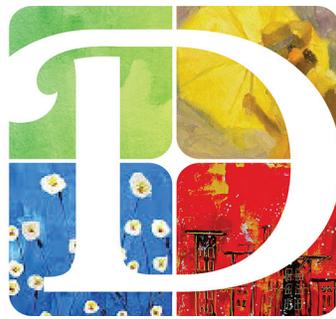


File Type: PNG Image File
Category: Raster Image Files
File Description: Portable Network Graphics (PNG) is a raster graphics file format that supports lossless data compression. PNG supports palette-based images, grayscale images (with or without alpha channel), & full-color non-palette-based RGB images (with or without alpha channel). PNG was designed for transferring images on the Internet, not for professional-quality print graphics, & therefore does not support non-RGB color spaces such as CMYK.

In Microsoft Office, you can place EPS or PDF files that support transparency by going to the "Insert" menu and selecting "Photo>Picture from File..." This will ensure your files are using the highest resolution graphics for output.



Arts-4C.jpg



Arts-Icon.jpg



Denton-Downtown-4C...



Denton-Downtown-Bl...



Denton-Downtown-Blu...



Denton-Downtown-Gra...



Denton-Downtown-Gre...



Denton-Downtown-Re...



Denton-Downtown-Re...



Denton-Downtown-Yell...



Denton-Historic-Black.j...



Denton-Historic-Blue.jpg



Denton-Historic-Green...



Denton-Historic-LtBlue...



Denton-Historic-Red.jpg



Denton-Historic-White...



Denton-Historic-Yellow...



Denton-Horz-4C.jpg



Denton-Horz-Black.jpg



Denton-Horz-Blue.jpg



Denton-Horz-Green.jpg



Denton-Horz-LtBlue.jpg



Denton-Horz-Red.jpg



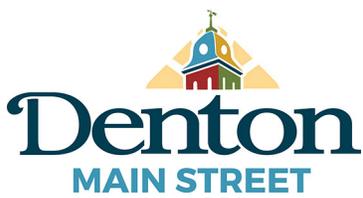
Denton-Horz-Rev-4C.jpg



Denton-Horz-Rev-Blue...



Denton-Horz-Yellow.jpg



MainStreet-4C.jpg



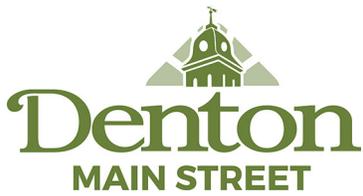
MainStreet-Black.jpg



MainStreet-Blue.jpg



MainStreet-Gold.jpg



MainStreet-Green.jpg



MainStreet-Horz-Black...



MainStreet-Horz-Blue.j...



MainStreet-Horz-Gree...



MainStreet-Horz-LtBlu...



MainStreet-Horz-Red.jpg



MainStreet-Horz-White...



MainStreet-Horz-Yello...



MainStreet-LtBlue.jpg



MainStreet-Red.jpg



MainStreet-Stack-4C.jpg



MainStreet-Stack-Blac...



MainStreet-Stack-Gold...



MainStreet-Stack-LtBl...

MainStreet-Stack-Whit...

MainStreet-White.jpg



Denton, Maryland Implementation Guide

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Adopt Brand

- Board Adoption

Technical Integration

- Install Fonts
- Copy Brand Folder to Local Drive
- Share Brand Link with Design Partners

Social Media

- Update Facebook Profile
- Update Instagram Profile
- Update Twitter Profile
- Update Pinterest Profile
- Load Photos as gallery in Facebook
- Create Pinterest Board with Brand Elements

Communication

- Update Email Signature
- Adopt Powerpoint Template
- Adopt Digital Letterhead
- Upload Brand Materials to Email Newsletter
- Adopt Envelope Template
- Printer Updated Business Cards

Online

- Update Colors on Webpage
- Add New Graphics
- Update Favicon
- Add Brand Statement to Website
- Add Styleguide Request
- Add Brand Resources Page

Collateral

- Share Brand Resources
- Share Merchandising Examples
- Share Brand Partner Idea List

Wayfinding

- Plan Strategic Banner Strategy
- Plan Event Banner Strategy
- Explore Partnering for Comprehensive Wayfinding System

Printing

- Shopping & Dining Guide
- Organization Brochure
- Parking Cards
- Partner Banners
- Visit Cards
- Hours Signs

Event Extension

- Logo Adoption
- Social Integration
- Marketing Integration
- Merchandise Expansion
- Signage
- Volunteer Swag

BrandLaunch Strategy Guide

This list is a pretty comprehensive list of implementation ideas. Their is no proper order, but instead carving the path that is right based off your budget, resources, and current collection of communication tools.



BRANDTOUCH

Other



DOWNTOWN
Denton
A MARYLAND MAIN STREET COMMUNITY

How to be a Brand Partner

From here, it's completely up to you, your community, your event, or your organization. There's no proper order, only the things that make sense for you!

Brand Merchandise

- Hats
- T-Shirts
- Coffee cups
- Decals
- Bumper stickers
- Bags
- Shopping bags
- Cycling jerseys
- Pint glasses
- Guitar picks
- Water bottles
- Outdoor gear
- Polo shirts
- Climbing chalk bags
- Hiking stick medallions
- Rain jackets
- Guitar straps
- Koozies
- Socks
- Invent something

Brand your Digital Presence

- Add logo to website
- Add logos to Facebook as a gallery
- Link from web to community website
- Use hashtag
- Share photos of branded items
- Tweet the web address
- Link google photo galleries to share
- Profile pics
- Send other businesses and organizations to the web address
- Instagram people having fun

Brand Your Place

- Request interest icons
- Look for brand extension opportunities
- Organizational logos
- Street banners
- Wayfinding signage
- Open signs
- Store hours signs
- Shopping & dining guides
- Advertising
- Pocket folders
- Visitor guides
- Business cards
- Brochures
- Annual reports
- Maps
- Trail guides
- Shopping bags
- Loyalty cards

Share With us

We would love to hear from you about all the amazing things you come up with to do with the brand. Please share images and stories of the brand at work with us.

Share With You

On a quarterly basis, we'll share important information with you, like added resources, usage stats, exciting implementations, and a report of the growing brand equity!

Check off one of the suggestions, and you are a **Brand Partner!**

Copyright Transfer Statement

Ben Muldrow as the agent for Arnett Muldrow & Associates, located at 316 West Stone Avenue, Greenville, SC, the owner of Copyright for this presented design(s) hereby grants a full copyright license transfer to Denton, Maryland, Here to utilize the following designs as the new owner sees fit to do so.

For the purpose of Community Branding.

This license, attested to by the parties effectively immediately shall serve as notice and agreement between the parties and may not be changed without written permission from the Arnett Muldrow & Associates. Arnett Muldrow & Associates retains the right to use the created material to self market and self promote.

This signed agreement also includes the transfer of rights to any variations of the logo previously agreed and supplied as part of the initial proposal.

Example of these variations could include : multiple color versions, size and dimensional variations – landscape and portrait, reversed out versions, social media profile images, favicon etc.



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Is there anything missing on this Copyright Transfer Form that was previously agreed? Let me know before accepting this statement. It is critical the information shared here is understood and accepted in whole.