



# **BRAND IDENTITY STYLE GUIDE**

El Dorado, Arkansas

Fall 2011

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## Introduction

It's Showtime in El Dorado! Arkansas' original boomtown is now in its second act! This vibrant, historical city exudes fun with an artistic flair, and its dynamic energy finds expression in music, food, festivals and theater.

Home to the Southern Theatre Festival, El Dorado is alive with events, performances and activities all year long. Its historic downtown is perfect for an enchanting day: shopping in the public market with its fragrant spices, bakery goods and fresh foods, visiting the eclectic shops, and dining at an outdoor café or elegant restaurant. Music follows as you stroll through the tree-lined streets, and you find yourself inspired and entertained as you enjoy an exceptional live performance in one of the many theaters in town.

El Dorado! **It's Showtime!**

# 1.0

## The Logo

The preferred El Dorado logo is always the Standard 3-Color format or in the Reversed 3-Color format on dark backgrounds.

The 1-Color Logo should only be used when color limitations exist.

## Standard Logo Versions

Standard 3-Color Logo



Standard 3-Color Logo with Tagline



1-Color Logo with Tagline



Standard 2-Color Logo



Standard 2-Color Logo with Tagline



1-Color Logo



Reversed 2-Color Logo



Reversed 2-Color Logo with Tagline



Reversed 1-Color Logo



Reversed 3-Color Logo



Reversed 3-Color Logo with Tagline



# 1.1

When using the logo, maintain a consistent clear space around the logo as shown. This space represents the minimum distance between the logo and any other design element or text.

## Clear Space

### Clear Space Requirements



### Minimum Size



The logo should never be reduced in size smaller than 1.5 inches in length.

## 1.2

The municipality logo should not be used on marketing materials or advertising. This logo should only be used on official documents, city vehicles, worker clothing, or to designate material as city-owned.

## Alternate Versions

**Municipality Logo:** For use on all city material and correspondence.



**Chamber of Commerce Logo:** For Chamber use only.



# 1.3

The Standard 3-Color Logo should always be your first choice of logos to use. Ideally, the logo would be placed on a black or white background. A secondary choice for a background color would Sand (tan).

When placing the logo on a photo, make sure there is enough contrast and readability for the logo whether you use the positive or the reversed version.

If you use the 1-Color logo, only use the four colors shown on this page. Other colors will result in inferior quality, tone, or readability.

## Permitted Usage

Standard 3-Color Logo



1-Color Logo Versions



# 1.4

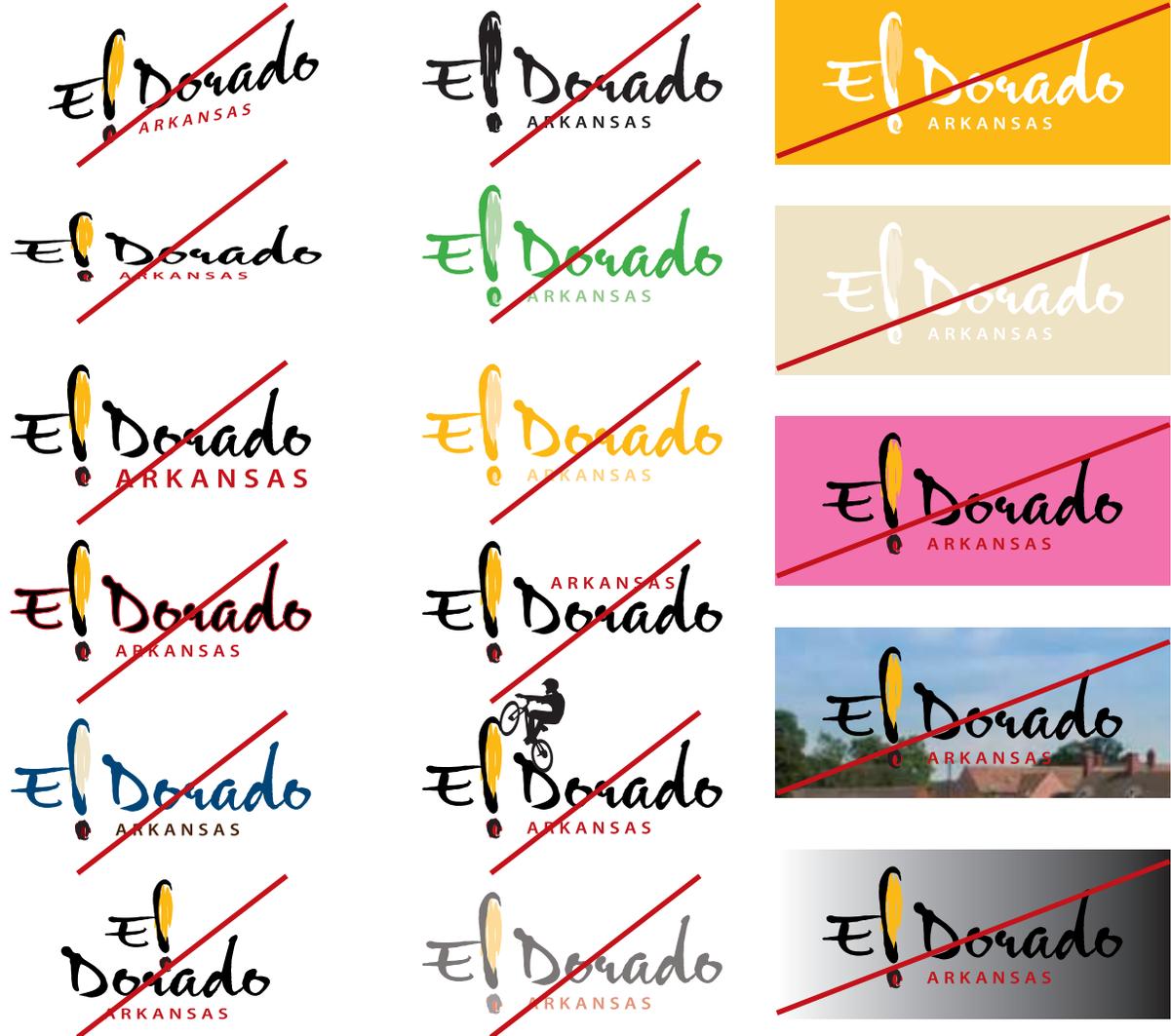
## Prohibited Usage

The logo manipulations on this page are examples of prohibited usage. When using the logo, please refer to section 1.3 Permitted Usage for the approved version.

The best rule of thumb is never:

1. Change the color of any of the logo elements
2. Alter the lockup position of any element
3. Add graphics or images into the logo
4. Stretch or non-uniformly scale the logo

When placing the logo on a design or over an image, make sure you have maximized readability and clarity.



## 2.0

# Primary Color Palette

Four colors make up the primary color palette: Black, Cardinal, Mustard, and Slate.

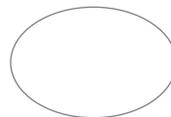
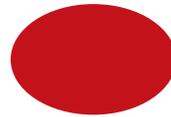
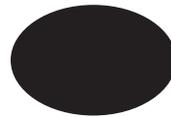
The graph to the right displays formulas used to reproduce the colors for specific media.

**Pantone Matching System (PMS)** is a numbering system used when printing spot colors on a traditional offset printing press. It is also used when mixing custom paint or ink.

**CMYK** (Cyan, Magenta, Yellow and Black) is a formula used when printing four-color process on a traditional offset press.

**RGB** (Red, Green and Black) is the common formula used in digital media.

**HEX** (hex triplet) is a six-digit, three-byte hexadecimal number used in most online applications.



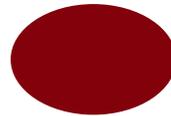
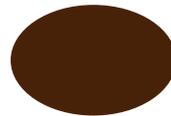
COLOR	PMS	CMYK	RGB	HEX
Black	Black	C = 50 M = 50 Y = 50 K = 100	R = 0 G = 0 B = 0	000000
Cardinal	186	C = 0 M = 100 Y = 100 K = 20	R = 206 G = 17 B = 38	CE1126
Mustard	123	C = 0 M = 30 Y = 100 K = 0	R = 255 G = 198 B = 30	FFC61E
Slate	Cool Gray 8	C = 0 M = 0 Y = 0 K = 60	R = 155 G = 153 B = 147	9B9993
White	White	C = 0 M = 0 Y = 0 K = 0	R = 155 G = 153 B = 147	ffffff

## 2.1

The brand can also incorporate these five secondary colors.

Coffee, Wine, and Navy can be used as 1-Color versions of the logo as well as background colors. Sand is an optional background color but is never used in the logo.

## Secondary Color Palette



COLOR	PMS	CMYK	RGB	HEX
Coffee	4695	C = 50 M = 80 Y = 100 K = 60	R = 70 G = 35 B = 30	1F3731
Wine	1807	C = 0 M = 100 Y = 85 K = 55	R = 130 G = 0 B = 14	82000E
Sand	468	C = 6 M = 8.5 Y = 23.5 K = 0	R = 226 G = 214 B = 181	EEE3C7
Dark Olive	5605	C = 72 M = 0 Y = 60 K = 91	R = 35 G = 58 B = 45	233A2D
Navy	540	C = 100 M = 47 Y = 0 K = 47	R = 0 G = 51 B = 91	00335B

## 3.0

Simple Type Bold and Regular are used in headlines and in the ticket graphic.

These fonts can also be used in documents as section headers or as accent or decorative text. A good example of this is the Ticket Header graphic.

## Typography

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### Simple Type Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

### Simple Type Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

# 3.0

The Garamond font family is to used for all body copy. In cases where space is tight, you can use the condensed version.

## Typography

### Adobe Garamond Pro Bold

ABCDEFGHIJKLMN**OP**QRSTU**VWXZ**  
abcd**efghijklmno**pqrstuv**wxz**  
1234567890

### Adobe Garamond Pro Regular

ABCDEFGHIJKLMN**OP**QRSTU**VWXZ**  
abcd**efghijklmno**pqrstuv**wxz**  
1234567890

### Adobe Garamond Pro Condensed

ABCDEFGHIJKLMN**OP**QRSTU**VWXZ**  
abcd**efghijklmno**pqrstuv**wxz**  
1234567890

## 4.0

## Photography

An important tool of the El Dorado brand is photography. Not only is a picture worth a thousand words, the right image will add tremendous message strength to the words used in marketing communications. Photo imagery should be professionally photographed. Image composition should accommodate copy placement. Photography should depict the energy and creative artistry prevalent in the city. Images of people should represent the strategic target audience. If a potential visitor can visualize themselves in the environment, there is a greater chance they will come.



# 5.0

## Graphic Elements

### TICKET & TICKET HEADER

The mail graphic element on all public event pieces is the ticket stub image with text layered on top stylized to look like a ticket to an event.

The actual text placed on the ticket image could change, but the words “It’s Showtime” should always be prominent.

Additional alternate versions should be developed in the future

### BRUSH STROKE

The Brush Stroke texture is primarily used on the Business Cabinet.

### THEME WINDOW

In marketing pieces that are large enough to allow, an additional Theme Window graphic can be used.

These graphics are designed to contain the text copy and logo. It is recommended that it be white for logo and text readability. An inner shadow should be added to this graphic to give it the appearance that it has been cut out of the main photo. The Theme Windows can run off the page. The exact image used can vary, but it should always be representative of the event being promoted.



Ticket Image



Alternate Music Ticket Image



Ticket Header



Brush Strokes



Car Show/Racing



Wine Festival/Celebration



General Use



General Music



Rock Concert/Motivational

This page shows examples of full-page print advertising. As described in the Graphic Elements section, the text is contained in the Theme Window with a white background that has an inner shadow treatment.

The logo is placed at the bottom within the graphic. The type is shaped around the Theme Window.

The Ticket Header is shown on the top of the ad.

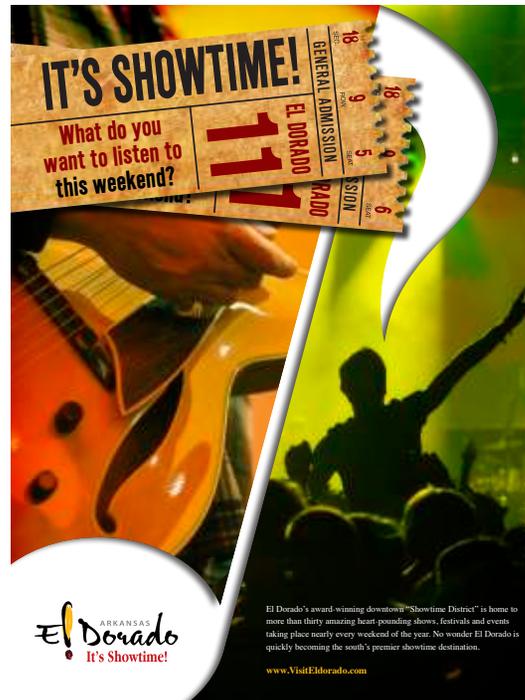


## 6.1

## Sample Applications | Posters

This page shows two examples of marketing posters. One uses the Ticket Header. The other shows how the Showtime brand can be used without the Ticket Header.

When promoting business opportunities, where tickets would not be applicable, you can still use a Theme Window graphic. In this example, the area for text in the Theme Window would limit the space available and make readability difficult. When this is the case, the logo and text can be placed outside of the Theme Window.



Poster concept using the Standard Ticket Header.



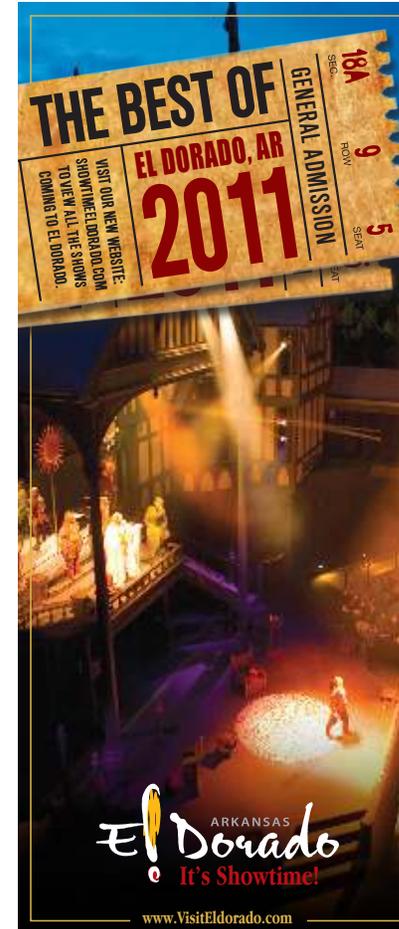
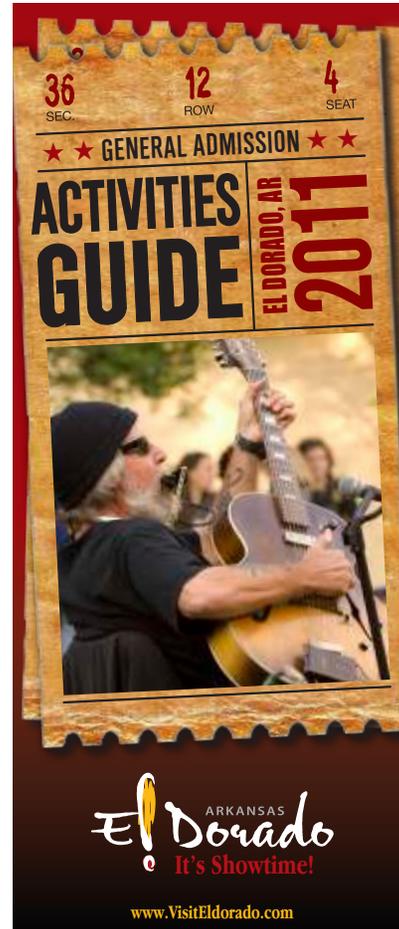
Poster concept without the Ticket Header but still using the Theme Window.

## 6.2

## Sample Applications | Brochures

Here you see two brochures using the Ticket Header with changes to the text and position of the graphic.

The text treatment on the tickets are very different, but the look is very similar.



## 6.3

The Brush Stroke texture is the primary graphic element on business papers. This graphic can also be applied to city vehicles and signage.

The Brush Stroke graphic accentuates the artistic and creative energy always present in El Dorado.

## Sample Applications | Business Papers

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# 6.4

## Sample Applications | Additional Applications

A great way to promote events and festivals is for retailers to give out free bookmarks to visitors. These pieces highlight three events using all of the brand elements.



Bookmark Concepts

# 7.0

This Website homepage concept shows another application of the Ticket Header graphic using the alternate version. The texture of the perforated ticket edge was also carried out separating the middle section from the lower section.

# Online Application

The website homepage is designed with a ticket-themed aesthetic. At the top, a navigation menu includes links for HOME, WHAT TO DO, RECREATION, WHERE TO EAT, WHERE TO SHOP, WHERE TO STAY, and FREE INFORMATION. The main header features a large image of a musician playing a guitar, with the text "IT'S SHOWTIME!" and "El Dorado ARKANSAS". To the right, a ticket stub graphic displays "NOVEMBER 15" and "GENERAL ADMISSION". Below the header, a large image shows a crowd of people with their hands raised, with the text "Summer Concerts on the Lawn Millard Cellers Winery". To the right, a section titled "UPCOMING SHOWS!" lists three events: "March 3-5, 2011 BBQ Cook-Off", "March 16-18, 2011 Free Wine Tasting", and "April 7-8, 2011 South Jazz Festival". Below the main content, a "WELCOME TO EL DORADO" section includes the tagline "The Festival City of the South" and a paragraph of placeholder text. To the right, a weather widget shows "El Dorado Weather Partly Cloudy 60°" and social media icons for Facebook, Twitter, and YouTube. Below these are buttons for "Hotel", "Air", and "Car", followed by a booking form with fields for "Check-In Date" and "Check-Out Date". At the bottom, a footer contains copyright information and links for "Board Member Login", "Employment Opportunities", and "Contact Us".

# 8.0

## Outdoor Signing - Wayfinding

The wayfinding designs should reflect the energy and colors of the El Dorado brand.

The concepts to the right illustrate a variety of wayfinding pieces which incorporate the brand elements.



Parking Sign

Gateway Sign

Gateway Side View

Directional Sign

Directional Light Standard with Pole Banners

## 8.1

# Outdoor Signage - Pole Banners

Pole banners can be either double banners, with one on each side of the light standard, or single banners. The samples to the right show how they might differ.

The double banner shows the ticket theme on one side with an image of a festival the ticket might be used for. The single banner shows a more graphic use of the brand without use of photography. The design on the single banner could also replace the ticket theme banner (A) on the double banner.

When using double banners, only one side can say “It’s Showtime.”

Double Banner



Single Banner

