

Alliance AMES REGIONAL ECONOMIC

BRAND STANDARDS

Introduction

This document is designed to guide the usage of the Ames Regional Economic Alliance brand and its assets. Adherence to the guidelines outlined in this document is critical to maintaining the strength and integrity of the brand with our partners and within our communities.

Section 1 ● **Primary Logo**

Primary Logo

Our logo consists of two elements: the **wordmark** and the **pin mark**.

The **wordmark** has been designed and refined in a very precise and thoughtful manner, and should never be typeset, recreated, or altered. The wordmark should always appear with the pin mark.

The **pin mark** is symbolic of the communities that we serve — and of our commitment to helping grow those communities into prosperous destinations for business.



Clear Space and Minimum Size

Clear Space

In all instances, an area of isolation around the logo should be maintained. This space ensures headlines, text, or other visual elements do not infringe on the logo.

The clear space is equal to the width of the pin mark and is measured below the logo from the baseline, and above the logo from the ascender height. This is the minimum amount of space, however more space should be used whenever possible.

Sizing

The minimum size that the logo can appear is 1.25" wide for print applications or 160px wide for digital applications.



Full Color

The standard full-color logo should be considered the primary logo and be used on white or light-colored backgrounds.



Reversed Full Color

The full-color version of the logo should be used whenever possible. However, alternate color variations are available when using the logo on background colors from the brand palette.



One Color

A one-color navy, black, or white version of the logo may be used in select instances where a full-color logo is not permitted by the application or would otherwise render poorly — such as one-color print applications, black and white print applications, or when reversed on busy or multi-color backgrounds.



Incorrect Usage

Incorrect usage of the brand's primary logo includes, but is not limited to, the below modifications. Do not:



⊘ STRETCH, ROTATE, SCALE, OR ALTER THE PROPORTIONS OF ELEMENTS



⊘ USE THE WORDMARK WITHOUT THE PIN MARK



⊘ REARRANGE ELEMENTS



⊘ CHANGE COLORS



⊘ ADD OR ALTER ELEMENTS



⊘ ADD SHADOWS OR EFFECTS

Section 2 ● **Secondary Mark**

Pin Mark

The pin mark may be separated from the logo and used as a standalone graphic element.

Keep in mind that the pin mark is most effective when supported contextually by other brand elements — such as color, type, messaging, or imagery. The pin mark is not a substitute for the full logo and should not be isolated out of context.



Incorrect Usage

Incorrect usage of the pin mark includes, but is not limited to, the below modifications. Do not:



⊘ STRETCH, ROTATE, OR DISTORT ELEMENTS



⊘ CREATE NEW LOCKUPS WITH THE NAME



⊘ CREATE SIMILAR GRAPHICS



⊘ CHANGE COLORS



⊘ ADD OR ALTER ELEMENTS



⊘ ADD SHADOWS OR EFFECTS

The background features a repeating pattern of overlapping, stylized shapes in two shades of blue. The shapes resemble elongated, pointed ovals or petals, arranged in a grid-like fashion that creates a sense of depth and movement. The colors range from a deep navy blue to a slightly lighter, medium blue.

Section 3 ● **Typography**

Type Family

The Inter Tight type family is a clean, modern, and friendly sans serif typeface. With its many weights and styles, Inter Tight affords the flexibility and diversity required to anchor the brand.

In the case that Inter Tight isn't available, we recommend using Arial.

Download Inter Tight [here](#).

WEIGHTS

Inter Tight Light

Inter Tight Light Italic

Inter Tight Regular

Inter Tight Regular Italic

Inter Tight Semibold

Inter Tight Semibold Italic

Inter Tight Bold

Inter Tight Bold Italic

SPECIMEN

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Type Styles

Case

Use sentence or title case where possible. Avoid using all caps except in select instances, such as eyebrows or labels, where it won't seem aggressive or dominating.

Point Size

In print media, the minimum recommended point size for all fonts and weights is 9pt although 8pt may be used if space is limited. For digital applications, a minimum size of 12px is recommended.

Leading

As a general rule, the leading should be around 3 to 4 point sizes greater than the text point size, depending on the application and context. Larger text may require tighter leading.

Tracking

Tracking should always be set to 0.

TYPE SAMPLE

EYEBROW —————
Bold
9pt / 12pt

HEADLINE —————
Bold
22pt / 23pt

LARGE BODY —————
Light
13pt / 16pt

SUBHEAD —————
Semibold
14pt / 16pt

BODY —————
Regular
9pt / 12pt

BODY SUBHEAD —————
Bold
9pt / 12pt

ECTO OFFICIA NI DEM VOLUPTAM

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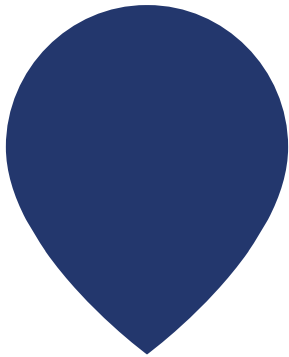
Im voles veliquam ipsundi onsequam inus consedi cilissum adi vendae vene voles sim remporuptas dellam delit lam fugit optatii sitistibus quae cuscipicit re invel moleni omniscient quodicto optiosa solores tibusan dendis iunt.

The background features a repeating pattern of overlapping, stylized shapes in various shades of blue. The shapes include pointed, leaf-like forms and circular segments, creating a complex, geometric texture.

Section 4 ● **Color Palette**

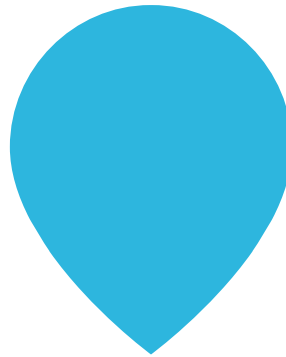
Colors

Strong blues are the foundation for our palette. These colors can be used in backgrounds, headlines, or text.



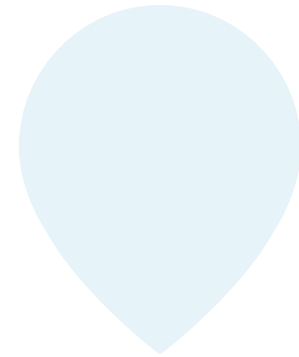
Navy Blue

HEX 23376D
RGB 35 55 109
CMYK 99 89 29 16



Light Blue

HEX 2FB5DE
RGB 47 181 222
CMYK 68 7 6 0



Light Blue 10%

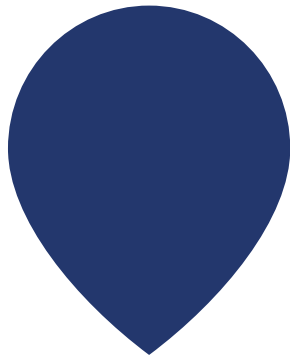
HEX E6F4FA
RGB 230 244 250
CMYK 10% Light Blue



Section 5 ● **Graphic Elements**

Pin Shape

The pin shape is a versatile graphic element that can be used to emphasize information, frame photos, or define composition and layout. Size, placement, color, and crop are always flexible.



EXAMPLES

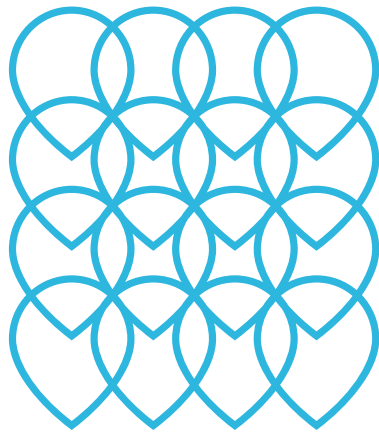


Pin Pattern

The pin pattern is a geometric pattern made from the pin shape and can be used to activate negative space or add depth and texture to layouts.

The pattern may be used on any color background, but should always be set in a low contrast color slightly darker or lighter than the background so as not to become visually disruptive.

Depending on the desired effect, scaling the pattern up can produce a nice subtle texture, while using a smaller pattern can create a bolder look.



EXAMPLES



Pin Cluster

The pin cluster is an alternate pattern also useful for activating negative space. The size, density, and color distribution of pins in the cluster will vary from case-to-case, but should always feel balanced.

When building a pin cluster:

- Use no more than 3 to 4 pin sizes. Sizes should fall between roughly 50% and 150% the base size of your original pin.
- Have the majority of the pins be a low-contrast color with the background, including only a few high-contrast pins if any at all.
- Allow clusters to take a slightly organic shape.
- Use a scale appropriate for the application — don't go too big or too small.



EXAMPLES



A Outline

This shape is a versatile graphic element that can be used to emphasize information or define composition and layout. Size, placement, color, and crop are always flexible.



EXAMPLES





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