

RW REVITALIZING
Waterbury



Waterbury, Vermont
IDENTITY GUIDELINES





Waterbury, Vermont

BRAND STATEMENT

The complimentary tools and information found in these Community Brand Identity Guidelines are designed to help promote Waterbury and its businesses and organizations.

For further information, questions or access to the files please contact Laura Parette, Brand Steward laura@lauraparette.com or 802.233.0576.

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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

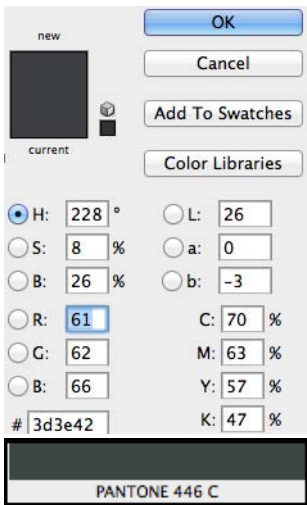
Dealing With Consistent Color Using Pantones:

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.

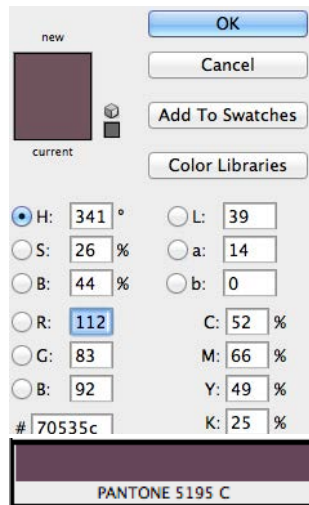
It can be very frustrating to see the logo you worked hard to create look deep blue on the client's letterhead, blue-greenish on his business card, and light blue on his very expensive envelopes.

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.

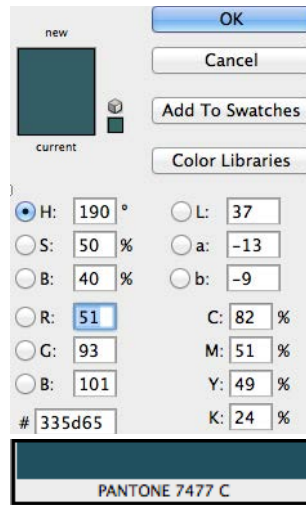
Use the primary palette on all branded materials such as logos, corporate identity, web site, advertising, collateral, and imprintables. The colors printed here are NOT guaranteed to be matches. The use of a Pantone Swatch book is the best way to work with your vendors and assure color correctness. Always proof anything before production runs begin to assure that the colors are satisfactory.



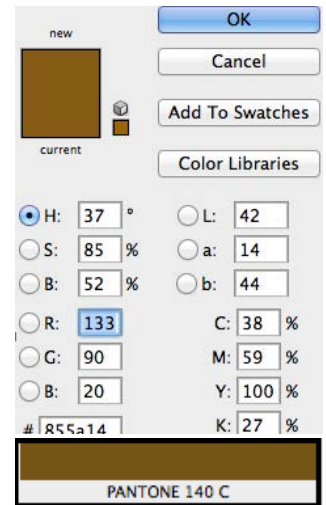
GRAY



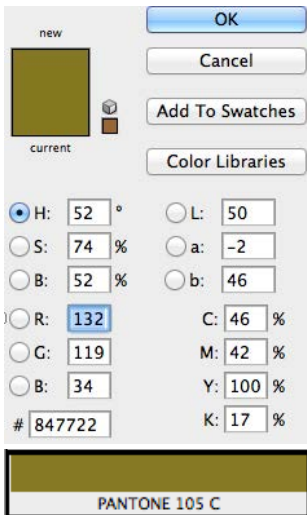
PURPLE



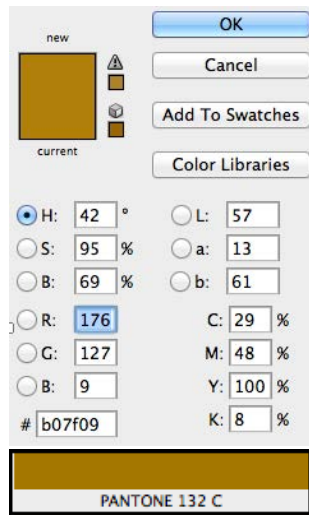
BLUE



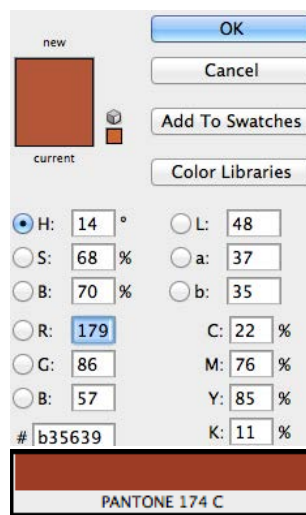
MUSTARD



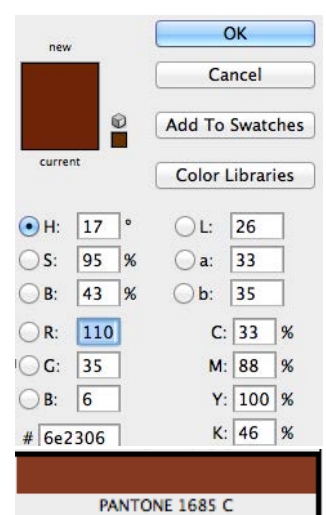
GREEN



GOLD



TERICCOTTA



BRICK



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 .

Note: If installing fonts from a floppy disk or a CD-ROM, you should make sure this check box is selected. Otherwise, to use the fonts in your applications, you must always keep the disk in the disk drive.

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.

Sonora Pro OT

abcdefghijklmnop
qrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
123456789

Trend Slab

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
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

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
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
qrstuvwxyz
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 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: 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 CorelDRAW, 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 Laura Parette, laura@lauraparette.com or 802.233.0576.**





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.



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 Laura Parette, 802.233.0576 or laura@lauraparette.com.**





Waterbury, Vermont
PHOTO THUMBNAIL CATALOG





_DSC5647.jpg



_GD35169 2.jpg



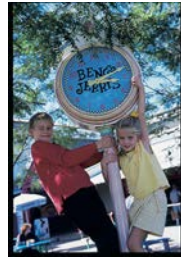
Artemis 4 month Jersey Bull...



Arvads 1.jpg



Arvads deck.jpg



Ben & Jerrys.tif



Bike Parade 2.jpg



BJS-20070813_201018-16...



Bolton Valley (4).jpg



Bolton Valley (6).jpg



Bolton Valley (18).JPG



BW Back Yard.tif



CHCM ext.tif



DSCF0009.JPG



DSCF0013_2-1.JPG



DSCN1389.JPG





Flower barrels.jpg



Great Pumpkin Give Away.j...



Historic Stowe Street.jpg



Holiday Artisans Boutique.jpg



Holiday Stroll Snowman.jpg



IMG_0646.JPG



IMG00302-20111011-0855...



Karen_Pike_Farmers_Mark...



Kelley Taft talks with custo...



MML.tiff



New Annex.jpg



Old Stagecoach Inn.jpg



One Stowe Street.jpg



OSI breakfast_R.tif



OSI room.tif



Pumpkins Abbey Fish & Kid...



S&G.iaa



Santa 8.iaa



SD Ireland Holiday cement ...



SSAF 4.iaa



SSAF 6.jpg



SSAF cow.jpg



SSE 18.jpg



SSE 45.jpg



Wat station fireworks.jpg



Wat station summer.jpg



Waterbury-1.jpg



Waterbury-2.jpg



Waterbury-3.jpg



Waterbury-4.jpg



Waterbury-5.jpg



Waterbury-6.jpg



Waterbury-7.jpg



Waterbury-8.jpg



Waterbury-9.jpg



Waterbury-10.jpg



Waterbury-11.jpg



Waterbury-12.jpg



Waterbury-13.jpg



Waterbury-15.jpg



Waterbury-16.jpg



Waterbury-17.jpg



Waterbury-18.jpg



Waterbury-19.jpg



Waterbury-20.jpg



Waterbury-21.jpg



Waterbury-22.jpg



Waterbury-23.jpg



Waterbury-24.jpg



Waterbury-25.jpg



Waterbury-26.jpg



Waterbury-27.jpg



Waterbury-28.jpg



Waterbury-29.jpg



Ziemke.jpg

If you would like to use any of the photos on these pages to promote Waterbury or your business, free of charge, contact Laura Parette for the high resolution files.

laura@lauraparette.com or 802.233.0576.

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



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.

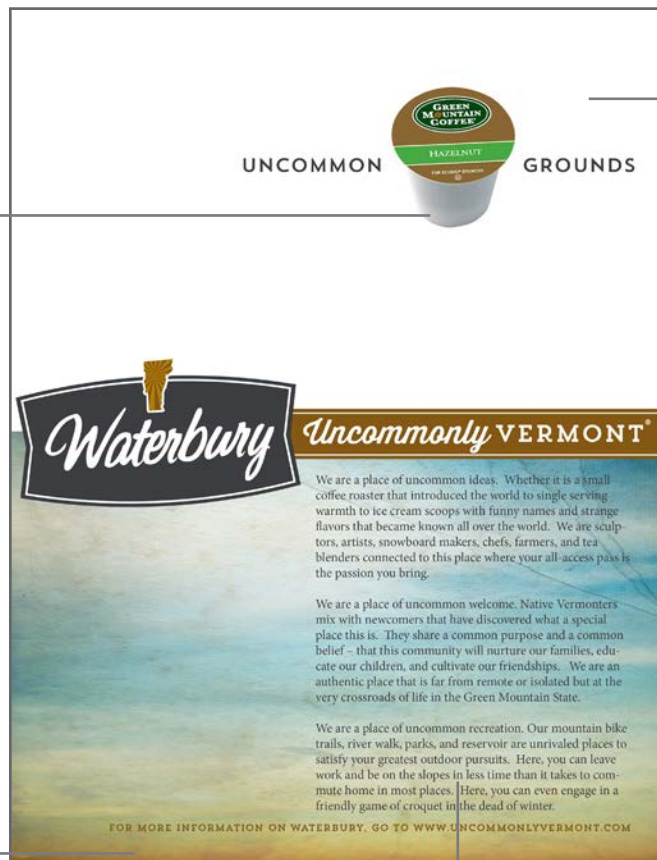
Headlines

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.

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.



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.

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 to 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 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.



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



UNCOMMON

ATHLETES



Waterbury Uncommonly VERMONT

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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

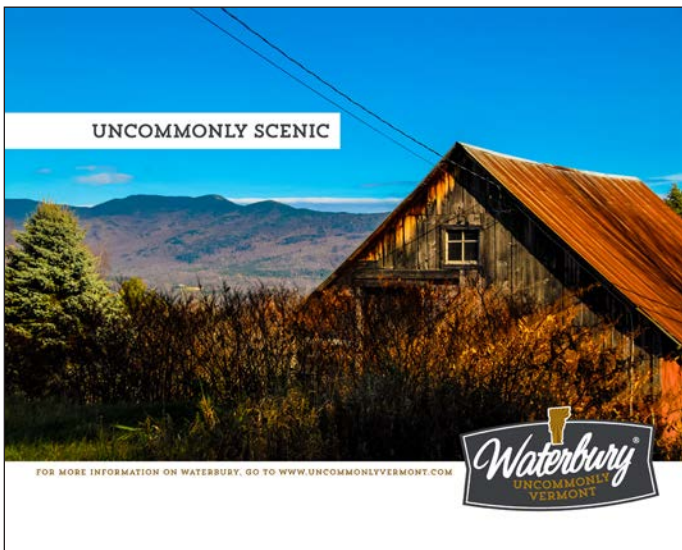
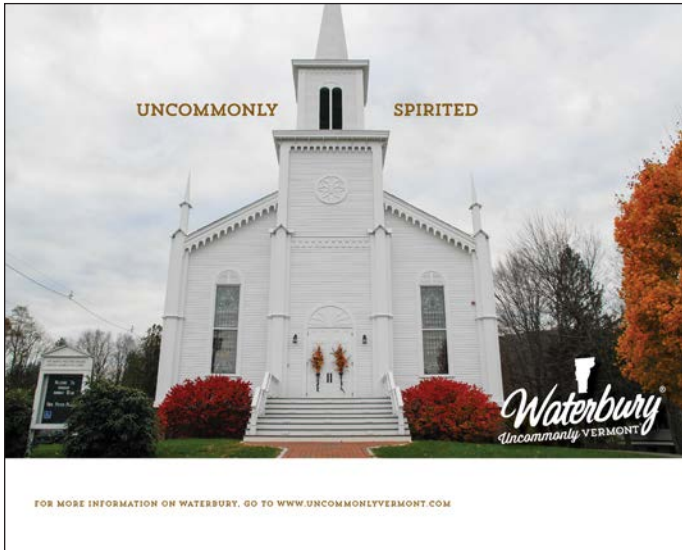
Waterbury Uncommonly VERMONT

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





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Waterbury, Vermont
COLLATERAL CATALOG



Wayfinding Signage

A wayfinding system should be introduced as part of the brand because it plays such an important role in perception and flow in the downtown district. The wayfinding system could include the following pieces.

Primary Gateways - These gateways are the primary intersection points and main entry ways to town. They need to be highly visible and introduce the brand.

Trailblazers - Trailblazers are the directing signs leading motorists to the main attractions in the area. These should have between three and four locations per sign and should carry motorists from gateway to parking lot. Colors can be used to distinguish between different districts and can become smaller as the scale and speed of the roadway narrows. These Trailblazers include cattail sculptures, thus blurring the line between signage and public art.

Street Banners - Banners are very popular and help to add color and movement to the lanes of travel, acting as a speed control. They too can be color coded by district and can promote local events as well as promoting the brand.

Building Markers - the markers can be either wall mounted or monument style and denote important landmarks in the downtown district.

Parking Signage - Identifying parking is important in creating a parking system in downtown. Visitors are more likely to walk a block or two to shop if the signage system leads them directly to a public parking lot and tells them how to proceed. The parking markers can be by themselves or as attachments to Trailblazer signs.

Informational Kiosk - The final piece of the plan is the informational kiosk, which serves as the transition point for vehicular traffic to pedestrian traffic. These kiosks should be located at major public parking lots and should include the Waterbury Discovery Map, Dining & Shopping Guide and Lodging Guide, along with the Waterbury Historical Tour brochures.

Pedestrian-Scale Destination Identification



**IT'S A
7 MINUTE
WALK TO
FOODIE
HEAVEN**

It's not too far....



uncommonlyvermont.com



**IT'S A
3 MINUTE
WALK TO
SWINGS**

It's not too far....



uncommonlyvermont.com



**IT'S A
14 MINUTE
WALK TO
ICE CREAM**

It's not too far....



uncommonlyvermont.com



**IT'S AN
8 MINUTE
WALK TO
THE RIVER**

It's not too far....



uncommonlyvermont.com

