



GRAPHIC STANDARDS

&

STYLE GUIDE

January 2017

Revised October 2019

INTRODUCTION



Mission Statement:

To increase community pride by promoting positive features about Marion's people, products, places, programs, and projects.

Vision Statement:

People view Marion as a positive place to live, work, play, and visit.

Description Statement:

MarionMade! is our people, places, products, and programs. MarionMade! is proof that we proudly stand together in support of our vibrant community. *We are MarionMade!*

Consistency is Important

How we communicate is as important as what we communicate. Consistent application of the logo and tagline, their colors, typography, and supporting layout are vital to strengthening our community's brand identity.

This manual outlines the graphic standards that must be followed in order to achieve a unified and consistent visual identity program. Maintaining quality control and design consistency is critical to ensuring a strong brand and positive image for our community.

For the Good of the Community

The MarionMade! effort is for the good of the entire community. Although everyone is encouraged to use the MarionMade! logo and tagline, they must be used properly and for the good of the entire community. The logo and tagline may not be used in a way so as to advance or promote one business or organization over another. If we are to succeed in branding our community in a positive light, then it must be a *team* effort in which we promote the good of the entire community. MarionMade! is not about *you*; it is about *us!*

Note

Throughout this document the term "assets" may be substituted when speaking about MarionMade!'s logos, tagline, or other intellectual property.

Terms, Conditions, Permission, and License

This guide is for anyone who wants to use or reproduce the MarionMade! logo and tagline in any way (for example, marketing materials, advertising, website, promotional materials, letterhead, signage, etc.). It is important that you use the MarionMade! logo and tagline correctly. The MarionMade! logo and its features are protected by applicable trademark, copyright, and other intellectual property laws. Before using the logo or tagline, you must request permission from the logo's owner, Marion Technical College, and sign a License Agreement. The License Agreement can be found in the Appendix of this document and online at www.marionmade.org.

By using the MarionMade! logo or tagline in any way, you agree to comply with all parts of this Graphics Standards Guide, Style Guide & Digital Toolbox ("guidelines"). You also agree to accept and abide by any modifications made at any time to this Graphics Standards Guide, Style Guide and Digital Toolbox. You also agree that Marion Technical College, by and through its management or board of directors, shall in its sole discretion be the sole determiner of whether you are complying with the terms of these guidelines. Failure to comply with any part of this Graphics Standards Guide, Style Guide and Digital Toolbox will result in full loss of privileges to use the assets. Permission to use MarionMade! assets at one point does not prevent us from revoking permission later.

MarionMade! assets are provided "as is" and Marion Technical College disclaims any warranties either expressed or implied. By using the MarionMade! assets, you agree that Marion Technical College shall not be liable for any damages arising out of the use of the MarionMade! assets.

PART 1: GRAPHIC STANDARDS

THE LOGO

The logo comes in two styles: banner and stacked



More information about the font, colors, variations, and formats are described and explained in Part 2: Style Guide and Digital Toolbox.

THE TAGLINE

The tagline for MarionMade! is "We Are." As incorporated into the logo, it looks like this:



Do's & Don'ts

Do's:

- ✓ Do follow the guidelines found in this guide and all other terms and policies relating to the MarionMade! assets.
- ✓ Do follow all the terms of the trademark license agreement set forth in the Appendix, the terms of which are hereby incorporated into these guidelines.
- ✓ Do keep enough space around the logo so it appears clean and uncluttered.
- ✓ Do maintain the shape and proportion of the logo and tagline and reproduce assets at a legible size.
- ✓ Do request permission and execute a License Agreement when using MarionMade! assets.
- ✓ Do combine both words into one, use capital letters "M" in both words, and use an exclamation mark at the end when reproducing the logo in text. Example: MarionMade!
- ✓ Do use only MarionMade!-approved artwork when using the assets.
- ✓ Do seek co-branding opportunities with MarionMade!, but you must have permission and pre-approval of any use of the assets before co-branding.
- ✓ Do use words after the "We Are" tagline, but only in such a way that clearly and positively promotes pride in our community.
- ✓ Do use the logo and tagline in the unifying spirit for which they are intended: establishing, maintaining, communicating, and growing community pride in the Marion area community.
- ✓ Do let Marion Technical College know of any inappropriate use of the MarionMade! assets.
- ✓ Do seek prior review and approval of Marion Technical College if you have any doubt regarding the use of MarionMade! assets.

Don'ts:

- ⊗ Don't assert rights over the MarionMade! brand or assets whether by trademark registration, domain name registration, or anything else.
- ⊗ Don't modify the logo in any way, including its design or color.
- ⊗ Don't use the "We Are" tagline in any way that is, or might be perceived to be, negative or disparaging (as solely determined by Marion Technical College's management or board of directors) to the Marion area community.
- ⊗ Don't use trademarks, servicemarks, names, domain names, logos, or other content that imitates or could be confused or similar with MarionMade!
- ⊗ Don't use icons, images, or trademarks to represent MarionMade! other than what is found in these guidelines.
- ⊗ Don't use MarionMade! assets in a way that makes them the most distinctive or prominent feature of what you're creating.
- ⊗ Don't use MarionMade! assets in any way that features MarionMade! on materials associated with adult content, gambling, the sale of tobacco or alcohol to persons under twenty-one years of age, pornography, obscenity, illegal activities, or in any other way in which MarionMade! would be associated with a violation or law or a negative or undesirable message or activity (as solely determined by Marion Technical College's management or board of directors).
- ⊗ Don't display a MarionMade! asset in a manner that is, in Marion Technical College's sole opinion, misleading, unfair, defamatory, infringing, libelous, disparaging, obscene or otherwise objectionable to Marion Technical College.
- ⊗ Don't display MarionMade! assets on any materials or site that violates any law or regulation.
- ⊗ Don't incorporate MarionMade! assets into your own product name, service names, trademarks, logos, or company/organization names.
- ⊗ Don't use the assets in a way that is, or might be perceived as, favoring or promoting your business or organization over another business or organization in the Marion area community.

PART 2: STYLEGUIDE

HORIZONTAL LOGO

There are four basic variations of the horizontal MarionMade logo. These include:



Full color version using Pantone PMS and black



1 color solid version of the logo



greyscale version of the logo



1 color "knocked out" version in white (shown here surrounded by solid black)

STACKED LOGO

Similarly, there are four variations of the stacked MarionMade logo. These include:



Full color version using Pantone PMS and black



1 color solid version of the logo



greyscale version of the logo



1 color "knocked out" version in white (shown here surrounded by solid black)

AREA OF ISOLATION



The MarionMade logo should always be isolated by a minimum amount of white space to maintain separation between the logo and other elements (type, folds, other graphics, etc.) on all printed materials and applications. If possible, use more than the minimum white space to enhance presentation of the MarionMade! logo. The area of isolation is measured by the full height of the letter "o" in "Marion."



COLORS

The MarionMade logo official colors are red and black.

The specific red is CMYK 15-100-100-0.
In RGB, it is 210-35-42.

The black is standard black.

The logo, when printed or used full-/2-color, should always be these colors.



C = 15
M = 100
Y = 100
K = 0

R = 210
G = 35
B = 42

EXAMPLES OF USE

The MarionMade logo appears below in several variations. Examples illustrate correct and incorrect use.



CORRECT Correct colors, no alterations to logo.



INCORRECT The logo has been altered; a drop shadow has been added.



INCORRECT An element of the logo - the exclamation point - has been deleted.



INCORRECT The logo has been printed on a dark background.



INCORRECT The logo has been printed too close to another graphic element.



INCORRECT The logo has been printed in color(s) other than standard black and the specific red.

MarionMade!
We Are.

**Marion
Made!**
We Are.

MarionMade!
We Are.

MarionMade!
We Are **Community.**

TAGLINE

The MarionMade logo may be used with or without the tagline, "We Are." When used, the tagline should appear to the right of or below the MarionMade! logo, both horizontal and stacked styles.

Examples are provided at left.

The tagline should be in the font Berthold Akzidenz Grotesk. The "We" is bold condensed; the "Are." is condensed. Both are further condensed to 95% and kerned -10.

When used with the full-/2-color logo, **We Are.** may appear in all black or with the "We" in red and "Are." in black. The red is CMYK 15-100-100-0; black is standard black.

When the logo is used as 1-color (black) or greyscale, **We Are.** should appear in black only.

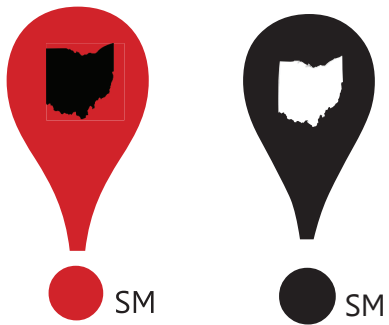
The "We Are." should never appear in the same size font as the MarionMade logo; it should always be smaller -- 75% the size of the logo (i.e. The capital letters "W" and "A" should be the same height as the lowercase letters in MarionMade!)

"We Are" may be followed by a blank line with an adjective or descriptive word or phrase following, as in the example at left. All adjectives and descriptive words/phrases must be positive statements about Marion, Ohio.

Use of negative words or phrases or those in bad taste, obscenities, or those of a similar negative or discriminatory nature is strictly prohibited and is grounds for the revocation of a user's license agreement, at the sole discretion of Marion Technical College.

When used with the full-color logo, the We Are appears in black and the descriptive word/phrase in red. When using the 1-color logo, all elements should be in black.

Note: The official font of MarionMade! is **Berthold Akzidenz Grotesk**. It is available open source. Lacking that specific font, the recommended substitute is Calibri, a common font installed by default on most Windows-based computers.



EXCLAMATION POINT

The MarionMade logo includes a customized exclamation point. Because there are towns named Marion in virtually every state in the Union, the exclamation point features a silhouette of the state of Ohio to reinforce that MarionMade! is about Marion, Ohio.

The exclamation point, as shown at left, is the full-color version (red point with black Ohio silhouette), and the 1-color (black point with white/clear Ohio silhouette).

The exclamation point can be used as a stand-alone graphic to represent MarionMade! It is the trademarked property of Marion Technical College and its use requires an executed license agreement.