UNION COUNTY

A HERITAGE OF GROWTH.

BRAND GUIDEBOOK
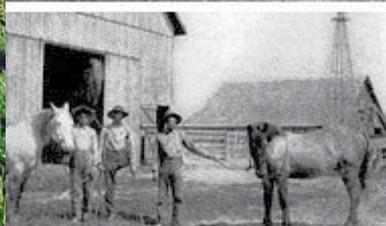developed by NOVELLA CREATIVE

BRAND STORY

UNION COUNTY WAS BUILT ON
THE IDEAL OF WORKING HARD
FOR A BETTER LIFE.

OUR HISTORY AND CULTURE
WERE FORGED FROM THE LAND...

AND ARE FOUND IN THE
ARCHITECTURE OF OUR
COMMUNITIES...

AND IN THE HEARTS
OF OUR PEOPLE.

OUR TRADITIONS
HAVE SHAPED OUR VALUES...

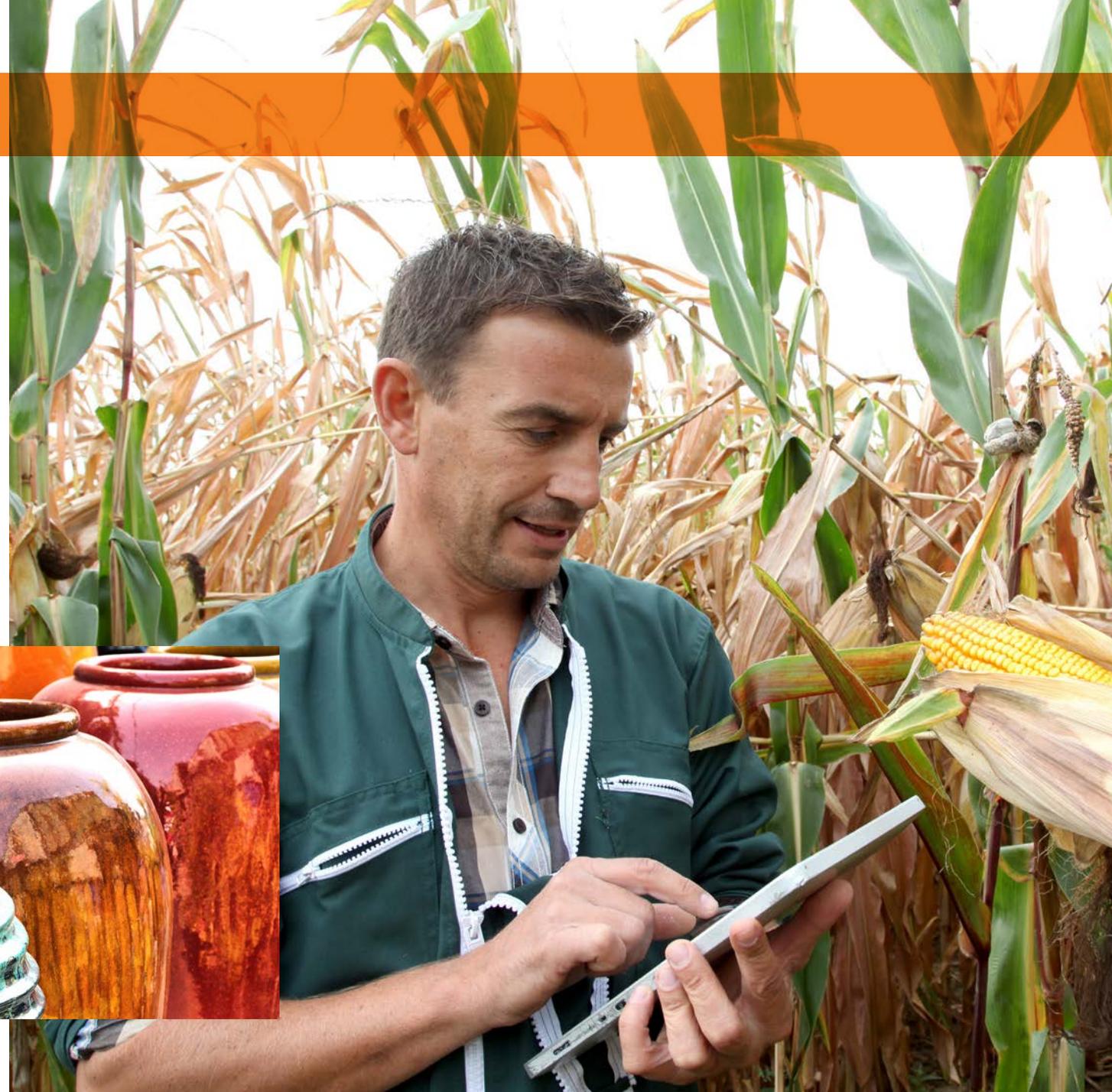AND AFTER WORK
WE MAKE TIME FOR PLAY.
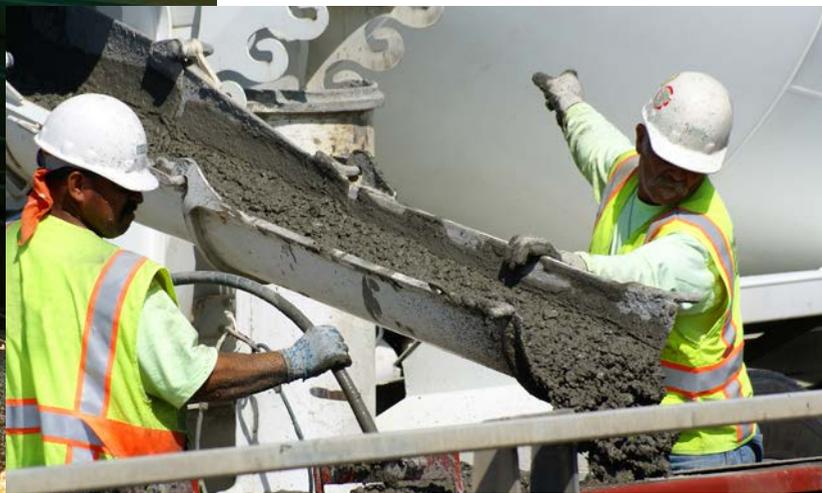
FROM THE LAND
WE LEARNED TO GROW THINGS...

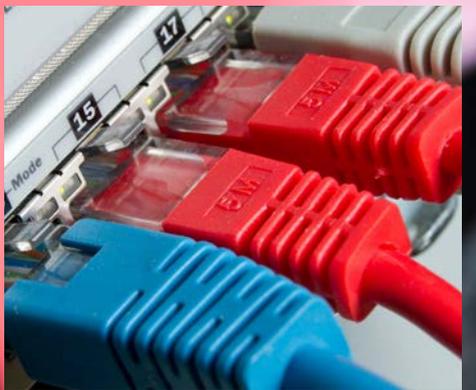LIKE COMMUNITIES FOR
INDUSTRY AND INNOVATORS...

FAMILIES, ARTISTS,
AND FARMERS.

TODAY WE ARE PLANTING
SEEDS OF OPPORTUNITY...

IN TECHNOLOGY,
JOBS, AND EDUCATION...

FOR FUTURE
ENTREPRENEURS, DOCTORS,
ENGINEERS, AND FARMERS.
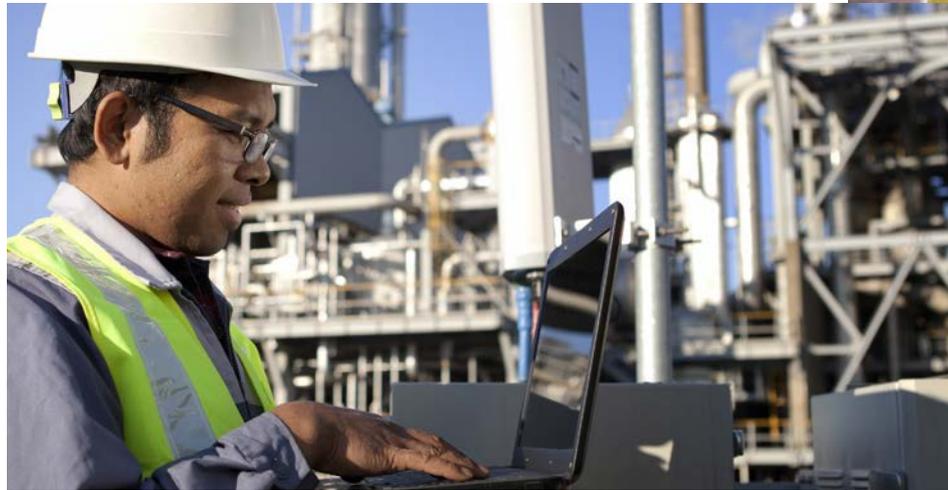
GROWTH IS OUR HERITAGE...

POSITIONING STATEMENT:

Built on a rich history forged from the land, Union County, Ohio offers many opportunities for growth. Businesses are encouraged to locate here in communities where families choose to raise their children and people are proud to live. Growth is our heritage. Grow with us.

IDENTITY SYSTEM

LOGO COLORS TYPOGRAPHY PHOTOGRAPHY

UNION COUNTY MASTER LOGO

MONOCHROME LOGO

B&W LOGO

ALL LOGOS should have a Minimum Proportional Clear Zone of a single "x" height of the "N" in Union.

Give our brand room to stand out!

DO NOT:
- **Use MASTER LOGO without the "grow with us"tag line**
- Change colors of color logos
- Skew or morph shape
- Rotate or change direction
- Add dropshadows while or other effects!

SERVICE-SPECIFIC VERSIONS

Service versions a**re available in multiple color and b/w formats. Usage guides apply to ALL service versions.**

WITHOUT TAG:
Service versions may be used without the "grow with us" tag line when used for Internal communications and business cards (see collateral section). The tag line should be present on ALL External communications.

INTERNAL   EXTERNAL

PROPER USAGE EXAMPLES

LOGOS should be used in color whenever possible. However, they can be reversed out on any given color background and/or photographs. This is especially true in co-marketing promotions where Union County is not the primary brand.

ALWAYS ON WHITE!
Full color usage of the Union County Logos must ALWAYS appear on WHITE and NEVER on a colored background! DO NOT CHANGE COLORS ON MASTER LOGOS. Only use monochrome version when reversing out of a color or using an alternate color in co-marketing promotions.

GOOD   BAD   BAD   CO-MARKETING ONLY

PLEASE SEE THESE PROPER USAGE EXAMPLES OF OUR LOGOS:

DROPSHADOW "OKAY" when reversing out from photo.

UNION COUNTY COLORS

White is a primary brand color and should have a strong presence in our marketing materials. White space is GOOD.

WHITE	PMS: 116	PMS: 363	PMS: 382	PMS: 151
	c: 00	c: 74	c: 29	c: 00
	m: 18	m: 24	m: 00	m: 60
	y: 100	y: 100	y: 100	y: 100
	k: 00	k: 09	k: 00	k: 00

TRANSPARENCIES

Transparencies are utilized for "growth bars" on our collateral pieces. These are accomplished by using ONLY our brand colors on WHITE and setting them to "multiply." Allow for some overlap to organically create the transition tones.

TYPEFACES

DISPLAY FONT:

TRADE GOTHIC LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TRADE GOTHIC BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ALWAYS IN ALL CAPS for headlines and title bars, etc.

TEXT FONT:

Halis Grotesque Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

+ Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Halis Grotesque Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

+ Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Halis Grotesque Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

+ Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Halis Grotesque has been chosen as our text font for its clarity and versatility.
Used in light, regular, and bold + italics it is the primary font for body copy, quotes, etc.
A tracking setting of -25 is recommended for spacial balance.

UNION COUNTY PHOTOGRAPHY

Photography should be used with the following concepts in mind:

Honesty – Choose positive subjects shown in a straightforward manner. Show real people, not models. Show real moments, not contrived poses.

Clarity – Our images should be fresh and distinctive with an eye towards clear and contemporary lighting.

Metaphors – Our images should always tell a story. This will help to ensure our brand shines in content as well as style!

Color Photography is preferred, but B&W images may be used in instances of B&W print ads, internal forms, fliers, etc.

We use a mixture of original photography and stock imagery to create our communications.

AVOID using snapshots in promotional materials. These photos are more suited to social media, email communications, etc.

Utilize resources for authentic images of events and persons whenever possible.
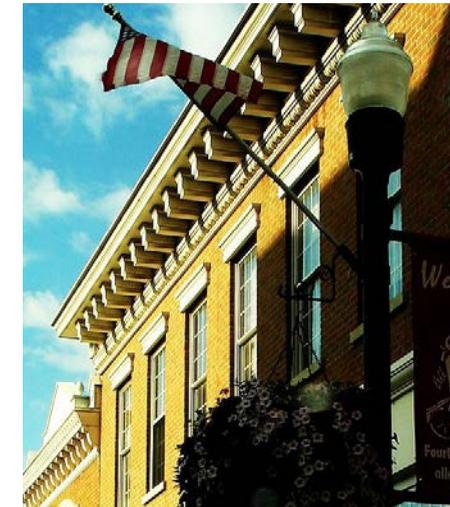
Real Moments
To Pull People In.

Ethnically
Diverse People.

Environments
With Character.

Multi-generational Images
Reflect Our Population.

Big Personalities!

Tell Our Brand Story
Through Authentic Moments.

Real People, Not Models.

COLLATERAL

STATIONARY & POWER POINT

Consistent communications convey a unified voice and presence which contributes to the overall strength of our brand.

Our marketing collateral is the best place to see all elements of our brand working together.

From voice to visual language, all aspects provide our audience with the experience and story of the Union County, Ohio brand.
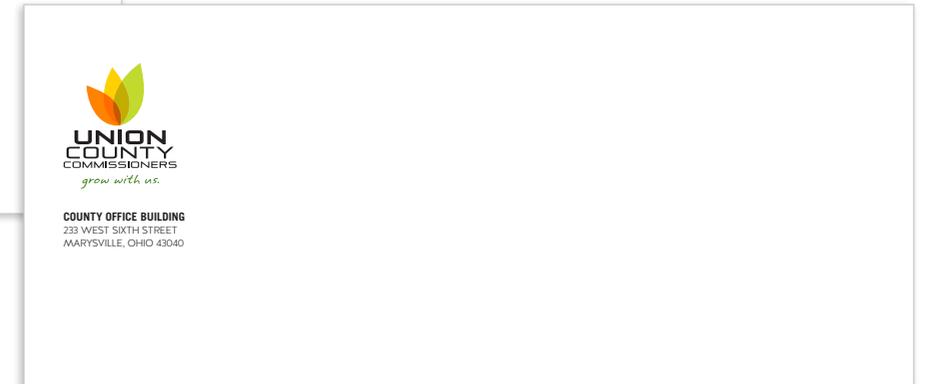
CHARLES HALL
COUNTY COMMISSIONER

chall@co.union.oh.us

800.258.3012
P 937.645.3012
F 937.645.3002
WWW.CO.UNION.OH.US

UNION COUNTY
COMMISSIONERS

COUNTY OFFICE BUILDING
233 WEST SIXTH STREET
MARYSVILLE, OHIO 43040

Service Version Logos without the "grow with us" tag line are featured on the front of all business cards.

UNION COUNTY
OHIO

grow with us.

Cards should ALWAYS feature the Master Logo on the back.

The Master Logo delivers the brand story and serves as a great introduction to our county!

STEVE STOLTE
COUNTY COMMISSIONER

sstolte@co.union.oh.us

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P 937.645.3012
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BUSINESS CARDS

TOUCHPOINTS

PRINT ADS

Print ads in the right publications are ideal for making appeals to our audiences.
The voice of the copy should carry the positioning and reinforce our message of growth.

Our brand can be humorous and aspirational. It should ALWAYS be positive.
Promotions MUST speak to the growth opportunities within our county and its communities.

POSTERS

Posters are a great way of showcasing the visual aspects of our brand and for providing easy access to our messages of growth and opportunity!

WE'RE RAISING FAMILIES.

AND **YOUR EXPECTATIONS.**

Union County has a heritage of growth. We're planting seeds of opportunity today by making investments for the future to build strong communities for industry, innovators, entreprenuers, and families.

Growth is our heritage.

UNION COUNTY
OHIO

grow with us.

Find us on
facebook

COUNTY OFFICE BUILDING
233 WEST SIXTH STREET MARYSVILLE, OHIO 43040
WWW.CO.UNION.OH.US

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WEB & SOCIAL MEDIA

Social media is an ideal platform for our messaging to reach many of our targets "where they are." Consistency and relevance of content should be hallmarks of our online brand presence.

Facebook is a strong channel for connection with solid analytics.

Other platforms should be considered based on their ability to reach our audience and effectively communicate our message of growth and opportunity.

Our website should follow our branding in both graphics and messaging.
It is vital we emphasize our positioning and keep ALL of our communications on-brand.

SWAG

Our logo can be placed on a variety of products to spread our message. Consideration should be given to each touchpoint and its audience.

EXAMPLES:

• Natural Fiber Shopping Bags

• Car Decals

• Coffee Mugs

• And More...!

SAMPLE OF **CO-BRANDED**
COMMUNITY
PROJECTS...

CO-MARKETING OPPORTUNITIES

A color Master Logo or Service Version can be used as a signature on co-branded promotions as seen in the above example.

Master or Service Version Logos can be used in a single given color to create cohesion in co-marketing pieces.

THANK YOU.