BRAND GUIDELINES

Visual Identity Style Guide

TROY, ALABAMA
Go Local
ESTD. 1843

WELCOME TO *Go Local* VISUAL GUIDELINES

This document is here to guide you through the basic elements of our visual identity system and explain how we use them to build our brand. Understanding and adhering to these guidelines will be essential for maintaining a consistent, unforgettable, and meaningful experience for the residents of Troy and visitors of Go Local.

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LOGOS

Go
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OUR LOGOMARK

This is our brand's core identifier! This logomark means Go Local and Go Local means this logomark. We are an LLC that is professional, responsive, knowledgeable, local, and trustworthy which is exemplified in the five colors radiating inside the square. This logomark should be used wherever the main logo lockups cannot fit.

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LOGO LOCKUP

Here are the two logo lockups! This slide shows how the different ways your logo can be locked up in slightly different formats.

These lockups can be used interchangably, however, the top lockup requires more space than the top.

HORIZONTAL
LOGO LOCKUP

This is the horizontal logo lockup. This particular orientation of our logo is to be used in places with ample horizontal room and limited vertical room such as billboards, page headings, or certain signage.

CO-BRANDING

Co-branding clearspace ensures that both logos in a partnership are displayed clearly and maintain their integrity. By establishing a dedicated amount of space around each logo, co-branding guidelines prevent overlap or clutter, allowing each brand's identity to stand out. Clearspace rules ensure that both logos are visually balanced and aligned, reinforcing the collaboration while preserving the individual brands.

Both our lockups and symbol can be co-branded. To define the clearspace between the logo partnerships, simply dupilcate our clear space and place it next to our logo.

WORDMARK CO BRANDING
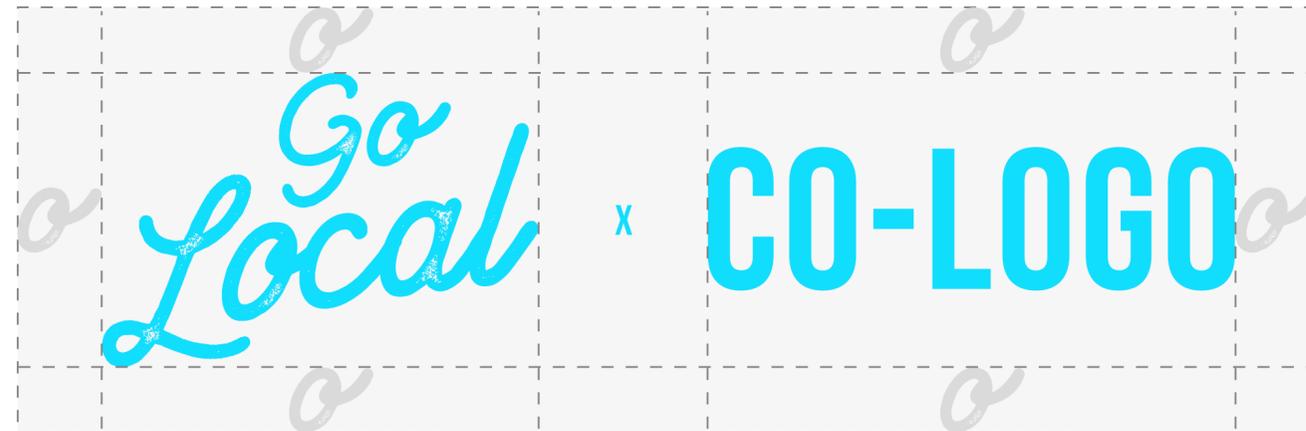
Logo Clearspace doubled to define co branding clearspace.

SYMBOL CO BRANDING

Logo Clearspace doubled to define co branding clearspace.

ALL LOGO LOCKUPS

This page shows all the ways our logo and it's variations can be used! Everything from the logomark to lockups, each logo is a part of the Go Local brand and has the integrity to stand on its own.

LOGO COLORS

Our Logos must only be colored in our Primary colors, White, and Black. Please see the next few pages for more indepth Brand color info.

Where the logo absolutely cannot be printed in our brand colors, or for certain accesibility with digital use, black and white may be used if needed, but only for one off circumstances.

LOGO DONT'S

Our Logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the Logo in any way. Its orientation, color, and composition should remain as indicated in this document.

To illustrate this point, some of the more likely mistakes are shown on this page. These rules apply to all elements of the Logo including the logomark and all versions of the Lockups.

This list is meant for illustrative purposes, and should not be considered an exhaustive list of mistakes.

Do not squash or stretch our logo.

Do not outline our logo.

Do not rotate our logo.

Do not use non-approved colors on our logo.

Do not remove elements of our logo.

Any kind of text

Do not let any elements obstruct our logo.
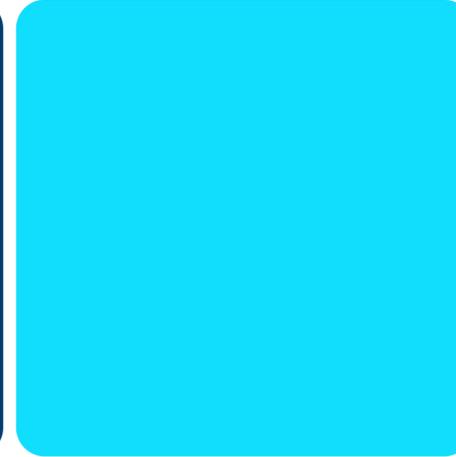
Go Local

COLORS

Go
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BRAND COLORS

Our brands color palette establishes a cohesive and recognizable visual identity for Go Local. Consistent use of our specific colors across all of our materials helps evoke the right emotions, reinforces brand messaging, and enhances brand recall. It ensures that our brand's look remains uniform across various platforms, from digital to print, creating a strong and memorable association with the brand.
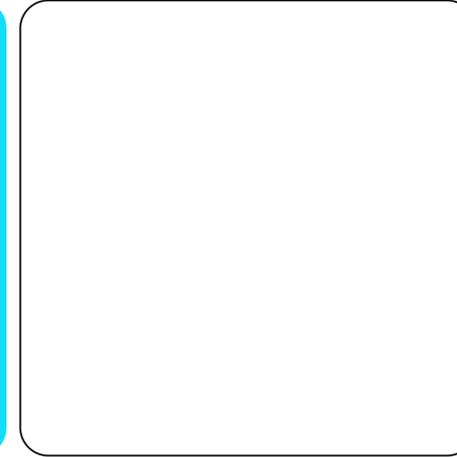
PRIMARY COLORS

City of Troy Blue
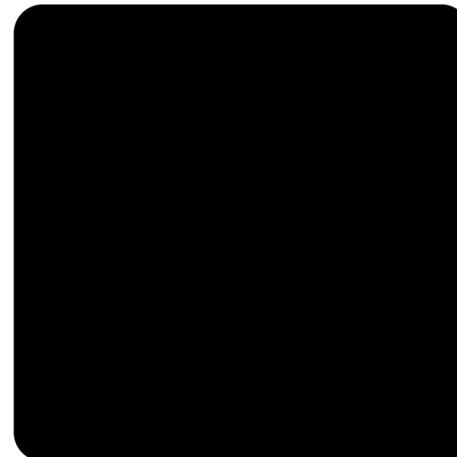HEX 003451
RGB 0, 52, 81
CMYK 100, 77, 43, 38
PANTONE 2189 C

Go Local Blue
HEX 2C7293
RGB 44, 114, 147
CMYK 84, 48, 28, 3
PANTONE 2150 C

White
HEX FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

SECONDARY COLORS

Black
HEX 000000
RGB 0, 0, 0
CMYK 0, 0, 0, 0
PANTONE Black 6 C

Troy City Gold
HEX 11537A
RGB 17, 83, 122
CMYK 95, 67, 31, 13
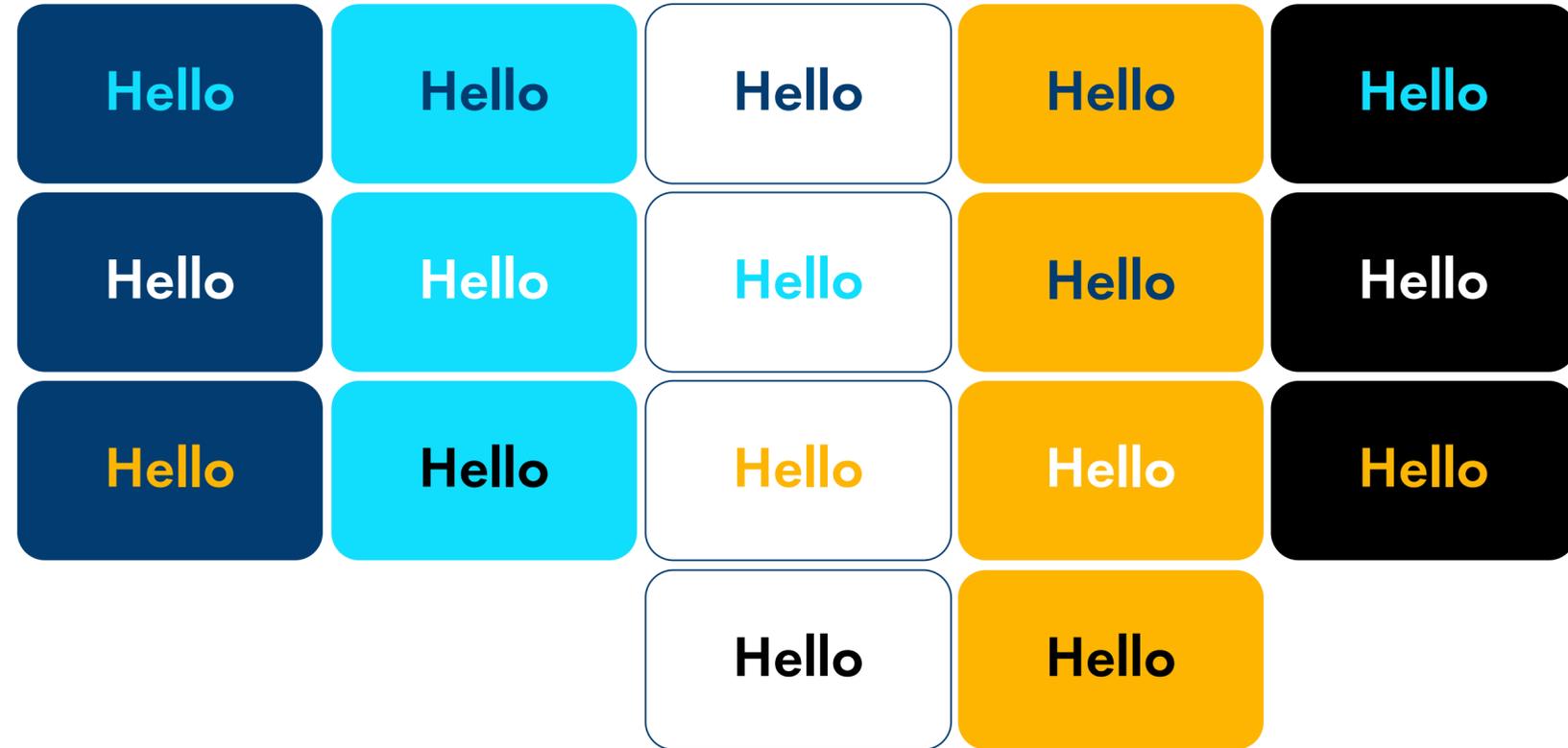PANTONE 7700 C

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COLOR PAIRINGS

When using our brands colors, those shown on the top right are the correct pairings. This is for text and supporting elements.

Underneath are examples of colors that should NOT be paired as they do not create enough contrast and therefore become difficult to make out.

Do NOT introduce any colors outside of our color palette under any circumstances.

CORRECT USAGE

Hello	Hello	Hello	Hello	Hello
Hello	Hello	Hello	Hello	Hello
Hello	Hello	Hello	Hello	Hello
		Hello	Hello	

INCORRECT USAGE

Hello	Hello	Hello	Hello

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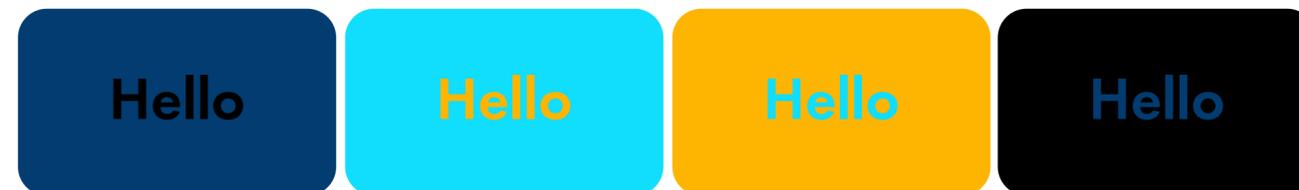
COLOR SCHEMES

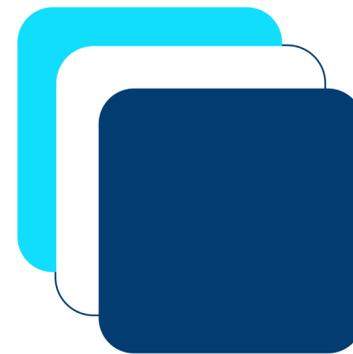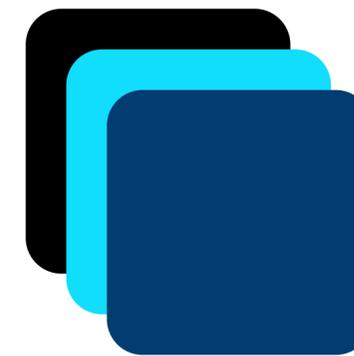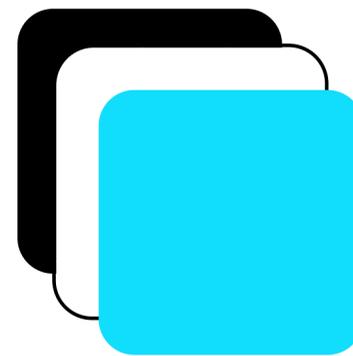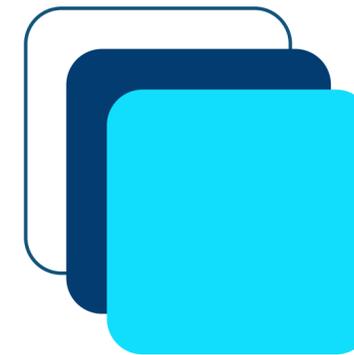Here are some examples of suggested color schemes you can use when creating graphics, social media content, marketing materials, or posters for Go Local.

Refer back to page 15 Color Pairings if your not sure on what colors work and do not work.

Background Color
Typography Color
Decorative Color

TYPOGRAPHY

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PRIMARY TYPEFACE

Go Local's primary typeface is Bebas Neue. It is a bold typeface that is classic, profesional, and readable. This typeface should only be used for titles, headings, and subheadings, not body copy.

Miller Display has several font weights allowing for ample variation when designing media for our brand.

BEBAS NEUE

DISPLAY, HEADINGS, TITLE, SUBHEADINGS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?@£><

THIN   AA BB CC

REGULAR   AA BB CC

BOLD   AA BB CC

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SUBHEAD TYPEFACE

Brandon Smith Stamp is to be used for longer blocks of text due to its simplicity and readability.

This typeface also comes in many font weights which allows for creative choices like highlighting certain words by using bolder or italic fonts.

Brandon Smith Stamp

Subhead and accent text

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?@£><

Regular

Aa Bb Cc

Go Local

BODY COPY TYPEFACE

Peridot PE Regular is to be used for longer blocks of text due to its simplicity and readability.

This typeface also comes in many font weights which allows for creative choices like highlighting certain words by using bolder or italic fonts.

Peridot PE

Body and paragraph

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?@£><

Regular

Aa Bb Cc

SemiBold

Aa Bb Cc

Heavy
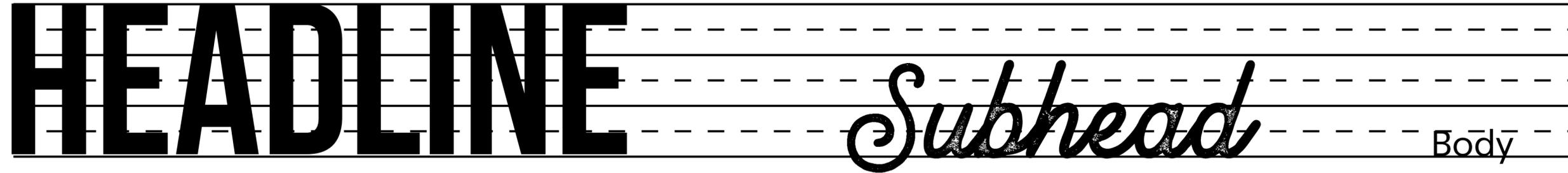
Aa Bb Cc

HEADLINE *Subhead* Body

TYPESIZE
RELATIONSHIP

When creating layouts using both typefaces, clear hierarchy can be established by making sure subheadlines are no larger than 33% of the ascender height of the headline, and body copy is no larger than 50% of the cap height of subheadlines.

HEADLINE

Subhead goes here

Go Local CPA, LLC provides services like accountancy, tax advisory, bookkeeping, and consulting all while staying local, being responsive, professional, knowledgeable, and trustworthy.

ENQUIRE NOW

BEBAS NEUE
BOLD — — — — — — — — —

*Brandon Smith
Stamp* — — — — — — — —

Peridot PE
Regular — — — — — — — — —

BEBAS NEUE
BOLD — — — — — — — — —

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TYPESIZE OVERVIEW

You can see the hierarchy of how our typefaces should be used. Our primary heading typeface should never be overused and not too many words in length as this is a display typeface. Using the primary typeface with a thinner weight on subheadings can do the rest of the heavy lifting. The body copy fonts will be used for small, medium, and large bodys of text.

This hierarchy must be present across all our print and digital materials.

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DISPLAY LEADING & TRACKING

Spacing can make or break our headings. Leading refers to the amount of space between each line of text. Tracking refers to the space between each letter. It is very important that you use the correct leading and tracking on our primary typeface so it looks correct for our brands visuals; using the incorrect units can make it look unreadible and unprofessional.

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Correct Tracking & Leading

GO LOCAL
TROY, ALABAMA

Incorrect Tracking

GOLOCAL
TROY,ALABAMA

Incorrect Leading

GO LOCAL

TROY, ALABAMA

Incorrect Leading & Tracking

SOCIAL MEDIA

Go Local

**SHOP SMALL
SHOP LOCAL
SHOP *Troy***

Go Local Troy
5K likes   3K followers

Go Local Troy

Following   Message

100 following   3k followers

SOCIAL MEDIA EXAMPLE

These are examples of social media profile pictures and headings. For places like Instagram, Facebook, and LinkedIn, the main logo lockups won't fit into a profile picture or are too complicated to be viewed at such a small scale. This is a perfect application for the logomark. The simplicity and professionalism of a logomark in the profile picture and an interesting profile banner is unmatched.

All of Go Local's social media outlets should feel similar in how the profile picture and profile banners are treated.

ASSETS

ICONOGRAPHY

Go Local has a small set of icons to accompany the brand. To continue the themes of postcards and travel, Go Local incorporates two mailbox icons, a flag with the logo on it, and an old-fashioned mail plane towing a Go Local banner.

These are not to be used as the main illustration when designing a graphic, but could be used as small stickers, fun accents, or even in a pattern.

ADDITIONAL INFORMATION

REMINDER

To ensure consistency and maintain the integrity of our brand, it is essential that all the new brand assets and communications strictly follow the guidelines outlined in this document. These guidelines include the correct usage of our logo, typography, color palette, and imagery. Deviating from these standards can weaken the brand identity and message. Therefore, we kindly request that you review and adhere to these guidelines in all materials. If you have any questions or require clarification, please contact Studio 207 for assistance.

CONTACT

If you require any assistance please contact the designer of the brand and the creator of this brand guidelines document. Details are below.

Studio 207
info@studio207.design

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THANK YOU!

And always refer back to this document.