



**NORTON
SHORES**

IT'S IN OUR NATURE.

BRAND
GUIDELINES





“IDENTITIES ARE THE
BEGINNING OF EVERYTHING.
THEY ARE HOW SOMETHING
IS RECOGNIZED AND
UNDERSTOOD. WHAT COULD
BE BETTER THAN THAT?”

Paula Scher

Paula Scher is an American graphic designer, painter and art educator in design, and the first female principal at Pentagram, which she joined in 1991.

THIS IS A GUIDE TO THE BASIC ELEMENTS THAT MAKE UP OUR BRAND. IT WILL HELP YOU KEEP OUR BRAND CONSISTENT.

Contents

04	LOGO	Rationale Construction Color Treatment Exclusion Zone Minimum Size
08	COLOR	Primary Palette Application
09	TYPOGRAPHY	Print Online Style
10	STYLE GUIDE	Supporting Graphics
11	PHOTOGRAPHY	Photographic Style
12	BRAND MESSAGE	Brand Story Brand Promise UVP Tagline
13	CHECKLIST	

What is a Brand Identity?

Each brand has its own visual thumbprint that represents the values, services, ideas, and personality of an organization. It is designed to increase recognition and build perceptions of the organization in its chosen marketplace.

A brand identity needs to be graphically represented and usually includes elements such as logos and supporting graphics, color palette, typography, and photography choices. Within the brand guidelines are examples to help you visualize how a brand should be depicted across various visual media.

Why use these guidelines?

Our community needs to manage how its brand is represented across all visual media in various situations.

The identity system in this document has been created to fulfill this purpose, and the guidelines herein explain how to correctly depict and embody our brand ethos consistently across different applications and in various markets to maintain the integrity of the City of Norton Shores brand.



OUR LOGO IS VERY PRECIOUS TO US. WE TOOK OUR TIME DEVELOPING OUR BRAND, SO PLEASE BE NICE TO IT.

Rationale

Our logo was developed with versatility in mind to compliment Norton Shores' truly unique location with its variety of natural beauty, activities and attractions.

The main icon is a graphical motif representing Norton Shores' main attraction, Lake Michigan. The supporting family of logos are intended to be used to represent some of the many other attractions Norton Shores has to offer.

Construction

The logo mark and typography are balanced, clean and classic.

The supporting typeface and collateral are clean and minimalistic to give the brand a fresh new look and feel.

Color Treatment

There is one preferred full-color option for all logos shown here. These logos should be used whenever possible.

01

This main version of the logo is the preferred version for all printed collateral including all print publications, advertising, billboards, posters, fliers, and product packaging.

02

These supporting family of logos are to be used when promoting specific events or themes such as biking, camping, dunes, hiking, nature or kayaking.

THE LOGO



EXCLUSION ZONE

The minimum exclusion zone margin for our vertical and horizontal logo is based on the dimensions of the letter “N” in the word NORTON.

With all logos, a clear-space must be maintained on all sides.

On all sides, the exclusion zone should be measured from the farthest edge of the logo. No element, other than our tagline, may encroach on this space.



MINIMUM SIZE,

Logos must not be reproduced at a size smaller than .75" in height to ensure optimal legibility.



0.75 in.



WE WANT TO LOOK GOOD ALL THE TIME, SO TAKE TIME TO CONSIDER HOW TO APPLY OUR LOGO.

We don't want to come across all doom and gloom, but there is a right way and a wrong way to present our logo.

01 Space around the logo

Always leave the logo some space to breathe. Try to use white or neutral backgrounds.

02 If you have to...

If it's unavoidable to sit the logo on a color or a photo, use the negative logo.

03 Not right

Do not rotate the logo.

04 Color clash

Do not place the logo on the wrong colors or on a competitive image background.

05 Not good

Do not change the logo lockup by moving the order of the elements to another order or by changing the size relationship between the icon and the text.

06 No thanks

Do not add embellishments like drop-shadows, embossing, etc. to the logo.

07 Don't do it

Do not change or alter the font in any way.

01



04



02



05



03



06



07



SAY HELLO TO EVERYONE IN THE FAMILY. IF YOU CAN'T FIND IT HERE, WE DON'T WANT YOU TO USE IT.

The Norton Shores logo library includes a main logo along with a family of alternative versions.

While the main sun and water motif option is the preferred logo, other logo options may be used for promoting various events and/or activities when appropriate. Icons used alone are acceptable if supporting brand content is accompanied.

Acceptable variations of the logo include the following lockups: full color, color reverse, white, black





OUR COLORS DEFINE OUR BRAND. WE'RE BOLD, BRIGHT, AND FULL OF LIFE.

Our color palette includes a rich variety of colors to encompass all that Norton Shores has to offer. Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette. There are a variety of blended Pantone mixes, and in most cases, printing in CMYK is preferred.

Also included are the references for CMYK, RGB, and HEX values for consistency across different media. Where possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is to be used digitally.

Color Palette



pantone 157 C
cmk 0 : 40 : 71 : 0
rgb 236 : 161 : 84
hex # ECA154



pantone 143 C
cmk 0 : 27 : 85 : 0
rgb 241 : 180 : 52
hex # F1B434



pantone 709 C
cmk 0 : 73 : 32 : 0
rgb 239 : 96 : 121
hex # EF6079



pantone 2158 C
cmk 65 : 35 : 10 : 8
rgb 92 : 130 : 165
hex # 5C82A5



pantone 2150 C
cmk 78 : 38 : 8 : 12
rgb 54 : 116 : 157
hex # 36749D



pantone 2150 TINT 1
cmk 47 : 23 : 5 : 7
rgb 126 : 161 : 196
hex # 7ea1c4



pantone 2150 TINT 2
cmk 28 : 14 : 3 : 4
rgb 173 : 192 : 216
hex # adc0d8



pantone blend 1
cmk 0 : 34 : 81 : 0
rgb 252 : 178 : 73
hex # FCB249



pantone blend 2
cmk 0 : 41 : 77 : 0
rgb 250 : 165 : 81
hex # FAA551



pantone blend 3
cmk 0 : 48 : 68 : 0
rgb 247 : 153 : 95
hex # F7995F



pantone blend 4
cmk 0 : 55 : 65 : 0
rgb 246 : 141 : 97
hex # F68D61



pantone blend 5
cmk 0 : 59 : 59 : 0
rgb 245 : 134 : 103
hex # F58667



pantone blend 6
cmk 0 : 73 : 36 : 0
rgb 242 : 107 : 124
hex # F26B7C



pantone blend 7
cmk 0 : 65 : 47 : 0
rgb 243 : 123 : 116
hex # F37B74

TYPOGRAPHY IS THE BACKBONE OF DESIGN. GETTING IT RIGHT IS PARAMOUNT.

Typefaces. Print.

Our brand typeface is Acier Bat Text Solid. This full font family comes in one weight and should be used for headline purposes only. It has excellent legibility characteristics in its letterforms.

Source Sans Pro should be used for any supporting body copy when possible.

Typefaces. Online.

When technology allows for it, Source Sans Pro should be used in any web applications. The default fall-back corporate font is Open Sans, which should be utilized to ensure acceptable degradation when Source Sans Pro is unavailable.

Typography. Style.

Text for correspondence and publications should preferably be set in upper- and lower-case and flush left with ragged right. UPPERCASE styling is best for headings.

Headline Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
(.,:;!E\$&@*) 0123456789

// ACIER BAT TEXT SOLID

Supporting Headline Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
(.,:;!E\$&@*) 0123456789

// ACIER BAT TEXT GRIS

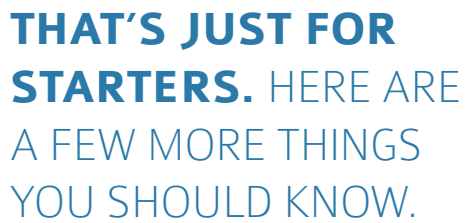
Body Copy Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!E\$&@*) 0123456789

// Source Sans Pro - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!E\$&@*) 0123456789

// Source Sans Pro - Light



Graphic elements derived from the logo are valid for use as stand-alone support graphics, provided they are not used in place of the complete logo.

Large, distracting banners and graphics (such as ribbons and arrows) should not be used as they only serve to lessen the quality and values of our brand.



AUTHENTIC IMAGES LOOK REAL, RELATE TO YOUR MESSAGE, AND EXPLORE EVERYDAY LIFE.

Photographic Style

As an overall theme for the photographic style of our brand, we suggest that photography be based on nature, family and outdoor activities to make the best connection with our audience. Stock photography is not recommended to represent Norton Shores.

All photography used must be of high quality, regardless of whether they are black and white or color. Images need to be clean, crisp, and in focus, and should contain subject matter relevant to our audience. Artistic composition also needs to be considered to avoid 'snapshot' style imagery.





BRAND MESSAGING CONNECTS YOUR BRAND WITH YOUR AUDIENCE. IT'S WHAT MAKES PEOPLE RELATE TO YOUR BRAND BY INSPIRING, PERSUADING, AND MOTIVATING THEM.

Brand Story

Norton Shores is a city located along the coast of Lake Michigan. Some would call us a bedroom community, a suburb that people come home to after work, or a place that you drive through on your way to somewhere else.

But look a little closer and you'll find that Norton Shores is a truly unique place.

We're home to some of West Michigan's most stunning parks and beaches. Sugary sand shorelines perfect for a swim, a paddle, a stroll and a sunset, and wooded paths and trails perfect for unplugging and reconnecting with the outdoors.

We're home to homes. Big homes, small homes, and in-between homes. Norton Shores is a place where people and families can relax and enjoy life, enjoy safe neighborhoods, friendly neighbors, first-rate schools, and a wealth of employment opportunities from retail to manufacturing and everything in-between, all within a short drive to an abundance of shopping and great places to eat and be entertained.

Norton Shores isn't a big city, and we're okay with that. What we are is a city that cares for its residents and takes pride in providing a wonderful quality of life, a city full of natural beauty and recreation, a city that's open for business and for welcoming new businesses.

Beautiful, safe, comfortable, and convenient. Norton Shores is the good life—It's in our nature.

Brand Promise

The quality of life that we offer in Norton Shores is second-to-none. Located along the picturesque shores of Lake Michigan, our beaches and parks offer a wealth of recreation and relaxation options year-round. When coupled with our safe, friendly, and affordable neighborhoods, great schools, employment opportunities, and our dining, shopping, and entertainment choices there's nothing quite like it. Take a closer look at Norton Shores, and you'll find that it's a pretty special place. Welcoming, relaxing, and enjoyable—it's in our nature.

Unique Value Proposition (UVP)

Norton Shores is a city nestled along the shoreline of Lake Michigan. Our mix of natural beauty and recreation along with safe, affordable, and welcoming neighborhoods provide an outstanding quality of life for our residents and an enjoyable experience for our visitors.

Tagline

It's in our nature.

It's clear that one of Norton Shores' greatest assets is its natural beauty, parks, and outdoor recreation opportunities. When asked what makes Norton Shores a wonderful place to live and work, the answer is "It's in our nature." This tagline takes on a double meaning when paired with other traits that make Norton Shores unique and highlights the personality and values of the city and its residents. For example:

Friendliness. It's in our nature.
Neighorly. It's in our nature.
Hard working. It's in our nature.
Adventurous. It's in our nature.

BEST TO HAVE A CHECKLIST. THEN YOU KNOW THAT YOU HAVE DONE EVERYTHING RIGHT.

The Checklist

01 The Logo

Only use logos that are complete and in an appropriate version, created from original digital artwork. Please check that you have respected the minimum size and exclusion zone requirements.

02 Backgrounds

The logo should not appear on a color background or cluttered images without being reversed out.

03 Graphics

Check that any supporting graphics or graphic elements do not marginalize, obscure, or overpower the Norton Shores logo.

04 Typography

Check that our typefaces have been used appropriately where applicable.

05 Design

Be sure to provide these guidelines to third parties or collaborating partners.

A final thought.

If in doubt, take a look back through this document, all the answers are here.

We don't ask for much, just a little love and respect for our branding, which is why we think we've created a flexible system that won't stifle your creativity.

Give it your best shot.

**THIS DOCUMENT MAY BE MADE AVAILABLE
IN ALTERNATIVE FORMATS ON REQUEST.
PLEASE CONTACT OUR MARKETING PARTNER
FOR FURTHER DETAILS.**

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