

Be Local ... Buy Local!

Northfield Area Chamber of Commerce
and Northfield Downtown Development Corporation's

Be Local ... Buy Local Campaign
Identity Standards Manual

TABLE OF CONTENTS

INTRODUCTION	1
OVERVIEW	2
GENERAL COMMENTS	3
LOGO USAGE	4
COLOR PALETTE	6
TYPEFACE	7
VARIATIONS	8

The objective of the Be Local ... Buy Local (BLBL) brand is to make a strong presence and inspiring message for a community-wide buy local campaign in the Northfield area.

This Identity Standards Manual provides guidelines on the use of the logo and variations of it. This document is work in progress. Following agreed upon guidelines will ensure the integrity of this campaign and help the public to easily identify with the brand and its key messages.

LOGO RATIONALE

The Be Local ... Buy Local logo visual represents the brand's image of a combined effort between two major business groups in the Northfield area (the NDDC and the Chamber). The message is "Be" local then "Buy" local. By simply connecting the two with an ellipsis it gives the reader a moment to pause and think about applying it other ways -- individually, in a group, organization or business throughout the city and surrounding area. This increases its value by personalizing it to different interests and activities.

BRAND CHARACTER/TONE

The light orange and blue were chosen for their brightness to exhibit fun and to draw excitement. The font, purposefully plain, expresses the simplicity of the message, yet has a strong, contemporary feel making it easy for any business to work with. The logo encourages interpretation, but in the end is empowering and a move to action!

COPYRIGHT

The BLBL logo is owned jointly by the NDDC and Northfield Area Chamber. The logo is not copyrighted, registered or trademarked at this time and will not be unless there becomes a need.

APPROVAL PROCESS

For the integrity of the campaign it's important to have proper guidelines in place to ensure the brand is adhered to.

The logo suggests the message is open to interpretation and the NDDC and Chamber wish to encourage that exploration, but approval is needed on each new variation from a designated representative of these two groups for use publicly throughout the city and surrounding area.

LOGO USAGE

CORRECT LOGO USAGE

The BLBL logo should be placed without distortion and without slants.

COLOR APPLICATION

Be Local ... Buy Local!

BLACK-AND-WHITE APPLICATION

Be Local ... Buy Local!

MINIMUM SIZE

Be Local ... Buy Local!

— 1 inch —

NO SLANTS



CLEAR FIELD

Be Local ... Buy Local!

LOGO USAGE CONT.

BLBL LOGO AS SHOWN WITH DESCRIPTIVE TEXT



Be Local ... Buy Local!

**Visit: www.northfieldchamber.com
Click on the "Be Local ... Buy Local!" icon to find out more.**

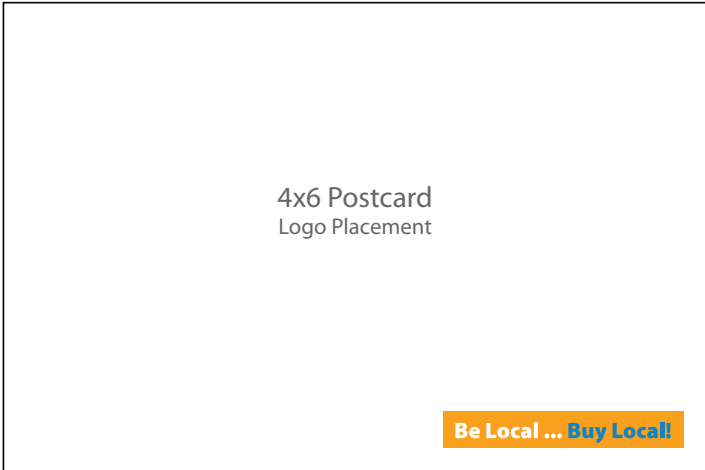
BLBL LOGO FOR WEB SIDE BAR USE



Be Local ...

(see BLBL Web site page for further logo options and HTML code to link logos to site page at <http://www.northfieldchamber.com/>)

LOGO PLACEMENT ON DIRECT MAIL PIECES AND ADS



4x6 Postcard
Logo Placement

Be Local ... Buy Local!

COLOR PALETTE

ORANGE

Pantone: 143 U
CMYK: 0,35,85,0
RGB: 251,176,63

BLUE

Pantone: Process Blue U
CMYK: 100,10,0,10
RGB: 0,147,208

BLACK-AND-WHITE

Black: 100%
Grey: 40% black

TYPOGRAPHY

Myriad Bold is used as the logo font

Others:

Myriad Roman

Myriad Italic

Myriad Bold Italic

Myriad Pro family

Myriad Pro Light Condensed

e.g. Localmotive (spin-off product of BLBL campaign)

Georgia - body text on BLBL webpage

MAIN LOGO

Be Local ... Buy Local!

SAMPLE VARIATIONS (see approval process page 3)

Be Local ... Shop Local!

Be Local ... Rock Local!

Be Local ... Eat Local!

- OR - simply suggest in the title and text your local angle and put the original orange BLBL logo by it. (Applies to blog entries, articles, ads, etc.)

Different logo variations used online could be set up as buttons to link back to the main BLBL Web site page.