



NewVa Visual
Identity Guidelines





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Note: page 18 omitted on revision



Definition of Branding

Branding a region is not unlike branding any product, service, or corporation. A brand is the relationship between the customer and the product. A brand is a promise that delivers a relevant and distinctive value or a set of services.

Effective branding is executed with more than just a logo. Branding is the sum total of all the ways we communicate about the region. It includes:

- The look of graphic communications
- The tone of interactions
- The experiences offered

The representation of NewVa at all points of contact contributes to the brand and visual identity. If that identity is distinct and consistent, then NewVa visually emerges, strong and defined. The visual identity takes the region's core values and gives them form, shape, and substance using a combination of symbols, graphics and words.

Importance of Visual Identity

Today's environment is cluttered with competing messages and imagery that are distributed in an overwhelming volume. A distinct identity for NewVa cuts through this clutter by providing meaningful differentiation from other municipalities and regions.

In defining this visual identity, we build a specific set of expectations about NewVa that creates a positive and lasting impression that will be recognized by audiences, even outside of its normal context.



Guide for Implementation

A positive and lasting impression can only be created through proper usage. For branding to be successful, it must be consistently and appropriately implemented. Consistent and appropriate usage means:

- Promoting a unified expression of the NewVa brand
- Helping to protect the brand as a financial and legal asset

Tools for Execution

The visual identity guidelines in this document will help ensure consistency among all communications so that the regional materials have greater clarity, unity and harmony. The tools we use to create this consistent message include:

- Logo
- Color palette
- Typography
- Photographic Imagery

Who Uses These Guidelines

In short, all parties must comply with these guidelines. This document should be used by all NewVa staff and volunteers who produce communications or coordinate production with outside contractors.

Any communication that is inconsistent with the identity can compromise the overall integrity and message. NewVa should be represented consistently, with the guidelines in this document, everywhere the brand appears.



Positioning

Anchored by urban and educational assets and surrounded by rich natural beauty, NewVa offers the opportunity for an active, engaged, yet comfortable and secure lifestyle.

The area makes it possible for people to connect through organizations, neighborhoods and supportive business communities, while offering an abundance of outdoor recreational opportunities.

Additionally, NewVa is home to numerous institutions of higher learning, providing educational resources and stimulation for area businesses and residents alike.

Brand Character

Brand character is the personality of a brand, described in terms of an actual person. Presenting a consistent brand character is a crucial component of creating a relationship with an audience.

The brand character of NewVa can be described with these attributes:

- Scenic
- Welcoming
- Supportive
- Opportunity
- Comfort
- Educational Center

Our audience should walk away from every communication from NewVa with the impression of this brand character.



NewVa Logo



The logo, to the left, is the official version of the NewVa identity. The colors, their relationship, and the wordmark should never be altered.

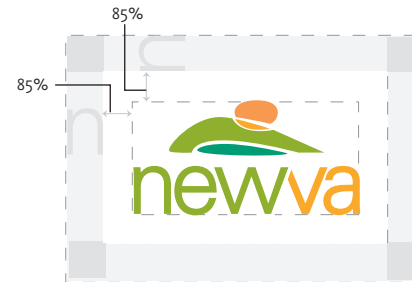
The NewVa logo represents growth, optimism and strength. These qualities speak for all of the communities within the region. The sunrise over the mountain calls attention to a new day, a bright future, opportunity, and continued growth. The divisions within the mark represent the coming together of individual areas within the region to create a stronger whole. The color palette and the soft, organic execution of the mark give it a friendly and approachable feel. All of the pieces have their own personality, but the strength of the mark comes from the combination of the parts.

Clear Space

To ensure the optimum impact of the logo, maintain the specified amount of clear space around the perimeter and always present the logo on a white background. When using the logo on a colored background use the artwork with the white backing.



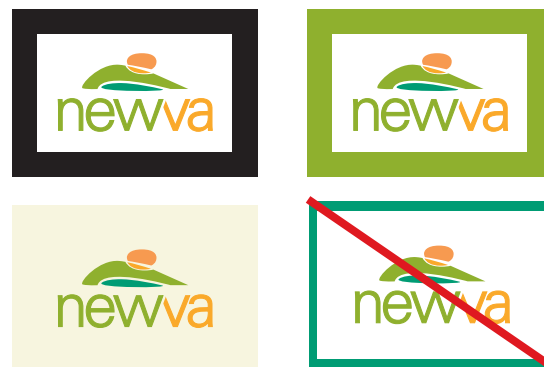
The clear space is equal to the width of the N from the NewVa wordmark.



The white backing should be 85% of the width of the N from the NewVa wordmark. When using the logo with the white backing, the clear space rule measures from the edge of the white backing. Never adjust the proportion of the white backing. Always use the provided artwork.

Color Backgrounds

In the case of color backgrounds, use the logo version with the white backing. **NOTE:** When placing the NewVa logo on a creme or neutral background, it is acceptable to use the NewVa logo without the white backing.



DO NOT adjust the proportions of the white backing. Always use the artwork provided.



Photographic Backgrounds

In the case of photographic backgrounds, always use the logo version with the white backing. The NewVa wordmark should never be placed over an image unless there is significant clear space.



Do NOT place the logo on the busiest area of the photo.

Additional Colors

The logo may appear in one-color versions of black or any of the four identity colors. The logo should never appear in any other color. If it is not possible to use screens of a color, a non-screened version may be used.





Improper Usage

In order to maintain equity, the logo must be used consistently. Therefore, avoid any treatments or changes that alter the character of the NewVa identity.

Do Not



Change the proportion of the logo



Move the wordmark



Squash or stretch



Alter the wordmark



Do not create new typography for wordmark



Use the logo without the wordmark

Do Not



Change the colors



Change the order of colors



Reverse the type



Change the proportion of the white backing



Place the logo on a distracting background

Color Palette

The NewVA color palette is a group of dynamic, fresh colors. These colors represent the opportunity and growth of the communities in the region. Secondary supportive colors should be used sparingly.

Primary Pantone® Colors



PMS 152



PMS 138



PMS 369



PMS 3285





Typography

The NewVa wordmark is derived from Univers Light. The clean lines help create a contemporary edge to a friendly and welcoming mark. Univers Light and Regular can be used for short titles or when using oversized type as texture. Never retype the NewVa wordmark when creating artwork. Always use the provided file.

Univers Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Note: Never retype the NewVa wordmark when creating artwork. Always use the provided file.



Typography

NewVa's supporting typeface is Profile. This serif face is clean and easy to read. The many weights in the Profile family allow for flexibility, while maintaining a consistent look. Profile should be used for all headings, subheadings, body copy and captions.

Profile - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The Light typeface is used for body copy and captions.

Profile - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The Regular typeface can be used for body copy and captions.

Profile - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The Medium face can be used for headings and subheadings or to highlight points within body copy.

Profile - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The Bold face can be used for headings and subheadings.

PROFILESC - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ALL OF THE CAPS FACES CAN BE USED FOR SUBHEADINGS. AVOID OVER-USE OF ALL CAPS. UPPER AND LOWER CASE TYPOGRAPHY IS FRIENDLIER AND EASIER TO READ. DO NOT USE ALL CAPS FOR BODY COPY.

PROFILESC - MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

PROFILESC - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ



Typography

When the word NewVa is used outside of its logo form (in headlines, subheadings, texts, etc.) the N and the V should always be capitalized.

NewVa



Typography

Economic Growth!

Trying to support and stimulate regional activities.

FIFTH PLANNING REGIONAL ALLIANCE

The Fifth Planning Regional Alliance is an organization formed in 1997 to promote the economic competitiveness of this region of Virginia. Established through the passage of the **Virginia Regional Competitiveness Act** in 1996, the Regional Competitiveness Program enhances economic competitiveness for qualifying regions of the Commonwealth. The program is designed to reward existing regional actions and to stimulate new regional activities. Incentive funds established for this purpose are available to localities that carry out new levels of regional economic development and meet established requirements.

The Fifth Planning District Regional Alliance is composed of government, business, and educational leaders from throughout the region. The Alliance serves the counties of Alleghany, Botetourt, Craig, Franklin, and Roanoke; the cities, Covington, Roanoke and Salem; and the towns of Vinton and Clifton Forge.

28pt Profile Medium

13pt Profile Bold

9PT PROFILESC MEDIUM

9pt Profile Light

Body copy should not exceed 12pts or fall below 9pts. When using larger type sizes than shown here, please maintain a similar ratio of type sizes. This will help create a comfortable hierarchy of information.

In the article to the left, emphasis is given to **Virginia Regional Competitiveness Act** by using Profile Medium rather than italics. Due to the variety of weights available in the Profile typeface, the use of italics is unnecessary and should be avoided.

Photographic Imagery

The photography style for NewVa is characterized by soft, natural light. The imagery should show diverse families, business groups, educational environments and friendly gatherings. The photographic style should always capture real people in candid moments. It is important that the images portray an active environment.



Do not use posed images.



Creative Toolbox

When creating publications for the NewVa brand, the backgrounds illustrated below can be used to add visual interest and to further reinforce the NewVa visual identity. The Creative Toolbox has been provided for the design of additional elements. This Toolbox should not be altered without authorization.



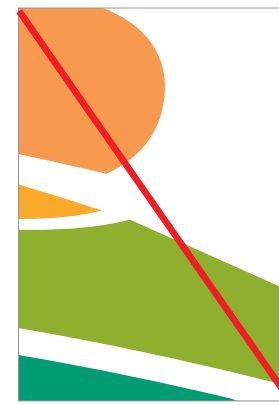
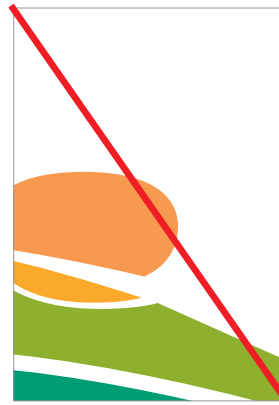
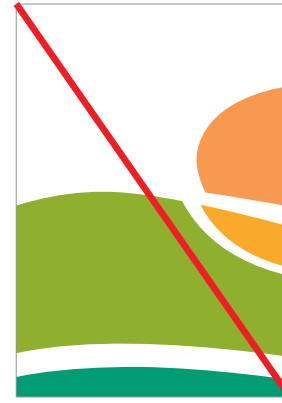
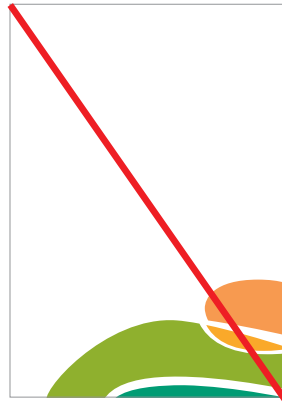
Example:
calendar cover



Example:
report cover

Creative Toolbox

When creating publications for the NewVa brand, the backgrounds illustrated below should not be used. These backgrounds crop the logo drastically and do not allow the essence of the identity to stand out.





Logo Proportions

When co-presenting the NewVa logo with an existing logo, there is a need to maintain a specific relationship between the NewVa logo and the other logo. The general rule should be that the NewVa logo is 60% of the area of the existing logo. However, every logo is different in size and orientation and should be adjusted so that the visual relationship looks equal to 60%. Remember to follow the clear space and logo ratio guidelines. Additionally, the NewVa logo should never be reduced below 0.5 inches in width.



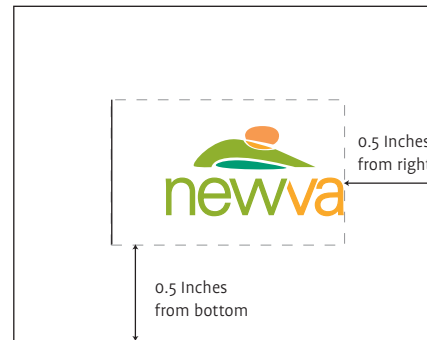
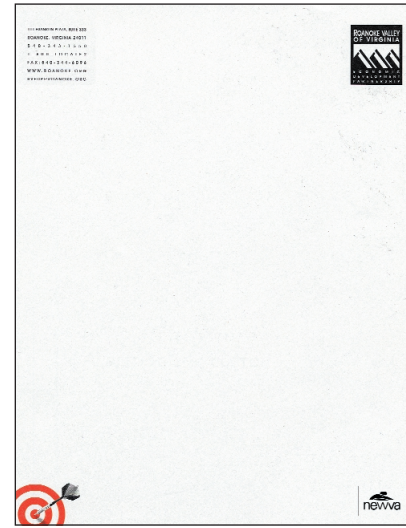
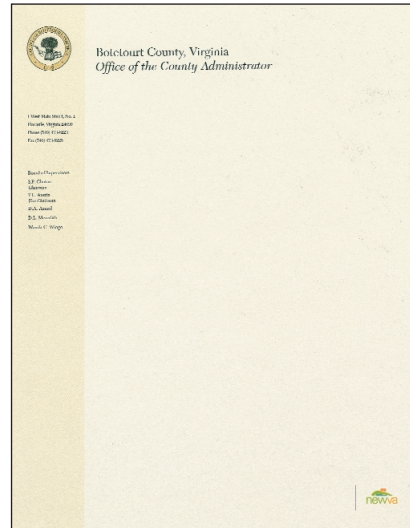
60% of the above logo.





Stationery

Letterhead in conjunction with other brands

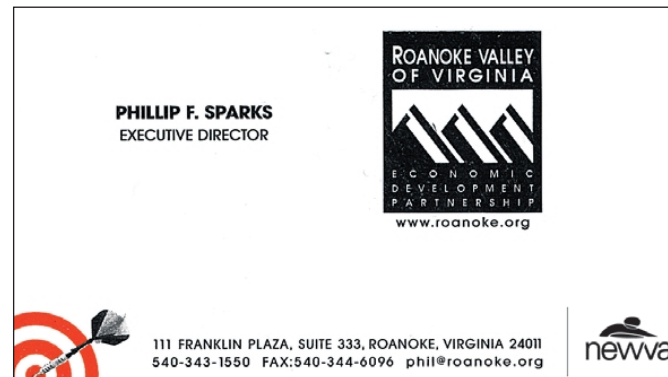
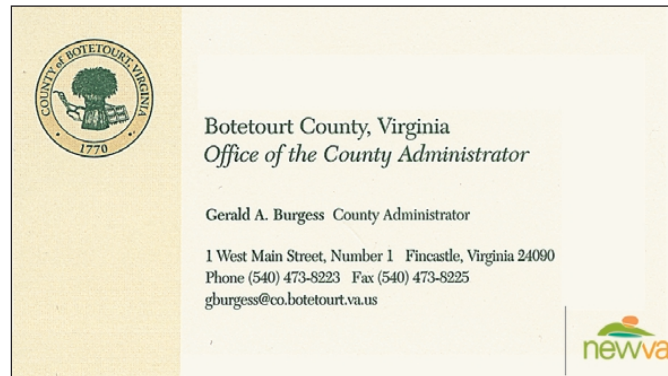


The NewVa logo should always be placed in the bottom right corner of any letterhead. When colors are limited, use the black and white or grayscale version of the NewVa logo. Allow for a 0.5 inch margin from the bottom and from the right and remember to use the rules regarding the clear space around the logo. Additionally, the NewVa logo should never exceed 1.25 inches in width on a standard 8.5 X 11 letterhead.



Stationery

Business Card in conjunction with other brands

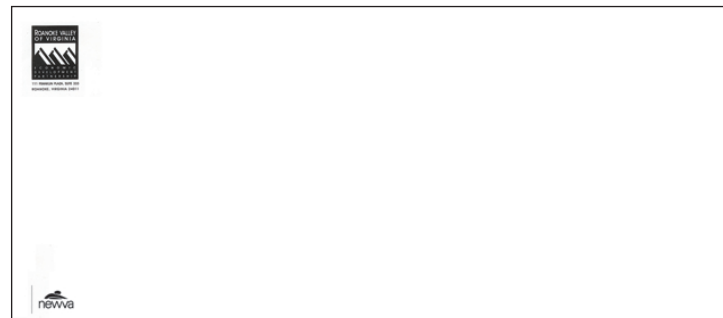
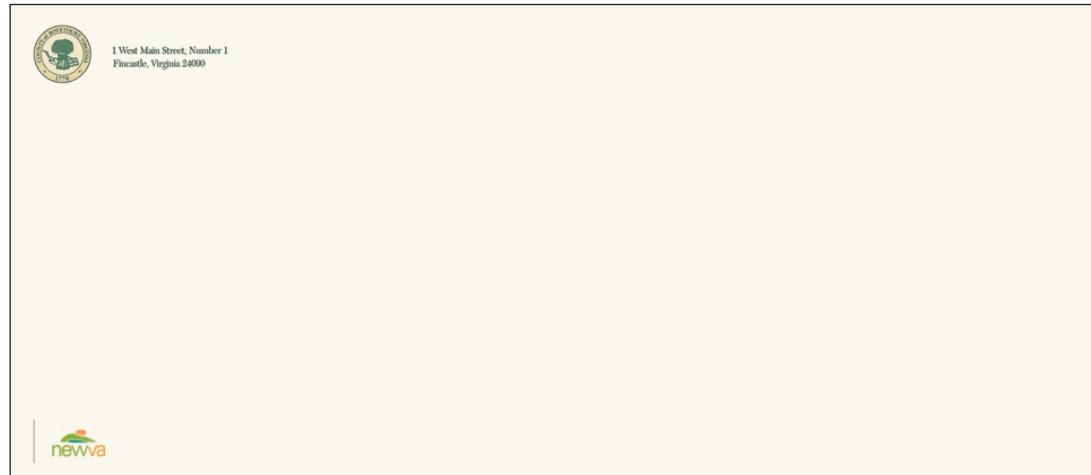


The NewVa logo should always be placed in the bottom right corner of any business card. When colors are limited, use the black and white or grayscale version of the NewVa logo. Additionally, the NewVa logo should always be 0.5 inches in width. This is the only instance where the proportional relationship between the NewVa logo and other logos will not be applied, due to the limited space of a business card.



Stationery

Envelope in conjunction with other brands



The NewVa logo should always be placed in the bottom left corner of any envelope.

When colors are limited, use the black and white or grayscale version of the NewVa logo.

Follow the proportion guidelines provided on page 19. Additionally, the NewVa logo should never exceed 1.25 inches in width. It should also never be reduced below 0.5 inches in width.



Conceptual Web Banners



When the NewVa logo is used in conjunction with partner web pages, size and placement, whether top or bottom, will depend on the design of the existing web page to which it is applied. If the partner Web site is a standard size page, the NewVa banner should be placed at the lower section as a visual endorsement. If the partner Web site has vertical page content that extends beyond the standard format of 600 pixels (per a 800/600 industry standard) the NewVa Web banner should be placed at the top of the page. Remember to follow the clear space guidelines. The general rule, when doing web banners, should be that the NewVa logo is 75% of the area of the existing partner logo.

It is important to add descriptor copy that speaks to the relationship between NewVa and the existing web page. For businesses within NewVa the copy should read "Located in NewVa". For Localities within NewVa the copy should read "Part of NewVa".



Example of web banner for use with Localities.



Example of web banner for use with Businesses.



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