Waterbury®
VERMONT

Waterbury, Vermont

BRAND STANDARDS
Presented by Revitalizing Waterbury

Welcome

The complimentary tools and information found in these Community Brand Standards are designed to help promote Waterbury and its businesses and organizations.

Revitalizing Waterbury is the brand steward. For further information, questions, or access to the files, please contact info@revitalizingwaterbury.org or call 802-793-6029.

Brand Statement

We are Waterbury, Vermont.

We are a place where natural beauty and a welcoming community converge. Our recreational opportunities abound, with peaks, valleys, rivers, and trails only limited by your imagination. The bountiful land cultivates a culture of farm-to-table food and craft beverages; our innovative fares have local roots with a global reach.

We are a place where art surrounds our lives, history and tradition meet contemporary values, and shopping local is more than just a phrase. We invite you to experience our authentic, accessible, and unique home.

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For further information, questions or access to the files please contact info@revitalizingwaterbury.org, or call 802-793-6029.

Color Palettes

Overview

Use the primary palette on all branded materials, such as logos, corporate identity, web site, advertising, collateral, and imprintables. The colors printed here are NOT guaranteed to be matches. The use of a Pantone Swatch book is the best way to work with your vendors and assure color correctness. Always proof anything before production runs begin to assure that the colors are satisfactory. The color palettes can be adapted and expanded upon; this document includes examples of how the brand colors have been used to create individual identities.

Dealing With Consistent Color Using Pantones:

The accuracy of color is critical in design. Because what you see on your monitor is never what will appear on a printed sheet, designers need a standardized color key.

It can be very frustrating to see the logo you worked hard to create look deep blue on the client's letterhead, blue-greenish on his business card, and light blue on his very expensive envelopes.

A way to prevent this is by using a standardized color matching system, such as the PANTONE MATCHING SYSTEM (PMS). Though PANTONE is not the only color standardization system, it is the most widely used and the one that most printers understand. Aside from being able to have consistency, PMS colors allow you to use colors that cannot be mixed in CMYK.

Primary Palette

(A.K.A. BRIGHTENED HISTORIC PALETTE)

The primary palette is a brightened version of the historic palette, although some colors did not change. It is the one in use across all Revitalizing Waterbury branding, as well as some other organizations or partners in the community.

EXAMPLE OF THE PALETTE IN USE:

REVITALIZING Waterbury

RW - BLUE
#335D65
RGB 51, 93, 101
CMYK 82, 51, 49, 24

RW - TERRA-COTTA
#B35639
RGB 179,86, 57
CMYK 22, 78, 85, 11

RW - GOLD
#D6952B
RGB 214, 149, 43
CMYK 16, 44, 98, 1

RW - GREEN
#839E13
RGB 131, 158, 19
CMYK 54, 22, 100, 3

RW - PURPLE
#70535C
RGB 112, 83, 92
CMYK 56, 66, 49, 25

RW - GRAY
#383838
RGB 56, 56, 56
CMYK 69, 62, 61, 54

RW - RICH BLACK
#161616
RGB 22, 22, 22
CMYK 73, 67, 65, 80

RW - MED GRAY
#727273
RGB 114, 114, 115
CMYK 56, 48, 47, 13

RW - PALE GRAY
#EDEDED
RGB 237, 237, 237
CMYK 6, 4, 4, 0

Historic Palette

The historic palette is the predecessor of the primary palette. It is still in use, primarily in the Town of Waterbury branding, and colors from this can complement those found in the primary palette.

EXAMPLE OF THE PALETTE IN USE:

Waterbury® VERMONT

RW - BLUE
#335D65
RGB 51, 93, 101
CMYK 82, 51, 49, 24

RW - TERRA-COTTA
#B35639
RGB 179,86, 57
CMYK 22, 78, 85, 11

RW - GOLD
#B07F09
RGB 176, 127, 9
CMYK 29, 48, 100, 8

RW - GREEN
#847722
RGB 132, 119, 34
CMYK 46, 42, 100, 17

RW - BRICK
#6E2306
RGB 110, 35, 6
CMYK 33, 88, 100, 46

RW - GRAY
#3D3E42
RGB 61, 62, 66
CMYK 70, 63, 57, 47

RW - PURPLE
#70535C
RGB 112, 83, 92
CMYK 56, 66, 49, 25

RW - MUSTARD
#855A14
RGB 133, 90, 20
CMYK 38, 59, 100, 27

RW - RICH BLACK
#161616
RGB 22, 22, 22
CMYK 73, 67, 65, 80

RW - GRAY
#383838
RGB 56, 56, 56
CMYK 69, 62, 61, 54

RW - MED GRAY
#727273
RGB 114, 114, 115
CMYK 56, 48, 47, 13

RW - PALE GRAY
#EDEDED
RGB 237, 237, 237
CMYK 6, 4, 4, 0

Discover Waterbury Palette

This is an example of how the palette has been adapted to create a separate but complementary brand. The Discover Waterbury palette and brand are used to promote the town in tourism and marketing efforts.

EXAMPLE OF THE PALETTE IN USE:

DISCOVER Waterbury VERMONT

DW - ORANGE
#EA5F17
RGB 234, 95, 23
CMYK 00, 59, 90, 08

DW - BLUE
#345D65
RGB 52, 93, 101
CMYK 49, 08, 0, 60

DW - PURPLE
#70365e
RGB 112, 54, 94
CMYK 0, 23, 7, 56

DW - GREEN
#B7BF10
RGB 183, 191, 16
CMYK 3, 0, 69, 25

DW - RED
#b30838
RGB 179, 8, 56
CMYK 0, 67, 48, 30

DW - NAVY
#1E4164
RGB 30, 65, 100
CMYK 27, 14, 0, 61

DW - LIGHT ORANGE
#FF9C5B
RGB 255, 156, 91
CMYK 00, 39, 64, 0

DW - BLACK
#000000
RGB 0, 0, 0
CMYK 00, 00, 00, 100

DW - DARK GRAY
#36312C
RGB 54, 49, 44
CMYK 00, 09, 19, 79

DW - MED GRAY
#544F49
RGB 84, 79, 73
CMYK 00, 06, 13, 67

DW - TAN
#DDCDB6
RGB 221, 205, 182
CMYK 00, 07, 18, 13

DW - LIGHT GRAY
#D5D8DA
RGB 213, 216, 218
CMYK 02, 01, 0, 15

Waterbury Arts Fest Palette

This palette stands alone from all others, with separate colors, fonts, and logos to make a unique visual identity. It was created in 2022 for use in all marketing and branding for Waterbury Arts Fest, and also includes icons and spinoff logos.

WAF - BLUE
#4E91C5
RGB 78, 145, 197
CMYK 69, 33, 5, 0

WAF - ORANGE
#F36C21
RGB 243, 108, 33
CMYK 0, 72, 100, 0

WAF - TEAL
#167577
RGB 22, 117, 119
CMYK 86, 37, 50, 13

WAF - YELLOW
#ffc526
RGB 221, 205, 182
CMYK 00, 07, 18, 13

WAF - CHARTREUSE
#C1C032
RGB 255, 156, 91
CMYK 00, 39, 64, 0

WAF - GREEN
#60AF8F
RGB 96, 175, 134
CMYK 61, 11, 54, 0

WAF - BROWN
#A5662D
RGB 165, 102, 45
CMYK 28, 62, 95, 15

WAF - CREAM
#F0E5d3
RGB 240, 229, 211
CMYK 5, 8, 16, 0

Waterbury Arts Fest also has its own typographic standard which is outlined below.

HEADLINES
EFFRA (HEAVY)
ADOBE FONT
FONTS.ADOBE.COM/FONTS/EFFRA

BODY COPY
FUTURA (BOOK)
GOOGLE FONT
FONTS.ADOBE.COM/FONTS/FUTURA-PT

CALLOUTS
ROBOTO (BLACK)
GOOGLE FONT
FONTS.GOOGLE.COM (SEARCH ROBOTO)

FUTURA (BOOK)
GOOGLE FONT

Typography

RW & DW Typography

To add consistency to the logo, the following fonts have been chosen as the approved typefaces.

Trend Slab

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9

Trend Sans

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9

Thirsty Script

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
123456789

Sonora Pro OT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
123456789

Gill Sans Pro (Sans Serif Body Font)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRST
UVWXYZ 123456789

Minion Pro (Serif Body Font)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
123456789

Installing Fonts:

We recommend installing only one format - OpenType, Web Open Font Format File , or TrueType, - of a font. Installing two or more formats of the same font may cause problems when you try to use. view, or print the font. Please note that Adobe will discontinue support in their software for PostScript Type 1 fonts for authoring (including creating new content or editing existing content) in January 2023. (Adobe Photoshop will end support for Type 1 fonts in 2021.)

Use of the word Waterbury in the font Sonora Pro OT

CORRECT USE (NOTE THE LETTER B):

Waterbury

INCORRECT USE (NOTE THE LETTER B):

Waterbury

To get the correct "b" in Adobe Illustrator or InDesign use the "glyphs" function. Choose Type>Glyphs. A window will open with character options. Choose the correct letter b.

Community Logos

Waterbury Brand Logos

Below are the logo variations for the Waterbury, Vermont brand. They are presented in two color, one color, reversed and black and white usages. Any color combinations within the color palette (see page 4) may be used. All logos are created in vector art and are infinitely scalable and available for any use.

Usage Control:

When to use the logo and when not to is often times a judgement call. As the official keeper of the brand, Revitalizing Waterbury has the final say in the usage of the brand. The brand should be used in signage, advertising, direct mail, event logos, merchandising, etc. Usage of the brand in an individual business or in an application that directly profits an individual business will be reviewed on a case by case basis. Contact info@revitalizingwaterbury.org, or call 802-793-6029.

Logo Size & Spacing

The size and spacing of the Waterbury, Vermont brand is important in ensuring that the logo is displayed in a positive and consistent way and helps to reinforce the brand. The logo should always have enough open space around it to have a clear and clean impact. Two "O"'s should be used as the measurement guide for this open space. In order to preserve legibility, maintain a minimum of .5" height.

Incorrect Usage

These are some examples of improper ways of presenting the Waterbury, Vermont brand.

Change Colors

Scale Elements

Outline Elements

Rotate Elements

Stretch the Logo

Move Elements

Use Photographic Backgrounds

Use as a Wallpaper

RW & DW Logos

DISCOVER Waterbury VERMONT

DISCOVER Waterbury VERMONT

RW

RW

RW REVITALIZING Waterbury

RW REVITALIZING Waterbury

RW REVITALIZING Waterbury

RW Waterbury

RW REVITALIZING Waterbury

RW REVITALIZING Waterbury

RW REVITALIZING Waterbury

Brand Extensions

Brand extension is the process of incorporating the visual identity into logos or marketing for businesses, organizations, events, activities and more in the community. By adopting the look, feel, and tone of the Waterbury, Vermont brand, these events can be connected in the consumer's mind, which adds strength to the primary brand and vice versa. The general approach of brand extension is to select at least one of the colors as the primary color of the logo, and expand the palette from there. The use of approved fonts also connects the logo to the overall brand.

TOWN OF Waterbury VERMONT

VILLAGE OF Waterbury DEPARTMENT H2O

WATERBURY WORKS

Waterbury® PUBLIC LIBRARY

WATERBURY Winterfest 2019

INTERGALACTIC WINTER Croquet TOURNAMENT

Waterbury® HISTORICAL SOCIETY VERMONT

Community Image Approval

When to use the logo and when not to is often times a judgement call. As the official keeper of the brand, Revitalizing Waterbury has the final say in the usage of the brand. The brand should be used in signage, advertising, direct mail, event logos, merchandising, etc. Usage of the brand in an individual business or in an application that directly profits an individual business will be reviewed on a case by case basis. **Contact info@revitalizingwaterbury.org, or call 802-793-6029.**

File Format Guide

All of the included graphic files might not work on your machine, but that does not mean that the file is corrupted or that there is something wrong with your machine. These files address all of the normal uses that a community implemented design would require. Always make sure to inform vendors that you have these different file formats available.

.PDF

File Type: Portable Document Format
Category: Page Layout Files
File Description: Cross-platform document created by Adobe Acrobat or a program with the Acrobat plug-in; commonly used for e-mail attachments or for saving publications in a standard format for viewing on mulitple computers; usually created from another document instead of from scratch.

.AI

File Type: Adobe Illustrator File
Category: Vector Image Files
File Description: Vector image file created by Adobe Illustrator; composed of paths, or lines connected by points, instead of bitmap data; may include objects, color, and text; often referred to as a Illustrator drawing. Illustrator documents can be opened with Photoshop, but the image will be rasterized, meaning it will be converted from a vector image to a bitmap.

.JPG

File Type: JPEG Image File
Category: Raster Image Files
File Description: Compressed graphic format standardized by the JPEG (Joint Photographic Experts Group) group; commonly used for storing digital photos since the format supports up to 24-bit color; also a common format for publishing Web graphics; compressed using lossy compression, which may noticeably reduce the image quality if a high amount of compression is used.

.EPS

File Type: Encapsulated PostScript
Category: Vector Image Files
File Description: PostScript (.PS) file that may contain vector graphics, bitmap images, and text; includes an embedded preview image in bitmap format; often used for transferring between different operating systems.

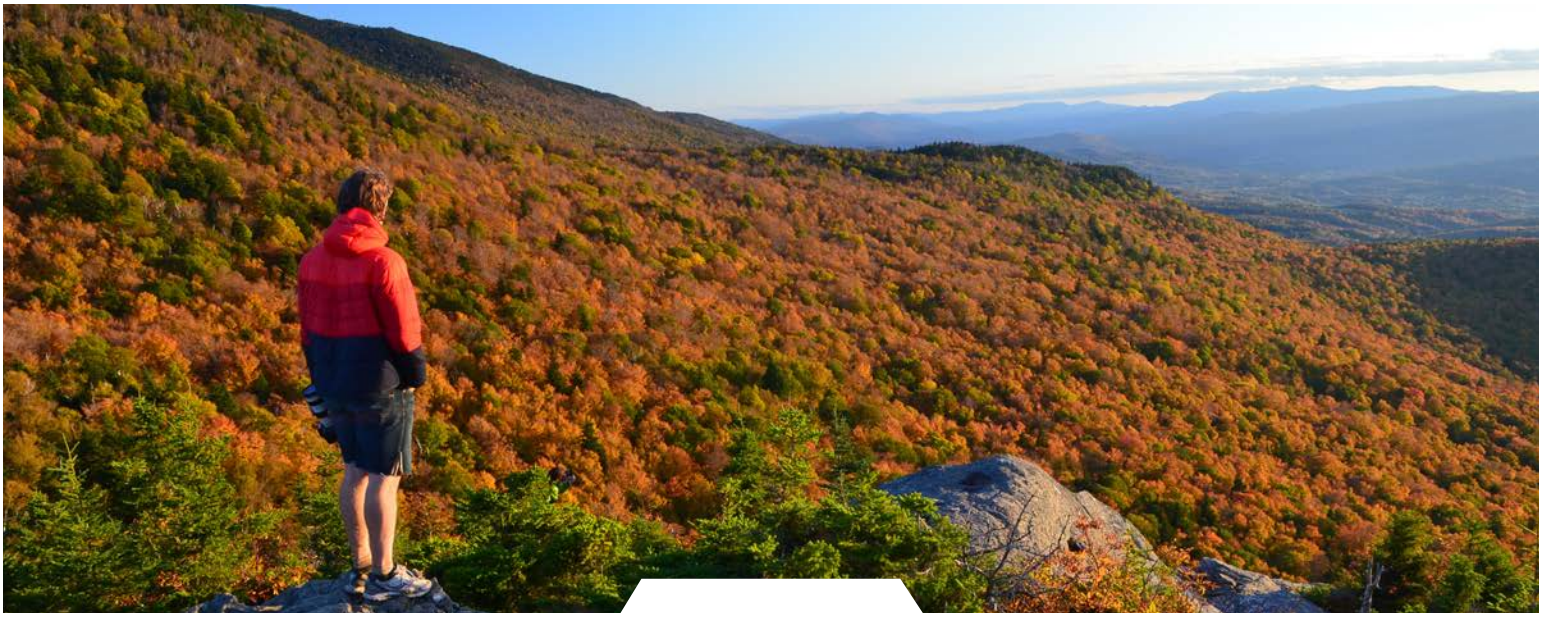
.PNG

File Type: PNG
Category: Raster Image Files
File Description: PNG (Portable Graphics Format)is the most frequently used uncompressed raster image format on the internet. A lossless data compression, this format was created to replace the Graphics Interchange Format (GIF). PNG file format is an open format with no copyright limitations. Like GIF images, PNG also have the ability to display transparent backgrounds.

.GIF

File Type: Graphical Interchange Format
Category: Raster Image Files
File Description: Image file that may contain up to 256 indexed colors; color palette may be a predefined set of colors or may be adapted to the colors in the image; lossless format, meaning the clarity of the image is not compromised with GIF compression. GIFs are common format for Web graphics, epecially small images and images that contain text, such as navigation buttons; however, JPEG (.JPG) images are better for showing photos because they are not limited in the number of colors they can display.

THE BLUE STONE
SERIOUS PIZZA - HUMBLE FOOD - NO BULL



Advertising

Advertising

There are several fundamental design strategies that will allow for connections to be made while also allowing your business to reinforce its own identity. The use of clean design, similar color palettes, and a consistent logo element can create an independently managed community image campaign.

The following pages show some of the design fundamentals that will be important to use when creating your ads. The design of this ad series is based on the work by advertising expert David Ogilvy who devised an ad layout formula for some of his most successful ads that became known as "The Ogilvy." The illustration on the facing page is the basic design that follows the classic visual, headline, caption, copy, signature format. From this basic ad layout, other variations are derived.

- Try changing the margins, fonts, leading, size of the initial cap, size of the visual, and placing the copy in columns to customize the basic format of this ad layout.
- Insert a visual at the top of the page. If you are using a photo, bleed it to the edge of the page or add space for maximum impact.
- For photos, place a descriptive caption below.
- Put your headline next.
- Follow with your main ad copy. Consider a drop cap as a lead-in to help draw the reader into the copy.
- Place your contact information (signature) in the lower right corner. That's generally the last place a reader's eye gravitates to when reading an ad.

Anatomy of an Ad.

Ads come in all shapes and sizes but they have a common goal – to sell a product, a service, a brand. Text, visuals, or a combination of the two are the main elements of any print ad.

Headlines

The main headline may be the strongest element of the ad or it may be secondary to a strong visual. Some ads may have subheads and other title elements as well.

Artwork

Photographs, drawings, and graphic embellishments are a key visual element of many types of ads. Some ads may have only a single visual while others might have several pictures. Even text-only ads might have some graphics in the form of decorative bullets or borders. When included with visuals the caption is one of the first things most readers look at after the visual. It's not in all ads.

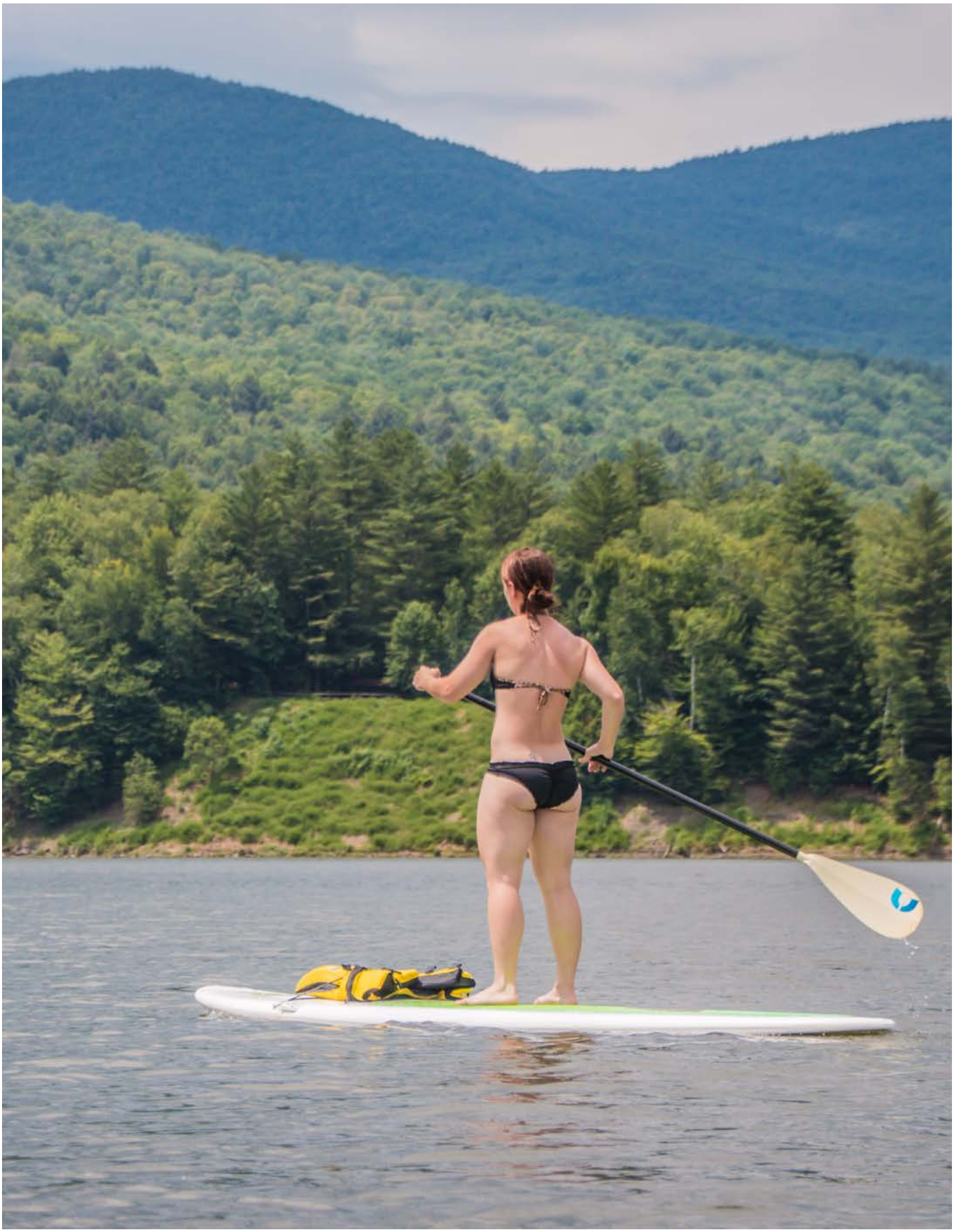
Contact

The contact or signature of an ad may appear anywhere in the ad although it is usually near the bottom. It consists of one or more of: Logo, Advertiser Name, Address, Phone Number, Map or Driving Directions, Web Site Address, Extras.

Some print ads may have additional special elements such as an attached business reply envelope, tear-out portion with a coupon, tip sheet, product sample.

Body

The copy is the main text of the ad. Some ads may take a minimalist approach, a line or two or a single paragraph. Other ads may be quite text-heavy with paragraphs of information, possibly arranged in columns newspaper style. While the words are the most important part of the copy, visual elements such as indentation, pull-quotes, bullet lists, and creative kerning and tracking can help to organize and emphasize the message of the body of the ad.



Photographic Assets

Dealing With Resolution and Photos:

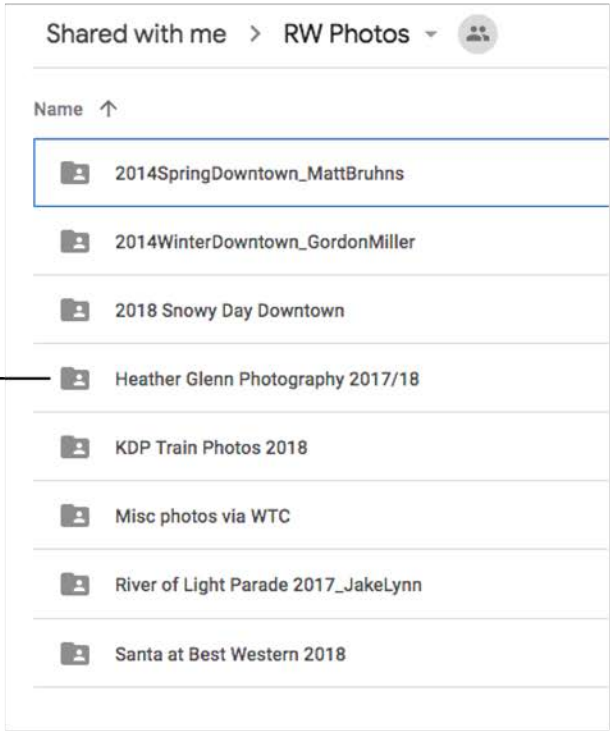
The resolution of photos is critical in design depending on the medium you are working in. What is acceptable for web design does not translate to print.

Images on a screen are made of colored squares called pixels. When you're printing an image you may encounter the term ppi (pixels per inch) or dpi (dots per inch). Most printing services require a certain density of pixels in the image (ppi) to be able to render a print that looks good, with smooth color transitions so you can't see each individual dot on the paper. Typical printing ppi values range from 150 to 300 ppi, although some high-end magazines may require images which are 1200 ppi.

Displaying images on a screen requires far fewer pixels than printing. This is because the density of pixels on the screen is significantly less than what is required for printing. To fill a typical monitor, you only need an image that is 1920 by 1080 pixels in size. That's about the same size image you need for a 4 x 6 printed image at 300 ppi, yet at this size the image displays perfectly on a 23 inch diagonal monitor. Ideal screen image resolution (detail an image holds) is 72 pixels per inch. If an image is less than 72ppi, it will appear fuzzy (what we call pixelated).

Access to Photo Library

Revitalizing Waterbury has built and acquired a photo library of hundreds of images. RW owns the usage rights to these photos. They are available for free to Waterbury businesses and organizations as long as they are used to promote Waterbury and proper photo credit is given. Below is a list of subjects in the photo library. If you would like to use any of the photos contact **info@revitalizing-waterbury.org, or call 802-793-6029.**



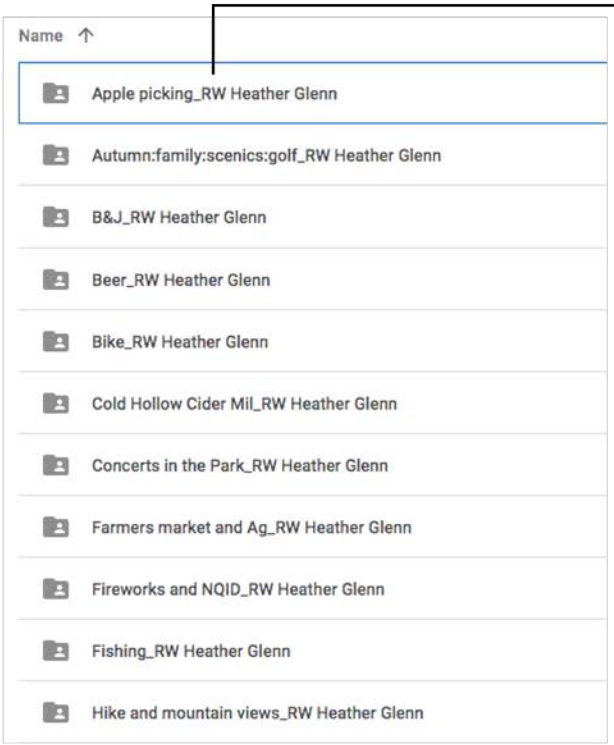
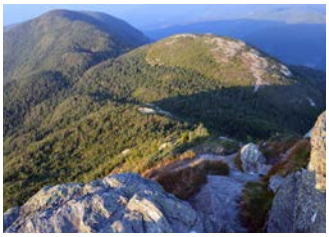


Photo Credit Language

The name of the photographer is at the end of the folder labels (i.e. Heather Glenn, Gordon Miller, etc.). If there is no photographer name than credit only needs to go to Revitalizing Waterbury. Proper photo credit language that involves a photographer should be:
Revitalizing Waterbury/Heather Glenn (note the correct photographers name inserted after the /).