



New Cumberland Borough, Pennsylvania BrandTouch™ Manual

Order comes from simplicity. Inside, you will find the simple rules that guide the New Cumberland Borough Brand, and will help create equity as we tell others about our Old town. New energy.

PREPARED BY

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Brand guidelines should be flexible enough for your community to be creative, but rigid enough to keep your brand easily recognizable. Consistency is key, especially if you need the brand to extend across multiple media platforms.

CONTENTS

1.0 The Brand

2.0 The Colors

3.0 The Type

4.0 The Expansion

5.0 The Resources

The Brand Manual is essentially a set of rules that explain **how your brand works.**



1.0

The Brand

1.1

Brand Statement

The core values define the community's strengths and how it needs to behave to achieve its vision.

UNDERSTANDING VALUE

Too often, designers orient messaging around what THEY believe to be the most important features of their community, instead of looking into what's actually important to citizens. Take the time to understand your community and their values, then align your messaging accordingly.

We are bounded by the shoreline of the mighty Susquehanna River at its confluence with the colorfully named Yellow Breeches Creek. We've been called many names from Shawneetown after the Native Americans who inhabited the Cumberland Valley to Chartier's Landing in the 1700's then to Haldeman's Town and ultimately New Cumberland in 1827 just four years before we were incorporated into a borough of the Commonwealth.

From our first days we were both a place connected and a place apart. We were the center of trade and travel with early sawmills and granaries and a turnpike that served nearby York and Harrisburg and the growing cities of Philadelphia and Baltimore. We grew as a close knit community with shops, restaurants, churches, schools, a theatre, and a library all centered mere steps from our lush green neighborhoods.

Today we are a Borough connected to our neighbors yet distinct in character. We are a collection of parks and playgrounds, diverse neighborhoods, and a walkable downtown. There is a sublime feeling here of comfort coupled with a fresh energy for the future. We are close to everything but far from ordinary.

We look to the future with fresh ideas. We are rediscovering our access to our river, creek, and parks. We are curating an artistic destination for the visual and performing arts. We are fostering unique shops, restaurants, and services that combine the energy of entrepreneurs with hometown service. We are both a welcoming community to newcomers and a place where generations still live.

We welcome you to explore this place, stroll our streets, discover our parks, take in the views, and share our common goal and uncommon vitality.

We are **New Cumberland Borough, PA: Old town. New energy.**

1.2 Brand Message

The primary message used to express the brand promise. This reflects the desired position of the brand.

TAGLINE

Your tagline should give people an idea of what you offer and provide some sort of hook to stimulate interest. For example, “a boutique PR agency that specializes in launching hot emerging tech companies” or “an accounting firm that deals exclusively with small-business audits.”

Once you’ve got your tagline, go back through your marketing copy and make sure these simple messages come through loud and clear. You can also use the tagline itself in your marketing materials, on your web site and in conversations with customers and prospects.

New Cumberland Borough: Old town. New energy.



1.3

Brand Logo

Your community already has a personality. The job of the brand is to preserve that personality while helping the community to realize its vision of its future.

A. LOGO

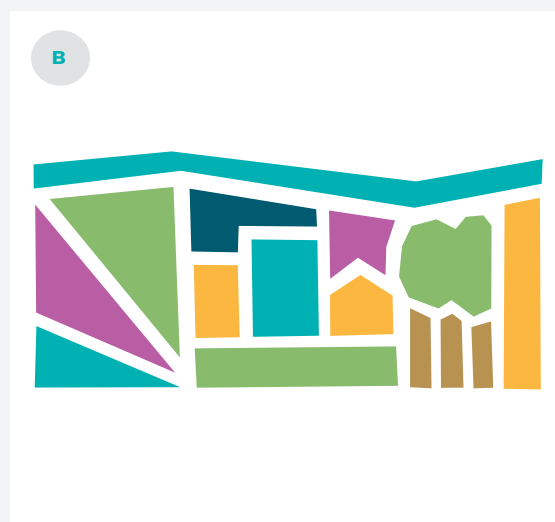
The logo is the combination of the logomark and logotype along with the tagline to graphically convey the identity of the community.

B. LOGOMARK

A logomark is an identifying mark or symbol that doesn't contain the business name. Think of the Nike 'swoosh', Shell, WWF, Mercedes or Adidas.

C. WORDMARK

A wordmark refers to words or the name of a business that is designed in a special way. Examples include Pinterest, eBay or Google.



1.4 Logo Variants

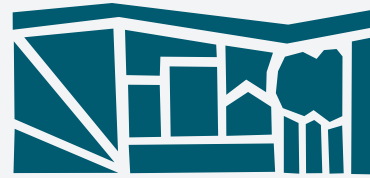
Choosing the right dominant color for your brand is crucial. This color should appear on all your materials, including your logo and signage.

LOGO USAGE

As much as possible, the color you choose should set you apart, work with your industry and image, and tie to your brand promise. It should also take into account color psychology, which is fairly complex. Colors can mean different things depending on the culture, situation and industry.



*Old town.
New energy.*



*Old town.
New energy.*



*Old town.
New energy.*



*Old town.
New energy.*



*Old town.
New energy.*



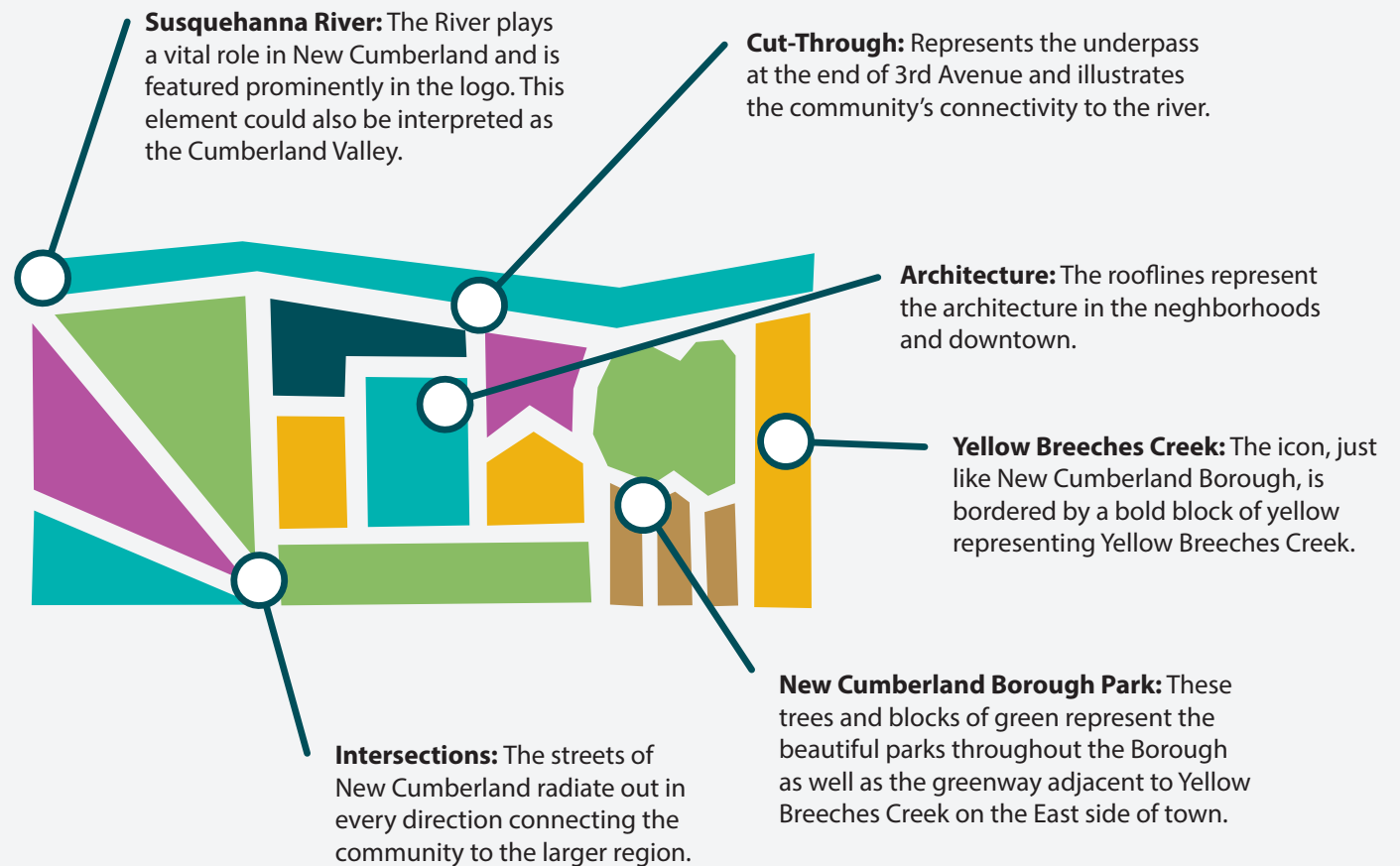
*Old town.
New energy.*



1.5

Logo Exploration

Each component of the New Cumberland logo represents a unique asset in the community.



1.6

Logo Sizing

A logo lockup refers to the formalized position/relationship of the brand's logo (symbol) and its wordmark (logotype).

LOGO USAGE

Initially, it's best to use your Primary logo as often as possible.

As the community becomes more familiar with the look and feel of the color palette and typefaces, the other variations can be rolled out. This will help establish the brand and reduce possible confusion.

The other versions provide options that can be used as needed, when suitable for different contexts. Space, size, color, media and other constraints may dictate which versions to use in a given situation.

Some of the variations provided will be used much more frequently (while others may rarely be utilized).



PRIMARY



SIMPLE



SMALL

ICON



1.7

Logo Spacing

The area that surrounds the logo known as “clear space” is as important as the logo itself.

WHAT IS CLEARSPACE

The area that surrounds the logo is as important as the logo itself. The minimum area of A, known as “clear space,” provides breathing room to the logo and eliminates visual clutter (text, graphic elements or other logos) that can compete with logo legibility – thereby diminishing the effectiveness of the logo.





2.0

The Colors

2.1 Color Palette

Color choices are used to differentiate items, create depth, add emphasis, and help organize information.

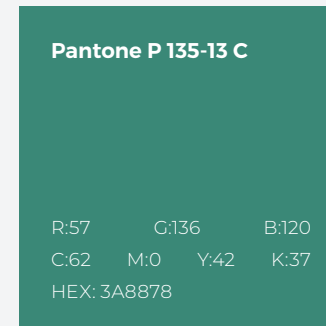
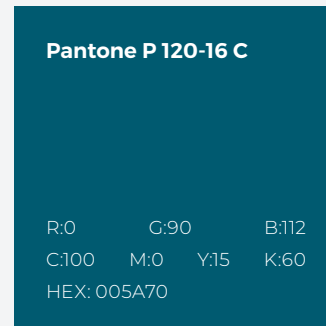
COLOR THEORY

Every time a consumer interacts with a brand, an opportunity exists for the company to influence their audiences' perceptions. It is up to the marketer to decipher which design and colors will influence the consumer to purchase.

By educating oneself on the psychology behind color theory, marketers can further tap into branding techniques and better connect with their market, leading to a stronger brand-consumer relationship and increased profit.

Almost 90% of people's assessment on products or services is based on colors alone.

Due to colors' strong influence on moods and feelings, their association with products can influence our attitudes and affect purchasing power towards brands.





3.0

The Type

3.1 Typography

Typography plays a crucial role in the design of your brand identity. The typography in your logo can be as impactful as a graphic.

SWATCHES

Typography is the visual component of the written word.

Text is any combination of letters, numbers, or other characters. Text stays the same no matter how it's rendered. Consider the sentence “I like pizza.” I can print that text on a piece of paper, or read it aloud, or save it in a file on my laptop. It'll be the same text, just rendered different ways—visually, audibly, digitally.

But when “I like pizza” is printed, typography gets involved. All visually displayed text involves typography—whether it's on paper, a computer screen, or a billboard.

Don't infer from the highway-sign example that typography is another word for font. Fonts are part of typography, but typography goes beyond fonts.

www.practicaltypography.com/what-is-typography.html

Do not think
of type as
something
that should
be merely
readable.
**It should
be beautiful.**

3.2 Primary Typeface

Marisa Bold

HELLO I'M:
MARISA
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Marisa Light

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
1234567890

3.3 Secondary Typefaces

Kapra Neue Medium

Hello I'm:
Kapra Neue

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Kapra Neue Bold Expanded

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&

Kapra Neue Light Expanded

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&

3.4 Accent Typeface

Authenia Solid

Hello I'm:

Authenia

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

3.5 Type Hierarchy

In order to guide the reader, then, headings are usually large, sub-headings are smaller, and body type is smaller still.

LEADING

For legible body text that's comfortable to read, a general rule is that your leading value should be greater than the font size; from 1.25 to 1.5 times.

TRACKING

The space between letters in a block of text. In CSS this is defined with the letter-spacing property.

WIDOWS & ORPHANS

A single word at the end of a column is a widow and if it's at the top of a new column it's an orphan. They look bad and can be hard to read.

NEW CUMBER-

H1

NEW CUMBERLAND

H2

NEW CUMBERLAND BOROUGH

H3

NEW CUMBERLAND BOROUGH

H4

NEW CUMBERLAND BOROUGH

BODY COPY

NEW CUMBERLAND BOROUGH

CAPTION

NEW CUMBERLAND BOROUGH

CC



4.0

The Expansion

4.1

Collateral

Now is the time to put your logo on everything. AND WE MEAN EVERYTHING.



4.2 Wayfinding

A wayfinding system can play an important role in the perception of your brand and flow of your community.

PRIMARY GATEWAYS

These gateways are the primary intersection points and main entryways to town. They need to be highly visible and introduce the brand.

BUILDING MARKERS

The markers can be either wall mounted or monument style and denote important landmarks in the downtown district.

TRAILBLAZERS

Trailblazers are the directing signs leading motorists to the main attractions in the area.

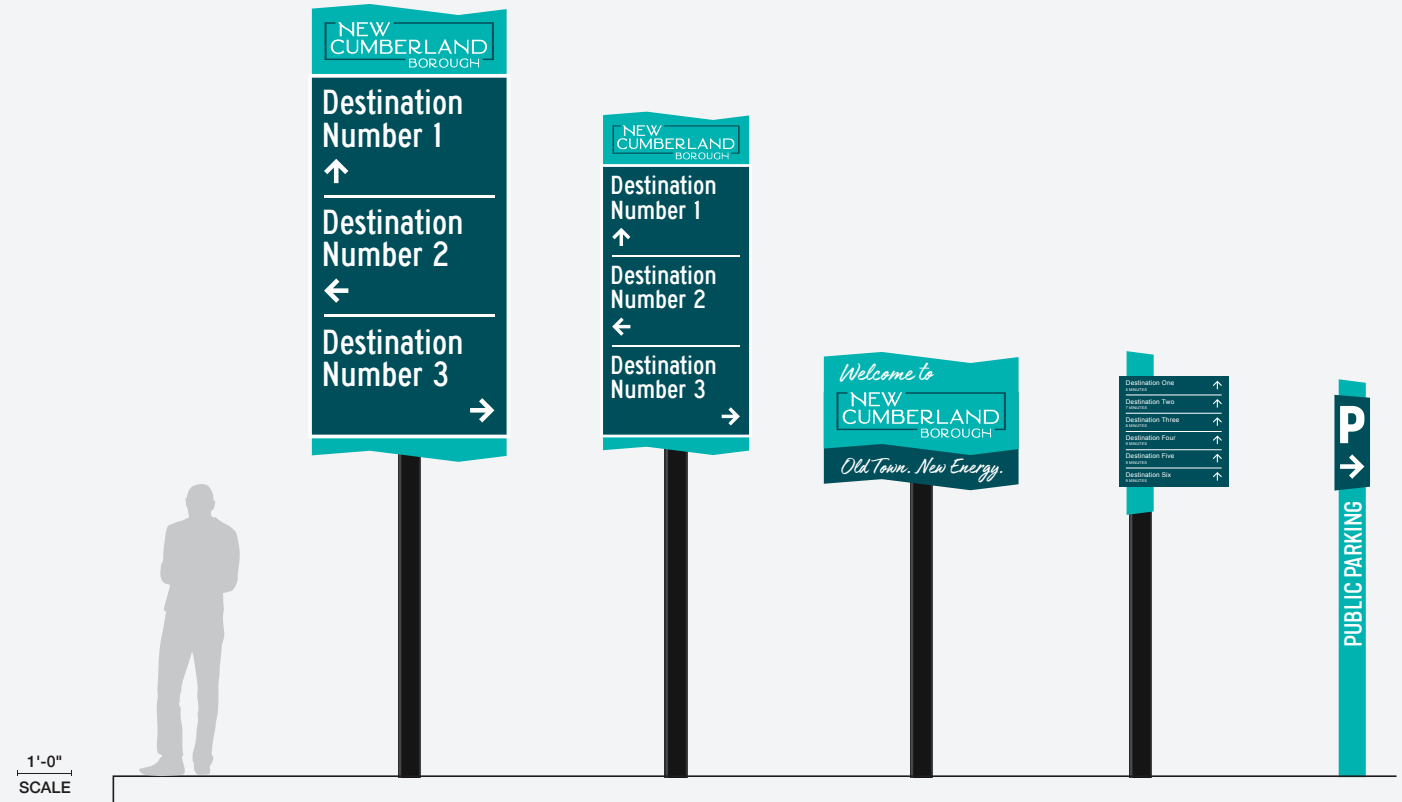
These should have a maximum of three locations per sign and carry motorists from gateway to parking lot. Colors can be used to distinguish between different districts and can become smaller as the scale and speed of the roadway narrows.

STREET BANNERS

Banners are very popular and help to add color and movement to the lanes of travel, acting as a speed calming device. They too can be color coded by district and can promote local events, as well as promoting the brand.

PARKING SIGNAGE

Identifying parking is important in creating a parking system in downtown. Visitors are more likely to walk a block or two to shop if the signage system leads them directly to a public parking lot and tells them how to proceed. The parking markers can be by themselves or as attachments to trailblazer signs.



4.3

Advertising

The activity of attracting public attention to a community or event, by placing announcements in the print, broadcast, or electronic media.

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.

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.

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.

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, or product sample.



Old town.
New tricks.



NewCumberlandBorough.com



*Old town.
New 'do.*



NewCumberlandBorough.com



*Old town.
New adventures.*



NewCumberlandBorough.com



*Old town.
New tales.*



NewCumberlandBorough.com



Old town.
New shows.



NewCumberlandBorough.com



*Old town.
New flavors.*



NewCumberlandBorough.com



*Old town.
Old World Charm.*



NewCumberlandBorough.com



*Old town.
Friendly service.*



NewCumberlandBorough.com

5.3

Intellectual Property Release

Intellectual Property Transfer Statement

Arnett Muldrow & Associates, located at 316 West Stone Avenue, Greenville, SC, hereby grants a full intellectual property release to New Cumberland Borough, Pennsylvania to utilize the following designs as the new owner sees fit to do so.

For the purpose of Community Branding.

This release, attested to by the parties effectively immediately shall serve as notice and agreement between the parties and may not be changed without written permission from the Arnett Muldrow & Associates. Arnett Muldrow & Associates retains the right to use the created material to self market and self promote.

This signed agreement also includes the transfer of rights to any variations of the logo previously agreed and supplied as part of the initial proposal.

Example of these variations could include : multiple color versions, size and dimensional variations – landscape and portrait, reversed out versions, favicon, etc.



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Is there anything missing on this Copyright Transfer Form that was previously agreed? Let me know before accepting this statement. It is critical the information shared here is understood and accepted in whole.