

The background of the entire page is a photograph of a suspension bridge. The bridge has a wooden deck and metal railings. In the background, there is a large, dark, castle-like structure with two towers and a central archway. The sun is setting behind the structure, creating a bright, golden glow and long shadows. The sky is a mix of orange and blue.

# City of Ida Grove, Iowa

## Identity and Brand Guidelines













## **We are...**

Nestled in the rolling hills of northwestern Iowa is a rural community called Ida Grove. We are small in size, but large in opportunities and family values and have a wide variety of activities for people from all walks of life.

Realizing ambition through hard work and dedication has defined Ida Grove. Our achievements are personified in castles throughout our city, but our most treasured castle is our community. Our community serves as the foundation for yesterday's, today's and tomorrow's opportunities. From world-class industry to scholarships for tomorrow's leaders, we pave the future where Castles, Community and Opportunity meet.









## Our Brand Promise

Our identity is one borne of hard work and dedication. Like the walls of a castle, the stones and mortar are our people. Strong and unified in their devotion to creating a better tomorrow. Our symbol of strength, the castle, but also our symbol of achievements and community. Our mark of unity, the flag perched on top in blue, also acts as a welcome banner to visitors and a symbol of unity as one community.

Our tag line is our call to action. By Living Forward and Giving Back, we embrace our desire to push the boundaries of what is possible, while remembering that we need to give back for the future of generations ahead.

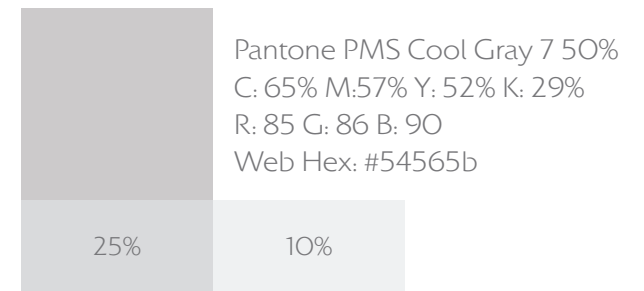
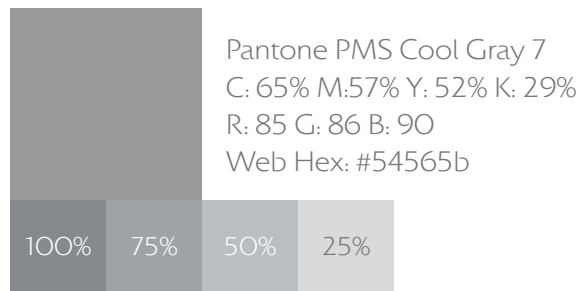
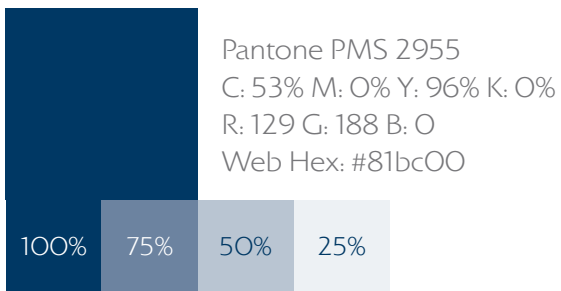


## Brand Basics

Our identity is divided into two parts: the mark and the full identity.  
The mark, used alone, can be a powerful symbol to subtly create ownership,  
endorsement or provide brand continuity.



## Color Basics



## Brand Adaptations

In order to work in many environments, these adaptations should serve as a guide to making sure that the brand is represented in clear and distinct form, while honoring the specific nature of communication need.



## Typography Basics

### Headlines - Colosseum Medium 18pt.

Bodycopy and general text should follow in Colosseum Light at 11pt. or 12pt size. Leading should be 18pt or 1.33 line spacing. Coloration should be Cool Gray 9c or an 75% medium neutral gray if no color option.

## Bookmark and Icon Basics





# Brand Variations on a Theme

Day to day needs require some flexibility with an identity. Below are variations for single color, two color and full color requirements.

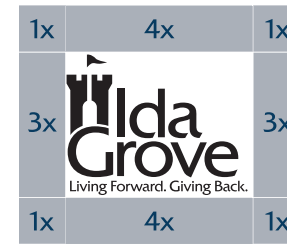


## Brand Execution

Building a brand requires attention to detail and vigilance to ensure the best image possible in all circumstances.

### Spacial Recognition

When using the full identity, attention should be given to how much space around it. This ensures that the brand is not competing with surrounding elements. When elements are within close proximity, thought should be given to assess if an official background color is needed. This can help in many circumstances to balance out the identity against a busy background or page. Additionally, the full identity and mark should never be rotated.



### Color Coordination

The brand heralds itself with three colors: Blue, Medium Gray and Light Gray (see color formulations on Brand Basics page). When the full identity or mark are used with a color area surrounding it, it should only be one of these colors (or their variants). The white version of the full identity and mark can be used over non-official colors or imagery, but care should be given to ensure that good contrast exists. All other variations of the identity and mark should be used over official colors.



### Font of Consistency

Ideally, official communications should utilize the brand typefaces (Colosseum Medium and Colosseum Light), but in cases where this is not possible, alternatives that are commonly found such as Helvetica or Arial can be used sparingly as substitutions. **In all cases with the official brand, the identity and mark should only be used with the provided Illustrator/EPS files.**





## A Card for All Reasons

Clear identity sets the tone for clear information and a quick link to the website at the bottom. The back showcases the brand mark and tag line in either blue or gray.

Bottom left to right: Business card for city staff; elected officials; general use.







## More than a Statement

Correspondence serves many purposes, from formal letters to monthly billing statements. Special communications are marked by stationary with a blue backing and city mark, while daily communications are marked with gray backside. Billing and invoicing remain simple and cost-effective, while delivering on the promise of a strong Ida Grove brand. Business envelopes, both in windowless and windowed standard #10, have the same two-color spot treatment.









## Compelling Photography

People are lead by their eyes, follow with their hearts and lead with their minds. Photography that captures these elements creates a connection that they can relate to and opens the door to communication that matters to them. A community is rich with compelling elements to capture. People, places, experiences, creations and so much more – all just waiting to be shared.

To get the most out of photography, ask some of the following questions:

- Does the photograph begin, continue and finish telling a story?
- Does it allow the viewer to get lost in a memory related to the subject?
- Does it make the viewer want to be in that subject matter?
- Is it clear enough that a caption or a description is not needed?
- Is it compelling enough that people would want to share it with others?

Photography is generally captured at eye-level. While it can be the easiest type of shot to take and to relate to, it is also the easiest to overlook when scanning through many photographs. Look for alternative angles, stories within the shot that open the door to curiosity, intrigue or alternative viewpoints. They will be the ones that will catch an eye in a sea of imagery.





Living Forward. Giving Back.