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Alabama State Parks, Department of Conservation and Natural Resources
East Alabama Regional Planning and Development Commission
Southern Union State Community College
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Watts Consulting
UAB // Department of Art and Art History

THANK YOU
# EAST ALABAMA TOURISM
## BRANDING & STYLE GUIDE

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MISSION STATEMENT
East Alabama proudly welcomes visitors to enjoy our relaxing lifestyle, explore the many opportunities for outdoor recreation, and take a moment to recharge.

WELCOME
The EAST ALABAMA tourism logo is our most valuable asset and a powerful tool in how people perceive our venues and services. Whether seen on television, in print, or even on a coffee mug – our logo represents us, and communicates our brand and ideals to our customers.

As customers become familiar with our new logo, we want them to feel confident that they are choosing a quality experience that they can trust.

Our brand is our promise, so it is essential that we use our logo consistently and intelligently.

PURPOSE
The purpose of this style guide is to assist individuals and organizations in creating a single, strong, instantly recognizable brand. By following these standards we will achieve a common look and feel in everything that bares our brand. And as a result, every EAST ALABAMA communication will reinforce and benefit from the impact of all others. Our customers will learn to trust our brand, and we will strengthen every aspect of our business.
Opening the PDF files provided may damage them.

You cannot double-click on these files to use them.

Use the INSERT or PLACE command to insert these files into your applications.

Programs like MS WORD or POWER POINT allow you to insert these files into your document. See the instructions on the next two pages to use the files.
ASSETS

In marketing and advertising terminology the files for our logos are called assets.

The original files were created in Adobe Illustrator and saved in the PDF format.

This guide shows a sample image of each asset along with the name of that asset's file. This guide is accompanied with a CD that has all the asset files. Use this guide to find the file appropriate for your use.

PDF FILES

The assets are provided in the PDF format. PDF stands for portable document file. PDF is a high quality format for describing images. These files will remain sharp and clear when printing at any size. PDF is the preferred file type for commercial printing applications.

ASSET FILES

what is an asset?

This page discusses how the files are named and how you can locate the logo or asset that you need. It also discusses the PDF format.
When scaling the logo DO NOT allow the logo to become stretched out of its original proportions.

BEST PRACTICES:
- The files are PC and Mac compatible.
- The files are compatible with:
  - The Adobe Creative Suite
  - Word
  - Power Point
- Never "open" the file, but rather "place" or "import" the file into the program.
- Always scale the file proportionally. Use the "scaling" tool and hold the "shift" key while dragging to reduce or enlarge the size.

Inserting PDF images into Word
1. On the Insert tab, in the Illustrations group, click Picture.
2. Choose the option "picture from file"
3. Locate the logo file that you want to insert, and then chose insert.

Resizing a PDF image in Word
Microsoft provides very detailed instruction on how to resize images in Word on their website at:

Go to: http://office.microsoft.com

Search: How do I resize a PDF in WORD?
BEST PRACTICES:

- The files are PC and Mac compatible.
- **The files are compatible with:**
  - The Adobe Creative Suite
  - Word
  - Power Point
- **Never “open” the file,** but rather **“place” or “import” the file into the program.**
- **Always scale the file proportionally.** Use the “scaling” tool and hold the “shift” key while dragging to reduce or enlarge the size.

Inserting PDF images into POWERPOINT

1. On the Insert tab, click Picture.
2. Choose the option “picture from file”
3. Locate the logo file that you want to insert, and then chose insert.

Resizing a PDF image in POWERPOINT

Microsoft provides very detailed instruction on how to resize images in POWERPOINT on their website at:

Go to:
http://office.microsoft.com

Search:
How do I resize a PDF in PowerPoint?
Maintaining the clearspace around the logo is the best way to make sure our logo is easy to see and stands out clearly on all publications. Never allow other elements or logos to touch our logo.

Never allow other elements or logos to violate the clear space around our logo. The clear space is defined as half the height of the logo in any usage.
**LOGO VIOLATIONS**

ALWAYS use the logo as provided. Only use the official logo files provided by EAST ALABAMA tourism. Never change the logo or use it in the ways seen here.
COLOR PALETTE

Our color palette are the colors used in the logo. Pantone numbers have been chosen for the main palette to make it easier to match these colors for commercial printing.
PROMOTIONAL USE

One-color examples

The samples show how the logo might be added to promotional items or as signage. The main concern is that the logo appear clean and clear and that no logo violation is allowed.

Using the black or white logos can be as visually powerful as the full color logo. Clarity is our first concern. Choose the best logo for the application.
HIKE. BIKE. FISH. KAYAK. CAMP.
BIRD-WATCH. CANOE. OFF-ROAD.
CLIMB. HUNT. RELAX. SHOP. RV.

JOIN US.
for breakfast as we unveil
East Alabama Tourism’s new logo
Thursday, January 30, 2014
at the
ALABAMA STATE HOUSE
Room ###
11 South Union Street
Montgomery, Alabama

THE COUNTIES OF: CHEROKEE // CHAMBERS
TALLADEGA // CLAY // RANDOLPH
COOSA // CLEBURNE // TALLAPOOSA

PROMOTIONAL USE
full color samples

The samples show how the logo might be added to promotional items. The main concern is that the logo appear clean and clear and that no logo violation is allowed.
www.fontsquirrel.com
Fontsquirrel.com is a collection of curated typefaces that are 100% free for commercial use. You can download the suggested typefaces for free at these URLs:


Open Type Format (OTF)
OpenType is a format for scalable computer fonts. Because of wide availability and typographic flexibility, OpenType fonts are used commonly today on the major computer platforms (PC + MAC).

True Type Format (TTF)
True Type is a format for scalable computer fonts. Because of wide availability and typographic flexibility, True Type fonts are used commonly today on the major computer platforms (PC + MAC).

Installing fonts on a PC
Microsoft has detailed instructions on installing fonts at:


SAMPLE APPROVED TYPEFACES

SERIF BETA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%^&*()+?

ROBOTO REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%^&*()+?

ROBOTO BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%^&*()+?

PAPYRUS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!#$%^&*()+?

DO NOT USE DECORATIVE TYPEFACES

TYPOGRAPHY

supporting typefaces

When creating marketing and collateral materials use simple typefaces that support our logo. We want all of our communications to be clean, clear and simple. Do not use highly decorative typefaces that might distract from our logo.

Above are simple faces that can be downloaded from the website fontsquirrel. They are free and will work on both the PC and Mac.
LOGO MARK

vertical

The vertical logo is the main logo that should be used for all EAST ALABAMA marketing communications.
**LOGO MARK**

*Horizontal*

The horizontal logo aligns the elements horizontally and should be used when vertical space restrictions make using the primary logo impossible.
ENJOY. RELAX. REFRESH.

The tagline is a secondary branding slogan that we can use to strengthen our message.

The words enjoy, relax and refresh are taken from our mission statement. These words clarify and reinforce our message.
COUNTY LOGOS
CHAMBERS
COUNTY LOGOS
CHEROKEE
COUNTY LOGOS

CLAY
COUNTY LOGOS
CLEBURNE
COUNTY LOGOS
COOSA

4 color logo

one color logo

negative logo
COUNTY LOGOS
RANDOLPH
COUNTY LOGOS
TALLADEGA
COUNTY LOGOS
TALLAPOOSA

4 color logo

EAST ALABAMA TALLAPOOSA CO
ea_explore_tallapoosa.pdf

EAST ALABAMA TALLAPOOSA CO
ea_enjoy_tallapoosa.pdf

EAST ALABAMA TALLAPOOSA CO
ea_relax_tallapoosa.pdf

EAST ALABAMA TALLAPOOSA CO
ea_refresh_tallapoosa.pdf

one color logo

EAST ALABAMA TALLAPOOSA CO
ea_explore_tallapoosa_bw.pdf

EAST ALABAMA TALLAPOOSA CO
ea_enjoy_tallapoosa_bw.pdf

EAST ALABAMA TALLAPOOSA CO
ea_relax_tallapoosa_bw.pdf

EAST ALABAMA TALLAPOOSA CO
ea_refresh_tallapoosa_bw.pdf

negative logo

EAST ALABAMA TALLAPOOSA CO
ea_explore_tallapoosa_neg.pdf

EAST ALABAMA TALLAPOOSA CO
ea_enjoy_tallapoosa_neg.pdf

EAST ALABAMA TALLAPOOSA CO
ea_relax_tallapoosa_neg.pdf

EAST ALABAMA TALLAPOOSA CO
ea_refresh_tallapoosa_neg.pdf
LIST OF ASSETS
THANK YOU!