mount clemens

BRAND GUIDELINES | DRAFT 2

LAST MODIFIED 12.09.21

Contents

Preserving the past. Forming the future.
Welcome to Mount Clemens.

From the days of mineral baths and roses to becoming a hub for arts and nightlife, Mount Clemens has always written a different kind of story.

It's not the kind of story that sells a million copies, or that you find on a waiting room coffee table. It's a rare, limited print collectible you'd be lucky to find in the back room of a vintage bookstore. Its early chapters seize your attention, and its spine is cracked from centuries of a life well lived. But its coming chapters remain blank, primed with potential and are being written as we speak.

The Mount Clemens story is for those who appreciate vintage charm. For those who don't shy away from a hard day's work. For those who yearn to be a part of something bigger than themselves.

Along the winding Clinton River, Mount Clemens is where fresh faces and fresh ideas meet. The city offers attainable housing and commercial spaces with a plethora of opportunity. We are proud to be known as the area's uptown region for arts and culture, with arts spaces and ample nightlife. Most importantly, our residents come from all walks of life, creating a welcoming, inclusive environment for all.

Whether you're settling down to start a family, building a business from the ground up, or just looking to spend a day kayaking the Clinton River, Mount Clemens is the ideal place to write your future.

Mission

Sustain a welcoming city that fondly remembers the past while building a dynamic future.

Vision

Whatever its residents envision, Mount Clemens helps make that dream happen. A variety of housing options and expanded infrastructure supports growing families; a walkable downtown is a utopia for local businesses; and access to the Clinton River and parks connects our city to the natural world. Known as Macomb's uptown for arts and history, Mount Clemens offers people from across the region opportunities to learn more about their region and themselves.

Values

BUILDING AND SUSTAINING AN INCLUSIVE ENVIRONMENT:
We foster a welcoming space and strong sense of community to make Mount Clemens a space that accepts and appreciates people of all backgrounds, cultures, and identities.

PRIORITIZING ARTS AND CULTURE:
We invest in places, spaces, and ventures that make Mount Clemens a dynamic place to live and work, building on our status as the region's arts hub.

HONORING THE PAST AND CELEBRATING THE FUTURE:
We preserve the stories of our past while continually identifying innovative opportunities for our residents and businesses to thrive into the future.

Target Audience

Mount Clemens is for those who understand and appreciate vintage charm. Its historic architecture, winding river, and multi-generational residents provide reminders of the city's rich and eclectic past, while its focus on arts, culture, and growing businesses point to a vibrant future. Our target audience falls into the following buckets, to name a few:

- New families and young professionals looking for a place to put down roots or open shop

- Long-time residents who remember the city's past

- Those outside the city who may have pre-conceived notions of what Mount Clemens is

- The vocal minority, but more importantly those who are underrepresented/from diverse backgrounds who may not necessarily be front-row at town meetings

welcoming, inclusive, authentic, nostalgia with an innovative twist, open-minded, down to earth, casual, family friendly, fun-loving, approachable, charming, quirky

Positioning/USP

Mount Clemens bridges the whimsical charm of a nostalgic small town with the amenities of a bigger city, making it a place where families and businesses alike can find opportunities to thrive.

Value Proposition

Mount Clemens offers residents a connection — to the arts, to nature, to a rich history, and to different perspectives — within a city that remains approachable and attainable for all types of residents and businesses.

Taglines

There are multiple taglines to support Mount Clemens's branded messaging. All of these express a balance of Mount Clemens's balance of a rich history with a forward-looking future:

• Vintage vibe, vibrant vision

• Forever Mount Clemens

• Mount Clemens: Future home of today's daydream

• Celebrating the past, building the future

Determining which tagline to select for a given piece will depend on audience, other messaging used, and the amount of space available. For example, shorter options like taglines 1 and 2 above would work well on signage or products (such as t-shirts), while longer options like taglines 3 and 4 are better suited for headlines accompanying text (such as ad copy).

The Visual Brand

The Logo

The Mount Clemens logo is a customized wordmark built from the typeface Aesthet Nova. The crossbar of the "t" has been modified to include a wave that represents the Clinton River. The three lines in the wave represent Mount Clemens's three core values (inclusivity, arts + culture, and innovation). The visual movement associated with the waves symbolizes Mount Clemens's forward-looking mindset; with a strong past behind us, our waves of momentum will continue innovating the city into the future.

All logos are included in four different file types: PDF, SVG, EPS, and PNG. For more information about when to use which format, see the **File Type Guide** in the Appendix. Each logo is included in three different color spaces: PMS, CMYK, and RGB, as well as Black and Reversed. For more information about which color space to use, please refer to the **Color Space Guide** in the Appendix.

The Icon

The icon has been built from the wave element of the logo and is an effective way to reinforce the Mount Clemens brand without use of the full logo.

The icon can be used at small sizes or as a graphic element in marketing materials. It can be used oversized and tinted back as a watermark of sorts, or as a small element in a footer.

The icon should never be used directly next to the primary logo, unless it is being treated as a background element. The icon should never be used in a way that competes with the primary logo.

The Seal

The Mount Clemens seal has been built as an alternate logo for official or formal uses. The icon is the focal point in order to maintain the symbolism from the logo, while allowing for the full name of the city to be used.

The seal should not be used alongside the primary logo. The seal should be reserved for formal communications, particularly from the mayor or any boards or commissions, and official municipal business. The logo should be used for placemaking, promotions, tourism, and marketing endeavors.

Sizing & Spacing

SIZING

Minimum size requirements have been established to ensure legibility of the logo and recognition of the brand. The application in which the logo is being used should guide the usage size — using your discretion and the standards provided within this book. Proportions of the logo should **never** be altered, not under any circumstances.

SPACING

Always maintain the minimum distance between any part of the logo and any other elements appearing on the page — this minimum distance should be equal to the height of the "m." This minimum distance also applies to the spaces allowable between the edge of the page and any part of the logo. No other elements — copy, photos, artwork, etc. — should be placed within the space indicated or behind the logo (unless a photographic background is being used on the majority of the page).

0.35"

0.6"

0.25"

X

X

X
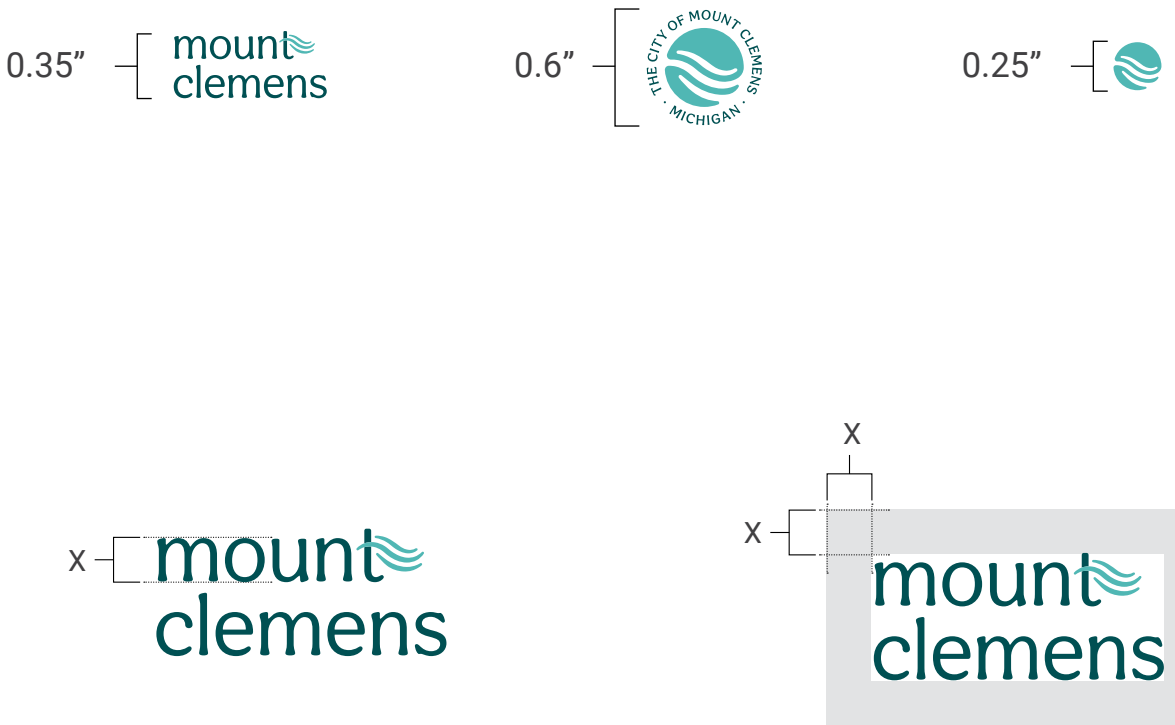
Logo Variants

When creating logo variants, use the Logo Variant Template. This variant system is composed of the icon, the Mount Clemens logo type, and the variant name. The only thing that should be edited is the variant name. Colors, sizes, and other elements of the template are not to be changed.

Mount Clemens Logotype
Aesthet Nova Regular
Lower case
Teal, 35% tint

The Icon

mount clemens
PUBLIC LIBRARY

Variant Name
Aesthet Nova Regular
All Caps
Teal
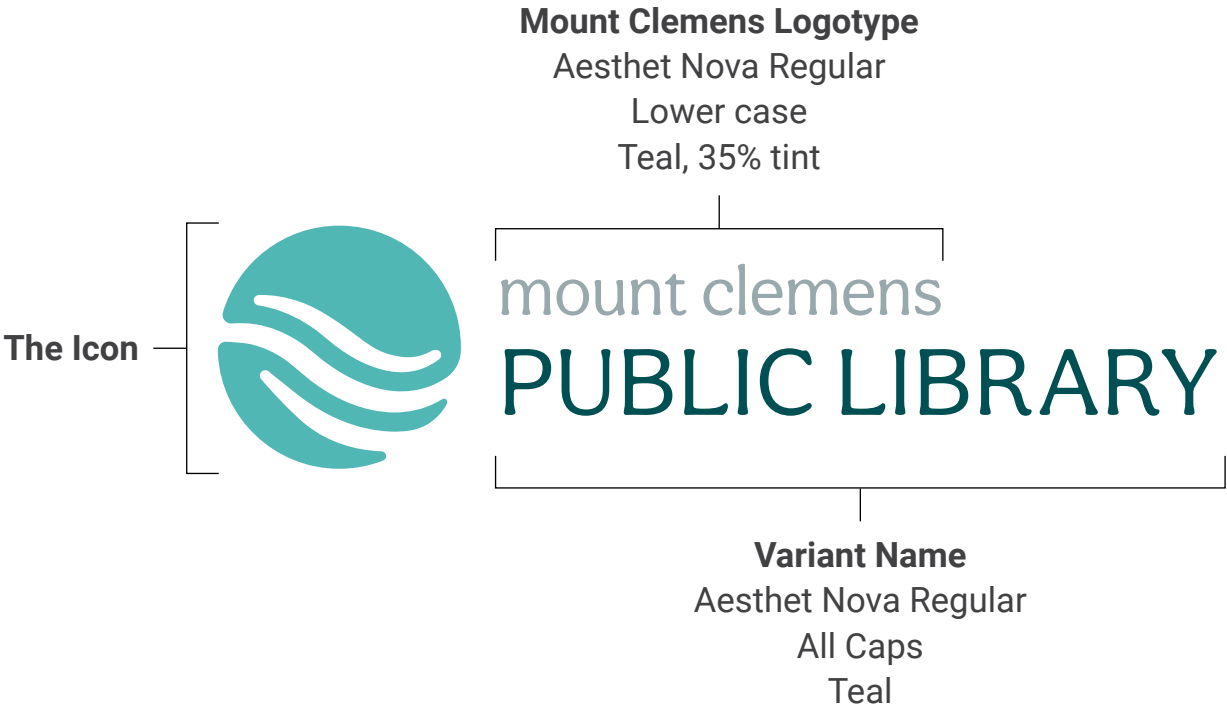
Logo Misuse

The composition of a logo is very specific and is important for proper recognition of your brand. Do not attempt to recreate the logo, in any form. Changing the logo's fonts or colors, stretching any elements, or adding and subtracting elements in any form is prohibited. The following are a few common examples of logo misuse.

DISTORTED PROPORTIONS

DROP SHADOWS

ROTATION

DISTRACTING BACKGROUND

WRONG COLOR

WRONG TYPEFACE

Co-Branding

Often, the logo will be required to co-exist with logos from partner organizations. This allows you to support important causes or align with other efforts that reflect Mount Clemens's values. It is generally important to use the primary mark in these instances.

PRODUCT DOMINANCE
When the Mount Clemens brand is the feature, it should be larger than the partner logos.

PRODUCT EQUITY
When multiple, equal logos need to be displayed, best practice is to ensure that have similar visual size, and be aligned on a center axis.

PRODUCT ENDORSEMENT
When Mount Clemens is featured as an endorsement or a promotion, it can be encapsulated in a "label" to set it apart on a larger piece of artwork, such as a poster. Endorsement language such as "supported by," "made in," or "built in" can be appropriate

PRODUCT DOMINANCE

PRODUCT EQUITY

PRODUCT ENDORSEMENT

PRESENTED BY

Logo Alignment

Due to the left-aligned nature of the Mount Clemens logo, it is best to use a left-aligned treatment with the logo, rather than a center-aligned treatment. This creates a design that feels grounded and balanced, and helps avoid oddly-shaped negative spaces.

CORRECT

INCORRECT

mount clemens

mount clemens

PRESENTED BY

mount clemens

PRESENTED BY
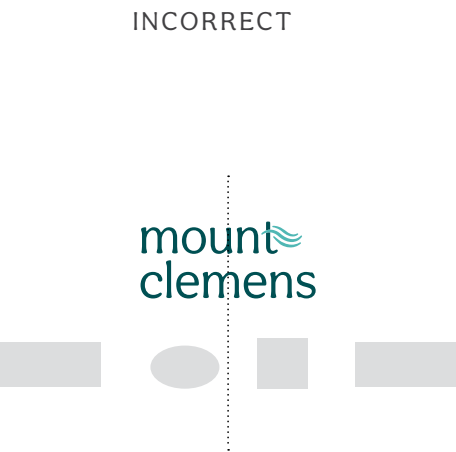
mount clemens

Color Palette

The City of Mount Clemens primary color palette is comprised of two colors: aqua and teal. These colors were chosen for versatility and consistency. Always use the color breakouts listed on this page. Tints of these colors can also be used.

It is normal for color variations to occur between coated and uncoated stocks and among various digital printing devices, particularly in-office printers.

The logo and color palette will be provided to you in various color spaces: PMS, full color/four color/CMYK, RGB, Black, and Reversed. Refer to the **Color Spaces** guide in the Appendix to learn about which color space to use.

Please note: Colors vary depending upon printing device and monitor screen. Should you have questions or should additional considerations need to be made, please contact Redhead Creative Consultancy at 517.853.3681 for guidelines.

TEAL

PMS: 7722
CMYK: 97, 50, 58, 35
RGB: 0, 80, 83
HEX: #005052

AQUA

PMS: 7472
CMYK: 65, 6, 33, 0
RGB: 80, 183, 180
HEX: #50b7b4

Teal, 10% tint

Teal, 20% tint

Teal, 30% tint

Aqua, 10% tint

Aqua, 20% tint

Aqua, 30% tint

Signage Vinyl Suggestions

The type of vinyl used tends to vary for the needs of a project. Some are better for long-term use, and others for short term. Printing Pantone colors is also a possibility, **so it is recommended to consult with your print vendor** on what method will best suit the needs of the project at hand.

As a general recommendation, Dark Aqua (A9605-O) and Deep Green (A96640-O) from Avery's A9 Opaque line are good matches for the Mount Clemens colors.

Deep Green
A9690-O
EZ

Dark Aqua
A9605-O

Typography

In order to keep a consistent look and feel, always use branded typography for materials. City of Mount Clemens's fonts are Aesthet Nova and Roboto.

Aesthet Nova is to be used for top-level headlines and for other display purposes.

Roboto Condensed is to be used for subheads or when Aesthet Nova is not available. Roboto is to be used for body copy. When none of these fonts are available, Calibri may be used.

Roboto can be downloaded from Google Fonts.

Roboto Condensed can be downloaded from Google Fonts.

Aesthet Nova can be downloaded from Adobe Fonts or purchased from MyFonts.

Aesthet Nova Light
Aesthet Nova Regular
Aesthet Nova Medium
Aesthet Nova Bold
Aesthet Nova Black

Roboto Light
Roboto Light Italic
Roboto Regular
Roboto Italic
Roboto Medium
Roboto Medium Italic
Roboto Bold
Roboto Bold Italic
Roboto Black
Roboto Black Italic

Roboto Condensed Light
Roboto Condensed Light Italic
Roboto Condensed Regular
Roboto Condensed Italic
Roboto Condensed Bold
***Roboto Condensed Bold Italic***

The Flag

The city flag utilizes the seal in the upper right corner. A single line runs through the center in a way that nods to the waves in the logo and city seal, representing the river.

Paddles the Rubber Duck

As a rubber duck, Paddles is a fitting and playful representative for the historical Bath City. Ducks also tie to Mount Clemens's strong connection to the Clinton River and local wildlife, and the name Paddles pays homage to kayakers "paddling" down the river. Rubber ducks are also easily marketable by directly tying to a reproducible takeaway item, and are approachable for people of all ages. A cartoony figure, Paddles expresses the welcoming and whimsical nature of Mount Clemens.
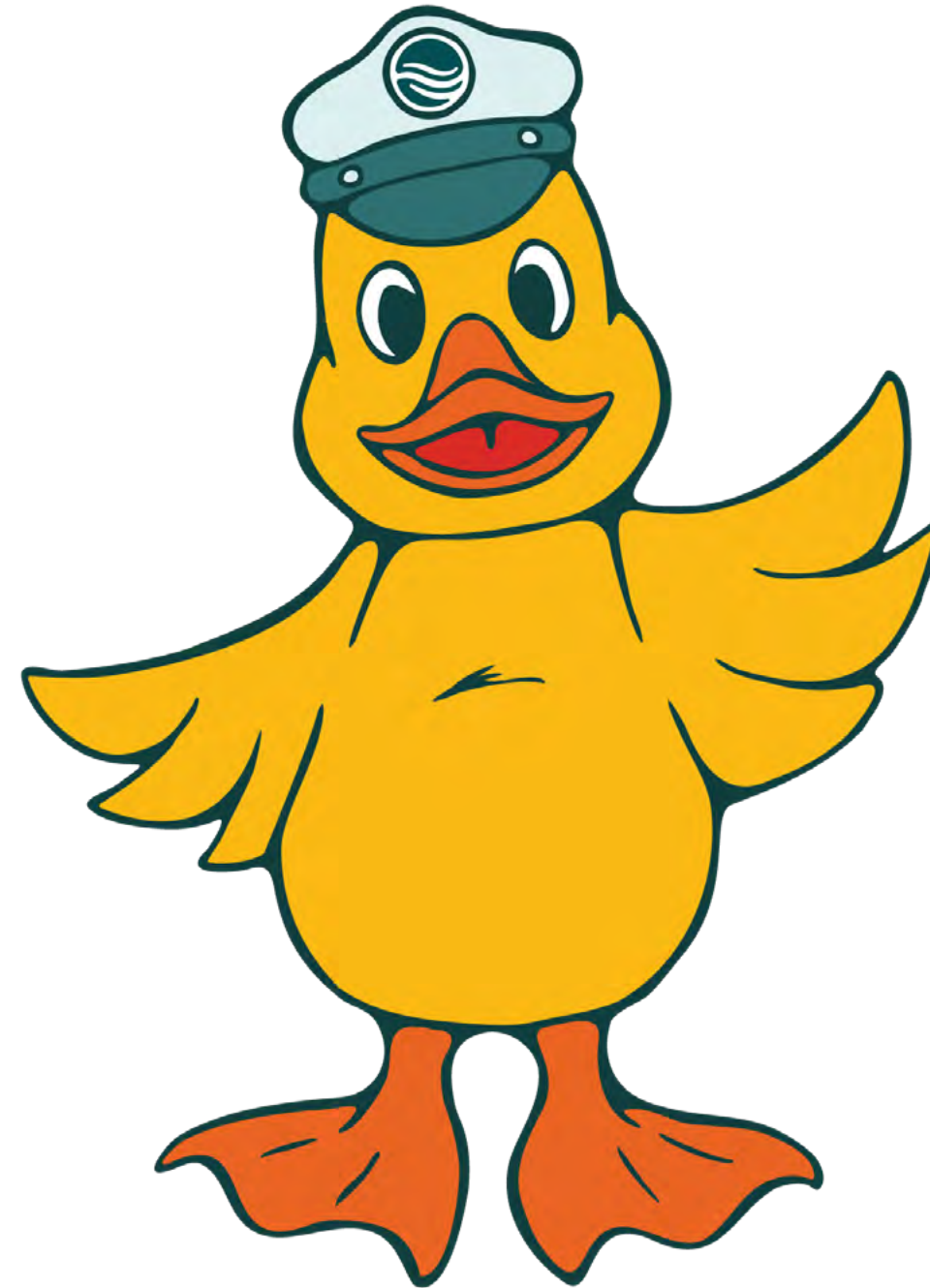
Best Practices

- Ensure there is a clear hierarchy when designing a piece. Too many loud, competing elements make a design feel cluttered, disorganized, and overwhelming to users. Pick 1–2 points of emphasis that help guide a viewer through the piece in a logical order.

- White space is important for letting the content breathe. Generous margins and leading aid readability and make a design feel professional and refined.

- Never use the icon and primary logo next to each other, unless the icon is being used as a textural background element. Otherwise, an unnecessary redundancy is created.

- Avoid generic clip art that stylistically clashes with the visual brand. Anything that competes with the brand design can harm the equity you're building with the new brand.

- When aligning elements with the primary logo, opt to use a left alignment. This is informed by the left-aligned nature of the logo and helps create a design that feels grounded and balanced. Avoid using center-aligned text or elements under the logo — it can create oddly-shaped white space and an unbalanced feeling.

- The logo, icon, and brand typography are generally soft and rounded. When making graphic choices, opt for rounded edges, waves, or circles rather than hard edges, sharp points, and/or diagonal lines. These choices will help reinforce a stronger brand.

Usage Examples

vintage
vibe.

Vibrant
Vision.

mount
clemens

File Directory

PRIMARY

CLM_logo_FullColor

CLM_logo_Reversed

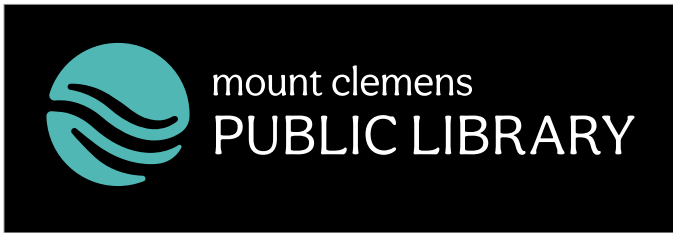CLM_logo_Black

ICON

CLM_icon_Aqua

CLM_icon_Teal

Please note: All marks shown in the File Directory (excluding black and white) are provided in CMYK, RGB, and PMS color spaces. Each color and version are provided as an .svg, .eps, .pdf, and .png.

File Directory

THE PUBLIC LIBRARY

CLM_Library_FullColor

CLM_Library_Reversed

CLM_Library_Black

CITY SEAL

CLM_Seal_FullColor

CLM_Seal_Reversed

CLM_Seal_Black

Please note: All marks shown in the File Directory (excluding black and white) are provided in CMYK, RGB, and PMS color spaces. Each color and version are provided as an .svg, .eps, .pdf, and .png.
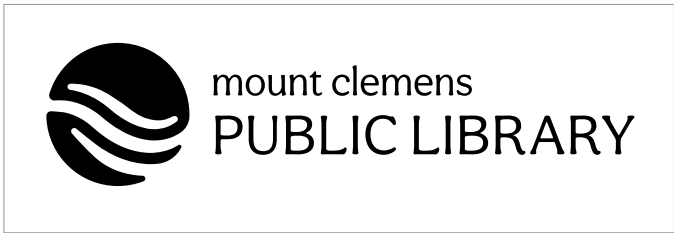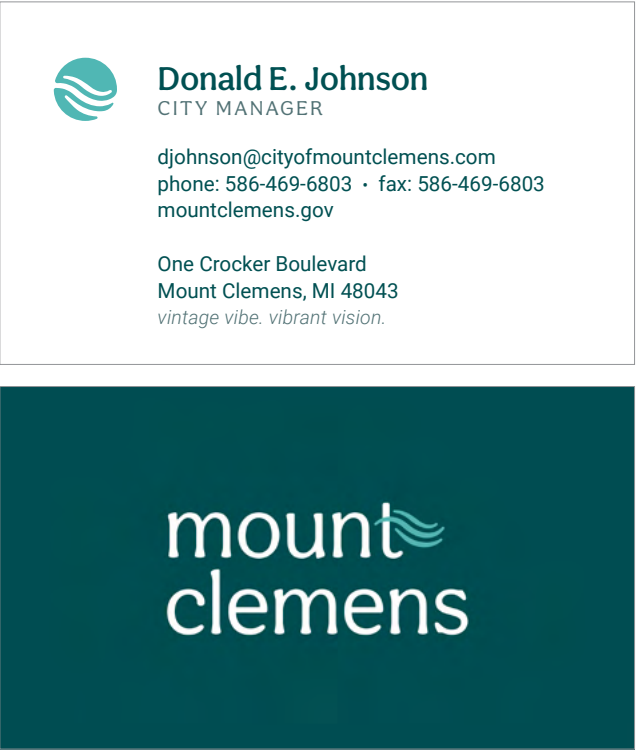
File Directory

CLM_Letterhead_FINAL_Template.dotx

BUSINESS CARD

CLM_BusiessCard_TEMPLATE.indt

LOGO VARIANT TEMPLATE

CLM_LogoVariant_TEMPLATE.indt

CITY FLAG

CLM_Flag_FINAL.pdf, CLM_Flag_FINAL.eps

File Type Guide

There are three different file types included in each logo color space folder. See below for usage situations.

PDF: A PDF is a file type that displays graphics and documents correctly, no matter the device. It is the preferred file type to use when sending something to a printer because it maintains quality and is also scalable. The PDF files provided of the logo are vector based. PDF stands for Portable Document Format.

PNG: PNG files should be used only in digital environments (not for printed materials). For example, on a social media graphic or in an email signature. A PNG is a pixel based file format with the ability to store transparency, making it ideal for use when vector based files will not work. This file type should not be scaled to large sizes as pixelation will occur. This file is suitable for use on the web, in RGB color space. PNG stands for Portable Network Graphics.

SVG: An SVG file is a vector based file, which means that it is scalable without losing quality. SVG files are primarily used on the web, and with increasingly high-resolution screens, it is important that an appropriate file is used in order to maintain quality. This file can be used on the web, in RGB color space. SVG stands for Scalable Vector Graphics.

Color Spaces Guide

There are five different color spaces included with each logo file. See below for usage situations.

CMYK: Files in CMYK color space should be used when working with most printed materials. CMYK should be used for full color printing, internal or professional. Although there may be small color shifts that happen in printing, it provides the greatest amount of accuracy when printing designs that contain color photography. CMYK should be the color space of choice for any design that is full color. CMYK stands for Cyan, Magenta, Yellow, and Key (black).

PMS: Files in PMS color space should be used when working with printed materials with colors that need to appear as the exact color they intend, or, when full color printing is not available. This avoids subtle color shifts that often happen in CMYK printing. PMS files should not be used for internal printing. PMS stands for Pantone Matching System.

RGB: Files in RGB color space should be used exclusively in digital environments (not for printed materials). RGB color is used in computer screens, televisions and mobile devices. RGB should be the color space of choice for any design that is going to be used in digital environments. RGB stands for Red, Green, and Blue.

BLACK: Files in Black or Grayscale color space should be used when color printing is not available. Use this color space any time the logo will be printed or displayed and the option of color is not available.

REVERSED: Files in Reversed color space should be used when printing or displaying the logo on a dark color.