



Arnett Muldrow
& Associates

BRAND

STYLE GUIDE



Ware
MASSACHUSETTS

Ware, Massachusetts



We Are Ware, Massachusetts

We are a town with a unique and storied history, beginning with our Native American ancestors, whose salmon fishing weirs on our river gave us our name. Incorporated in 1775, we grew up around the historic Ware Center Meeting House that provided us both a place for worship and a hall for conducting town meetings. The building stands as one of the most important rural structures in Massachusetts, and a testament to our early resolve to build a thriving community. We are a mill town whose textile factories lined the Ware River and brought prosperity and growth to our small village. While the mills have closed, the sturdy buildings stand today at our Millyard as a reminder of our industrial past and resilient character.

Today we are an economic and cultural center, a place where unique businesses and historic churches serve a large rural region. We are the front door to the Pioneer Valley, known for its beautiful landscapes of picturesque meadows, rolling hills, and traditional New England villages. We are also a community of pioneers and innovators, with businesses like the American Athletic Shoe Company, Kanzaki Paper, and Country Bank, who provide products and services to our citizens, our Country, and the global market.

This is a community of active places and people, where residents enjoy a lifestyle defined by youth sports, lively events, and spirited gatherings. This is a place where a healthy lifestyle is afforded through the exceptional care at the Baystate Mary Lane Hospital, the outdoor opportunities of the pastoral Grenville Park, or the active options of the Ware River Rail Trail and our local parks.

This is the basecamp for the outdoor enthusiast, as the Quabbin Reservoir and its tributaries provide our people with a diversity of experiences ranging from pleasant views and vistas of our natural resources and wildlife, to more vigorous adventures such as hiking, biking, boating, and fishing.

We are a place where our citizens are becoming more aware of the quality of life our community affords, a place where we are building a new success story every day. Whether it is the quality of our schools system or our growing Arts Center, we are learning more each day about the things we sometimes take for granted. Though the grassroots efforts of organizations like the Ware Business and Civic Association, we can communicate the exceptional quality of life defined by our schools that are cultivating young minds, our hospital that is providing a level of care second to none, our town which gives us a safe place to live and work, and our businesses that offer all of the products and amenities we need.

We are resilient, where the motto of “the town that can’t be licked” is ingrained in our history and culture.

We are dedicated, and our independent spirit thrives in our local businesses, cultural anchors, and citizens.

We are striving, as evidenced by our school system, town, and community partners who are building a better quality of life for our citizens.

We are committed, as our efforts to revitalize and improve our community are being realized on a daily basis.

We Are Ware, Massachusetts:
Somewhere Worth Seeing.



Icon

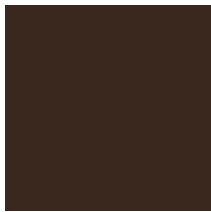
This logo is created from some of Ware’s unique offerings including the Ware Center Meeting House, Ware River and Mill, the clock tower of Town Hall, and the Ware-Hardwick Covered Bridge

This system also provides a great platform for expandability as demonstrated in this style guide.



Brand Summary

Our communities must be branded in such a way that the people, places, and events become dynamic and evoke positive feelings about the potential experiences to be had there. We must be aware of the tendency to reduce all potential experiences into a single identity that features only one aspect of the community. While there is nothing wrong with featuring a single icon, a good branding and marketing system must encompass multiple interpretations of the ever-expanding options for positive experiences within a community.



Colors

This palette represents the vibrancy found in the Ware community. The blue connects to the Ware River, the green represents not only the vegetation and natural resources found in Ware and the Quabbin region, but also the Ware Junior Senior High School colors. Finally, the blonde and red represent the colors of the historic architecture of the community. The gradients used create a much richer, broader palette from which to draw.

Ware, MA

Somewhere Worth Seeing

Wordtype

Ware was set in a classic and clean serif typeface to represent the historical significance and relevance of Ware. A more contemporary script typeface was selected for the tagline as an attractive counter-balance.

Tagline

This simple statement sets the tone for Ware to establish a platform to tell their story and build a sense of community pride.



Brand Extension

Brand extension is the process of incorporating the brand into events and activities going on in the community. By adopting the look, feel and tone of the Ware, Massachusetts brand, these events begin to be connected in the consumers mind and begin to add strength to the primary brand and vice versa. The general approach of brand extension is to select at least one of the members of the color palette as the primary color of the logo, and expanded the color palette from there. The use of approved fonts also connects the logo to the overall brand.





Logo Size & Spacing

The size and spacing of the Ware, Massachusetts 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. The height of the first letter is generally 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 Ware, Massachusetts brand.



⊘ Change Colors



⊘ Scale Elements



⊘ Outline Elements



⊘ Rotate Elements



⊘ Stretch the Logo



⊘ Move Elements



⊘ Use Photographic Backgrounds

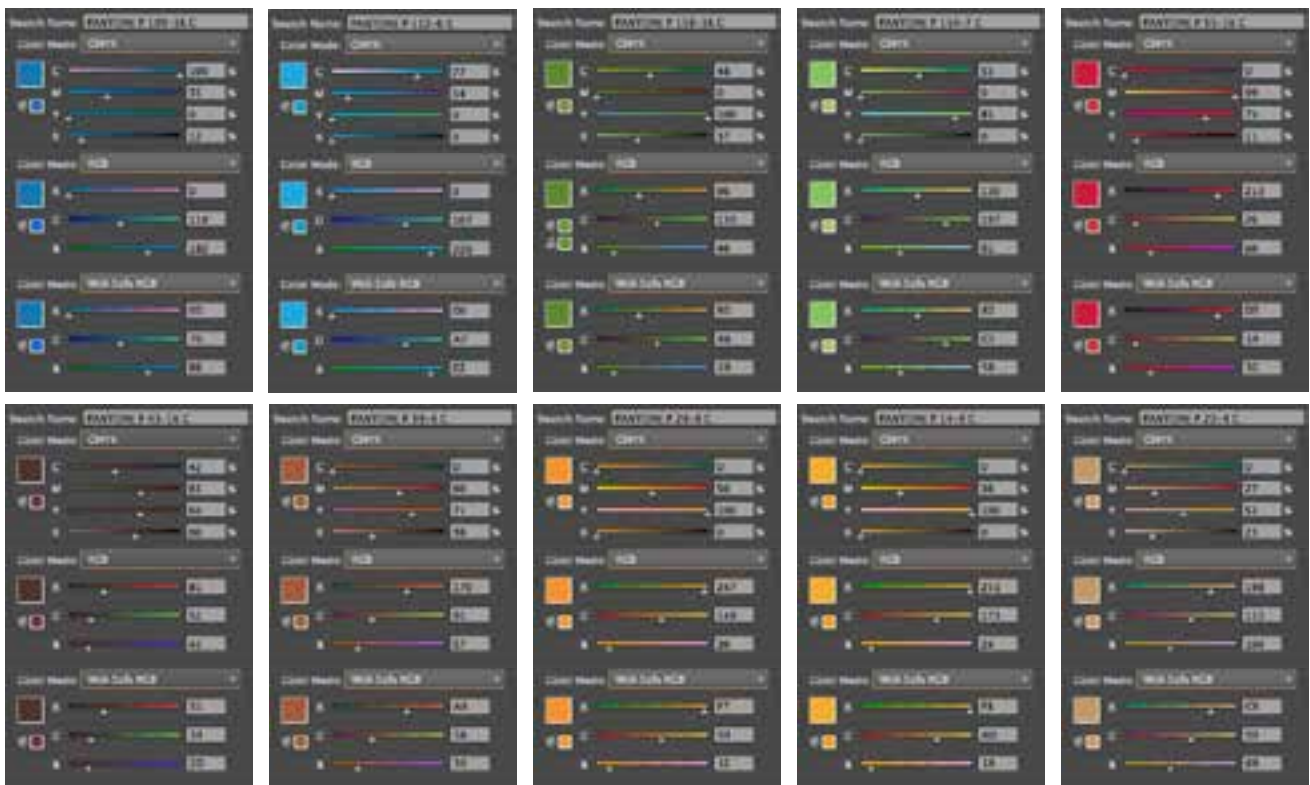


⊘ Use as a Wallpaper



Color Palette

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.



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. 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, PANTONE Colors allow you to use colors that cannot be mixed in CMYK.



Typography

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

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 !@#\$%^&*(){}|:”<>?

Kepler Standard Display

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 !@#\$%^&*(){}|:”<>?*

Shelby Script

Installing Fonts:

We recommend installing only one format - OpenType, TrueType, or PostScript - 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.

Choose Start > Settings > Control Panel. Note: In Windows XP choose Start > Control Panel Double-click the Fonts folder. Choose File > Install New Font. Locate the fonts you want to install. In the drivers list, select the drive and the folder containing the fonts you want to install. In the Folders list, select a folder that contains the fonts you want to install. (Make sure you have unzipped them first.) The fonts in the folder appear under List of Fonts.

Select the fonts to install. To select more than one font, hold down the CTRL key and click each font.

To copy the fonts to the Fonts folder, make sure the Copy fonts to the Fonts folder check box is selected.

Note: If installing fonts from a floppy disk or a CD-ROM, you should make sure this check box is selected. Otherwise, to use the fonts in your applications, you must always keep the disk in the disk drive.

Click OK to install the fonts.



Copyright Transfer Statement

Ben Muldrow as the agent for Arnett Muldrow & Associates, located at 316 West Stone Avenue, Greenville, SC, the owner of Copyright for this presented design(s) hereby grants a full copyright license transfer to Ware, Massachusetts to utilize the following designs as the new owner sees fit to do so.

For the purpose of Community Branding.

This license, 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, social media profile images, favicon etc.

signature

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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.

Counters signing this statement forms your contractual acceptance of the Copyright Transfer Form and the terms thus set out.

signature

