

Brand Style Guide

The Ware Brand Style Guide is a set of branding materials that can be used by Ware businesses and other organizations to tap into the community-wide system to market and promote Ware. This brochure provides information on how to obtain the files for the various elements, including:

- ✧ Logos
- ✧ Fonts
- ✧ Colors
- ✧ Photos



Typography



Branding Partnership



Planning & Community Development
Town Hall
126 Main Street
Ware, MA 01082

Phone: 413-967-9648 ext. 186
E-mail: pcd@townofware.com



Ware Business & Civic Association
PO Box 602
Ware, MA 01082

Email: warebca@gmail.com

This project was made possible by
a generous grant from
The Edward and Barbara Urban Foundation.
Consultants: Arnett Muldrow & Associates,
2014-2015.



Ware, MA
Somewhere Worth Seeing

Brand Style Guide

How to Access It

Ware, Massachusetts - A Branding System to Enhance Awareness



The Edward and Barbara Urban Foundation partnered with the Town of Ware to employ the services of a consulting firm specializing in community marketing to assist the community with

techniques to help our business community by enhancing awareness throughout the region of what our town has to offer.

Part of the consultant's work was the creation of a brand, which consists of a brand statement and a collection of elements designed to allow users to create their own identity within an overall framework. This collection is called the Style Guide.

The branding presents a method of identity with the community that enables visitors and potential customers to quickly associate various businesses and organizations with a specific place: Ware.

The Style Guide

This guide directs users on how to incorporate the various elements of logos, color, typeface, photographs, taglines, etc. in marketing materials for a business or any other type of organization. It includes several "catalogs" which illustrate the various elements created for Ware's branding system. The catalogs are how the elements are identified for access, and include:



Photo

Collateral



Advertising



The Style Guide is available at:

- 📄 www.townofware.com; P&CD Dept. page
- 📄 P&CD Dept at Town Hall
- 📄 www.warebca.com

To Access the Materials:

1. Review the catalogs in the Style Guide to find the elements you would like to use.
2. Note the filename under the element of your choice.
3. Contact one of the partners listed on the back of this brochure and provide them with the file name, file format, brief description (e.g. photo of waterfall), date needed, your name, and your email address. Please contact only one partner for a single request, to avoid duplication of effort.
4. Uses for businesses (for-profit) are asked to send a copy of the draft project (advertisement, sign, flyer, etc.) to both partners for approval prior to production or publication. We will respond promptly.