

Ware's Style Guide

What it is and How to Use it



Ware, MA

Somewhere Worth Seeing

THE BIG PICTURE

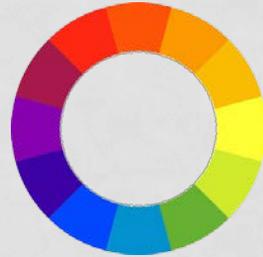
- 2014 Visioning/Wayfinding project
- **Goal:** Ware will create a “brand identity” and build a comprehensive toolbox to communicate and promote itself to its citizens, future businesses, new residents, and its partners.
- **Action:** Adopt a Ware Brand as consistent, comprehensive marketing system.

A BRAND IS...

A brand is a consistent and connected system that a community uses to communicate and promote itself to its various target markets, whether that be local residents needing to know what recreational programming exists, or a prospective business who may be looking at the community as a place to invest. A comprehensive marketing brand contains several elements including color palette, typography, iconography and marketing message.

MARKETING BRAND

- Color palette



The colors in the palette were chosen as representing the vibrancy found in our community: the Ware River, our natural resources, our history and architecture.

- Typography

Legible text

Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed. The arrangement of type involves selecting typefaces, point size, line length, line-spacing (leading), letter-spacing (tracking), and adjusting the space within letters pairs (kerning).

- Iconography



Iconography includes the various illustrations created by the consultants which can be used by the community – the Town, businesses, and organizations based here – to supplement their own brand and tie their message to the overall community brand.

- Marketing message: unique, resilient, dedicated, striving committed... We Are Ware!

MARKETING MESSAGE

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.

TAGLINE

Somewhere Worth Seeing

- Somewhere Worth Being
- Somewhere Worth Studying
- Somewhere Worth Exploring
- Somewhere Worth Shopping
- Somewhere Worth Eating
- Somewhere Worth...

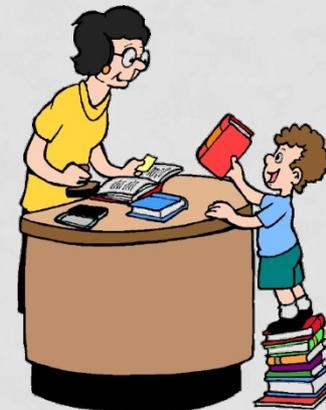
The tagline is a simple statement that sets the tone for whatever your message is. If your business is a retail store, "somewhere worth shopping" makes sense. If you specialize in outdoor sports, "exploring" makes sense. If you are in real estate, "somewhere worth being" or "living" makes sense.

In all cases, the tagline should be in the specific font shown here at the top of this list, in one of the colors of the palette.

WHERE IS THE STYLE GUIDE?

The Style Guide is available in several locations:

- On the internet at warebca.com and townofware.com
- In the Town Hall at the Planning & Community Development Department
- In the Young Men's Library



WAREBCA.COM

WB&CA
Ware Business
& Civic Association

Somewhere Worth Seeing!

HOME

MEMBERS

ABOUT US

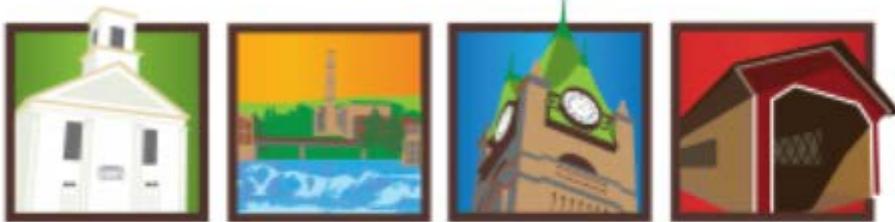
CONTACT WB&CA!

MEMBERSHIP FORM

FALL FEST 2015

REAL OLDIES WARE

TRI-COUNTY RECYCLING



Ware, MA

Somewhere Worth Living

WB&CA MEETING DECEMBER 16TH @6:00

USE THE BRANDING GRAPHICS FOR THE TOWN OF WARE

We now have a style guide if you would like to tie in with the branding effort for the town of Ware. [View the Web Style guide here.](#)

[View the Print Style guide here.](#)

COMMUNITY COLLEGE HOPES

[Read a story about locating a satellite location of the Holyoke Community College in Ware.](#)



TOWNOFWARE.COM

[HOME](#)[GOVERNMENT](#)[DEPARTMENTS](#)[RESIDENTS](#)[VISITORS](#)[Application Forms](#)[Zoning Bylaw](#)[Master Plan](#)[Open Space & Recreation Plan](#)[Subdivision Regulations](#)[Visioning, Branding & Wayfinding Project](#)[Planning Board Minutes](#)[Zoning Board Minutes](#)

[Home](#) » [Departments](#) » [Planning Department](#)

Planning and Community Development



 **E-Notify**

Contact: [Karen M. Cullen, AICP](#)

Director of Planning & Community Development

Judi Mosso

Assistant to the Director

Address: 126 Main Street, Ware, MA 01082

Phone: 413.967.9648 x186

Fax: 413.967.9642

Duties & Responsibilities:

The Planning and Community Development department is responsible for performing studies and preparing plans related to land use and development of the town, (including the Master Plan); to draft regulations which carry out those plans, and to administer said regulations (see the CD page for more on those efforts). The department includes, among others, the Planning Board and the

USAGE

- The Style Guide reviews examples of how not to modify (or use) the various logos. Why? To preserve our overall brand identity, to keep it instantly recognizable.
- Don't:
 - Change colors
 - Change element sizes
 - Change element rotation
 - Outline elements
 - Put transparent background images over a photograph
 - Repeat an icon as a “wallpaper”

We don't want to hold tight reins on this branding system, but we do ask that people follow the guidance in the Style Guide and if in doubt, please contact the WBCA or the town – specifically the Planning & Community Development Department – for advice on using the various elements.

EXAMPLES OF WHAT NOT TO DO



Ware
MASSACHUSETTS



Ware
MASSACHUSETTS



Ware
MASSACHUSETTS



Ware
MASSACHUSETTS



Ware
MASSACHUSETTS



COLORS

- Our branding system includes ten specific colors
 - Two blues
 - Two greens
 - A red
 - Two browns
 - Two golds
 - A tan
- The Style Guide includes all the information that designers and printers need to set the colors for your materials correctly.
- You can also set the colors yourself.

Swatch Name: **PANTONE P 109-16 C**

Color Mode: **CMYK**

C: 100 %
M: 35 %
Y: 0 %
K: 12 %

Color Mode: **RGB**

R: 0
G: 118
B: 182

Color Mode: **Web Safe RGB**

R: 00
G: 76
B: 86

Swatch Name: **PANTONE P 112-6 C**

Color Mode: **CMYK**

C: 77 %
M: 14 %
Y: 0 %
K: 0 %

Color Mode: **RGB**

R: 0
G: 167
B: 226

Swatch Name: **PANTONE P 112-6 C**

Color Mode: **Web Safe RGB**

R: 00
G: A7
B: E2

Swatch Name: **PANTONE P 158-16 C**

Color Mode: **CMYK**

C: 48 %
M: 0 %
Y: 100 %
K: 37 %

Color Mode: **RGB**

R: 96
G: 139
B: 40

Color Mode: **Web Safe RGB**

R: 60
G: 88
B: 28

Swatch Name: **PANTONE P 154-7 C**

Color Mode: **CMYK**

C: 53 %
M: 0 %
Y: 85 %
K: 0 %

Color Mode: **RGB**

R: 130
G: 197
B: 91

Color Mode: **Web Safe RGB**

R: 82
G: C5
B: 5B

Swatch Name: **PANTONE P 55-16 C**

Color Mode: **CMYK**

C: 0 %
M: 99 %
Y: 73 %
K: 11 %

Color Mode: **RGB**

R: 213
G: 26
B: 60

Color Mode: **Web Safe RGB**

R: D5
G: 1A
B: 3C

Swatch Name: **PANTONE P 43-16 C**

Color Mode: **CMYK**

C: 42 %
M: 65 %
Y: 64 %
K: 60 %

Color Mode: **RGB**

R: 81
G: 52
B: 45

Color Mode: **Web Safe RGB**

R: 51
G: 34
B: 2D

Swatch Name: **PANTONE P 39-6 C**

Color Mode: **CMYK**

C: 0 %
M: 60 %
Y: 71 %
K: 36 %

Color Mode: **RGB**

R: 170
G: 91
B: 57

Color Mode: **Web Safe RGB**

R: AA
G: 5B
B: 39

Swatch Name: **PANTONE P 20-8 C**

Color Mode: **CMYK**

C: 0 %
M: 50 %
Y: 100 %
K: 0 %

Color Mode: **RGB**

R: 247
G: 148
B: 30

Color Mode: **Web Safe RGB**

R: F7
G: 94
B: 1E

Swatch Name: **PANTONE P 14-8 C**

Color Mode: **CMYK**

C: 0 %
M: 36 %
Y: 100 %
K: 0 %

Color Mode: **RGB**

R: 251
G: 173
B: 24

Color Mode: **Web Safe RGB**

R: FB
G: AD
B: 18

Swatch Name: **PANTONE P 22-4 C**

Color Mode: **CMYK**

C: 0 %
M: 27 %
Y: 53 %
K: 25 %

Color Mode: **RGB**

R: 198
G: 153
B: 104

Color Mode: **Web Safe RGB**

R: C6
G: 99
B: 68

HOW TO SET COLORS

- Say you want to set the font color for a flyer
 - Depending on your software, you can use RGB, CMYK, or PANTONE
 - If you can, use CMYK or PANTONE for print, but Word doesn't have those options so unless you are working with a design or print professional, just use RGB
 - Type your text as usual, then highlight it
 - In Windows based systems, choose the "Font" menu or click on the "font color" button, and choose "More Colors"

Font

Minion Pro (Head 32

B *I* U **S** abc \leftrightarrow A A

Text Direction
Align Text
Convert to SmartArt



Theme Colors

Standard Colors

Recent Colors

More Colors...



HOW TO SET

- ... want to set the font c
- You will want to use "CMYK"
 - Type your text as usual, then high
 - In Windows based systems, choos the "font color" button



HOW TO SET COLORS

- Say you want to set the font color for a flyer
 - You will want to use "CMYK"
 - Type your text as usual, then highlight it
 - In Windows based systems, choose the "Font" menu or click on the "font color" button, and choose "More Colors"
 - The standard colors window will open; click on the "Custom" tab

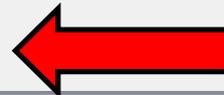
My Flyer

Colors



Standard

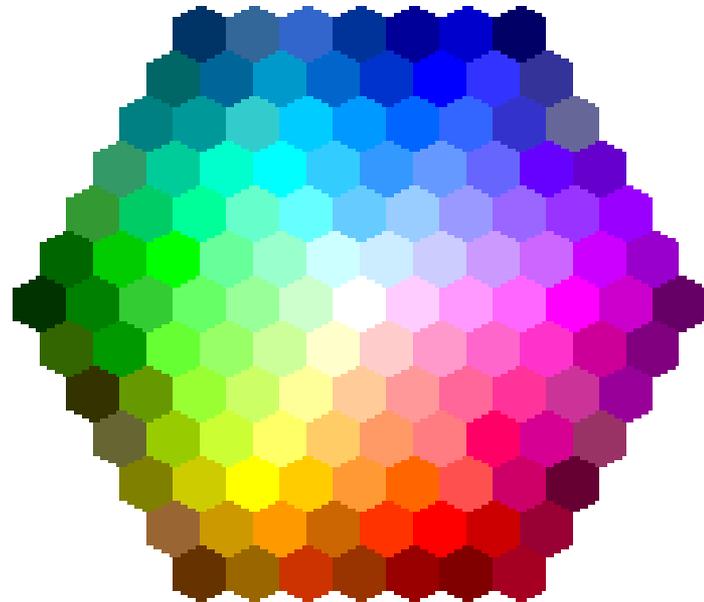
Custom



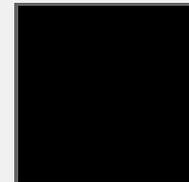
OK

Cancel

Colors:



New



Current

HOW TO SET COLORS

- Say you want to set the font color for a flyer
 - You will want to use "CMYK"
 - Type your text as usual, then highlight it
 - In Windows based systems, choose the "Font" menu or click on the "font color" button, and choose "More Colors"
 - The standard colors window will open; click on the "Custom" tab
 - Make sure the color model is set to RGB

Colors



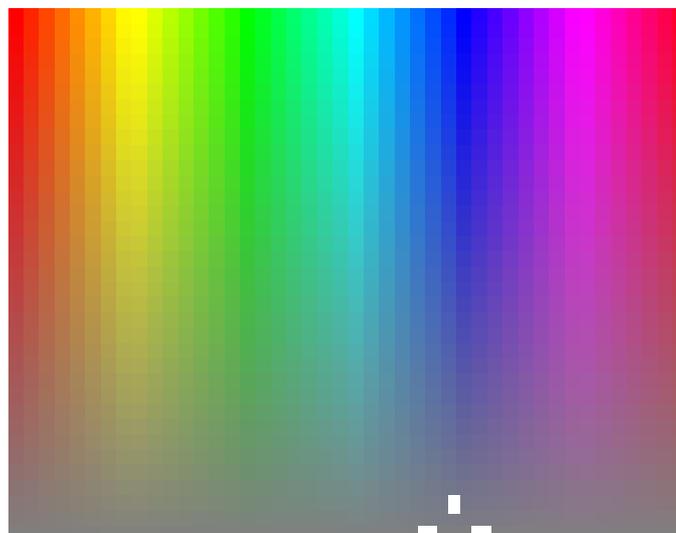
Standard

Custom

OK

Cancel

Colors:



Color model:

RGB



Red:

0



Green:

0

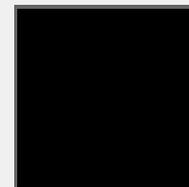


Blue:

0



New



Current

HOW TO SET COLORS

- Say you want to set the font color for a flyer
 - You will want to use "CMYK"
 - Type your text as usual, then highlight it
 - In Windows based systems, choose the "Font" menu or click on the "font color" button, and choose "More Colors"
 - The standard colors window will open; click on the "Custom" tab
 - Make sure the color model is set to RGB
 - Type into the three boxes the corresponding numbers for red, green, and blue
 - You'll see the new color show up in the box to the right

Colors



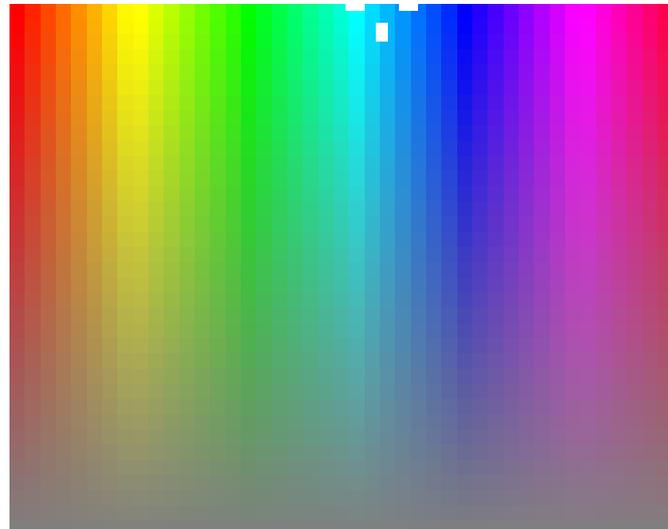
Standard

Custom

OK

Cancel

Colors:



Color model:

RGB

Red:

0

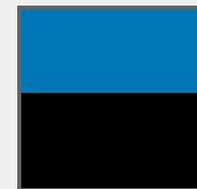
Green:

118

Blue:

182

New



Current

Swatch Name: PANTONE P 109-16 C

Color Mode: CMYK

C: 100

M: 35

Y: 0

K: 12

Color Mode: RGB

R: 0

G: 118

B: 182

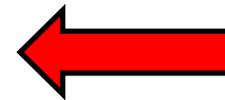
Color Mode: Web Safe RGB

R: 00

G: 76

B: 86

Get the numbers from the color swatch



HOW TO SET COLORS

- Say you want to set the font color for a flyer
 - You will want to use "CMYK"
 - Type your text as usual, then highlight it
 - In Windows based systems, choose the "Font" menu or click on the "font color" button, and choose "More Colors"
 - The standard colors window will open; click on the "Custom" tab
 - Make sure the color model is set to RGB
 - Type into the three boxes the corresponding numbers for red, green, and blue
 - You'll see the new color show up in the box to the right
 - Click "OK" and the font color will change for your highlighted text.

My Flyer

COLORS CONTINUED

- To use CMYK, follow the same steps but make sure the color mode is set accordingly.
- PANTONE is best left to the professionals, but if you have the right software, give it a try.
- Don't go crazy with colors; generally you should limit a piece to just a few.
- Don't try using varying shades of these colors, although there will be times when a slightly different shade will work better than the standard color – but slight variations will be unnoticeable to most people.

INSTALLING FONTS

- You can get the fonts from us if your system doesn't already have them.
- Once you receive the zip file, unzip it to the folder on your computer where font files are stored.
- Working through your operating system, install the fonts.
- If you don't have Adobe software you may run into weird issues; if you get really stuck and have no one to get help from, contact us and we'll try to help.

USING FONTS

- Kepler for headlines – designed to grab attention
- Avenir for body text (descriptions, instructions, etc.)
- Shelby for a final punctuation statement
- Note that typography includes other elements than just the font: character spacing, size, etc.

Play with these settings on your text to increase readability, and pay attention to what you are making – a flyer, a poster, a sign

EXAMPLES

- Shelby can be challenging to read:
- *The cute kitten slept in the sun.*
- *Thecutekittensleptinthesun.*
- *The cute kitten slept in the sun.*
- *Thecutekittensleptinthesun.*

MORE EXAMPLES

- Kepler can have dramatic effects:
- **Lost Kitten!**
Lost Kitten!
- *Lost Kitten!*
- **LOST KITTEN!**

Using different character spacing, bold, italics, and small caps can change the “intensity” of your message. Experiment to find a combination that best suits your needs.

FILE TYPES

- We have files for different uses:
- Web – use the png or gif version
- Print – use the eps or jpg, or if you have Adobe Illustrator, use the ai version
- Signs – use the eps or ai version

Samples:



Note that jpg has a white background, while png has a transparent background.

DIFFERENT IMAGE TYPES

Name	Date Mo...	Size	Kind	Name
Arts-MH-4C.eps	2/26/15	1.2 MB	EPS	Arts-MH-4C.png
aWare-4C.eps	2/26/15	1.3 MB	EPS	aWare-4C.png
aWare-B&W.eps	2/26/15	1.2 MB	EPS	aWare-B&W.png
aWare-Brown.eps	2/26/15	1.3 MB	EPS	aWare-Brown.png
aWare-Gold.eps	2/26/15	1.3 MB	EPS	aWare-Gold.png
aWare-Green.eps	2/26/15	1.3 MB	EPS	aWare-Green.png
BG Blue.eps	3/26/15	1.2 MB	EPS	BG Blue.png
BG Green.eps	3/26/15	1.2 MB	EPS	BG Green.png
BG Light Green.eps	3/26/15	1.2 MB	EPS	BG Light Green.png
BG Orange.eps	3/26/15	1.2 MB	EPS	BG Orange.png
BG Red.eps	3/26/15	1.2 MB	EPS	BG Red.png
Concerts-4C.eps	2/26/15	1.6 MB	EPS	Concerts-4C.png
CoveredBridge-4C.eps	2/26/15	1.2 MB	EPS	CoveredBridge-4C.png
FallFest-4C-V2.eps	2/26/15	1.4 MB	EPS	FallFest-4C-V2.png
FallFest-4C.eps	3/26/15	926 KB	EPS	FallFest-4C.png
FarmersMarket-4C.eps	2/26/15	1.3 MB	EPS	FarmersMarket-4C.png
FarmersMarket-Horz-4C.eps	2/26/15	1.3 MB	EPS	FarmersMarket-Horz-4C.png
Grenville Park-4C.eps	2/26/15	1.5 MB	EPS	Grenville Park-4C.png
Icon_Clock Tower.eps	3/30/15	800 KB	EPS	Icon_Clock Tower.png

aWare-Green.eps

1.3 MB

Modified: Thursday, February 26, 2015 9:30 PM

▶ Spotlight Comments:

▼ General:

Kind: EPS File

Size: 1,250,433 bytes (1.3 MB on disk)

Where: /Users/murphyc/Downloads/Ware Presentation/EPS - T-shirts, Banners, Printing (1)

Created: Thursday, February 26, 2015 9:30 PM

Modified: Thursday, February 26, 2015 9:30 PM

Version: Saved As v.10 Created by v.18.1.1

Label: Stationery pad Locked

▶ More Info:

▼ Name & Extension:

aWare-Green.eps

 Hide extension

▶ Open with:

▼ Preview:



aWare-Green.png

87 KB

Modified: Thursday, February 26, 2015 9:30 PM

▶ Spotlight Comments:

▼ General:

Kind: Portable Network Graphics image

Size: 86,972 bytes (90 KB on disk)

Where: /Users/murphyc/Downloads/Ware Presentation/PNG - Logo Graphics With Transparent BG (2)

Created: Thursday, February 26, 2015 9:30 PM

Modified: Thursday, February 26, 2015 9:30 PM

Label: Stationery pad Locked

▶ More Info:

▼ Name & Extension:

aWare-Green.png

 Hide extension

▶ Open with:

▼ Preview:



HOW DO I RECEIVE THE GRAPHICS?

- Contact either the WBCA or Karen by email
- Include the code found in the Logo Catalog for the graphic that you want

Code:



- We will send you the graphic in an email!

EXAMPLES



Ware, MA
Somewhere Worth Seeing



Search...

HOME

GOVERNMENT

DEPARTMENTS

RESIDENTS

VISITORS



TOWN
DIRECTORY



PAY YOUR
BILL



TOWN
MANAGER



WHERE DO
I GO FOR?



MEETING
MINUTES

EXAMPLES



WB&CA



Fall Fest

Saturday, October 3

Fall Fest Highlights

- Pancake Breakfast 9 am to 11 am at the Historic Mill Yard with Jazz music
- Ware Historical Society Art Fair at the historic Ware Town Hall
James Montgomery - \$20 ticket



- Explore our Stores and enter our drawing for a chance for a gift certificate
- Silent Auction proceeds benefit a local non profit

Visit warebca.com for more information

WB&CA
Ware Business
Civic Association

Somewhere Worth Seeing!

IN CONCLUSION

- The images and fonts are available to help you tie in with the professional marketing message and branding for the Ware community.
- Request images from the style guide
- They will be sent to you
- We can help with any questions you have about using them.

THANK YOU!

- Contacts:

- Karen Cullen, AICP
- Director of Planning & Community Development
- kcullen@townofware.com

- Ware Business & Civic Association
- warebca@gmail.com

Have fun using the elements of our community's branding system!