

# Skowhegan, Maine

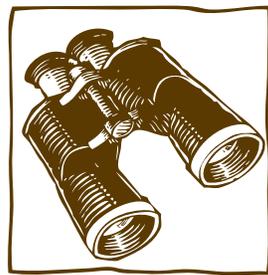
## Branding Style Guide



BRANDING SYSTEM PREPARED BY  
**ARNETTMULDROW**

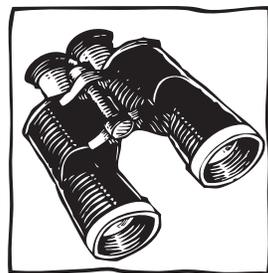
## Branding Approval

In order to ensure consistent use of the Skowhegan brand, we ask that you submit a sample of each project for approval. Please specify your deadline requirements. We will reply promptly to your request for approval.



**A PLACE  
TO WATCH**

**SKOWHEGAN, MAINE**



**A PLACE  
TO WATCH**

**SKOWHEGAN, MAINE**



## Logo Variations

Below are the logo variations for the Skowhegan brand. They are presented in two color, one color, reversed and Black & white usages. All logos are created in vector art and are infinitely scalable and available for any use. These logos are available on the Skowhegan Logo CD.



## Logo Size & Spacing

The size and spacing of the Skowhegan 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 S should be used as 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 Skowhegan brand.



Change Colors



Scale Elements



Outline Elements



Rotate Elements



Stretch the Logo



Move Elements



Use Photographic Backgrounds



Use as a Wallpaper



## 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.

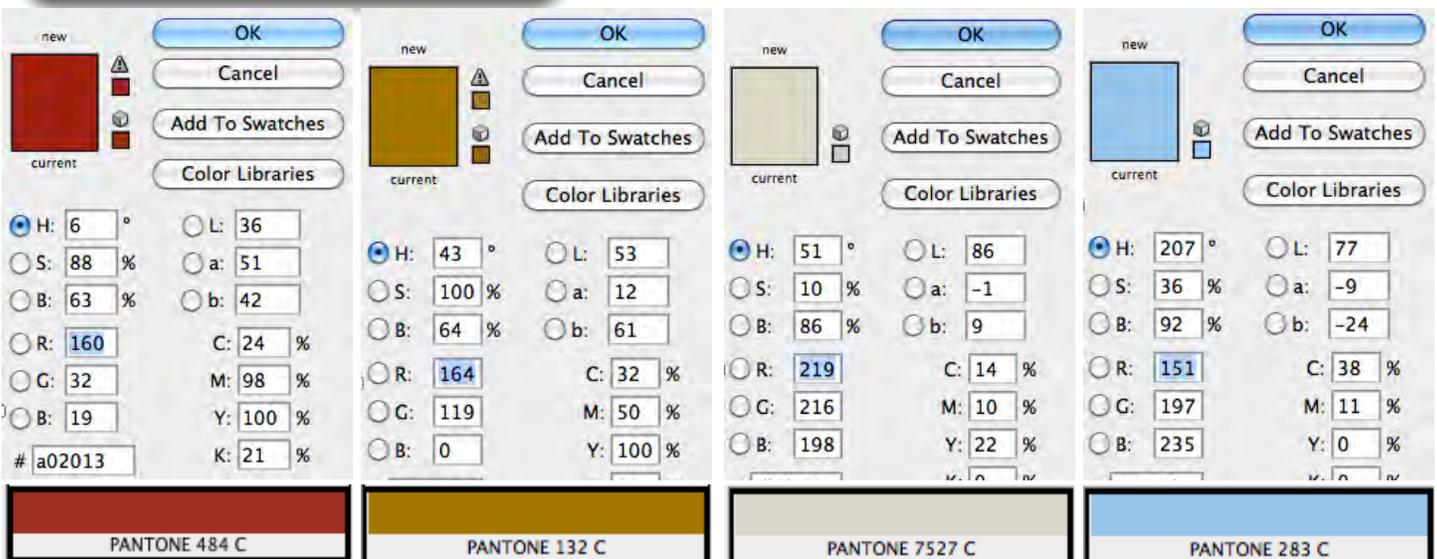
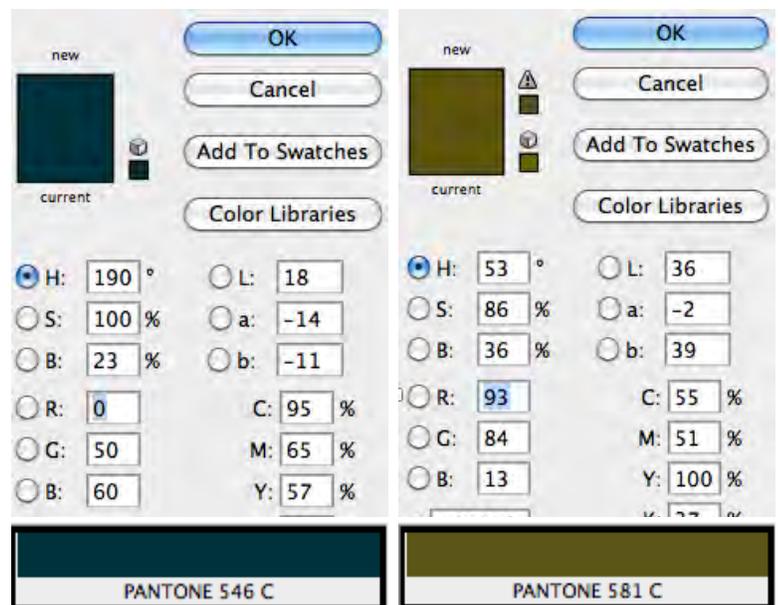
It can be very frustrating to see the logo you worked hard to create look deep blue on the client's letterhead, blue-greenish on his business card, and light blue on his very expensive envelopes.



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

## 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.



## Typography

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

**A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0**

Horndon

**a b c d e f g h i j k l m**  
**n o p q r s t u v w x y z**  
**A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0**

FuturaBT Extra Black

### Installing OpenType or TrueType Fonts in Windows

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 Drives 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.

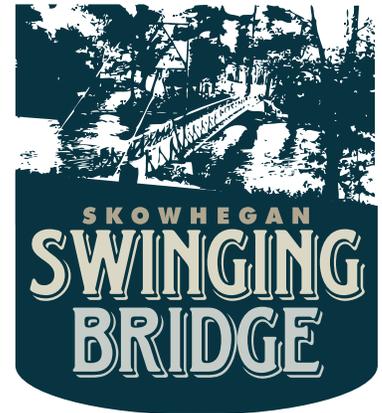
Note: If installing fonts from a floppy disk or a CD-ROM, you should make sure this check box is selected. Otherwise, to use the fonts in your applications, you must always keep the disk in the disk drive.

Click OK to install the fonts.



## Brand Extension

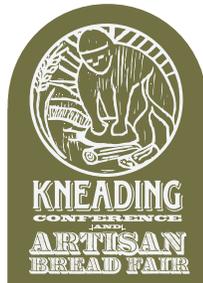
Brand extension is the process of incorporating the brand into events and activities going on in the community. By adopting the look, feel and tone of the Skowhegan brand, these events begin to be connected in the consumers mind and begin to add strength to the primary brand and vice versa. The general 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.



**KNEADING**  
CONFERENCE  
AND  
**ARTISAN**  
BREAD FAIR



**KNEADING**  
CONFERENCE  
AND  
**ARTISAN**  
BREAD FAIR

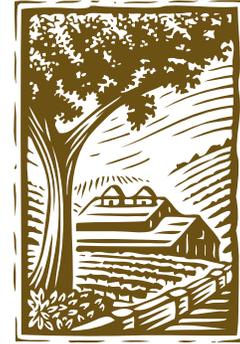


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BREAD FAIR

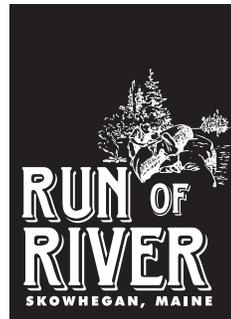
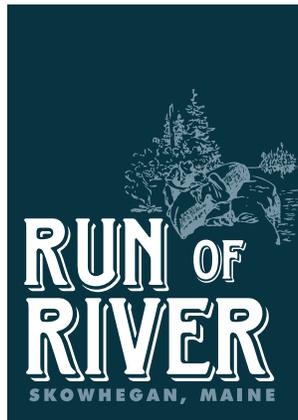


# Usage Control

When to use the logo and when not to is often times a judgement call. As the official keeper of the brand, Skowhegan has the final say in the usage of the brand. The brand should be used in signage, advertising, direct mail, event logos, merchandising, etc. Usage of the brand in an individual business or in an application that directly profits an individual business will be reviewed on a case by case basis.



SKOWHEGAN  
FARMERS  
MARKET





Ads come in all shapes and sizes but they have a common goal -- to sell a product, a service, a brand. Text, visuals, or a combination of the two are the main elements of any print ad.

### Artwork

Photographs, drawings, and graphic embellishments are a key visual element of many types of ads. Some ads may have only a single visual while others might have several pictures. Even text-only ads might have some graphics in the form of decorative bullets or borders. When included with visuals the caption is one of the first things most readers look at after the visual. It's not in all ads.

### Titles

The main headline may be the strongest element of the ad or it may be secondary to a strong visual. Some ads may have subheads and other title elements as well.

### Body

The copy is the main text of the ad. Some ads may take a minimalist approach, a line or two or a single paragraph. Other ads may be quite text-heavy with paragraphs of information, possibly arranged in columns newspaper style. While the words are the most important part of the copy, visual elements such as indentation, pull-quotes, bullet lists, and creative kerning and tracking can help to organize and emphasize the message of the body of the ad.

### Contact

The contact or signature of an ad may appear anywhere in the ad although it is usually near the bottom. It consists of one or more of:

Logo, Advertiser Name, Address, Phone Number, Map or Driving Directions, Web Site Address, Extras

Some print ads may have additional special elements such as an attached business reply envelope, tear-out portion with a coupon, tip sheet, product sample.



**A Place to Watch**

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For more information of Skowhegan, go to [www.mainstreetskowhegan.org](http://www.mainstreetskowhegan.org).



## IMPORTANT

All of the included graphic files might not work on your machine, but that does not mean that the file is corrupted or that there is something wrong with your machine. These files address all of the normal uses that a community implemented design would require. Always make sure to inform vendors that you have these different file formats available.

**File Type** Adobe Illustrator File  
**Category** Vector Image Files  
**File Description** Vector image file created by Adobe Illustrator; composed of paths, or lines connected by points, instead of bitmap data; may include objects, color, and text; often referred to as a Illustrator drawing.

Illustrator documents can be opened with Photoshop, but the image will be rasterized, meaning it will be converted from a vector image to a bitmap.



**Program(s) that open ai files**

Mac OS Adobe Illustrator, Acrobat, Reader  
 Adobe Photoshop (rasterized)  
 Apple Preview  
 Windows Adobe Illustrator, Acrobat, Reader  
 Adobe Photoshop (rasterized)

**File Type** JPEG Image File  
**Category** Raster Image Files  
**File Description** Compressed graphic format standardized by the JPEG (Joint Photographic Experts Group) group; commonly used for storing digital photos since the format supports up to 24-bit color; also a common format for publishing Web graphics; compressed using lossy compression, which may noticeably reduce the image quality if a high amount of compression is used.



**File Type** Encapsulated PostScript  
**Category** Vector Image Files  
**File Description** PostScript (.PS) file that may contain vector graphics, bitmap images, and text; includes an embedded preview image in bitmap format; often used for transferring between different operating systems.



**Program(s) that open eps files**

Mac OS Apple Preview  
 Adobe Illustrator, Acrobat, or Photoshop  
 QuarkXpress  
 Windows CorelDRAW, Adobe Illustrator, Acrobat,  
 or Photoshop, QuarkXpress

**File Type** Portable Document Format  
**Category** Page Layout Files

**File Description** Cross-platform document created by Adobe Acrobat or a program with the Acrobat plug-in; commonly used for e-mail attachments or for saving publications in a standard format for viewing on multiple computers; usually created from another document instead of from scratch.



May contain text, images, forms, annotations, outlines, and other data; preserves fonts and formatting electronically across multiple platforms; appears on the screen as it will when printed on paper. Google and other search engines now index PDF documents, which can be viewed in a Web browser using the free Adobe Reader plug-in. Can also be created in Mac OS X by selecting "Print..." and choosing "Save as PDF" from the PDF drop-down menu instead of clicking "Print."

**Program(s) that open pdf files**

Mac OS Adobe Reader to view (free)  
 Adobe Acrobat to edit (commercial)  
 Apple Preview  
 Windows Adobe Reader to view (free)  
 Adobe Acrobat to edit (commercial)  
 Brava! Reader

**File Type** Graphical Interchange Format  
**Category** Raster Image Files  
**File Description** Image file that may contain up to 256 indexed colors; color palette may be a pre-defined set of colors or may be adapted to the colors in the image; lossless format, meaning the clarity of the image is not compromised with GIF compression.

GIFs are common format for Web graphics, especially small images and images that contain text, such as navigation buttons; however, JPEG (.JPG) images are better for showing photos because they are not limited in the number of colors they can display.



GIF images can also be animated and saved as "animated GIFs," which are often used to display basic animations on websites; they may also include transparent pixels, which allow them to blend with different color backgrounds; however, pixels in a GIF image must be either fully transparent or fully opaque, so the transparency cannot be faded like a .PNG image.



# Skowhegan, Maine

## Logo Contact Sheet



BRANDING SYSTEM PREPARED BY  
**ARNETTMULDROW**



APTW-B&W.pdf



APTW-Color.pdf



Chamber-Horz-1C.pdf



Chamber-Horz-2C.pdf



Chamber-Horz-B&W.pdf



Chamber-Vert-2C.pdf



Chamber-Vert-B&W.pdf



Chamber-Vert-BLUE.pdf



Chamber-Vert-Orange.pdf



Design.pdf



Downtown-B&W.pdf



Downtown-Color.pdf



ER.pdf



FarmersMarket-B&W.pdf



FarmersMarket-Color.pdf



Flatiron-B&W.pdf



Flatiron-Color.pdf



HolidayStroll-1C.pdf



HolidayStroll-4C-tag.pdf



HolidayStroll-B&W.pdf



Kneading-Horz-B&W.pdf



Kneading-Horz-Color.pdf



Kneading-Vert-Color.pdf



Kneading-Vert-Rev-1C.pdf



Kneading-Vert-Rev-B&W.pdf



MapleFestival-B&W.pdf



MapleFestival-color.pdf



MS-horz-b&w.pdf



MS-horz-blue.pdf



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Promotion.pdf



Riverfront.pdf



RunofRiver-B&W.pdf



RunofRiver-color.pdf



RunofRiver-Rev-B&W.pdf



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SED-1.pdf



SED-2.pdf



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Skowhegan-main-4C.pdf



Skowhegan-main-B&W.pdf



Skowhegan-me-1C.pdf



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StateFair-4C.pdf



StateFair-B&W.pdf



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SwingingBridge-B&W.pdf



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# Skowhegan, Maine

## Photo Contact Sheet



BRANDING SYSTEM PREPARED BY  
**ARNETTMULDROW**



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Art Gallery.bmp



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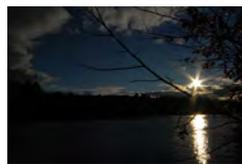
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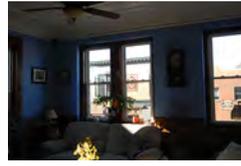
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BEN\_1911.jpg



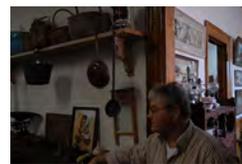
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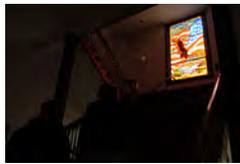
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BEN\_1936.jpg



BEN\_1937.jpg



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BEN\_1940.jpg



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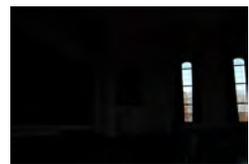
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BEN\_1950.jpg



BEN\_1952.jpg



BEN\_1953.jpg



BEN\_1954.jpg



Betty.jpg



bod award good.jpg



bod award.jpg



bulbers.jpg



car show 2.bmp



car show 3.bmp



car show 4.bmp



car show 5.bmp



car show and kids.b...



car show.bmp



CDAwards 2010-1.J...



CDAwards 2010-1s...



CDAwards 2010-3.J...



CDAwards 2010-4.jpg



Chamber.bmp



coburn.jpg



cruise i n7.bmp



cruise in 4.bmp



cruise in 5.bmp



cruise in 6.bmp



cruise in 8.bmp



cruise in.bmp



cruise in2.bmp



cruise in3.bmp



cruiser cookies.jpg



downtown dogs.jpg



DSC\_0001.jpg



DSC\_0002.jpg



DSC\_0003.jpg



DSC\_0004.jpg



DSC\_0005.jpg



DSC\_0006.jpg



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DSC\_0039.jpg



DSC\_0040.jpg



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DSC\_0044.jpg



DSC\_0045.jpg



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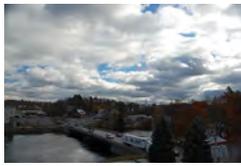
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