



BRAND MANUAL

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LOGO USE

SUMMIT COUNTY LAND BANK BRAND MANUAL

THE LOGO

The Summit County Land Bank logo is the instantly recognizable symbol and visual focal point of our brand.



SPACE / SIZE

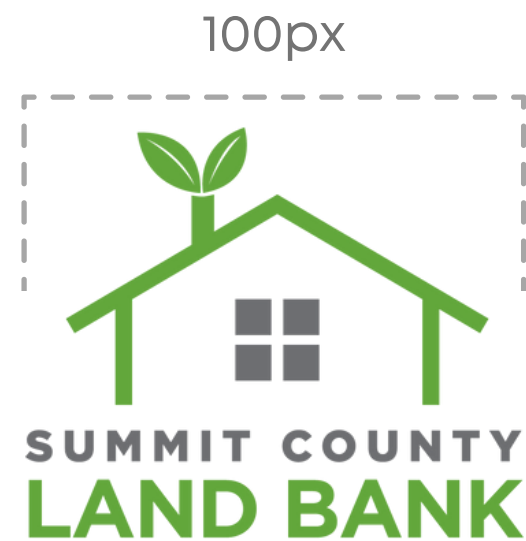
Logo Appropriate Clearance

In order to give our logo maximum legibility and exposure, please allow for an area of clearance around the entire logo. This gives the logo prominence and ensures that it will not be obscured or diminished by other surrounding elements.



MINIMUM SIZE

Never reproduce the Logo at a size smaller than this recommendation, as it will result in the loss of their impact and readability.



The full logo should never be smaller than 100px in digital and 35.5mm in print.

LOGO USE (CORRECT)

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Do not rotate, warp, or disproportionately scale the logo. Its orientation, color and composition should remain as indicated in this document—there are no exceptions.



Primary use on white



Logo in monotone black on white



White overlaid on color



Logo in monotone white on black

LOGO USE (INCORRECT)

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Do not rotate, warp, or disproportionately scale the logo. Its orientation, color and composition should remain as indicated in this document—there are no exceptions.



Primary logo on top of any color (use all white instead)



Logo in monotone on top of any color (use all white instead)



Add effects

WORDMARKS AND ABBREVIATIONS

The Summit County Land Bank Wordmarks are variations on the layouts: Horizontal and Stacked. Summit County Land Bank may be shortened in certain contexts as “SCLB”. We do not have logos to support abbreviations.



COLOR

SUMMIT COUNTY LAND BANK BRAND MANUAL

PRIMARY COLORS

The Summit County Land Bank primarily relies on green and gray, representing land, growth, and practicality. Our colors are typically shown against white backgrounds to represent efficiency.



Hex: #62A73B
RGB: 98, 167, 59
CMYK: 27, 0, 42, 35



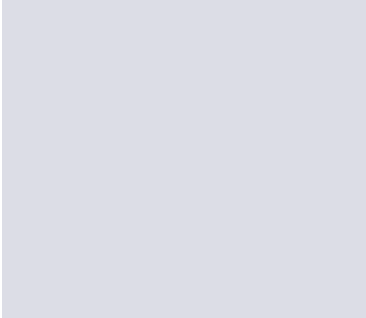
Hex: #6D6E71
RGB: 109, 110, 113
CMYK: 2, 1, 0, 56

SECONDARY COLORS

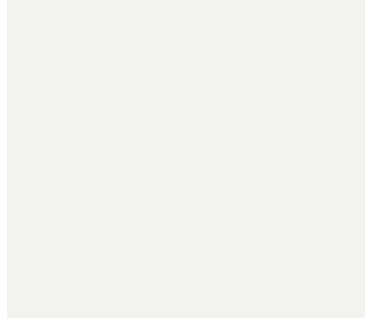
The Summit County Land Bank colors represent land, growth, and practicality.



Hex: #01432B
RGB: 1, 67, 43
CMYK: 0, 7, 26, 15



Hex: #DCDDE6
RGB: 220, 221, 230
CMYK: 0, 0, 0, 15



Hex: #F4F2EF
RGB: 244, 242, 239
CMYK: 0, 1, 2, 4

PROGRAM COLORS

Each of the six Summit County Land Bank programs is assigned a color to aid in differentiating.

Welcome Home



Hex: #7D5B17
RGB: 125, 91, 23
CMYK: 0, 13, 40, 51

Building for Business



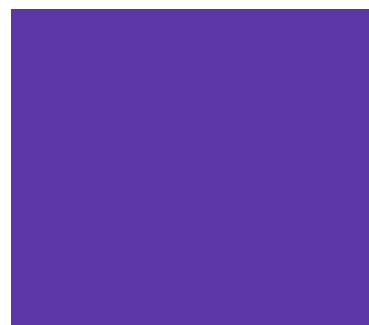
Hex: #004AAD
RGB: 0, 74, 173
CMYK: 68, 39, 0, 32

Side Lot



Hex: #046B30
RGB: 4, 107, 48
CMYK: 40, 0, 23, 58

Matching Grants



Hex: #5B36A4
RGB: 91, 54, 164
CMYK: 29, 43, 0, 36

Underground Storage Tank Removal



Hex: #8B0606
RGB: 139, 6, 6
CMYK: 0, 52, 52, 45

Demolition



Hex: #F4A91F
RGB: 244, 169, 31
CMYK: 0, 29, 84, 4

FONT

SUMMIT COUNTY LAND BANK BRAND MANUAL

Font

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

tone of voice

SUMMIT COUNTY LAND BANK BRAND MANUAL

Tone of Voice

Clear, simple, efficient, easy to scan and easy to take action.

Reliably consistent across all forms of communication.

Pronouns: You and Us/We. Ordering to focus on you first (“You want this, which is why we do that.”)