

GRAPHIC STANDARDS & VISUAL IDENTITY GUIDE



WELCOME TO ‘LOCALS LOVE US’

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WHERE WE STARTED

In 2004, we were founded as The Local Best in Sioux Falls, S.D. and seven years later we started expanding across the country as Locals Love Us (LLU). Since the very beginning, our passion has been to help locals find the best places in town and local businesses to find new customers.

WHO WE ARE

We are a growing company that has expanded to a handful of communities and is laying the groundwork for dozens more. Our battle cry, Charge!, reminds us how success happens, as we look to Colossians 3:23 for inspiration, pouring our hearts into everything we do.

WHY WE EXIST

In every community there are places loved by the locals that others want to know about. We exist to share the love with those places by sharing their story with the rest of the community.

WHAT WE DO

We ask everyone in a community what places they love the most and we publish those results in a print and online directory. We are not a review site. We ask the question: "What do you love?" We do not ask: "What do you dislike?" There are plenty of opportunities to criticize places, but we're too busy sharing the love for that. And we only ask the locals, because we believe that they know best.

WELCOME TO 'LOCALS LOVE US'



WHY HAVE BRAND STANDARDS & STRATEGY?

Simply put, to increase the visibility and value of the Locals Love Us brand in the marketplace. To create consistency and reduce confusion within our marketing materials. To give our customers a more complete understanding of our comprehensive offerings and services. To help build Locals Love Us in the marketplace in an efficient, powerful and meaningful way.

SOME HIGHLIGHTS OF THE STRATEGY

The Locals Love Us logo is the prominent visual identity for all of our communications. This identity strengthens the 'local' visibility in each of our markets through the use of consistent marketing materials and award signage.

LocalsLoveUs.com is the primary web application for our company.

Individual 'local' social media platforms round out the strategy.

'LOCALS LOVE US' LOGO USAGE



Clear space around logo should be maintained at all times.



Keep logo within a legible size at all times.

The Locals Love Us logo is the single most visible symbol of our company; an intangible, yet vitally important, asset. You can help preserve its value as a brand and trademark with correct and consistent usage.

Our logo is a single, integrated graphic, made up of three elements: a 'heart' symbol, wordmark and dropshadow combined together into one form. It is crucial to use the logo correctly and consistently to ensure the visual impact and overall integrity are not compromised or diluted. Some important guidelines are:

MAINTAIN CLEAR SPACE

For ultimate visibility and impact, it's important to retain a designated minimum 'clear space' around the logo. This area is designated as being equal to the height of the 'L' in the word 'locals'.

MINIMUM LOGO SIZE

Do NOT scale the logo to the point of indistinguishable legibility. In most instances, this may be an area of no less than 1" wide.

'LOCALS LOVE US' LOGO USAGE



Do not alter the scale or proportion of the logo at any time.



Do not use the logo without the 12-degree 'tilt' applied.

The Locals Love Us logo is always to be used in its original proportions. Be sure to keep these things in mind as you utilize the logo:

MAINTAIN SCALE/PROPORTION

The Locals Love Us logo should not be altered from the given horizontal/vertical proportions for any purpose.

Hint: To scale the logo proportionally in Microsoft Office applications, hold down the shift key while using the corners of the picture box to size the logo.

MAINTAIN LOGO 'TILT'

The Locals Love Us logo is designed to be utilized at a 12-degree angle 'tilt' whenever possible. Do not arbitrarily choose another logo angle, or use the logo without the 12-degree 'tilt' applied. In some cases, it may be necessary to use the logo without a 'tilt' applied, generally in the case of size restrictions. In such cases, check with marketing before using a revised logo.

OTHER LOGO ALTERATIONS

In no instances should the logo be altered, other than the recommended usages outlined in this guide. Examples of alterations include outlining the logo in any way, or altering the drop shadow in any way.



Do not outline any portion of the logo at any time.



Do not alter the 'dropshadow' portion of the logo at any time.

Company ABC was voted #1 by

Do not use the logo as part of a sentence.



'LOCALS LOVE US' ALTERNATE LOGO USAGE



REVERSE LOGO OPTION

The Locals Love Us logo has been designed to 'reverse' from a dark background. You may use either the orange or grey color (see page 6) from our logo to 'reverse' the image out of. You may not choose an arbitrary color as the reverse background, but instead should use a white background. Notice that the shadow from the logo becomes transparent when the logo is reversed from a dark background.



BLACK LOGO OPTION

In rare instances, the custom Locals Love Us colors may not be available for usage. In this case, a 100% black version of the logo has been provided. Do not attempt to use any screens or adjustments to this version - print at 100% color.



SYMBOL-ONLY OPTION

In SOME instances, the Locals Love Us 'heart' symbol MAY be used independently.

For cases in which the symbol is used OVER 4" wide, text may be inserted into the heart shape. Only approved fonts/sizes may be used in this application, and other graphic elements should be limited.

For cases in which the symbol is used LESS THAN 4" wide, text or other graphic elements may not be used inside the heart shape (marketing does provide some exceptions - check with them in certain cases).

Consider accompanying the symbol-alone usage in proximity to a full version of the Locals Love Us logo whenever possible.

'LOCALS LOVE US' COLOR USAGE

ORANGE:

PANTONE 1665
0 C; 85 M; 100 Y; 0 K
R 240; G 78; B 35
Hex #f04f23



GREY:

PANTONE 7545
23 C; 2 M; 0 Y; 63 K
R 92; G 112; B 124
Hex #5c707c

GREY SHADOW:

PANTONE 7545 20%
5 C; 0 M; 0 Y; 13 K
R 226; G 231; B 234
Hex #e2e7ea

COLOR USAGE

Color is a critical element in creating a memorable impression. Color evokes emotion and is rich in symbolism. It can be used to link certain information, providing visual cues for continuity and/or differentiation.

Our logo uses LLU Orange (PANTONE 1665) and LLU Grey (PANTONE 7545). These are standard colors to be used for 2-color printing, and to be matched as closely as possible for ALL OTHER PRINTING METHODS.

Also listed are:

- Process colors (CMYK for 4-color printing)
- Web colors (RGB for most applications; Hex for some applications)

In order to ensure color consistency, do NOT USE uncoated paper stock.



ADDITIONAL COLOR PALETTE

The Locals Love Us color palette includes a range of accent colors. These colors have been selected based on their capacity for expressing in a broad sense, the personality of Locals Love Us, and their ability for visually supporting the Locals Love Us logo without overpowering it.

In time, this color palette may expand or change, as it is not an inherently static element. However, for this phase of operation, please choose colors within this palette when accompanying the Locals Love Us logo.

'LOCALS LOVE US' TYPOGRAPHY

BEBAS NEUE:

A B C D E F G H I J K L M N O P Q

Helvetica Neue Light:

A B C D E F G H I J K L M N O P Q

Helvetica Neue Regular:

A B C D E F G H I J K L M N O P Q

Helvetica Neue Medium:

A B C D E F G H I J K L M N O P Q

Helvetica Neue Bold:

A B C D E F G H I J K L M N O P Q

Bubba Bold:

A B C D E F G H I J K L M N O P Q

Alternative to Helvetica Neue Century Gothic:

A B C D E F G H I J K L M N O P Q

LOCALS LOVE US TYPOGRAPHY

Typography is an essential component of the brand identity system. A disciplined use of typographic standards helps maintain a strong and effective brand identity.

There are three font families that make up the typography standards of the Locals Love Us brand identity:

- Bebas Neue
- Helvetica Neue (in various forms)
- Bubba Bold (for accent usage)

Bebas Neue is an 'all caps' font that should be used specifically for headlines. This is the font that makes up the logomark for Locals Love Us as well.

Helvetica Neue is the chosen 'body copy' font for Locals Love Us. All designers should have access to this font.

As an alternative, non-designers/staff should use Century Gothic in various formats, if they do not have access to Helvetica Neue.

Bubba Bold has been chosen as an accent font for the Locals Love Us identity. This font should be used sparingly, in short headlines or calls-to-action.

Other typography choices are permitted at the discretion of the designer, but simplicity and a sense of 'light-heartedness' should be inherent in all choices.

'LOCALS LOVE US' ADDITIONAL GRAPHICS

LOCALS LOVE US "BURST"

As part of the original brand direction, a 'burst' pattern that is unique to Locals Love Us has been adapted. It is permissible to utilize this 'burst' in communications, as long as a few considerations are made:

- Bursts used as background imagery must not impinge on readability of text.
- Bursts should be used in corporate colors or screens of corporate colors (orange/grey) ONLY.
- Bursts should never be placed symmetrically, but rather asymmetrically within a page design.



WORD OF MOUTH
Trusted Opinions



DIRECT MAIL
Mass Distributio



MEDIA
Local Interest

ILLUSTRATION AND CLIP ART

Illustration is well suited for communicating abstract concepts or ideas. 'Clip art' style imagery should never be used in external communication pieces such as PowerPoint presentations, product literature and other 'professionally produced communications unless it has been carefully altered to reflect the Locals Love Us brand. Selective use of 'clip art' in internal communication pieces is permitted depending on the tone and intent of the communication.

Some examples of custom clip art illustration are included at the left.

'LOCALS LOVE US' SAMPLE USAGE



CORPORATE IDENTITY MATERIALS

All corporate communications should use the design format shown above. Digital files of these layouts can be provided to all designers, if reprinted materials are necessary. A separate letterhead for digital-use only is also provided (see opposite page).

Specifications for corporate materials:

Colors: PMS Orange 1665 and PMS Grey 7545

Burst: 5% PMS Grey 7545

Typography: Sizes for text elements should reflect the look of the samples above. Slight alterations can be made if amount of information dictates such a change.

'LOCALS LOVE US' DIGITAL FILES

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Email signatures should follow the format shown above:

- Century Gothic for text
- Bolded 'Locals Love Us' text
- RGB colors to match logo
- 10 pt type

Digital letterhead should follow this look. Individualized 'local' addresses will be provided for designers/staff to use.

Text should be set in 10 pt Century Gothic font (if available).

AVAILABLE LOGO/GRAPHIC FORMATS

jpeg: For internal print or web use. RGB in format.

eps or ai: "Vector" logos used for signs and specialty items. CMYK in format. Can be scaled to any size.

pdf: For print communications where a vector-based file is not necessary.

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