



Brand & Identity **Standards Manual**

REDEFINING THE RUSH™



This brand standards manual sets the guidelines for creating a cohesive visual identity for the Angels Camp brand. Whenever you use the brand, you must not deviate from these guidelines.

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And approved by the Angels Camp City Council

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For more information, visit www.angelscamp.gov/branding



Table of Contents

Introduction	1
Section 1: The Brand Identity	2
1.1 The Brand Logo	3
1.2 The Brand Mascot	4
1.3 Proper Usage	5
1.4 Logo Color Usage	6
1.5 Clear Space and Minimum Size	9
1.6 Sub Logos	10
1.7 Tagline Usage	11
1.8 Sponsorship Guidelines	12
1.9 Improper Usage	13
Section 2: Fonts and Colors	15
2.1 Notes on Typography	15
2.2 Approved Font Families	16
2.3 Font Usage	18
2.4 Approved Color Palette	19
2.5 Color Screens	20
Section 3: Business Cabinet	22
3.1 Municipal Business Cards	22
3.2 Marketing Business Cards	23
3.3 Letterhead	24
3.4 Department Letterhead	25
3.5 Centennial Letterhead	26
Section 4: Printed Materials	27
4.1 The Grid System	27
4.2 Grid Layout Gallery	29
4.3 Print Advertising	32
4.4 Marketing Materials	34
Section 5: Signage and Pole Banners	38
5.1 Gateway Signs	38
5.2 Welcome Signs	39
5.3 Street Signs	40
5.4 Pole Banners	41
Section 6: Electronic Media	43
6.1 Banner Advertisements	43
6.2 Web Site Concept	44
Section 7: Getting Started	45
Appendix: Usage Agreement	46



Introduction

Who should use this manual?

This manual is designed as a guide for city staff and officials and any partners, contractors, vendors or volunteers who are involved in communication, marketing or advertising. Everyone must follow this manual.

Why should I use this manual?

Every time you communicate something about Angels Camp as a destination, you influence the city's brand. Your brand is what people think of you, and the logo and other graphics represent your brand. Consistency of representation is critical. As owners of the logo, you must insist that the logo and its permutations are used in the same manner each time. This brand manual sets the guidelines for creating a cohesive visual identity for the brand.

How should I use the manual?

The first step is to familiarize yourself with the manual and all its components. This guide will be available as a PDF for all city staff and officials, and as needed to contractors, vendors and volunteers.

The brand logo will be available upon request in an appropriate format, for any approved usage by the aforementioned individuals.



Section 1: The Brand Identity

The Angels Camp Brand Vision:

To be the base camp for mountain sports in the Sierra.*

Target Audience:

Active people in the 25 to 55-year range, who enjoy outdoor activities such as biking, hiking, camping, climbing, skiing, kayaking, fishing and more. Often referred to as “gear junkies,” this group frequents stores such as REI and web sites such as Backcountry.com. The audience is educated (74% have college degrees) and typically has higher incomes (63% earn above \$60,000 annually).

Visual Brand Aesthetic:

The brand is fun, active and daring. Images are high energy and the colors are bold, yet earthy and sophisticated. One of the strongest characteristics is the presence of earthy textures throughout the materials.

The brand aesthetic is designed to inspire adventure and adrenaline.

* For more information on the Angels Camp Brand, refer to the *Angels Camp Branding, Development and Marketing Action Plan*, November 2008, available on the web at www.angelscamp.gov.

1.1 The Brand Logo

The Angels Camp logo defines the city in the market. It serves as a graphic identity for the city, tying together all of Angels Camp's communication efforts under a bold and powerful brand. This logo leads the way for Angels Camp in the market, creating a sense of excitement and hospitality among potential visitors, city staff and Angels Camp residents.

Maintaining the integrity of the Angels Camp identity and protecting the marks and intellectual property are very important. It is important to use care in following the correct usage guidelines set forth in this manual and in all printed and electronic materials. All of the elements of the Angels Camp logo—the logotype, mascot, tagline and colors—work together to create a unique image for the city. This image helps to position Angels Camp as a popular

base camp for mountain sport activities in the Sierra.

The elements work together in a balanced, harmonious manner that must be maintained in every application and reproduction. To ensure proper visibility of the logo on each printed piece, the logo must appear in its entirety at least once, on the outside front or back. It must be incorporated with all other text and graphic elements, including affiliated partner-logos, in such a manner that adheres to the clear space and minimum size requirements.



1.2 The Brand Mascot



The Angels Camp mascot is a young, friendly, active frog ready to set out from Angels Camp to enjoy a variety of mountain sports. The mascot should be tastefully presented across most visual communications in order to sell Angels Camp as a destination.

A version with the mascot's leg up (top, left) is used in the main marketing logo, and can also be incorporated into other text and graphic elements. A version with the mascot's leg down (top, right) is provided for stand-alone use.

Below are two concepts* to demonstrate the flexibility of the mascot. He can be shown participating in specific activities such as rock climbing or prospecting. In the future, a family may join the mascot.

Under no circumstances may people independently alter the frog mascot in ANY way. It is very important that the Angels Camp graphic designer and illustrator be consulted before making any adjustments to the existing frog mascot. This process should always be overseen by the Brand Leadership Team.



* The above two concepts are for example purposes only and may not be reproduced in any way.

1.3 Proper Usage

There are three main versions of the Angels Camp marketing logo. It is up to the user's discretion as to which version to use. If ever in doubt, consult the Brand Leadership Team for direction.



Version #1 - The full marketing logo with the frog. For use on digital and CMYK printed pieces. May only be used on applications where it will appear larger than .75" tall.



Version #3 - The simplest version, for use on materials which require embroidery, etching, screen printing, carving etc. May also be used when a more serious tone is required.



Version #2 - For use digitally and solid color or CMYK printing. May be used when the use of the frog mascot is not feasible or appropriate. May be scaled no less than .30" tall.

1.4 Logo Color Usage



Whenever possible, always display the marketing logo with the frog mascot, and in full color.



Black and white usage.



If needed the logo may appear without the frog mascot in standard brown and rust.



Black and white usage of the full marketing logo with the mascot is not desirable. However, if needed on occasion, it may be used in gray scale as long as proper contrast is maintained.



Black and white usage.

* See section 1.9 for more color usage guidelines.



When placed on Standard Brown, the type may appear as above, in Standard Sand. Files have been provided.



When placed on Standard Sand, the logo may appear in its original form. Black and white usage is also permitted on Standard Sand. Files have been provided.



When placed on Standard Evergreen, the type may appear as above, in Standard Sand. Files have been provided.

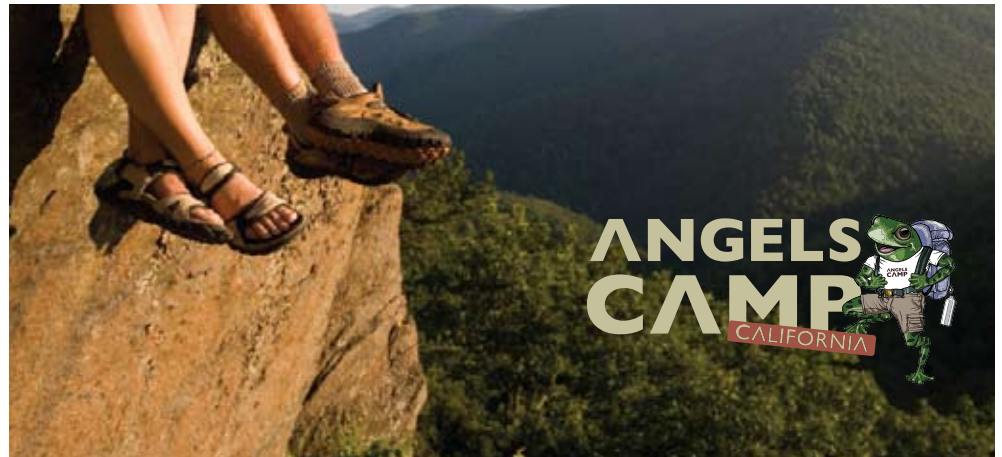


When placed on Standard Charcoal, the type may appear as above, in Standard Sand. Files have been provided.

When placing the logo over a photograph that has an appropriate light colored area, use the logo in its original colors. Always be mindful of the visual clear space around the logo.



When placing the logo over a photograph that has an appropriate dark colored area, use the Sand version of the logo. Always be mindful of the visual clear space around the logo.



When displaying in full color (digital or print) the original logo can be placed over a natural craft paper, or leather texture, as long as no contrast is lost.



For an added effect, logo version #3 in Standard Brown can be applied to the natural background using the transparency effect "Overlay" to create an edgy and versatile look.

This effect should be used sparingly, and only where appropriate. When printing, be mindful of your printer's transparency restrictions.



1.5 Clear Space and Minimum Size

The clear space is the perimeter around the logo. It should be the same size as the capital “A” in Angels.

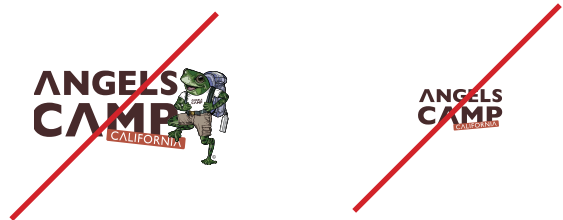
Nothing should invade this space.



If used below 0.75” tall, the frog mascot must be dropped to maintain the integrity of the logo. Upon doing so, use the appropriate version of the logo.



The logo may NEVER be used below 0.30” tall without the mascot, or below 0.75” tall with the mascot.



1.6 Sub Logos

The sub logos are derivatives of the main Angels Camp marketing logo. The rules set forth in the previous and remaining part of this section apply to the sub logos.



The City of Angels Camp municipal logo is suitable for things such as use on official documents, internal communication and city

vehicles. The municipal logo can also be used with the frog mascot.



The Business Association logo

The Business Association logo can also be used with the mascot where appropriate.



The Museum logo can be used with or without the mascot.



Other city departments can use the standard municipal logo, as seen above, by adding the department name in Gill Sans Bold.

1.7 Tagline Usage

REDEFINING THE RUSHSM

The tagline “Redefining the RushSM” should appear in the above typeset as much as possible. It does not always have to appear above the logo, but rather can be placed in a visually appropriate place apart from the logo. See sections 3 and 4 for examples.

The Angels Camp tagline is set in Gill Sans

Bold. Use in Standard Rust as often as possible. There are times when another color may be used to provide sufficient contrast, as in the sample advertisements in section 4. It should always appear with the legal mark “SM.”



If used as part of the logo, the tagline may not appear in type larger than the size of the type in “California.”

If used as part of the logo without the frog, it should appear centered above the word “Angels.”

1.8 Sponsorship Guidelines

When Angels Camp is sponsoring a campaign or event, version #2 of the logo (see page 5) should be used.

The words “Sponsored By:”

- Should appear in the same color as “Angels Camp”
- Should be set in uppercase Gill Sans Bold
- Should appear smaller than “California”
- Should be aligned to the left side of the logo.



When the Angels Camp logo appears with other logos as part of a sponsorship, no part of another logo may invade its clear space.



When the Angels Camp logo appears with other logos as part of a sponsorship, it should appear the same height as the other logos in its category.



If required by the application, a color exception may be made to accommodate the design. A sponsorship occurrence is the only case in which this may occur.



1.9 Improper Usage



Do not change the colors of the logo, outside of the approved variations, or add a stroke around the type.



Do not change the spacing between the logo components.



Do not apply the logo over a solid color where the contrast is lost.



Do not add other elements to the logo.



Do not use the logo in black and white over a colored background, except in Standard Sand.



Do not apply the logo over a complex photographic image where contrast is lost.

* See Section 1.4 for approved color usage.



Do not change the fonts on ANY part of the logo.



Do not change the fonts on ANY part of the logo.



Do not change the kerning (letter spacing) of the type.



Do not change the color placement of the logo.



Do not change the aspect ratio of the logo.



Do not remove elements of the graphic icon.



Do not shrink the logo disproportionately.



Do not stretch the logo disproportionately.

Section 2: Fonts and Colors

Typography is one of the most recognizable elements of an identity and helps portray the personality of an organization.

In order to do this, fonts will be limited to a select “family” so that all communication is cohesive. The following pages showcase all acceptable fonts, that will complement the Angels Camp brand aesthetic.

These fonts must be used in all marketing, advertising, signage and collateral materials.

Consistent use of color can help build strong brand recognition. This makes it possible for an organization to “own” a certain set of colors, by leaving a lasting impression through identification of the organization with that specific color palette.

Section 2.4 showcases the Angels Camp color palette. It is important to keep in mind that accent colors should be used sparingly, and with purpose.

These colors are also acceptable for private sector retail signs and for store facades as the product downtown is developed.

2.1 Notes on Typography

With hundreds of fonts available on your personal computer, and thousands more available online, it can be tempting to use a variety of fun, display fonts in your communication. While a lot of these fonts may seem to add personality to your project, it is important to stay within the approved family of fonts to maintain a strongly branded communication. Many display fonts can look amateurish and convey the wrong message.

There may be some projects where a special typeface may be needed, but it should be used sparingly, with purpose and intent, and should flow with the rest of the brand aesthetic.

AVOID FONTS THAT DISTRACT FROM YOUR MESSAGE or **call too much attention to themselves**. Your audience should be able to read the words and **understand the message**, not be *impressed by your creativity*.

2.2 Approved Font Families

Suitable for headlines, small amounts of body copy and signage.

Gill Sans Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789 !@#\$%^&*

Suitable for headlines and signage.

Gill Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !@#\$%^&*

Suitable for headlines and small amount of body copy when italics are needed.

Gill Sans Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789 !@#\$%^&*

Suitable for headlines and signage when italics are needed.

Gill Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !@#\$%^&*

Suitable for headlines
and small amounts
of sub headlines. Not
suitable for body copy.

Clarendon Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !@#\$%^&*

Suitable for headlines
and small amounts
of sub headlines. Not
suitable for body copy.

Clarendon Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !@#\$%^&*

Ideal for large
amounts of body copy.

ITC Garamond Std
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !@#\$%^&*

For use within
Garamond body copy
as headings or to
create emphasis.

ITC Garamond Std Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !@#\$%^&*

For use within
Garamond body
copy where italics
are needed.

ITC Garamond Std Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*123456789 !@#\$%^&**

2.3 Font Usage

Standard paragraph styles: Gill Sans Bold may be used in all caps for headlines, followed by Gill Sans regular for sub text.

Clarendon Bold may be used as a headline, but must be followed by Gill Sans regular.

Clarendon Bold may be used in all caps for one-word headlines, icons or buttons. It may also be used in all-caps for headlines under 10 words.

Clarendon may not be used for sub text in conjunction with a headline set in Clarendon as well.

Gill Sans Bold may not be used for a headline in conjunction with corresponding sub text.

Under no circumstances is **Gill Sans Ultra Bold** to be used in any Angels Camp communication or application.

ESCAPE FOR THE WEEKEND

Irit dui tet aliquis accumsa ndreet vel endrera estrud molore dunt nim inisim doloreet luptatet do odolorting et irilis non ut vel illum

Escape for the Weekend

Irit dui tet aliquis accumsa ndreet vel endrera estrud molore dunt nim inisim doloreet luptatet do odolorting et irilis non ut vel illum volendiamet veriusto odor sum esto delenibh ea faccum andreet autpatum velent praesto

CAMP

ESCAPE FOR THE WEEKEND

ESCAPE FOR THE WEEKEND

Irit dui tet aliquis accumsa ndreet vel endrera estrud molore dunt nim inisim doloreet luptatet do odolorting et irilis non ut vel illum vo

ESCAPE FOR THE WEEKEND

Irit dui tet aliquis accumsa ndreet vel endrera estrud molore dunt nim inisim doloreet luptatet do odolorting et irilis non ut vel illum volendiamet veriusto od

ESCAPE FOR THE WEEKEND

Irit dui tet aliquis accumsa ndreet vel endrera estrud molore dunt nim inisim doloreet luptatet do odolorting et irilis non ut vel illum volendiamet veriusto odor sum

2.4 Approved Color Palette

Primary Colors

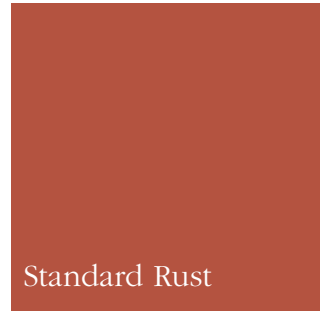
PMS 174 is listed as primary because it is used within the logo - however it should be used sparingly, and with purpose in all other applications.

PMS 497
 CMYK 0, 40, 22, 87
 RGB 71, 42, 43
 Closest Hex #330000



Standard Brown

PMS 174
 CMYK 0, 70, 66, 30
 RGB 181, 83, 65
 Closest Hex #CC6633



Standard Rust

PMS 3435
 CMYK 59, 0, 53, 80
 RGB 17, 68, 50
 Closest Hex #003333



Standard Evergreen

Secondary Colors

Used as backgrounds and to highlight areas of interest.

Texture: Natural brown craft paper (top) muddy texture (bottom)



PMS 453
 CMYK 24, 18, 42, 0
 RGB 197, 193, 157
 Closest Hex #CCCC99



Standard Sand

White
 CMYK 0, 0, 0, 0
 RGB 255, 255, 255
 Hex #FFFFFF



Standard White

Accent Colors

This chosen accent palette works well with primary tones and it accents any communication piece in headlines as well as graphical elements. Use with purpose.

PMS 174
 CMYK 0, 70, 66, 30
 RGB 181, 83, 65
 Closest Hex #CC6633



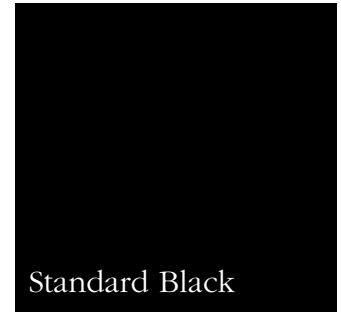
Standard Rust

PMS 445
 CMYK 23, 2, 0, 77
 RGB 69, 85, 96
 Hex N/A



Standard Charcoal

PMS Pantone Black
 CMYK 0, 0, 0, 100
 RGB 35, 31, 32
 Hex #000000



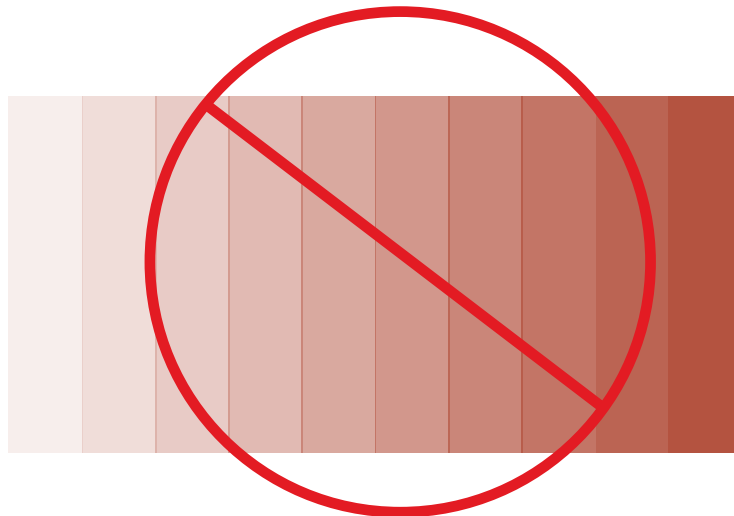
Standard Black

2.5 Color Screens

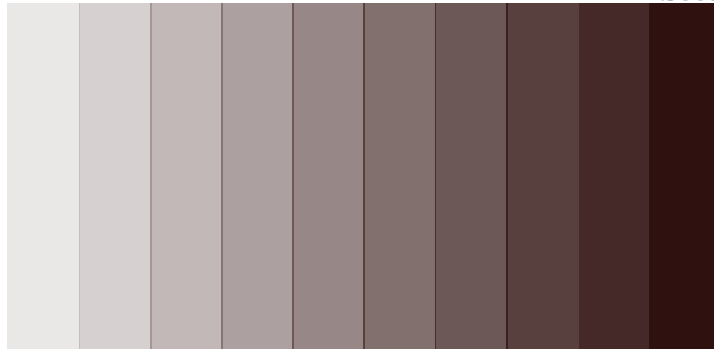
When the selection from the primary Angels Camp color palette is not sufficient or greater contrast and variety are desired, the color palette can be increased by using screens that originate from the primary colors. The lighter

tints are created by screening the primary colors against white. The tints shown here are examples of this range.

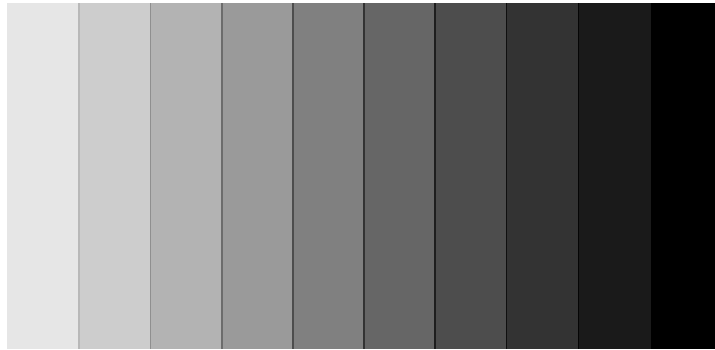
NOTE: To maintain the integrity of Standard Rust, the color, in any form, may not be screened or shaded. Screens produce pink tones, which do not support the earthy, adrenaline-rush aesthetic of the Angels Camp brand.



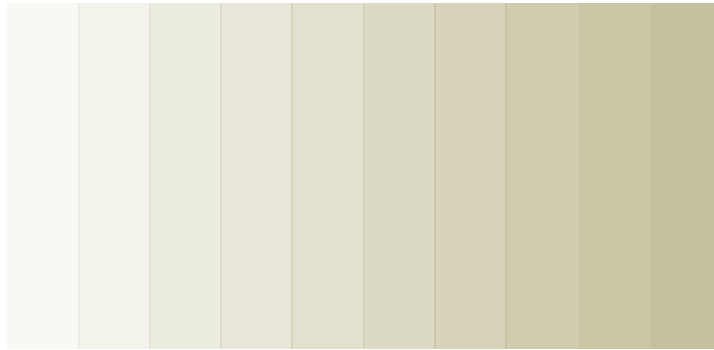
Standard Brown
Screened to 10%



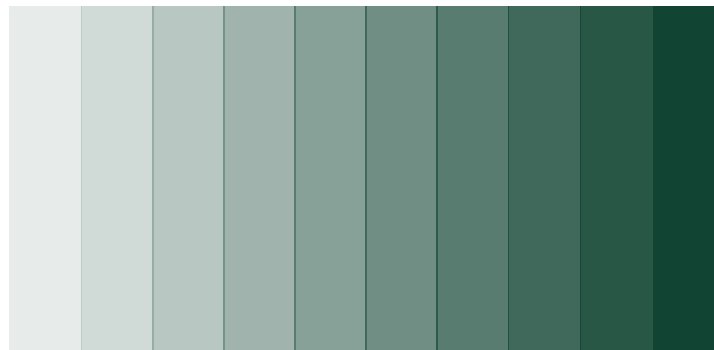
Black
Screened to 10%



Standard Sand
Screened to 10%.



Standard Evergreen
Screened to 10%.



Standard Charcoal
Screened to 10%.



Section 3: Business Cabinet

A business cabinet includes first and second pages of letterhead, envelopes, business cards and forms. While a business cabinet

has a very ordinary purpose, its design should still reflect the brand since it is heavily used in Angels Camp communications.

3.1 Municipal Business Cards

The Angels Camp municipal business cards should be printed with Standard Brown and Standard Rust. The paper stock should be natural in color to reflect the brand. Neenah Environment in “Desert Storm” is recommended.

The card utilizes a slanted color block, with rough edges to add visual interest and promote an active brand.



Front



Back

3.2 Marketing Business Cards

The Angels Camp marketing business cards utilize the same paper stock, but are printed in full color process. The backs of the cards can be alternated with a series of professional photos depicting mountain sports. The tagline should appear on the photo.



Front



Back



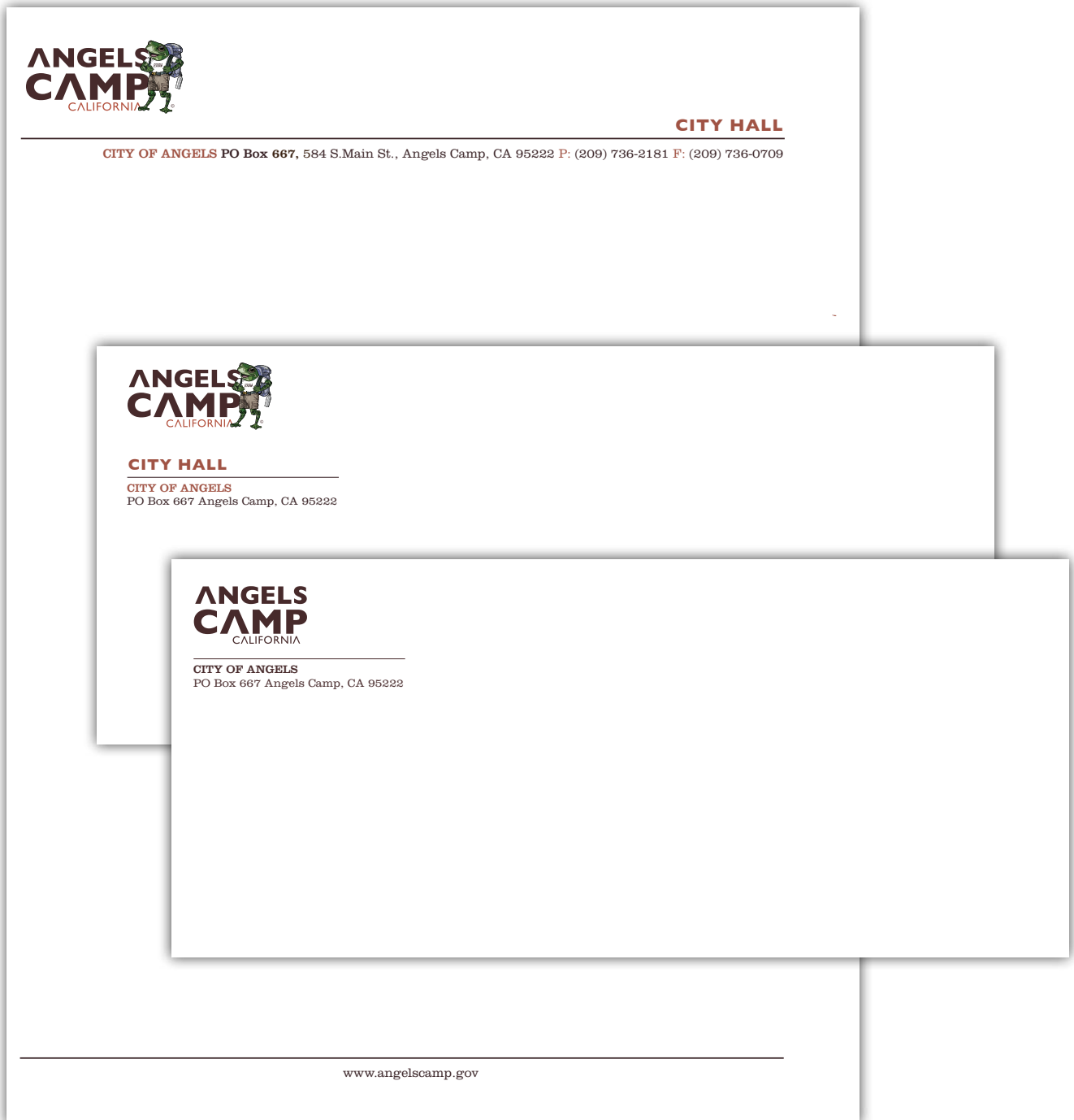
Back



Back

3.3 Letterhead

The Angels Camp letterhead and envelope are simple, and can be adapted for use by all departments. A master file has been provided in Word Format so that each department can fill in their name (upper right corner) and the department's correct contact information. The Angels Camp logo should remain the same on every version of the letterhead, and the color placement must not deviate from what is outlined below and in the master template. A one-color version, of the envelope has also been provided. The frog is discouraged from being used in one color.



3.4 Department Letterhead

The example below shows how the letterhead and envelope can be used by various departments, but still maintain the same look, placement and proportions.

The municipal Angels Camp Logo must appear here in Standard Brown and Standard Rust.



PLANNING DEPARTMENT

CITY OF ANGELS PO Box 667, 584 S.Main St., Angels Camp, CA 95222 P: (209) 736-2181 F: (209) 736-0709

The contact information must appear in one line. Font: Clarendon Roman, 9 point. Color: Standard Rust and Standard Brown.

Each Department will insert its name here. Font: Gill Sans Bold, 12 point, Color: Standard Rust.



PLANNING DEPARTMENT

CITY OF ANGELS
PO Box 667 Angels Camp, CA 95222

The municipal web site must appear at the bottom. Font: Clarendon Roman, 9 point. Color: Standard Brown.

www.angelscamp.gov

3.5 Centennial Letterhead

2012 marks Angels Camp's 100th year as a city. If desired, the following "Centennial tag" may be applied to city stationary during 2012. The tag should only be used from 10/1/2011 through 12/31/2012.

★ 2012 ★
100 YEARS
AS A CITY

ANGELS CAMP
CALIFORNIA

CITY HALL

CITY OF ANGELS PO Box 667, 584 S.Main St., Angels Camp, CA 95222 P: (209) 736-2181 F: (209) 736-0709

ANGELS CAMP
CALIFORNIA

CITY HALL

CITY OF ANGELS
PO Box 667 Angels Camp, CA 95222

★ 2012 ★
100 YEARS
AS A CITY

www.angelscamp.gov

★ 2012 ★
100 YEARS
AS A CITY



Section 4: Printed Materials

Communication materials are a large part of the representation of a brand in the marketplace. A consistent, unified and strong look is paramount in the recognition and ultimate success of the brand. The new Angels Camp materials achieve this goal by the consistent application of the rules established in this manual. A new grid is established that should be applied uniformly to all materials.

A strong grid is both recognizable and flexible for many applications.

While the word “grid” may communicate something ordinary and boring, the use of a layout grid for a base of all printed and even electronic materials is crucial in creating a unified brand identity. If a layout grid is properly followed, you can create variety amongst the applications, while still making sure that they are immediately identified with Angels Camp.

4.1 The Grid System

Margins: 0.5” on full page; 0.25” on pages smaller than letter-sized.

All logos, headlines and text must be within these margins.

Colored backgrounds and photos are encouraged to “bleed” off the page.

4 columns x 4 rows:

This grid acts as a placement guide for text boxes, photos, logos, headlines and even white space.

Gutter:

There should always be a 0.1667” gutter between all rows and columns. This can be ignored for some picture and color placements, but it should be observed when placing text boxes.

See example of the standard full-page grid on the next page.

Examples on pages 30 and 31 show the flexibility of the standard grid in various sizes and formats. These examples are scaled to fit.

This page is a scaled sample of a full page (8.5 x 11) grid.

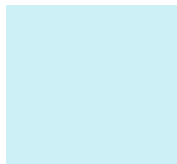
4.2 Grid Layout Gallery

Pages 31 and 32 offer a few examples of various layouts for advertisements, brochures or booklets. Every project will have specific sizes, copy needs and printing specifications, but your efforts will be the most consistent when one of the standard layouts is used as a starting point.

A color key is provided below in order to read the layout examples.



Photo or illustration



Area for logo, call to action or sub copy

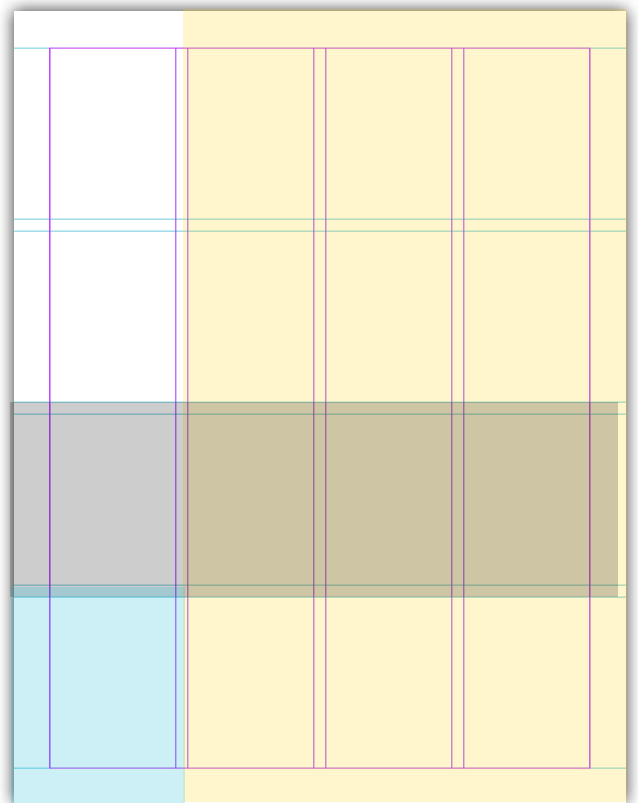
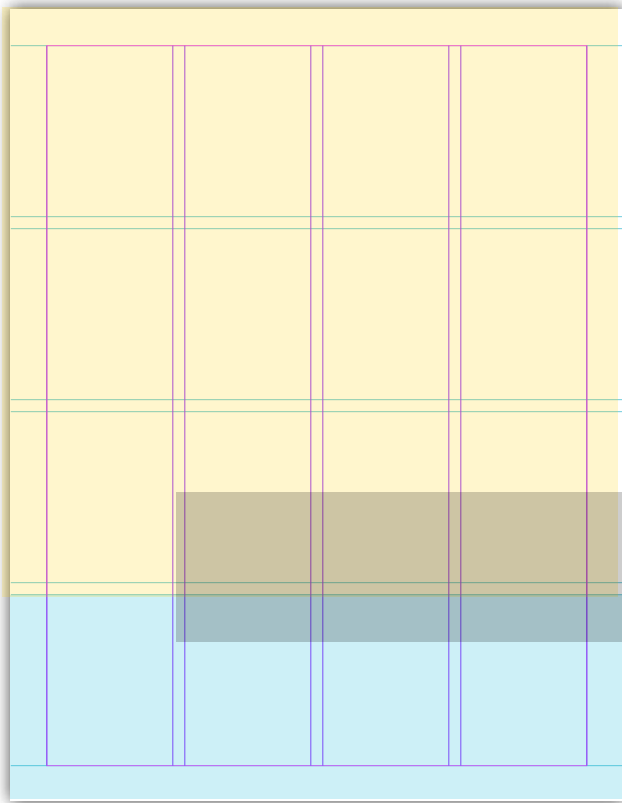
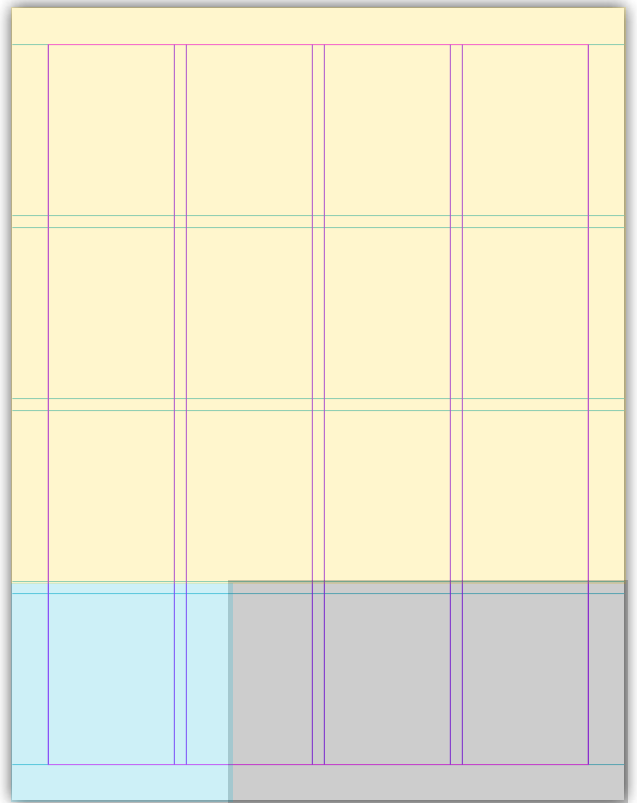
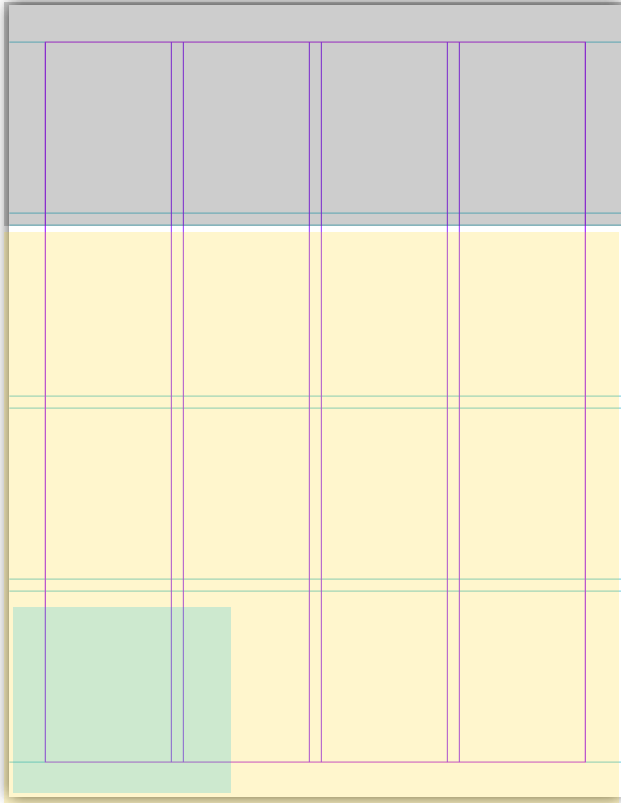


Headline, title or main advertising message

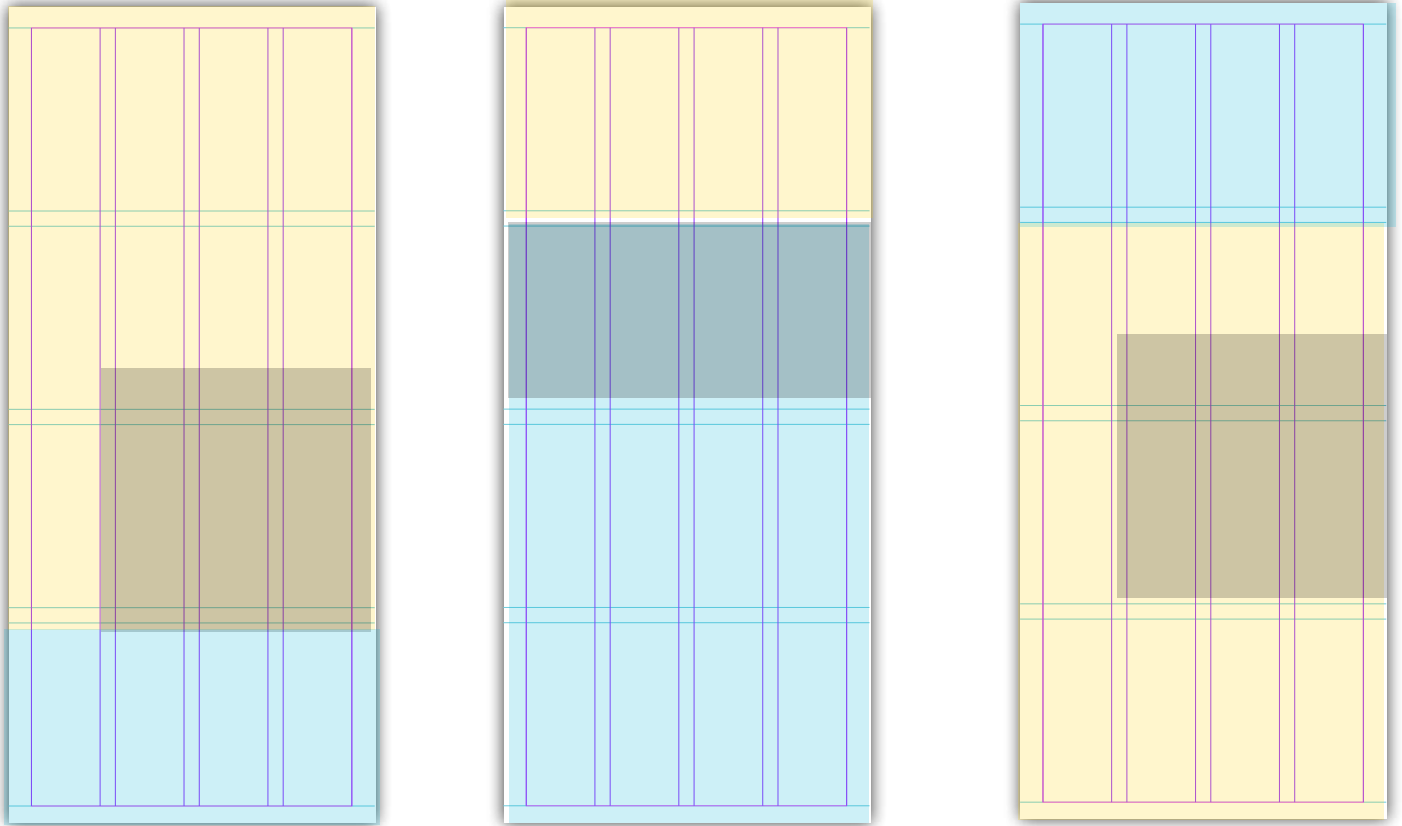


White space

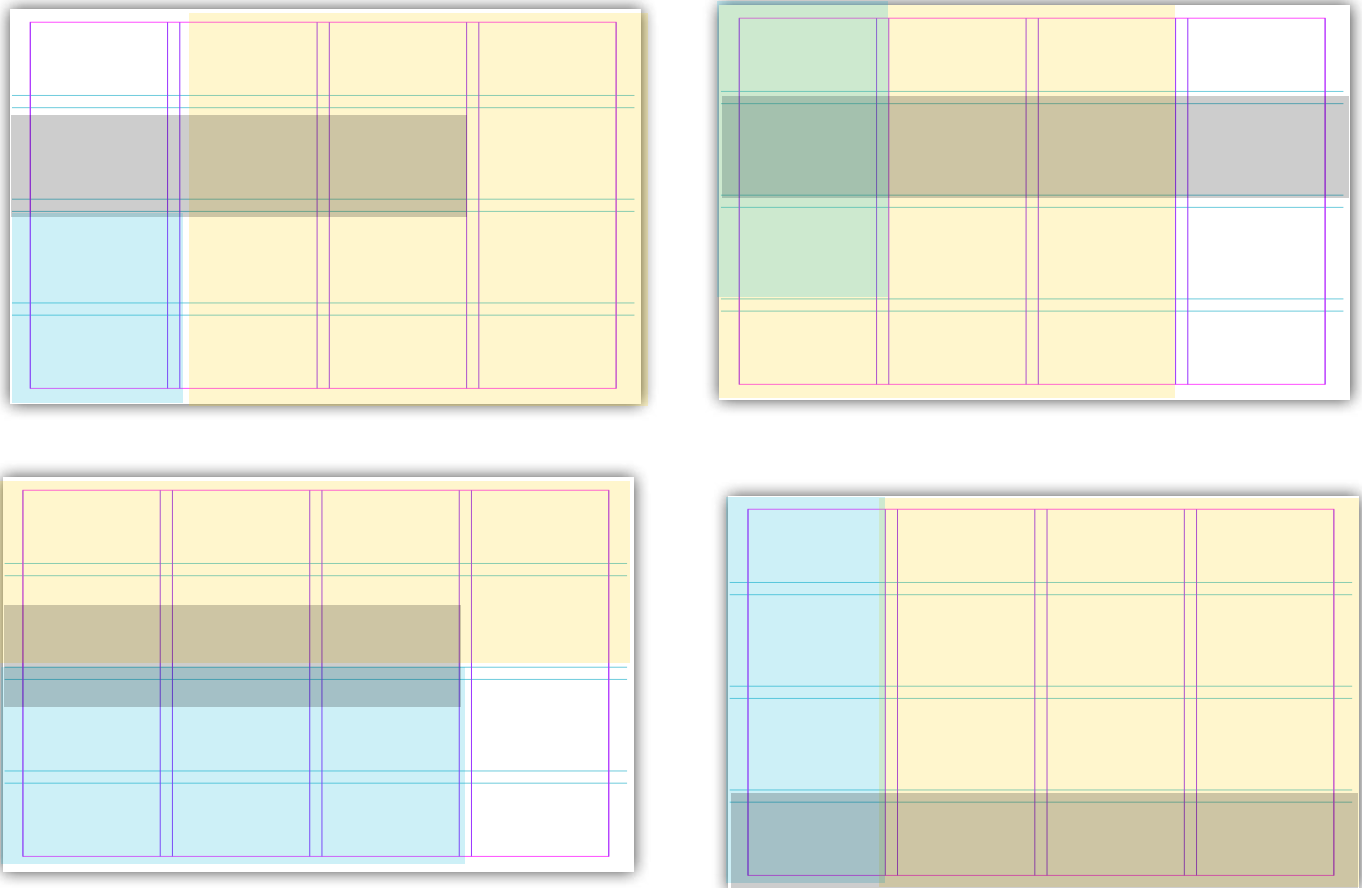
8.5 x 11 layout examples. See page 29 for color key.



1/2 page ad or brochure layout examples. See page 29 for color key.



1/2 page ad or booklet layout examples. See page 29 for color key.



4.3 Print Advertising

Print ads should be printed in full color whenever possible, and use professional photography.

The ads should follow the Standard Grid, and all rules set forth in this manual.

Photos should be large and dynamic, while written copy should be kept to a minimum.

Ads should use the main marketing logo, but notice the size relationship. The logo should NOT be HUGE simply because there is enough room. In fact, more attention will be drawn to it if it is placed correctly, and with ample clear space around it.

Natural textural elements should be included to reinforce the brand. Words are not enough.



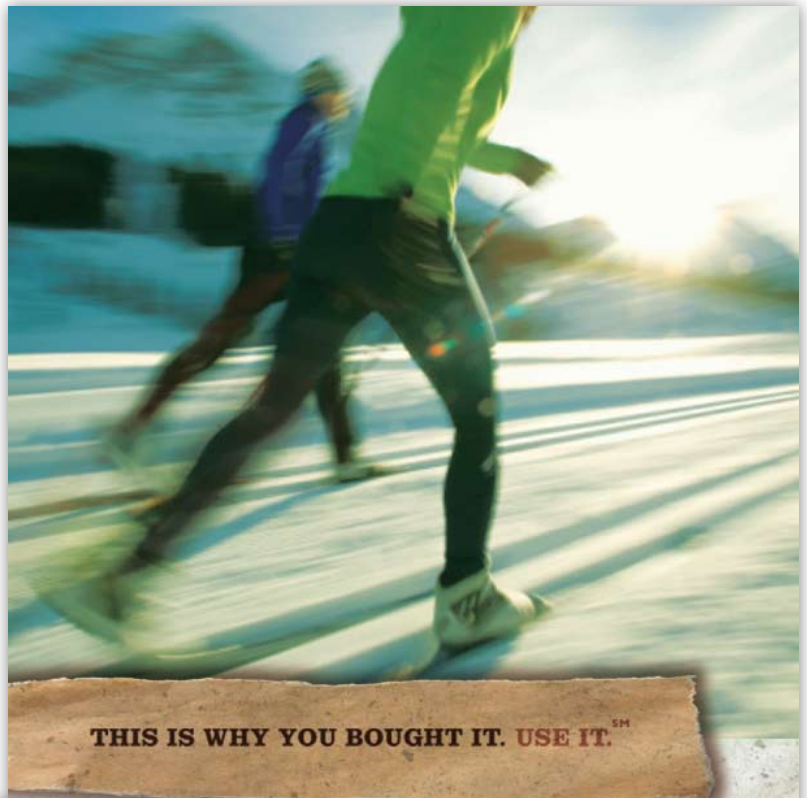
THIS IS WHY YOU BOUGHT IT. USE IT.™

ANGELS CAMP
CALIFORNIA

REDEFINING THE RUSH™
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www.mountainsportscapital.com

Advertisements should be designed with a campaign in mind. Consistency and repetition are the key to creating top of the mind awareness among your audience.

A professional advertising or design firm should be hired to create a campaign. This is not just about design. It is about strategy and perception.



THIS IS WHY YOU BOUGHT IT. USE IT.™



THIS IS WHY YOU BOUGHT IT. USE IT.™



REDEFINING THE RUSH™

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www.mountainsportscapital.com



REDEFINING THE RUSH™

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www.mountainsportscapital.com

4.4 Marketing Materials



The marketing materials should be designed with longevity in mind, but still carry the same characteristics as the advertisements.

They should create the same excitement for your audience as the ads do.

This sample “Best of” brochure uses a bold title treatment, with a mix of the approved fonts and colors to create something “ownable” and recognizable for the brochure itself. The same title could even be used as a “brag tag” so that local business could advertise that they were featured in the “Best of” brochure.

Again, the cover photo is of professional quality, and the design utilizes many of the colors and textures found within the manual. Notice that headlines, photos and logos do not have to be stacked in a “gravestone” format. Utilize the grid to create hierarchy and visual interest through placement.

Again, the logo should NOT be HUGE simply because there is enough room. In fact, more attention will be drawn to it if is placed correctly, with ample clear space around it.

Standard brochures, ads and rack cards are just the beginning of your marketing efforts. The Angels Camp mascot, logo and tagline can be applied to an endless number of products to be sold or given away as promotional items.

To the right is a sample reusable grocery bag. Extremely popular and inexpensive to produce, these bags are a great way to promote Angels Camp and be eco-friendly at the same time!



Hats are also a very popular souvenir item. They can be embroidered with one color, or even feature a full-color mascot on the side.





Being that the target audience for Angels Camp is young and active, it is important to create promotional items that the audience already buys and needs. Anyone participating in mountain sports needs a water bottle. The examples (top) can be produced with the Angels Camp logo very inexpensively. Be sure to offer a variety of colors.

Winter knit hats are also a frequently purchased item among this audience. Whether for skiing or biking or climbing in the winter months, the average mountain sports participant owns several. When producing clothing items, be sure to offer male and female versions. When designing clothing, be sure to look at current trends to ensure your items will be sellable in the coming seasons.



When designing T-shirts, remember to place the logo in a place where it will be seen - on the breast pocket, chest, or across the shoulders on back. Don't make the logo or mascot too big or your item may be undesirable to shoppers. Offer shirts with and without the mascot.



Section 5: Signage and Pole Banners

Once your audience has responded to your marketing efforts and comes to Angels Camp for a great experience, it is important to deliver on the promise visually. By reinforcing the brand with signage, gateways and decorative pole banners, the audience knows that

they have in fact reached the great destination they were promised. Downtown Angels Camp is a historical area. It is recommended that signage in this area has a historical feeling, yet maintains the brand identity.

5.1 Gateway Sign Concepts

A well designed gateway is a key element to any wayfinding plan. A gateway should be placed at the start of the Historic Downtown to create a defined transition. It is important to give visitors a feeling that they are entering a special area. Not only will it create intrigue, but it will also preserve the integrity of the historic downtown boundaries.

This gateway sign should be professionally constructed, and blend with the historical architecture. However, the sign should still carry elements of the brand identity. The gateway can take various forms such as a post sign, an arc across the road or decorative pavement. Regardless of its form, gateway signs must be placed where they will make the best first impression for Historic Downtown Angels Camp.

No graphics have been provided. The design is dependant on the direction of the Angels Camp wayfinding plan, yet to be developed.

5.2 Welcome Signs

It is important to let highway traffic know that Angels Camp is more than a place to fill up their gas tanks. By posting 4'x12' full-color entrance signs, highway traffic will immediately know that Angels Camp has something special to offer them.

The signs should be simple, yet still promote the brand by using the logo and the tagline, and directly referring to Angels Camp as a base

camp for mountain sports. These signs should also include directional information.

As always, use professional, activity-oriented photography or illustrations, and remember that these types of signs should contain less than 10 words, not including the logo.



Sign Concept #1



Sign Concept #3



Sign Concept #2



Sign Concept #4: If using the frog mascot, it must appear large and prominent on the sign.

5.3 Street Signs

Here are examples of how to incorporate the new frog mascot onto the street signs.

The frog mascot should be as large as possible, without interfering with the lettering.

Final sign designs would depend on the overall wayfinding system for Angels Camp.



5.4 Pole Banners

Pole banners are a great way to add life and color to your downtown, while embracing and promoting your brand.

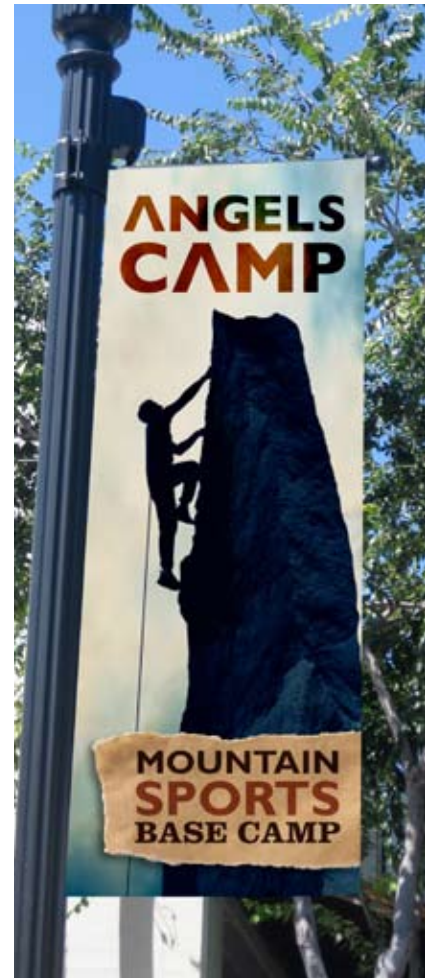
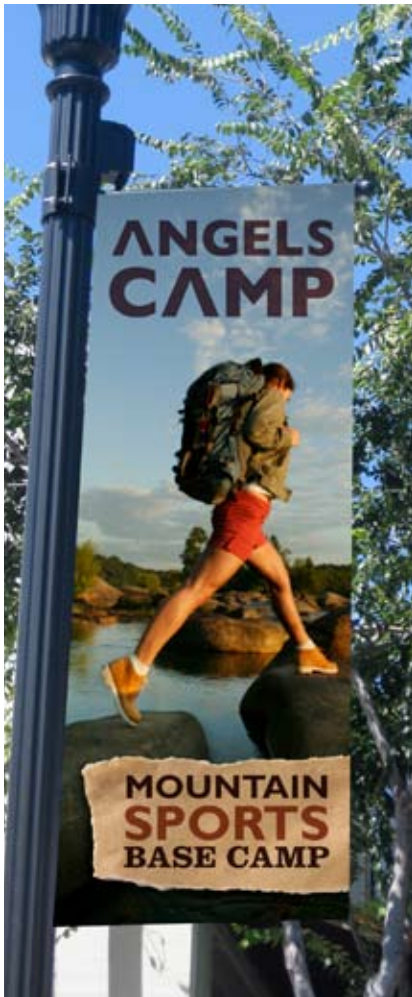
Modern pole banner manufacturers can produce dynamic full-color banners for much less than in previous years.

This sample uses a leather-colored background, the frog mascot as the focus, and the tagline to promote the brand, but still blends in with the historical ambiance of downtown.

There is no need to put the Angels Camp logo on the pole banners, since visitors already know what town they are in. Rather, place “Historic Downtown” at the top in the Clarendon typeface.



Outside of the historic downtown, use pole banners that promote Angels Camp as a base camp for mountain sports. They should be placed as an alternating series, with messaging that promotes the brand. They should use professional photography and few words.



Section 6: Electronic Media

The impression made by the destination's electronic media, such as web sites, e-mail marketing and banner advertising, is crucial. With so much travel research and arrangements being made online, your brand must be apparent and strong on all electronic

communication. A compelling and cohesive web site is imperative to compete in today's tourism market. This section will show how the prefacing material in the manual can successfully be translated to electronic media.

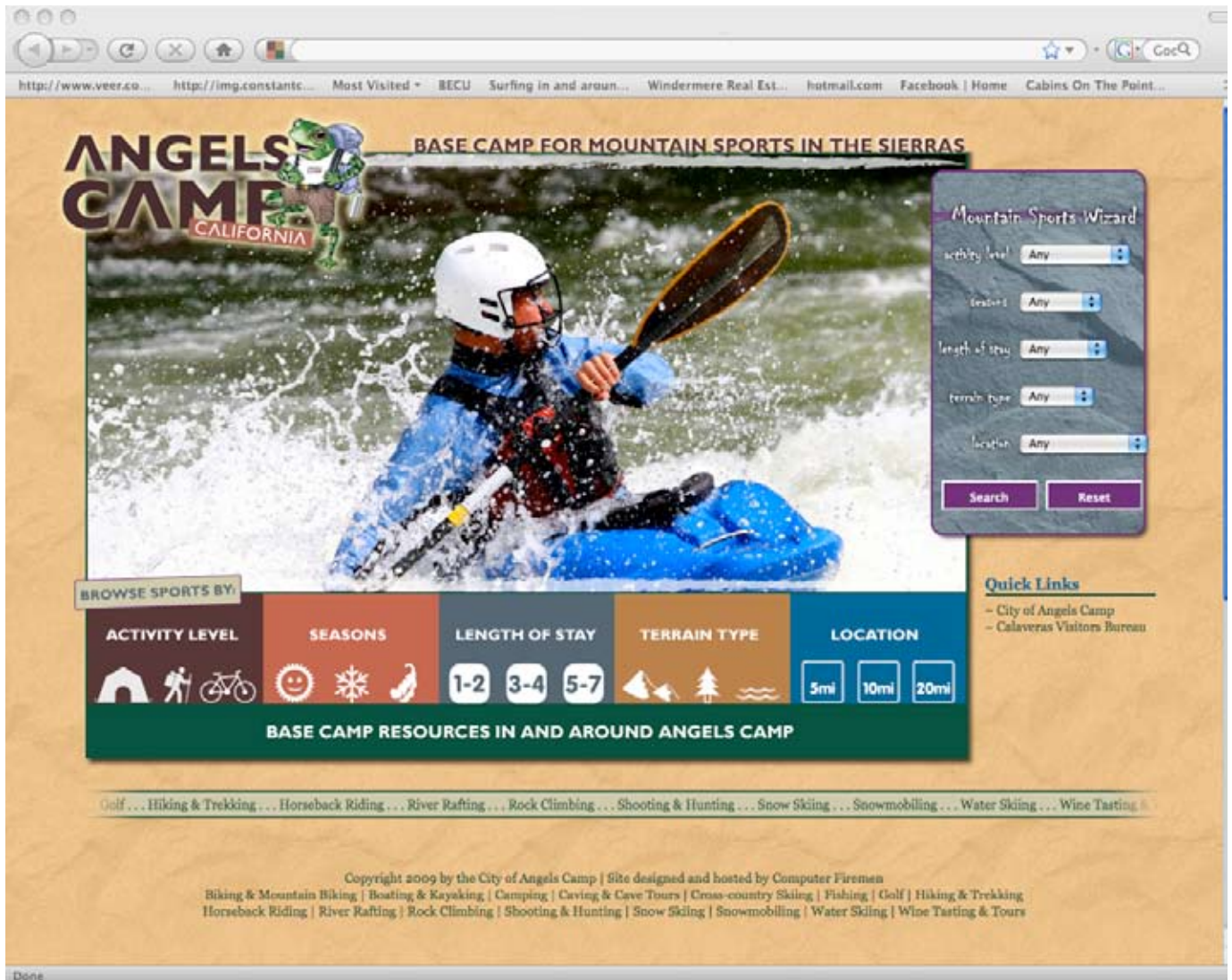
6.1 Banner Advertisements



Strategically placed banner advertisements on web sites that are regularly visited by the target audience can drive people to your web site. Banner ads should be simple, bold and not overdone with tacky animation. Use few words and avoid cluttering the ad with sponsorship logos or multiple photos. The banner ad should only act as a lure to bring people to the web site. Banner advertisements should provide an incentive, such as discounts or a call to action. Clicking on the ad will take the user directly to the Angels Camp marketing web site.

Avoid purchasing pop-up advertisement spots. They are commonly blocked by users.

6.2 Web Site Concept



The above screen shot of the Angels Camp marketing web site (development still in progress) is a good example of a comprehensive tourism web site. It matches the brand aesthetic, uses activity-based professional photography, and uses the brand logo in an acceptable way.

Always make sure your web site is up to date and all functions are in working order. Your target audience is of the web generation and will become impatient if your site does not get them the information they need in a timely manner.

Every three to five years, it is a good idea to analyze the design and photos on the site to make sure it still looks modern and fresh. Sometimes, a slight “evolution” is needed.



Section 7: Getting Started

We want the Angels Camp Brand Identity to be used as often as possible and in as many situations as possible. That is the only way it will become known and recognized. But, we also want the brand identity to be used correctly at all times.

When you want to use any element of the Angels Camp Brand Identity:

- Obtain a copy of the Standards Manual from the city web site www.angelscamp.gov\ branding.
- Review the Standards Manual to be sure you understand how to use each element.
- Prepare a sketch or preliminary artwork showing how and where the brand identity is to be used.
- Complete the Usage Agreement in the Appendix.
- Send or deliver the completed Usage Agreement and the sketch or preliminary artwork to Brand Identity Manager, c/o Angels Camp City Hall, 584 S. Main Street, PO Box 667, Angels Camp, CA 95222. Please allow 10 days for a reply.

You will receive ‘Tentative Approval’ or ‘Approval to Proceed’.

- With Tentative Approval, you will need to make any revisions and re-submit artwork for Approval to Proceed.
- With Approval to Proceed, you will be required to provide a copy of the actual usage for the City’s records.

If you have questions on applying the requirements in the Standards Manual, please feel free to contact the Brand Identity Manager, Anne Forrest at annebf@attglobal.net.

Appendix A

Angels Camp Brand Identity Usage Agreement*

Applicant's Name: _____ Date: _____

Applicant's Organization: _____

Mailing & Physical Address: _____

Telephone: _____ Email: _____

Please check the applicable answer to the following questions, providing details where indicated:

1. This application for permission to use the Angels Camp brand identity/logo is with respect to:
 - Print marketing or promotional material; informational or educational literature, for example, advertising in a newspaper, magazine or newsletter; brochure; leaflet; poster; direct mail, etc.
 - Electronic publications, such as a web site; online newsletter; video.
 - Other : _____
(Describe the purpose of your communication and the form it will take.)

2. The date or expected period of use of the brand identity/logo is: _____
3. The intended reproduction of the brand identity/logo is in:
 - Color
 - Black only
 - White only (reversed on a dark background color)
4. The element(s) of the brand identity intended to be used is/are:
 - Logo
 - Mascot
 - Tag Line
 - Signage
 - Other _____
5. Angels Camp is connected with this program, event or activity:
 - As a primary sponsor/participant
 - Through funding support such as a grant
 - Other (Please provide details.) _____
6. A mock-up or sample layout of the intended logo application is attached.
 - Yes
 - No
 - Will be provided by (date): _____

Reviewed by the Angels Camp Brand Identity Manager:

Approval to Proceed Tentative Approval Refused

Comments: _____

1. For a copy of the *Angels Camp Brand and Identity Standards Manual*, visit www.angelscamp.gov/branding
2. Send this Application to Brand Identity Manager, 584 S. Main St., PO Box 667, Angels Camp, CA 95222

Applicant's Name and Organization: _____



Produced by the Angels Camp Brand Leadership Team
PO Box 677, Angels Camp, CA 95222
(209) 736-2224 • branding@angelscamp.gov



Branding Development and Marketing Action Plan
Prepared by Destination Development Inc.
16000 Christensen Rd, Suite 310, Tukwila, WA 98188
www.destinationdevelopment.com



Brand Identity and Standards Manual
Prepared by Pixel Soup Creative
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www.design@pixelsoupcreative.com