

urba

urba
Uptown Rutland
BUSINESS ASSOCIATION

Uptown. Down-to-earth.

Brand Guide | Spring 2021 | V1.0





Welcome

A brand is more than a logo or name. It is the collective sentiment of all feelings, emotions, and characteristics of an organization. Brands live emotively in the minds of consumers, and influence their relationship with your business and your community.

Within these pages, you'll find specifics for Uptown Rutland Business Association (URBA)'s identity including logo, colours, typefaces, and other design elements. Together these elements help to position URBA as a proud, hard-working, and down-to-earth business community.

Vision

Rutland Proud. To attract and expand development, business and prosperity with pride and purpose.

Mission

Uptown. Down-to-earth. To grow and strengthen Rutland's hard-working business community through authentic connections and strategic opportunities.

Corporate Logo

The corporate logo of Uptown Rutland Business Association includes the main “Urba” wordmark and the “Uptown Rutland Business Association” descriptor.

This is our official logo and should be used on all official business or legal documents.

The corporate logo is available in two colour (red wordmark with blue descriptor), one colour (red wordmark with white descriptor), white reverse, and black.

Brand Wordmark

The Urba wordmark is intentionally simplistic. Set in all lower-case, the rounded character traits evoke a feeling of friendliness, and approachability.

This is our preferred logo for all branding and advertising purposes.

The Urba wordmark is available in blue, red, white reverse, and black.



urba
Uptown Rutland
BUSINESS ASSOCIATION



urba



urba

Outlined Wordmark

The Urba wordmark is also available as in an alternate "outlined" format. This logo is intended to be used as a design element and should be used in addition to the main wordmark in most instances.

The outline wordmark is available in blue, red, white reverse and white.

It is often positioned in such a way that the bottom of the characters are just slightly cut off from the visible area as shown below.



When using our logo over dark or busy image, only the full reverse version should be used.

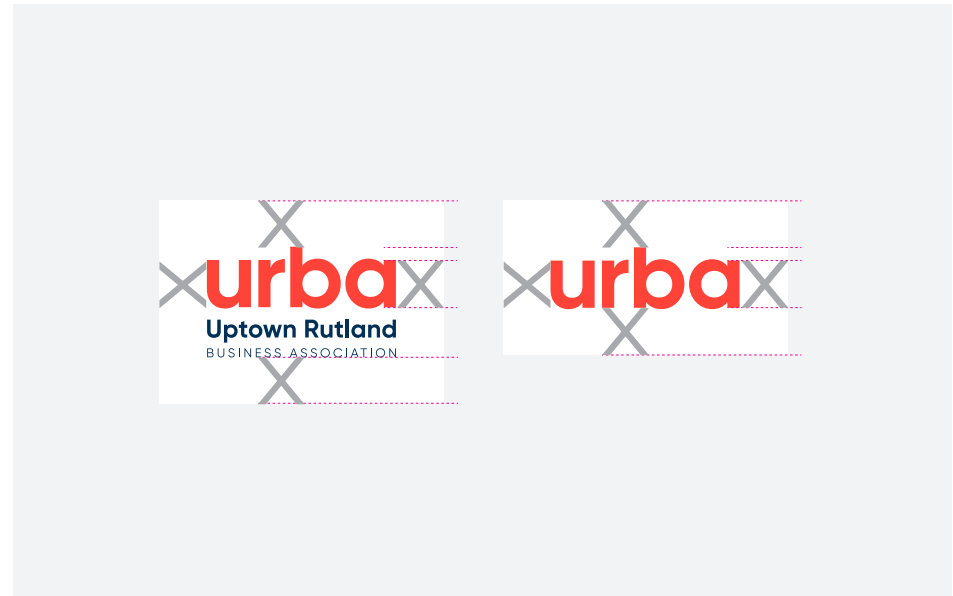


X-Height

The Urba logo should always be surrounded by a minimum area of space called the x-height. This area of isolation ensures that headlines, text or other visual elements do not encroach on the logo. The area is defined by using the x-height of the 'a' in the wordmark. A margin of clear space equivalent to this height is drawn around the logo to create an invisible boundary.

Minimum

There is no predetermined maximum size for the Urba logos. Scale proportion should be determined by the available space, aesthetics, function and visibility. The minimum size for the logos are shown here. The sizing has been set to safeguard the integrity of the logo at all times.



Please don't

It is important that the appearance of the Urba Logos remains consistent. The logos should not be misinterpreted, modified, or added to. The logo must never be redrawn or adjusted in any way. It should only be reproduced from the artwork provided. To illustrate this, here are some common mistakes to avoid.

- DO NOT change the colour outside of the provided palettes.
- DO NOT stretch or condense the logo
- DO NOT remove or rebuild any of the graphics
- DO NOT change the typeface
- DO NOT add a drop shadow
- DO NOT change the orientation of the logo or wordmarks.



Primary brand colours

Used consistently over time, colours become associated with organizations. Consistent use of the Urba colour palette will make our brand more recognizable and uniform. These colours should be used across all Urba marketing materials to provide a strong visual link.

Print palette

Print palettes are defined as either Pantone® solid inks (spot), or their process (CMYK) equivalents. For consistent reproduction, these inks should be printed as solid “spot” inks on coated or uncoated papers. For more common process colour (CMYK) printing, equivalents for each colour are also included.

Screen palette

For website on other online documents, use the RGB or HTML (HEX) values provided here.

Pantone® Warm Red C

CMYK: 0 83 81 0

HEX/HTML: F9423A

RGB: 249 66 58

Pantone® 540 C

CMYK: 100 53 0 65

HEX/HTML: 003057

RGB: 0 48 87

White Space

CMYK: 0 0 0 0

HEX/HTML: FFFFFFFF

RGB: 255 255 255

Secondary brand colours

The secondary palette should be used to provide accents or to add a highlight.

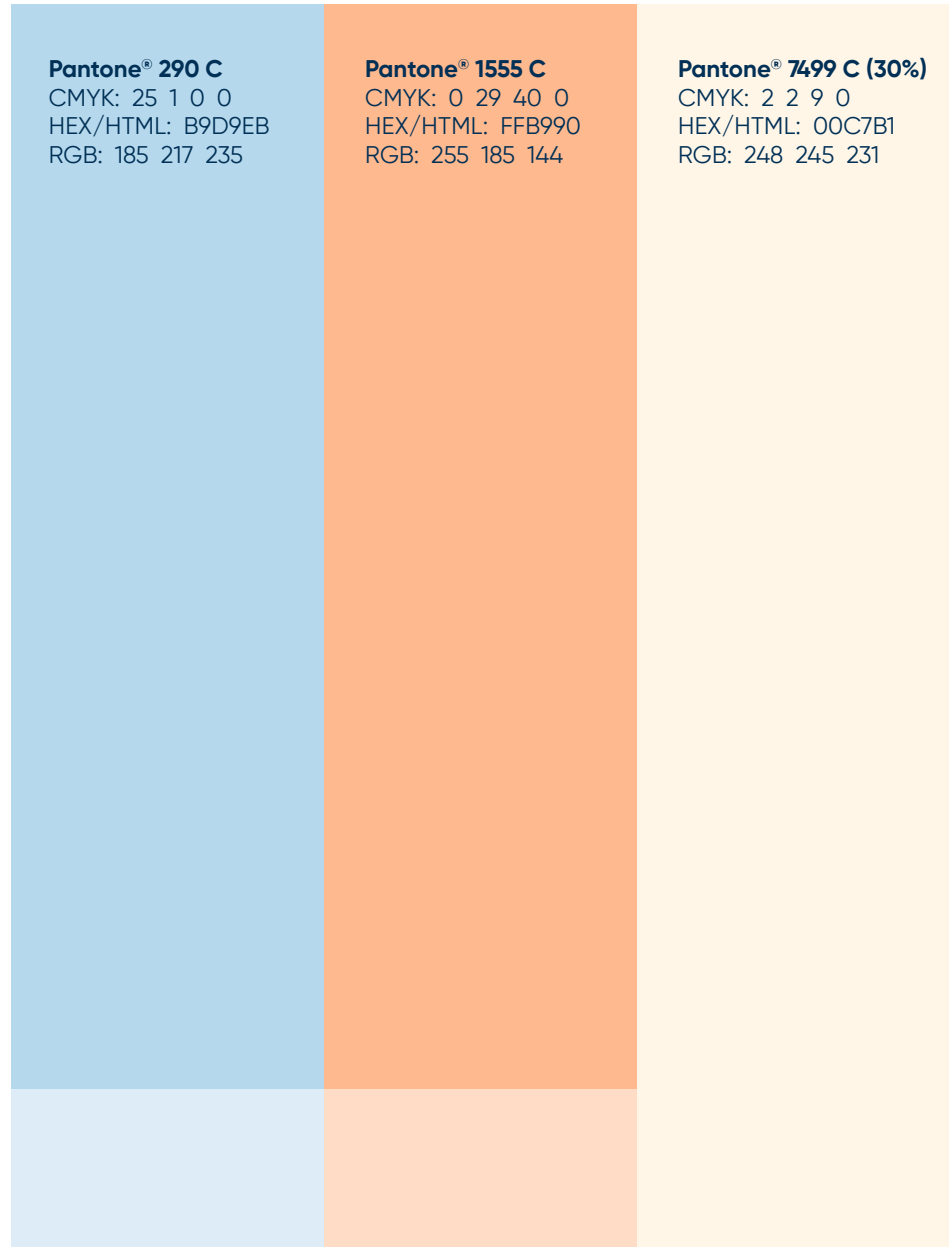
They may also be used as full background colours on advertising collateral.

Avoid using these colours as the dominant colour field on corporate materials. In most case, the dark blue, red, and white space primary colours should be the most dominant.

Pantone® 290 C
CMYK: 25 1 0 0
HEX/HTML: B9D9EB
RGB: 185 217 235

Pantone® 1555 C
CMYK: 0 29 40 0
HEX/HTML: FFB990
RGB: 255 185 144

Pantone® 7499 C (30%)
CMYK: 2 2 9 0
HEX/HTML: 00C7B1
RGB: 248 245 231







Simple icons are our friends.

The Urba brand utilizes a minimalistic iconography style that compliments our outlined wordmark. The thin lines with rounded corners provide a friendly way to communicate services or offerings in a visual way that transcends language barriers.



Typography

The Urba typeface is Gilroy. It is used on all our core brand marketing materials (stationary, marketing, and advertising). For online use, Gilroy may be substituted with Poppins (Google Font).

For materials created in the office, the alternative for Sofia is Century Gothic. No other typefaces should be used, regardless of how similar they appear.

Gilroy Extra Bold

Gilroy Extra Bold is the primary font used for headlines and should be set in sentence case. Longer headlines should have a period at the end.

Gilroy Regular

Gilroy Regular should be used for all body copy, set in sentence case, or occasionally in all uppercase (for small subheadings).

1. **Uptown.
Down-to-earth.
Explore your
neighbourhood.**

2. **Come see what's new.**

3. Quat liae dusanih itatur andandam alignam exped Ugiam dolore simporeperum ius ma nia volupta sserum aspist, soloris que de niment peribus re, se nimi, quatem essit

4. **DONUTS**

5. Quat liae dusanih itatur andandam alignam exped Ugiam dolore simporeperum ius ma nia volupta sserum aspist.

4. **WAFFLES**

5. Quat liae dusanih itatur andandam alignam exped Ugiam dolore simporeperum ius ma nia volupta sserum aspist.

1. **Heading 1**

Gilroy Extra Bold
Size: 22pt
Leading: 24pt
Tracking: 0

2. **Heading 2**

Gilroy Extra Bold
Size: 14pt
Leading: 15pt
Tracking: 0

3. **Feature text**

Gilroy Regular
Sentence Case
Size: 11pt
Leading: 15pt
Tracking: 0

4. **Heading 3**

Gilroy Bold
All-Caps
Size: 11pt
Leading: 13pt
Tracking: 50

5. **Gilroy Bold**

Sofia Pro Regular
Size: 11pt
Leading: 15pt
Tracking: 0



Moodboard

Our moodboard is a visual representation of our brand. While creating any content for Urba, we must keep in mind this visual direction to ensure consistency.

Style of Photos

Our photography should be reflective of the Urba brand; authentic, diverse, down-to-earth, and approachable. We should use image of real people interacting with our neighbourhood whenever possible.

Images should display real and moody tones, not overly saturated and artificially vibrant.

Brand Personality

- Authentic
- Uncomplicated
- Hard-working
- Approachable
- Diverse
- Proud

Note: Some of the photos used here are not owned by Urba. They are examples of the direction to take with future photography and owned by their original creators.





