



Community Brand **Guidelines**

for all who live, work and govern in Sac City

A photograph of three children lying on their backs on a lush green lawn. Their feet are raised high into the air, with their toes pointing towards the top of the frame. The child on the left is wearing blue jeans, while the other two are wearing patterned shorts. The background is a soft-focus green field with trees in the distance. The overall mood is peaceful and carefree.

*“Where spirit flows and
opportunity grows.”™*



Friends and Family,

Sac City is a city surrounded by nature and immersed in tradition. Influenced by the spiritual reverence of the Sauk tribe and the spirit of the Chautauqua movement, we continue to embrace the concept of spirit today. While remembering where our city began, we are dedicated to moving forward for a greater future.

Our spirit, along with unique opportunities and our closeness to both nature and neighbors are what set us apart from other communities. These qualities are our brand, making Sac City a place where people can grow, while also raising a family, retreating from the hustle and bustle of the city, and creating deep, lasting bonds with those around them. As we continue to build on this brand and speak as a whole community, our message will reach a wider audience and bring new businesses, visitors and first time community members to Sac City!

In order to grow our city we will use the details of this guide to effectively promote the spirit, opportunity, nature and friendship that can be found in our home. With everyone on board, Sac City truly is a place where spirit flows and opportunity grows.







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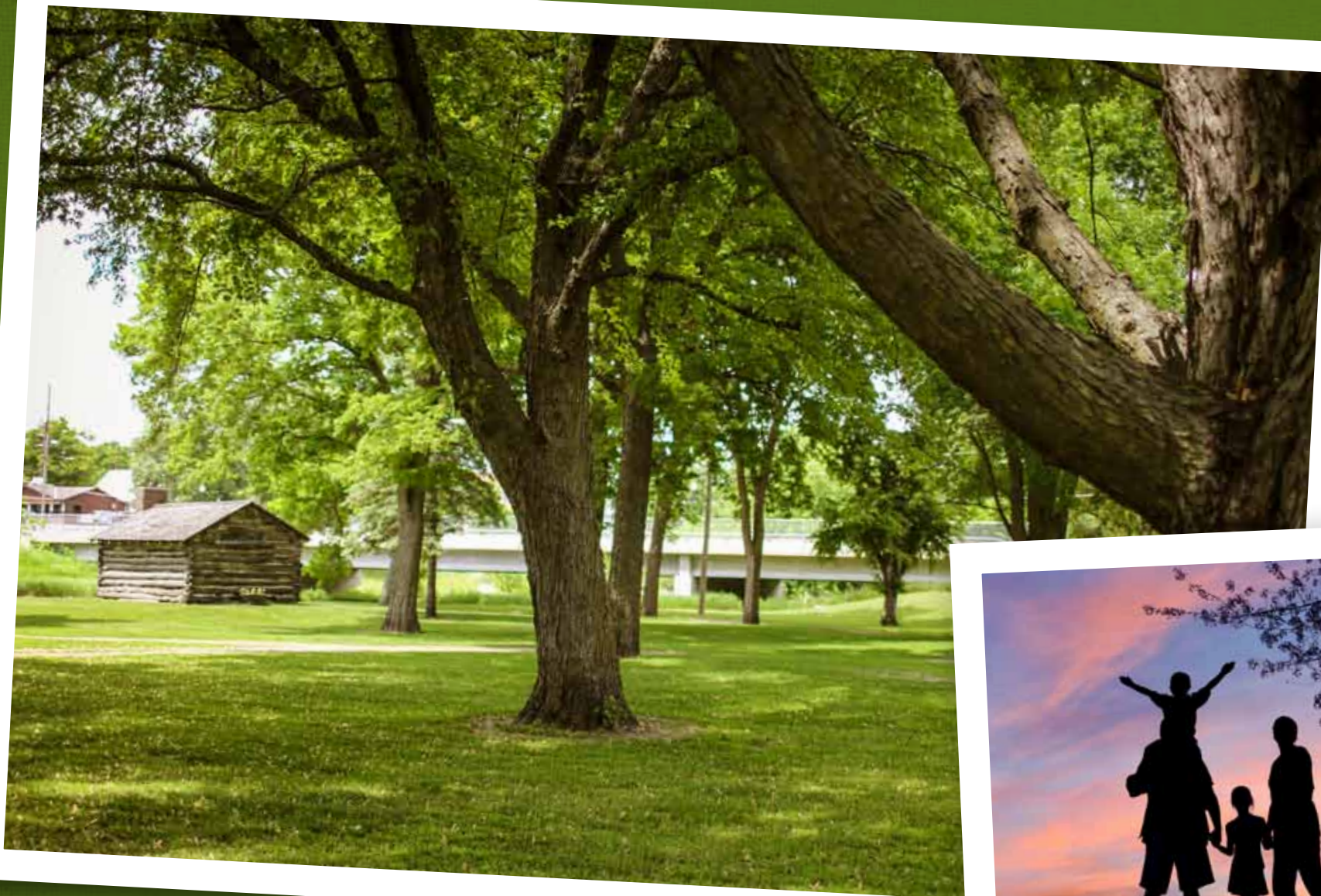
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“It is a great community to grow up in. It’s a small community that cares for each other.” - Sac City Resident





Sac City's Brand



Sac City has always had a brand. It is the culmination of the thoughts, feelings and experiences of visitors and residents alike. After years of allowing our brand to evolve naturally, we are now actively shaping it to highlight the spirit, community connection and natural resources we are blessed to experience everyday.

By extension, Sac City's brand is also our own as individuals, and we each play an important role in the cultivation of its most authentic form. As we learn to embrace and showcase the unique characteristics of our city in innovative ways, we will reinforce the qualities that set us apart, and help other discover the joys of Sac City!

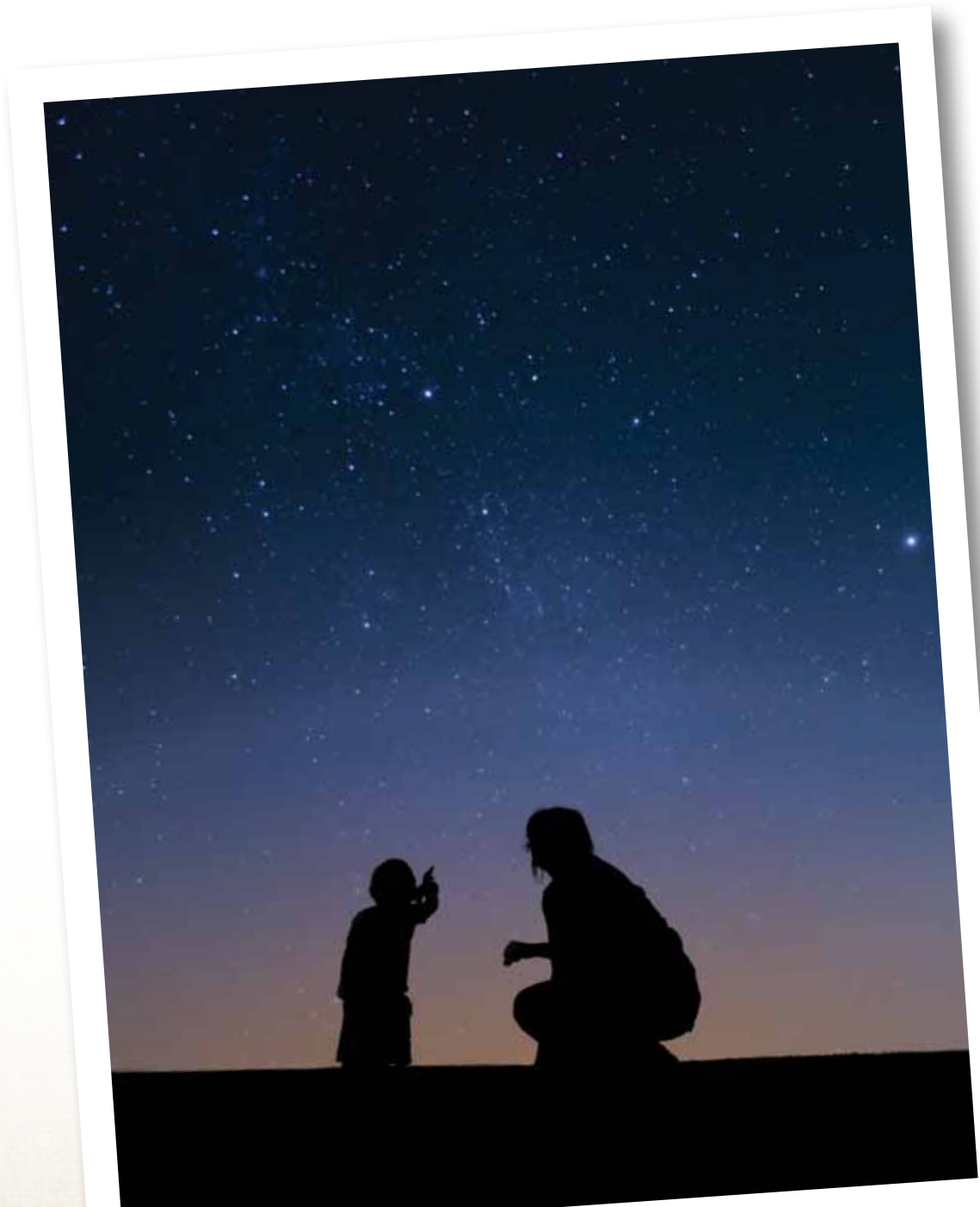
Defining the brand of Sac City:

Sac City's brand messaging is crafted from thoughts about our city that have been discovered through extensive research, surveys and community studies.*

Community leaders, along with residents of Sac City and surrounding areas were given an opportunity to express their feelings about Sac City. While we discovered some areas that we must work on as a community, our strengths were brought into focus and have become the foundation on which we can positively influence our brand!

We are now choosing to control our brand message to leverage our strengths as a community. It is our history of spirit, combined with community pride and a respect for nature and progress that define Sac City. By utilizing this guide, we can align every individual to communicate about our city with the same voice and passion, strengthening the impact of our message and furthering the growth of Sac City.

* Visit City Hall and take a look at the documents: *Sac City, IA bluespace survey results* to see detailed results on perceptions surrounding our community. Then check out *Sac City: blueprint by bluespace creative* to see their comprehensive brand strategy recommendations.





*“Alone we can do so little,
together we can do so much.” - Helen Keller*





*“Sticking with your family
is what makes it a family.” - Mitch Albom*





What This Guide Means to You

Whether you work in town, are a life long citizen or a community leader, it is vital that we are all working toward a common goal. We want our community to be effectively promoted in order to continue raising our quality of life.



As a citizen of Sac City:

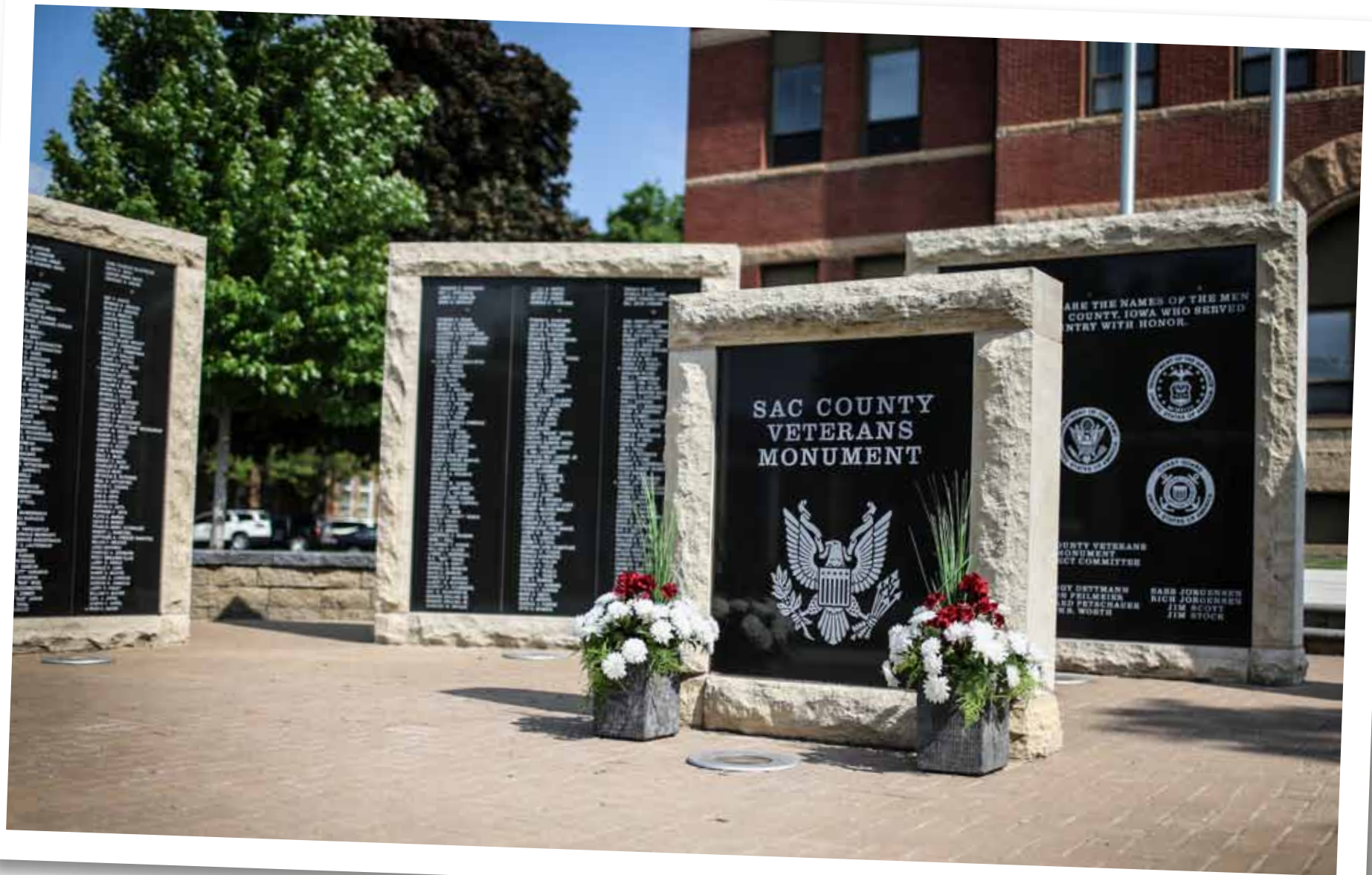
Believe it or not, our voices as citizens are the single most important element to improving the quality of life here. Even in this age of super-frequent media exposure, “word-of-mouth” is still the most effective form of marketing for both businesses and communities.

This means the most important thing you can do is very simple: embrace the spirit of our city and our brand. Continue to be there for others in the community when they need you. Simply smile and say “hi” to strangers or newcomers you see around town. These simple everyday actions are the most powerful thing you can do to increase the quality of life in Sac City.

There are other ways you can help too, if you feel up to it! We will have many great projects you can get involved with, from beautifying areas of town to helping coordinate community events.* Your opportunities are endless. Other parts of this guide may apply to you, as well. Check out the community colors on page 40. Maybe you have something in need of a paint job?

*Contact Sac City at 712.662.7593 or saccity@prairieinet.net to learn more about improving your community!









As a business or organization in Sac City:

Your organization helps to build the structure of our community. Although every company has its own brand, you are an important part of our voice. This means when you promote our community as a whole, you are also promoting your business. As our local businesses gather behind Sac City's unique brand message, we will see an increase in commerce from both visitors and residents alike. There are many opportunities for your business to be an advocate of Sac City:

- Your office or retail location may be in a perfect position to enhance the experience of doing business in Sac City. Check out the community elements (pg. 34) and the community colors (pg. 40) to see if there are ways to beautify your building and landscape. There may even be incentives, depending on your location and type of business. Contact Sac City at 712.662.7593 or saccity@prairieinet.net to find out more!
- Join the Sac City Chamber of Commerce. The Chamber is working to promote all area businesses and resources as one under Sac

City's unique brand message. Your business will be promoted under the umbrella of Sac City, gaining increased exposure and providing more resources to draw in visitors and encourage local commerce. Find out more information by calling the Chamber at 712.662.7316

- Align your business offerings. Does it make sense for your business to offer Sac City branded merchandise? Would it be appropriate to offer a service or product which aligns with the idea of "spirit or community"? Contact Sac City at 712.662.7593 or saccity@prairieinet.net if you have an idea.
- Coordinate your promotions with the community. Sac City will continue to align its events to support the idea of "spirit and community." We are looking for organizations to come together in order to strengthen the appeal of these events and truly make us a destination for recreation and commerce. Call the Sac City Chamber of Commerce for the latest news - 712.662.7316

As a community leader or committee member:

One major benefit of a focused brand message is that it can make planning and communications decisions much easier. The ideas expressed by our brand only become real when multiple entities of the community are working together to support them.

Beyond the ultimate question for any leader (Is this action in the best interest of the people?), there is another question leaders should now ask (Is this action supporting who we are as a community?) If the answer to the latter is “no,” that decision should be re-evaluated accordingly.

Inevitably, most community leaders and volunteers will arrive at an opportunity to support the brand with their actions.* The most critical way decision-makers can strengthen Sac City’s position is to allocate time and energy toward making the message of “spirit and community” real in Sac City. While we currently have great support of both these ideas, we must continue to enhance these

resources in order to truly become a destination that people will be happy to return to again and again, whether they are visitors or residents.

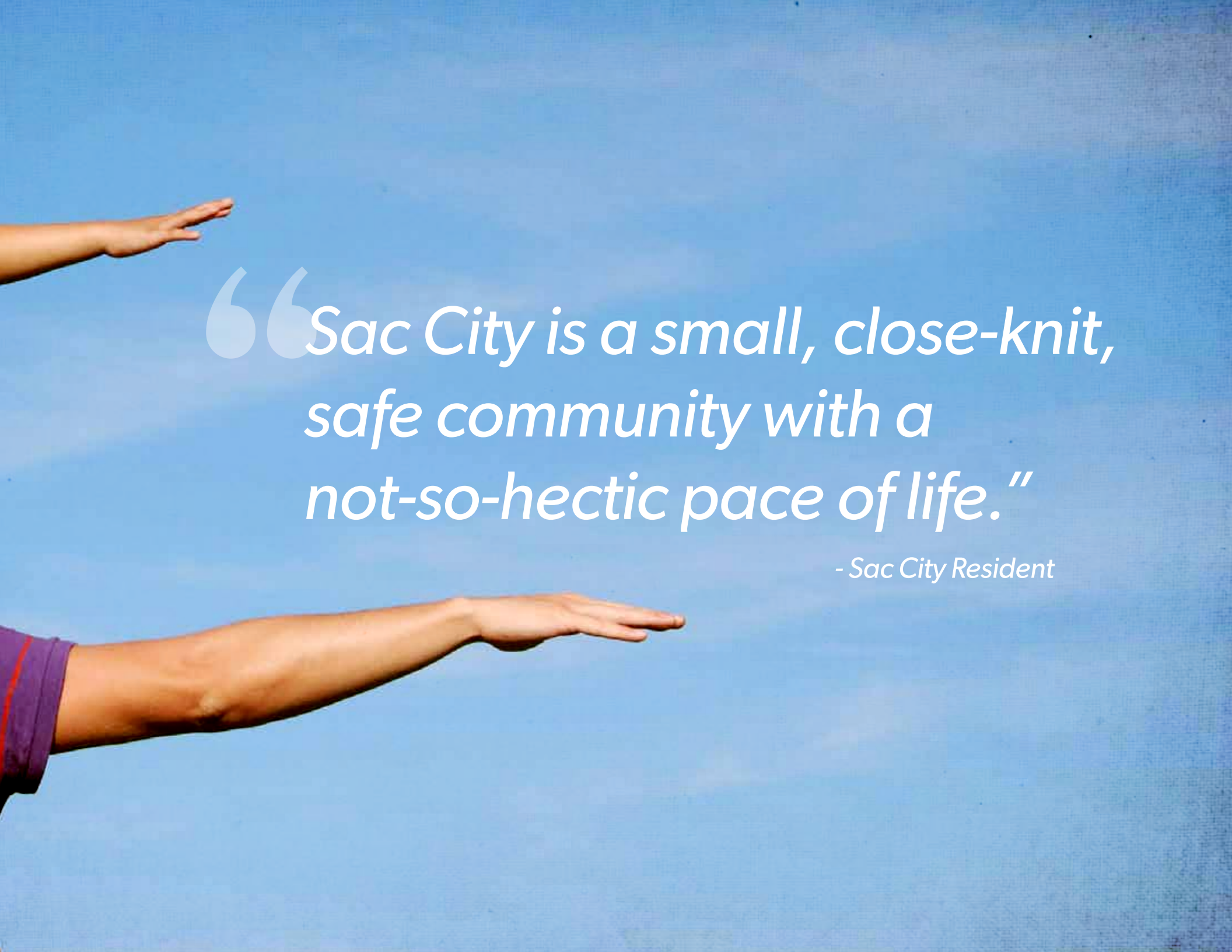
As pointed out during research into the brand of Sac City, our strength is not that we can compete with large communities on resources, but that we can embrace what makes us unique to truly capture people’s attention. It will take the support and dedication of the entire community to make this happen. Our brand message should guide choices on how the community looks, speaks and allocates resources when supporting or creating community assets. From our billboards to our parks, our street signs to our buildings - Sac City should always communicate the idea of “spirit and community.”

* Check out the strategy section of the document *Sac City: blueprint* to find bluespace creative’s recommendations for committee actions and community-wide projects. You can also contact Sac City at 712.662.7593 or saccity@prairiein.net to discuss your role in the Sac City brand.







The image features a clear blue sky as the background. Two human arms are visible, extending horizontally from the left side of the frame. The upper arm is positioned higher than the lower arm. Both arms are reaching out towards the right, with the hands open and palms facing down. The skin tone of the arms is light. The lower arm is wearing a purple sleeve with a red stripe near the shoulder.

*“Sac City is a small, close-knit,
safe community with a
not-so-hecktic pace of life.”*

- Sac City Resident



The Voice of Sac City

Our voice is the way we write and speak about Sac City. Together as a community, we have a unique personality that comes through in every form of communication. When we consistently reflect our voice in communications, we will increase the strength of the qualities that make us unique. In advertisements, emails, signs, letters or brochures, our voice will shine through.

Some of our key communications are developed by professionals in branding and marketing. However, we cannot have all of our writing created for us. In these scenarios, it is up to us as the promoters of Sac City to be the managers of the brand.



Alignment of tone
for more powerful
messaging from the
community of Sac City.

Our community “voice” helps us understand our personality and allows us to convey our brand to people both inside and outside Sac City. Whenever Sac City needs to speak as a community, our voice should be consistent in its tone and messaging focus. Essentially we should use every possible opportunity to underscore what makes our brand unique.

Our voice is best
summed up as:



SPIRITED
ROOTS

IT’S: **simple**
 comforting
 refreshing
 forward-thinking
 creative
 lively
 genuine
 down-to-earth
 casual

IT’S NOT: **dull**
 folksy
 excitable
 aggressive
 sappy
 pretentious
 formal
 trendy
 wacky

ACTION HEADLINES:

We're working to put the unity in 'community'

We're moving forward with 'home improvements'

It's time to make Sac City even better

'HOME' HEADLINES:

Making memories has never been easier

Sac City means 'quality-time' all the time

Happiness flows here

Sample Headlines:

These sample headlines do a good job of connecting with the Sac City brand, while speaking to a number of topics from tourism to community additions and business development.

It is likely that almost every topic within community messaging can somehow relate to our brand.

**OUR VOICE
IS USED FOR:**

City/community announcements

Advertisements

Tourism communications

Economic development communications

**OUR VOICE IS
TYPICALLY:**

In present or future tense

First person plural (we)

DO'S:

DO try to capture a spirit of positive change. It's OK to be working toward a better tomorrow and to harness the community's energy in messaging.

DO reference other brand-approved communications to get a feel for the voice and to maintain consistency.

DO use proper grammar, spelling and writing structure. Guide your reader through the piece for an effortless and understandable read.

DO be creative! Creativity is an essential part of our brand.

“Coming together is a beginning. Keeping together is progress. Working together is success.” - Henry Ford

DO NOT'S: **DO NOT** create feelings that something is wrong in Sac City. Any "action" language should imply improvement to an already great place.

DO NOT overuse our positioning statement in copy. Use the positioning language no more than once per piece, though it is not always necessary when our brand elements are used in accordance with this guide.

DO NOT speak in first person, such as "me," "myself," and "I" (unless writing a personal letter).

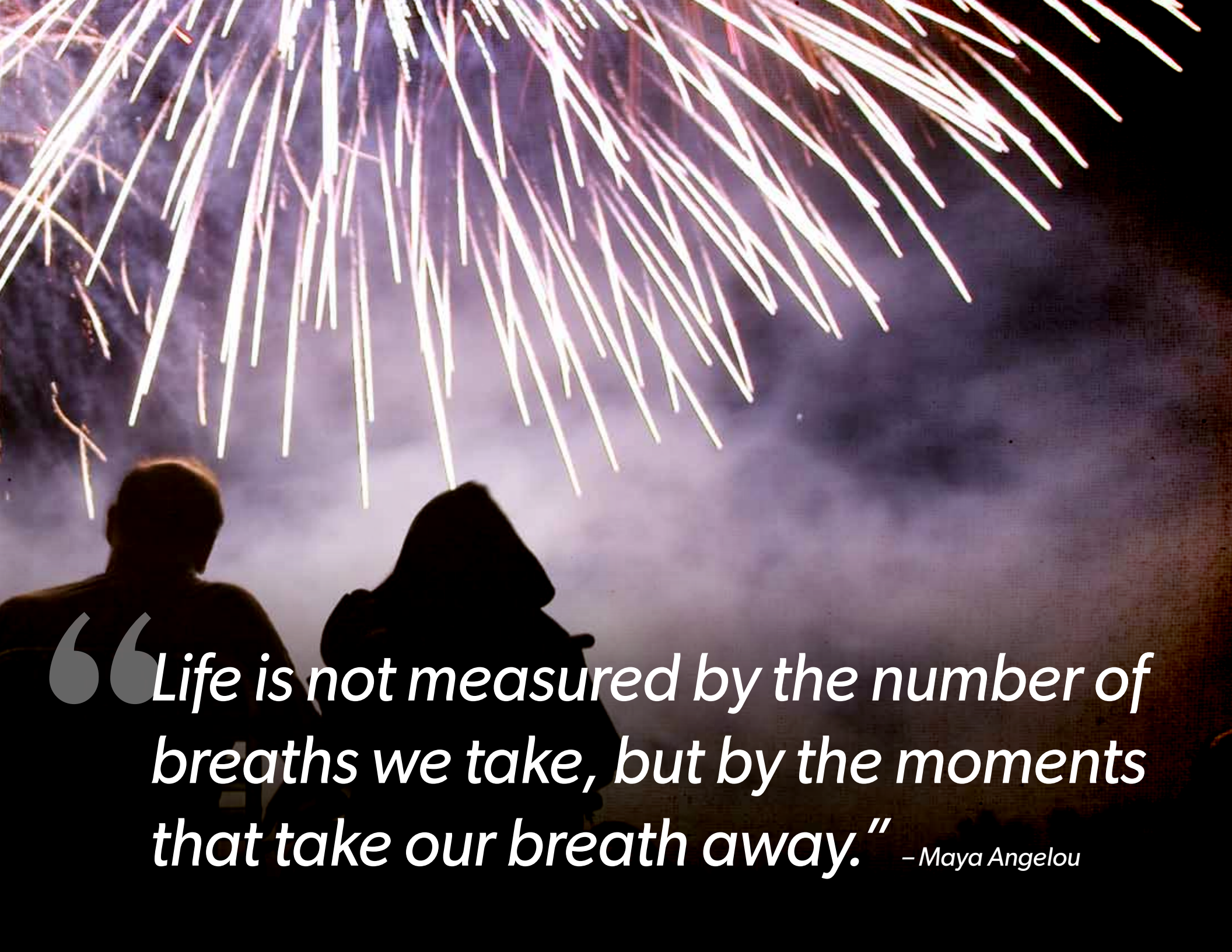
DO NOT use phrases which could be perceived as another positioning. Use only the approved positioning statement, as seen on page 54.

DO NOT use retired positioning statements, such as "A National Main Street Community."

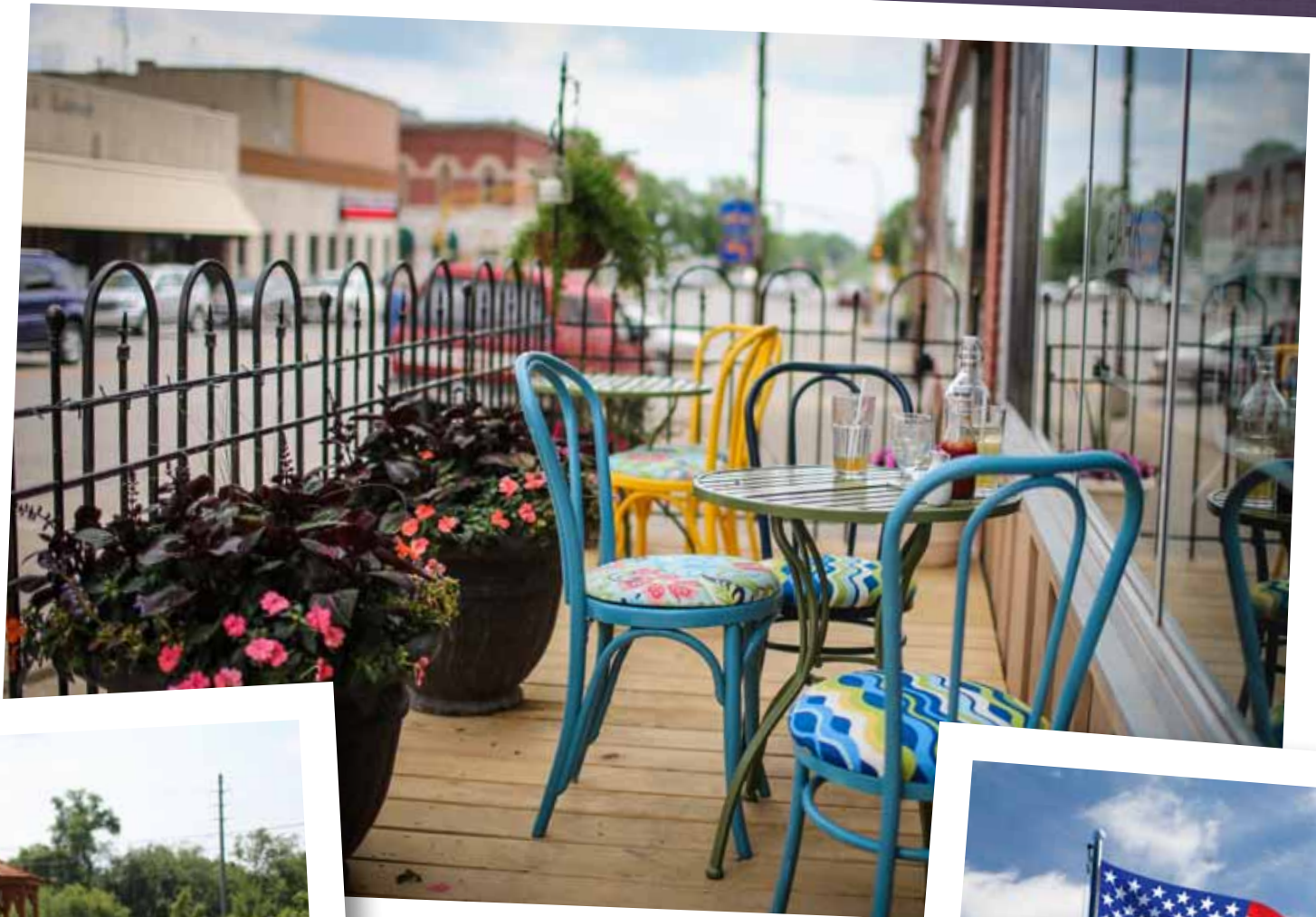
DO NOT use slang or buzz words such as "awesome," "sweet" or "staycation." We want our brand to be timeless and relevant for years to come.







“Life is not measured by the number of breaths we take, but by the moments that take our breath away.” – Maya Angelou



Community Elements

Every community should have some unique characteristics to experience as residents and visitors explore. These traits can be influenced by topography, heritage and cultural change, among other things. While diversity in design should be accepted and encouraged, Sac City can coordinate planning and design elements across the community to create a more memorable experience (and, of course, one that helps communicate our strategic brand).



Defining physical traits to create a sense of community, nature and activity.

So, when could these elements be used? And by whom? The City of Sac City can work to incorporate appropriate elements into civic development projects. Local homeowners and businesses can freely work elements into new or existing construction, required the changes fit within local ordinances, and permits are obtained when necessary. Sac City's Planning and Zoning commission could work to integrate a list of "desired elements" into the local ordinance, or even create an overlay district with specific requirements for developments within key areas.



Painted Signs

Hand painted, vintage signs are a unique touch that radiate charm. Avoid the use of harsh fluorescent or lit cabinet signs that detract from the quaint atmosphere of the city. Painted signs can be lit by spotlights, maintaining simplicity while ensuring nighttime functionality.



Flower Boxes

As traditional design elements, flowers boxes and planters provide instant home-like charm. They are also a relatively cheap way to bring nature into more developed areas of the city, beautifying the environment and adding an energetic pop of color.



Lanterns

Every welcoming home needs a front light to welcome its guests. Likewise, Sac City can help keep its spaces warm and welcoming through placement of charming light fixtures in public places.



Public Seating

Though public seating has already been implemented to an extent, an increase in strategically placed seating options will promote community togetherness as residents get out to enjoy the natural beauty Sac City has to offer.



Murals

Transform neglected real estate with artwork. There are many opportunities for murals around town, most of which can be created inexpensively through the help of the residents or local artists. The mural locations could range from alleyways to abandoned business windows and the sides of buildings.



Awnings

Awnings provide a sense of nostalgia, reminiscent of the time when people gathered and relaxed in front of stores. Businesses can combine awnings with outdoor patios and displays of goods to extend business outside and create an inviting, natural atmosphere for consumers.



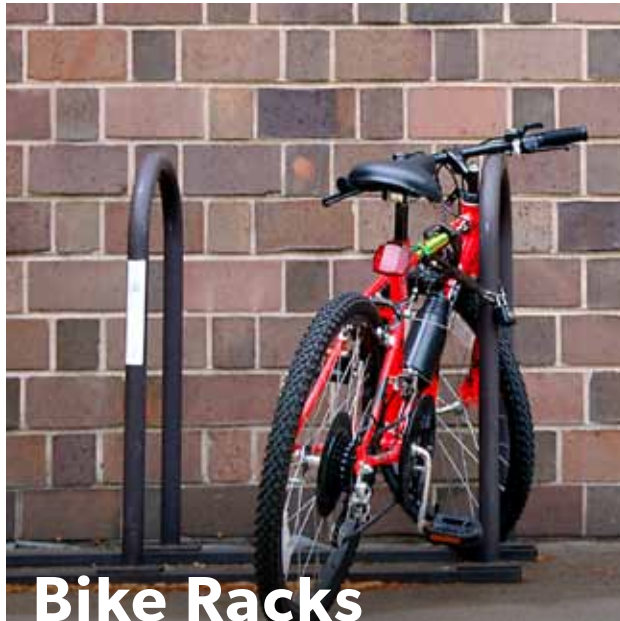
Americana

The use of Americana elements symbolize Sac City's rich history of tradition and national pride. A blend of patriotic elements, from an obvious American flag to subtle hints of red, white and blue in a color scheme will serve as a visible reminder of our strong American spirit.



Rituals

Similar to how events and traditions strengthen bonds within families, the same is true for communities such as ours. From the elaborate (Sac County Fair & Chautauqua Days), to the simple (tree plantings), rituals are a powerful method for establishing community connection.



Bike Racks

Bike racks are a great way of encouraging a healthy lifestyle and alternative methods of transportation. A leisurely bike ride would allow residents to truly experience their surroundings, meeting neighbors along the way.



Public Trails

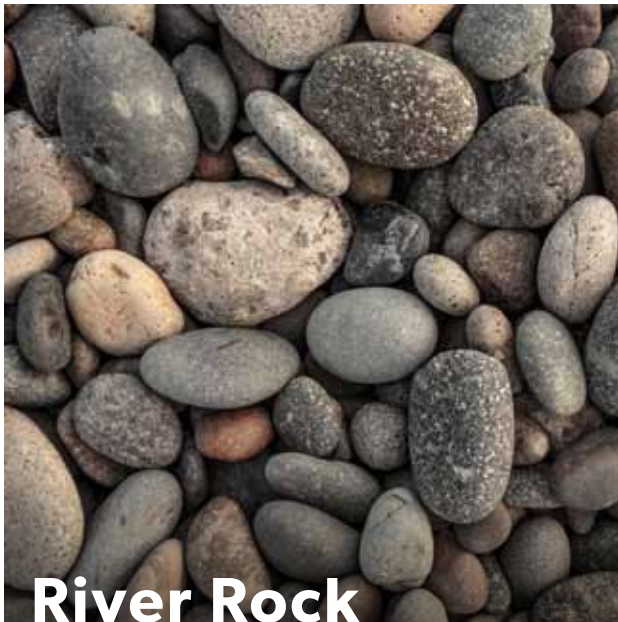
Trails are an ideal method for connecting with our community and the nature that surrounds us. Public trails could also be a great way of highlighting our historic and cultural resources.



Outdoor Sports

Sac City's proximity to the river offers a unique economic opportunity. River activities/rentals for canoeing and kayaking would attract visitors and outdoor enthusiasts, increasing commerce and encouraging healthy lifestyles for all.

“Without continual growth and progress, such words as



Using river rock for small construction projects or as trim around homes and other buildings can add visual interest and conserve water. Rock is low maintenance and helps with weed and erosion control while creating visual cohesion with the river that flows through our city.



Timeless in appearance, exposed wood can give a sense of coziness to homes, businesses, and beyond. Minimally processed materials provide a unique alternative to synthetic or glossy materials.



Using brick or stone is an excellent way to add a natural yet classic look to both new and existing areas. And the addition of new materials isn't the only option: look for hidden opportunities to uncover and restore some of our existing architectural heritage.

improvement, achievement, and success have no meaning.

– Benjamin Franklin



Hardwood Trees

Trees are an important feature within Sac City, and the cultivation of new and existing trees is vital. Tree plantings provide an opportunity for community involvement that improves the quality of life in our neighborhoods. Trees increase air quality as well as reduce energy usage when strategically placed to help provide shade for buildings.



Mulch

Not only does mulch reduce water evaporation and weed growth, it also helps add a natural feel to any location. Reflecting the wooded areas surrounding Sac City is a great way to portray a sense of nature near some of the business areas in town.



Wild Flowers

Try keeping things natural by planting a variety of wild flowers. They are easier to maintain and can grow in lower quality soil than typical flowers, all while adding some native colors.



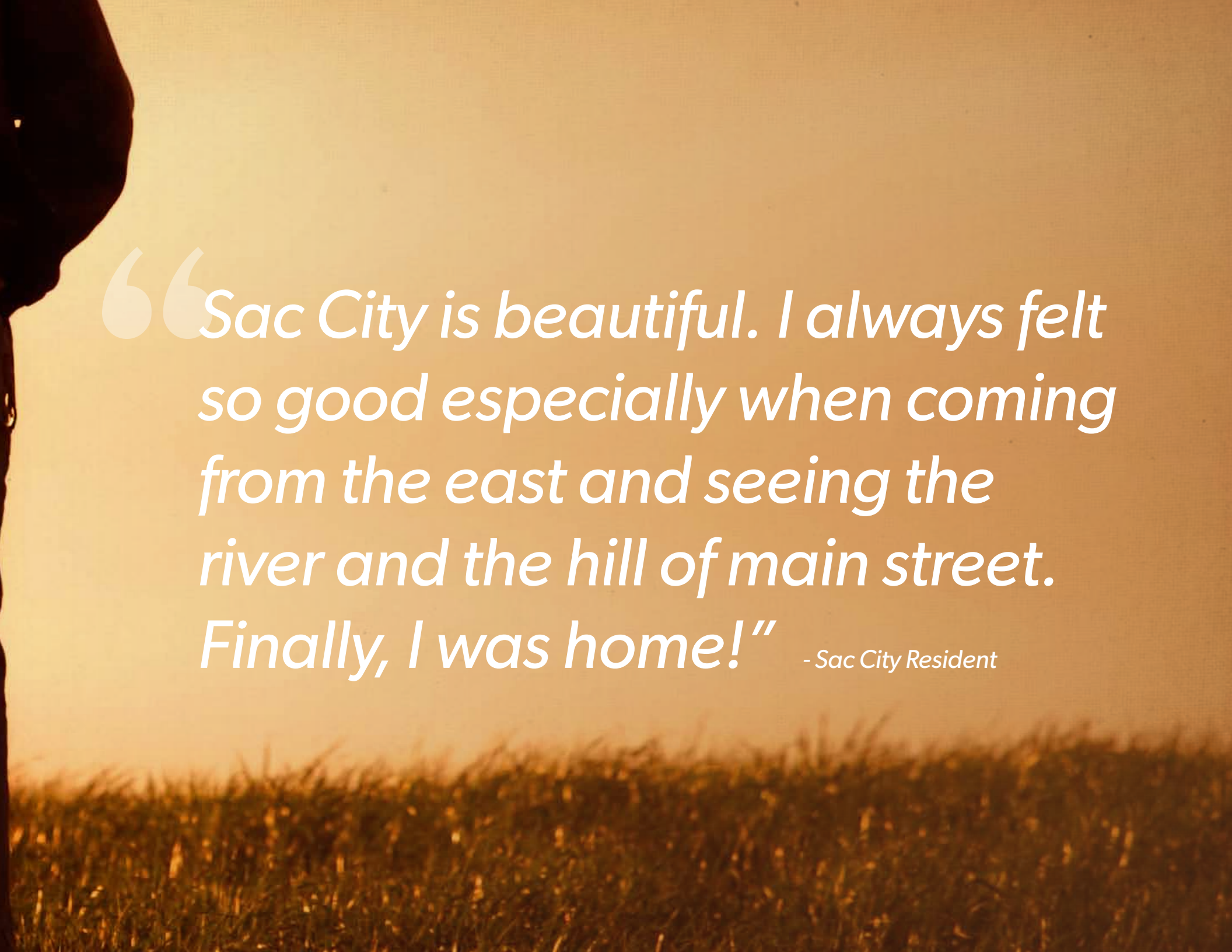
Colors

Material selection is never complete until the designer considers color. This palette was developed to offer a suggestion of colors appropriate for use in new and existing civic developments to provide unity across the community. Certain districts may wish to closely coordinate colors in order to create a more striking experience. What makes a color qualify as “on-brand”? Good colors for Sac City are comforting, energetic, natural, friendly, timeless and bold. Likewise, try to avoid colors which are unnatural, trendy, neon, over-bright or pastel.



Blend color combinations to find a great fit for the style of your area!





“Sac City is beautiful. I always felt so good especially when coming from the east and seeing the river and the hill of main street. Finally, I was home!”

- Sac City Resident





Our Identity

Our logo, colors, fonts and designs are not our brand, but we do use them as tools to shape how people feel about our community. These elements are valued foundational pieces of our brand, and we must therefore regulate them and promote their consistent use.

Over time, the way we use these important communication tools will greatly affect how people perceive our community.

Our logo is not our brand. It is, however, our brand's instant and highly recognizable calling card.

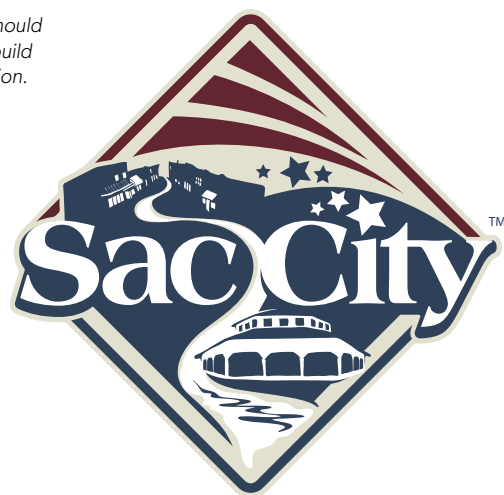
The official Sac City logo was created especially to represent our hometown charm and our energetic spirit in this place we so dearly love. Our logo should be treated as a treasured icon of our community, akin to a state or community flag, and deserves our protection and our commitment to its proper use. By using the logo properly, we ensure our community's image is always upheld in the most positive light.



Subliminally hinting at a beautiful sunset and symbols of Americana, this icon promises a life rich in community, tradition and American pride. The stars symbolize both American spirit and the quaint life Sac City offers, where one can look up into the quiet night and see a multitude of stars. Creating an instant connection to the city's positioning, the river is shown flowing through the city's center, representative of the strong presence of nature and spirit within Sac City. With the subtleties of yesteryear and the energetic spirit of the present, this icon encompasses the unique characteristics that define Sac City.

Primary Logo:

This logo serves as the principal representation of our city, and should be used when possible to help build consistency and brand recognition.



Wordmark:

The wordmark is available when space or colors are limited, or you would like the logo to have a more subtle presence.



Lockups:

Using the positioning statement with the logo can be tricky business. The below examples are just a few of the possibilities. If the situation calls for the positioning statement and it can't fit somewhere else on the page, be sure to refer to a design professional to come up with a solution that stays in line with the Sac City brand.

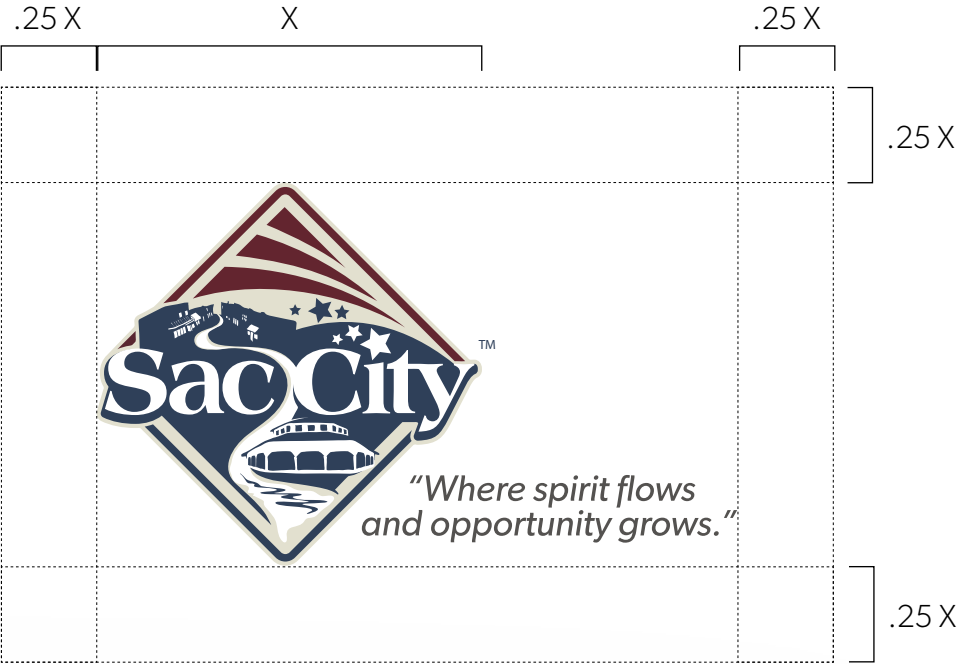


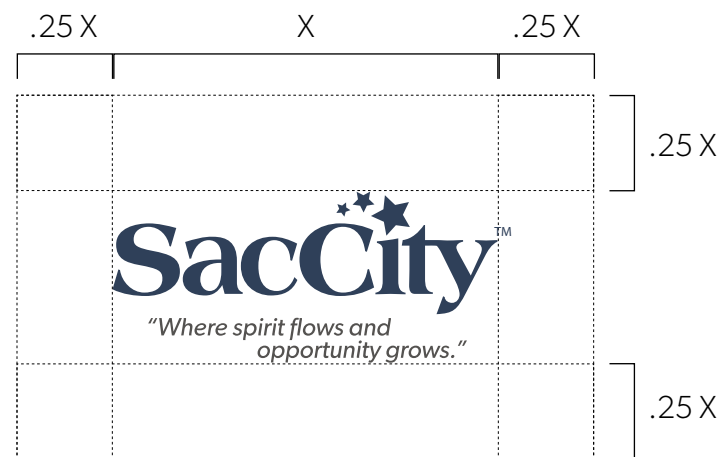
Minimum Size:

In certain instances, such as document footers or promotional items, the Sac City identity may need to be used very small. In order to maintain readability and function, each logo should be displayed no smaller than the recommended minimum size. Try to choose printed items and design layouts which allow the minimum size to be upheld.



Clear Space:
Abundant clear space maximizes the logo's impact, separating it from other elements such as text, imagery and the outside edge of printed materials. The distance of X is measured as the width of the mark, with the minimum clear space designated as .25 X. Whenever possible, additional clear space is always encouraged.





★ **NOTE:**
 Disregard the trademark symbol TM
 when measuring clear space.

One Color Options:
This style of logo allows the Sac City mark to stand strong when limited to a solid, one-color usage. This will primarily be used for things such as faxes and should not be used unless necessary.



Black:
Over light background



White:
Over dark background



Sac City Blue:
Over light background

Improper use:

Our logo is a unique piece of artwork, and should never be re-typeset, recreated or altered. Any changes will cause inconsistencies and ultimately dilute its impact. To maintain quality, use only approved art files.



DO NOT alter the color of the logo.



DO NOT use low resolution versions or attempt to recreate any element of the logo.



DO NOT scale or skew logo out of proportion.



DO NOT rearrange or create a new logo out of existing elements.



DO NOT use over distracting images, patterns, or colors that do not provide contrast.



DO NOT add drop shadows or special effects.

This statement embodies Sac City's defining traits in just one sentence.

Like the river that flows through the city's center, an entrepreneurial spirit flows freely through Sac City, creating opportunities for growth and community connection. Through frequent promotion of this statement, consistency in its use and support of the idea through community action, it will become the defining idea about Sac City.

*"Where spirit flows and opportunity grows."*TM



~~*“Where spirit Flows, &
Opportunity grows”*~~

*Use the approved file when possible.
DO NOT change the characters, punctuation
or capitalization when re-typeset.*

~~*“Where opportunity
grows and spirit flows.”*~~

*DO NOT use variations on the approved
language. This would dilute the impact
of our positioning.*

~~*“A National Main
Street Community.”*~~

*DO NOT use retired positioning
or define Sac City outside of its
current positioning.*



★ **DON'T FORGET:**
*Make sure our positioning statement
is displayed prominently at least once
on each communication piece.*

Our fonts help build brand recognition and portray subtle traits about our personality.

Through consistent font use, our materials will have another recognizable element that helps to communicate our unique brand identity. Our fonts feel classic and timeless yet were designed in more recent years, lending a modern relevance. The juxtaposition of a serif font with a simple sans-serif subtly showcases our character as a community with traditional values blended with an enthusiasm for the future. Accessible by most designers, these typefaces enable easy compliance with our brand guidelines.

Americana Headlines

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!@#\$%^&*()

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!@#\$%^&*()

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!@#\$%^&*()



DO NOT:

Please do not use any unauthorized fonts.

~~Comic Sans~~

~~Papyrus~~

~~TRAJAN PRO~~

Gibson

Body Copy • Quotes

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!@#\$\$%^&*()

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!@#\$\$%^&*()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!@#\$\$%^&*()

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!@#\$\$%^&*()

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!@#\$\$%^&*()

SemiBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!@#\$\$%^&*()

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!@#\$\$%^&*()

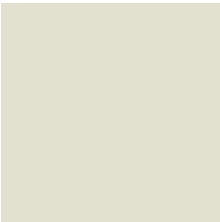
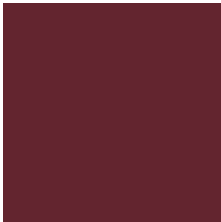
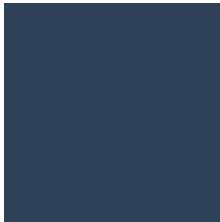
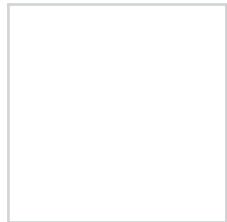
Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!@#\$\$%^&*()

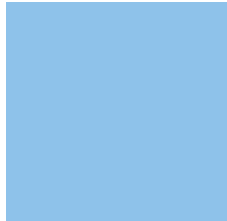
These colors are used on Sac City print materials, digital communications and more.

Color is an important component of a brand, able to incite emotion and recall memory. Our colors are designed to be used across a wide variety of media. Shades of these hues also make up the community colors found on page 40, meaning our promotions will carry similar feelings to physical components of Sac City.

Foundation color palette

			
Canvas Pantone 7527 C0 M0 Y10 K13 R226 G224 B207 L89 A-2 B8	Sac City Red Pantone 504 C67 M100 Y90 K21 R99 G37 B47 L25 A29 B8	Sac City Blue Pantone 648 C100 M92 Y67 K0 R47 G64 B89 L26 A-1 B-18	Chautauqua White Pantone White C0 M0 Y0 K0 R255 G255 B255 L100 A0 B0
			

Accent color palette

							
Oak Brown Pantone 161 C38 M71 Y100 K41 R113 G63 B2 L32 A19 B41	Goldfinch Pantone 143 C0 M24 Y94 K0 R255 G196 B37 L83 A12 B77	Campfire Pantone 7565 C0 M46 Y83 K0 R255 G156 B63 L75 A32 B62	Patriotic Red Pantone 181 C23 M100 Y100 K17 R169 G16 B20 L36 A57 B42	Purple Dusk Pantone 668 C72 M74 Y33 K17 R86 G76 B111 L34 A10 B-19	Clear Skies Pantone 542 C41 M12 Y0 K0 R142 G194 B234 L76 A-11 B-26	Rippling Blue Pantone 5493 C52 M0 Y25 K0 R116 G203 B200 L76 A-28 B-8	Grass Green Pantone 364 C68 M31 Y100 K15 R90 G127 B31 L49 A-25 B44
							

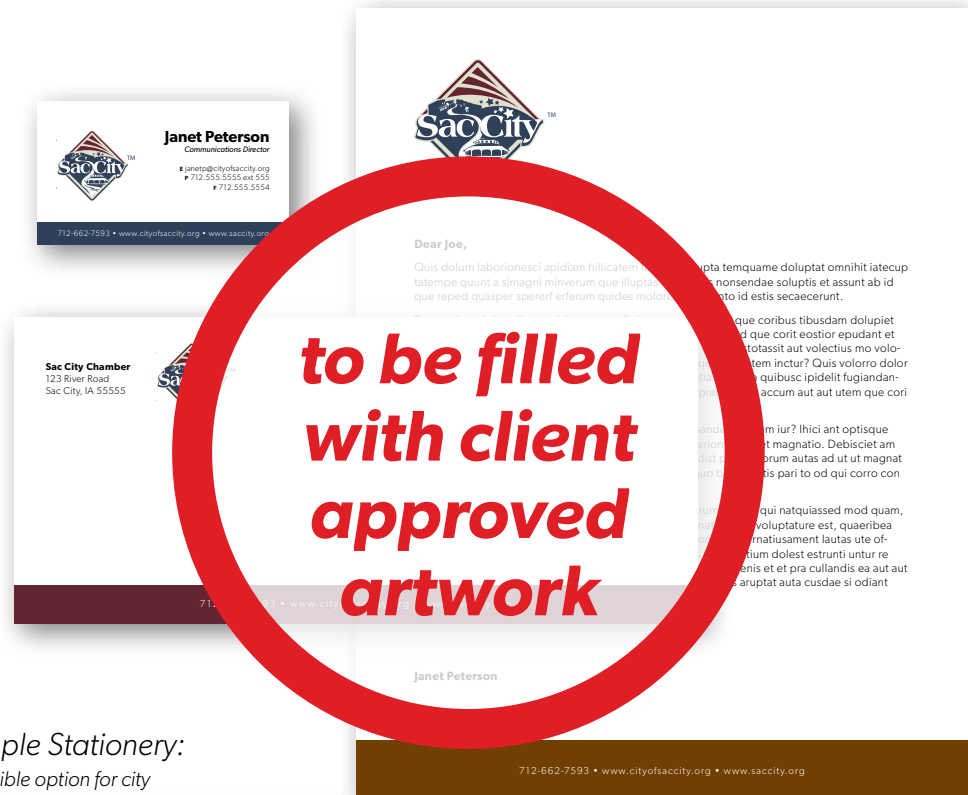
Color Tints: Tints are acceptable to help diversify the palette. Use tints mainly for color blocks and ensure the contrast is sufficient for the application.

It is important to maintain consistent & professional design practices across all communications.

A professional designer's job is actually to maintain a brand's consistency and recognition instead of trying to 'reinvent the wheel' at every turn. Sac City therefore only approves communications which adhere to our brand standards and properly reflect our brand style. The best way to get a feel for our style is to pay careful attention to the way this guide is designed, and to mirror our sample communications.

Sample Stationery:

A possible option for city stationery is simple and clean design, with punches of color for a touch of personality.





Sample Banner:

This sample banner design uses an inspirational quote and our core colors to create a banner design that reflects our brand well.



Sample Billboard

This billboard is striking in its simplicity and focus on our branding message. This is a great example of how our branding can work effectively, even at high speed.

Our Style Is:



- | | | |
|-----------|-----------|--------------|
| simple | welcoming | iconic |
| natural | refined | professional |
| energetic | unified | consistent |

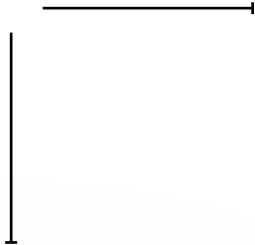
Color Use:

Work to select 2 to 3 colors per piece, unless you are creating a multi-page piece and choose to use color to define sections (similar to this guide). Work to blend colors of the same tone (either warm or cool), using tints for sufficient contrast.



Negative Space:

Leave plenty of space around all elements including images, text and logos. This provides an open and approachable feel for our materials.



Ideal Photo Styles:



Quality photos of residents



Quality photos of Sac City



Stock shots of genuine people



Shots that could be Sac City



Silhouette shots

Incorrect Photo Styles:



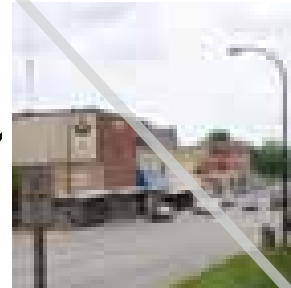
Too posed / obvious models



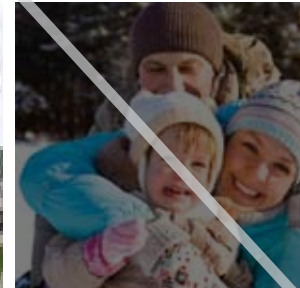
Obviously not Sac City



Cartoony or clip art



Low resolution



Poor quality / lighting



*“It has one of those picturesque
Main Streets that you see
in movies and old pictures.” - Sac City Resident*





Tips to Keep Your Brand on Track

While this guide has accomplished the task of defining the brand of Sac City, it is simply the foundation on which our brand will continue to grow and evolve. As we move forward, the Sac City brand will require the attention and dedication of many individuals to keep it running smoothly. The following tips provide us with a distinct advantage, guiding the focus of these individuals toward a singular goal: the preservation and strengthening of our city's brand.

These tips are offered to help our community get the most out of the community branding investment.

Defining a community brand is relatively easy compared to the task of maintaining it. The idea of coordinating the actions of thousands of people can be overwhelming, even among a smaller city such as ours. However, this guide offers us a major advantage. These pages offer a few tips to keep the brand going strong for years to come.

CONSISTENCY, CONSISTENCY, CONSISTENCY.

It can't be said enough - stay true to the brand established in this guide. Visual elements are important, but the most crucial thing we can do is to stay on message. It can be easy for those close to the brand to become bored when they have to drive the message home again and again, but it is important to not change what we are working hard to build. By all means, keep it fresh, but instead of altering the message, continue to find more creative ways to express it with communication and action.

BE PATIENT.

Like anything great, building an effective brand takes time. It may be years before Sac City can own the ideas of "spirit" and "opportunity" in the minds of those in the community and surrounding areas. Keep breaking through with the Sac City message at every "touchpoint" available and with community projects that continue to build upon our spirit in a tangible way.

KEEP THIS GUIDE IN SIGHT.

This guide should be promoted and submitted electronically to all leaders and stakeholders, as well as available for download to residents online. Also, remember to make it part of the welcome packet for new arrivals. As the brand matures, keep this guide up to date and then re-submit it to the appropriate parties.

BRAND SEEMINGLY UNRELATED PROJECTS.

Sure, a new attraction is an obvious way the city can support the brand, but what if the community is calling for a new park or sports field? Think creatively and find unique ways to weave our brand message through new developments whenever possible.

MONITOR RESULTS AND REMAIN PROACTIVE.

The community should conduct some level of brand assessment each year to analyze where the current strengths and weaknesses lie. This will not change the core brand message, but will present new avenues to support it with communications and tangible projects. Continue to use media releases to promote the brand.

Further Reading:



Destination Branding for Small Cities
by Bill Baker
Creative Leap Books; 2007
ISBN-10: 0979707609

The Brand Gap
by Marty Neumeier
Peachpit Press; 2005
ISBN-10:
0321348109

*Emotional Branding: The New Paradigm
for Connecting Brands to People*
by Marc Gobé
Allworth Press; 2001
ISBN-10: 1581156723



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