

# Greater LAFAYETTE

BRAND GUIDELINES

SEPTEMBER 2019

# TABLE OF CONTENTS

- 1.0      OVERVIEW**
- 2.0      STRATEGY**
- 3.0      MESSAGING**
- 4.0      VISUAL LANGUAGE**
- 5.0      SAMPLE TACTICS**

# OVERVIEW

These brand guidelines will help you share Greater Lafayette's unique story in a consistent, compelling way. What do we mean by "brand"? Our brand is an enduring platform that articulates our organization's, or in this case, our region's, unique identity and point of view. It helps us connect with our audiences through informed and relevant interactions and communications. To become better known and better understood, we must tell our story in a way that inspires those who live and work in our community, and those whom we want to attract.



The photographs used throughout this document are brand examples, and should serve only to guide photo style.

The city does not own the artistic rights for their use in other communications.

## About this guide

The elements in this document work together to ensure that everyone has the tools they need to convey the Greater Lafayette story. The principles apply to all of us, and to every interaction, and to every piece of communication.

This document is designed to help you make decisions in support of our story. There's a deeply informed rationale for everything here—every visual and verbal element.

These pages reflect the thought process that went into creating the brand platform and offer guidance for making it work.

## QUESTIONS? JUST ASK.

If you're looking for resources, or simply have questions about applying the brand, please contact the Greater Lafayette Marketing Coalition at 765.742.4044.

## 2.0

- 
- 2.1 OVERVIEW
  - 2.2 AUDIENCES
  - 2.3 MESSAGING
  - 2.4 MESSAGING MAP
  - 2.5 HOW TO USE
  - 2.6 PERSONALITY

# STRATEGY MAKES US *Greater*

## BRAND STRATEGY OVERVIEW

The brand strategy is an internal tool we use to help guide our communications, including marketing planning and campaigns. This strategy is composed of three elements: audiences, messaging and personality.

### AUDIENCES

*Who are we talking to?*

### MESSAGING

*What do we say and why does it matter?*

### PERSONALITY

*How do we look, feel, and sound?*

# AUDIENCES

Though the needs of these audience groups vary, our brand story should remain consistent. By understanding the objective we're trying to achieve with each segment, we can bring focus and clarity to our communication and interactions.

*We've grouped our target audiences into four segments.*



## 2.2 AUDIENCES

# PROSPECTS



### WHO THEY ARE

- Employees, businesses, and students that we're seeking to attract
- Former residents who are thinking about moving back to the area

### THEIR CURRENT MINDSET

They're considering Greater Lafayette because of a job or family in the area, but may not be sold that it's the right place for them (or their families).

They're considering Greater Lafayette for a business location but may not be sold that it's the right place for them to achieve their business objectives.

### WE WANT THEM TO...

- See the benefits of living and working here
- Understand that they (and their families) can be part of a community here
- Be happily surprised that this area exceeds their expectations
- View Greater Lafayette as a great place to do business
- Consider opening a business in Greater Lafayette

## 2.2 AUDIENCES

# VISITORS

One of the things that will drive the marketing plan will be converting visitors to prospects.



### WHO THEY ARE

- Visitors to Purdue
- People passing through the area
- Event and festival attendees
- Prospective employees here for job interviews
- Business travelers

### THEIR CURRENT MINDSET

They're likely coming to Greater Lafayette for a specific purpose, and they're probably not aware of everything the area has to offer beyond Purdue or the industry they are visiting for their business.

### WE WANT THEM TO...

- Discover something new and unexpected here
- Enjoy their time in Greater Lafayette and spread the word that it's a cool and interesting community
- Consider moving to the area
- Have a great experience doing business in the area
- Consider opening a business in Greater Lafayette

## 2.2 AUDIENCES

# AMBASSADORS



### WHO THEY ARE

- Residents of Greater Lafayette
- Those who work in Greater Lafayette (but may live elsewhere)
- The Purdue community

### THEIR CURRENT MINDSET

They enjoy living in Greater Lafayette — some are very passionate about the community — but they could benefit from a story that excites them, inspires them, and makes them proud.

### WE WANT THEM TO...

- Be proud to live and work here
- Stay in the community and continue to contribute to its success (instead of moving somewhere else)
- Communicate their passion to others and help generate prospects
- Engage with the brand

## 2.2 AUDIENCES

# INFLUENCERS



### WHO THEY ARE

- Area government and business leaders
- State leaders and lawmakers
- Public stakeholders

### THEIR CURRENT MINDSET

They understand Purdue's importance, but may not know much about Greater Lafayette beyond Purdue. They need to be aware of the area's value beyond the university.

### WE WANT THEM TO...

- Understand and value Greater Lafayette's important contributions to the state of Indiana
- Invest in the community to make it even stronger
- Attract people to the area

## MESSAGING

Our messaging is composed of a core message and a set of proof points. The core message focuses on the promise we're making to our audiences. This promise should be reflected in the experiences that audiences have with Greater Lafayette at every opportunity. The proof points illustrate how we're delivering on that core message, using specific examples.

Our messaging is also made up of attributes and benefits. Attributes are the tangible things we offer our audiences, like fun things to do or resources for new businesses. The benefits answer the question "So why does that matter?" By leading with benefits in our communications, we can help audiences understand what's in it for them.

### CORE MESSAGE

Greater Lafayette is **where progress, creativity, and community thrive,** so that you can **live expansively.**

# MESSAGING MAP

## ATTRIBUTES

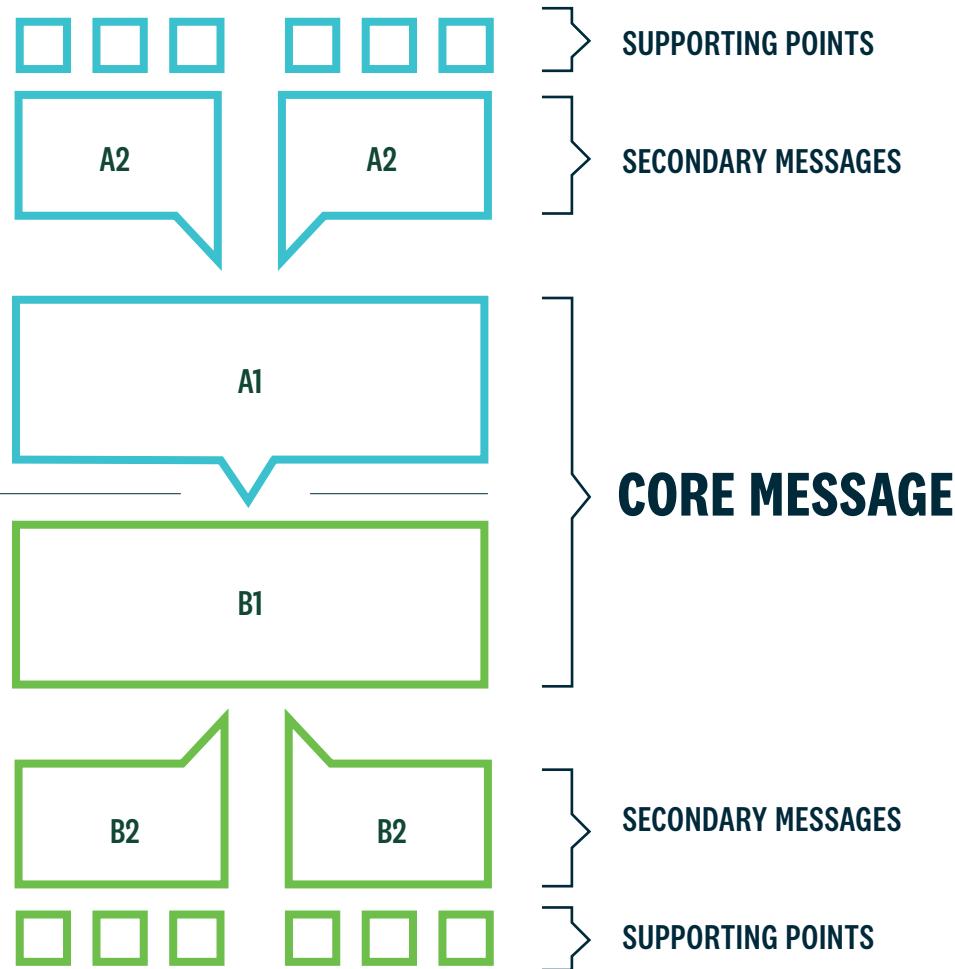
What we offer

(the give)

## BENEFITS

Why it matters

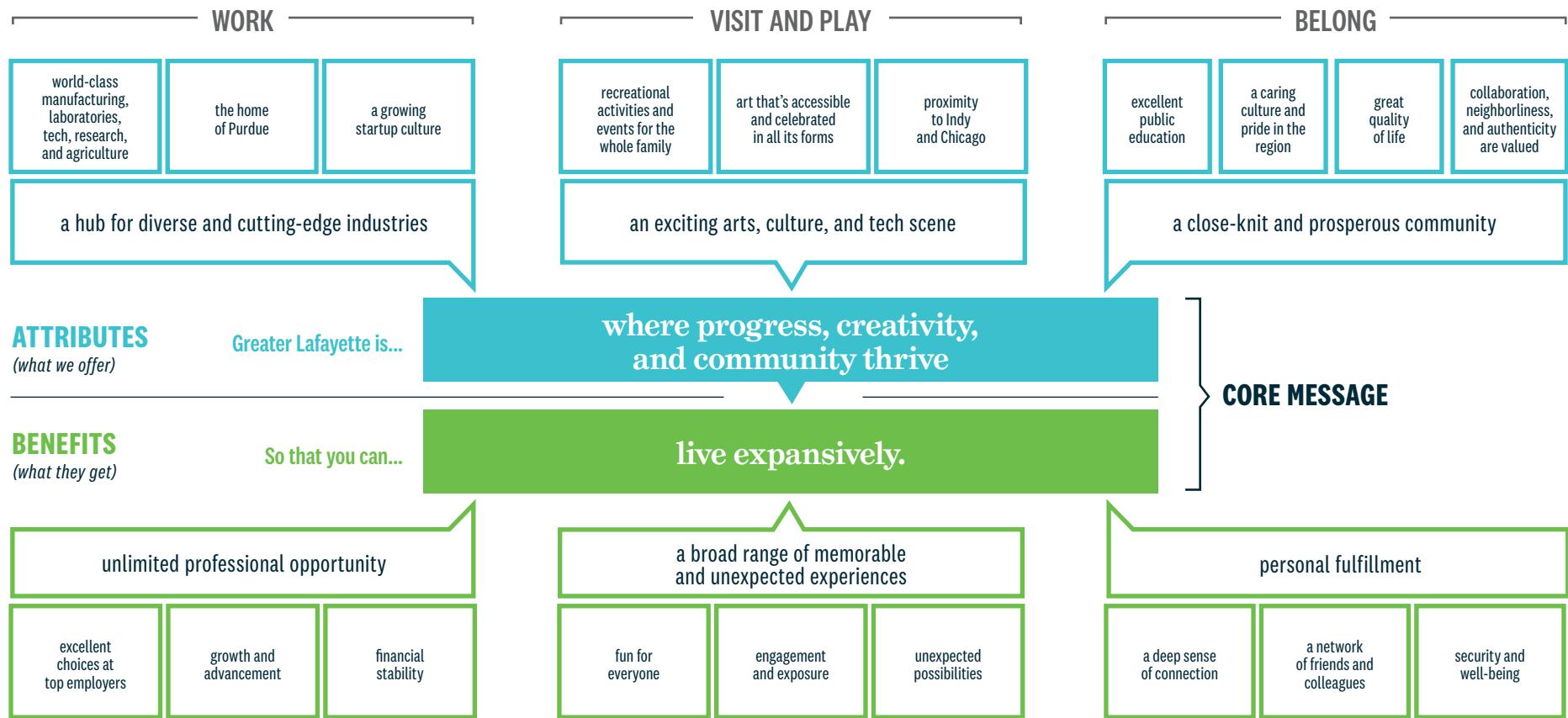
(the get)



# MESSAGING MAP



# MESSAGING MAP



# HOW TO USE THE MESSAGING MAP

Our messaging map is a hierarchy for selecting messages, but it's not the starting point for crafting content. To get the most out of the map, follow these four steps.

## HELPFUL HINT

Try using the messaging map to determine the best angle for crafting a story. Look for an opportunity to frame the story through the lens of one of the secondary message points.



### STEP 1

## DETERMINE YOUR AUDIENCE AND OBJECTIVE.

Figure out who you're talking to before you decide what to say. People won't care what you have to say, unless you say what they care to hear.



### STEP 2

## DETERMINE THE ATTRIBUTE.

Consult the messaging map to align your topic with specific attributes. When possible, connect supporting points with a secondary idea to strengthen your message.



### STEP 3

## DETERMINE THE BENEFIT.

Once you've established that your topic links to a brand attribute, you need to identify the benefit or benefits.

(Note: In most cases, your audience cares more about the benefit than the attribute.)



### STEP 4

## CRAFT YOUR MESSAGE.

You may have found one benefit, or you may have found several. You'll want to narrow your focus to the most important benefit—that's what you need to get across first. Any supporting benefits should act as talking points, complemented by the attributes of the topic you are promoting.

# PERSONALITY

These characteristics help define the way our brand should look and feel—creating a tone that's distinctive of Greater Lafayette. Each of our brand's traits was chosen deliberately, informed by a deep understanding of what it means to be part of this community.

Today, Greater Lafayette is known as...

.....

We also want Greater Lafayette to be known as...

.....

## DEPENDABLE

A solid place to land.

## INNOVATIVE

A hub for progress, ideation, and creativity.

## COLLABORATIVE

Everyone works together here, and we're proud of that.

## DYNAMIC

Exciting things are happening, and we're growing and evolving.

## THOUGHTFUL

Our community is friendly, and we do things with purpose.

## SURPRISING

There's more to us than it seems; there's always something new to explore.

## 3.0

- 
- 3.1 NARRATIVE
  - 3.2 NARRATIVE BREAKDOWN
  - 3.3 HEADLINES AND CONTENT CREATION
  - 3.4 WRITING TIPS



OUR VOICE  
MAKES US *Greater*

# NARRATIVE

This narrative distills everything our brand stands for. It gives Greater Lafayette a genuine, authentic story to rally around, and illustrates our voice in a powerful way. It speaks to our location, beliefs, and values, as well as our futures.

While this narrative will seldom be seen externally in its entirety, we can use it as a point of creative inspiration. Sentences and phrases can be used in headlines, body copy, and other communications when it's appropriate. Choose useful pieces of this text, along with more content-rich language, to communicate to our audiences.

Some of us were born here.

Some came for an education, to start a career, or to raise a family.

And though we were drawn here for different reasons, we all found the same things:

A reason to stay. A place where we can contribute. A place where we can thrive.

## We found home.

And there's no other place in the world where we'd rather do the things we do. This is where ideas turn to action, imagination gains ambition, and hard work finds joy.

## The best parts of life come together here.

The community we've found is built on unique perspectives and uncommon collaboration.

New people are welcomed in like they've been here a lifetime.

Traditions are honored, and new ideas are celebrated.

**Here, where we can make memories.** Make art. Make advances in science and technology. Make strides in our careers. Make progress.

The ability to live rich, full lives is what makes this place great.

But each of us — every single person in this community — is

**WHAT MAKES US**  
*Greater.*

# NARRATIVE BREAKDOWN

① People come to Greater Lafayette for a multitude of reasons, but regardless of what brought you here, we make you feel welcome and valued. This is a place that not only helps you grow, but recognizes your strengths and invests in your success.

② Greater Lafayette thrives on a culture of connection and creation. We're constantly inspired by the diverse viewpoints that populate our cities. We know who we are, but we are constantly evolving as our community expands.

① Some of us were born here.

Some came for an education, to start a career, or to raise a family.

And though we were drawn here for different reasons, we all found the same things:

A reason to stay. A place where we can contribute. A place where we can thrive.

We found home.

② And there's no other place in the world where we'd rather do the things we do. This is where ideas turn to action, imagination gains ambition, and hard work finds joy.

The best parts of life come together here.

The community we've found is built on unique perspectives and uncommon collaboration.

New people are welcomed in like they've been here a lifetime.

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Here, where we can make memories. Make art. Make advances in science and technology. Make strides in our careers. Make progress.

The ability to live rich, full lives is what makes this place great.

But each of us — every single person in this community — is

**WHAT MAKES US**  
*Greater.*

## NARRATIVE BREAKDOWN

③ We find deep joy and great pride in who we are and what we do. Whether it's building our careers, raising our families, inspiring creativity, or generating progress—ultimately, what we make here matters.

④ Greater Lafayette is great for so many reasons. But this place thrives because of its people. The people who, because of their shared love and dedicated vision, make Greater Lafayette great for everyone.

Some of us were born here.

Some came for an education, to start a career, or to raise a family.

And though we were drawn here for different reasons, we all found the same things:

A reason to stay. A place where we can contribute. A place where we can thrive.

We found home.

And there's no other place in the world where we'd rather do the things we do. This is where ideas turn to action, imagination gains ambition, and hard work finds joy.

The best parts of life come together here.

③ The community we've found is built on unique perspectives and uncommon collaboration.

New people are welcomed in like they've been here a lifetime.

Traditions are honored, and new ideas are celebrated.

④ Here, where we can make memories. Make art. Make advances in science and technology. Make strides in our careers. Make progress.

The ability to live rich, full lives is what makes this place great.

But each of us — every single person in this community — is

**WHAT MAKES US**  
*Greater.*

## HEADLINES AND CONTENT CREATION

Drawing on our narrative, we can find effective ways to craft headlines and other copy. Some phrases may stand out and provide a good entry point or closing idea for a piece of communication. But it's important to draw on the ideas behind the narrative. Try these headline strategies, and experiment with your own, to bring the brand to life.

### Using “great,” “greater,” or “greatness.”

#### Examples

*Great joy. Great pride. Great life.*

*Greatness lives in the heart of everyone who calls this place home.*

*Greater opportunity. Higher achievement.*

### “\_\_ is what makes us greater.”

#### Examples

*From festivals to farmers’ markets, community is what makes us greater.*

*Creativity is what makes us greater.*

*An unrelenting dedication to one another. It’s what makes us greater.*

### Using “-er” constructions.

#### Examples

*Greater conversation. Deeper connection.*

*Bigger thinking. Wider impact. Farther reach.*

*Better together.*

# WRITING TIPS

Getting our story down clearly and compellingly takes a combination of instinct and discipline. Here are some ideas to keep in mind to make your copy carry the Greater Lafayette story and move every reader.

## MAKE IT PERSONAL.

Use first-person plural and second-person pronouns (“we”/“us” and “you” where appropriate). It engages your reader in a direct, human way.

## MAKE IT CLEAR.

Make only the point you’re trying to make. Every communication won’t contain every detail, so focus on what’s important and relevant.

## MAKE IT RELEVANT.

Consult the messaging map when creating communications, and look for places to include key messages.

## MAKE IT TRUE.

Back up statements with proof points. Share real, honest stories of the work we’re doing.

## MAKE IT READABLE.

Vary the cadence of communications. Mix short sentences with longer ones to avoid falling into a rut. Check for rhythm and flow by reading passages aloud.

## MAKE IT WORTHWHILE.

Give your reader a reason to care. Lead with audience-specific benefits (what they get) and back it up with our brand attributes (what we offer).

## MAKE HEADLINES WORK HARDER.

A headline should be more than just the name of the thing we’re talking about. Since it may be the only thing our audience reads as they scan the copy, make sure it’s compelling, interesting, and easy to pull information from.

## MAKE IT RELATABLE.

We write like we speak, aligned with our personality. This may occasionally mean breaking a grammar rule or two. Used judiciously, contractions and sentence fragments add personality to communications.

## MAKE IT MOTIVATIONAL.

Give your audience a clear call to action, so they know exactly what you want them to do after receiving the information.

## 4.0

- 4.1 LOGO
- 4.2 TYPOGRAPHY
- 4.3 COLOR
- 4.4 GRAPHIC ELEMENTS
- 4.5 PHOTOGRAPHY

**VISUAL  
LANGUAGE**  
MAKES US *Greater*

## 4.1 LOGO

### PRIMARY VERSION

This is the primary logo for all Greater Lafayette marketing communications. Use it on the majority of pieces, especially those that will be featured on a national or international stage, where awareness of Greater Lafayette is low.



## 4.1 LOGO

# SPACING

In designing our logo, we paid careful attention to how it scales, ensuring legibility at any size. It's important that the logo always be prominent and legible, so keep these considerations in mind when using it in layout.

### Clear Space

When using the logo, include enough clear space to set it apart from other design elements. This clearance around the mark's perimeter should be no smaller than the size of the "IND." in the logo as shown.



### Minimum Size

The logo may not be reduced to widths smaller than 1.25 inch. At smaller sizes, details are lost and legibility suffers.



## 4.1 LOGO

### PRIMARY VERSION ALTERNATE

This is an alternate version of the primary logo for all Greater Lafayette marketing communications. This version spells out 'IND.' from the Primary logo for international audiences who are not familiar that the acronym stands for Indiana.



## 4.1 LOGO

# SPACING

### Clear Space

When using the logo, include enough clear space to set it apart from other design elements. This clearance around the mark's perimeter should be no smaller than the size of the "IND." in the logo as shown.



### Minimum Size

The logo may not be reduced to widths smaller than 1.25 inch. At smaller sizes, details are lost and legibility suffers.



## 4.1 LOGO

### SECONDARY VERSION

When the audience is familiar with Greater Lafayette, as for local communications, there is an alternate logo you can use. This secondary version removes the city names, which allows the remaining elements to be bigger in the same space.

This logo is also ideal for certain digital applications, and for smaller merchandise such as pens, pencils, and pins, where the primary logo won't reduce and read well.



# SPACING

### Clear Space

When using the logo, include enough clear space to set it apart from other design elements. This clearance around the mark's perimeter should be no smaller than the size of the "IND." in the logo as shown.



### Minimum Size

The logo may not be reduced to widths smaller than 0.75 inch. At smaller sizes, details are lost and legibility suffers.



## 4.1 LOGO

# COLORS

The primary and secondary logos work best in one-color applications. The approved colors are shown here.

### One-Color

Logos may appear in black, PMS 303, or PMS 1235.



Black



PMS 303



PMS 1235

### Reversed

The reversed logo in white is best used with dark backgrounds and anywhere else that the other versions don't provide adequate contrast.



## 4.1 LOGO

### OTHER VERSIONS

Variations of the Greater Lafayette logo exist to represent the various cities and entities that fall under Greater Lafayette. These logos are available by contacting the Greater Lafayette Marketing Coalition.

#### Minimum Size

Similar to the primary logo, these versions may not be reduced to widths smaller than 1.25 inches (1.75 inches for the West Lafayette version. At smaller sizes, details are lost and legibility suffers.



1.25 inch



1.75 inch



1.25 inch



1.25 inch

## 4.1 LOGO

# CONSIDERATIONS

Protect the integrity of our logos by avoiding these practices.

**Don't** skew, stretch, or bend the logo.



**Don't** rotate the logo.



**Don't** try to recreate the logo or its elements.



**Don't** add drop shadows or other visual effects to the logo.



**Don't** use any colors other than those specified in this document.



**Don't** change the proportions or arrangement of the logo's elements.



**Don't** add other fonts or elements to the logos.



**Don't** crop the logo or place where it cannot be seen in full.



**Don't** use the logo over a background that doesn't provide adequate contrast.



## 4.1 LOGO

### GREATER WORDMARK

The Greater script is a custom wordmark, to be used in any headline with our leading phrase, “\_\_\_\_\_ makes us Greater.”

The wordmark can be used in any color from the palette. When placing it into your layouts, it should just slightly overlap the accompanying copy, set in ATF Railroad Gothic.

See the examples shown here for best case uses of the wordmark.

#### TIPS FOR USING THE GREATER WORDMARK:

- Do not try to recreate or substitute a different script font.
- Do not overlap the Greater wordmark to the point that the accompanying copy is not legible.
- Do not leave a large gap between the Greater wordmark and the accompanying type.



## 4.2 TYPOGRAPHY

# TYPOGRAPHY OVERVIEW

When used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what is communicated.

Greater Lafayette's typefaces communicate clearly and cleanly, and they're flexible for a wide range of situations.

### Primary Typeface

# ATF RAILROAD GOTHIC

**REGULAR   MEDIUM   BOLD   EXTRA BOLD   BLACK**

### Secondary Typeface

# NATIONAL 2 CONDENSED

Regular   Medium   Bold

### Tertiary Typeface

# Grad

Regular   *Italic*   Bold

## 4.2 TYPOGRAPHY

### PRIMARY TYPEFACE

Industrial yet friendly, ATF Railroad Gothic is an all-caps, condensed, sans-serif typeface that embodies our community and is essential to our brand. The robust condensed letter forms are particularly effective for big headlines.

This is our primary typeface, approved for use in headlines, subheads, and large callouts.

ATF Railroad Gothic is available for purchase at [myfonts.com](http://myfonts.com). For digital and web applications, you may substitute the web-safe font Impact.

# ATF RAILROAD GOTHIC

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) - + =**

#### Approved Weights

**REGULAR**

**MEDIUM**

**BOLD**

**EXTRA BOLD**

**BLACK**

## 4.2 TYPOGRAPHY

### SECONDARY TYPEFACE

National 2 Condensed is a deceptively simple sans-serif that has historical ties but is designed for the modern world. Its letterforms mimic the narrow proportions of our primary typeface, ATF Railroad Gothic.

This is our secondary and supporting typeface, approved for subheads and callouts. Note that when setting this typeface, you should increase tracking by at least +20, up to +50.

National 2 Condensed is available for purchase at [klim.co.nz](http://klim.co.nz). For digital and web applications, you may substitute the web-safe font **Roboto Condensed**, available at [GoogleFonts.com](https://www.googlefonts.com).

# National 2 Condensed

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) +

#### Approved Weights

Condensed Regular / *Regular Italic*

Condensed Medium / *Medium Italic*

Condensed Bold / *Bold Italic*

## 4.2 TYPOGRAPHY

### TERTIARY TYPEFACE

The **Grad** typeface resembles other classic serif typefaces, and we use it for body text due to its legibility. It is extremely flexible, working well for both formal and informal communications.

This is our tertiary typeface, approved for use in formal headlines and body copy.

Grad is available for purchase at [myfonts.com](http://myfonts.com). For digital and web applications, you may substitute the web-safe font **Georgia**.

# Grad

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
**1234567890!@#\$%^&\*()+**

#### Approved Weights

**Regular**

*Italic*

**Bold**

## 4.2 TYPOGRAPHY

# COMBINING TYPEFACES

The typefaces for our brand were all selected to fulfill specific roles, and they need to work together to create the Greater Lafayette brand. Here are a couple of examples to generate ideas for typographic compositions that convey our identity and spirit.

The first example shows a title "The Smartest-Working ECONOMY" where "The Smartest-Working" is in GRAD Bold and "ECONOMY" is in ATF RAILROAD GOTHIC Medium. The second example shows a subtitle "SMARTER BUSINESS. STRONGER INDUSTRIES." in ATF RAILROAD GOTHIC Regular, and a large logo "Greater LAFAYETTE INDIANA" where "Greater" is in GREATER SCRIPT, "LAFAYETTE" is in a large bold sans-serif, and "INDIANA" is in a smaller sans-serif. Both examples include descriptive text and social media information.

GRAD  
Bold

ATF RAILROAD GOTHIC  
Medium

GRAD  
Regular

In Greater Lafayette, Indiana, we've created a hub for uncommon collaboration, innovation, and growth. It's a place where everything comes together, people can contribute, and hard work finds joy.

ATF RAILROAD GOTHIC  
Regular

ATF RAILROAD GOTHIC  
Medium

GREATER SCRIPT

NATIONAL 2 CONDENSED  
Medium

NATIONAL 2 CONDENSED  
Bold

SMARTER BUSINESS.  
STRONGER INDUSTRIES.

Greater **LAFAYETTE**  
INDIANA

See what makes us greater @GREATERLAFAYETTE

LAFAYETTE BRAND GUIDELINES

## 4.2 TYPOGRAPHY

# LEADING: BODY COPY

Using type thoughtfully is crucial to making our designs look professional. Follow these tips to make sure our typography is consistent.

Line spacing, called leading, is critical for setting professional-looking type that's easy to read. Leading should be set tight, but not too tight. With our typefaces, text generally looks best with leading set slightly looser than the default.



### HELPFUL HINT

Start with leading that's a few points higher than the point size of the text. This won't always be right, but leading can be adjusted most easily from there.

Smaller blocks of text may need more open leading.

Leading that's too loose leaves too much pause between lines.

✗ 21 pt. type / 36 pt. leading

This leading is too loose.  
Alibus in et moditatque et quae venda  
volut lis nonse comniscit ullis estis  
solent odissitis audicipis.

✗ 8 pt. type / 15 pt. leading

Leading that's too tight leaves too little pause between lines.

✗ 19 pt. type / 18 pt. leading

This leading is too tight.  
Volestis asinto to vendaectore esem  
cuptate nientibus ducil maiorum  
aut que dolorpora aut as nonse et.

✗ 8 pt. type / 9 pt. leading

When leading is correct, the reader won't even notice.

✓ 19 pt. type / 24 pt. leading

This leading is correct.  
Ibusdam, sunt quatqui quo velecum  
rest, que etum haritatem vendebis  
nem de optata vel int lorem ipsum.

✓ 8 pt. type / 11 pt. leading

## 4.2 TYPOGRAPHY

# LEADING: HEADLINES

The same general leading rules for body copy apply to headlines; however, headline leading will usually be a little tighter. This is because we typically set our headlines in a bold, block typeface and in all caps, which means we don't have to worry about ascenders or descenders crowding the space between lines.

Headlines set at smaller point sizes may need more leading than headlines set at larger sizes. Trust your eye, not the number. If it looks too tight, it probably is.



### HELPFUL HINT

Start with leading that's three points less than the point size of the headline. Reduce further until you have a headline that reads comfortably and cohesively.

Remember, the examples shown on this page are only guides. Each piece you create will have its own needs and restrictions, so use your best judgment when setting your own headlines.

# TOO MUCH LEADING

✗ 35 pt. type / 40 pt. leading

# ENOUGH LEADING

✗ 35 pt. type / 27 pt. leading

# CORRECT LEADING

✗ 35 pt. type / 31 pt. leading

# CORRECT LEADING

✓ 20 pt. type / 17 pt. leading

# CORRECT LEADING

✓ 10 pt. type / 9 pt. leading

# COLOR

When it's used consistently, color is a powerful brand identifier. Our Greater Lafayette colors are vibrant, bold, and attention grabbing, reflecting the many types of individuals within our community, from families to businesses and students.

These colors should always be used at full opacity; tints should never be used.

\*Note that PMS 110 is the color "Rush" from Purdue University's color palette and is reserved solely for Purdue related communications.

## PMS 110

CMYK 0 20 100 8  
RGB 218 170 0  
HEX #DAAA00

## PMS 1235

CMYK 0 31 98 0  
RGB 255 184 28  
HEX #FFB81C

## PMS 360

CMYK 63 0 84 0  
RGB 108 194 74  
HEX #6CC24A

## PMS 3435

CMYK 93 24 85 68  
RGB 21 71 52  
HEX #154734

## PMS 228

CMYK 16 100 14 42  
RGB 137 12 88  
HEX #890C58

## PMS 159

CMYK 1 72 100 7  
RGB 203 96 21  
HEX #CB6015

## PMS 319

CMYK 59 0 22 0  
RGB 45 204 211  
HEX #2DCCD3

## PMS 303

CMYK 100 47 22 82  
RGB 0 42 58  
HEX #002A3A

## WHITE

CMYK 0 0 0 0  
RGB 255 255 255  
HEX #FFFFFF

## BLACK

CMYK 0 0 0 100  
RGB 0 0 0 0  
HEX #000000

## 4.3

# COLOR COMBINATIONS

When combining colors, whether using typography, design elements, or textures, use these combinations as a starting point to see which colors work best for formal and informal communications.

For formal communications, lean into complementary colors that feel subtle and serious.

For informal communications, we recommend pairings with more contrast, as they are vibrant and lively.

## Formal



## Informal



## 4.4 GRAPHIC ELEMENTS

# LINEWORK BOXES

Linework boxes are used to highlight a particular element, draw focus within a composition, or to frame the composition.

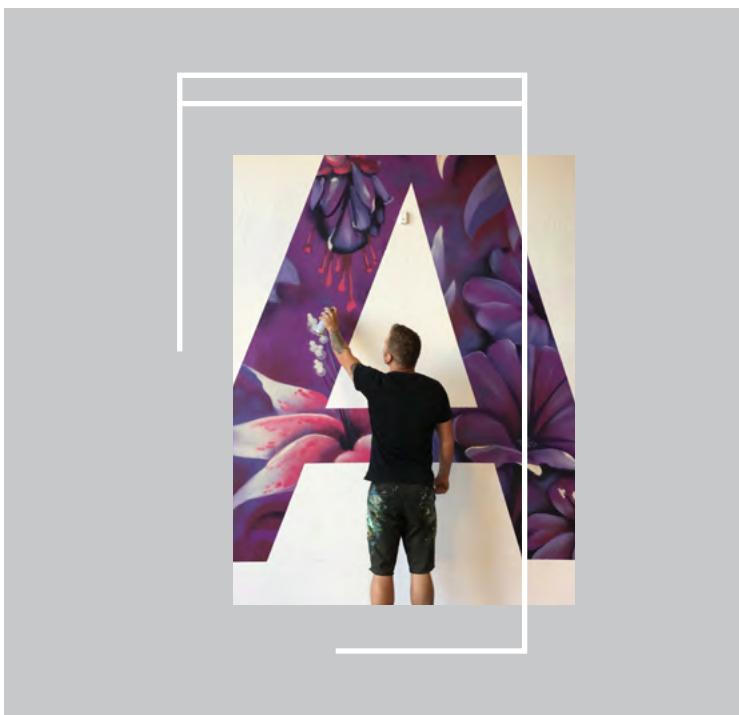
### TIPS FOR USING LINEWORK BOXES:

- While linework should not interfere with textures or typography, it can and should interact with photography by overlapping.
- Linework boxes can expand or contract to fit the content that needs to be highlighted.
- Stroke weight can increase depending on the application, but overall, linework boxes should feel light and airy.
- Linework boxes should never completely close.

1. Start with a standard square or rectangle.



2. Expand the shape to fit the composition. When it is set, cut the box or remove points to create an open area.



## 4.4 GRAPHIC ELEMENTS

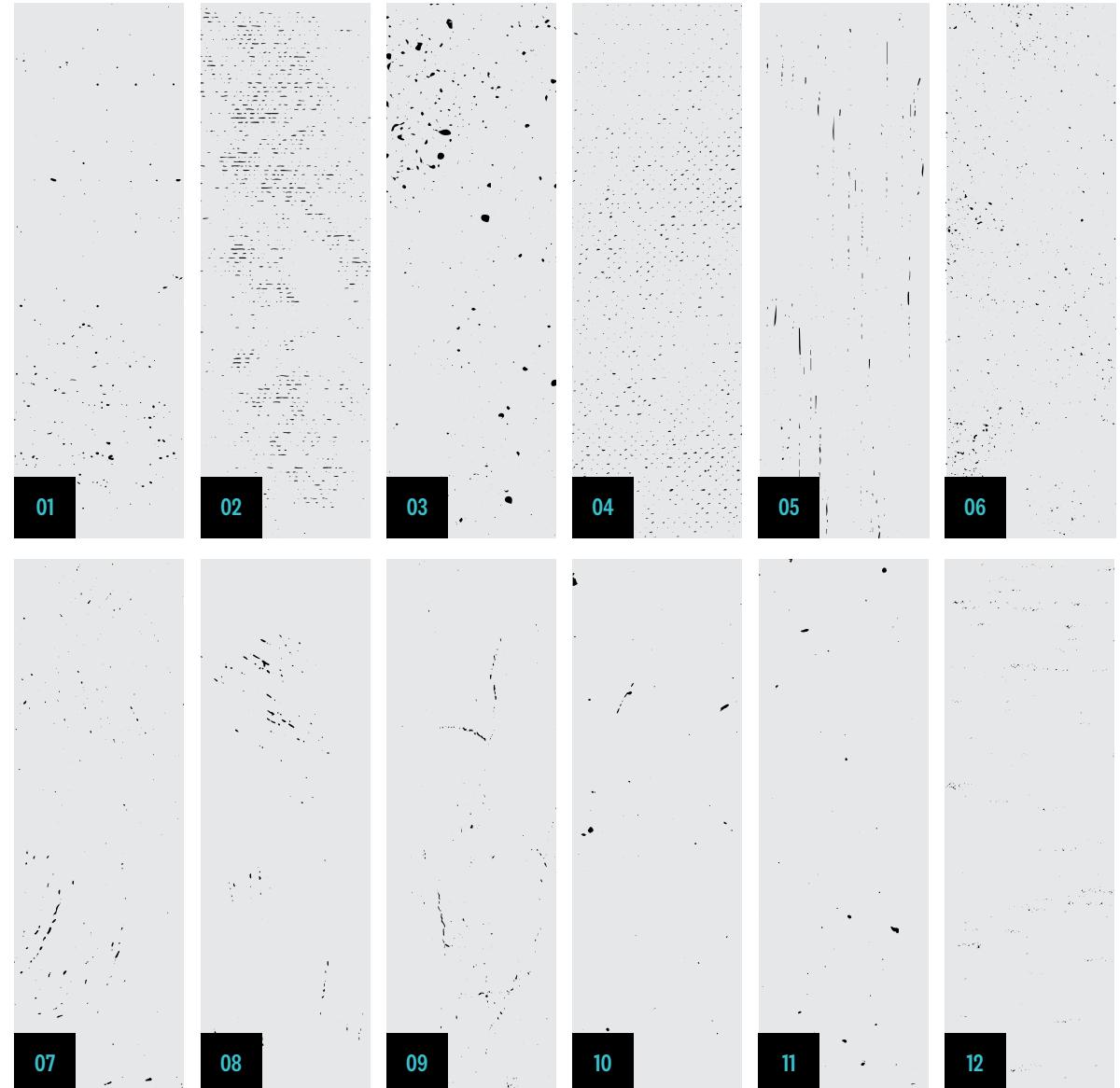
# TEXTURE LIBRARY

Adding textures to our communications provides grit and personality.

These textures are designed to be subtle, with the right amount of detail to live in the background. When using this element, never enlarge the artwork to the point that it becomes a distraction or overwhelms the design. Also note that a texture should never be placed above text or photography but only with the background color.

These textures are created as vector EPS files and can be scaled to large sizes without losing resolution.

Our custom package of Adobe Illustrator texture files is available by contacting the Greater Lafayette Coalition.



# PHOTOGRAPHY

## PEOPLE

People are what make us greater, and portraits are a key feature in our branding. They exemplify the diverse personalities and backgrounds that make up Greater Lafayette. When possible, try to lead with images of people, showing them in their natural environments — at home, at work, or at play — to give a sense of what each individual does.

shots in this category should feature the subject in a well-lit environment or background, reflecting their identity and charisma.



The photographs used throughout this document are brand examples, and should serve only to guide photo style.

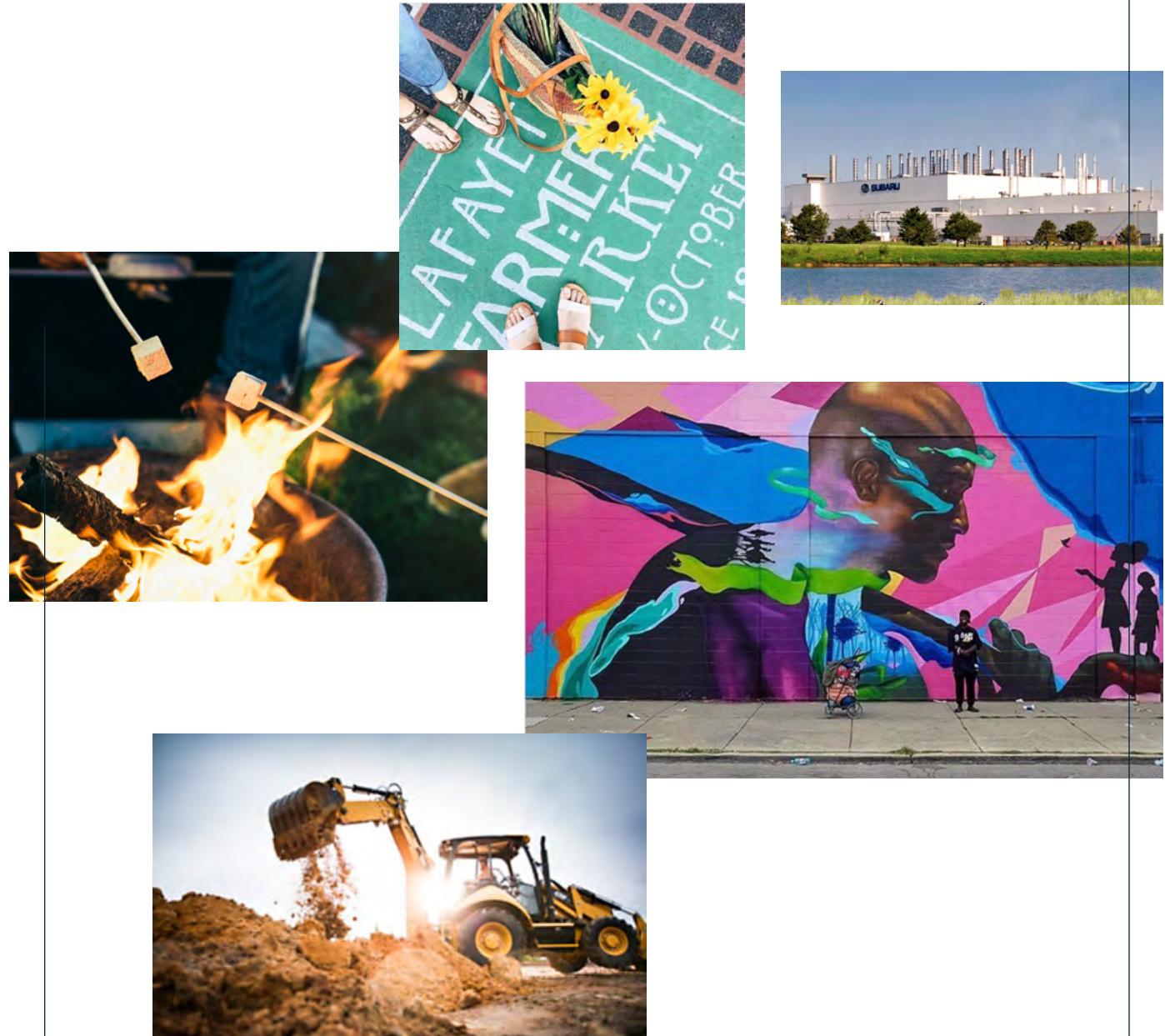
The city does not own the artistic rights for their use in other communications.



# PHOTOGRAPHY

## PLACES AND THINGS

To support the people photography — whether it's to give context to the individual's role in the community or to continue the story — we use photographs that feature places and things from Greater Lafayette. These images are almost always paired with people images, but they can be used on their own in certain circumstances, like social media.



The photographs used throughout this document are brand examples, and should serve only to guide photo style.

The city does not own the artistic rights for their use in other communications.

## 5.0 TACTIC EXAMPLES

- |                 |                       |
|-----------------|-----------------------|
| 5.1 FLEXIBILITY | 5.7 VISITORS<br>GUIDE |
| 5.2 PRINT AD    | 5.8 PURDUE AD         |
| 5.3 DIGITAL AD  | 5.9 WEBSITE           |
| 5.4 BUS AD      | 5.10 SOCIAL           |
| 5.5 AIRPORT AD  |                       |
| 5.6 BILLBOARD   |                       |

**DISCOVER  
WHAT MAKES  
US *Greater***

# FLEXIBILITY

The Greater Lafayette brand is intentionally flexible, so that we can speak to a broad range of audiences and content themes. To ensure that writers and designers are able to tell stories consistently, but with intention, this chart shows how different tactics can speak to economic development, the arts community, and everything in between.



# PRINT AD

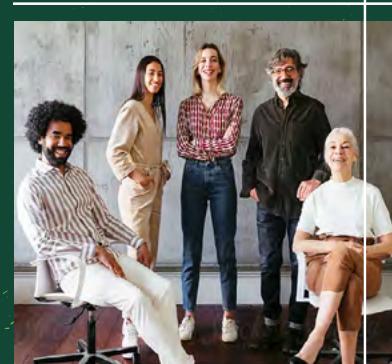
## Audience: National

**Usage:** Business-forward magazine

**Color:** Conservative



Very Chase, Md., was by President Barack Obama, a litigation partner and internal investigator at Kirkland & Ellis, has public and private sector. Weston has represented Chicago mayor and former Rep. Emanuel '85 MA, attorney of Transportation. Weston was an associate White House administration during the Reagan administration in Contra committee. Chief Justice Warren member of the North-



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# The Smartest Working **ECONOMY**

In Greater Lafayette, Indiana, we've created a hub for uncommon collaboration, innovation, and growth. A place where everything comes together, people can contribute, and hard work finds joy.

That's what makes us *Greater*.



Join us at **GREATERLAFAYETTE.COM**

# DIGITAL AD

**Audience:** National

**Usage:** Career and real-estate websites like LinkedIn or Zillow

**Color:** Conservative

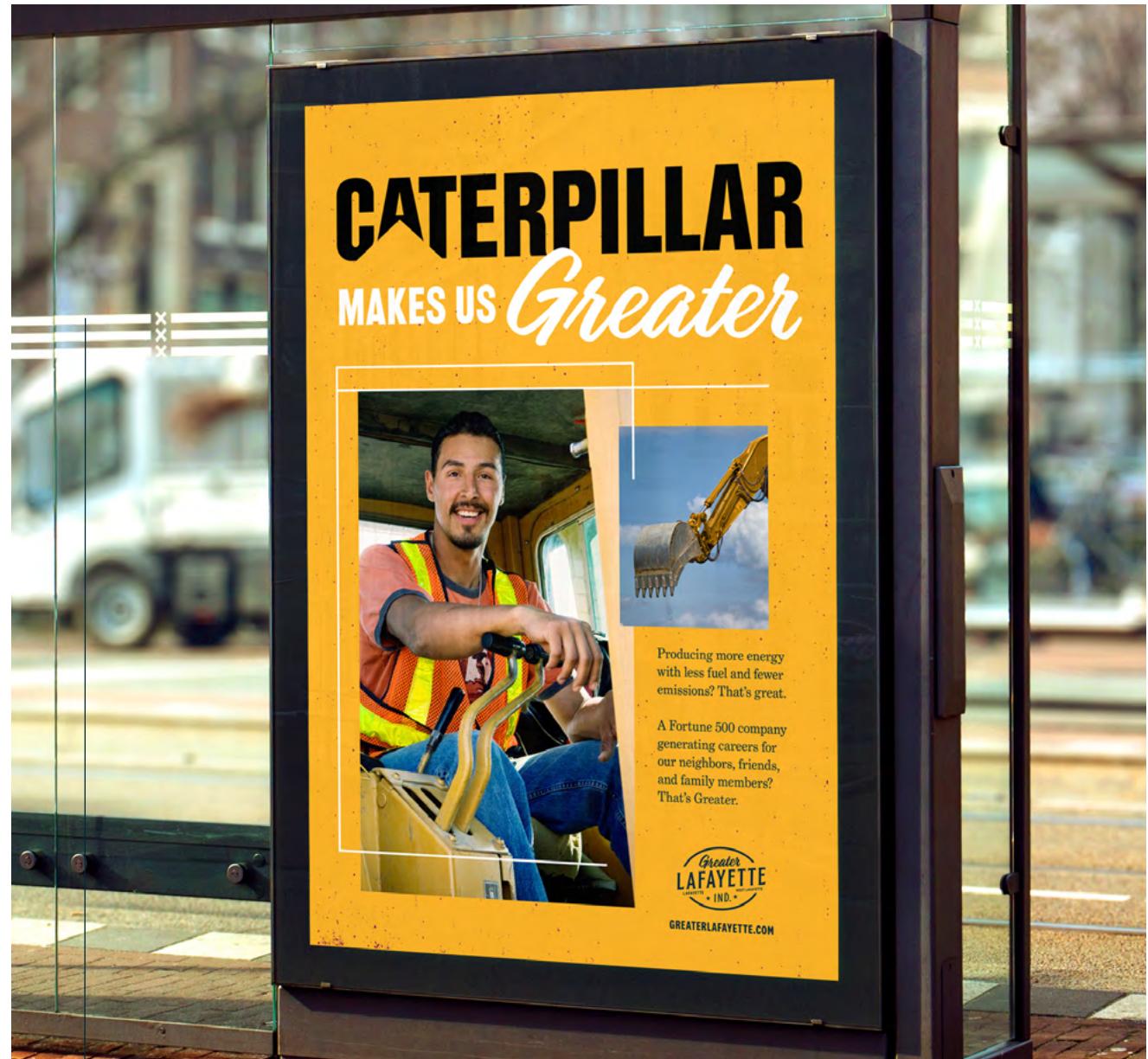


## BUS SHELTER AD

**Audience:** Regional metro

**Usage:** High-traffic areas

**Color:** Moderate



# AIRPORT AD

**Audience:** Regional metro

**Usage:** High-traffic areas

**Color:** Moderate

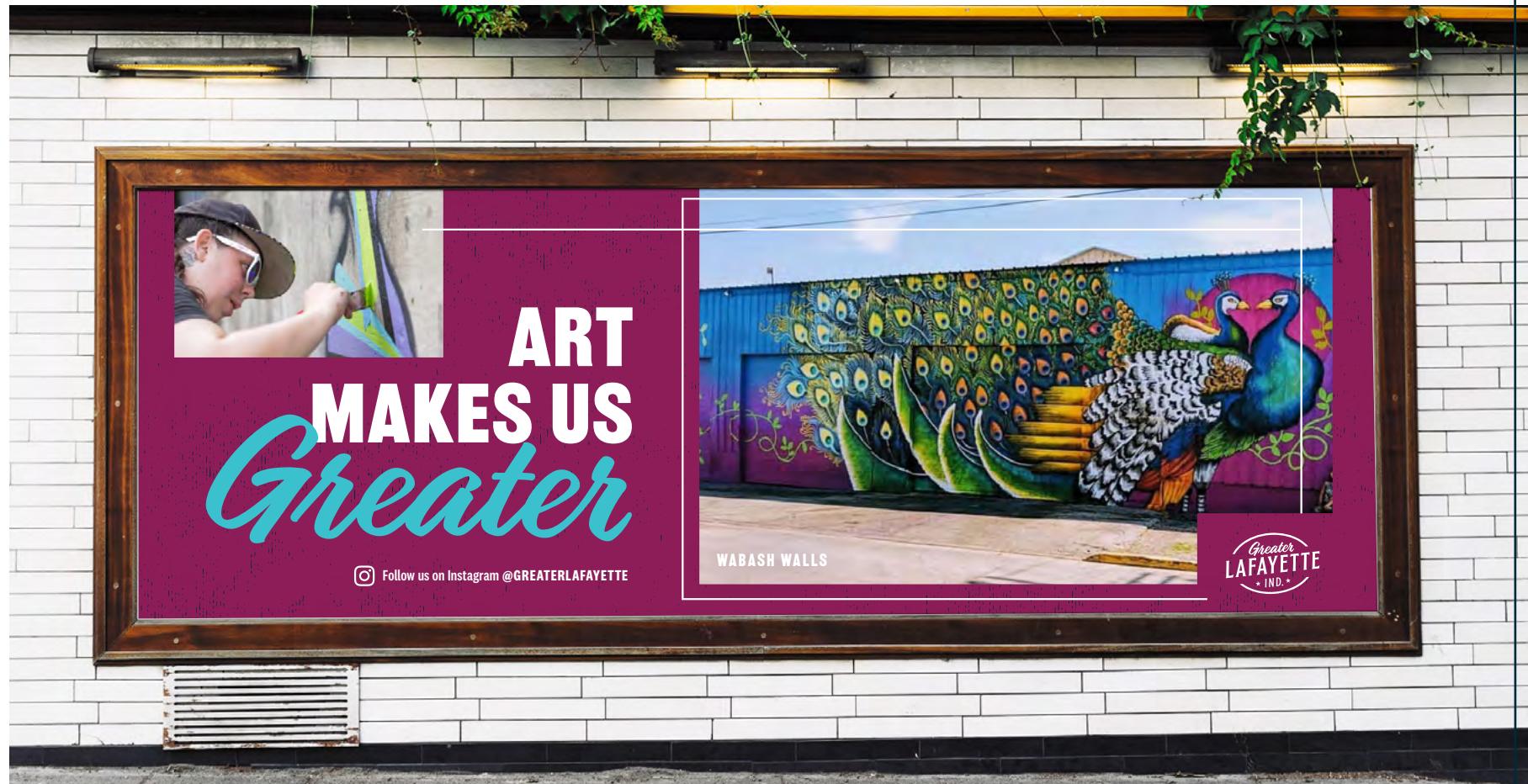


# BILLBOARD

**Audience:** Local

**Usage:** Highly visible areas in Greater Lafayette

**Color:** Playful



5.7

# VISITORS GUIDE

**Audience:** Visitors

**Usage:** Mailer or local high-traffic areas

**Color:** Playful

FORMAL

INFORMAL



5.8

## PURDUE AD

**Audience:** Purdue community and visitors

**Usage:** Local and campus high-traffic areas

**Color:** Purdue-adjacent palette

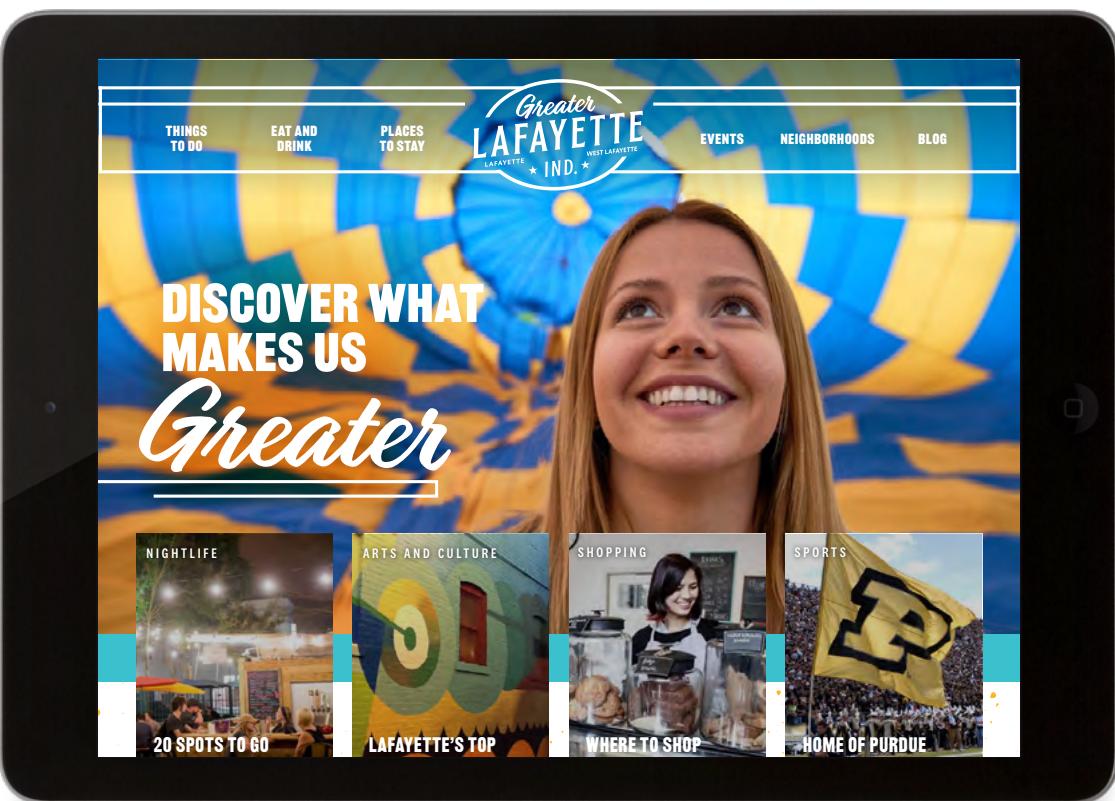


# WEBSITE

**Audience:** Local and visitor

**Usage:** Community information

**Color:** Playful



# SOCIAL MEDIA

**Audience:** All

**Usage:** Community information

**Color:** Playful

