

BRAND GRAPHIC STANDARDS
AND GUIDELINES

**NOVEMBER 2022** 





#### MANSFIELD & RICHLAND COUNTY ARE FOR THE STRONG AND INSPIRED

We are a family of communities that are working together to boldly set the standard for reinvention and imagination. Our rolling hills reflect the grit and glory of our ups and downs, where the soul of our collective communities has been curated, crafted and cultivated by artists, philosophers, builders, inventors, a Pulitzer Prize-winning author and Hollywood icons.

We are surrounded by fertile farms settled by proud pioneers, including American legend, Johnny Appleseed, who believed in the beauty and honesty found in working the land for the benefit of all.

They were followed by rugged industrialists, who built the nation's trust by giving life to the pump industry, new forms of transportation, power generation, robotics and innovations that changed our world.

The roads, highways, bike trails and rivers that connect our cities and

villages give way to a culture of dynamic residents with humbly hidden talents and trades that transform tenacity into triumph. Here you will find space for people who want an abundant life.

We act upon the need for innovation, invention and reinterpretation. We are outspoken and achievement-driven, dedicated and hardworking, with a strong belief in the value of inner expression, quiet contemplation and the soul-inspiring replenishment of the great outdoors.

Today, we are all creators, sharing a collective vision, deeply rooted in the success of our past.

Generation after generation, forging imagination and prosperity.

We are building momentum, led by the dreamers of now.

Come, Make it in Mansfield. Welcome home.







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# LOGO SYSTEM + USAGE

# LOGO SYSTEM + USAGE

#### **FULL LOGO SET**

The primary logotype is the preferable logo to use in most cases. A full logo library has been created addressing the different color combinations and formats suitable for most situations and contexts. Please reference the formats guide provided with your library for best use guidelines. The logo can be used as full color, 1 color, or black and white as needed.

DOWNLOAD COMPLETE LOGO LIBRARY HERE







PRIMARY LOGOTYPE

STAMP LOGOTYPE

DIMENSIONAL LOGOTYPE

#### PRIMARY LOGOTYPE





STAMP LOGOTYPE









# LOGO SYSTEM + USAGE

#### **MISUSE**



proper scaling.



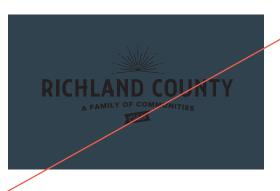


Do not apply any other typefaces to the logo other than what is provided in the logo library.



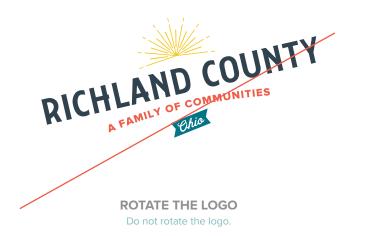
**INSUFFICIENT CONTRAST** (IMAGES)

Do not apply logo over images that could decrease legibility.



**INSUFFICIENT CONTRAST** (COLORS)

Do not apply logo over colors that decrease legibility.







**RICHLAND COUNTY BRAND STANDARDS | 14 RICHLAND COUNTY BRAND STANDARDS | 15** 

# COLOR PALETTE



# **COLOR PALETTE**

Below are the color values for the Richland County, OH brand palette. Use Pantone™ (PMS) or CMYK for print and RGB or HEX values for screen display.

Mansfield Steel Shawshank Blue Ohio Sunset Sunburst Yellow Plymouth Porcelain PMS: 432 PMS: 7714 PMS: 7416 PMS: 123 PMS: White CMYK: 79, 64, 52, 44 CMYK: 100, 35, 46, 10 CMYK: 0, 23, 91, 0 CMYK: 0, 0, 0, 0 CMYK: 3, 73, 70, 0 RGB: 50, 62, 72 RGB: 0, 117, 128 RGB: 234, 104, 82 RGB: 255, 198, 41 RGB: 255, 255, 255 HEX: #30434d HEX: #007684 HEX: #ef5e49 HEX: #f5c922 HEX: #ffffff

Porcelain Richland Raven

PMS: Process Black C CMYK: 65, 66, 68, 82 RGB: 0, 0, 0 HEX: #000000

# **PHOTOGRAPHY**

All photography for Richland County should be natural, and not posed. Each image should have similar tonality in order to give a consistant look and feel. Photos should be crisp and vibrant, yet realistic.

### **SHOPPING**

Shopping is an act of communication and love for many. So posing and artificially staged photos are a non-starter. Show natural subjects in natural lighting. Transactional photography is engaging as well as browsing and sampling. Showing subjects sharing moments to strengthen familial bonds is the goal.









### **EVENTS/FESTIVALS**

Events and festivals have a more empathetic quality for the viewer when the subject is engaging or engaged on some level. Action and participation are key here. Whether they are participating actively or being entertained works better than taking pictures in front of it. The goal is to put the viewer as close to the event as possible.











### **DINING**

There are two subjects in dining photography: people and food. The individuals need to be seen as having fun or being engaged with each other while the food needs to be shown clearly and appealingly.

Quality staging of food is important. It should be something the viewer would like to try for themselves.











### **LODGING**

Following the general rules of photography (staging, lighting and composition) is important but like dining, there are two subjects: people and their space. Individuals need to be shown enjoying their space. It also needs to show and highlight the amenities of their lodging with attention to details and cleanliness.

Subjects engaging with their space in some way helps viewers put themselves in that place much easier.

Think of kids playing in a pool, game night or any other use of space that requires participation.





### **ENTERTAINMENT**

Again, these should adhere to the general rules of photography: vivid but realistic and crisp colors. This type of photography works best when the subject(s) are enjoying and engaging with the unique activity. Something specific to Richland County is preferred.













# OUR BRAND IN THE WILD

# **OUR BRAND IN THE WILD**



Shown here are examples of how this branding can be expressed in different ways through various types of products, experiences, and stationary. These executions show the breadth of how the Richland County branding can be utilized.







# **OUR BRAND IN THE WILD**







# PARENT/CHILD STRUCTURE



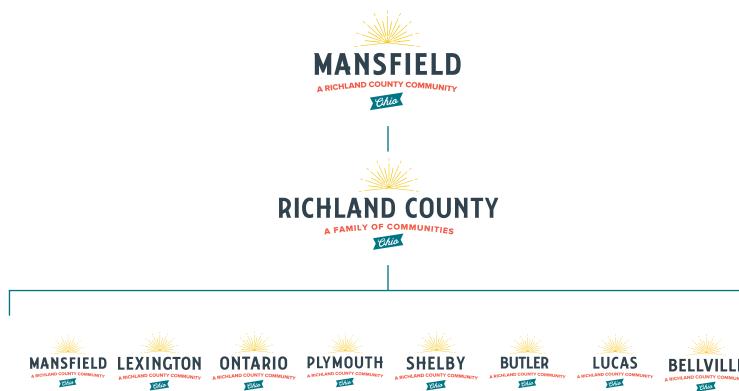
# PARENT/CHILD STRUCTURE

#### **PARENT BRAND**

While Richland County is the organizing operational umbrella that houses each community, "Mansfield" will act as the audience-facing parent brand, leveraging its existing equity to build awareness of additional offerings throughout the entire area.

#### **SUB BRAND**

Sub brands require less management and allow for streamlined expansion over time. This strategy can help create enthusiasm and buy-in across multiple communities by allowing their identities to be independent yet belong to a stronger whole.



# **SHELBY**

PLYMOUTH

**ONTARIO** 

**MANSFIELD** 

**BELLVILLE** 

A RICHLAND COUNTY COMMUNITY

BUTLER

**LEXINGTON** 

**LUCAS** 

# **BELLVILLE**

#### **FULL LOGO SET**

The primary logotype is the preferable logo to use in most cases. A full logo library has been created addressing the different color combinations and formats suitable for most situations and contexts. Please reference the formats guide provided with your library for best use guidelines. The logo can be used as full color, 1 color, or black and white as needed.

Primary Logotype



Stamp Logotype



Dimensional Logotype



**FAVICON (32PX AND SMALLER)** 

















#### **COLOR PALETTE**

Below are the color values for the Bellville, OH brand palette. Use Pantone™ (PMS) or CMYK for print and RGB or HEX values for screen display.

PMS: Process Black C CMYK: 65, 66, 68, 82 RGB: 0, 0, 0 HEX: 000000

PMS: 432 CMYK: 79, 64, 52, 44 RGB: 50, 62, 72 HEX: 30434d PMS: 7714 CMYK: 100, 35, 46, 10 RGB: 0, 117, 128 HEX: 007684 PMS: 7416 CMYK: 3, 73, 70, 0 RGB: 234, 104, 82 HEX: ef5e49 PMS: 123 CMYK: 0, 23, 91, 0 RGB: 255, 198, 41 HEX: f5c922 PMS: White CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 HEX: FFFFFF

#### FONTS

Below are the primary fonts used in the Bellville, OH visual identity system. Both of these fonts can be downloaded for free at www.googlefonts.com.

### **Headlines and Titles**

Collegiate Regular
DOWNLOAD FONT FAMILY HERE

#### **HEADLINES AND TITLES**

Proxima Nova Extrabold
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### Subheads and Call-Outs

Proxima Nova Thin
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# **Body Copy**

Proxima Nova Regular
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# **BUTLER**

#### **FULL LOGO SET**

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Primary Logotype









FAVICON (32PX AND SMALLER)



















#### **COLOR PALETTE**

Below are the color values for the Butler, OH brand palette. Use Pantone™ (PMS) or CMYK for print and RGB or HEX values for screen display.

PMS: Process Black C CMYK: 65, 66, 68, 82 RGB: 0, 0, 0 HEX: 000000

PMS: 432 CMYK: 79, 64, 52, 44 RGB: 50, 62, 72 HEX: 30434d PMS: 7714 CMYK: 100, 35, 46, 10 RGB: 0, 117, 128 HEX: 007684 PMS: 7416 CMYK: 3, 73, 70, 0 RGB: 234, 104, 82 HEX: ef5e49 PMS: 123 CMYK: 0, 23, 91, 0 RGB: 255, 198, 41 HEX: f5c922 PMS: White CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 HEX: FFFFFF

#### **FONTS**

Below are the primary fonts used in the Butler, OH visual identity system. Both of these fonts can be downloaded for free at www.googlefonts.com.

### **Headlines and Titles**

Collegiate Regular
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#### **HEADLINES AND TITLES**

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### Subheads and Call-Outs

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# **Body Copy**

Proxima Nova Regular

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# **LEXINGTON**

#### **FULL LOGO SET**

The primary logotype is the preferable logo to use in most cases. A full logo library has been created addressing the different color combinations and formats suitable for most situations and contexts. Please reference the formats guide provided with your library for best use guidelines. The logo can be used as full color, 1 color, or black and white as needed.









FAVICON (32PX AND SMALLER)

















#### **COLOR PALETTE**

Below are the color values for the Lexington, OH brand palette. Use Pantone™ (PMS) or CMYK for print and RGB or HEX values for screen display.

PMS: Process Black C CMYK: 65, 66, 68, 82 RGB: 0, 0, 0 HEX: 000000

PMS: 432 CMYK: 79, 64, 52, 44 RGB: 50, 62, 72 HEX: 30434d

PMS: 7714 CMYK: 100, 35, 46, 10 RGB: 0. 117, 128 HEX: 007684

PMS: 7416 CMYK: 3, 73, 70, 0 RGB: 234, 104, 82 HEX: ef5e49

PMS: White CMYK: 0, 23, 91, 0 CMYK: 0, 0, 0, 0 RGB: 255, 198, 41 RGB: 255, 255, 255 HEX: f5c922 HEX: FFFFFF

Below are the primary fonts used in the Lexington, OH visual identity system. Both of these fonts can be downloaded for free at www.googlefonts.com.

### **Headlines and Titles**

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#### **HEADLINES AND TITLES**

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### Subheads and Call-Outs

PMS: 123

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# **Body Copy**

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RICHLAND COUNTY BRAND STANDARDS | 50 **RICHLAND COUNTY BRAND STANDARDS | 51** 

# **LUCAS**

#### **FULL LOGO SET**

The primary logotype is the preferable logo to use in most cases. A full logo library has been created addressing the different color combinations and formats suitable for most situations and contexts. Please reference the formats guide provided with your library for best use guidelines. The logo can be used as full color, 1 color, or black and white as needed.

LUCAS
A RICHLAND COUNTY COMMUNITY

#### Stamp Logotype







FAVICON (32PX AND SMALLER)

















#### **COLOR PALETTE**

Below are the color values for the Lucas, OH brand palette. Use Pantone™ (PMS) or CMYK for print and RGB or HEX values for screen display.

PMS: Process Black C CMYK: 65, 66, 68, 82 RGB: 0, 0, 0 HEX: 000000

PMS: 432 CMYK: 79, 64, 52, 44 RGB: 50, 62, 72 HEX: 30434d

PMS: 7714 CMYK: 100, 35, 46, 10 RGB: 0, 117, 128 HEX: 007684 PMS: 7416 CMYK: 3, 73, 70, 0 RGB: 234, 104, 82 HEX: ef5e49 PMS: 123 CMYK: 0, 23, 91, 0 RGB: 255, 198, 41 HEX: f5c922 PMS: White CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 HEX: FFFFFF

#### ONTS

Below are the primary fonts used in the Lucas, OH visual identity system. Both of these fonts can be downloaded for free at www.googlefonts.com.

### **Headlines and Titles**

Collegiate Regular
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#### **HEADLINES AND TITLES**

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### Subheads and Call-Outs

Proxima Nova Thin DOWNLOAD FONT FAMILY HERE

**Body Copy** 

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# **MANSFIELD**

#### **FULL LOGO SET**

The primary logotype is the preferable logo to use in most cases. A full logo library has been created addressing the different color combinations and formats suitable for most situations and contexts. Please reference the formats guide provided with your library for best use guidelines. The logo can be used as full color, 1 color, or black and white as needed.

Primary Logotype



Stamp Logotype



Dimensional Logotype



FAVICON (32PX AND SMALLER)



















#### **COLOR PALETTE**

Below are the color values for the Mansfield, OH brand palette. Use Pantone™ (PMS) or CMYK for print and RGB or HEX values for screen display.

PMS: Process Black C CMYK: 65, 66, 68, 82 RGB: 0, 0, 0 HEX: 000000

PMS: 432 CMYK: 79, 64, 52, 44 RGB: 50, 62, 72 HEX: 30434d PMS: 7714 CMYK: 100, 35, 46, 10 RGB: 0, 117, 128 HEX: 007684 PMS: 7416 CMYK: 3, 73, 70, 0 RGB: 234, 104, 82 HEX: ef5e49 PMS: 123 CMYK: 0, 23, 91, 0 RGB: 255, 198, 41 HEX: f5c922 PMS: White CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 HEX: FFFFFF

#### INTS

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### **Headlines and Titles**

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#### **HEADLINES AND TITLES**

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### Subheads and Call-Outs

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### **Body Copy**

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# **ONTARIO**

#### **FULL LOGO SET**

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Primary Logotype



Stamp Logotype



**Dimensional Logotype** 























#### COLOR PALETTE

Below are the color values for the Ontario, OH brand palette. Use Pantone™ (PMS) or CMYK for print and RGB or HEX values for screen display.

PMS: Process Black C CMYK: 65, 66, 68, 82 RGB: 0, 0, 0 HEX: 000000 PMS: 432 CMYK: 79, 64, 52, 44 RGB: 50, 62, 72 HEX: 30434d

PMS: 7714 CMYK: 100, 35, 46, 10 RGB: 0, 117, 128 HEX: 007684 PMS: 7416 CMYK: 3, 73, 70, 0 RGB: 234, 104, 82 HEX: ef5e49 PMS: 123 CMYK: 0, 23, 91, 0 RGB: 255, 198, 41 HEX: f5c922 PMS: White CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 HEX: FFFFFF

#### FONTS

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### **Headlines and Titles**

Collegiate Regular
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#### **HEADLINES AND TITLES**

Proxima Nova Extrabold
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### Subheads and Call-Outs

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## **Body Copy**

Proxima Nova Regular
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# **PLYMOUTH**

#### **FULL LOGO SET**

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Dimensional Logotype

























#### COLOR PALETTE

Below are the color values for the Plymouth, OH brand palette. Use Pantone™ (PMS) or CMYK for print and RGB or HEX values for screen display.

PMS: Process Black C CMYK: 65, 66, 68, 82 RGB: 0, 0, 0 HEX: 000000

PMS: 432 CMYK: 79, 64, 52, 44 RGB: 50, 62, 72 HEX: 30434d PMS: 7714 CMYK: 100, 35, 46, 10 RGB: 0, 117, 128 HEX: 007684 PMS: 7416 CMYK: 3, 73, 70, 0 RGB: 234, 104, 82 HEX: ef5e49 PMS: 123 CMYK: 0, 23, 91, 0 RGB: 255, 198, 41 HEX: f5c922 PMS: White CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 HEX: FFFFFF

#### ONTS

Below are the primary fonts used in the Plymouth, OH visual identity system. Both of these fonts can be downloaded for free at www.googlefonts.com.

### **Headlines and Titles**

Collegiate Regular
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#### **HEADLINES AND TITLES**

Proxima Nova Extrabold
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### Subheads and Call-Outs

Proxima Nova Thin
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**Body Copy** 

Proxima Nova Regular
DOWNLOAD FONT FAMILY HERE



# **SHELBY**

#### **FULL LOGO SET**

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Dimensional Logotype























#### COLOR PALETTE

Below are the color values for the Shelby, OH brand palette. Use Pantone™ (PMS) or CMYK for print and RGB or HEX values for screen display.

PMS: Process Black C CMYK: 65, 66, 68, 82 RGB: 0, 0, 0 HEX: 000000

PMS: 432 CMYK: 79, 64, 52, 44 RGB: 50, 62, 72 HEX: 30434d PMS: 7714 CMYK: 100, 35, 46, 10 RGB: 0, 117, 128 HEX: 007684 PMS: 7416 CMYK: 3, 73, 70, 0 RGB: 234, 104, 82 HEX: ef5e49 PMS: 123 CMYK: 0, 23, 91, 0 RGB: 255, 198, 41 HEX: f5c922 PMS: White CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 HEX: FFFFFF

#### FONTS

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### **Headlines and Titles**

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#### **HEADLINES AND TITLES**

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### Subheads and Call-Outs

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# **Body Copy**

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# **SHILOH**

#### **FULL LOGO SET**

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Primary Logotype



Stamp Logotype



**Dimensional Logotype** 



FAVICON (32PX AND SMALLER)







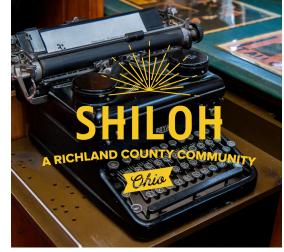












#### **COLOR PALETTE**

Below are the color values for the Shiloh, OH brand palette. Use Pantone™ (PMS) or CMYK for print and RGB or HEX values for screen display.

PMS: Process Black C CMYK: 65, 66, 68, 82 RGB: 0, 0, 0 HEX: 000000

PMS: 432 CMYK: 79, 64, 52, 44 RGB: 50, 62, 72 HEX: 30434d

PMS: 7714 CMYK: 100, 35, 46, 10 RGB: 0. 117, 128 HEX: 007684

PMS: 7416 CMYK: 3, 73, 70, 0 RGB: 234, 104, 82 HEX: ef5e49

PMS: 123 CMYK: 0, 23, 91, 0 RGB: 255, 198, 41 HEX: f5c922

PMS: White CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 HEX: FFFFFF

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#### **HEADLINES AND TITLES**

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### Subheads and Call-Outs

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# **Body Copy**

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RICHLAND COUNTY BRAND STANDARDS | 62 **RICHLAND COUNTY BRAND STANDARDS | 63** 



## FOR MORE INFORMATION, PLEASE CONTACT

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