RICHLAND COUNTY

A FAMILY OF COMMUNITIES

Ohio

BRAND GRAPHIC STANDARDS AND GUIDELINES

DECEMBER 2022

RICHLAND COUNTY
A FAMILY OF COMMUNITIES
Ohio

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.

Doing,
NOT DONE

Building,
NOT BUILT

ROOTED BY *success* OF YEARS PAST,
LED BY THE *dreamers* OF NOW

TABLE OF CONTENTS

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
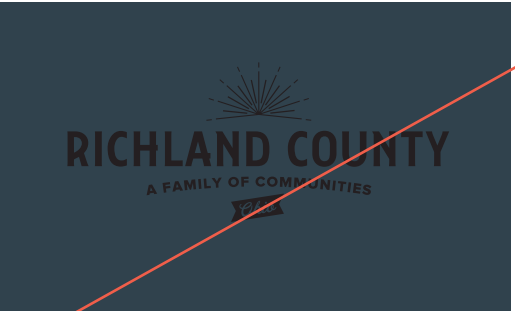
LOGO SYSTEM + USAGE

MISUSE

DISTORTION
Do not distort logo beyond proper scaling.

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

INSUFFICIENT CONTRAST (COLORS)
Do not apply logo over colors that decrease legibility.

ROTATE THE LOGO
Do not rotate the logo.

COLOR APPLICATIONS
Do not apply any other colors 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.

ALTER THE LOGO
Do not add/take away elements of the original logo.

DROP SHADOW
Do not apply any effects to the logo such as a drop shaodw.

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

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

Shawshank Blue

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

Ohio Sunset

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

Sunburst Yellow

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

Plymouth Porcelain

PMS: White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #ffffff

Richland Raven

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

FONTS +
USAGE

FONTS + USAGE

Below are the primary fonts used in the Richland County, OH visual identity system. These fonts can be downloaded at the links below.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Headlines and Titles
Collegia Regular
DOWNLOAD FREE HERE

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

HEADLINES AND TITLES
Proxima Nova Extrabold
DOWNLOAD HERE (ADOBE PURCHASE REQUIRED)

DOWNLOAD SIMILAR FREE FONT HERE

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Subheads and Call-Outs
Proxima Nova Thin
DOWNLOAD HERE (ADOBE PURCHASE REQUIRED)

DOWNLOAD SIMILAR FREE FONT HERE

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Body Copy
Proxima Nova Regular
DOWNLOAD HERE (ADOBE PURCHASE REQUIRED)

DOWNLOAD SIMILAR FREE FONT HERE

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Accents
Hanley Pro Script
DOWNLOAD HERE (PURCHASE REQUIRED)

DOWNLOAD SIMILAR FREE FONT HERE

PHOTOGRAPHY

TYPES OF 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.

TYPES OF PHOTOGRAPHY

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.

TYPES OF PHOTOGRAPHY

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.

TYPES OF PHOTOGRAPHY

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.

TYPES OF PHOTOGRAPHY

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
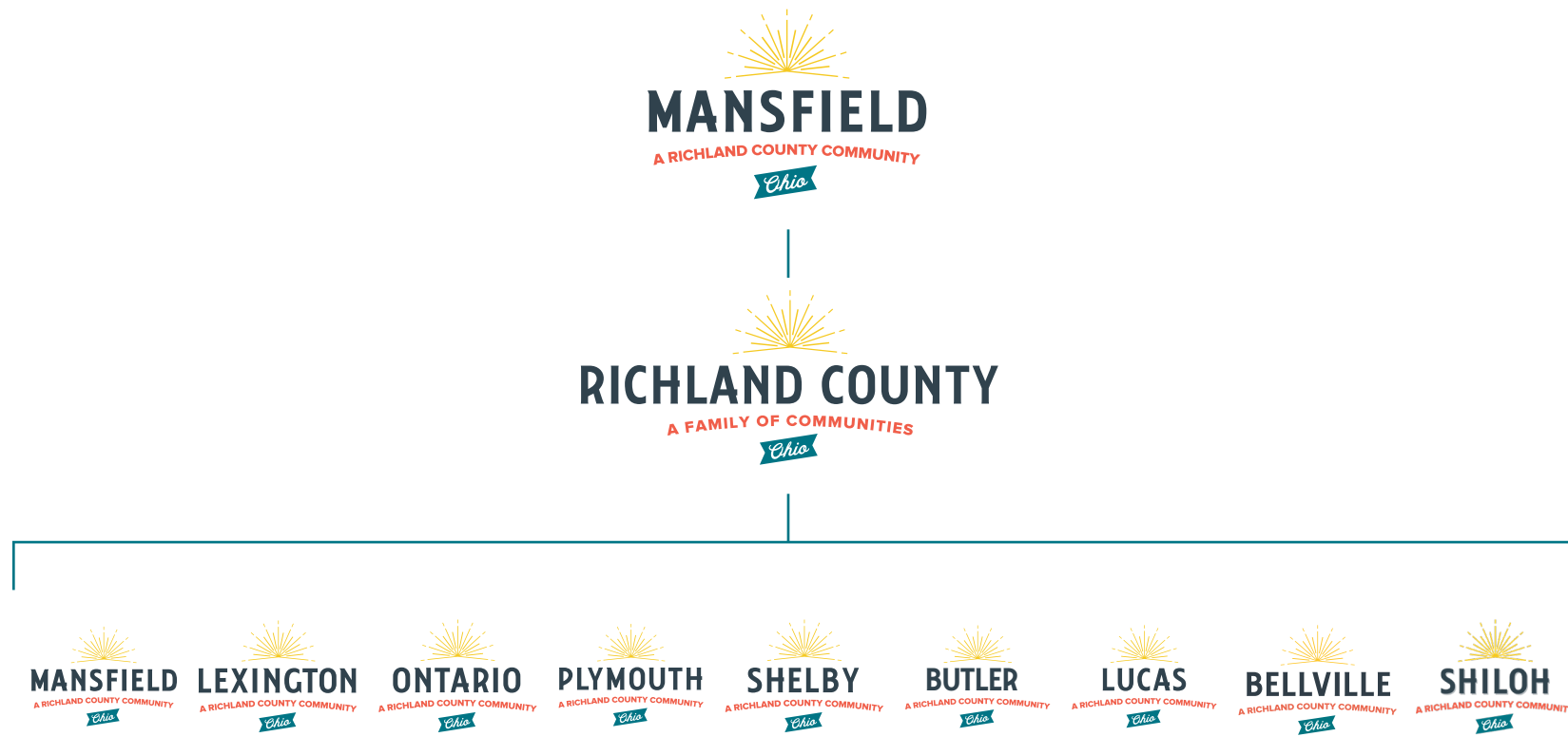
PARENT/CHILD STRUCTURE

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.

MANSFIELD
A RICHLAND COUNTY COMMUNITY
Ohio

RICHLAND COUNTY
A FAMILY OF COMMUNITIES
Ohio

MANSFIELD | LEXINGTON | ONTARIO | PLYMOUTH | SHELBY | BUTLER | LUCAS | BELLVILLE | SHILOH
A RICHLAND COUNTY COMMUNITY

SHELBY
PLYMOUTH
ONTARIO
MANSFIELD
BELLVILLE A RICHLAND COUNTY COMMUNITY
BUTLER
LEXINGTON
LUCAS
RICHLAND

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	PMS: 432	PMS: 7714	PMS: 7416	PMS: 123	PMS: White
CMYK: 65, 66, 68, 82	CMYK: 79, 64, 52, 44	CMYK: 100, 35, 46, 10	CMYK: 3, 73, 70, 0	CMYK: 0, 23, 91, 0	CMYK: 0, 0, 0, 0
RGB: 0, 0, 0	RGB: 50, 62, 72	RGB: 0, 117, 128	RGB: 234, 104, 82	RGB: 255, 198, 41	RGB: 255, 255, 255
HEX: 000000	HEX: 30434d	HEX: 007684	HEX: ef5e49	HEX: f5c922	HEX: FFFFFF

FONTS
Below are the primary fonts used in the Bellville, OH visual identity system. These fonts can be downloaded at the links below.

Headlines and Titles
Collegiate Regular
DOWNLOAD FONT FAMILY HERE

HEADLINES AND TITLES
Proxima Nova Extrabold
DOWNLOAD FONT FAMILY HERE

DOWNLOAD COMPLETE LOGO LIBRARY HERE

Subheads and Call-Outs
Proxima Nova Thin
DOWNLOAD FONT FAMILY HERE

Body Copy
Proxima Nova Regular
DOWNLOAD FONT FAMILY HERE

Accents
Hanley Pro Script
DOWNLOAD HERE

BUTLER

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

PMS: Process Black C	PMS: 432	PMS: 7714	PMS: 7416	PMS: 123	PMS: White
CMYK: 65, 66, 68, 82	CMYK: 79, 64, 52, 44	CMYK: 100, 35, 46, 10	CMYK: 3, 73, 70, 0	CMYK: 0, 23, 91, 0	CMYK: 0, 0, 0, 0
RGB: 0, 0, 0	RGB: 50, 62, 72	RGB: 0, 117, 128	RGB: 234, 104, 82	RGB: 255, 198, 41	RGB: 255, 255, 255
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HEADLINES AND TITLES

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Subheads and Call-Outs

Proxima Nova Thin
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Body Copy

Proxima Nova Regular
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Accents

Hanley Pro Script
DOWNLOAD HERE

LEXINGTON

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

PMS: Process Black C	PMS: 432	PMS: 7714	PMS: 7416	PMS: 123	PMS: White
CMYK: 65, 66, 68, 82	CMYK: 79, 64, 52, 44	CMYK: 100, 35, 46, 10	CMYK: 3, 73, 70, 0	CMYK: 0, 23, 91, 0	CMYK: 0, 0, 0, 0
RGB: 0, 0, 0	RGB: 50, 62, 72	RGB: 0, 117, 128	RGB: 234, 104, 82	RGB: 255, 198, 41	RGB: 255, 255, 255
HEX: 000000	HEX: 30434d	HEX: 007684	HEX: ef5e49	HEX: f5c922	HEX: FFFFFF

FONTS

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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
DOWNLOAD FONT FAMILY HERE

Body Copy

Proxima Nova Regular
DOWNLOAD FONT FAMILY HERE

Accents

Hanley Pro Script
DOWNLOAD HERE

DOWNLOAD COMPLETE LOGO LIBRARY HERE

LUCAS

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

PMS: Process Black C	PMS: 432	PMS: 7714	PMS: 7416	PMS: 123	PMS: White
CMYK: 65, 66, 68, 82	CMYK: 79, 64, 52, 44	CMYK: 100, 35, 46, 10	CMYK: 3, 73, 70, 0	CMYK: 0, 23, 91, 0	CMYK: 0, 0, 0, 0
RGB: 0, 0, 0	RGB: 50, 62, 72	RGB: 0, 117, 128	RGB: 234, 104, 82	RGB: 255, 198, 41	RGB: 255, 255, 255
HEX: 000000	HEX: 30434d	HEX: 007684	HEX: ef5e49	HEX: f5c922	HEX: FFFFFF

FONTS

Below are the primary fonts used in the Lucas, OH visual identity system. These fonts can be downloaded at the links below.

Headlines and Titles

Collegiate Regular
DOWNLOAD FONT FAMILY HERE

HEADLINES AND TITLES

Proxima Nova Extrabold
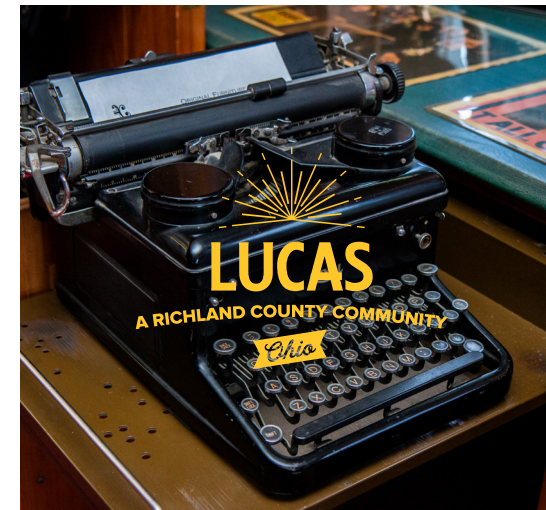DOWNLOAD FONT FAMILY HERE

Subheads and Call-Outs

Proxima Nova Thin
DOWNLOAD FONT FAMILY HERE

Body Copy

Proxima Nova Regular
DOWNLOAD FONT FAMILY HERE

Accents

Hanley Pro Script
DOWNLOAD HERE

DOWNLOAD COMPLETE LOGO LIBRARY HERE

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)

DOWNLOAD COMPLETE LOGO LIBRARY HERE

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	PMS: 432	PMS: 7714	PMS: 7416	PMS: 123	PMS: White
CMYK: 65, 66, 68, 82	CMYK: 79, 64, 52, 44	CMYK: 100, 35, 46, 10	CMYK: 3, 73, 70, 0	CMYK: 0, 23, 91, 0	CMYK: 0, 0, 0, 0
RGB: 0, 0, 0	RGB: 50, 62, 72	RGB: 0, 117, 128	RGB: 234, 104, 82	RGB: 255, 198, 41	RGB: 255, 255, 255
HEX: 000000	HEX: 30434d	HEX: 007684	HEX: ef5e49	HEX: f5c922	HEX: FFFFFF

FONTS

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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
DOWNLOAD FONT FAMILY HERE

Body Copy

Proxima Nova Regular
DOWNLOAD FONT FAMILY HERE

Accents

Hanley Pro Script
DOWNLOAD HERE

ONTARIO

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

PMS: Process Black C	PMS: 432	PMS: 7714	PMS: 7416	PMS: 123	PMS: White
CMYK: 65, 66, 68, 82	CMYK: 79, 64, 52, 44	CMYK: 100, 35, 46, 10	CMYK: 3, 73, 70, 0	CMYK: 0, 23, 91, 0	CMYK: 0, 0, 0, 0
RGB: 0, 0, 0	RGB: 50, 62, 72	RGB: 0, 117, 128	RGB: 234, 104, 82	RGB: 255, 198, 41	RGB: 255, 255, 255
HEX: 000000	HEX: 30434d	HEX: 007684	HEX: ef5e49	HEX: f5c922	HEX: FFFFFF

FONTS
Below are the primary fonts used in the Ontario, OH visual identity system. These fonts can be downloaded at the links below.

Headlines and Titles
Collegiate Regular
DOWNLOAD FONT FAMILY HERE

HEADLINES AND TITLES
Proxima Nova Extrabold
DOWNLOAD FONT FAMILY HERE

Subheads and Call-Outs
Proxima Nova Thin
DOWNLOAD FONT FAMILY HERE

Body Copy
Proxima Nova Regular
DOWNLOAD FONT FAMILY HERE

Accents
Hanley Pro Script
DOWNLOAD HERE

DOWNLOAD COMPLETE LOGO LIBRARY HERE

PLYMOUTH

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

PMS: Process Black C	PMS: 432	PMS: 7714	PMS: 7416	PMS: 123	PMS: White
CMYK: 65, 66, 68, 82	CMYK: 79, 64, 52, 44	CMYK: 100, 35, 46, 10	CMYK: 3, 73, 70, 0	CMYK: 0, 23, 91, 0	CMYK: 0, 0, 0, 0
RGB: 0, 0, 0	RGB: 50, 62, 72	RGB: 0, 117, 128	RGB: 234, 104, 82	RGB: 255, 198, 41	RGB: 255, 255, 255
HEX: 000000	HEX: 30434d	HEX: 007684	HEX: ef5e49	HEX: f5c922	HEX: FFFFFF

FONTS

Below are the primary fonts used in the Plymouth, OH visual identity system. These fonts can be downloaded at the links below.

Headlines and Titles

Collegiate Regular
DOWNLOAD FONT FAMILY HERE

HEADLINES AND TITLES

Proxima Nova Extrabold
DOWNLOAD FONT FAMILY HERE

DOWNLOAD COMPLETE LOGO LIBRARY HERE

Subheads and Call-Outs

Proxima Nova Thin
DOWNLOAD FONT FAMILY HERE

Body Copy

Proxima Nova Regular
DOWNLOAD FONT FAMILY HERE

Accents

Hanley Pro Script
DOWNLOAD HERE

SHELBY

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

PMS: Process Black C	PMS: 432	PMS: 7714	PMS: 7416	PMS: 123	PMS: White
CMYK: 65, 66, 68, 82	CMYK: 79, 64, 52, 44	CMYK: 100, 35, 46, 10	CMYK: 3, 73, 70, 0	CMYK: 0, 23, 91, 0	CMYK: 0, 0, 0, 0
RGB: 0, 0, 0	RGB: 50, 62, 72	RGB: 0, 117, 128	RGB: 234, 104, 82	RGB: 255, 198, 41	RGB: 255, 255, 255
HEX: 000000	HEX: 30434d	HEX: 007684	HEX: ef5e49	HEX: f5c922	HEX: FFFFFF

FONTS

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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
DOWNLOAD FONT FAMILY HERE

Body Copy

Proxima Nova Regular
DOWNLOAD FONT FAMILY HERE

Accents

Hanley Pro Script
DOWNLOAD HERE

DOWNLOAD COMPLETE LOGO LIBRARY HERE

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	PMS: 432	PMS: 7714	PMS: 7416	PMS: 123	PMS: White
CMYK: 65, 66, 68, 82	CMYK: 79, 64, 52, 44	CMYK: 100, 35, 46, 10	CMYK: 3, 73, 70, 0	CMYK: 0, 23, 91, 0	CMYK: 0, 0, 0, 0
RGB: 0, 0, 0	RGB: 50, 62, 72	RGB: 0, 117, 128	RGB: 234, 104, 82	RGB: 255, 198, 41	RGB: 255, 255, 255
HEX: 000000	HEX: 30434d	HEX: 007684	HEX: ef5e49	HEX: f5c922	HEX: FFFFFF

FONTS

Below are the primary fonts used in the Shiloh, OH visual identity system. These fonts can be downloaded at the links below.

Headlines and Titles

Collegiate Regular
DOWNLOAD FONT FAMILY HERE

HEADLINES AND TITLES

Proxima Nova Extrabold
DOWNLOAD FONT FAMILY HERE

Subheads and Call-Outs

Proxima Nova Thin
DOWNLOAD FONT FAMILY HERE

Body Copy

Proxima Nova Regular
DOWNLOAD FONT FAMILY HERE

Accents

Hanley Pro Script
DOWNLOAD HERE

DOWNLOAD COMPLETE LOGO LIBRARY HERE

FOR MORE INFORMATION, PLEASE CONTACT

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