



RICHLAND COUNTY

A FAMILY OF COMMUNITIES

Ohio

**BRAND GRAPHIC STANDARDS
AND GUIDELINES**

DECEMBER 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.**



Doing,
NOT DONE

Building,
NOT BUILT

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





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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



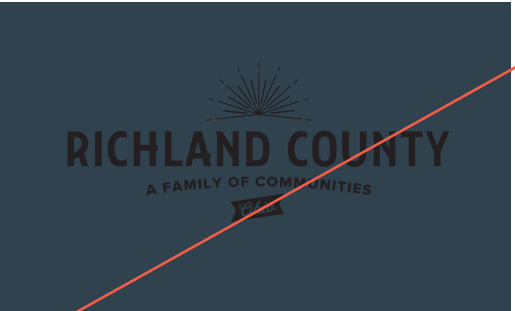
DISTORTION

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 shadow.

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.

<p>Mansfield Steel</p> <p>PMS: 432 CMYK: 79, 64, 52, 44 RGB: 50, 62, 72 HEX: #30434d</p>	<p>Shawshank Blue</p> <p>PMS: 7714 CMYK: 100, 35, 46, 10 RGB: 0, 117, 128 HEX: #007684</p>	<p>Ohio Sunset</p> <p>PMS: 7416 CMYK: 3, 73, 70, 0 RGB: 234, 104, 82 HEX: #ef5e49</p>	<p>Sunburst Yellow</p> <p>PMS: 123 CMYK: 0, 23, 91, 0 RGB: 255, 198, 41 HEX: #f5c922</p>	<p>Plymouth Porcelain</p> <p>PMS: White CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 HEX: #ffffff</p>	<p>Richland Raven</p> <p>PMS: Process Black C CMYK: 65, 66, 68, 82 RGB: 0, 0, 0 HEX: #000000</p>
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**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

0123456789

Headlines and Titles

Collegiate

[DOWNLOAD HERE \(FONTSRING PURCHASE REQUIRED\)](#)

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

0123456789

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

0123456789

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

0123456789

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*

0123456789

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 consistent 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



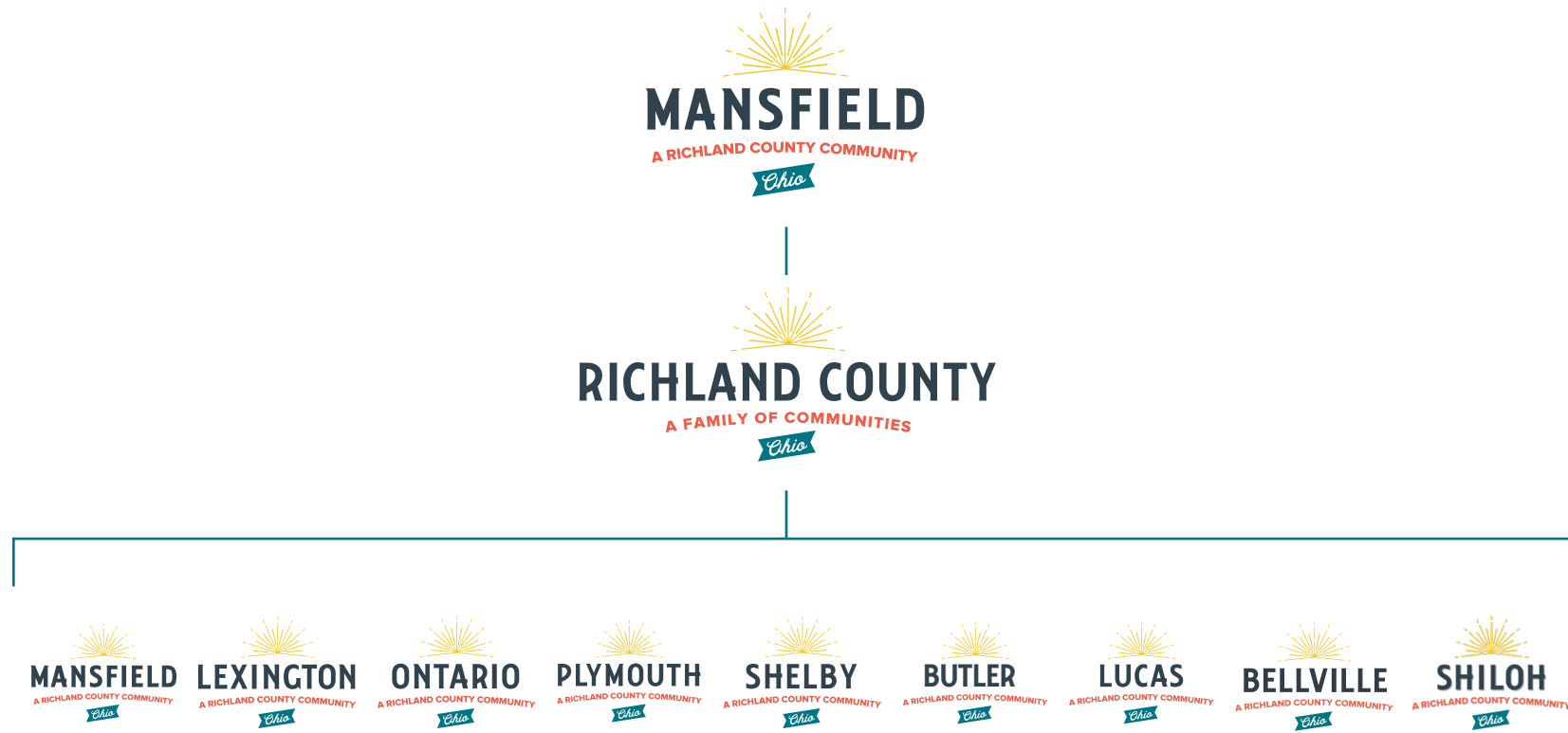
PARENT/CHILD STRUCTURE

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.



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.

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

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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.

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

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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.

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

Proxima Nova Regular
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Accents

Hanley Pro Script
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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.

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

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Headlines and Titles

Collegiate Regular
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HEADLINES AND TITLES

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[DOWNLOAD COMPLETE LOGO LIBRARY HERE](#)

Subheads and Call-Outs

Proxima Nova Thin
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Body Copy

Proxima Nova Regular
[DOWNLOAD FONT FAMILY HERE](#)

Accents

Hanley Pro Script
[DOWNLOAD HERE](#)



MANSFIELD

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

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

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Body Copy

Proxima Nova Regular
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Accents

Hanley Pro Script
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ONTARIO

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

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

[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](#)

PLYMOUTH

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

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

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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.

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

Below are the primary fonts used in the Shelby, 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](#)

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Body Copy

Proxima Nova Regular
[DOWNLOAD FONT FAMILY HERE](#)

Accents

Hanley Pro Script
[DOWNLOAD 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.

<p>PMS: Process Black C CMYK: 65, 66, 68, 82 RGB: 0, 0, 0 HEX: 000000</p>	<p>PMS: 432 CMYK: 79, 64, 52, 44 RGB: 50, 62, 72 HEX: 30434d</p>	<p>PMS: 7714 CMYK: 100, 35, 46, 10 RGB: 0, 117, 128 HEX: 007684</p>	<p>PMS: 7416 CMYK: 3, 73, 70, 0 RGB: 234, 104, 82 HEX: ef5e49</p>	<p>PMS: 123 CMYK: 0, 23, 91, 0 RGB: 255, 198, 41 HEX: f5c922</p>	<p>PMS: White CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 HEX: FFFFFFFF</p>
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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
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[DOWNLOAD COMPLETE LOGO LIBRARY HERE](#)

Subheads and Call-Outs

Proxima Nova Thin
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Body Copy

Proxima Nova Regular
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Accents

Hanley Pro Script
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