

# MY LOCAL MA BRAND GUIDELINES



Version 1.0 | March 2021

## LOGO

# PRIMARY LOGO

The My Local MA logo is a visual expression of our pride for and commitment to our local communities. It consists of a blue circle with the My Local MA campaign name. The icon of a destination pin is incorporated into the word “local” to represent our strong focus on our home state. The bright colors speak to our energy and optimism as we support our local communities.



Primary Logo



Secondary Logos

## LOGO

# LOGO VARIATIONS

Depending on the situation, a full color version of the logo may not be possible. In those instances, use the alternative logos on this page to ensure accessibility.



### **GREYSCALE**

A greyscale logo is recommended for use when colored printing is unavailable.



### **BLACK AND WHITE**

A black and white logo is recommended for use when a single-color logo is needed or for silk screening and embroidering purposes.



### **KNOCKED OUT**

A knocked out logo is recommended for use against dark colors, patterns, and photography.

## LOGO

# CLEARSPACE AND SCALE

To ensure our logo is legible, follow the guidelines on this page on required clearspace and scale. Clearspace will protect the logo from other visual elements, while the required minimum size will ensure the mark is still legible and recognizable, even when scaled down.



### **CLEARSPACE**

The clearspace is the minimum amount of white space that is required around the logo. For the My Local MA logo, the minimum amount of clearspace should be equal to or greater than the icon of the destination pin in “local.”



.75 inches

### **MINIMUM SIZE**

The required minimum size for the logo is .75 inches wide (roughly the width of a dime). The logo should never be smaller than this.



## LOGO

# LOGO MISUSES

Consistent use and application of the logo is critical to creating awareness and recognition. This page includes examples of common logo misuses that should be avoided. Use only the official My Local MA logos, color palette, and standards listed in this document.



- ✗ Do not change the colors of the logo. Use only the logos specified on pg. 3 and 4.



- ✗ Do not change the scale or hierarchy of the logo's elements.



- ✗ Do not introduce new elements to the logo.



- ✗ Do not rearrange the elements of the logo.



- ✗ Do not remove elements of the logo.



- ✗ Do not stretch or shrink the logo.



- ✗ Do not apply a gradient fill to the logo.



- ✗ Do not alter, remove, or replace the icon of the destination pin.



- ✗ Do not change "MA" to a different location.

# TYPOGRAPHY

## OUR TYPE FAMILIES

Our typographic system is based on two type families: Henrik and EdmondSans. With it's ink press appearance, Henrik conveys our commitment to the local businesses within our communities while EdmondSans' friendly style expresses the campaign's approachable and optimistic personality.

In some instances, these type families may not be available. In that case, Arial Black is recommended for headlines and Century Gothic is recommended for subheadlines and body content.

### IMPORTANT NOTE

Henrik was customized by ThinkArgus and is not available as a web font. If unable to access the font files supplied by ThinkArgus, use the Microsoft Office compatible typeface.

### HEADLINES

Size to **400%** of the body text

Set to all caps

Colors: ● ○ ● ● ● ●

Microsoft Office compatible font:  
Arial Black

**MOTT  
HENRIK**

### MAIN SUBHEADLINE

Size to **150%** of the body text

Colors: ● ○ ● ●

Microsoft Office compatible font:  
Century Gothic Bold

**EdmondSans Bold**

### BODY SUBHEADLINE

Size to 100% of the body text

Colors: ● ○

Microsoft Office compatible font:  
Century Gothic Bold

**EdmondSans Bold**

### BODY CONTENT

Size to 100% of the body text

Colors: ● ○

Microsoft Office compatible font:  
Century Gothic

EdmondSans Regular

## COLOR

# OUR BRAND COLORS

Our identity includes a bright color palette to convey our optimism, energy, and friendliness. We want to excite residents about supporting local businesses, and our color palette helps achieve this.

### RGB VS. CMYK

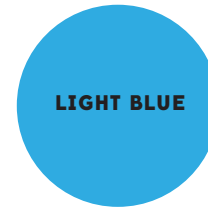
RGB colors are optimized for digital screens and are not intended for printing. PMS colors are recommended for printing. When not possible, CMYK colors are also optimized for printing and are not intended for digital screens.

### PRIMARY COLORS



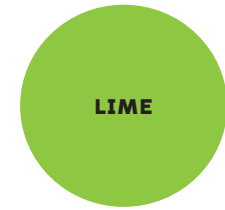
**DARK BLUE**

**PMS** 3553 U  
**RGB** 0 114 181  
**CMYK** 100 43 0 5  
**HEX** 0071b4



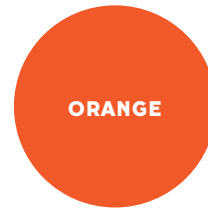
**LIGHT BLUE**

**PMS** 298 U  
**RGB** 47 170 225  
**CMYK** 70 4 0 0  
**HEX** 2faae1



**LIME**

**PMS** 2299 U  
**RGB** 143 199 65  
**CMYK** 35 0 86 0  
**HEX** 8fc741



**ORANGE**

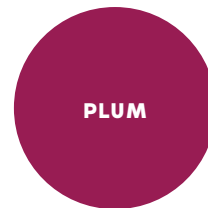
**PMS** 1655 U  
**RGB** 241 90 41  
**CMYK** 0 66 96 0  
**HEX** f15a29



**PINK**

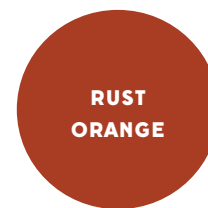
**PMS** 213 U  
**RGB** 238 47 123  
**CMYK** 0 97 15 0  
**HEX** ee2f7b

### SECONDARY COLORS



**PLUM**

**PMS** 221 U  
**RGB** 153 29 84  
**CMYK** 18 100 15 21  
**HEX** 991d54



**RUST  
ORANGE**

**PMS** 484 U  
**RGB** 169 59 20  
**CMYK** 20 80 95 29  
**HEX** a93b14

## COLOR

# COLOR PAIRS

When showing text over a color or image, use one of the following palettes on this page. These combinations will evoke the brand's personality without compromising legibility and accessibility.

### LOCAL FEELS BETTER

Put your money where your heart is:  
right here in Massachusetts.

- Background ○ Main text
- Highlighted text (if needed)

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### LOCAL FEELS BETTER

Put your money where your heart is:  
right here in Massachusetts.

- Background ○ Main text
- Highlighted text (if needed)



- Main text

**NOTE:** Only headline text can be shown over an image. In these instances, all text is shown in white. An alternate color is never used to highlight a specific word or words.

## VOICE

### TAGLINE

Our voice conveys excitement and energy, and feels accessible to all audiences. Memorable and succinct, the campaign's tagline, "Put your money where your heart is: right here in Massachusetts," clearly communicates our mission. It simplifies a complicated challenge - keeping the state's economy alive and thriving - by reminding audiences to support the neighborhoods and communities they love most.

#### CAMPAIGN TAGLINE

Put your **money**  
where your **heart**  
is: right here in  
**Massachusetts.**

———  
Focusing on promoting our state's economy through purchases big and small

———  
Reminding audiences to support the businesses and communities closest to their hearts

———  
Placing Massachusetts and our local communities in the forefront of audiences' minds

# VOICE

## MESSAGING

Our voice and campaign messaging conveys confidence and energy, and should feel conversational and accessible to all audiences.

To reinforce our energetic personality, key words within headlines may be highlighted using a different color (see pg. 8). When choosing which word to highlight, Consider the examples on this page.

- Words related to place (example: “MA,” or “Local”)
- Words or phrases that express confidence and pride (example: “Who we are”)
- Words that convey a love for our state and local communities (example: “Love”)

See the following page for examples of key words within headlines highlighted.

LOCAL IS MORE  
THAN A PLACE.  
IT'S **WHO WE ARE.**

Words or phrases that express confidence and pride for our state and local communities.

**MA** IS GOING  
LOCAL.

Words or phrases that highlight Massachusetts and/or “Local.”

SHOW MAIN STREET  
SOME **LOVE**

Words or phrases that reference our connection and love to our local communities.

### MESSAGING EXAMPLES



Social post



Social post



Print ad



## IMAGE STYLE

# SUPPLIED IMAGERY

Supplied imagery includes photos sourced from MOTT, Regional Tourism Councils (RTCs), and local businesses. These types of photos should meet the following criteria:

- Center on local businesses, communities, and individuals in Massachusetts. Images should portray our communities with pride.
- Showcase real programs, events, and people. Avoid using stock photography or images unrelated to the campaign (especially those of non-MA businesses).
- Represent the diversity of our state, among both residents and the local businesses that thrive here.
- Follow COVID-19 protocols (i.e. social distancing and mask wearing)
- High-resolution, wide crop photographs. Landscape orientation is preferred.

### EXAMPLES OF SUPPLIED IMAGERY





## IMAGE STYLE

# CURATED IMAGES

Curated imagery includes photos shot by MOTT and our creative partners to be featured in campaign materials. This imagery should meet the same guidelines as supplied imagery that are outlined on page 11.

### EXAMPLES OF CURATED IMAGERY





## VISUAL ELEMENTS

# EXPERIENCE BADGES

Experience badges can be incorporated into communications and marketing materials to build awareness and excitement around the different activities our local community offers. They are recommended for use in social media assets, digital and print pieces, and out of home ads. When using experience badges, follow these guidelines:

- Badges can be used in four different colors, as shown on this page.
- The experience word rotates based on the photograph the badge is paired with.
- The text inside the badge never changes and should always read “My Local MA.”

Experience badges are available for free download at [lovemylocalMA.com/downloads](http://lovemylocalMA.com/downloads).



### Experience word

Options include: craving, sweetness, yum, hang out, date night, getaway, escape, happy place, pick-me-up, harvest, DIY decor, gift inspo

### Experience label



EXAMPLES OF EXPERIENCE BADGES



Billboard

Transit advertisement



Poster



Social post

Digital banner ad



Billboard



## VISUAL ELEMENTS

# REGION AND BUSINESS BADGES

Badges can also be customized to fit the region and/or business. We recommend businesses incorporate these into their social media, digital ads, and window flyers.

The experience label can be incorporated or removed. If incorporated, the word within the experience label should relate to the business or region. The business or region is highlighted in the dark blue ribbon.

Region and business badge files are available for free download at [lovemylocalMA.com/downloads](https://lovemylocalMA.com/downloads).

### WITH EXPERIENCE LABEL



Experience word  
(see pg. 10 for more detail)

Business or  
region name

### WITHOUT EXPERIENCE LABEL



Business or  
region name



## VISUAL ELEMENTS

# ILLUSTRATIONS

Playful illustrations in a hand-drawn style add to the optimistic and friendly personality of our brand. These illustrations can be paired with experience badges in animated gifs, or can be used as decorative elements on different creative assets. Illustrations should relate to the experience badge or the season.

### EXAMPLES OF ILLUSTRATIONS



### ILLUSTRATIONS IN CONTEXT



Animated social sticker



Social post



Social post

## VISUAL ELEMENTS

# PROPORTIONS

When creating posters, ads, or other creative assets that combine photography with blocks of color, follow these guidelines. The colored portion of the layout should be approximately  $\frac{2}{5}$  of the width or horizontal layouts, and  $\frac{2}{5}$  of the height of vertical layouts. The remaining  $\frac{3}{5}$  can be reserved for the photograph.

### HORIZONTAL LAYOUTS



### VERTICAL LAYOUTS



THANK YOU

THANK YOU



THANK YOU