



THE ROAD TO REVOLUTIONS

IDENTITY STANDARDS **2015**

IDENTITY STANDARDS 2015

A strong brand comes from consistent adherence to The Battle Road Byway's values in everything we do—from the way we speak about our history, to the way we treat our visitors and employees, and to our dealings with the community at large. It also comes from strict adherence to the design components of the brand. These components are the "face" of The Battle Road Byway (BRB).

The identity standards in this book will enable you to maintain the integrity of the BRB brand across all communications. We've included specifications for the use of our logo, and color palette as well as applications for a reference of how the logo can be used.

Please adhere to these standards consistently. By doing so, you will be reinforcing BRB's brand and helping us grow.

DESIGN CRITERIA

- Modern, minimal and bold
- Historic, patriotic, traditional and colonial
- Evocative of History but not limited too
- Colors: Red, Black and white feels like Minutemen
- Crossing Bridges
- No guns
- Works across all media

PRIMARY LOGO

The Battle Road Byway's logo is a unique mark consisting of both type and an icon. This visual identifier is the core of the BRB brand and serves as the primary branding element used on all communications. The logo may be scaled as a unit but not altered.

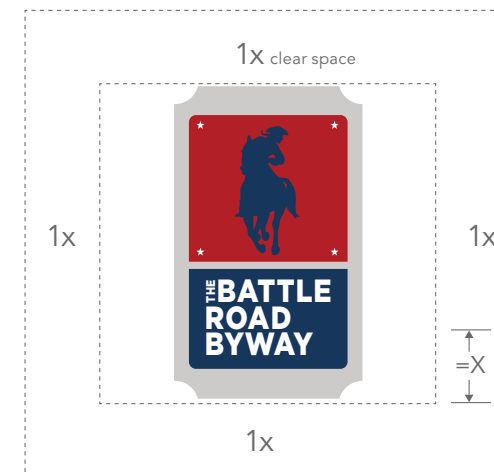


THE ROAD TO REVOLUTIONS

← tagline

CLEAR SPACE

To ensure the integrity of the logo, we surround it with clear space. This clear space should never be encroached on by typography, imagery or any elements. The following shows the minimum amount of clear space that should surround the logo. This distance is determined by the logo letter height (x). The clear space also defines the minimum distance the logo should appear from the edge of the media.



LOGO VARIATIONS

To give flexibility across select media, The Battle Road Byway's has both a horizontal and vertical variations.

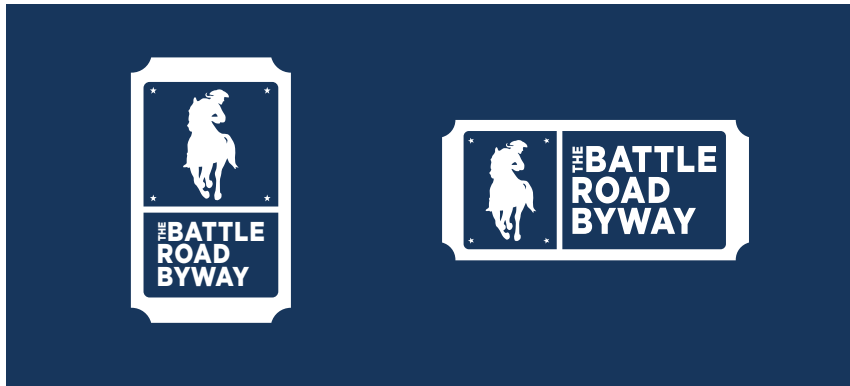


V1 (primary)



V2 (secondary)

ONE COLOR LOGO (INVERSED)



ONE COLOR LOGO



COLOR PALETTE

Color is a vital aspect of The Battle Road Byway's visual vocabulary. It connotes power, evokes emotion and establishes overall brand uniformity. BRB's family of colors should be used consistently in all communications. The visual appearance of these colors will vary slightly when used in different media and surfaces. We have provided basic color formulas below as a guide.

C 20	R 178
M 100	G 30
Y 95	B 40
K 12	
PANTONE 7621	

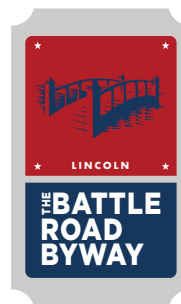
Revolution Red

C 92	R 39
M 69	G 88
Y 20	B 141
K 5	
PANTONE 288	

Battle Blue

C 63	R 104
M 35	G 142
Y 27	B 163
K 1	
PANTONE 426	

LOGO OPTIONS (TOWN SPECIFIC) IN PROGRESS (PHASE II)



APPLICATIONS

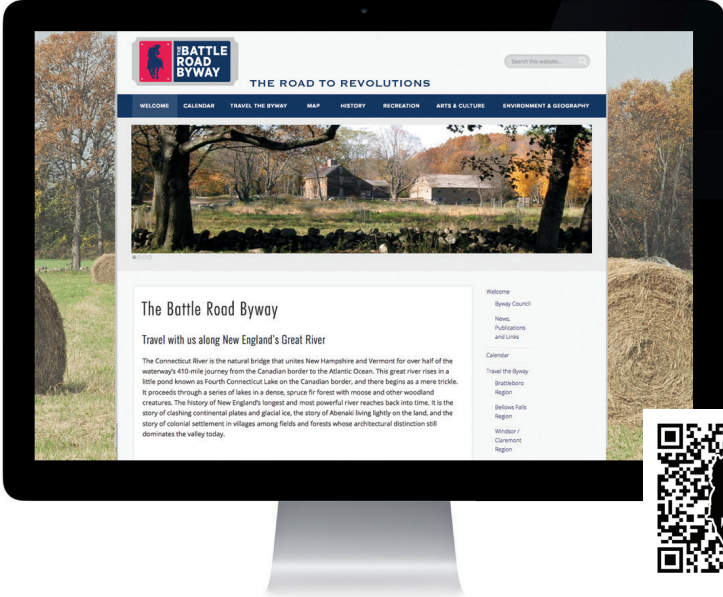


Jonathan Smith
Department Head Title

Great Road Name, Suite 350
Boston, MA 02108
617.123.4567 jsmith@websiteurl.com
websiteurl.org



APPLICATIONS





QUESTIONS? *Please contact*

Clarissa Rowe

crowe@brownrowe.com

617-542-8552

created by:



Selbert Perkins Design

5 Water Street, Arlington MA 02476

781.574.6605 selbertperkins.com