



# BRAND STANDARDS

05.31.22

DISCOVER  
**Ames** IA

VERTICAL LOGO



HORIZONTAL LOGO



Our logo must at all times be perfectly legible and without obstructions. Because of this, we ask that designers maintain a minimum area of clear space around the logo that allows it to breathe and stand out. The Discover Ames logo, and all of its variations, must at all times have the clear space that is specified on the page.

Also, while our logo maintains its visual strength in a wide range of sizes, there are sizes at which the logo is no longer clearly legible. Try to choose promotional items and layouts which allow the indicated minimum size to be upheld.

LOGO CLEAR SPACE



MINIMUM SIZE



SECONDARY USE



TERTIARY USE



The range of approved Discover Ames logos is designed to be adaptable for use over the entire range of modern media. Single color logos are also acceptable for situations when color choices are limited or a certain substrate dictates their use.

COLOR LOGO OVER DARK BACKGROUNDS



SINGLE COLOR



Our logo is important to us, and we have spent much time and effort carefully crafting it to be a perfect embodiment of our brand. We ask that designers and users respect the thought and craftsmanship that has been invested in our mark by keeping it in its pure unaltered form.



Do not place the logo on backgrounds that result in little contrast or legibility.



Do not alter, remove, or re-typeset any components of the logo.



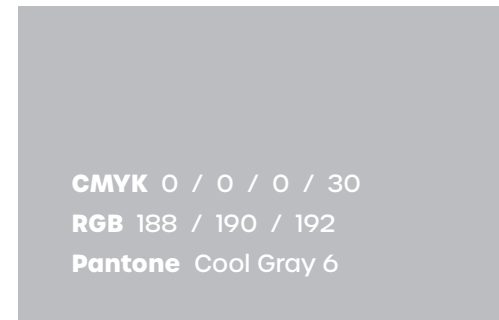
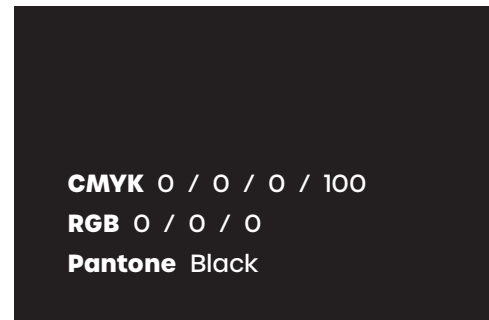
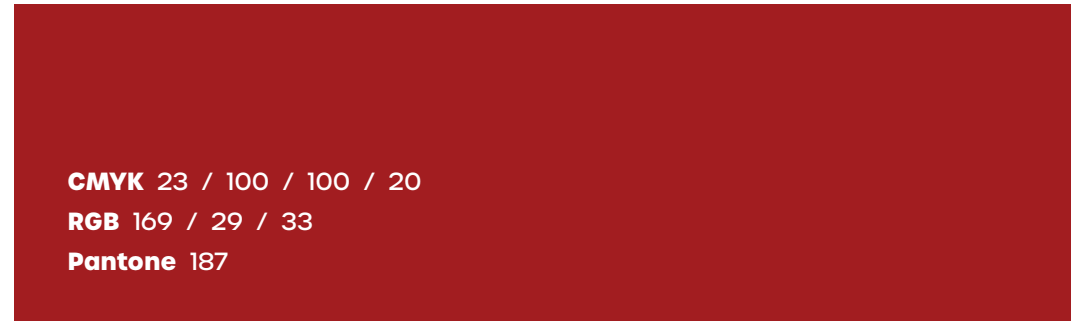
Do not superimpose the logo on any image of decorative pattern that obscures its readability.



Do not use low-resolution raster or scanned versions of the logo.

Beyond our logo, color is one of the most recognizable aspects of a brand. We selected a unique red that stands out yet feels welcoming. Using color appropriately is one of the easiest ways to make sure our material reflect a cohesive Discover Ames image or visual story.

**PRIMARY COLORS**



This page shows some examples of co-branding with our partner, Iowa State University. All guidelines and recommendations (size requirements, clear space, logo usage, etc.) established for the Discover Ames brand remain. With one exception - if the lockup must be placed over a solid red background, please use the Iowa State University approved red specified below.

**CMYK** 2 / 100 / 85 / 6

**RGB** 200 / 16 / 46

**Pantone** 186

Any other co-branded logos should be treated consistently with the samples shown here.

VERTICAL LOCKUP



HORIZONTAL LOCKUP



REVERSED OVER BLACK



REVERSED OVER RED





Through consistent font use, our materials will have another recognizable element that helps communicate Discover Ames’ unique brand identity. Our primary typeface, Urbane, is a modern interpretation of a classic design. Multiple weights are available to help establish hierarchy and focus the reader’s attention.

# Urbane

OUR PREFERRED WEIGHT RANGE

## Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!@#%&\*()

## Heavy *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!@#%&\*()

## Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!@#%&\*()

## Bold *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!@#%&\*()

## Demi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!@#%&\*()

## Demi Bold *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!@#%&\*()

## Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!@#%&\*()

## Medium *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!@#%&\*()

## Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!@#%&\*()

## Light *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!@#%&\*()

## Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!@#%&\*()

## Extra Light *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!@#%&\*()

A brand is never complete, requiring consistency, re-energizing, and modification over time. Defining a brand is relatively easy compared to the task of maintaining it. The idea of coordinating the actions of dozens of people can be overwhelming, even for a smaller organization. A few tips:

**CONSISTENCY**

Stay true to the brand; it's important not to change what is being built. By all means, keep it fresh, but instead of altering the message, continue to find new ways to express it.

**PATIENCE**

Like anything great, building an effective brand takes time. Keep breaking through with our message at every touch point available.

**KEEP THIS GUIDE IN MIND**

This guide should be submitted to all new employees and partners. As the brand matures, we'll keep this guide up to date and re-submit it to the appropriate parties.

**MONITOR RESULTS**

We must continually analyze where our current strengths and weaknesses lie. Doing this likely won't change our core brand message, but will present new avenues to support it with communications and tangible projects.

**CONTACT INFO**

For art files, permissions, or questions please contact the Discover Ames communications team:

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