



Brand Guide

Old Town Commercial Association



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Why do we use a brand guide?

- **Consistency:** Ensure consistency in the brand's visual identity across all platforms, which is important for creating a recognizable and memorable brand.
- **Convenience:** The guide makes it easier for the team to create cohesive and effective media materials using templates, saving time and effort while maintaining quality and consistency.
- **What we include:** color palette, mission + vision, objectives, brand archetype, logo, typography, mood, mood board, elements, number elements, strategy, social media templates, graphic templates, photo + video, contact info .

Core Palette



Old Town Commercial Association's core color palette delivers a warm depth to its brand. This palette reflects the togetherness of who the Old Town Commercial Association is.



Hex: #571015
RGB: 87, 16, 21
CMYK: 0%, 82%, 76%, 66%



Hex: #f6921d
RGB: 246, 146, 29
CMYK: 0%, 41%, 88%, 4%



Hex: #113355
RGB: 17, 51, 85
CMYK: 80%, 40%, 0, 67



Hex: #8ed1fc
RGB: 142, 209, 252
CMYK: 44, 17, 0, 1



Hex: #FFFFFF
RGB: 255,255,255
CMYK: 0, 0, 0, 1




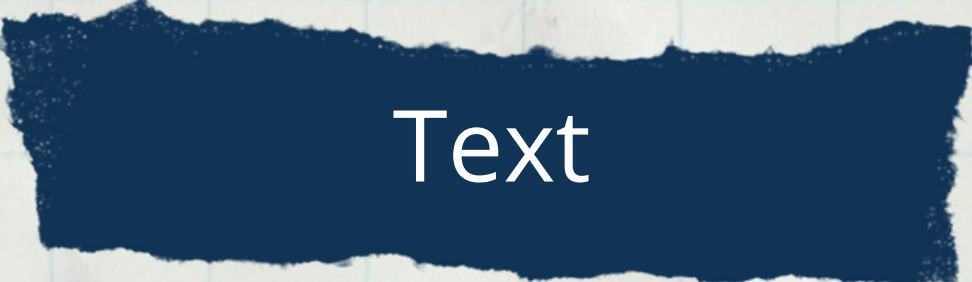







Hex: #000000
RGB: 0,0,0
CMYK: 0,0,100

Color Balance



Giving close consideration to contrast is essential because it adds a visually pleasing aspect allowing the viewer to have a sense of visual interest. Putting light colors on light backgrounds, and dark colors on dark backgrounds should be avoided because the contrast will not allow this to be aesthetically tasteful.

This slide previews how OTCA's logo colors can be used to their advantage.

Color DON'TS



Instead try...



Instead try...



The graphics above marked with a red x represent poor color contrast usage and should be avoided. The graphics below with green check marks represent a more efficient alternative usage of good color contrast.



Vision

Old Town, Lansing is the cultural and creative district of Lansing. Our community offers unique experiences through special events, incredible people, eclectic shops and a rich history. Our buildings are beautifully restored for residents and businesses of all backgrounds; our infrastructure is well maintained by sustainable resources.

Our diverse mix of destination retail, creative and entertainment businesses offers products and services that are high in quality and one of a kind to the Old Town district. We continue to value our heritage, volunteers and stakeholders who dedicate their resources to make Old Town a destination.

Mission

To maintain a vibrant business community in Lansing's historic Old Town district by providing services and opportunities that foster economic growth and community engagement.



Brand Archetype

The Jester



An archetype is fundamentally a stereotypical character derived from eons of human experience, representing your brand via human character traits (March Branding).

The Old Town brand character can be thought of as "The Jester." The Jester is known for its fun-loving, playful, and optimistic character.

Old Town brings together free-thinkers and bright and bold personalities. Also, the town has a loyal audience that wants to stay involved and create a safe environment for all.

The Jester wants to make people laugh and bring light-heartedness to all that they do. Jester brands maintain a playful stance and see good in every situation

Desire: Enjoy life and have fun

Goal: Entertainment

Strategy: Be playful, have fun

Brand Message: "If you're not having fun you're doing it wrong"

Traits: Playful, Humorous, Positivity, Togetherness, Funny

Fears: Boredom, Negativity, Seriousness, Gloom, Misery



Logo



We took the fonts found in the the logo of *Old Town Commercial Association* and found similar equivalents in *Canva* to use throughout the media created. This helps to keep a consistent and cohesive look that people instantly recognize as *Old Town Commercial Association*.

Logos



Secondary Logo
i love old town



Main Logo
Color-Big



Main Logo
Color-Small



Secondary Logo
BW Big



Secondary Logo
BW-Small

Logo Do's

Contrast

Make sure there is enough contrast to easily see elements, like the logo in the example (at right).

Before



After



How to use in Canva:

- Add a dark gradient to the bottom of the photo
- Search in Canva for a black/dark color gradient that fades to transparent

Logo Do's

Spacing

Allowing for things to breathe. Crushing things together stresses the eye, leaving white space allows for the elements to speak.

Before



After



How to use in Canva:

- Do not put things too close together/overlapping
- Less is more when adding elements, direct viewers to the comments/website/other for more information

Find out more at
iloveoldtown.org
[#iloveoldtown](https://www.instagram.com/iloveoldtown)

Logo Don't

Logo Size

As things scale up and down you can see different things, making sure the companies logo remains readable and on brand ensures for the best recognition.

Before



After



How to use in Canva:

- Keep in mind the medium the logo is used on, imagine what it would look like
- Take a step away from the computer and see if you are able to recognize it

Before



After



Logo Don't



Special Effects



Distort (stretch, skew, etc.)



Overlay/Cover-up



Low contrast with background



Change color



Outline



Change/Remove elements



Rotate Effects



Typography

These fonts were inspired by our logo. They are free to use in Canva. Use these for all future designs. It will help keep a consistent and cohesive look that people instantly recognize as OTCA.



Oleo Script

Open Sans

Minimum Font Sizing:

Web: 12pt

Print: 8pt

Primary

Logo Font

Commercial Association

=

Canva Font

Commercial Association

=

Font Name

Open Sans

Open Sans typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()_+=

Use for:

Body

How to use in Canva:

Use heading (direct [link](#) how to)



Secondary

Logo Font

Old Town

=

Canva Font

Old Town

=

Font Name

Oleo Script

Oleo Script typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&()_+=*

Use for:

Title

How to use in Canva:

Use heading (direct [link](#) how to)

Mood

Voice + Tone

- Charming
- Lively
- Warm
- Interesting
- Quirky
- Ecclectic

Emotions + feelings

Friendly

Optimistic

Playful

Enjoyment

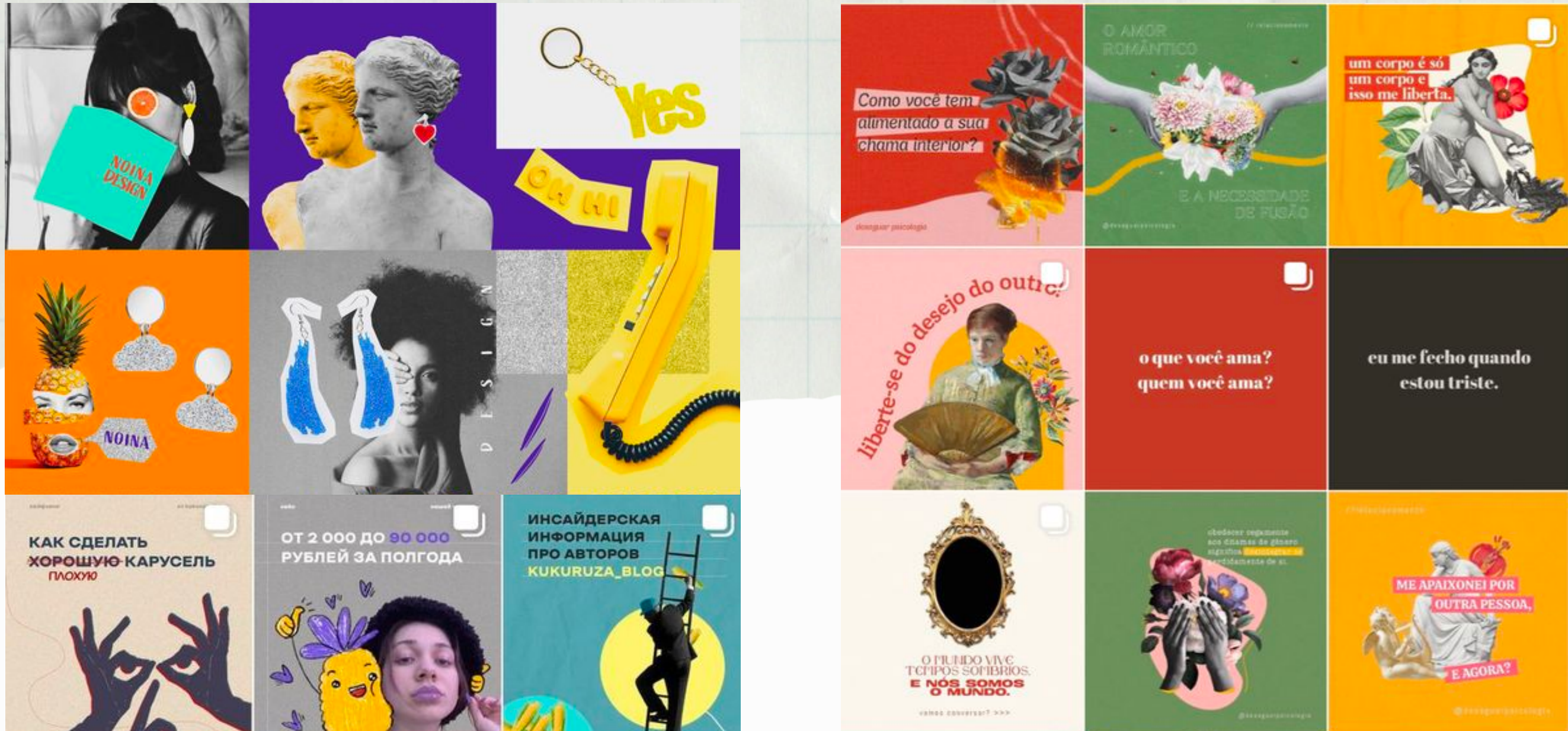
Entertaining

Light-hearted

Fun-loving

Flamboyant

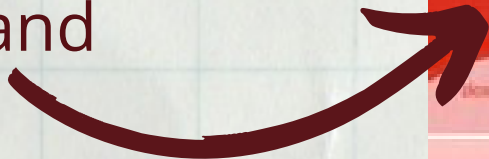
Moodboard



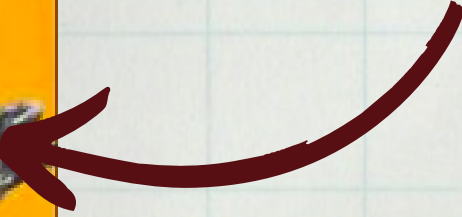
A visual representation of the overall tone and vibe that best represents OTCA

Moodboard

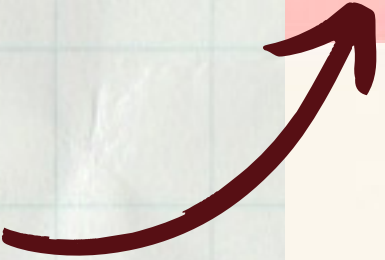
Use warm/hot colors and inviting imagery, to make the brand feel approachable and relatable.



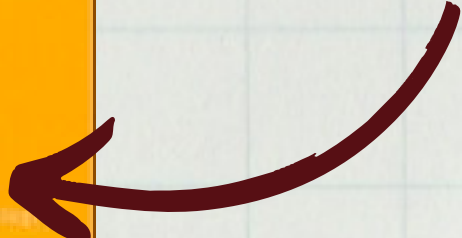
Incorporate unexpected design elements and bold colors.



Eclectic and quirky elements represent a sense of energy and uniqueness.

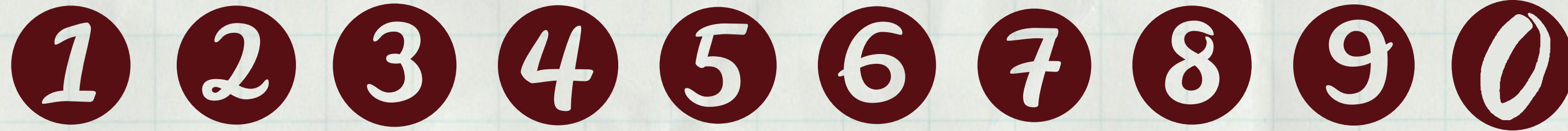


Use bold, colorful visuals help to create a memorable and engaging experience.

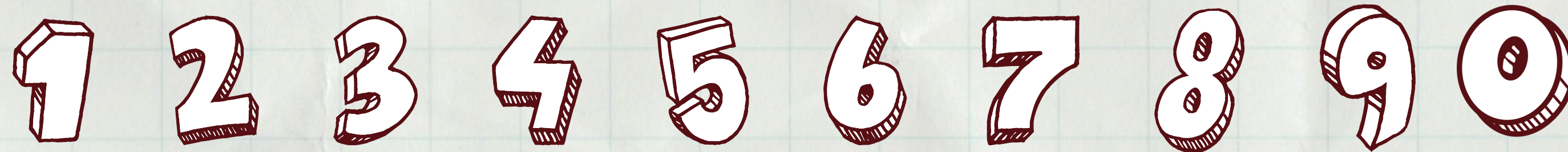


Number Elements

Copy and paste these number elements for
your graphics



Use these for important date/time that needs to be emphasized: Countdown, Holidays, Ceremonies, etc.



Use these for fun posts such as fun facts, lifestyle, or call-to-action posts.



These can be used for casual posts about businesses or "day of the life" posts.



These are for formal posts such as official announcements or historic posts.

Categories	Description	Types of posts		
Lifestyle	<ul style="list-style-type: none"> • Daily habits, behaviors, activities • Various aspects of the town • Why do you love Old Town? 	Visitors enjoying specific Old Town landmarks and businesses	Share the Old Town aesthetic: Artistic photos of architecture, close-up images of coffee drinks, cute plants	Quotes, videos, photos about why you love Old Town
History	<ul style="list-style-type: none"> • Events and information related to old towns historic roots • Educational content and historic photographs 	Past versus present - *describe* (show a vintage photo, ask people if they recognize what business this is)	Share a fun, historic fact - Who was Old Town's first settler? What is the oldest building? What is significant about the street names? Iconic people?	Ask followers for historic photo submissions
Holidays & Public Relations	<ul style="list-style-type: none"> • National holiday recognition • Ex: Christmas, Black History Month • Specific to non-Old Town related events 	Posts about nationally-recognized holidays: Christmas, Valentine's Day	Why these national holidays are significant to Old Town	"Small Business Saturday" - Advertising for supporting small businesses
Events	<ul style="list-style-type: none"> • Events held for specific holidays • Seasonal festivities Old Town throws • Old-Town related events 	Arts Night Out, Chalk of the Town, Jazz Fest, Pride Festival, Small Shop Saturday, Caesar E. Chavez Fiesta...	Photos of people at the events. Ex: LumberJack was publicized on WILX News channel	Leading up to the events: Reminders, event information, countdown posts
Business	<ul style="list-style-type: none"> • What are the shops? What do they sell? • Supporting local, small businesses 	New business features	Unique finds in stores, store specials	Best-selling items, highlight customer-favorites
Call to Action	<ul style="list-style-type: none"> • Donating, volunteering, and fundraising • Recognizing 	Ask for volunteers and donations	Recruiting artist participation in events like "Chalk of the Town"	Complete the bucket list

Photo & Video





Contact Info

Old Town Commercial Association

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Email: oldtown@oldtownmainstreet.org

Thank you

