



# Kentland

INDIANA

BRAND GUIDELINES



# Table of Contents

THIS IS MY  
KENTLAND

01 | P.2

**Brand Overview**

05 | P.6

**Tone of Voice**

09 | P.26

**Photo Guidelines**

02 | P.3

**DNA and Pillars**

06 | P.8

**Logo Guidelines**

10 | P.31

**Additional Assets**

03 | P.4

**Positioning Statement**

07 | P.18

**Color Palette**

11 | P.35

**Core Brand Examples**

04 | P.5

**Who Kentland Is**

08 | P.21

**Typography Family**





# Brand Overview

The work of branding is the art of breaking expectations.



**Kentland**  
INDIANA

Branding is experienced through typography, color, shapes, and tone-of-voice in copy. When all of these elements come together, they assist in enhancing one's quality of life.

Kentland is a rural, connected and friendly town that's lined with quaint houses and small businesses. This is the town's brand as it stands today. However, from the very beginning, when we conducted our very first site visit, we could see the powerful potential of where Kentland could be in just a few short years if we were to apply dynamic brand storytelling.

Mike Davis, Kentland's Economic Development Director, tasked us with capturing the town's authentic character in order to elevate its perception to surrounding and potential future residents, investors and other rural communities.

Everyone has pre-conceived ideas as to what the word 'rural' means, and we feel a certain way when we think about it. Our mission is to break these expectations, to reveal and redefine what 'rural' can be. Kentland's brand is boldly moving forward, and they're inviting you to join them on their journey.

# What are DNA and Pillars?

**Kentland's DNA represents the core values of the town and serves as the foundational building blocks to the brand.**

They reflect how the residents feel about living in Kentland. The Pillars are an outward expression of the DNA, and each one complements its own respective DNA point. Together, they serve as the bridge to Kentland's brand positioning statement for Kentland.

Quality

▼  
Safe

Community

▼  
Friendly

Dedicated

▼  
Driven

## DNA

### Quality

We take pride in our great quality of life, enjoying friends, family, casual recreation, and outdoor activities. Our top-notch school system, beautiful downtown, and parks are just a few of the amenities that make our residents so happy.

### Community

Possessing a strong rural identity, Kentland is a small, welcoming, and affordable town to live and raise a family in. Our community maintains a close-knit atmosphere and takes great pride in caring for each other.

### Dedicated

Long-time residents, businesses, and our local government are focused on forging a bright future for Kentland. This ongoing investment is part of who we are.

## Pillars

### Safe

We're welcoming and highly value our town's security. Our people take care of each other and offer a helping hand, especially in times of need.

### Friendly

Our community is known for its friendliness, and we support our town's values through a kind and generous spirit.

### Driven

Our agricultural town was founded on a legacy of hard work. Embracing this tradition is a driving force in maximizing our potential within Newton County.



# Brand Positioning Statement

Kentland's mission as a brand is summed up in a concise statement that's driven by its DNA & Pillars.

BRAND  
OVERVIEW



▼

# Boldly Moving Forward

# Who Kentland Is

**Distinguishing who we are from we are not is an essential qualifier that determines Kentland's brand messaging.**

Kentland's legacy was planted in the heart of the Midwest in 1860. We're a healthy community dedicated to cultivating a great quality of life for our residents and businesses. Our name is synonymous with everything that's extraordinary about rich farmland, and we're also known for being the birthplace and childhood home of George Ade, the father of the modern American musical. We've made it our mission to create a safe and vibrant atmosphere for starting and sustaining strong families.

<b>Kentland Is</b>	<b>Kentland Is Not</b>
Family-Friendly	Neglectful
Community-Focused	Selfish
Bold	Arrogant
Determined	Indecisive
Aspirational	Apathetic
Inviting	Offensive
Positive	Negative
Daring	Cowardly



# Tone of Voice

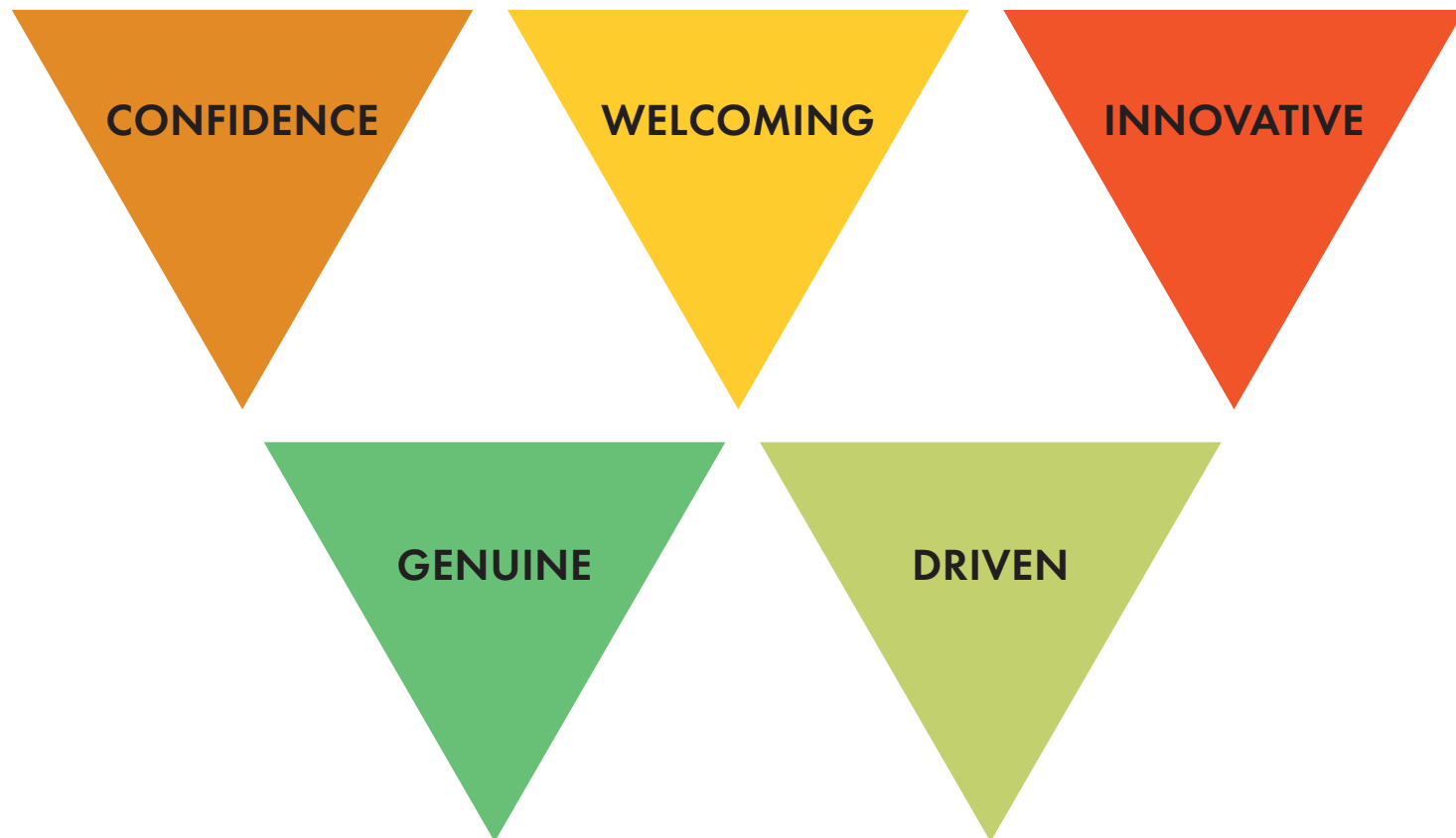
The tone of Kentland's messaging across all mediums is designed to convey the brand's personality.



# Kentland

# Tone of Voice

It's important that Kentland's tone of voice expresses a sense of the following.





# Logo Guidelines

The Kentland logo provides a glimpse into the community, inviting all to explore the town's history and participate in its bright future.

# Kentland

# Town of Kentland Logo

Growing Stronger Everyday

LOGO  
GUIDELINES

## The Logo

The strongest shape in nature is the triangle. Triangles are representative of strength, robust pride and security.

This, coupled with the imagery of Kentland's beautiful sunrises and sunsets, forges a solid foundation that's symbolic of our community's ability to grow stronger everyday.

The typography used for Kentland's name is bold, inviting and positive — making the brand both functional and expressive.





# Primary Stacked Logo

## Logo Lockup Configurations

### Primary

The following logo lockup is the preferred and acceptable way of reproducing the Town of Kentland logo. Our primary stacked logo can be used on any print or web material with a white background.



### Secondary

The logos can vary and appear in different color lockups depending on any given layout. Our secondary primary stacked logo can be used on any print or web material with a Moss or Glow background.



# Primary Horizontal Logo

## Logo Lockup Configurations

### Primary

When space is a factor, the following logo lockup is an acceptable way of reproducing the Town of Kentland logo. Our primary horizontal logo can be used on any print or web material with a white background.



### Secondary

The logos can vary and appear in different color lockups depending on any given layout. Our secondary primary horizontal logo can be used on any print or web material with a Moss or Glow background.



# Small Use Logo

## Logo Lockup Configurations

### Small Use Primary

Our small use logo should be implemented when a reduced scale will affect the legibility of the primary logo. The following logo lockup is an acceptable way of reproducing the Town of Kentland logo at a small scale on any print or web material with a white background.



### Small Use Secondary

The logo color lockups can vary depending on any given layout. The following small use logo lockup is an acceptable way of reproducing the Town of Kentland logo at a small scale on any print or web material with a Moss background.



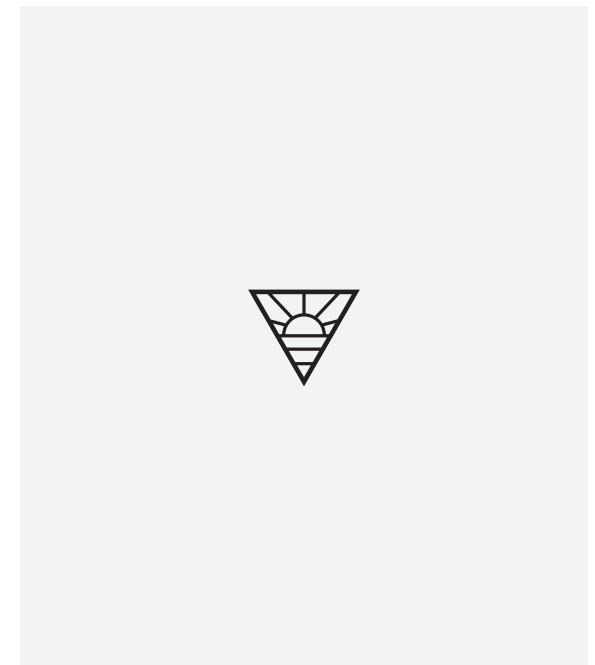


# Utilitarian Logo

## Logo Lockup Configurations

### One Color Logo

The need for the logo to be used as one color is vital to the brand. The expressive type takes over to convey our DNA and Pillars when the logo is used as one color. When a layout design or production project calls for the logo to be a single color, either due to production limitations or a busy photograph, the following are acceptable examples of utilitarian logo usage.



# Preferred Logo Space

## Logo Implementation

### Vertical and Horizontal Space

To ensure logo legibility in any given layout design, the logo needs enough negative space, both vertically and horizontally to make an impression. An easy way to ensure it has enough space is to take the triangle from the logo and use it as a spacer. Once laid out in a similar fashion to the below, you will know the logo is properly spaced.





# Logo Misuses

## Logo Implementation

### Unacceptable Logo Configurations

When it comes to brand recognition and professionalism, the logo should never be altered outside of the previous logo specifications.



**Skew, distort or rotate**  
Do not skew the logos



**Text and typeface**  
Do not replace the typefaces



**Busy areas of texture**  
Do not use over busy textures



**White or colored boxes**  
Do not isolate the logo in a small box.



**Relative positioning**  
Do not reposition any elements



**Hue and tone**  
Do not use clashing colors



**Logo color**  
Do not change the color



**Replacing copy**  
Do not replace any of the copy

# Kentland Seal

## Additional Logos

### Primary

The following seal is preferred and acceptable to use on internal documents in an official capacity. The official seal is not for marketing purposes.



### Secondary

The seal can vary and appear in different color lockups depending on any given layout. Our seal can be used on any print or web material with a Moss or Glow background.





# File Usage

## Logo Implementation

## Appropriate Print and Web Files

Print and web applications require different files for their various and unique uses. Always consider the logo and how it will be used when selecting the file type.



### Usage

AI and EPS are vector based file formats which can be scaled to any size without resolution loss. Use for all production and print purposes.



### Usage

PNG is a vector based web file format which displays vector graphics on the web. Use for web and some small scale print purposes.



### Usage

JPG is a pixel based and lossy compression file format which balances the quality and size of an image. Use for web and some print purposes.



### Usage

PNG is a pixel based and lossless compression file format which supports crisp graphics and transparency. Use for all web graphics.

# Color Palette

The glow of sun at noon,  
young sproutlings in soil,  
and lush grassy fields are  
the colorful foundation  
Kentland was built upon.



# Kentland



# Brand Color Palette

COLOR  
PALETTE

## Our Colors Bring Life and Consistency

When using the color palette below, the amount of any specific color within a given layout is important to consider. Layouts will consist of the primary colors Grass, Glow, and Noon. Layouts may also consist of the secondary colors Moss, Sprout, and Sun.

**Grass**  
Primary

**RGB**  
R:0 G:116 B:79

**CMYK**  
C:83 M:0 Y:72 K:43

**HEX** **PANTONE**  
#00744F 3415C

**Glow**  
Primary

**RGB**  
R:241 G:86 B:41

**CMYK**  
C:0 M:82 Y:95 K:0

**HEX** **PANTONE**  
#F15629 021C

**Noon**  
Primary

**RGB**  
R:255 G:205 B:46

**CMYK**  
C:0 M:19 Y:91 K:0

**HEX** **PANTONE**  
#FFCD2E 123C

**Moss**  
Secondary

**RGB**  
R:107 G:192 B:119

**CMYK**  
C:60 M:0 Y:72 K:0

**Hex** **PANTONE**  
#6BC077 7479C

**Sprout**  
Secondary

**RGB**  
R:192 G:207 B:110

**CMYK**  
C:27 M:6 Y:72 K:0

**HEX** **PANTONE**  
#C2CF6E 374C

**Sun**  
Secondary

**RGB**  
R:226 G:138 B:38

**CMYK**  
C:10 M:53 Y:100 K:0

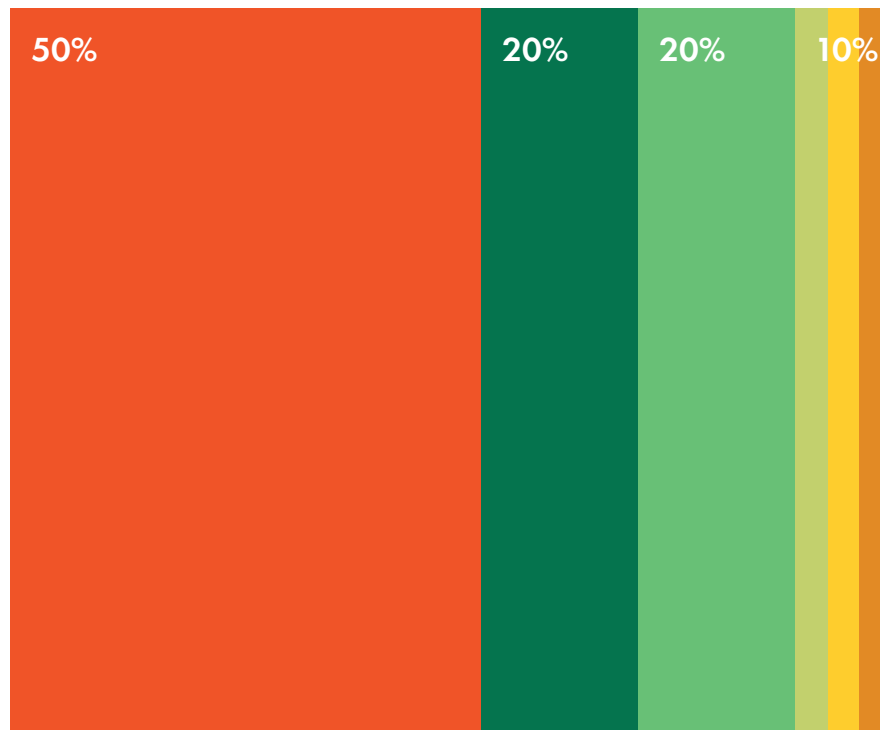
**HEX** **PANTONE**  
#E28A26 158C

# Brand Color Palette

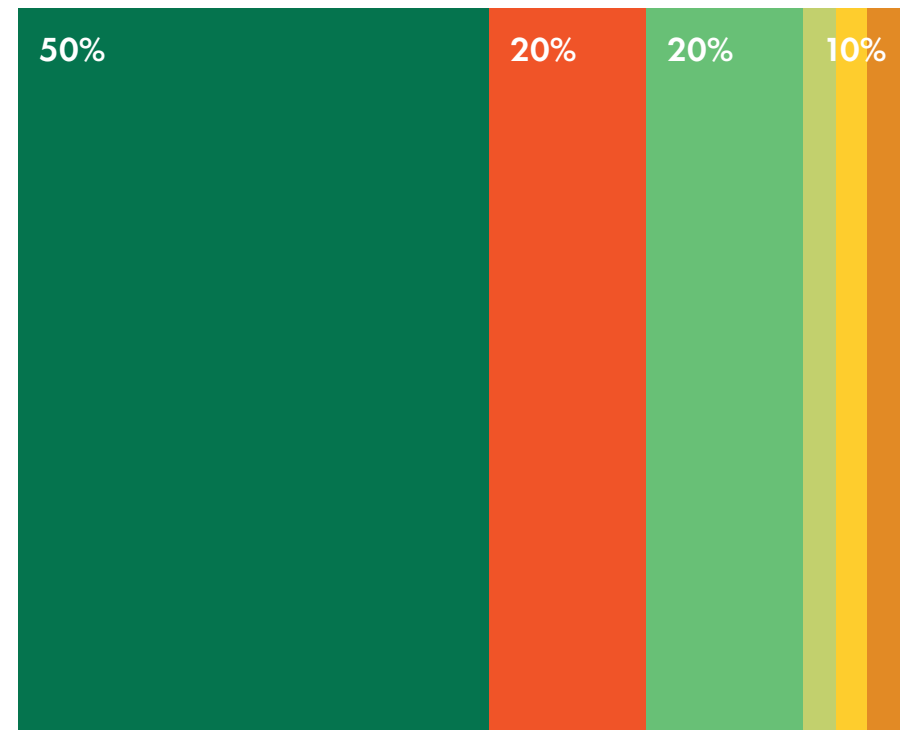
## Properly Using Brand Colors

When using the brand color palette, layouts may be alternated between brighter and darker based on the percentage of colors used; adding contrast and flexibility throughout the brand identity.

### Brighter Layouts



### Darker Layouts





# Typography Family

An inviting, bold, and positive narrative expresses Kentland's community values while forging a brighter future each day.



# Kentland

# Brand Typography

## Primary Headlines

Use these selected fonts and weights for all print and web collateral.  
By adhering to these guidelines a unique and consistent look is created.  
Consistency is key, never use any fonts other than the Bely family.

**Ke  
nt**

**BELY DISPLAY**  
Regular

**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  
01 02 03 04 05 06 07 08 09  
! @ # \$ % ^ & \* () \_ +**

# Brand Typography

## Secondary Headlines and Paragraphs

Use these selected fonts and weights for all print and web collateral.  
By adhering to these guidelines a unique and consistent look is created.  
Consistency is key, never use any fonts other than the Futura PT family.

La  
nd

### FUTURA PT

Light • Regular

Medium • Bold

Heavy • Extra Bold

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

01 02 03 04 05 06 07 08 09

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

# Typography Hierarchy

## Variety of Weights and Combinations

Use these selected fonts, weights, and color pairings for all print and web collateral. The following examples display how the hierarchy of information should be laid out. By adhering to these guidelines a unique and consistent look is created.

### Town of Kentland

**We're happy to admit our  
expectations were broken.**

Kentland is a rural, connected and friendly town that's lined with quaint houses and small businesses. Its character, and small-town feel gave us an authentic impression that offers up the opportunity to build the town's narrative.

Our Story

### Town of Kentland

**We're happy to admit our  
expectations were broken.**

Kentland is a rural, connected and friendly town that's lined with quaint houses and small businesses. Its character, and small-town feel gave us an authentic impression that offers up the opportunity to build the town's narrative.

Our Story



# Typography Hierarchy

## Typography System Incorrect Usage

Be mindful when using these selected fonts, weights, and color pairings for all print and web collateral as there are incorrect ways for implementation. The following examples display how the hierarchy of information should not be laid out.

### Incorrect Font Selection

## Town of Kentland

**We're happy to admit our  
expectations were broken.**

Kentland is a rural, connected and friendly town that's lined with quaint houses and small businesses. Its character, and small-town feel gave us an authentic impression that offers up the opportunity to build the town's narrative.

Our Story

### Incorrect Hierarchy Colors and Font Selection

## Town of Kentland

**We're happy to admit our  
expectations were broken.**

Kentland is a rural, connected and friendly town that's lined with quaint houses and small businesses. Its character, and small-town feel gave us an authentic impression that offers up the opportunity to build the town's narrative.

Our Story

# Photo Guidelines

Reflective of the town's character — jovial families, verdant landscapes and small businesses are captured in a flash at the heart of Kentland.

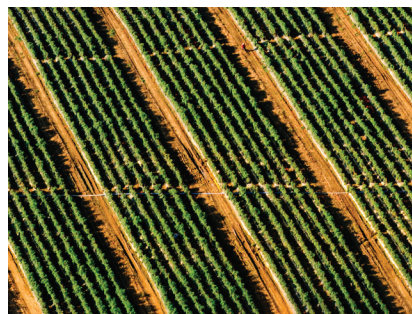
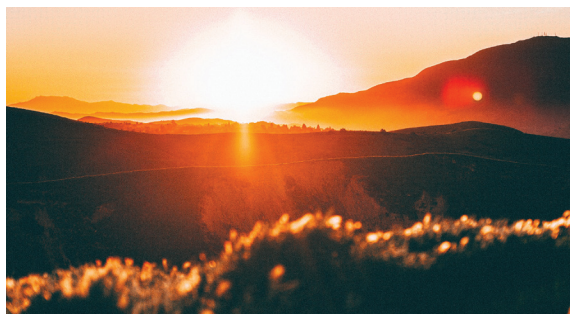
# Kentland



# Landscape Photos

## Our Imagery is a Countryside Experience

We strive to use a diverse spread of landscape photos which are symbolic of the rural Southern Indiana landscape — while selecting imagery that is targeted towards the copy and design of any marketing goal. Our countryside imagery must be sunny, organic, verdant, and naturally beautiful. Avoid overly staged and blatantly stock imagery.





# Family Photos

## Our Imagery is a Warmhearted Experience

We strive to use a diverse spread of family oriented photos which are symbolic of the great quality of life in Kentland — while selecting imagery that is targeted towards the copy and design of any marketing goal. Our family imagery must be welcoming, kind, adventurous, playful, and inspiring. Avoid overly staged and blatantly stock imagery.

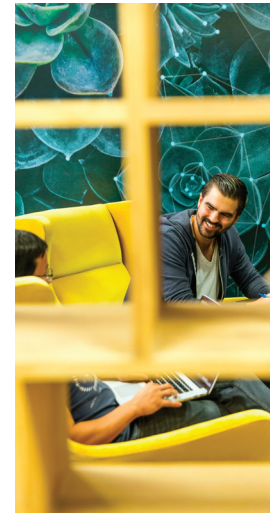




# Business Photos

## Our Imagery is a Driven Experience

We strive to use a diverse spread of small business photos which are symbolic of Kentland's legacy of hard work — while selecting imagery that is targeted towards the copy and design of any marketing goal. Our business imagery must be relatable, rural, professional, industrial, unique, skillful, and motivational. Avoid overly staged and blatantly stock imagery.



# Photo Misuses

## Helping Navigate Our Imagery

We strive to prevent the misuse of photography by providing simple guidelines. Staying in step with these tips will help create a look-and-feel that's authentic to Kentland's brand.



### Stretching and distorting

Do not skew the photos



### Photo filters

Do not add filters to the photos



### Stock Imagery

Do not use obvious stock photos



### White backgrounds

Do not use photos with blank white backgrounds



### Photo outlines

Do not add outlines to the photos



### Selective coloring

Do not selectively color photos



# Branded Assets

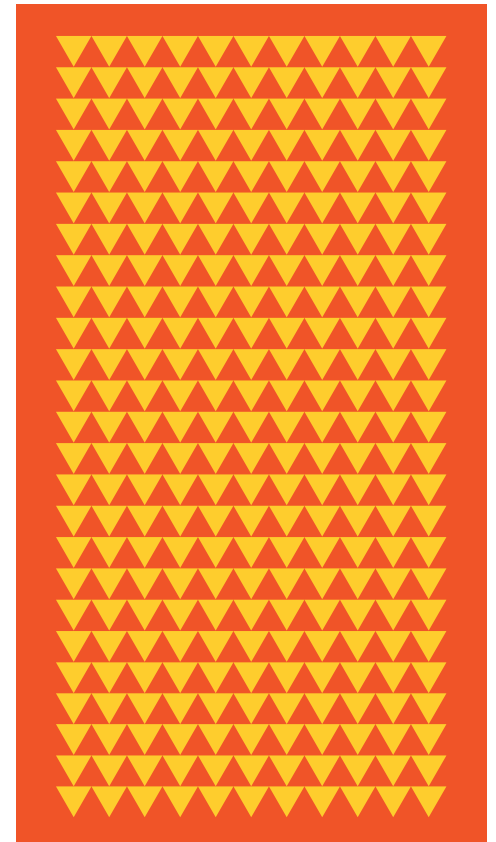
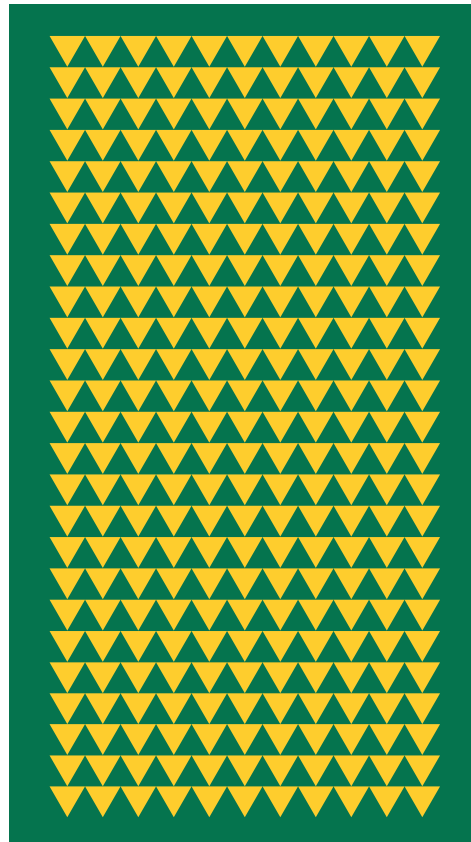
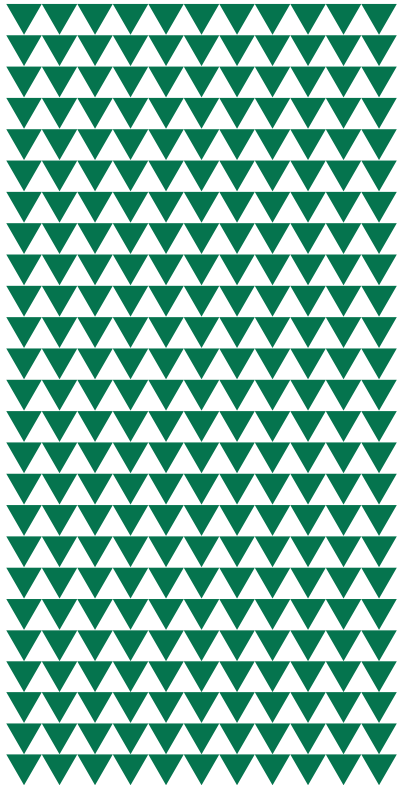
Just like Kentland, our brand is genuinely connected and each seemingly small element works together through a driven spirit.

# Kentland

# Patterns

## Textured Possibilities

Patterns can bring life to simple logos and help create memorable brand expressions. These elements are generally not presented front and center in our designs, yet they still play a vital role in creating strong brand recognition. Some patterns are highly contrasted against the background and others are used as a subtle texture.





# Connecting Brand Element

## Consistency and Recognition

The Kentland triangle can be used as a brand element which furthers recollection and uniformity. Use the graphic tastefully and only if communication within a layout is improved by its use. Ensure that the triangle has ample room to breathe.



# Icons

## A Versatile Identification System

Town icons used in addition to the logo are meant to express and identify numerous integral parts of Kentland. Although our primary logos are most commonly used — these icons are versatile, consistent, and help engage people who are interested in a particular aspect of the community.



Schools



Library



Community Center



Agriculture



Airport



Townhall



Industry



Courthouse



Parks



Public Works

# Core Brand Examples

Authentic Kentland experiences are warming to town residents, attractive to outside businesses, and intriguing to its newcomers.



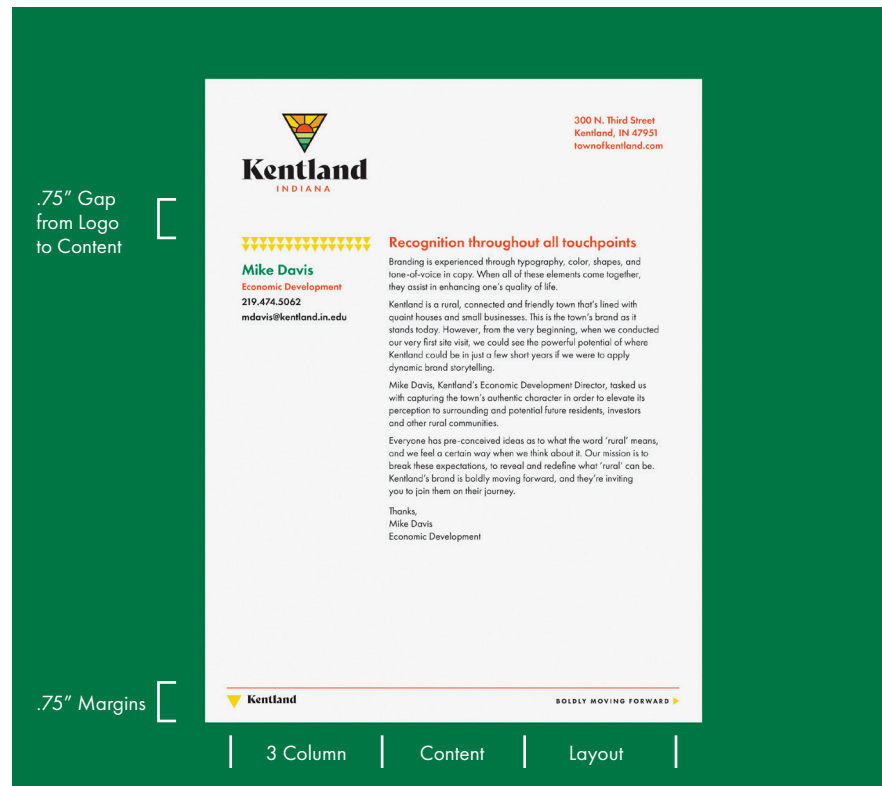
# Kentland



# A Cohesive Family

## Recognition throughout all touchpoints

Our brand identity must be kept consistent throughout all marketing touchpoints, whether on the web or in print. Utilization of every brand element within this guide will help guide your design journey in a consistent manner. As a point of reference, the examples below show how to implement our brand identity properly.





.75" Margins



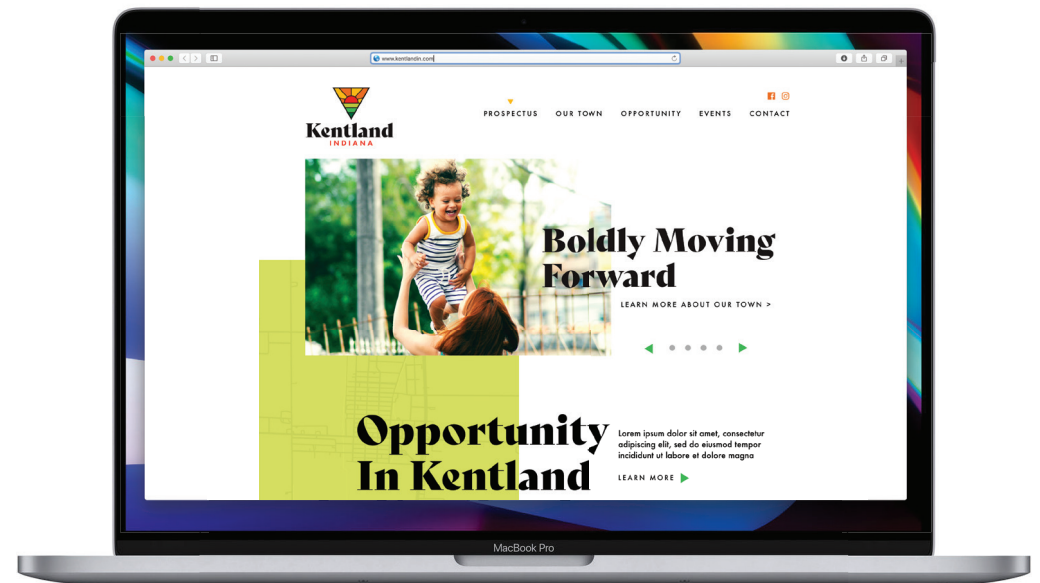
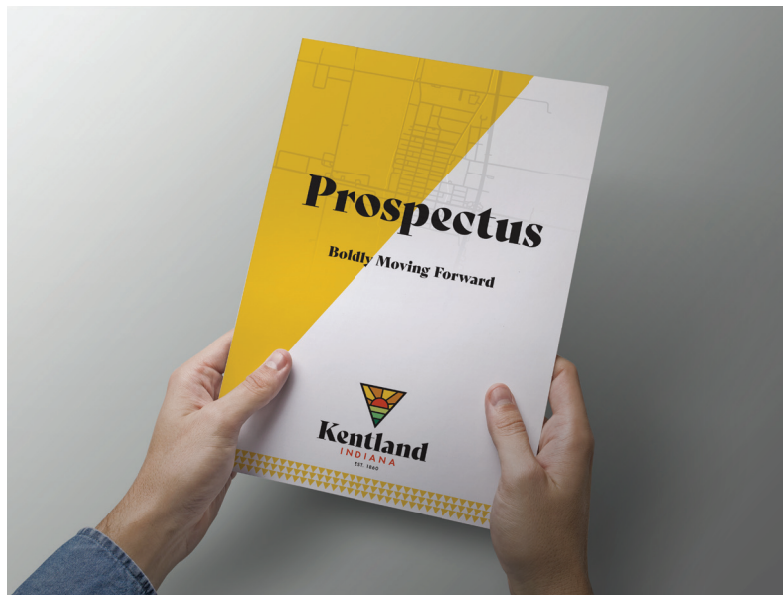
**Boldly  
Moving  
Forward**



**Kentland**  
INDIANA

**Mike Davis**  
Economic Development Director

C. 219-000-0000  
E. mdavis@kentland.in.gov  
A. 300 N. Third Street, Kentland, IN 47951  
W. kentland.in.gov









# This is my Kentland



**Kentland**  
INDIANA

BOLDLY MOVING FORWARD

