



Mount Rogers BrandTouch™ Manual

Order comes from simplicity.

Inside, you will find the simple rules that guide the Mount Rogers Brand. These rules will help build a consistent message as we tell others about Virginia's High Point.



BRANDTOUCH™
by ARNETT MULDROW & ASSOCIATES

PREPARED BY



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The Brand Manual
is essentially a set
of rules that explain
how your
brand works.

Brand guidelines should be flexible enough for stakeholders of Mount Rogers to be creative, but rigid enough to keep your brand easily recognizable. Consistency is key, especially if you need the brand to extend across multiple media platforms.



1.0

Brand

2.0

Logo

3.0

Color

4.0

Typography

5.0

Expansion

6.0

Resources



1.1 Brand Statement

The core values define Mount Rogers’s strengths and how it needs to behave to achieve its vision.

UNDERSTANDING VALUE

Too often, designers orient messaging around what THEY believe to be the most important features of their community, instead of looking into what’s actually important to citizens. Take the time to understand the region’s residents and their values, then align your messaging accordingly.

Brand Statement

Mount Rogers isn’t just the tallest peak in the commonwealth of Virginia, it is an escape.

Mount Rogers is a collection of small southern towns, from Marion, Chilhowie, and Saltville to Abingdon, Damascus, and Bristol

Mount Rogers is your gateway to the outdoors, your on ramp to the crooked road, your crafty guide round the mountain and a place that you can simply relax and kick back.

Mount Rogers is more than just a place, it is a feeling.
We invite you to come discover a different level of this great state.

We are Mount Rogers- Virginia’s High Point



1.2 Brand Message

The primary message used to express the brand promise. This reflects the desired position of the brand.

LOGLINE

Your logline should give people an idea of what you offer and provide some sort of hook to stimulate interest. For example, “a boutique PR agency that specializes in launching hot emerging tech companies” or “an accounting firm that deals exclusively with small-business audits.”

Once you’ve got your logline, go back through your marketing copy and make sure these simple messages come through loud and clear. You can also use the logline itself in your marketing materials, on your web site and social media properties, and in conversations with customers and prospects.

**Mount
Rogers:
Virginia’s
High Point**



2.1 Logo

Mount Rogers already has a personality. The job of the brand is to preserve that personality while helping the community to realize its vision of its future.

A. LOGOMARK

A logomark is an identifying mark or symbol that doesn't contain the business name. Think of the Nike 'swoosh', Shell, WWF, Mercedes or Adidas.

B. WORDMARK

A wordmark refers to words or the name of a business that is designed in a special way. Examples include Pinterest, eBay or Google.

C. LOGO

The logo is the combination of the logomark and logotype along with the tagline to graphically convey the identity of the community.





2.2 Logo Variants

Choosing the right dominant color for your brand is crucial. This color should appear on all your materials, including your logo and signage.

LOGO USAGE

As much as possible, the color you choose should set you apart, work with your industry and image, and tie to your brand promise. It should also take into account color psychology, which is fairly complex. Colors can mean different things depending on the culture, situation and industry.



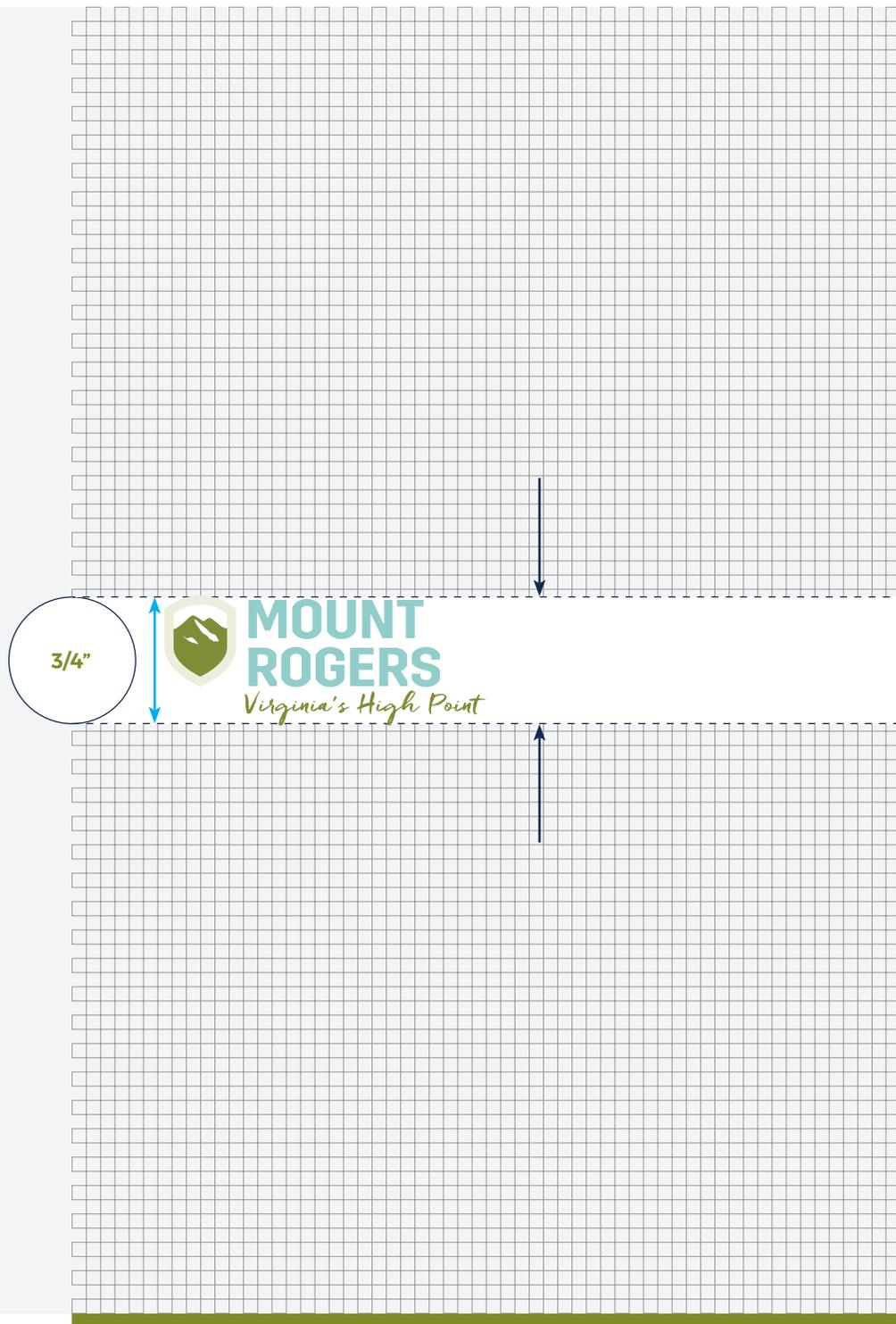


2.3 Logo Sizing

A logo lockup refers to the formalized position/relationship of the brand's logo (symbol) and its wordmark (logotype).

MINIMUM SIZE

Smaller than about 3/4 of an inch, and most logos become ineffective. It doesn't mean you can't make them smaller, you just have to know the rule before you break the rule.



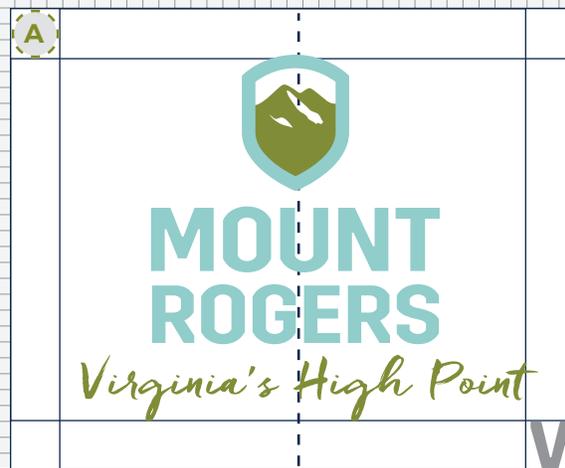
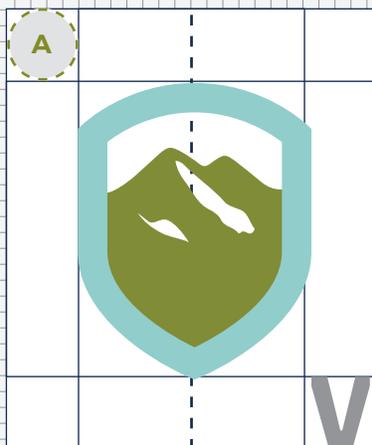


2.4 Logo Spacing

The area that surrounds the logo known as “clear space” is as important as the logo itself.

WHAT IS CLEARSPACE

The area that surrounds the logo is as important as the logo itself. The minimum area of A, known as “clear space,” provides breathing room to the logo and eliminates visual clutter (text, graphic elements or other logos) that can compete with logo legibility - thereby diminishing the effectiveness of the logo.





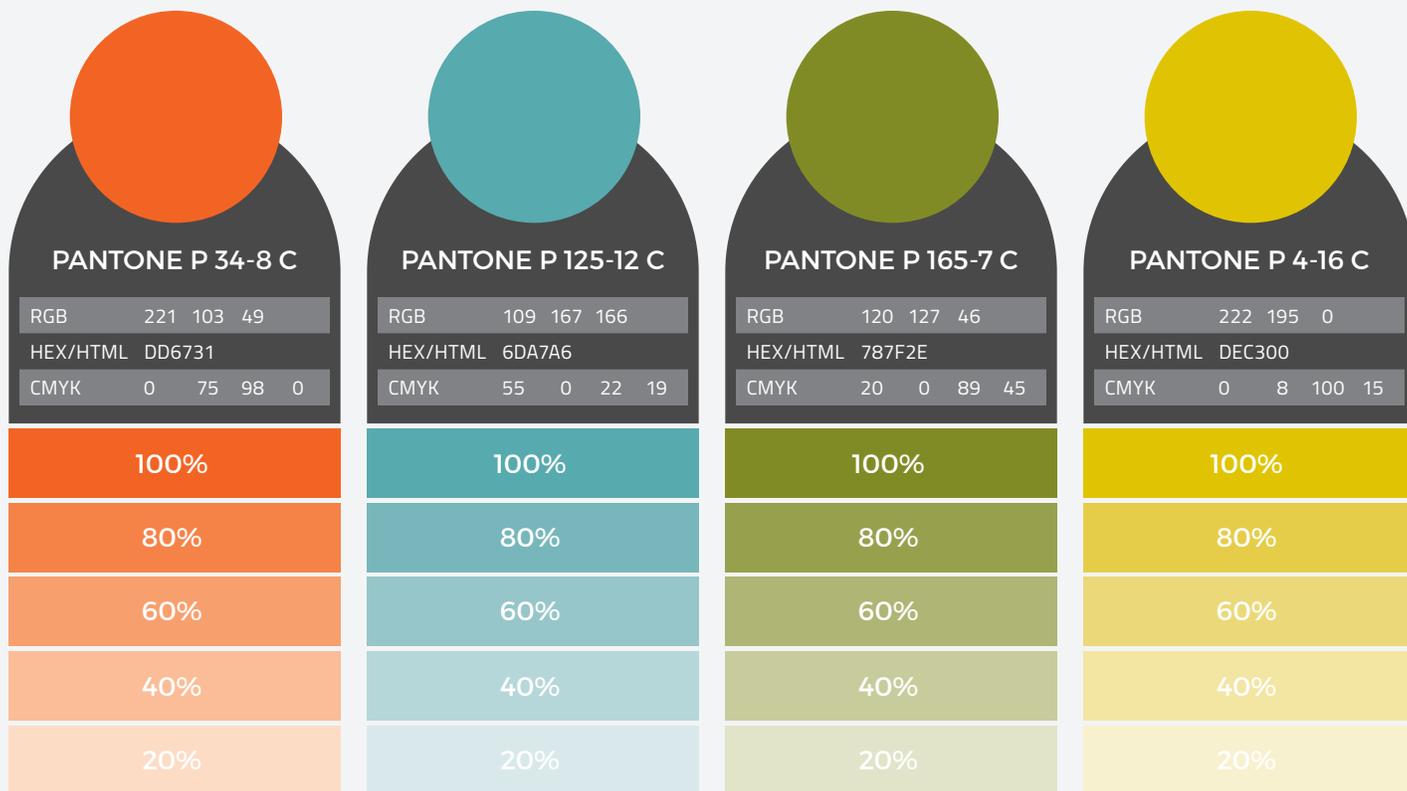
3.1 Color Palette

Color choices are used to differentiate items, create depth, add emphasis, and help organize information.

COLOR THEORY

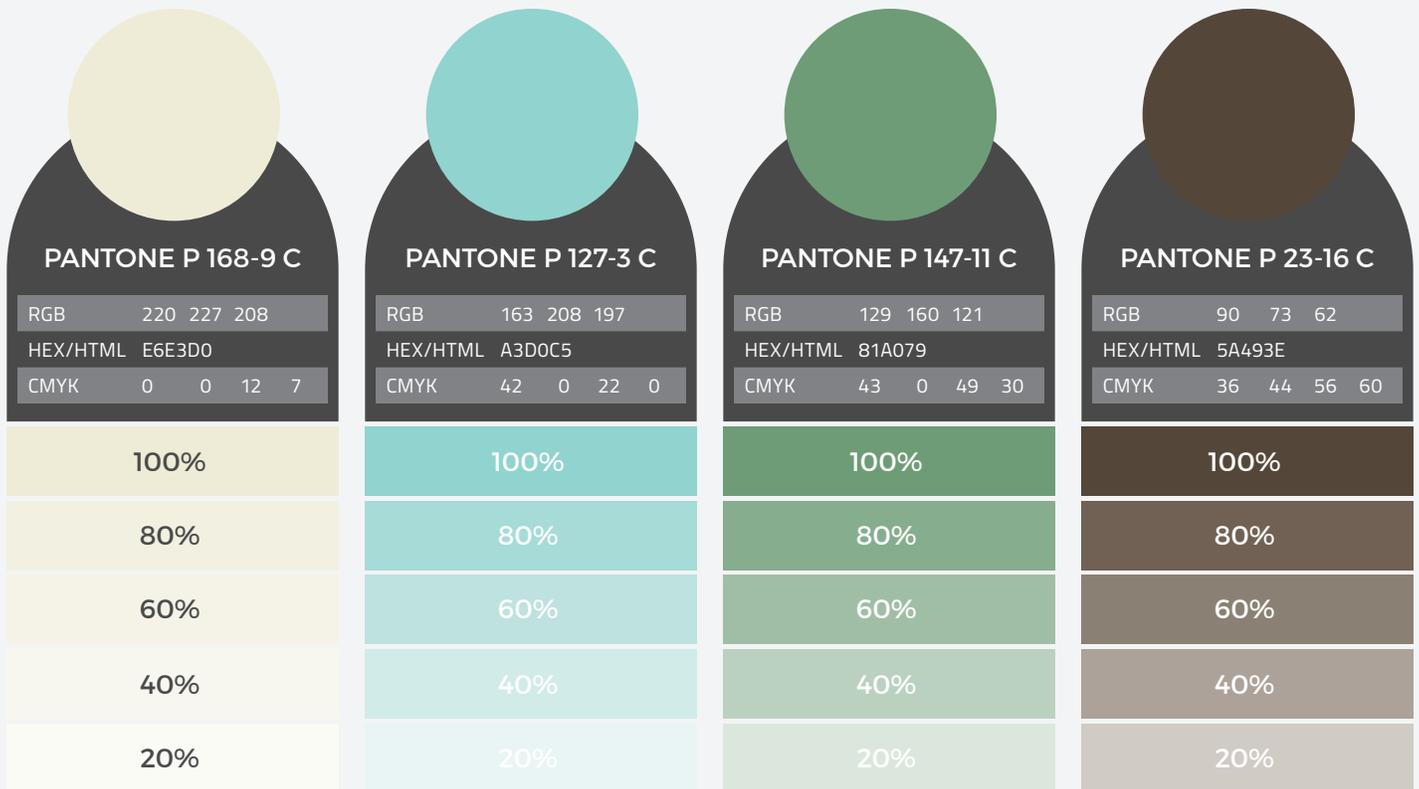
Every time a consumer interacts with a brand, an opportunity exists for the company to influence their audiences' perceptions. It is up to the marketer to decipher which design and colors will influence the consumer to purchase. By educating oneself on the psychology behind color theory, marketers can further tap into branding techniques and better connect with their market, leading to a stronger brand-consumer relationship and increased profit.

Color Swatches





Almost 90% of people’s assessment on products or services is based on colors alone. Due to colors’ strong influence on moods and feelings, their association with products can influence our attitudes and affect purchasing power towards brands.





4.1 Typography

Typography plays a crucial role in the design of your brand identity. The typography in your logo can be as impactful as a graphic.

SWATCHES

Typography is the visual component of the written word.

Text is any combination of letters, numbers, or other characters.

Text stays the same no matter how it's rendered. Consider the sentence "I like pizza." I can print that text on a piece of paper, or read it aloud, or save it in a file on my laptop. It'll be the same text, just rendered different ways—visually, audibly, digitally.

But when "I like pizza" is printed, typography gets involved. All visually displayed text involves typography—whether it's on paper, a computer screen, or a billboard.

Don't infer from the highway-sign example that typography is another word for font. Fonts are part of typography, but typography goes beyond fonts.

www.practicaltypography.com/what-is-typography.html

Do not think
of type as
something
that should
be merely
readable.
It should
be beautiful.



4.2 Primary Typeface

Typography plays a crucial role in the design of your brand identity. The typography in your logo can be as impactful as a graphic.

Hello, I'm:

Trim

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890



4.3 Secondary Typeface

HELLO, I'M:

MRS ONION

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890



4.4 Tertiary Typeface

Hello, I'm:
Freeland

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890



4.5 Type Hierarchy

In order to guide the reader, then, headings are usually large, sub-headings are smaller, and body type is smaller still.

LEADING

For legible body text that's comfortable to read, a general rule is that your leading value should be greater than the font size; from 1.25 to 1.5 times

TRACKING

The space between letters in a block of text. In CSS this is defined with the letter-spacing property

WIDOWS & ORPHANS

A single word at the end of a column is a widow and if it's at the top of a new column it's an orphan. They look bad and can be hard to read.

Mount Rogers

H1

Mount Rogers

H2

Mount Rogers

H3

Mount Rogers

H4

Mount Rogers

BODY COPY

Mount Rogers

CAPTION

Mount Rogers

CC



5.1 Collateral

Now is the time to put your logo on everything. AND WE MEAN EVERYTHING.

SHOPPING BAGS

Perfect for local businesses to use to show that Mount Rogers is a shopping destination.

BUSINESS CARDS

Above all else, a business card is a tangible object that you can use to provide your contact information to potential customers. Because of this, it's essential not to sacrifice clarity for design elements. Most business cards contain your business name, your name and title, your telephone number, an email address, and a street address.

FASHION MERCHANDISE

Customers and citizens deserve the opportunity to show their pride in their hometown with fashionable merch available from local organizations and locally owned business.





5.2 Hometowns

HOMETOWNS OF MOUNT ROGERS

This program is model after the successful pilot program along the Clinch River in Southwest Virginia. It's focus is on preparing communities to receive visitors, develop assets, and stimulate their economy.

A full guide on setting up this prgooram is available from the Southwest Virginia Cultural Heritage Foundation.

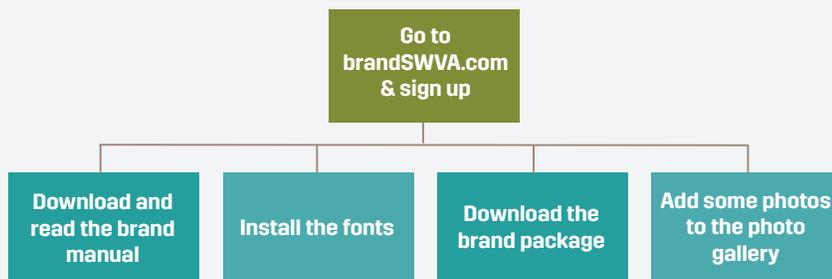




5.3 Materials

Help Communities Be Brand Partners

How to be a Brand Partner



Now you are ready to be a part of A Different Side of Virginia

From here, it's completely up to you, your community, your event, or your organization. There's no proper order, only the things that make sense for you!

<h4 style="text-align: center; margin: 0;">Brand SWVA Merchandise</h4> <ul style="list-style-type: none"> ● Hats ● T-Shirts ● Coffee cups ● Decals ● Bumper stickers ● Bags ● Shopping bags ● Cycling jerseys ● Pint glasses ● Guitar picks ● Water bottles ● Outdoor gear ● Polo shirts ● Climbing chalk bags ● Hiking stick medallions ● Rain jackets ● Guitar straps ● Koozies ● Socks ● Invent something 	<h4 style="text-align: center; margin: 0;">Brand your Digital Presence</h4> <ul style="list-style-type: none"> ● Add logo to website ● Add logos to Facebook as a gallery ● Link from web to mySWVA.org ● Use hashtag #SWVA ● Share photos of branded items ● Tweet the web address ● Link google photo galleries to share ● Profile pics ● Send other businesses and organizations to the web address ● Instagram people having fun 	<h4 style="text-align: center; margin: 0;">Brand Your Place</h4> <ul style="list-style-type: none"> ● Request interest icons ● Look for brand extension opportunities ● Organizational logos ● Street banners ● Wayfinding signage ● Open signs ● Store hours signs ● Shopping & dining guides ● Advertising ● Pocket folders ● Visitor guides ● Business cards ● Brochures ● Annual reports ● Maps ● Trail guides ● Shopping bags ● Loyalty cards 	<h4 style="text-align: center; margin: 0;">Share With us</h4> <p style="font-size: small; margin: 0;">We would love to hear from you about all the amazing things you come up with to do with the SWVA brand. Please share images and stories of the brand at work with us at brandSWVA@gmail.com</p>
<h4 style="text-align: center; margin: 0;">Share With You</h4> <p style="font-size: small; margin: 0;">On a quarterly basis, we'll share important information with you, like added resources, usage stats, exciting implementations, and a report of the growing brand equity of SWVA!</p>			

Check off one of the suggestions, and you are a Brand Partner!



7.1

Logo Contact Sheet

File Format Guide

All of the included graphic files might not work on your machine, but that does not mean that the file is corrupted or that there is something wrong with your machine. These files address all of the normal uses that a community implemented design would require. Always make sure to inform vendors that you have these different file formats available.



File Type: Portable Document Format
Category: Page Layout Files
File Description: Cross-platform document created by Adobe Acrobat or a program with the Acrobat plug-in; commonly used for e-mail attachments or for saving publications in a standard format for viewing on multiple computers; usually created from another document instead of from scratch.

Program(s) that open pdf files:

Mac OS Adobe Reader to view (free), Adobe Acrobat to edit (commercial), Apple Preview
 Windows Adobe Reader to view (free), Adobe Acrobat to edit (commercial), Brava! Reader



File Type: JPEG Image File
Category: Raster Image Files
File Description: Compressed graphic format standardized by the JPEG (Joint Photographic Experts Group) group; commonly used for storing digital photos since the format supports up to 24-bit color; also a common format for publishing Web graphics; compressed using lossy compression, which may noticeably reduce the image quality if a high amount of compression is used.



File Type: Encapsulated PostScript
Category: Vector Image Files
File Description: PostScript (.PS) file that may contain vector graphics, bitmap images, and text; includes an embedded preview image in bitmap format; often used for transferring between different operating systems.

Program(s) that open eps files:

Mac OS Apple Preview, Adobe Illustrator, Acrobat, Photoshop, or QuarkXpress
 Windows CorelDRAW, Adobe Illustrator, Acrobat, or Photoshop, QuarkXpress



File Type: Adobe Illustrator File
Category: Vector Image Files
File Description: Vector image file created by Adobe Illustrator; composed of paths, or lines connected by points, instead of bitmap data; may include objects, color, and text; often referred to as a Illustrator drawing. Illustrator documents can be opened with Photoshop, but the image will be rasterized, meaning it will be converted from a vector image to a bitmap.

Program(s) that open ai files:

Mac OS Adobe Illustrator, Acrobat, Reader, Adobe Photoshop (rasterized), Apple Preview
 Windows Adobe Illustrator, Acrobat, Reader, Adobe Photoshop (rasterized)



File Type: PNG Image File
Category: Raster Image Files
File Description: Portable Network Graphics (PNG) is a raster graphics file format that supports lossless data compression. PNG supports palette-based images, grayscale images (with or without alpha channel), & full-color non-palette-based RGB images (with or without alpha channel). PNG was designed for transferring images on the Internet, not for professional-quality print graphics, & therefore does not support non-RGB color spaces such as CMYK.



You May NOT:

- Alter, modify, adapt (other than re-sizing), crop, retouch, animate or embellish the primary Mount Rogers Images in any way, including but not limited to changing any names, logos or other designs included therein.
- Use an identical or virtually identical Mount Rogers trademark as a domain name.
- Use the Mount Rogers Images to create pornographic, libelous, obscene or defamatory images.
- Remove or crop out the copyright or trademark notice from Mount Rogers Images.
- Insert your own copyright or trademark notice on Mount Rogers Images, or otherwise imply that the Mount Rogers Images or Mount Rogers's products are your images or products.
- Use or permit the use of the Mount Rogers Image as a trademark or service mark, or claim any proprietary rights of any sort in the Mount Rogers Images.
- Use or authorize the use of, sell, share, or give away, any Mount Rogers Images to any third parties except for the purposes of creating the advertising or in-store promotional materials permitted by this Agreement.
- Use any Mount Rogers artwork, photography, logos or other designs in an effort to harm the region.

Logo Usage Policy

You are requesting to use copyrights and/or trademarks ("intellectual property") belonging to the Mount Rogers Cultural Heritage Foundation, such as artwork, photographs, names and logos (collectively the "Mount Rogers Images"). Each piece of Mount Rogers intellectual property is a valuable asset, and the rights in such intellectual property are exclusive to Mount Rogers Cultural Heritage Foundation. You help us protect these intellectual property rights by accepting this Agreement.

By using any Mount Rogers Image, you accept that Mount Rogers is the sole owner of the intellectual property represented by that Image and accept the terms of use set forth below.

INTELLECTUAL PROPERTY STATEMENT

The Mount Rogers Images embody copyrights and/or trademarks owned or licensed by the Mount Rogers Cultural Heritage Foundation, and all intellectual property rights in the products are owned by, or are licensed to the Mount Rogers Cultural Heritage Foundation. Nothing in this Agreement should be construed as granting any right to use the Mount Rogers Images, except as follows:

You May:

- Subject to the restrictions below, use the Mount Rogers Images as-is (except for scaling) in print, or in-store promotional materials and on your website.
- Display any posters, signs, banners etc. that we have designed for your use within your store, or on your own store website.
- Make or manufacture merchandise any items, such as t-shirts and mugs, bearing Mount Rogers Images.
- Include on your website imagery from the brand

Your use of the Mount Rogers Images means you promise that you will not interfere with Mount Rogers Cultural Heritage Foundation's rights, including challenging Mount Rogers's use, registration of, or application to register such rights, alone or in combination with other words, logos, artwork or photographs, anywhere in the world; that you will not harm, misuse, or bring into disrepute any Mount Rogers intellectual property; and that

The goodwill derived from using a Mount Rogers trademark exclusively insures to the benefit of and belongs to Mount Rogers.

Except for the limited rights expressly permitted under this Agreement, no other rights of any kind are granted hereunder, by implication or otherwise.

Any use of Mount Rogers's intellectual property in violation of the foregoing provisions shall result in the automatic termination for cause of this Agreement and all your rights hereunder, without notice to you.

What is asked in return?

Annually report to brandswva@gmail.com merchandise sales.

Annually report to brandswva@gmail.com advertising dollars spent including the Mount Rogers brand.



Mount Rogers Logo Catalog

Order comes from simplicity. Inside, you will find the simple rules that guide the Mount Rogers Brand, and will help create equity as we tell others about the Tagline.

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HOMETOWNS
OF
**MOUNT
ROGERS**

Hometowns-B&W.jpg



HOMETOWNS
OF
**MOUNT
ROGERS**

Hometowns-Blue.jpg



HOMETOWNS
OF
**MOUNT
ROGERS**

Hometowns-Brown.jpg



HOMETOWNS
OF
**MOUNT
ROGERS**

Hometowns-Green.jpg



HOMETOWNS
OF
**MOUNT
ROGERS**

Hometowns-MR.jpg



**MOUNT
ROGERS**
SOUTHWEST VIRGINIA
MountRogers-1C.jpg



**MOUNT
ROGERS**
SOUTHWEST VIRGINIA
MountRogers-Blue.jpg



**MOUNT
ROGERS**
SOUTHWEST VIRGINIA
MountRogers-Green.jpg



**MOUNT
ROGERS**
SOUTHWEST VIRGINIA
MountRogers-Rev-1C.jpg



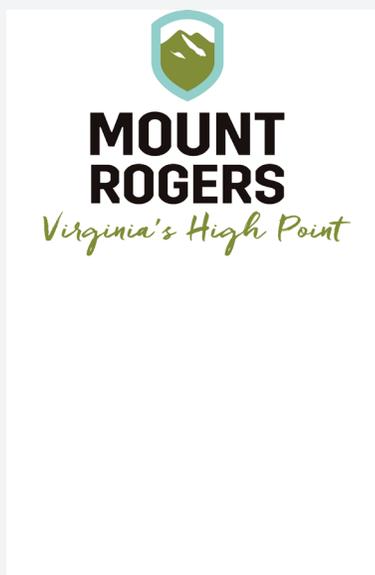
MountRogers-Rev-4C.jpg



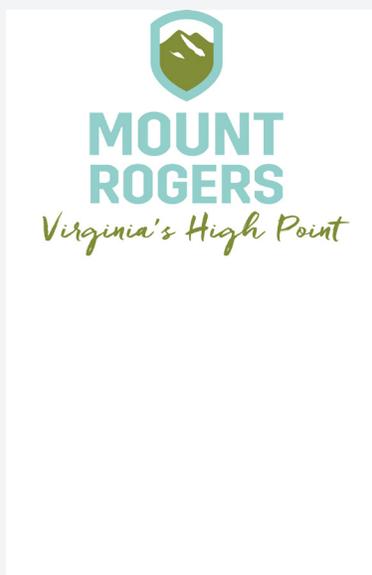
MountRogers-Rev-Blue.jpg



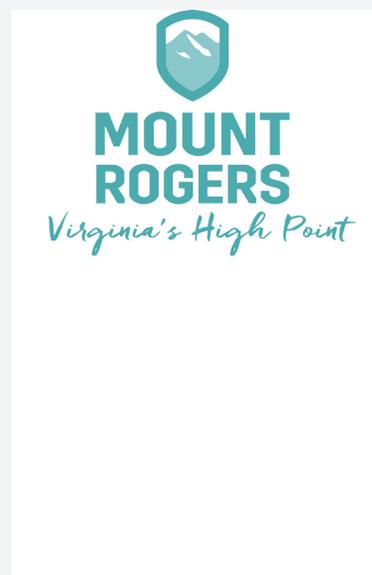
MountRogers-Rev-Green.jpg



MountRogers-tag-4C-V2.jpg



MountRogers-tag-4C.jpg



MountRogers-tag-Blue-V2.



SWVA-21-2C.jpg



SWVA-21-B&W.jpg



SWVA-21-Rev-4C.jpg



1.1

Brand Values

Our brand Mailer Itas ma di qu
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SWVA-ArrowHead-2C.jpg



SWVA-ArrowHead-B&W.jpg



SWVA-ArrowHead-Rev-4C.jpg



SWVA-ATV-2C.jpg



SWVA-ATV-B&W.jpg



SWVA-ATV-Rev-4C.jpg



SWVA-Balloons-2C.jpg



SWVA-Balloons-B&W.jpg



SWVA-Balloons-Rev-4C.jpg



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Brand Values



SWVA-BeerMug-2C.jpg

Our brand Mailer Itas ma di qu
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SWVA-BeerMug-B&W.jpg



SWVA-BeerMug-Rev-4C.jpg



SWVA-Bike-2C.jpg



SWVA-Bike-B&W.jpg



SWVA-Bike-Rev-4C.jpg



SWVA-Bird-2C.jpg



SWVA-Bird-B&W.jpg



SWVA-Bird-Rev-4C.jpg



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Brand Values



SWVA-Book-4C.jpg

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SWVA-Book-B&W.jpg



SWVA-Book-Rev-4C.jpg



SWVA-BottleCap-4C.jpg



SWVA-BottleCap-B&W.jpg



SWVA-BottleCap-Rev-4C.jpg



SWVA-CircusTent-2C.jpg



SWVA-CircusTent-B&W.jpg



SWVA-CircusTent-Rev-4C.jpg



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Brand Values



SWVA-Compass-2C.jpg

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SWVA-Compass-B&W.jpg



SWVA-Compass-Rev-4C.jpg



SWVA-CompassRose-2C.jpg



SWVA-CompassRose-B&W.jpg



SWVA-CompassRose-Rev-4C.jpg



SWVA-CoveredBridge-2C.jpg



SWVA-CoveredBridge-B&W.jpg



SWVA-CoveredBridge-Rev-4C.jpg



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Brand Values



SWVA-CraftBrew-2C.jpg

Our brand Mailer Itas ma di qu
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SWVA-CraftBrew-B&W.jpg



SWVA-CraftBrew-Rev-4C.jpg



SWVA-D-ring-2C.jpg



SWVA-D-ring-B&W.jpg



SWVA-D-ring-Rev-4C.jpg



SWVA-Deer-2C.jpg



SWVA-Deer-B&W.jpg



SWVA-Deer-Rev-4C.jpg



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Brand Values

Our brand Mailer Itas ma di qu
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SWVA-Elk-4C.jpg



SWVA-Elk-B&W.jpg



SWVA-Elk-Rev-4C.jpg



SWVA-FairyStone-2C.jpg



SWVA-FairyStone-B&W.jpg



SWVA-FairyStone-Rev-4C.jpg



SWVA-Ferris-2C.jpg



SWVA-Ferris-B&W.jpg



SWVA-Ferris-Rev-4C.jpg



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SWVA-Fiddle-4C.jpg

Our brand Mailer Itas ma di qu
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™ia



SWVA-Fiddle-B&W.jpg



SWVA-Fiddle-Rev-4C.jpg



SWVA-Fireworks-2C.jpg



SWVA-Fireworks-B&W.jpg



SWVA-Fireworks-Rev-4C.jpg



SWVA-FlagRock-2C.jpg



SWVA-FlagRock-B&W.jpg



SWVA-FlagRock-Rev-4C.jpg



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SWVA-FlyFishing-2C.jpg



SWVA-FlyFishing-B&W.jpg



SWVA-FlyFishing-Rev-4C.jpg



SWVA-FrisbeeGolf-2C.jpg



SWVA-FrisbeeGolf-B&W.jpg



SWVA-FrisbeeGolf-Rev-4C.jpg



SWVA-HigherEd-2C.jpg



SWVA-HigherEd-B&W.jpg



SWVA-HigherEd-Rev-4C.jpg



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SWVA-Hiker-2C.jpg

Our brand Mailer Itas ma di qu
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SWVA-Hiker-B&W.jpg



SWVA-Hiker-Rev-4C.jpg



SWVA-HorsebackRiding-2C.jpg



SWVA-HorsebackRiding-B&W.jpg



SWVA-HorsebackRiding-Rev-4C.



SWVA-Kayak-4C.jpg



SWVA-Kayak-B&W.jpg



SWVA-Kayak-Rev-4C.jpg



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SWVA-Kayaking-2C.jpg

Our brand Mailer Itas ma di qu
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SWVA-Kayaking-B&W.jpg



SWVA-Kayaking-Rev-4C.jpg



SWVA-MasonJar-4C.jpg



SWVA-MasonJar-B&W.jpg



SWVA-MasonJar-Rev-4C.jpg



SWVA-Moonshine-4C.jpg



SWVA-Moonshine-B&W.jpg



SWVA-Moonshine-Rev-4C.jpg



1.1

Brand Values



SWVA-Mortarboard-4C.jpg

Our brand Mailer Itas ma di qu
sequis ium alit, que laut magn



SWVA-Mortarboard-B&W.jpg



SWVA-Mortarboard-Rev-4C.jpg



SWVA-Mountains-2C.jpg



SWVA-Mountains-B&W.jpg



SWVA-Mountains-Rev-4C.jpg



SWVA-Music-2C.jpg



SWVA-Music-B&W.jpg



SWVA-Music-Rev-4C.jpg



1.1

Brand Values



SWVA-Palette-4C.jpg

Our brand Mailer Itas ma di qu
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SWVA-Palette-B&W.jpg



SWVA-Palette-Rev-4C.jpg



SWVA-Plane-2C.jpg



SWVA-Plane-B&W.jpg



SWVA-Plane-Rev-4C.jpg



SWVA-RockClimbing-2C.jpg



SWVA-RockClimbing-B&W.jpg



SWVA-RockClimbing-Rev-4C.jpg



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Brand Values



SWVA-ShoppingBag-4C.jpg

Our brand Mailer Itas ma di qu
sequis ium alit, que laut magn



SWVA-ShoppingBag-B&W.jpg



SWVA-ShoppingBag-Rev-4C.jpg



SWVA-StockCar-2C.jpg



SWVA-StockCar-B&W.jpg



SWVA-StockCar-Rev-4C.jpg



SWVA-WineGlass-2C.jpg



SWVA-WineGlass-B&W.jpg



SWVA-WineGlass-Rev-4C.jpg



1.1

Brand Values



SWVA-WineGlass-Wine.jpg

Our brand Mailer Itas ma di quam lis quaspel luptus
sequis ium alit, que laut magni volorerum nati volo eum
corpos debis aspitis sam quia iuria d



Mount Rogers Photo Catalog

The beauty of the place is captured in photos. Feel free to use them to make your message more impactful.

PREPARED BY



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1133827960_edb0408041.



2284642678_cdfc12fb15.



231117534_04c9c9eb47.



2442020412_7801964b70.



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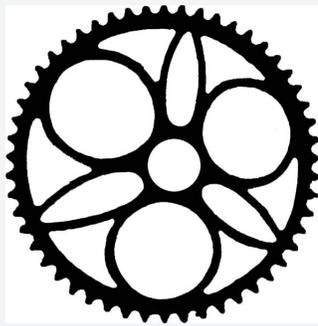
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abingdon.jpg



AbingdonBoysSchool-



art_modern_art.-



ARTSM.jpg



barter_front.jpg



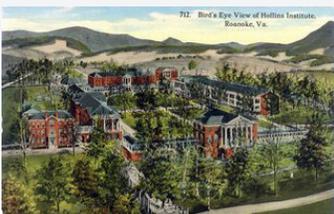
barter_inside.jpg



barter_logo1.jpg



beef_dinner.jpg



bevhol.jpg



biker.jpg



claystudio.jpg



Damascus-VA-001.JPG



Damascus-VA-002.JPG



Damascus-VA-003.JPG



Damascus-VA-004.JPG



Damascus-VA-005.JPG



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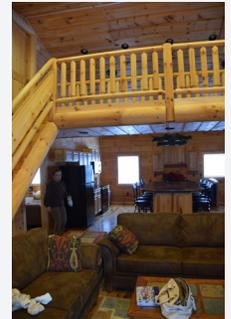
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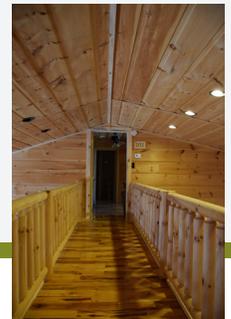
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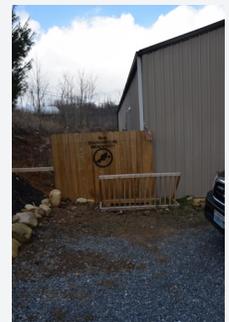
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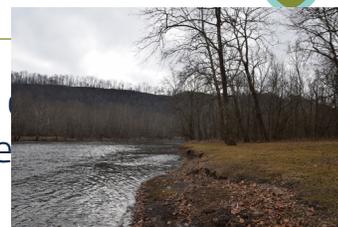
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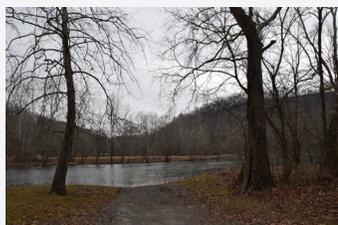
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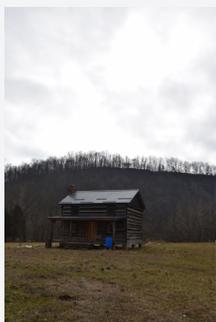
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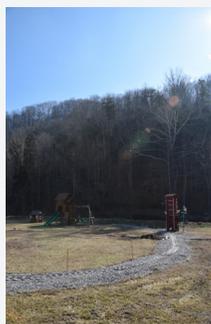
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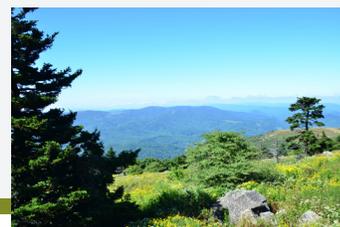
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