Ashland
VIRGINIA

BRAND STANDARDS

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To ensure the success of the Town of Ashland identity, it is crucial to maintain consistent and proper usage of this brand moving forward. This will serve to strengthen the new brand image and recognition. This document will outline the proper usage and implementation of the Ashland identity, with the goal of realizing the brand's full value.

LOGO LOCKUPS

The Ashland branding graphics consist of a number of different configurations. The primary being the wordmark. Apart from the standard variation, the wordmark also has a 'Center of the Universe' and 'Virginia' option. Each wordmark has a corresponding seal.

Ashland

Ashland
CENTER OF THE UNIVERSE

Ashland
VIRGINIA

Wordmark

ASHLAND, VIRGINIA · CENTER OF THE UNIVERSE

ASHLAND · VIRGINIA

Seal

LOGO COLOR VARIATIONS

The Ashland logo can be used in multiple color formats and variations to allow for optimal use across diverse applications.

Full-color CMYK / RGB

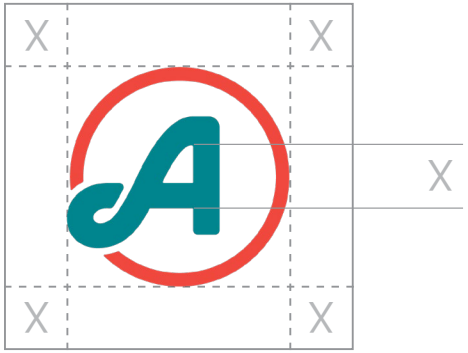
Black

Full-color reversed

White

CLEAR SPACE

When using the logo, a minimum clear space should be observed to maximize legibility and visual effectiveness. Please observe the clear space around the logo and ensure that nothing intrudes into this specified area.



INCORRECT USAGE

1 DO NOT rotate the logo.

2 DO NOT scale the logo disproportionately.

3 DO NOT add extraneous effects to the logo. This includes but is not limited to: bevel and emboss, lighting effects and drop shadows.

4 DO NOT change the logo colors for official town uses.

5 DO NOT change the proportions of the individual elements within the logo in a way that creates a lack of visual hierarchy.

6 DO NOT substitute design elements of the logo, such as icons and typeface.

7 DO NOT use the logo on a busy background that doesn't provide adequate contrast & legibility.

1

2

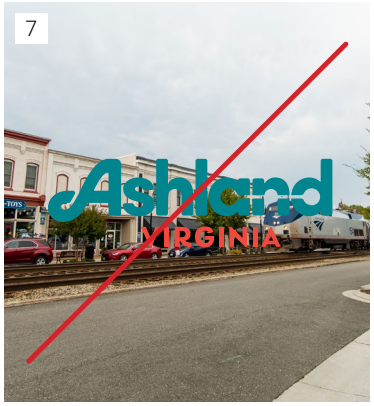
3

4

5

6

7



COLORS & TYPOGRAPHY

The primary palette for Ashalnd is galaxy and strawberry, with mocha, midnight, and lunar serving as secondary supporting colors.

Headline text should be set in Laca Bold and body text should be set in Spartan Regular. However, Calibri can be used in instances when the official fonts are unavailable.

Galaxy	Strawberry	Mocha	Midnight	Lunar
CMYK - 87, 31, 41, 5	CMYK - 0, 87, 80, 0	CMYK - 13, 18, 38, 0	CMYK - 100, 64, 52, 45	CMYK - 2, 14, 66, 0
RGB - 4, 133, 142	RGB - 240, 72, 62	RGB - 221, 201, 165	RGB - 0, 58, 73	RGB - 250, 215, 114
HEX - #00858E	HEX - #F0483E	HEX - #DDC9A5	HEX - #003A49	HEX - #FAD772
PMS - 2237	PMS - Warm Red C	PMS - 468	PMS - 309	PMS - 1215

Headlines

Laca Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt UuVvWwXxYyZz1234567890!@#$%^&*()|":<>.,/?

Body Text

Spartan Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt UuVvWwXxYyZz1234567890!@#$%^&*()|":<>.,/?

System Font Option

Calibri Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt UuVvWwXxYyZz1234567890!@#$%^&*()|":<>.,/?

OPEN SOURCE COMMUNITY USES

The Ashland branding & logo files will be made available to the public as an open-source resource for community uses. Residents, businesses, and organizations will have the ability to customize the Ashland brand to support and promote lifestyles, causes, events, communities, and more.

While the usage guidelines on page 7 are a good reference for all, this will be an opportunity to embrace unconventional applications of the Ashland logo, as users express creativity through their adoption of the new brand.

Ashland
STRAWBERRY FAIRE

Ashland

Ashland

SKATE
Ashland

GALAXY GRAPHICS

The Ashland branded visuals include a series of secondary galaxy graphics that accompany the logo and “Center of the Universe” messaging.

The galaxy graphics can be used to add visual interest to the logo or tagline when conducive to the design composition and hierarchy. Applications may include; advertising, social media, apparel, wayfinding, etc.

THANK YOU FOR VISITING THE

CENTER *of the* UNIVERSE

ASHLAND • VIRGINIA

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