



Brand Identity System

Brand Standards

- 🍏 **Graphic Representation**
- 🍏 **Messaging & Communications**
- 🍏 **Target Market Personas**
- 🍏 **Branding Applications**

APPLEWOOD BUSINESS ASSOCIATION BRAND STANDARDS

This document outlines the standards of use for the Applewood Business Association (ABA) Brand Identity System.

Company Description

The Applewood Business Association (ABA), a non-profit organization, is a group of nearly 200 businesses in Applewood, Colorado. As an association, their charter is to help their member businesses grow and improve, and to enhance the lives of Applewood residents. They accomplish this charter within the Applewood community, via the work of their organization, and occasionally in association with area chambers of commerce and other business groups.

Primary services provided feature the following:

- Networking opportunities
- Business education
- Advertising opportunities
- Hosting of member and community events
- Promote member businesses
- Stimulating business-to-business contacts
- Stimulating business-to-consumer contacts
- Philanthropic opportunities

Graphic Representation

This section defines the graphic imagery, including the custom typography, logo, logo icon and other graphic elements.

Messaging & Communications

This section outlines the standards and style for the published and verbal ABC communications, including the company mission statement, tagline and elevator speech.

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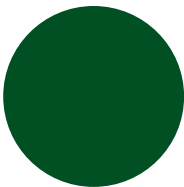
GRAPHIC REPRESENTATION

Color Palette

Color Palette Designations

The *only* colors to be used for ABA website, social media, print and digital marketing, are as follows:

Primary Brand Colors: These two colors are used in the logo, and can be used for marketing collateral design. The two tones of green convey the impression of freshness, growth, health and wealth.



Deep Green

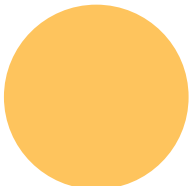
C: 90 R: 0 Hex#:
M: 30 G: 81 005126
Y: 100 B: 38
K: 50



Green Apple

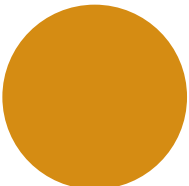
C: 36 R: 173 Hex#:
M: 0 G: 211 ADD361
Y: 80 B: 97
K: 0

Secondary & Tertiary Brand Colors: These three colors are used for accents, only for marketing collateral design. The secondary, complementary and striking golden shades express optimism, warmth and clarity. The tertiary, bold red is a nod to the previous ABA logo and serves as an accent color.



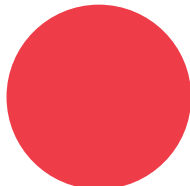
Golden Dawn

C: 0 R: 254 Hex#:
M: 25 G: 196 FEC45E
Y: 73 B: 94
K: 0



Golden Sunset

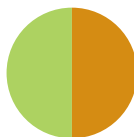
C: 0 R: 214 Hex#:
M: 41 G: 141 D68D16
Y: 100 B: 22
K: 16



Sweet Apple

C: 0 R: 254 Hex#:
M: 25 G: 196 EF404A
Y: 73 B: 94
K: 0

Brand Color combination: These are possible color combinations for the primary, secondary and tertiary brand colors.



Logo

Primary Logo

The primary ABA logo is the combination of the typographic representation of the brand name (logotype) with the brand symbol (logomark) behind the name. This version should be used for most placements of the brand logo.



Logo

Logo Color Variations

The ABA logos can also be used in specific situations in either white or black. No other colors can be used, apart from the colors indicated in this document.

Primary logo in black.



Primary logo in white.



Logo

Logo Usage

The ABA logo, and it's variations can only be used under the following restrictions.

Exclusion zones: Always allow a minimum space around the logo that meets the height of the logomark, and the width of the logo.



Minimum Width: The primary logo minimum width is **.75 inch, 19mm or 113px**. Pixels are calculated using 150 ppi.



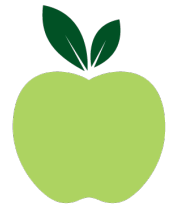
Maximum Width: There is no maximum width, with the exception of the constraints of it's placement.

Aspect Ratio: Regardless of size, the logo must maintain its original aspect ratio (width to height relationship).

Logo Icon

Logo Icon

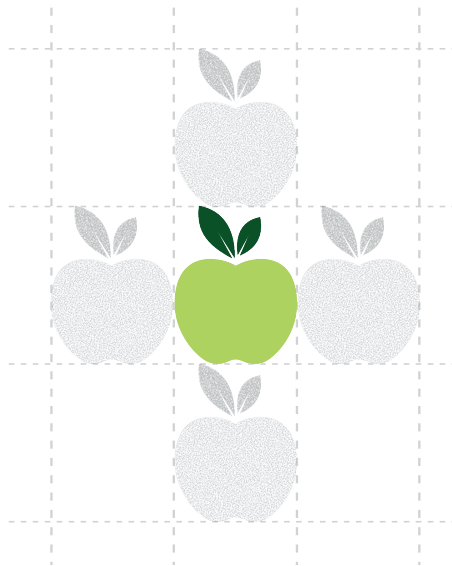
This is the ABA logo icon, which features the logomark that can stand alone. It can also be used as a watermark for the background of an appropriate design layout.



Logo Icon Usage

The ABC logo icon can only be used under the following restrictions.

Exclusion zones: Always allow a minimum space around the logo that meets the height and width of the icon.



Minimum Width: The logo icon minimum width is **.5 inch, 13mm** or **75px**. Pixels are calculated using 150 ppi.

Maximum Width: There is no maximum width, with the exception of the constraints of its placement.

Aspect Ratio: Regardless of size, the logo icon must maintain its original aspect ratio (width to height relationship).



Logo Icon

Logo & Logo Icon File Usage

ABA logo files are available for any digital and print application, as follows:

- **AI** - (Adobe Illustrator) A vector file that is scalable to any size. The best format for use in print designs. The source file.
- **EPS** - (Encapsulated PostScript) An image format containing a vector file that is scalable to any size. A useful format for use in print designs.
- **SVG** - (Scalable Vector Graphics) This format is an XML based two-dimensional graphic file format. The primary use of SVG files are for sharing graphics contents on the Internet..
- **JPEG/JPG** - (Joint Photographic Experts Group) The best format for online, photos, email graphics and large web images like banner ads.
- **PNG** - (Portable Network Graphics) This format has built-in transparency, and is a web standard and one of the most common image formats used online.
- **PDF** - (Portable Document Format) An image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser.

Branded Graphic Elements

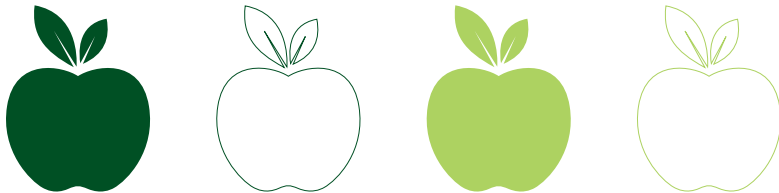
Graphic Motifs

These elements have been pulled from the ABA logo. The following symbols are provided using the colors from the color palette. The *Banners* can be used as-is and with other text, as headers and call-outs. The *Apples* and *Leaves* should be used sparingly, and primarily as background “watermark” images to enhance the existing imagery. They are not meant to be as prominent as the logo itself.

Banners



Apples



100% Opacity



20% Opacity

Leaves



100% Opacity



20% Opacity

Typography

Typography Requirements

The following fonts should be used exclusively to complement the logo and embody the brand identity.

Logo Font: The ABA logo uses the font called **Lemon Milk Pro**.

LEMON MILK PRO MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+=":?><

Primary Font: Using Sentence and Title Case, instead of All Caps, this font can be used very sparingly as a decorative font for specialized marketing collateral design. Used as the heading/title font for the website, marketing collateral design and social media.

Lemon Milk Pro Regular
Abcdefghijklmnopqrstuvwxyz
Abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+=":?><

Secondary Font: Used as the secondary font for the website, marketing collateral design and social media.

Calisto MT Bold
Abcdefghijklmnopqrstuvwxyz
Abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+=":?><

Calisto MT Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+=":?><

MESSAGING & COMMUNICATIONS

Brand Voice & Style

The ABA brand voice is represented by communications using the following descriptors:

- Professional
- Integrity
- Honesty
- Quality
- Intentional
- Loyalty
- Goal-Oriented
- Member-Centric
- Supportive
- Transformational
- Strategic
- Dependable
- Encouraging
- Trustworthy
- Community-Minded
- Friendly
- Inclusive
- Innovative

The ABA messaging style and tone embodies the above descriptors, in language, mission and imagery.

Unique Selling Point (USP)

Comprehensive: The ABA is a well-established and deeply rooted business association, focused on the greater Applewood community—including Golden, Lakewood and Wheat Ridge—that provides a uniquely warm and welcoming culture for business networking, that is dedicated to fostering relationships that are the foundation of collaboration, referrals and new business.

Specific: Deeply cultivated connection to the Applewood business community, resulting in a unique perspective and ability to produce microtargeted and hyperlocal networking and sales opportunities for local businesses.

These USP's should be conveyed within brand messaging.

Mission Statement

All content used to promote the ABA brand should reflect their mission statement.

The ABA strives to be the premier business organization in the greater Applewood marketplace and West Denver Metro region by connecting businesses in our community, while enhancing the lives of residents, through networking, events, collaboration and inclusion.

Tagline

Marketing collateral and the ABA website should contain the company tagline, as follows:

Bringing business and community together.

Elevator Speech

When meeting with potential clients, or upon a casual encounter, the following 30-second speeches can be used to introduce the mission and character of ABC:

- 1. Hello! I'm <name>, the <affiliation/title> of the Applewood Business Association. ABA is the premier networking organization for people doing business in or with the Applewood area. We connect businesses with each other and the community. We are known for our amazing and welcoming events, because they inspire valuable and enduring relationships. Our awesome member businesses really enhance, and are enhanced by, this community.**
- 2. Hi! I'm <name>, the <affiliation/title> for the Applewood Business Association. We are the core of the Applewood business community. ABA enriches this West Denver Metro region by connecting businesses with each other and the community. Our goal is to cultivate the marketplace by hosting incredible events that initiate valuable relationships. And through collaboration and inclusion, our friendly events enhance the lives of Applewood businesses and residents.**
- 3. Hey! My name is <name>, and I'm the <affiliation/title> with Applewood Business Association. At ABA, we help businesses to improve their positioning within the Applewood community, by providing a microtargeted, yet multi-faceted business association. We provide opportunities for growth for both businesses and residents. Making great connections is our primary goal!**

You may use any one of these, or a combination, when addressing potential clients and/or stakeholders. As long as it is no more than 30 seconds long, which is about five or six lines long, depending on your rate of speech.

For information on the development of the ABA messaging strategy, see the ABA market analysis, industry and business research reports, prepared by Design Explorer.

TARGET MARKET PERSONAS

The following are the three personas for the three main business tiers within the ABA business model, determined from the extensive market research:

- Business Membership (B2B)
- Consumer Engagement (B2C)
- Community Impact (B2C & B2B)

These personas should be used to target all your design and marketing efforts.

See comprehensive Target Market research reports for additional information.

Business Membership I (New/Young) Persona



"We are relatively new to the area, and we want to grow by getting connected to other local businesses and the community."

Sit 'n Sip Cafe

A hip coffee and bakery shop, specializing in locally-sourced, organic ingredients, catering to the highly discerning palate. This earthy, yet upscale venue, is superior to most local coffee establishments, offering fare and entertainment that reflects the local culture.

Tagline

Sit and sip your troubles away.

Category of Business: B2C (Business-to-Consumer)

Age of Business: 3 years

Age of Owners: Female, 32 & Male, 45

Customer Base: Local B2C customers, affluent, graduate students, high-end professionals, business owners, community leaders

Sales Volume: \$200,000

Employees: 10

Annual Advertising Budget: \$10,000

Location: Lakewood, Colorado

Company Culture Type: Clan Culture

Outgoing Marketing Channels

Website	Hosting Events
E-Newsletter	Local Magazines
Facebook	Foodie Groups
Twitter	Instagram

B2C Customers - Preferred Brands



B2B Engagement Motivations

Price	
Local Vendor	
Customized Services	
High-Quality Products/Services	
Community-Facing Events	
Research Support for Services	
High-Rate of ROI	
Use of Local Resources	

Incoming Preferred Communication Channels

Website	
Email	
Social Media	
Print Ads	
In-Person Visit	
Phone Call	
Trade Shows	
Text Message/Website Live Chat	

Scenario

Sit 'N Sip has been highly engaged in print and digital marketing, which has not brought in customers as much as they expected. They plan to increase hosting events designed to bring in local residents. Networking and advertising for these events should be microtargeted to the local area, for greater impact.

Primary Objectives

- Increase overall revenue, with at least 50% coming from local resident consumers
- Engage with local area businesses and business associations
- Create custom dishes and drinks that reflect the local flavor and culture
- Expand beyond this single location to multiple locations, in the Front Range area.

Primary Pain Points

- Marketing efforts have not been successful enough to grow into a franchise
- Have been operating in a vacuum, without the benefit of good business relationships
- Desire to be more engaged with the local community to build a following

Target Market Personas

Business Membership II (Well-Established/Older) Persona



"Despite conducting business in this area for several years, we have not engaged with local business organizations. A change in leadership has led us to seek an effective connection to the community."

Zenith MedTech

A medical equipment design and manufacturing company, providing high-end devices and machines to hospitals and exclusive medical centers, throughout the United States. The headquarters and primary plant are based in Colorado, with additional manufacturing plants in Texas and Florida.

Tagline

Providing quality medical devices for half a century.

Category of Business: B2B (Business-to-Business)

Age of Business: 50 years

Age of CMO/Decision-Maker: Male, 58

Local Customer Base: Area hospitals, area affluent medical offices, U.S. military, device equipment distributors

Local Sales Volume: \$360,000,000

Local Employees: 1,500

Local Annual Advertising Budget: \$250,000

Local Location: Golden, Colorado

Local Square Footage: 100,000+

Company Culture Type: Hierarchy Culture

Outgoing Marketing Channels

Website	Trade Journals
Newletter	Conferences
Facebook	Medical Organizations
LinkedIn	Television

Customers



Red Rocks
Medical Center



B2B Engagement Motivations

Price	
Local Vendor	
Customized Services	
High-Quality Products/Services	
Community-Facing Events	
Research Support for Services	
High-Rate of ROI	
Use of Local Resources	

Incoming Preferred Communication Channels

Website	
Email	
Social Media	
Print Ads	
In-Person Visit	
Phone Call	
Trade Shows	
Text Message/Website Live Chat	

Scenario

Zenith MedTech top leadership has been comprised of people brought in from other parts of the country that had no real connection to the community. The leadership has now been replaced with a Colorado native, who sees the value of local corporate responsibility. He is seeking to align with a reputable and hyperlocal-focused business organization.

Primary Objectives

- Increase local client revenue by at least 25%
- Engage with local area businesses and business associations
- Get involved in local economic and political development
- Provide employment for more local residents

Primary Pain Points

- Desire a connection to and participation in their local community
- Prefer to work with a trusted business association that actually cares about their business and their local community
- Need to appeal to young professionals that can sustain the organization into the future

Target Market Personas

Consumer Engagement Persona



Carter and Regina Taylor

Professional and progressive couple that love living and working in the Applewood area. They enjoy the proximity of this area to both the mountains and the city of Denver.

Ages: Carter 45, Regina 36

Job Titles: Carter is a corporate attorney. Regina is a pediatric nurse.

Education: Doctorate (C), Bachelor of Science (R)

Household Annual Income: \$375,000

Marital Status: Married

Family Status: 2 children

Housing: Single-family home, 4 bd/2 ba, HOA

Value of House: \$650,000

Age of House: 25

Location: Lakewood, CO

Personality

Assertive	Friendly
Charitable	High-Energy

Lifestyle

Affluent	Socialites
Outdoorsy	Community
Travelers	Club Members

Brand Preferences



Motivations

Price	
Convenience	
Local Community Connection of Vendors	
High-Quality Products/Services	
Local Vendors	
Products/Services Utilizing Local Resources	
Social Responsibility of Vendors	
Service After Sale	

Preferred Communication Channels

Website	
Email	
Television	
Print Ads	
Social Media	
Text Messaging	

Scenario

Carter and Regina both believe in playing hard and working hard. Their children are also high-achieving. They are all very active in their community and in outdoor sports. As they mature, they see the value of assisting the growth of their local marketplace. Not only for their own convenience, but to ensure the health of the community for the future of their children, and the Applewood area at large.

Primary Objectives

- The convenience of shopping for most of their needs at local businesses
- To become good stewards of the local community
- By supporting existing businesses, they encourage future growth and the introduction of upscale businesses to the area
- Ensure that their children have all the benefits of a thriving community

Primary Pain Points

- Busy schedules do not allow time for traveling to shop
- Need resources to help find local resources
- Desire to patronize businesses that stimulate the local economy
- Aspire to support environmental sustainability

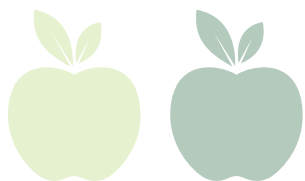
BRANDING APPLICATIONS

The following are some examples of the application of the logo, icon, imagery and communication standards.

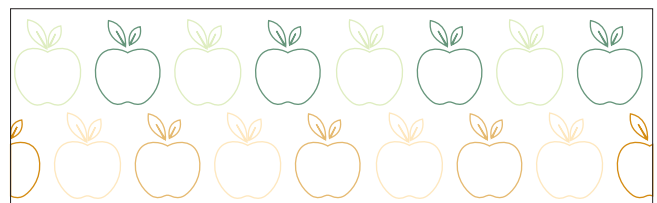
Lunch/Breakfast Card



Imagery Style Marketing Applications



Bringing business and community together.

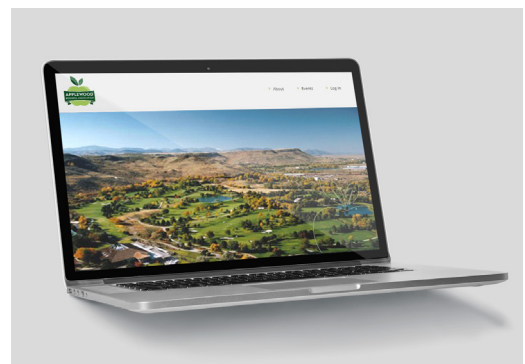


Member Directory

REGISTER

JOIN ABA

See Events



CONTACT INFORMATION

Branding Designer

Design Agency: Design Explorer LLC

Designer: Patricia Garcia

Contact information:

Website: <http://www.designexplorer.co>

Email: pat@designexplorer.co

Social Media:

- LinkedIn > [pgarcia4biz](#)
- Facebook > [DesignExplorerCo](#)

Phone: (512)699-9589

Address: 779 Miller Court, Lakewood, CO 80215

I am happy to answer any questions regarding the ABC branding, and its applications.

I can also assist with the design of any branded communications, such as:

- Graphic Design
- Web Design
- Social Media
- Marketing Strategy
- Brand Identity Development
- Creative Direction
- Art Direction
- Project Management
- UX/User-Centered Design



Navigating your branding journey.

