

SWAL

SOUTHWEST  ALABAMA

GRAPHIC / BRANDING STANDARDS MANUAL



Edmund Pettus Bridge
Selma, AL | Dallas Co.

The Counties of **Choctaw, Clarke, Conecuh,
Dallas, Escambia, Lowndes, Marengo,
Monroe, Perry, Sumter, Washington, & Wilcox**



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Community Mural
Camden, AL | Wilcox Co.

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ABOUT THIS GUIDE &
ABOUT SOUTHWEST ALABAMA



SWAL BRANDING MANUAL

The intention of this graphic/branding manual is to enable the newly designed logo for the Southwest Alabama region to visually unify this collection of 12 counties and establish a strong, recognizable brand.

Consistency and repetition are imperative to any successful branding endeavor. Consistent repetition reinforces memorability – without which, a brand will fail.

This is a challenge for any brand, but particularly one that represents many distinct groups. While some of what is outlined here may seem to be minutia, establishing and adhering to guidelines around what makes up the brand, and how these components are used, will ensure that anything bearing the logo and representing the brand are presented using consistent visual language, and ultimately come to be easily recognized as trusted representatives of the 12 counties of Southwest Alabama.



SOUTHWEST ALABAMA

This site covers a 12-county region including Choctaw, Clarke, Conecuh, Dallas, Escambia, Lowndes, Marengo, Monroe, Perry, Sumter, Washington and Wilcox counties. This region is known for its rich and diverse heritage, historic homes and churches, and natural beauty.

“Alabama is like one big front porch where folks gather on summer nights to tell tales and talk to family. Everybody, they say, is kin to somebody else – or knows somebody who is.”

– Kathryn Tucker Windham

From dining on fried dill pickles and lodging in beautiful bed and breakfasts along a scenic river to historic sites and great outdoor activities, Alabama’s Black Belt has much to offer. Come, join us on our front porch and sit a spell!

ABOUT THIS GUIDE & SOUTHWEST ALABAMA





Gee's Bend Quilts
Boykin, AL | Wilcox Co.

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BRAND ELEMENTS:
LOGO



THE SOUTHWEST ALABAMA LOGO

The logo is not the brand, but rather, it is considered to be the “point of entry” for any brand. It is the most recognizable aspect of the brand and typically serves as the introduction to the brand. But the brand is more than merely a logo—it is what the logo comes to stand for, and exists as more of an ideal than an icon. That being said, since the logo is the point of entry of the brand, it’s important that it have curb appeal and appear consistently so that the viewer associates it with the brand on sight.

While the full-color signature is preferred, it will not be usable in every situation. If the logo is being displayed over a light color, use the black one-color signature. If it is being displayed over a darker color, use the white one-color signature. The one-color logo should never be used in any color other than white or black.



one-color
*when displayed
over white or a
lighter color*

**full
color**



one-color
*when displayed
over a darker
color*



BRAND ELEMENTS: LOGO



ELEMENTS OF THE SOUTHWEST ALABAMA LOGO

The logo consists of three primary parts—*logomark*, *logotype*, and the *pictorial*. When presented together as designed, this is referred to as the *signature*.

Even though the *logomark* itself is made up of type, it still functions as a *logomark*. Since it is also typographic, it can stand on its own in some instances. Care must always be given to these instances, as it will likely still require some clarification. Example uses would be cases where it is presented with other material/information to provide context; i.e., having just the *logomark* on a t-shirt would not be a good idea, while having a standalone mark on a brochure could be permissible.

Neither the *logotype* or *pictorial* should not be presented on its own without having the complete logo signature somewhere else in the document.

signature



SOUTHWEST  ALABAMA

logotype

SWAL

logomark



pictorial

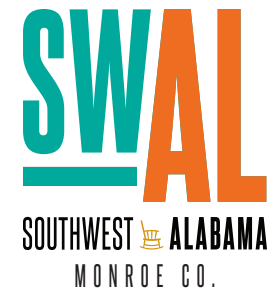
BRAND ELEMENTS: LOGO ELEMENTS



COUNTY DERIVATIONS

Full-color Signature

The goal of creating a unifying brand across the 12 counties negates the wish for any county to have their own specific version of the logo. However, there will be times where the county's name can be listed underneath the signature, much like a tagline. This provides differentiation while still retaining brand reinforcement by not varying the signature itself. These derivations were not provided so each county could build their own unique brand, and therefore should be used sparingly, and with specific purpose, so as not to dilute the primary brand.



BRAND ELEMENTS: COUNTY-SPECIFIC LOGOS



COUNTY DERIVATIONS

Single Color

The goal of creating a unifying brand across the 12 counties negates the wish for any county to have their own specific version of the logo. However, there will be times where the county's name can be listed underneath the signature, much like a tagline. This provides differentiation while still retaining brand reinforcement by not varying the signature itself. These derivations were not provided so each county could build their own unique brand, and therefore should be used sparingly, and with specific purpose, so as not to dilute the primary brand.

This page only shows the black signature, but each county has a white signature as well.

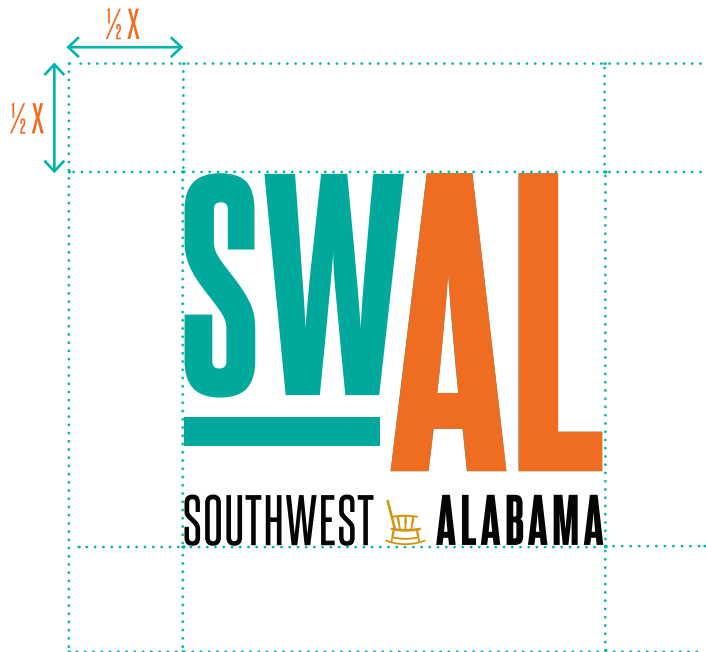


BRAND ELEMENTS: COUNTY-SPECIFIC LOGOS



CLEAR SPACE

In order to prevent other graphic elements from visually interfering with the Southwest Alabama logo, a “clear space” has been defined that **must be kept clear of any potentially conflicting elements**. The only exceptions to this rule are the county designations, as they are considered allowed variants to the signature itself.



MINIMUM SIZE

The logo should never be too small for the logotype to be read. In order to prevent this, the signature should **never appear any smaller than .75”** in overall height.



BRAND ELEMENTS: LOGO CLEAR SPACE & SIZE



LOGO DON'TS

Maintaining consistency is as much about what you shouldn't do as what you should. This is not a comprehensive list, but should give you an idea of the types of things that will hurt the quality of the Southwest Alabama logo and the consistency that helps establish brand recognition for Southwest Alabama.



The **colors** of the logo should not be changed



The logo should never be **stretched** or **distorted**



No other fonts should be substituted for the logotype



The logo should never appear **outlined**



Logo elements should never be **rearranged**



Use a file with a **transparent background** when necessary



The logo should never be displayed **low-contrast**



Objects should never be placed within the defined **clear space**

BRAND ELEMENTS: LOGO DON'TS





Booker's Mill Chapel
Conecuh, AL | Conecuh Co.

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BRAND ELEMENTS:
COLORS



PRIMARY COLORS

The logo contains four unique, solid colors that make up the primary palette of usable colors. The logo can also appear as a single-color in either black or white.

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TURQUOISE

PANTONE 3272 C
C 100 / M 00 / Y 51 / K 00
R 00 / G 164 / B 153
HEX #00A499

ORANGE

PANTONE 1595 C
C 00 / M 70 / Y 100 / K 2
R 216 / G 96 / B 24
HEX #D86018

BLACK

PANTONE PROCESS BLACK
C 00 / M 00 / Y 00 / K 100
R 00 / G 00 / B 00
HEX #000000

GOLD

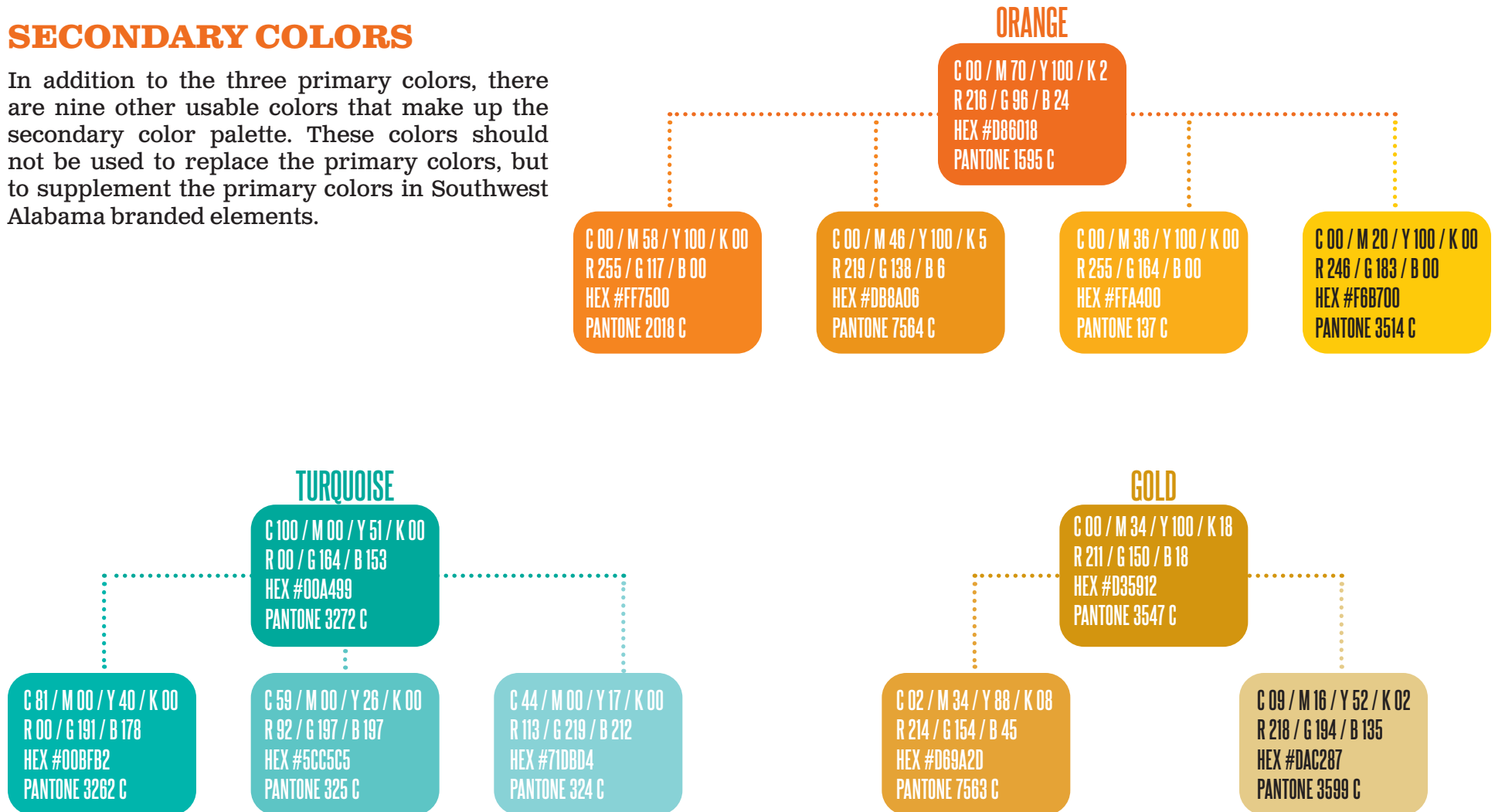
PANTONE 3547 C
C 00 / M 34 / Y 100 / K 18
R 197 / G 144 / B 20
HEX #C59014

BRAND ELEMENTS: PRIMARY COLORS



SECONDARY COLORS

In addition to the three primary colors, there are nine other usable colors that make up the secondary color palette. These colors should not be used to replace the primary colors, but to supplement the primary colors in Southwest Alabama branded elements.



BRAND ELEMENTS: SECONDARY COLORS



USING BRAND COLORS

The logo may be displayed over any of the four primary colors. If the logo is displayed as a single color, it should only be black or white. The secondary colors are meant to supplement the primary colors and as such should not be used without at least one of the primary colors.

USING COLOR FORMULAS

Each color has four unique corresponding codes: CMYK, RGB, HEX, and PMS. It is important to use the correct color code for your application in order to maintain consistency in colors across media. Most printing uses CMYK, screens use RGB, HEX codes correspond with colors on websites, and PMS refers to the Pantone Matching System. We have included all of these color codes for your use.



The logo should **never be displayed** as a single color other than black or white



BRAND ELEMENTS: COLOR USAGE





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**BRAND ELEMENTS:
TYPOGRAPHY & FONTS**



DISPLAY TYPEFACE

Typography and font choice are a crucial part of the Southwest Alabama brand, helping to establish a consistent look and feel. Care has been taken in choosing a strong type family, **Steelfish**, for use in the logo that can be effectively used in conjunction with the logo. Steelfish should be used only as a display typeface. It should never appear smaller than 14 pt, or used for more than a few words at a time. This is the only display font for the Southwest Alabama brand. Download Steelfish from www.dafont.com/steelfish.font.

Steelfish 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 0 1 2 3 4 5 6 7 8 9

Steelfish Italic: 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 0 1 2 3 4 5 6 7 8 9

Steelfish 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 0 1 2 3 4 5 6 7 8 9

Steelfish Bold Italic: 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 0 1 2 3 4 5 6 7 8 9

Steelfish ExtraBold: 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 0 1 2 3 4 5 6 7 8 9

Steelfish ExtraBold Italic: 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 0 1 2 3 4 5 6 7 8 9

BRAND ELEMENTS: TYPOGRAPHY & FONTS



BODY COPY TYPEFACE

Typography and font choice are a crucial part of the Southwest Alabama brand, helping to establish a consistent look and feel. Care has been taken in choosing a strong type family, **Clarendon**, for use in contrast with Steelfish and the logo. Clarendon has distinctive differences from Steelfish that makes it a perfect complementary typeface. Any copy set at 12 points or smaller should be in Clarendon. This is the only body copy or secondary font for the Southwest Alabama brand. Activate Clarendon from Adobe Fonts.

Clarendon 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 0 1 2 3 4 5 6 7 8 9

Clarendon Italic: 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 0 1 2 3 4 5 6 7 8 9

Clarendon 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 0 1 2 3 4 5 6 7 8 9

Clarendon Bold Italic: 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 0 1 2 3 4 5 6 7 8 9

BRAND ELEMENTS: TYPOGRAPHY & FONTS





Live Oak Cemetary
Selma, AL | Dallas Co.

SWAL

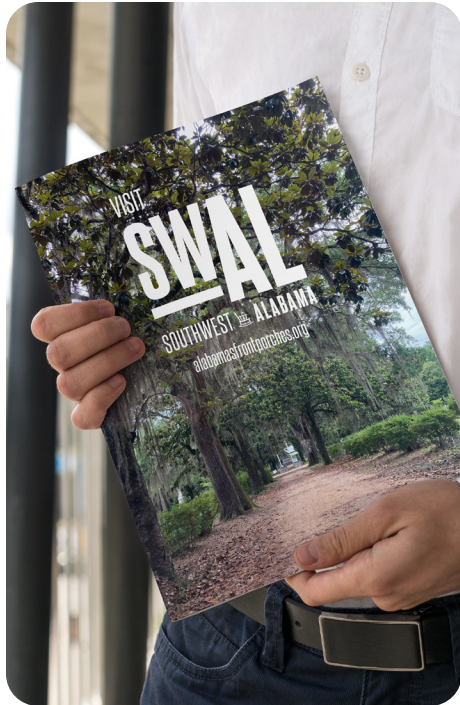
SOUTHWEST  ALABAMA

BRAND APPLICATIONS:
LOGO USAGE



LOGO APPLICATIONS

The SWAL logo was designed with the full-color signature in mind. When the background is simple enough to not cause readability issues, the full-color signature should be used. However, there are cases where the single-color logo will need to be used. If the background is too busy to convey the full-color logo, such as in the billboard example, the single-color logo should be used.



BRAND APPLICATIONS: LOGO USAGE



FILE TYPES

You have been provided with a full array of logos each saved in three different file types. Each file type has its advantages and disadvantages; we explain these differences below. This is to ensure you are using the appropriate file type when using a Southwest Alabama logo.

JPG: These files require less memory for use. They are ideal for applications that will only be seen on the screen of a TV, computer, tablet, or smartphone. They can also be printed. However, they should never be enlarged beyond three inches in height. They cannot be saved with a transparent background, so it can never be placed over a color other than white.

PNG: These files are ideal for web and online applications. Like .jpg files, they should never be enlarged more than three inches in height. However, they are saved with transparent backgrounds, so they can be placed over any other colors.

EPS: These are graphics files saved in an Encapsulated PostScript format. EPS files should be used for anything printed. They are fully scalable in both directions (i.e., can be enlarged without deteriorating in quality), and will result in the crispest possible lines when printed. When working with an .eps file, the background is transparent, so it can be placed on top of other colors.

USING THE LOGO FILES

In addition to simply using the appropriate file type for the specific application, there are some other guidelines you should follow when needing to use a Southwest Alabama brand logo:

- 1. Always place or insert when you can.** Try to avoid copy/pasting. Consult the instructions for your particular program/application to see how to insert or place the file.
- 2. Always constrain proportions when resizing.** This is usually done by simply holding the “shift” key when resizing or using a Scale Tool, depending on what application you are using.
- 3. Use the correct file and file type.** Descriptions of file types are outlined to the left.
- 4. Never make changes to the files.** This can be easily avoided by never actually opening the file, but inserting or placing it instead.





Edmund Pettus Bridge
Selma, AL | Dallas Co.

