



USING OUR BRAND GUIDE

The goal of this guide is to introduce the City of Amesbury’s brand and provide helpful ideas and parameters for utilizing it in design communications.

One city. One vision.

A unified voice and vision will help us connect with residents, businesses, investors, and visitors alike.

A brand is the feeling people have about you.

It’s not a logo. Or a website. Or a commercial. It’s a collection of the interactions you have with your audience and how you connect who you are to what you do.

Consistency is key.

Every brand application, small or large, is important to the bigger picture.

Key Insights

The following key insights were discovered when researching Amesbury.

Be forward-thinking, while honoring our history.

Like many small cities around New England, Amesbury is a place where history and tradition blend with the modern ideals of a growing, changing community. We value our history, but in many ways, our city has outgrown and disconnected from an identity (“Carriagetown”) centered only on one industrial achievement of the past.

Embrace what makes us interesting.

People like that Amesbury feels like a real place where real people live. It’s still a little rough around the edges, and room for improvement means our story is still being written.

There are many reasons to be optimistic.

Amesbury is seen as a “hidden gem” and “up-and-coming”, with an abundance of cultural, dining, shopping, and recreational amenities. Creative and innovative business activity is invigorating downtown, and more people are considering Amesbury as a place to raise a family or start a business of their own.

City pride can help build our brand.

There is a strong feeling of “pride of place” among residents. Our visual brand helps unite our community which is why our brand represents the various aspects that make Amesbury special.

Brand Attributes

The following characteristics define our brand. When designing, writing, or even talking about Amesbury these characteristics should be in focus.



CITY OF AMESBURY

TAGLINE



Take a walk—through Amesbury’s historic neighborhoods and revitalized millyards, along our parks and trails, up and over footbridges and hillsides—and you’ll see:

A beautiful place to live, work, and visit.

A diverse community of strong traditions and new ideas.

A creative spirit that’s always tinkering on something.

An optimism for what’s to come.

A place to **make history.**

Tagline Overview

Our city tagline is a succinct expression of our brand voice, and embodies our brand attributes. It is an open invitation to continue creating the Amesbury story; to live here, create a lifetime of memories, and help improve the world around us.

Make history here

Creative spirit

Strong traditions +
New England culture

Pride of place

CITY OF AMESBURY

IDENTITY



Primary Logos

The City of Amesbury logo consists of two main elements: the city icon and the AMESBURY logotype locked up with the subhead MASSACHUSETTS.

There are two primary versions of the Amesbury logo: vertical or horizontal.

There is not a singular preferred version. Choose the vertical or horizontal based on the version that best fits your available space and needs. There are also three secondary versions of the logo (page 12) and different color options (page 14) that can be used in certain circumstances.

Each of these elements has been custom-designed and should never be recreated. To maintain consistency, only original digital files of the logo should be used.

WHEN TO USE

- ✓ The audience isn't necessarily aware of place context (Amesbury is a municipality in the state of Massachusetts)
- ✓ The communication should feel formal (i.e. a park signage, building signage, website header, official stationery)
- ✓ The tagline is used as a major headline in the same application



VERTICAL



HORIZONTAL

Secondary Logos

The vertical and horizontal logo can also be used with our tagline MAKE HISTORY HERE.

WHEN TO USE TAGLINE LOGO

- ✓ The audience is already aware they are in Amesbury when viewing the application, and/or reference of MA is less important/ or relevant
- ✓ The application is more informal or promotional, and warrants an evocative response beyond simply identifying something (i.e. district banners, zoom background, digital ads)
- ✓ External/third-party use applications of our logo (unless state reference is helpful)

Additionally, there is a version of our logo, locked up in an arch shape to use when you need to say “City of Amesbury” to signify place such as welcome signs, road signs, wayfinding flags & banners, or as feature art on apparel, swag, and lapel pins.

The standalone icon is to be used **only** in situations where the audience is already aware that the brand is Amesbury, like inside pages of a newsletter, interior building signage, or a social media avatar, where “City of Amesbury” is the account name.



TAGLINE VERTICAL



TAGLINE HORIZONTAL



ARCH



STANDALONE ICON

City Seal Usage

Through the branding process, a specific move was made away from the need for a “City of” branding in most cases. Our logo moves toward allowing a unique and strong brand mark to carry the authority of the City of Amesbury.

There are, however, some cases in which our traditional city seal should be used. These uses include documents and locations which are more official and legal in nature, when location is not readily apparent, or require the “City of Amesbury” be specifically denoted.

USE CITY SEAL FOR:

- ✓ Public meeting agendas
- ✓ Public meeting minutes
- ✓ Contracts
- ✓ Official documents



Colorways

The preferred color treatments for the City of Amesbury mark are the full color for white backgrounds and the reverse color version for dark backgrounds.

Use the white version, when placing the logo on a photographic background or any of our brand colors (page 25) other than white or navy.

Use the black version of the logo only when you have to use a one color black logo.

Full Color



Reverse



White



Black

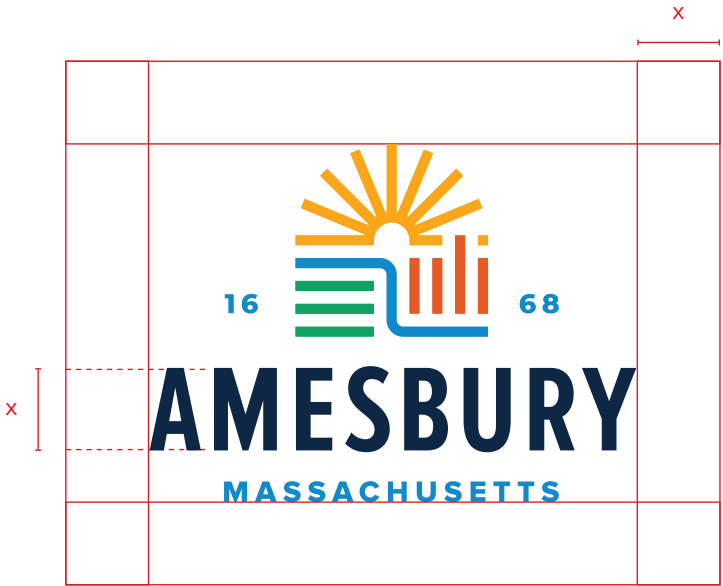


Clear Space

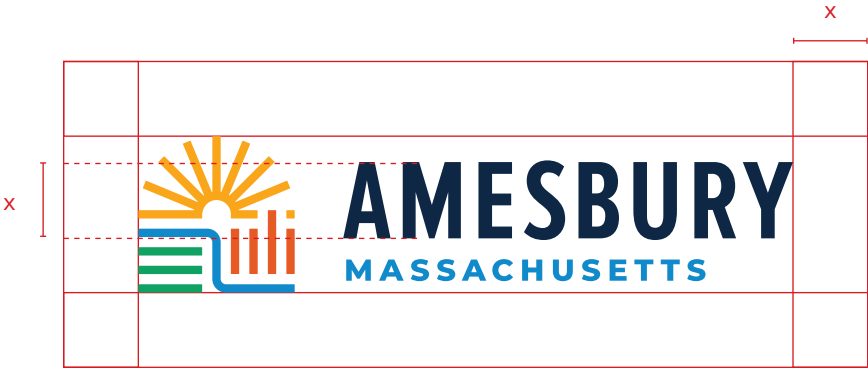
The Amesbury logo should always have an area of clear space around it. No other element, including pattern, typography or graphic, should fall within this area around the logo.

Leave at least “X” amount of clearance around all sides of the logo. “X” varies based on the logo version and the size of the logo placement.

These rules apply to all versions of our logo, including tagline (page 12) and department-specific (page 19) versions.



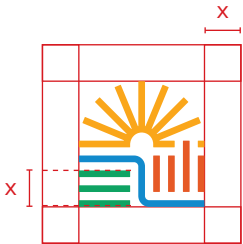
The height of the A in AMESBURY determines “X” value



The height of the A in AMESBURY determines “X” value



The height of the 3 green bars in the icon determines “X” value



The height of the 3 green bars in the icon determines “X” value

Minimum Size

The minimum size of our logos have been tested and defined in order to preserve legibility. Depending on application, and orientation choice, please refer to the minimum size chart for specific width measurements.



Minimum width on screen: 110 px
Minimum width in print: 1.5 in



Minimum width on screen: 144 px
Minimum width in print: 2 in



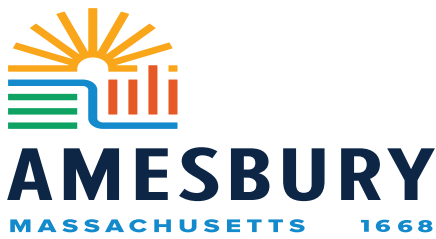
Minimum width on screen: 90 px
Minimum width in print: 1.25 in



Minimum width on screen: 36 px
Minimum width in print: 0.5 in

Incorrect Usage

By upholding the logo standards, we each assist in protecting Amesbury’s professional image, high standards, and presenting ourselves as “one city”.



DO NOT squish, distort, stretch, or change the location of the logo elements



DO NOT change the colors of the logo



DO NOT use AMESBURY typeface without the arch icon



DO NOT use the icon with any other typeface



DO NOT add effects or an outline to the logo



DO NOT put the logo on a pattern or busy image



DO NOT use the logo to create a different logo, unless approved by the Communications Director



DO NOT add graphics to the logo



DO NOT place the logo on a background without sufficient contrast (see page 14 for approved colorways)

CITY OF AMESBURY

COLOR



Brand Colors

The City of Amesbury color palette is welcoming and bright. Built with inclusivity in mind, the City color palette meets and/or exceeds color accessibility standards. For accessibility and brand recognition, it’s important the color palette is handled consistently across all brand materials by using the guidelines below.

The primary color palette for the City of Amebury includes light blue and navy. In any application, these colors should always be the most prominent, with the rest of the color palette serving as support. Always use the values outlined here when creating branded materials.

COLOR INSPIRATION

Navy - New England Ruggedness

Blue - River/Waterfall

Green - Open Spaces

Gold - Sunrise/Optimism

Brick - Millyards

White - Modern

PRIMARY PALETTE



Navy

HEX	#0D2745	CMYK	100 85 45 45
RGB	13 39 69	PMS	289



Blue

HEX	#118ACB	CMYK	80 35 0 0
RGB	17 138 203	PMS	2925

SECONDARY PALETTE



Green

HEX	#10A363	CMYK	80 5 80 5
RGB	16 162 99	PMS	7482



Gold

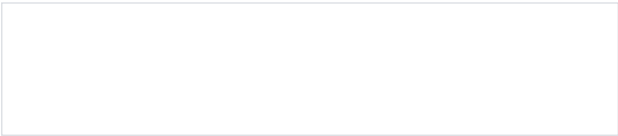
HEX	#FAA61A	CMYK	0 40 100 0
RGB	250 166 26	PMS	137



Brick

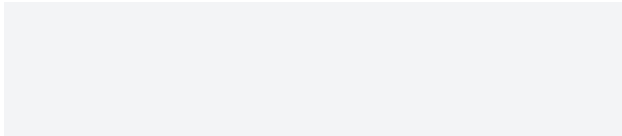
HEX	#E65925	CMYK	5 80 100 0
RGB	230 90 37	PMS	166

BACKGROUND COLORS



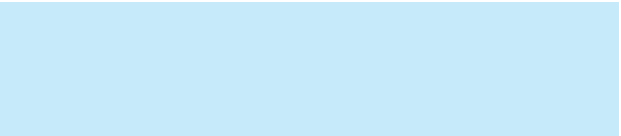
White

HEX	#FFFFFF	CMYK	0 0 0 0
RGB	255 255 255	PMS	WHITE



Light

HEX	#F3F4F6	CMYK	3 2 2 0
RGB	243 244 246	PMS	BLACK (4%)



20% Cyan

HEX	#C7EAFB	CMYK	20 0 0 0
RGB	199 234 251	PMS	CYAN (20%)

FOR PUBLIC SAFETY USE ONLY



Fire Rescue Red

HEX	#D71920	CMYK	9 100 100 1
RGB	215 25 32	PMS	485



Police Grey

HEX	#B6B8BA	CMYK	0 0 0 33
RGB	182 184 186	PMS	BLACK (33%)

Color Accessibility

Accessible design allows users of all abilities to navigate, understand, and use a brand. The City of Amesbury strives to be accessible across all applications of its brand, including color contrast.

Web Content Accessibility Guidelines (WCAG) 2.0 serves as the standard for website color accessibility and informs print accessibility as well. In order to comply, foreground-background color contrast must achieve a ratio of at least 4.5:1. The minimum compliance is AA (4.5:1 and above). The highest compliance is AAA (7:1 and above).

With that in mind, the following examples show acceptable color combinations and the best ways to use the palette.

ACCESSIBLE FOR ANY USE







Navy + Background Colors

Navy + Background Colors

75% Navy + Background Colors

ACCESSIBLE FOR HEADLINES
(18 pt. font and above) and non-essential graphics









Navy + Blue

Navy + Green

Navy + Gold

Navy + Brick









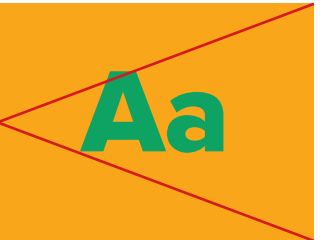
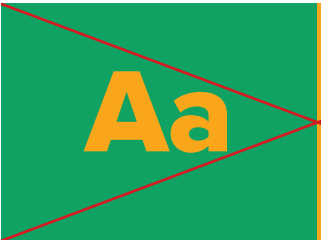
Blue + Background Colors

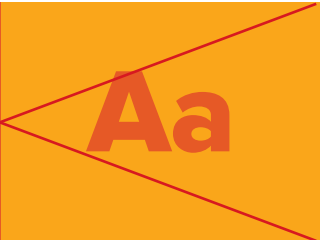
Green + Background Colors

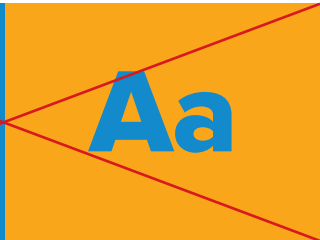
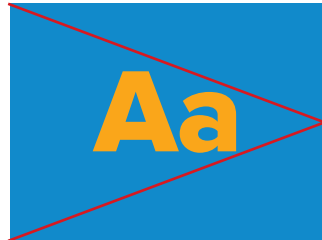
Gold + Background Colors

Brick + Background Colors

DO NOT USE THESE COLOR COMBINATIONS



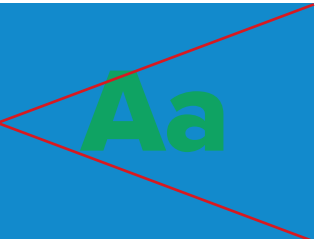
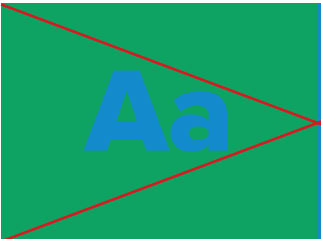


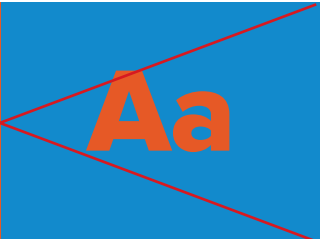


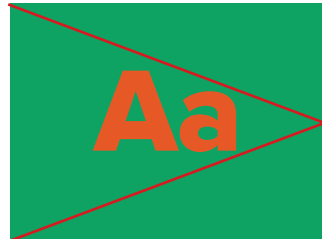
Green + Gold

Brick + Gold

Blue + Gold







Green + Blue

Brick + Blue

Green + Brick

CITY OF AMESBURY

TYPOGRAPHY



Brand Typefaces

Amesbury’s brand typeface is called Proxima Nova. With 3 widths and over 30 weights, Proxima Nova is a modern, hardworking, sans serif font family that is suitable for headlines, body text, and everything in between.

The full Proxima Nova font set is available via Adobe Fonts under the Creative Cloud license.

If you do not have Proxima Nova or access to Adobe Fonts, it is acceptable to use Arial as a substitute for Word documents and presentations. Any other communication materials must use Proxima Nova.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PROXIMA NOVA EXTRACONDENSED

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL (SUBSTITUTE FOR PROXIMA NOVA)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL NARROW (SUBSTITUTE FOR PROXIMA NOVA EXTRACONDENSED)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Type Styles

The brand type styles are set up to be a helpful and flexible guide for typographic use. The styles outlined below are suggestions for hierarchy and should be the starting point for all creative styling. Individual type sizes and leading will vary based on application.

The styles shown are set up relative to a standard letter-sized printed document and should be scaled, as necessary, for larger sizes.

HEADLINE STYLE ONE

STYLE: PROXIMA NOVA EXTRACONDENSED EXTRABOLD
CASE: UPPERCASE
LETTERSPACING: 35
SUGGESTED POINT SIZE/LEADING: 51 / 42 (0.9 EM)

SUBTITLES & OVERLINES

STYLE: PROXIMA NOVA BOLD
CASE: UPPERCASE
LETTERSPACING: 175
SUGGESTED POINT SIZE/LEADING: 15 / 24
Note: A subtitle should never be longer than a short phrase. The Uppercase styling makes longer phrases less legible.

This is a paragraph of small text lorem ipsum dolor sit amet atio venda prendeb itiae. Sed est, sae resentis estrum quaspernam nimincimusti vollendic.

STYLE: PROXIMA NOVA REGULAR
CASE: SENTENCE CASE
LETTERSPACING: 10
SUGGESTED POINT SIZE/LEADING: 12 / 18 (1.25 EM)
Note: Keep line lengths at 7-10 words or less whenever possible, as that is the best length for legibility and ease of reading.

This is headline style number two.

STYLE: PROXIMA NOVA EXTRACONDENSED EXTRABOLD
CASE: SENTENCE CASE
LETTERSPACING: 10
SUGGESTED POINT SIZE/LEADING: 30 /309 (1 EM)

Large text

STYLE: PROXIMA NOVA REGULAR
CASE: SENTENCE CASE
LETTERSPACING: 10
SUGGESTED POINT SIZE/LEADING: 20 / 27 (0.9 EM)

Important text and [links](#)

STYLE: PROXIMA NOVA BOLD
CASE: SENTENCE CASE
LETTERSPACING: 10
SUGGESTED POINT SIZE/LEADING: 12 / 18 (1.25 EM)

CITY OF AMESBURY

IMAGERY



Photography

City of Amesbury photography should match the tone of the brand: human, friendly, responsible, and honest. It should feature the culture, people, and landscape of the City.

Be sure to include diversity in race, age, gender, religion, and background. Whenever possible, the photos should use lots of natural light. The photography subject matter should always be in its natural environment. For example, portraits should be captured in Amesbury environments, as opposed to staged in a studio.

All photos should be full color or duotone images — no grayscale, sepia, or other color effects. Examples of acceptable duotone images can be found on the next page.

The images to the right exemplify correct subject matter, style, and composition.



Duotone Treatment

Imagery treated as duotones make great background art for a variety of applications, including presentation dividers, social media posts, even Zoom backgrounds.

Creating a duotone helps to add in a hint of photographic content and brand color while neutralizing a busy image to allow for more legible type in front.

To make a duotone:

- 1. Open an image in Photoshop
- 2. Create a new ‘gradient mesh’ adjustment layer
- 3. Apply one of our brand colors (see page 25) to the light and dark stop colors.
- 4. While the dark stop color picker is open, adjust the brightness value (the B in H:S:B) to 25.
- 5. Adjust the brightness threshold by dragging the color stops to the left or right. Brighter images show more photographic detail, but may decrease legibility of any overlay type.
- 6. Save .PSD or .JPG to use in application.



