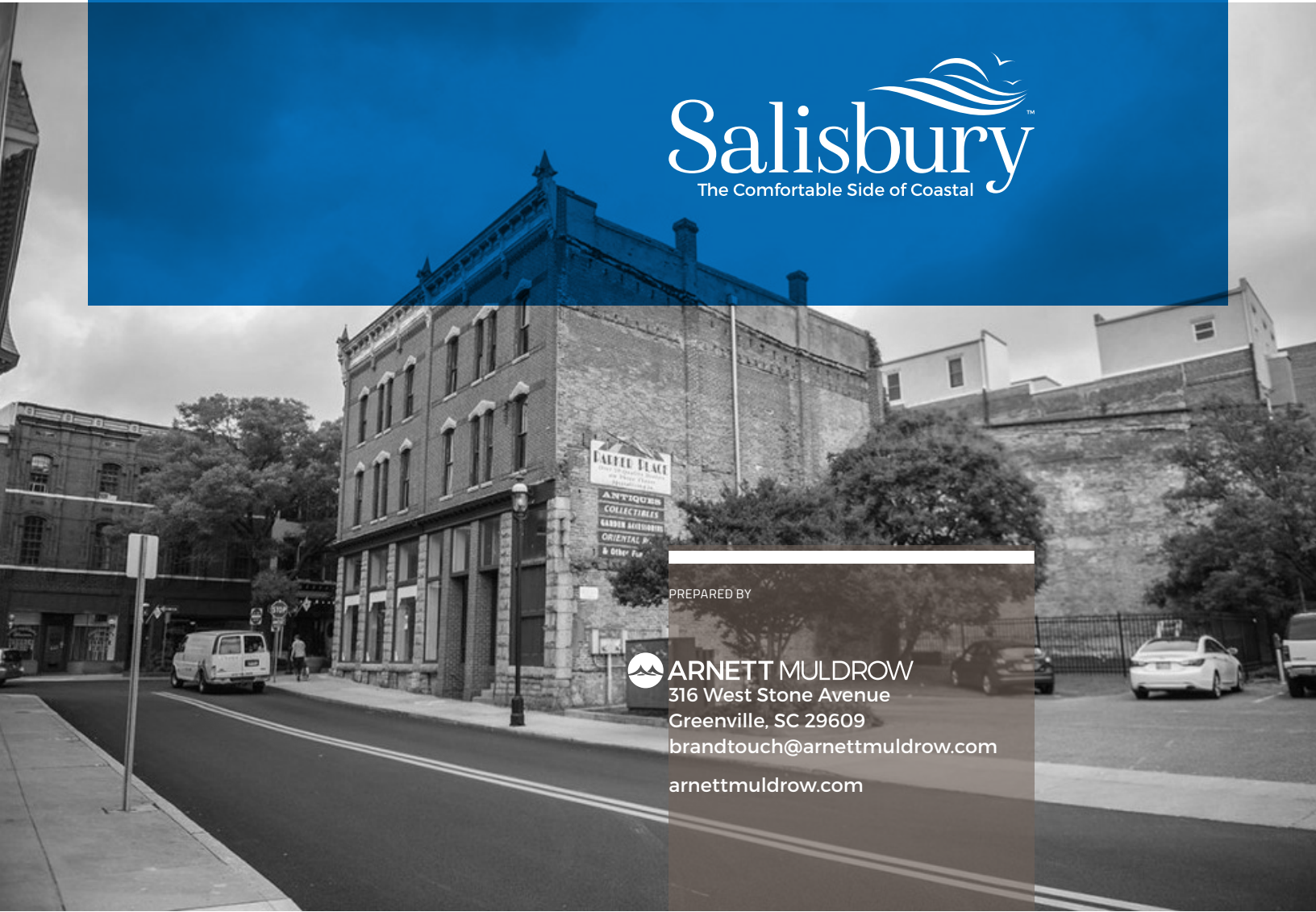# Salisbury, Maryland
BrandTouch™ Manual

Order comes from simplicity. Inside, you will find the simple rules that guide the Salisbury Brand, and will help create equity as we tell others about The Comfortable Side of Coastal.

Salisbury
The Comfortable Side of Coastal

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

Brand guidelines should be flexible enough for your community 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.

Salisbury

1.0
Brand

2.0
Logo

3.0
Color

4.0
Typography

5.0
Expansion

6.0
Resources

Salisbury

1.1
Brand Statement

The core values define the company'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 your community and their values, then align your messaging accordingly.

We are Salisbury, Maryland, and our town was born from the headwaters of the Wicomico River. This special place, nestled squarely between the beaches and the bay, has been attracting people to its stunning location for almost 300 years.

Now one of the largest cities on the peninsula, Salisbury serves as the capital of the Eastern Shore, combining vibrant economic opportunity, quality public education, worldclass healthcare, reinvigorated environmental stewardship, globally known corporations, and an energetic and inspiring team of community leaders, to chart its own course, and craft a sound plan for its future.

We are Salisbury, and we are a college town. Home to Salisbury University, we welcome students around the globe to come for a topnotch education. Around every corner, you can meet a former SU student who has fallen in love with our town, and decided to stay, and make it their own.

We are Salisbury, and we are a cultural town. From the art galleries and studios of our community's artists to the celebration of the arts each month at Third Fridays, from the flavors and traditions of our many cultures to the airwaves of Delmarva Public Radio, Salisbury is bringing the community together and celebrating the best of what makes us different.

We are Salisbury, and we are a river town. The Wicomico River starts here. Water runs through our downtown and our city park. Bridges criss cross the water standing as a physical reminder of the importance on connections. The active port and marina districts remind us that the water continues to work for us, and the new Riverwalk reinforces that it is also ours to enjoy.

We are Salisbury, Maryland. We invite you to discover our ever-changing downtown, explore our zoo, parks, and trails, and

connect with this special place we call home. We are working hard, everyday, because our friends and neighbors deserve it, and because our community is worth it. We invite you to be our guest, experience the warmth of the Heart and Soul of Delmarva, and discover what we mean when we say:

Salisbury, Maryland: **The Comfortable Side of Coastal.**

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.

Salisbury:
The Comfortable
Side of Coastal

2.1
Logo

Your community 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.
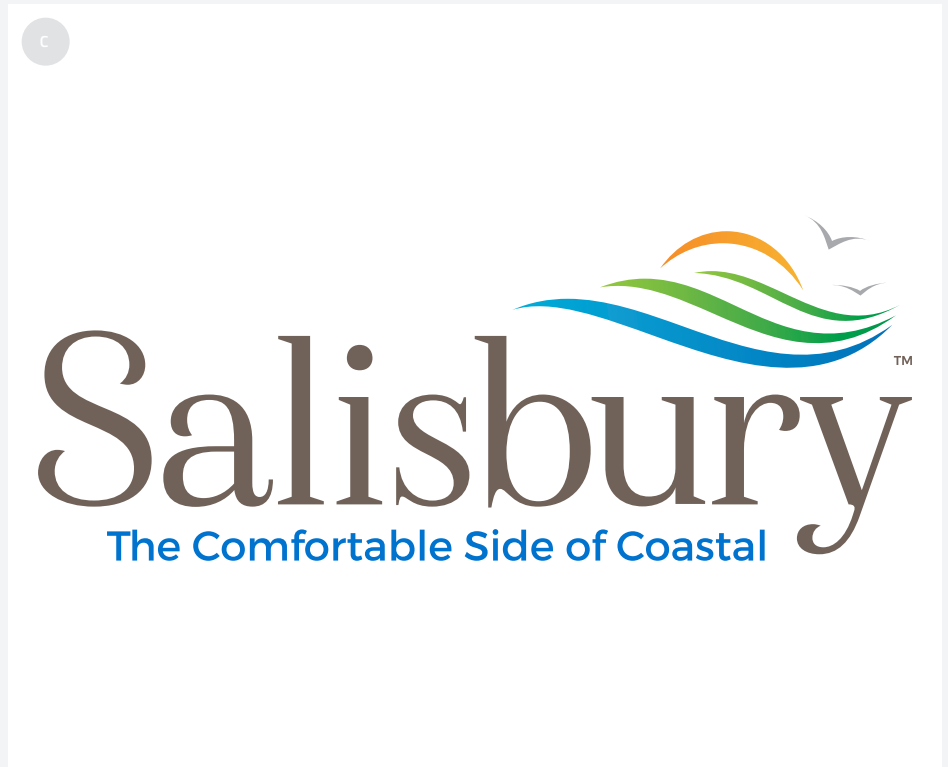
2.2
Logo Variants

Choosing the right dominant color for your brand is crucial. This color should appear on all your materials, including your logo and signage.
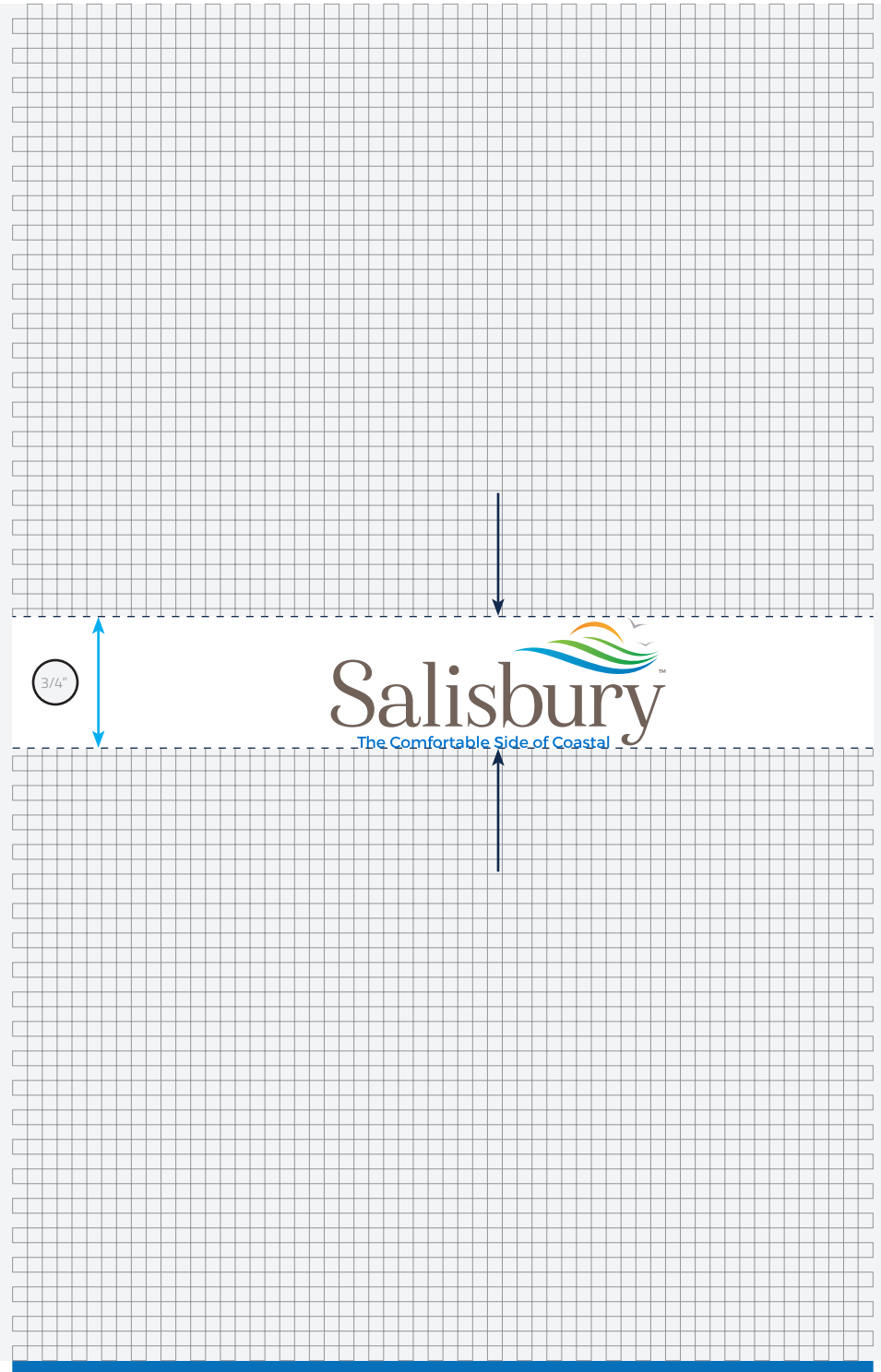
2.3
Logo Sizing

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

A. 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.

The Comfortable Side of Coastal
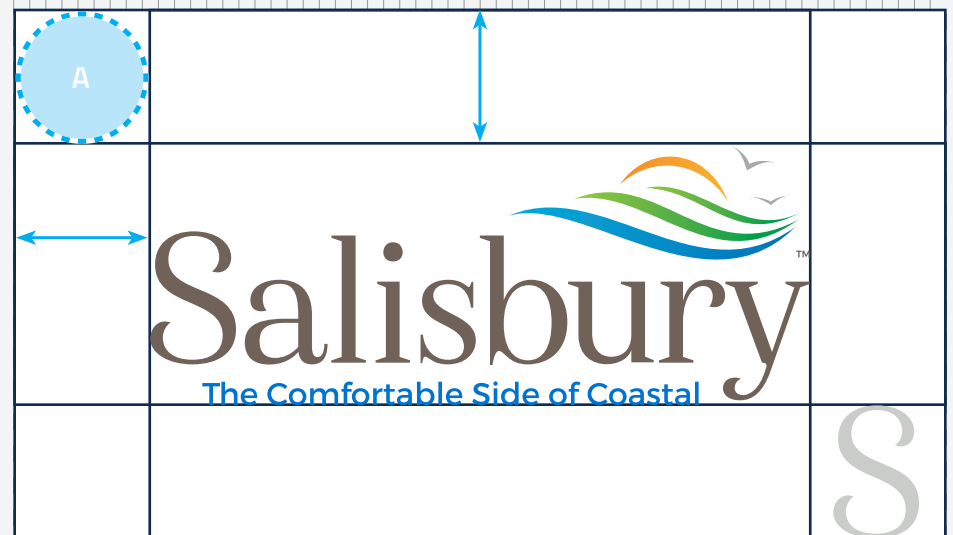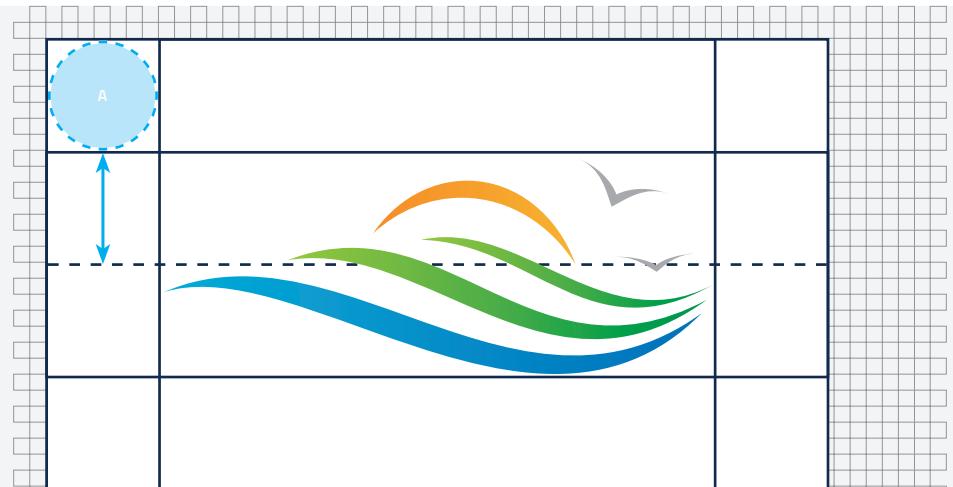
3.1
Color Palette

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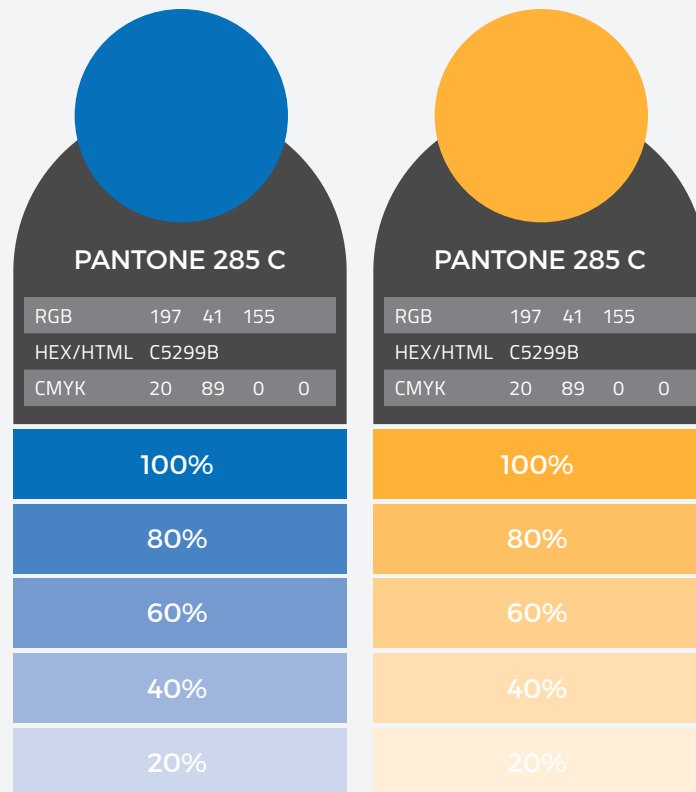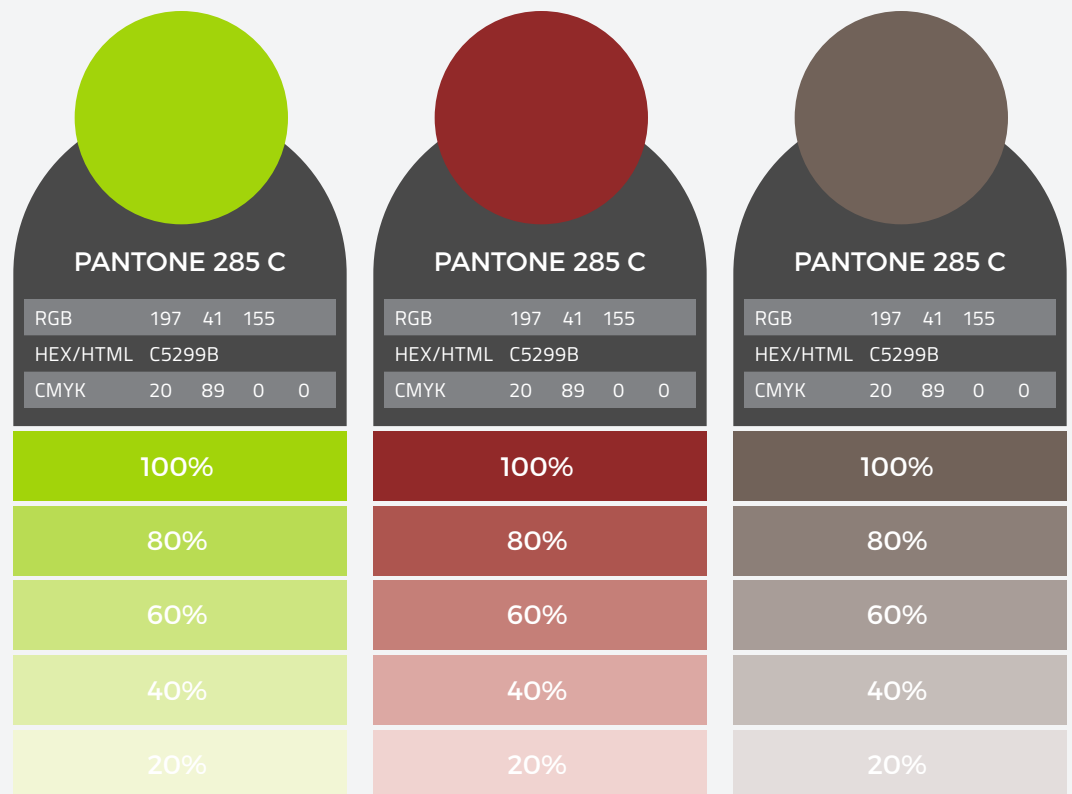
COLOR THEORY

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.

PANTONE 285 C

RGB	197	41	155
HEX/HTML	C5299B		
CMYK	20	89	0	0

- 100%
- 80%
- 60%
- 40%
- 20%

PANTONE 285 C

RGB	197	41	155
HEX/HTML	C5299B		
CMYK	20	89	0	0

- 100%
- 80%
- 60%
- 40%
- 20%

Salisbury

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.

PANTONE 285 C		
RGB	197 41 155	
HEX/HTML	C5299B	
CMYK	20 89 0 0	
100%		
80%		
60%		
40%		
20%		

PANTONE 285 C		
RGB	197 41 155	
HEX/HTML	C5299B	
CMYK	20 89 0 0	
100%		
80%		
60%		
40%		
20%		

PANTONE 285 C		
RGB	197 41 155	
HEX/HTML	C5299B	
CMYK	20 89 0 0	
100%		
80%		
60%		
40%		
20%		

Salisbury

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.

Salisbury

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:
Haboro

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Haboro Norm Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&

Haboro Norm Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&

Salisbury

4.3
Secondary Typeface

Hello I'm:
Montserrat

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&

4.4
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.

Salisbury
H1

Salisbury
H2

Salisbury
H3

Salisbury
H4

Salisbury

BODY COPY

Salisbury

CAPTION

Salisbury

CC

Salisbury

5.1
Wayfinding

The wayfinding system should be introduced as part of the brand because it plays such an important role in by perception and flow in the downtown district.

PRIMARY GATEWAYS
These gateways are the primary intersection points and main entry ways to town. They need to be highly visible and introduce the brand.

BUILDING MARKERS
The markers can be either wall mounted or monument style and denote important landmarks in the downtown district.

TRAILBLAZERS
Trailblazers are the directing signs leading motorists to the main attractions in the area. These should have between three and four locations per sign and should carry motorists from gateway to parking lot. Colors can be used to distinguish between different districts and can become smaller as the scale and speed of the roadway narrows. These Trailblazers including cattail sculptures, thus blurring the line between signage and public art.

STREET BANNERS
Banners are very popular and help to add color and movement to the lanes of travel, acting as a speed control. They too can be color coded by district and can promote local events as well as promoting the brand.

PARKING SIGNAGE
Identifying parking is important in creating a parking system in downtown. Visitors are more likely to walk a block or two to shop if the signage system leads them directly to a public parking lot and tell them how to proceed. The parking markers can be by themselves or as attachments to trailblazer signs.

INFORMATIONAL KIOSKS
The final piece of the plan is the informational kiosk, which serves as the transition point for vehicular traffic to pedestrian traffic. These kiosks should be located at major public parking lots and should include a map and the shopping & dining guide, along with the walking tour brochures.

5.2
Collateral

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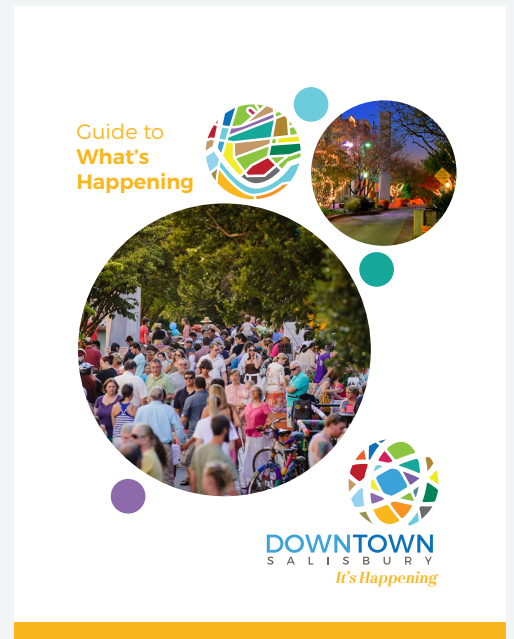AND WE MEAN EVERYTHING.

SHOPPING BAGS
Perfect for local businesses to use to show that Salisbury 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.

THIS SPACE ISN'T EMPTY It's full of Opportunity

DOWNTOWN SALISBURY

Guide to What's Happening

DOWNTOWN SALISBURY It's Happening

Salisbury

5.3
Mobile App

Mobile apps are available through the App Store of your preferred mobile operating system

6.1
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 their 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: 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, QuarkXpress, Adobe Illustrator, Acrobat, or Photoshop
Windows	CorelDRAW, QuarkXpress, Adobe Illustrator, Acrobat, or Photoshop

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 mulitple computers; usually created from another document instead of from scratch.

Program(s) that open pdf files:

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

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

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: 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.

In Microsoft Office, you can place EPS or PDF files that support transparency by going to the "Insert" menu and selecting "Photo>Picture from File..." This will ensure your files are using the highest resolution graphics for output.

Salisbury

Copyright Transfer Statement

Ben Muldrow as the agent for Arnett Muldrow & Associates, located at 316 West Stone Avenue, Greenville, SC, the owner of Copyright for this presented design(s) hereby grants a full copyright license transfer to Salisbury, Maryland to utilize the following designs as the new owner sees fit to do so.

For the purpose of Community Branding.

This license, attested to by the parties effectively immediately shall serve as notice and agreement between the parties and may not be changed without written permission from the Arnett Muldrow & Associates. Arnett Muldrow & Associates retains the right to use the created material to self market and self promote.

This signed agreement also includes the transfer of rights to any variations of the logo previously agreed and supplied as part of the initial proposal.

Example of these variations could include : multiple color versions, size and dimensional variations – landscape and portrait, reversed out versions, social media profile images, favicon etc.

Arnett Muldrow & Associates
864.233.0950
ArnettMuldrow.com
316 West Stone Avenue
Greenville, SC 29609

Is there anything missing on this Copyright Transfer Form that was previously agreed? Let me know before accepting this statement. It is critical the information shared here is understood and accepted in whole.

Salisbury, Maryland BrandTouch™ Manual

Order comes from simplicity. Inside, you will find the simple rules that guide the Salisbury Brand, and will help create equity as we tell others about The Comfortable Side of Coastal.

Salisbury
The Comfortable Side of Coastal

PREPARED BY

ARNETT MULDROW

316 West Stone Avenue
Greenville, SC 29609
brandtouch@arnettmuldrow.com

arnettmuldrow.com

Bike Salisbury_4C.jpg

Bike Salisbury_Black.jpg

Bike Salisbury_Blue.jpg

Bike Salisbury_Green.jpg

Bike Salisbury_Grey.jpg

Bike Salisbury_Red.jpg

Bike Salisbury_Yellow.jpg

Bike Trail_4C.jpg

Bike Trail_Black.jpg

Bike Trail_Blue.jpg

Bike Trail_Green.jpg

Bike Trail_Grey.jpg

Bike Trail_Red.jpg

Bike Trail_Yellow.jpg

City of Salisbury-Seal_4C.

City of Salisbury-Seal_

City of Salisbury-Seal_

City of Salisbury-Seal_

City of Salisbury-Seal_

City of Salisbury-Seal_

City of Salisbury-Seal_

City of Salisbury-

City of Salisbury-Shield_

City of Salisbury-Shield_

City of Salisbury-Shield_

City of Salisbury-Shield_

City of Salisbury-Shield_

City of Salisbury-Shield_

City of Salisbury_2C.jpg

City of Salisbury_Black.

City of Salisbury_Blue.jpg

City of Salisbury_Green.

City of Salisbury_Grey.jpg

City of Salisbury_Red.jpg

City of Salisbury_Yellow.

CoastalCollege-4C.jpg

CoastalCollege-B&W.

CoastalCollege-Blue.jpg

CoastalCollege-Gray.

Delmarva-4C.jpg

Delmarva-B&W.jpg

Delmarva-Gray.jpg

Delmarva-Yellow.jpg

DT-compact-4C.jpg

DT-compact-B&W.jpg

DT-compact-Blue.jpg

DT-compact-GRAY.jpg

DT-compact-Green.jpg

DT-compact-Yellow.jpg

DT-horz-4C.jpg

DT-horz-B&W.jpg

DT-horz-Blue.jpg

DT-horz-Gray.jpg

DT-horz-Green.jpg

DT-horz-Rev-4C.jpg

DT-horz-Rev-B&W.jpg

DT-horz-Rev-Blue.jpg

DT-horz-Rev-Gray.jpg

DT-horz-Rev-Green.jpg

DT-horz-Rev-Yellow.jpg

DT-horz-Yellow.jpg

DT-icon-4C.jpg

DT-icon-B&W.jpg

DT-icon-Blue.jpg

DT-icon-Gray.jpg

DT-icon-Green.jpg

DT-icon-Yellow.jpg

DT-stack-4C.jpg

DT-stack-B&W.jpg

DT-stack-Blue.jpg

DT-stack-Gray.jpg

DT-stack-Green.jpg

DT-stack-Rev-B&W.jpg

DT-stack-Rev-Blue.jpg

DT-stack-Rev-Gray.jpg

DT-stack-Rev-Green.jpg

DT-stack-Rev-Yellow.jpg

DT-stack-tag-4C.jpg

DT-stack-tag-B&W.jpg

DT-stack-tag-Blue.jpg

DT-stack-tag-Gray.jpg

DT-stack-tag-Greenai.jpg

DT-stack-tag-Refv-B&W.

DT-stack-tag-Rev-Blue.

DT-stack-tag-Rev-Gray.

DT-stack-tag-Rev-Green.

DT-stack-tag-Rev-Yellow.

DT-stack-tag-Yellow.jpg

DT-stack-Yellow.jpg

DT-tall-4C.jpg

DT-tall-B&W.jpg

DT-tall-Blue.jpg

DT-tall-Gray.jpg

DT-tall-Green.jpg

DT-tall-Yellow.jpg

EasterShore-4C.jpg

EasterShore-B&W.jpg

EasterShore-Gray.jpg

EasterShore-Green.jpg

Marina District-

Marina District-Icon_

Marina District-Icon_

Marina District-Icon_

Marina District-Icon_

Marina District-Icon_

Marina District-Icon_

Marina District-

Marina District-

Marina District-

Marina District-

Marina District-

Marina District-

Marina District-

Salisbury-County-4C.jpg

Salisbury-County-B&W.

Salisbury-County-Blue.

Salisbury-County-Gray.

Salisbury-County-Green.

Salisbury-County-Rev-

Salisbury-County-Rev-

Salisbury-County-Rev-

Salisbury-County-Rev-

Salisbury-County-Rev-

Salisbury-County-Rev-

Salisbury-County-Yellow.

Salisbury-Horz-4C.jpg

Salisbury-Horz-B&W.jpg

Salisbury-Horz-Blue.jpg

Salisbury-Horz-Gray.jpg

Salisbury-Horz-Green.jpg

Salisbury-Horz-Rev-4C.

Salisbury-Horz-Rev-

Salisbury-Horz-Rev-Blue.

Salisbury-Horz-Rev-Gray.

Salisbury-Horz-Rev-

Salisbury-Horz-Rev-Yel-

Salisbury-Horz-Yellow.jpg

Salisbury-Icon_4C.jpg

Salisbury-Icon_Black.jpg

Salisbury-Icon_Blue.jpg

Salisbury-Icon_Green.jpg

Salisbury-Icon_Grey.jpg

Salisbury-Icon_Red.jpg

Salisbury-Icon_Yellow.jpg

Salisbury-MD-4C.jpg

Salisbury-MD-B&W.jpg

Salisbury-MD-Blue.jpg

Salisbury-MD-Gray.jpg

Salisbury-MD-Green.jpg

Salisbury-MD-Rev-4C.jpg

Salisbury-MD-Rev-B&W.

Salisbury-MD-Rev-Blue.

Salisbury-MD-Rev-Gray.

Salisbury-MD-Rev-

Salisbury-MD-Rev-Yel-

Salisbury-MD-Yellow.jpg

Salisbury-Tag_4C.jpg

Salisbury-Tag_Black.jpg

Salisbury-Tag_Blue.jpg

Salisbury-Tag_Green.jpg

Salisbury-Tag_Grey.jpg

Salisbury-Tag_Red.jpg

Salisbury-Tag_Yellow.jpg

Salisbury-WiCo-4C.jpg

Salisbury-WiCo-B&W.jpg

Salisbury-WiCo-Blue.jpg

Salisbury-WiCo-Gray.jpg

Salisbury-WiCo-Green.

Salisbury-WiCo-Rev-4C.

Salisbury-WiCo-Rev-

Salisbury-WiCo-Rev-

Salisbury-WiCo-Rev-

Salisbury-WiCo-Rev-

Salisbury-WiCo-Rev-

Salisbury-WiCo-Yellow.

Salisbury_4C.jpg

Salisbury_Black.jpg

Salisbury_Blue.jpg

Salisbury_Green.jpg

Salisbury_Grey.jpg

Salisbury_Red.jpg

Salisbury_Yellow.jpg

SBY-4C.jpg

SBY-B&W.jpg

SBY-Blue.jpg

SBY-Gray.jpg

SBY-Green.jpg

SBY-Rev-B&W.jpg

SBY-Rev-Blue.jpg

SBY-Rev-Gray.jpg

SBY-Rev-Green.jpg

SBY-Rev-Yellow.jpg

SBY-Yellow.jpg

SBYAirport-B&W.jpg

SBYAirport-Gray.jpg

SBYAirport.jpg

Seal_4C.jpg

Seal_Black.jpg

Seal_Blue.jpg

Seal_Green.jpg

Seal_Grey.jpg

Seal_Red.jpg

Seal_Yellow.jpg

Shield_4C.jpg

Shield_Black.jpg

Shield_Blue.jpg

Shield_Green.jpg

Shield_Grey.jpg

Shield_Red.jpg

Shield_Yellow.jpg