



MOSES LAKE



Brand Style
Guidelines for
Moses Lake

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Prepared by



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Introduction

The City of Moses Lake has adopted a new official brand identity system to help market the city as a viable destination for visitors. The new brand will enhance economic growth of the newly renovated town center and encourage entrepreneurial efforts.

The City is committed to the consistent implementation of the new brand identity throughout all applications. Civic, government and business leaders are making great efforts to make Moses Lake a state of the art community in which to live, work and play.

These guidelines assist with interpretation and application of the Moses Lake brand identity to all forms of printed collateral, signage, advertising, electronic media and other visual communications.

If, for some reason, there are questions unanswered or an application arises that is not addressed in these guidelines, contact one of the representatives located in the “Contact” section of this document.

Brand Overview

Moses Lake has warm water and excellent waterfront city parks. Our recommendation is to leverage these resources and develop a “Lake Sports” brand for the community. This brand provides differentiation not only from other towns in Washington, but also from communities throughout the Pacific Northwest.

Visitors to Moses Lake are not going to spend all of their time on the water however. They’re likely to spend even more time downtown. For that reason, it is important to revitalize the downtown core. We recommend adopting the identity of “Laketown Landing” for this special downtown district.

To further reinforce the brand, we also propose the marketing slogan “Jump In!” Additionally, we suggest renaming the Moses Lake Water Park as the “Surf ’n Slide Park” to better promote its unique Flow Rider feature.

The recommended brand, downtown identity, and slogan require water-themed graphics. These guidelines illustrate variations on this theme as well as specific standards for the proper use of each.

Brand Identity Guidelines

The following guidelines were developed by Destination Development, Inc. as a tool to help build and maintain a strong brand for Moses Lake. Consistent brand applications to signage, print collateral, advertising, electronic media and all forms of visual communications collectively support a successful brand awareness that will effectively market Moses Lake and make it a memorable destination.

The Moses Lake Logo

The logo was developed to help establish a brand identity for Moses Lake. It serves as a nucleus around which all graphic elements revolve. Its simple design and vibrant color palette subtly reflects the high desert sun over the lake. It is easily adaptable to various applications.



The Moses Lake Logo, continued

The Moses Lake logo has two primary configurations with additional adaptations for city government representation.



The Color Palette

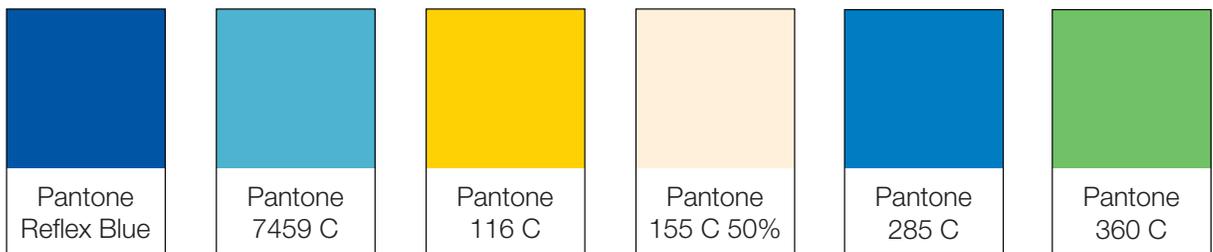
The primary color palette is used for the full color version of the logo. In single color applications, any of the primary colors may be used.

Secondary colors, with the exception of Reflex Blue, shall never be used to represent the logo but can be used as backgrounds or adjoining graphic elements. Tertiary colors are only used as accents over Reflex Blue, Pantone 116 and Pantone 114 respectively.

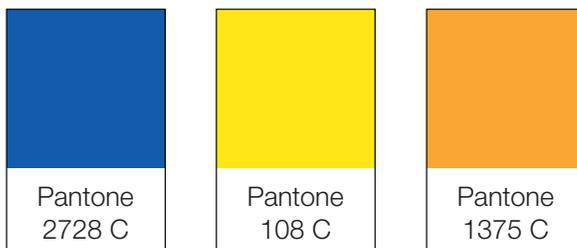
Primary Colors



Secondary Colors



Tertiary Colors



Acceptable Forms

To maintain brand consistency, the use of the full color version of the Moses Lake logo shall be restricted to limited backgrounds.



The optimal full color application is against a white background.



When used against a black background, the logotype shall be reversed to white.



A second optimal full color application is against a 50% screen of Pantone 155, from the secondary color palette.



Like the black background version, a Reflex Blue background, from the secondary color palette, requires that the logotype be reversed to white.

Acceptable Forms, continued



MOSES LAKE

In black and white applications that allow screens, elements of the logo may appear as 100%, 70%, 40% and 25% black.



MOSES LAKE

For applications where screens are not allowed, the logo may be used in solid black.



MOSES LAKE

Single color applications may include Pantone 2583 from the primary color palette.



MOSES LAKE

Single color applications may include Pantone 7472 from the primary color palette, but is discouraged.



MOSES LAKE

Single color applications may include Pantone 144 from the primary color palette.



MOSES LAKE

Single color applications may include Reflex Blue from the secondary color palette.

Acceptable Forms, continued



In black and white applications, a white logo shall be used against a black background.



In single color applications, a white logo may be used against a Reflex Blue background.



In single color applications, a white logo may be used against two of the primary colors, Pantone 2583 and 7472.



For a 2 color application, only Pantone 144 of the primary colors may be used with a black logo.



When a black logo is used over gray, the background must be no darker than 40% black.



When a white logo is used over gray, the background must be at least 40% black.

Unacceptable Forms

Under no circumstances may the Moses Lake logo be altered from what is defined as acceptable in this document. Below are a few examples of prohibited uses.



Gray screens shall not deviate from those illustrated on page 2.6.



Proportions of the logo elements may be not changed.



Colors other than those indicated on pages 2.5 and 2.6 are prohibited.



The logo colors may not be rearranged in any way.



Watermarks or other graphic elements may not invade the logo clearspace.



The logo may not be applied over photographic image.

Unacceptable Forms, continued



A white logo may not be applied to any secondary palette colors other than Reflex Blue.



In black and white applications gray screens are not allowed over a black background.



Background colors other than those described on page 2.7 are not permitted.



The full color logo may not be applied to backgrounds other than those described on page 2.7.



Single color logos, excluding black, may not be applied to colored backgrounds.



Black logos may not be applied to low contrasting backgrounds.

Clearspace

Clearspace around all parts of the logo (in all formats) shall be equal to the width of the letters “LA” in “Moses Lake” of the horizontal Moses Lake logo configuration.

Under no circumstances shall any secondary graphic, watermark, texture or border invade the Moses Lake logo clearspace.



Associated Adaptations

Below are acceptable versions of the Moses Lake logo that accommodates associated department and organization names. In all cases, the longest line of the subordinate text shall be full-justified with the longest line of the Moses Lake logotype.



Slogan

The slogan shall be used on city banners and promotional collateral in conjunction with the Moses Lake logo. Its color configuration is not restricted to the same degree as the Moses Lake and Laketown Landing logos but is subject to design approval from the BRAND DEVELOPMENT COMMITTEE.

Jump
In!



The Laketown Landing Logo

The Laketown Landing logo is intended as a branding device for the downtown district of Moses Lake. It uses three of the four primary colors and follows most of the usage guidelines as the Moses Lake logo.



The Laketown Landing Logo, continued

There are two primary formats - vertical and horizontal. Each is used according to its specific application.



Acceptable Forms

To maintain brand consistency, the use of the full color version of the Laketown Landing logo shall be restricted to limited backgrounds. This applies to both vertical and horizontal formats.



The optimal full color application is against a white background.



When used against a black background, the logotype shall be reversed to white.



A second optimal full color application is against a 50% screen of Pantone 155, from the secondary color palette.



Like the black background version, a Reflex Blue background, from the secondary color palette requires that the logotype be reversed to white.

Acceptable Forms, continued



In black and white applications that allow screens, elements of the logo may appear as 100%, 70% and 25% black.



For applications where screens are not allowed, the logo may be used in solid black.



Single color applications may include Pantone 2583 from the primary color palette.



Single color applications may include Pantone 7472 from the primary color palette.



Single color applications may include Pantone 144 from the primary color palette.



Single color applications may include Reflex Blue from the secondary color palette.

Acceptable Forms, continued



In black and white applications, a white logo shall be used against a black background.



In single color applications, a white logo may be used against a Reflex Blue background.



In single color applications, a white logo may be used against the primary colors Pantone 2583 and 7472.



For a two color application, only Pantone 144 of the primary colors may be used with a black logo.



When a black logo is used over gray, the background must be no darker than 40% black.



When a white logo is used over gray, the background must be at least 40% black.

Unacceptable Forms

Under no circumstances may the Laketown Landing logo be altered from what is defined as acceptable in this document. Below are a few examples of prohibited uses.



Gray screens shall not deviate from those indicated on page 2.16.



Proportions of the logo elements may not be changed.



Colors other than those indicated on pages 2.15 and 2.16 are prohibited.



The logo colors may not be rearranged in anyway.



Watermarks or other graphic elements may not invade the logo clearspace.



The logo may not be applied over a photographic image.

Unacceptable Forms, continued



A white logo may not be applied to any secondary palette color other than Reflex Blue.



In black and white applications gray screens are not allowed over a black background.



Background colors other than those indicated on page 2.17 are not permitted.



The full color logo may not be applied to backgrounds other than those indicated on page 2.17.



Single color logos, excluding black, may not be applied to colored backgrounds.



Black logos may not be applied to low contrasting backgrounds.

Clearspace

Clearspace around all parts of the logo (in all formats) shall be equal to the width of the letters “LAK” in “Laketown”.

Under no circumstances shall any secondary graphic, watermark, texture or border invade the Laketown Landing logo clearspace.



The Surf 'n Slide Water Park Logo

The Surf 'n Slide Water Park logo is intended as a branding device for the water park. It uses the two primary colors and three of the secondary colors.



Clearspace

Clearspace around all parts of the logo (in all formats) shall be equal to the height of the letter “a”.

Under no circumstances shall any secondary graphic, watermark, texture or border invade the Surf ‘n Slide Water Park logo clearspace.



Secondary Typography

Secondary typography is used to support and not compete with the Logotype. It is intended for use in all visual communications such as secondary identities, sign directions, printed collateral text and electronic media. It is strongly recommended that all wayfinding messaging use a san-serif version (Formata) and that body copy use a serif version (Lucida Bright).

Formata Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&\$%!?

Formata Medium

Remember to bring an extra towel!

Lucida Bright Regular

Remember to bring an extra towel!

Lucida Bright Italic

Remember to bring an extra towel!

Lucida Bright Demibold

Remember to bring an extra towel!

Lucida Bright Demibold Italic

Remember to bring an extra towel!

Secondary Typography, continued

Identification signage used for city parks or lake activities not represented by a logomark may use Annifont Italic.

When using this font, it should include a same-color outline, proportioned as 1 point outline to a 24 point cap height letter.

Annifont Italic

**ABCDEFGHIJKLMN OPQR
STUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890&\$%!.?**

Signage

A sign system for Moses Lake has been developed with two primary goals in mind. The first and foremost is to improve vehicular and pedestrian traffic in Moses Lake. A successful wayfinding system includes directional signage and identification signs that clearly identify destinations.

The second goal of the Moses Lake sign system is to reinforce the brand identity by employing a vivid color palette, secondary fonts, strategic logo placement, decorative banners, super graphics on water towers, festive information kiosks, colored pennants and merchant signage guidelines.

Following are examples of elements that make up the Moses Lake sign system.

Gateway

Gateway monuments welcome visitors at strategic locations into Moses Lake.



Identity

Monument, Version 1

Significant parks and activity sites with many amenities are identified with a primary monument sign.



Identity, continued

Monument, Version 2

Small parks and activity sites with minimal amenities are identified with a secondary monument sign.



Identity, continued

Post and Panel

Government buildings and other municipal properties accessible to the public are identified with a post and panel identity sign.



Identity, continued

Pin-Mounted Letters

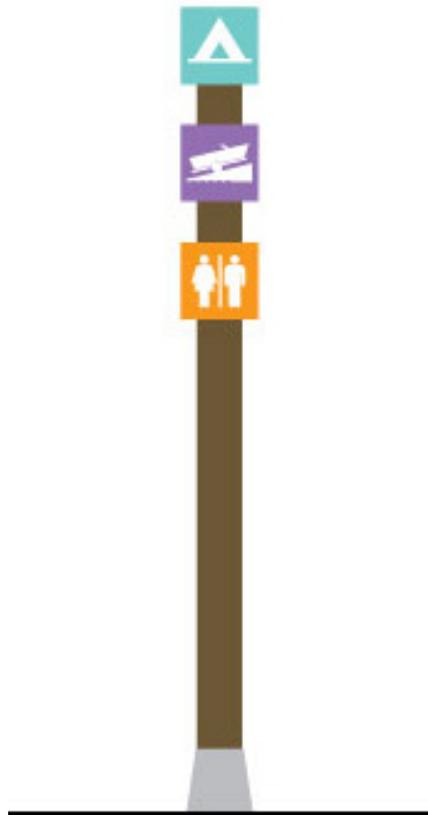
Where architectural aesthetics require signage to be incorporated into a structure, dimensional metal letters can be applied as pin-mounted signage.

City Hall

Identity, continued

Icon Totem

Icon plaques are stacked onto a two-sided totem sign to indicate available amenities and services.



Identity, continued

Surf 'n Slide Water Park

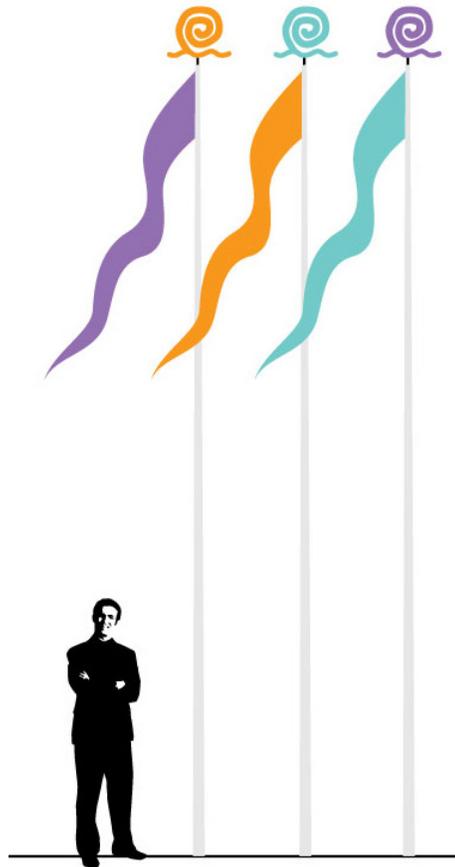
The Surf 'n Slide Water Park located near the center of Moses Lake shall receive a dimensional logo.



Identity, continued

Place Markers

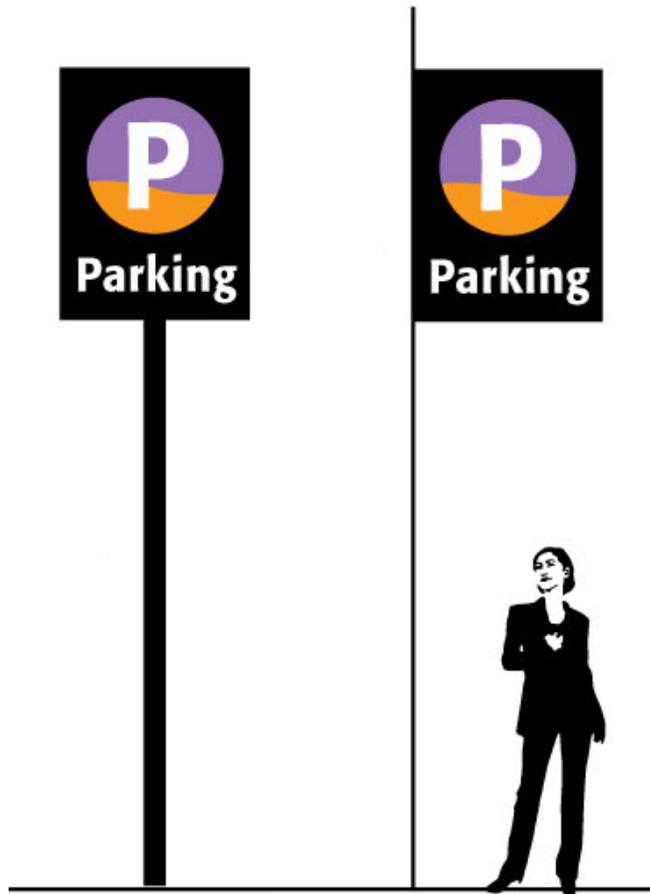
Place marker pennants and poles are positioned near the entrance of primary activity facilities.



Identity, continued

Parking

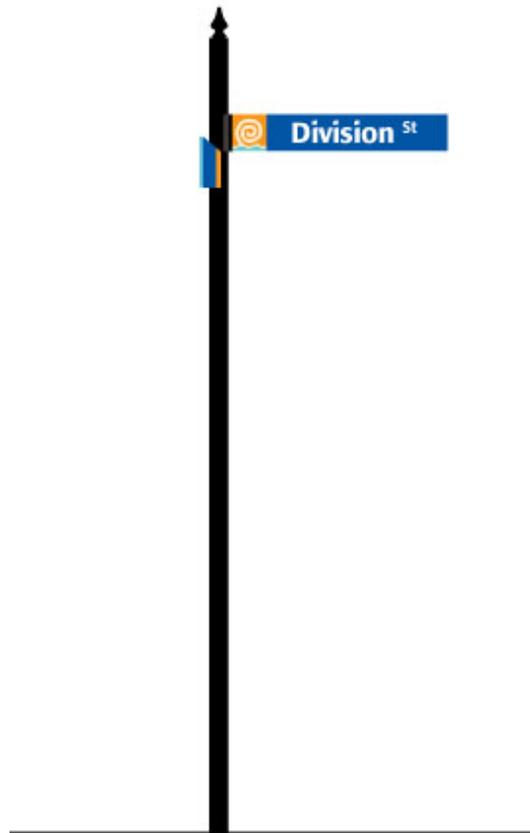
Identification signs depicting the parking icon shall be located near or above parking area entrances.



Identity, continued

Lakeside Landing Street Signs

Within the designated Laketown Landing district, street signs will be branded to distinguish the area as a unique experience within the City of Moses Lake.



Identity, continued

Restrooms

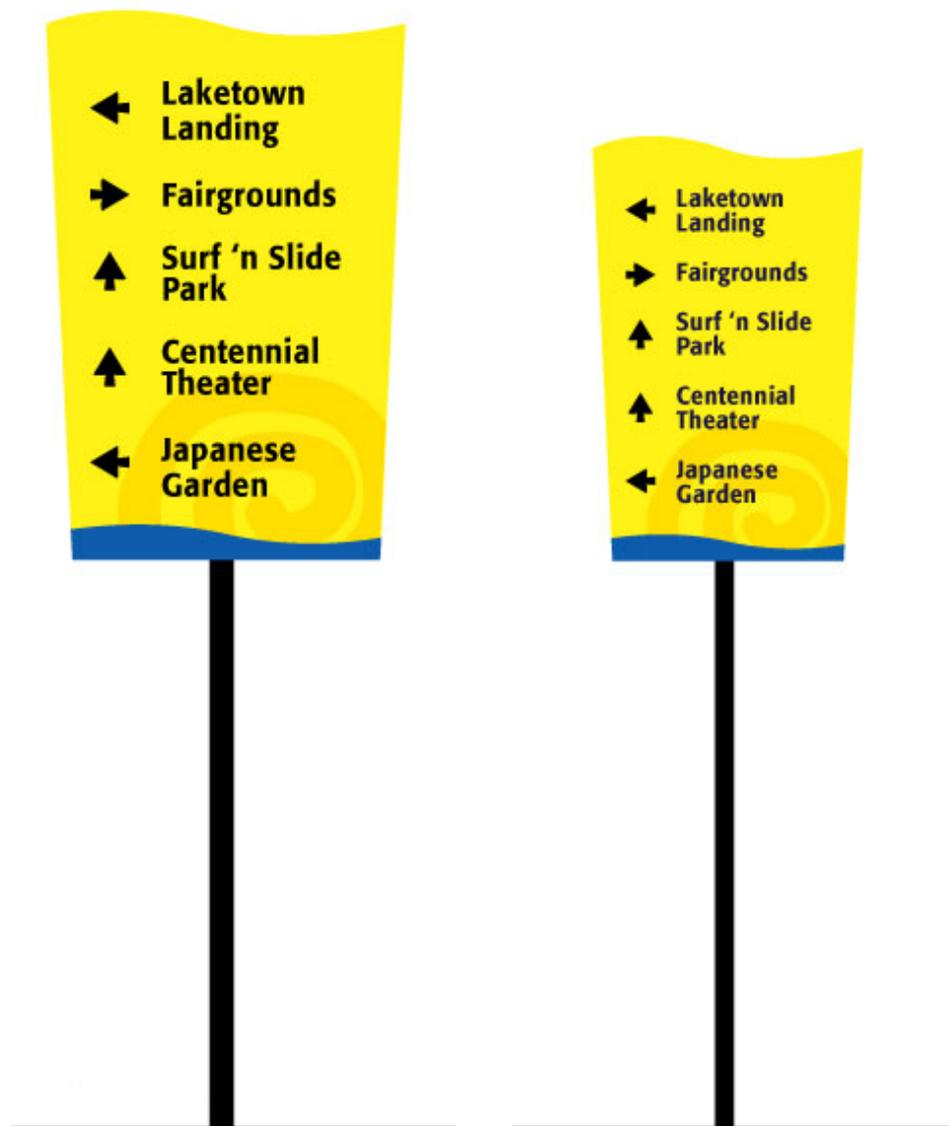
ADA (Americans with Disabilities Act) requires that all signed public restrooms include accessible signage incorporating high-contrast raised lettering and type 2 braille.



Wayfinding

Vehicular Directional

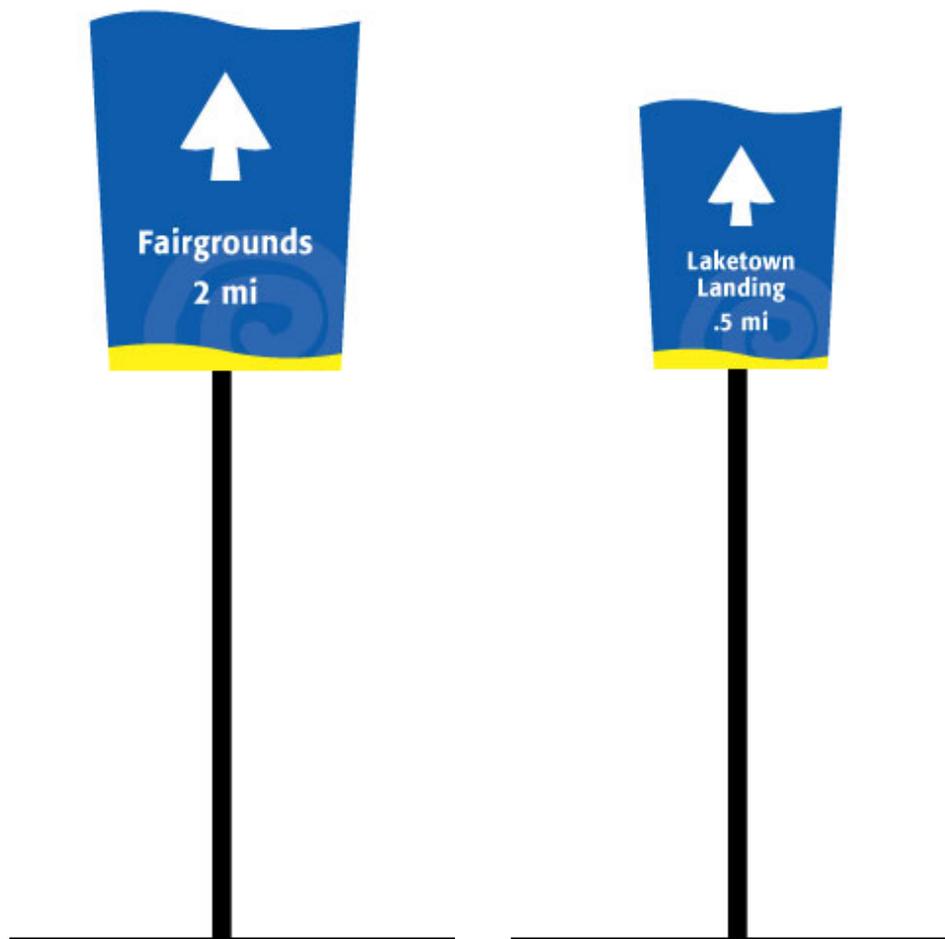
There are two levels of vehicular directionals. A larger version for highway traffic traveling faster than 40 mph, and a smaller version for slower and in-town traffic.



Wayfinding, continued

Vehicular Trail Blazing

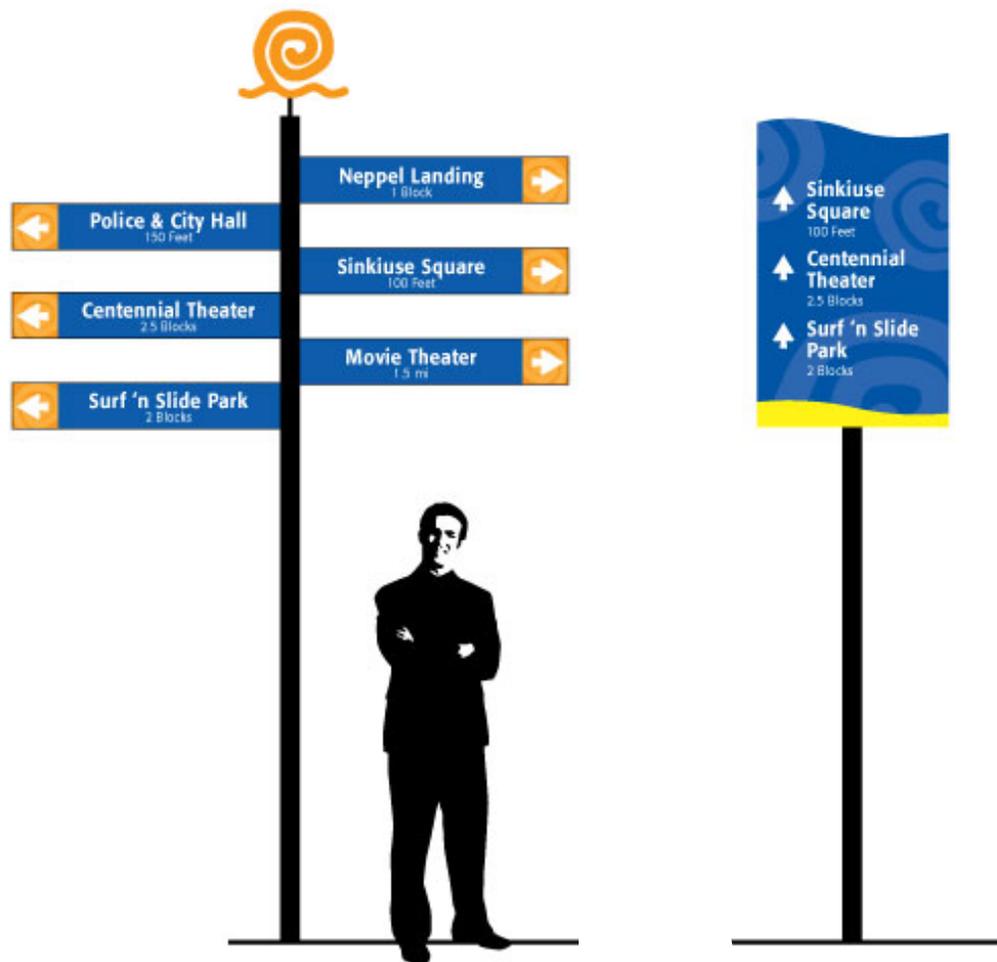
Trail blazing signs are located between directional signs along the route to primary destinations. They reassure travelers that they are on the right path. Sign size corresponds to traffic speed same as the vehicular directionals.



Wayfinding, continued

Pedestrian Directionals

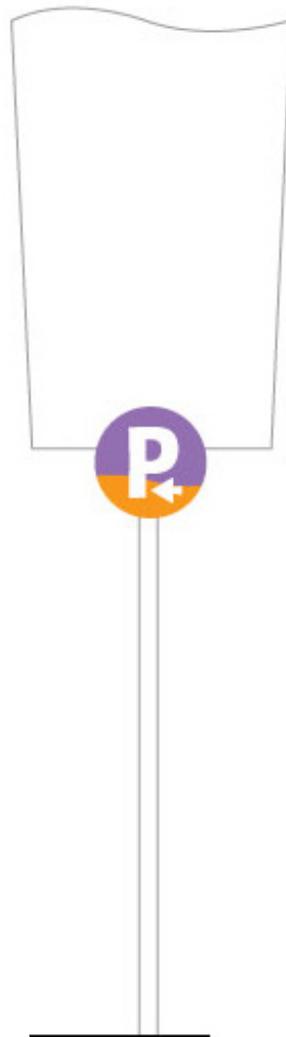
There are two levels of pedestrian directionals. A multiple blade sign version at strategic crossroads within and at the perimeter of Laketown Landing and a single post and panel sign (alternate). Neither should list more than five destinations. The single panel sign also serves as a trail blazer.



Wayfinding, continued

Parking Directionals

Strategically placed on directional signage, iconic parking directionals are visual cues leading traffic to designated parking areas.



Information Centers

Four-Sided

The four-sided Information Centers are to be located at high pedestrian traffic areas. One panel includes an area map with a legend. A second panel will be reserved for information about the immediate area. The remaining two panels will include information on more distant areas. Each side will include a clear, weatherproof Lexan brochure holder. Incorporating solar panels on the roof to power lighting is optional.



Information Centers, continued

Two-Sided

The two-sided Information Centers are to be located at areas of moderate pedestrian traffic. One panel includes an area map with a legend. The second panel will be reserved for information about the immediate area. Each side will include a clear, weatherproof Lexan brochure holder. Incorporating solar panels on the roof to power lighting is optional.



Information Centers, continued

Single-Sided, Wall Mounted

The single-sided Information Centers are to be located in areas of moderate pedestrian traffic where a free-standing kiosk is not possible. The panel includes an area map with a legend. A clear, weather proof Lexan brochure holder is mounted below.



Decorative

City Banners

City banners are to be placed in high traffic areas around the city of Moses Lake to support the brand and serve as a graphic catalyst.



Decorative, continued

Laketown Landing Banners

Laketown Landing banners are to be placed around the perimeters and within the Laketown Landing district.



Decorative, continued

Water Towers

Two sides of each of the seven water towers will receive a large mural depicting sports activities in Moses Lake.



Control

Small Post & Panel

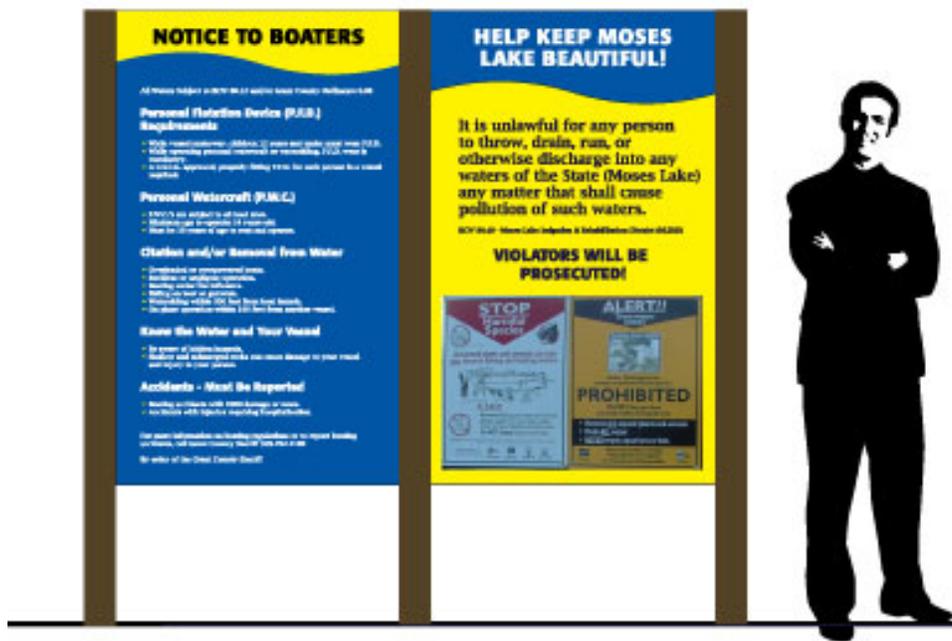
Signs with control messages will be placed at roadsides and public access areas to regulate activity and protect natural resources.



Control

Large Post & Panel

At locations requiring multiple notice information and/or rules of conduct, large multi-panel signs will be prominently displayed. Areas on the signs will be left blank to accommodate existing regulatory signs.



Laketown Landing Merchant Signage

Facade Signs

It is recommended that wall and fascia signs be dimensional and designed with minimal backgrounds, allowing much of the architecture to be visible.

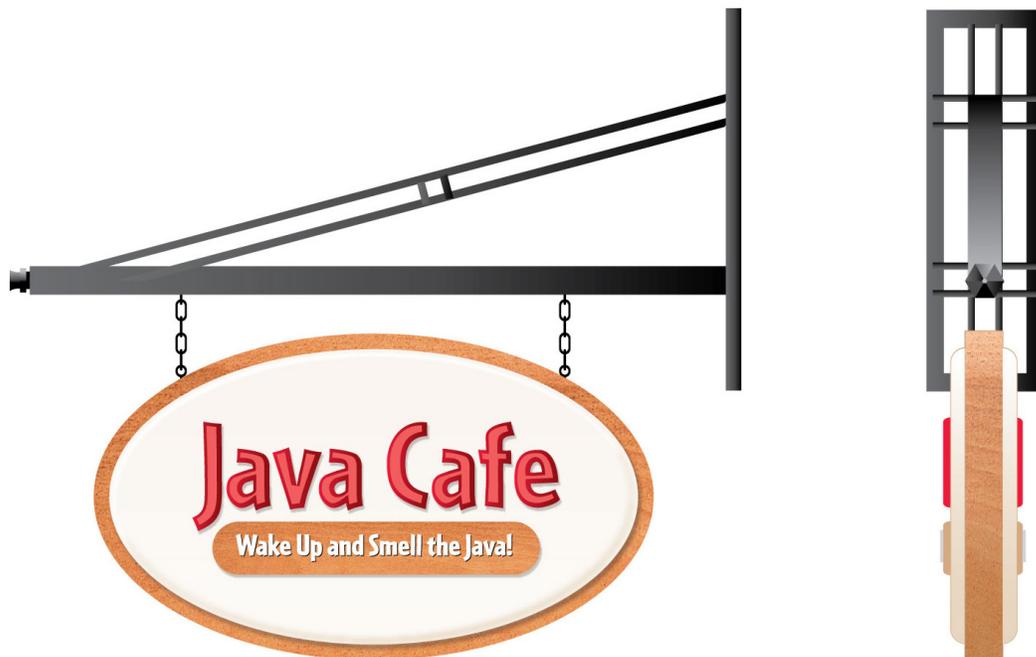


It is preferred that signs be made from or replicate natural materials such as stone and wood. Wrought iron or other artfully executed metals are acceptable. Direct illumination (flood) is preferred over indirect (internal) illumination.

Laketown Landing Merchant Signage, continued

Hanging Signs

Blade signs or signs perpendicular to a building facade should either hang from an artfully executed sign bracket or directly from the underside of a canopy structure. It is encouraged that the shape of the signs be either



oval or irregular rather than rectangular. The sign frame should be made from or replicate natural materials such as stone or wood. Wrought iron or other artfully executed metals are acceptable. Direct illumination (flood) is preferred over indirect (internal) illumination. It is also suggested that the graphics be dimensional in nature.

Laketown Landing Merchant Signage, continued

Sandwich Boards

Sandwich board signage is encouraged to incorporate a retail logo and brief description of the retailers offering. The size should not exceed 2 x 4 feet. Placement should not impede pedestrian traffic or invade parking



access. White backgrounds should be avoided. The structure shall be substantial enough to withstand strong winds.

Resources

The following pages contain information resources and names of contacts who have information about the use of these guidelines.

Contacts

Contact Name 1

Title:

Department:

Entity:

Phone Number:

Fax Number:

Email:

Contact Name 2

Title:

Department:

Entity:

Phone Number:

Fax Number:

Email:

Contact Name 3

Title:

Department:

Entity:

Phone Number:

Fax Number:

Email:

Information Sources

The following websites offer helpful information regarding theory, design, fabrication and implementation of sign systems.

SEGD (Society for Environmental Graphic Design)

www.segd.org

AIGA (American Institute of Graphic Arts)

www.aiga.org

The Wayfinding Place

www.thewayfindingplace.com

International Facility Manager's Association

www.ifma.org