



Village of South Holland
16226 Wausau Avenue
South Holland, Ill 60473
Main: 708-210-2900
Fax: 708-210-1019

CORPORATE BRAND GUIDELINES

The following branding guidelines provide a set of rules to maintain the integrity of the Village of South Holland's identity. Our brand represents the voice and personality of the organization. These guidelines govern every aspect of communication from the Village of South Holland, including publications, advertising, social media, design, and communications. Following our guidelines ensures a distinct, unified and consistent presence of our brand. We must remain disciplined in our commitment to never waiver from our brand and our message. Consistency of our brand and message increases awareness of our organization and helps cement an emotional connection to a brand.

South Holland brand: organization's mission statement

South Holland brand platform: Brand promise

South Holland delivers the highest quality of essential services to ensure community engagement and excellent community life experiences.

Village communications should all reflect on the characteristics of "community engagement" and "excellent community life experiences."

South Holland brand platform: Brand personality

The Village of South Holland is traditional, collaborative, genuine, involved, and faithful, family-oriented.

Guidelines apply to:

- Design of village logo and how it can be used
- Village letterhead
- Village website
- Personal communications
- Social media
- Advertising (including banners, print and electronic ads)

Logo Use:

South Holland's logo is the cornerstone of our brand. It is a representation of our organization's culture and our team. It is a valued asset that must be used consistently in the proper, approved forms.

There are six versions of the logo: 1) standard color bordered logo; 2) standard black/white bordered logo; 3) standard gray bordered logo; 4) color un-bordered logo; 5) black/white un-bordered logo; 6) gray un-bordered logo.

Standard color bordered logo

Standard black/white bordered logo

Standard color un-bordered logo

Standard black/white un-bordered logo

Color Palette:

The organization's color palette reflects the tradition of the community's heritage. However, while South Holland retains its traditional red, green, black, white, and gray as the primary colors, we have expanded to dynamic and neutral colors that do not diminish the integrity of the brand.

When pairing colors, use a combination of dynamic and neutral colors is ideal.

When color is used as a design element, pair dynamic colors with neutral colors, letting one dominate the other. If your dominant color is dynamic, then your accents should be neutral and vice versa.



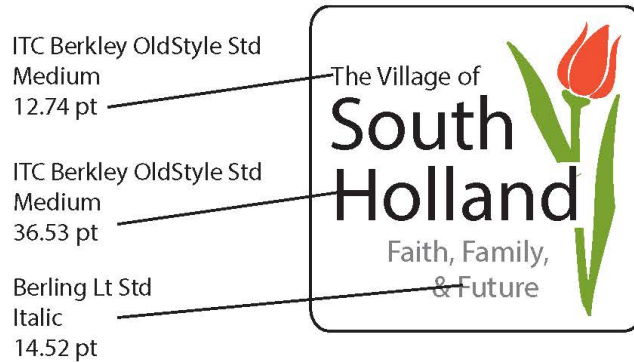
Pantone # 377 Pantone # 1788



Typography Palette:

Consistent use of South Holland's selected typefaces reinforces our brand identity.

Typeface: Village logo



Acceptable use of logo for internal (municipal facilities) signage.



SILVER ETCH WHERE GRAY

Typeface: Village Event Banners



South Holland Font = Rockwell Extra Bold 37 pt
Education Fair Font = Pacifico 52 pt

Images:

Print and Digital

Clip art is not an acceptable use. Lifestyle photos, conceptual illustrations, infographics, color, as well as black and white images are acceptable images.

Text and Tone:

We are WARM, SINCERE, CARING. We always speak with sincerity and concern for the quality of life of our constituents.

Words we want our brand to be connected to

Faith, Family, Future, Professional, Respect, Integrity, Innovation, Customer Care, Sincere

Brand Merchandise:

Individuals responsible for creating/ordering South Holland branded clothing and gifts must ensure that our brand is consistent across all items distributed to constituents and employees. Here are a few requirements when creating South Holland branded items:

- Use the Village of South Holland logo provided as artwork.
- Use the product identity and logotypes as provided.
- Use the corporate typeface of (to be determined) or (to be determined) for text in addition to the logo.
- Provide these guidelines to your vendors.
- And always send your design to mthornton@southholland.org for review before going into production.