



Branding **GUIDELINES**

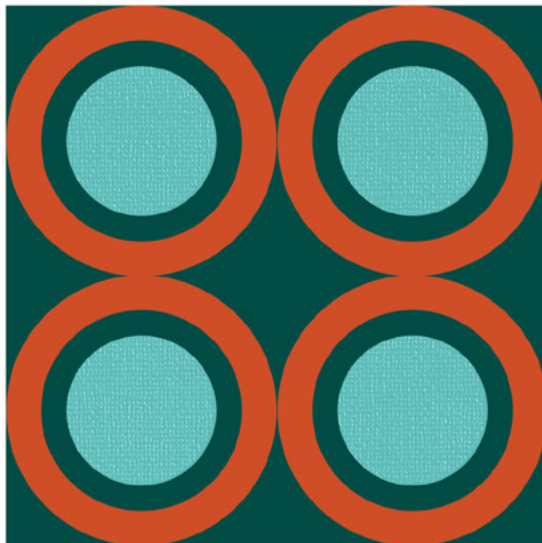
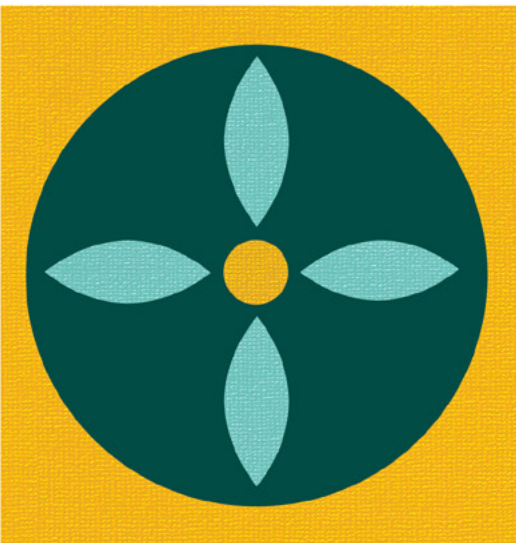
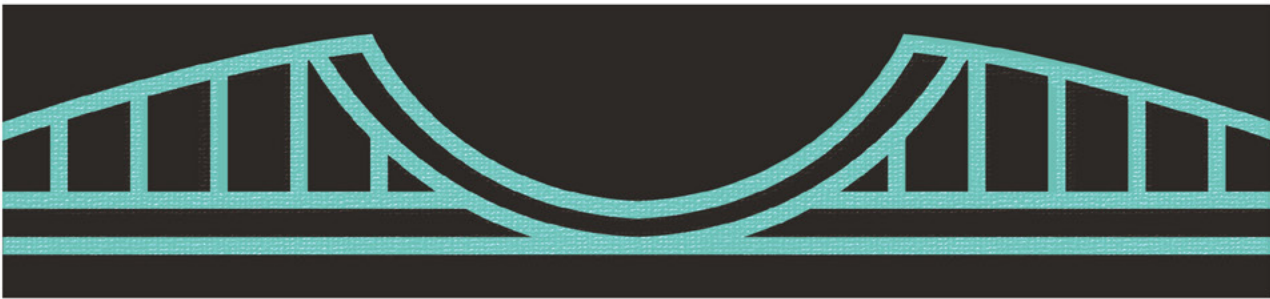
**DEFIANCE MAIN STREET
& VISITORS BUREAU**



The



BRAND



The Defiance Brand


Defiance County, OH, is a region brimming with potential. Our goal is to communicate the many exciting opportunities inherent to Defiance and the surrounding communities of Hicksville, Ney, and Sherwood. Visitors will discover a region deeply invested in its outdoors with a world-class parks and trails system and wide-open, natural spaces like wildlife reserves, state parks, and the confluence of the Maumee, Auglaize, and Tiffin rivers. Well-preserved downtowns, museums, and historical landmarks tell the rich history of the region by immersing guests in the stories that are woven into the very fabric of the community. For those settling into a new life in Defiance County, open and welcoming neighborhoods are awash in a family-friendly environment. Entrepreneurs will find a business community ready and willing to bring their vision to life — whether they're repurposing a historic storefront or building from the ground up — in the spirit of the innovative minds who once called Defiance home.




Brand PROMISE

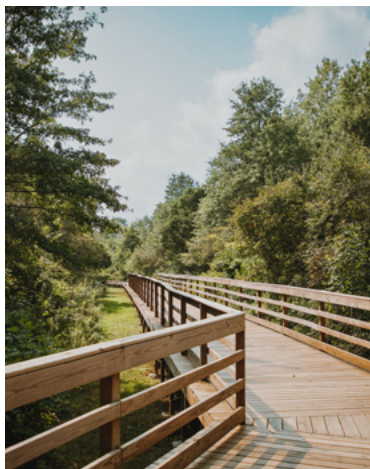
The streams of your life often seem to run parallel to one another — never meeting, always separate. While appearing disparate, these currents inch closer and closer until they converge in one special time and place. Defiance County, Ohio, captures the spirit of that existential confluence with unparalleled opportunities to visit, settle down, build your career, and enjoy your life. The rich earth provides moments of peaceful solitude in the wide-open, natural spaces that define the Northwest Ohio outdoors. Blaze a trail at Thoreau Wildlife Reserve, cast a line at Oxbow Lake and Wildlife Area, or stroll around paved paths of the Reservoir Nature Trail. Catch a breath of fresh air at our world-class parks, each boasting unique recreational activities for all ages including a water park, splash pad, and playgrounds. Launch a canoe or kayak and paddle not one, not two, but three pristine rivers — the Maumee, the Auglaize, and the Tiffin — each flowing from one adventure to the next through stunning, Midwestern environs. The stories of our forefathers live on at the historical sites that preserve our heritage, from the remains of our namesake fort to the well-preserved and immersive Auglaize Village. Get up close with global artifacts of a bygone era at the Andrew L. Tuttle Memorial Museum. Area residents steal the spotlight with local productions at the Defiance Community Auditorium and the Stroede Center for the Arts, while the intimate Huber Opera House and Civic Center welcomes touring and local acts to nearby Hicksville.

Fallen in love with Defiance County and want to extend your stay much longer? Join a friendly community welcoming all walks of life and create the lifestyle you choose, from stately houses that have stood over city streets since the early 1820s to the home of your dreams built from the ground up. Equip your children with the knowledge and skills needed through their journey into adulthood at our public and private schools — and continue their education locally at our private institution, Defiance College. Want to bring your business vision to life? Join a supportive economic environment and follow in the footsteps of the innovative minds that have called Defiance County home — repurpose a historic storefront in a picturesque downtown or transform acres of undeveloped land into opportunity for both you and your future workforce.



**DISCOVER THE
POTENTIAL AWAITING
YOU IN THE DEFIANCE
AREA AND FOLLOW
THE FLOW OF LIFE TO
AN UNFORGETTABLE
CONVERGENCE.**





Graphic IDENTITY

DEFIANCE LOGO FAMILY

The Defiance logo family consists of logos for (1) Defiance County, (2) City of Defiance, (3) Defiance Main Street & Visitors Bureau, and (4) Defiance Economic Development. Each shares the same typefaces, similar typesetting, and three-point embellishment. Each logo has a specific primary color palette that works well with the others, creating brand unity throughout the family.



TAGLINE: IT'S OUR NATURE.

This tagline leverages the city and county's bold name as an attitude shared by the community, positioning them as proud of their heritage and ready to defend it. The tagline also promotes the region's pristine natural areas — such as the rivers and nature preserves — for leisure and recreation.

MAIN LOGO DESCRIPTION

THREE-POINT

EMBELLISHMENT:

Represents the three connecting rivers and recalls a sunrise, a symbol of opportunity



BRIDGE:

Represents the connections between four towns and closeness between the communities

BOLD TYPE: Represents strength and confidence

MAIN LOGOS

(1)



(2)



(3)



(4)



COLOR VARIATIONS

Each logo within the family has three alternative options: (1) white and gold version, to be used on black backgrounds and when color is an option; (2) a colored version with light type to be used on dark color backgrounds when color is available; and (3) a full color version to be used on light backgrounds when color is an option.

ADDITIONAL LOGOS & SUB-BRANDS

Additionally, (4) a four-color, alternate color version for the county is available, as are individual versions for (6) Defiance, OH, Main Street and Visitors Bureau, (7) Defiance with tagline, and (8) Economic Development. Additionally, each logo is available in a full white (9-11) and full black version (not pictured) to be used when color printing is not available. All usage rules apply to all logos accordingly across the brand.

(1)



(2)



(3)



(4)





MINIMUM SIZE & CLEAR SPACE

To ensure readability, never reproduce the Defiance, OH, logos smaller than 1 inch wide. Always maintain a clear space around the logo. This prevents text, illustrations, photos, or other elements from interfering with the logo's legibility. More space is generally preferred. For the logo, the height of the letter "D" in "DEFIANCE" should be used as a measure to determine the minimum amount of space required between the logo and the other elements and text.



INCORRECT USAGE

Following are some examples of how NOT to apply the Defiance, OH, logo. A good rule to follow is the logo should never be modified or changed and only an approved version should be used.



Do not alter the logo, add, or remove any elements.



Do not change the logo's colors.



Do not squeeze, stretch, pinch, or distort the logo.



Do not change the font in the logo.



Do not place the logo on busy backgrounds.

COLOR

Color is vital to create brand unity and an emotional connection with the viewer.

Six colors have been chosen to represent the Defiance brand.

BRICK RED

CMYK 13/87/100/3
RGB 207/77/39
HEX CF4627
PMS 173 C

STRONG BLACK

CMYK 67/64/66/68
RGB 44/41/38
HEX 2D2926
PMS 3125 U

GLISTENING GOLD

CMYK 8/35/100/0
RGB 233/170/34
HEX EAAA00
PMS 124 C

AUGLAIZE BLUE

CMYK 62/6/34/0
RGB 92/185/178
HEX 5CB8B2
PMS 7472 C

DEFIANCE GREEN

CMYK 91/47/67/42
RGB 1/76/69
HEX 004C45
PMS 3302 C

VINTAGE WHITE

CMYK 2/2/11/9
RGB 244/244/227
HEX F8F4E3
PMS 11-0105

Typography

The right typeface, when used consistently, creates an effective presence and provides a sense of familiarity for the reader. It will also provide a consistent look and feel throughout all communications. Neue Haas Unica comes in several different weights and styles. Neue Haas Unica is a versatile font, working well as both a headline (use BLACK) and as body copy (use MEDIUM). It also works easily with other typefaces, which can be substituted within headlines.

The secondary fonts, Melburch and Beverly Right Drive, should be used sparingly as they're more difficult to read in small sizes or large amounts of copy. Both fonts can specifically be used for headlines and pull quotes.

Aa

EFCO COBURN HEAVY

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

Aa

Beverly Drive Right Black

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

Aa

NEXA RUST SLAB

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

Aa

NEUE HAAS UNICA MEDIUM

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

BE BOLD:

SET HEADLINES IN EFCO COLBURN HEAVY AT 48 PT.
OR LARGER IN ALL CAPS WITH 40-PT. TRACKING.



*Feeling adventurous? Pair with
Beverly Right Drive at 30-pt. size.*

TRY NEXA RUST SLAB AT 14-PT. SIZE
OR LARGER WITH 10-PT. TRACKING FOR
A SOLID, FIRM APPROACH.



SUBHEADS MAY BE SET IN
NEUE HAAS UNICA AT 16-PT. SIZE.

Body Copy should be set in Neue Haas Unica, Medium, at 9-pt. size and 15-pt. leading. Like a gentle current, the font you choose for paragraph copy should flow from one page to the next, carrying the reader from one stream of consciousness to the next. Your body font, Neue Haas Unica, is the vessel through which the legends of Defiance County are passed on. Such a reliable craft no doubt ensures a new generation of pioneers and explorers.



"NOW HEAR THIS: PULL QUOTES AND SUBHEADS
SHOULD BE SET AT 24-PT. SIZE OR LARGER TO
REALLY MAKE AN IMPACT!"

Graphic ELEMENTS



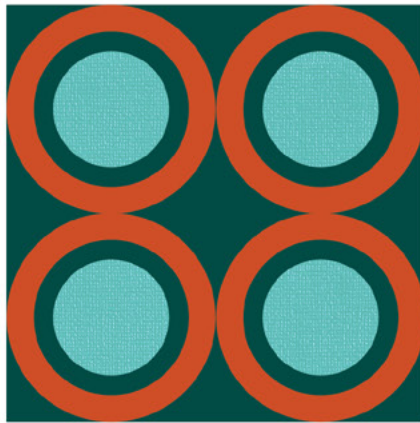
EXPLANATION

These graphic elements symbolize staple locations and assets that can be found in Defiance. They should be used throughout branding materials such as T-shirts, print advertising, and other merchandise.

- (A) Ode to history of Defiance
- (B) Represents the four towns that make up Defiance County
- (C) Symbolizing the three connecting rivers and sunset
- (D) Flowing nature of the rivers
- (E) Representation of growth
- (F) Ode to Fort Defiance and its history
- (G) Lilacs
- (H) Bridge representing connection
- (I) Glistening of the rivers
- (J) Embellishment used on logo
- (K) Ohio and Defiance County's location
- (L) Close community
- (M) Ohio abbreviation



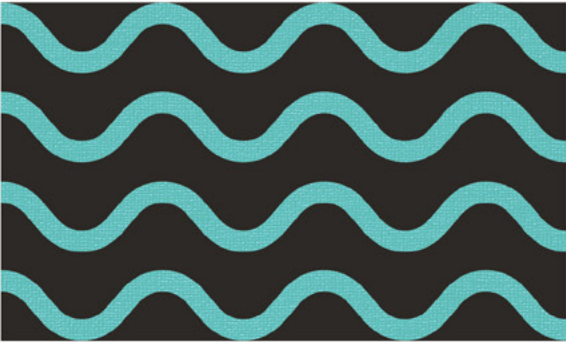
(A)



(B)



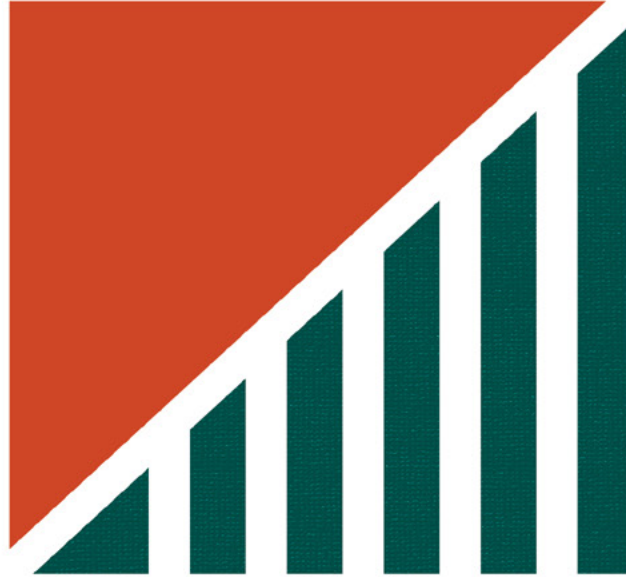
(C)



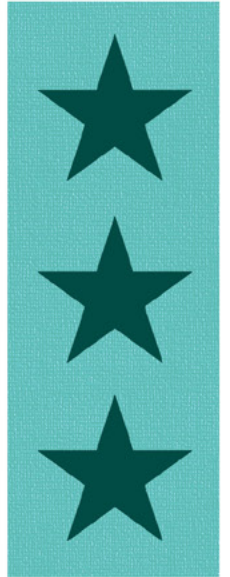
(D)



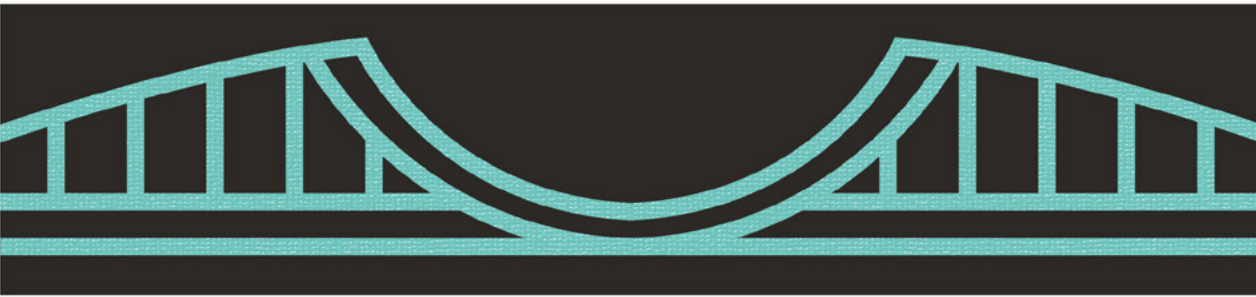
(G)



(E)



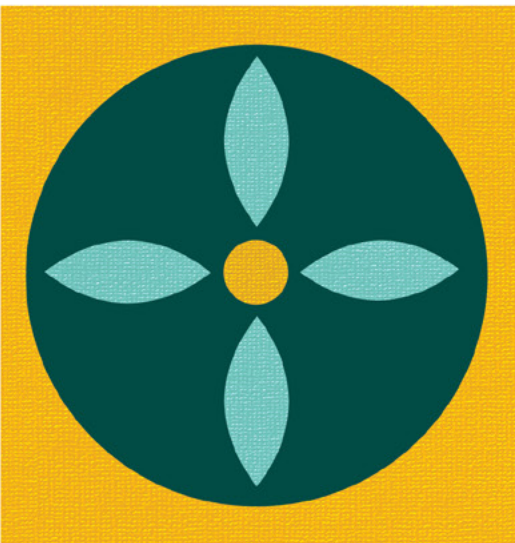
(F)



(H)



(I)



(J)



(K)



(L)



(M)

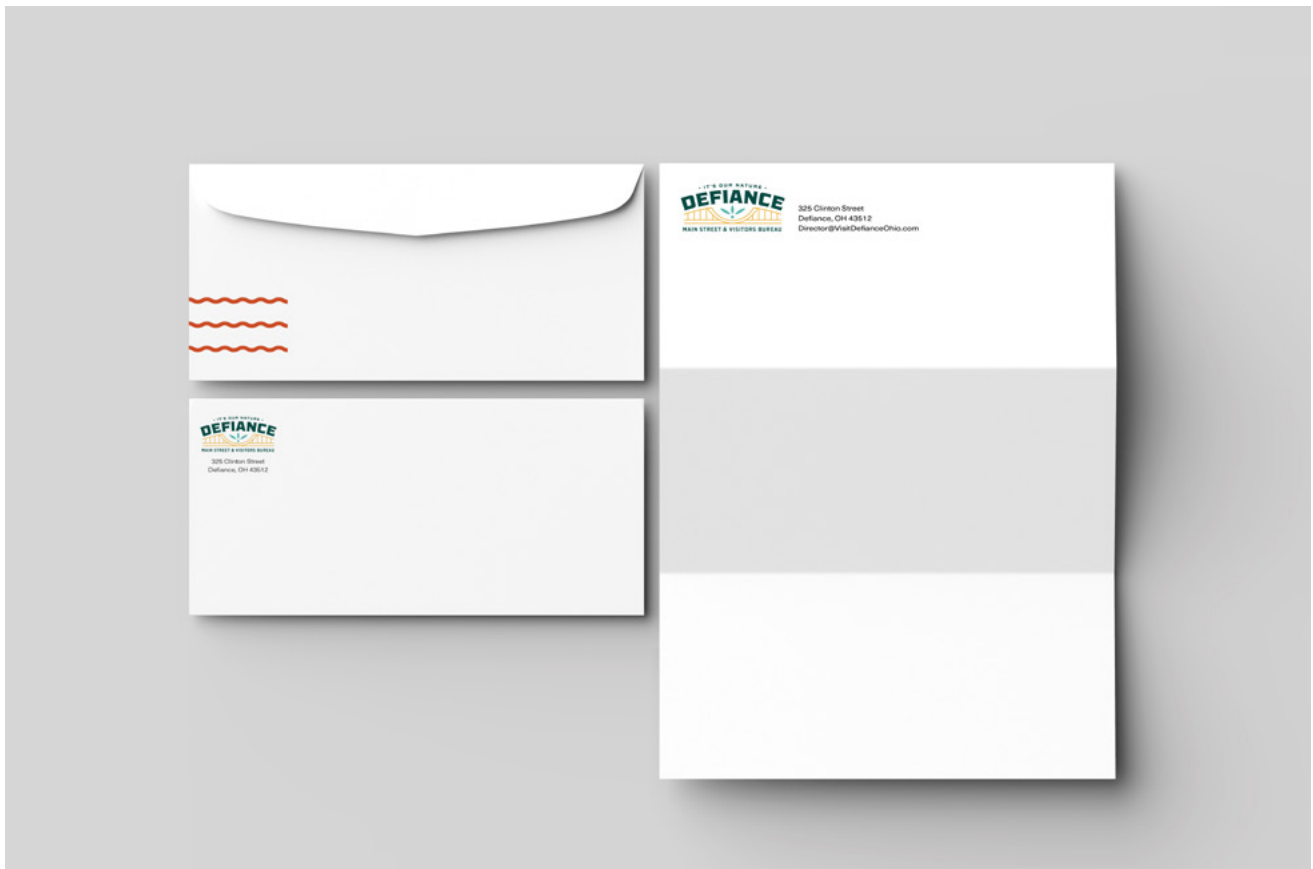
In PRINT

PROFESSIONAL USE

The stationery kit includes the letterhead, envelope, and business cards. The letterhead should be printed on 8.5"x11" paper. The business cards are a custom size (3.377"x2.563"). The envelope sample is a #10.



LETTERHEAD & STATIONERY



BUSINESS CARDS



Branding **SWAG**





Defiance **SIGNAGE**



• IT'S OUR NATURE •
DEFIANCE
COUNTY-OHIO



Defiance DIGITAL

SOCIAL ICONS



DIGITAL ADS



Step Into
HISTORY

• IT'S OUR NATURE •
DEFIANCE
COUNTY-OHIO



Shop Downtown
DEFIANCE

• IT'S OUR NATURE •
DEFIANCE
COUNTY-OHIO



Explore Downtown
DEFIANCE

• IT'S OUR NATURE •
DEFIANCE
COUNTY-OHIO



Brand Guidelines developed for
Defiance, OH by McDaniels Marketing.

Questions, contact: info@mcdmarketing.com or 309-346-4230.

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