CITY OF CORBIN TOURIST
& CONVENTION COMMISSION

BRAND GUIDELINES

IT'S ALL
SUNSHINE AND
MOONBOWS HERE
This could be you!

BRAND PROMISE

Seated at the gateway to Appalachian Kentucky, Corbin blends mindful living with lifelong memories in the making. Sun-splashed downtown streets invite you to stroll, pop into a shop, and stay awhile. There's no rush, except for the roaring waters at Cumberland Falls. And if you find yourself there on a clear, full-moon night, you'll catch one of the world's only moonbows shimmering through the mist.

After wending your way back beneath the lush canopies of the Daniel Boone National Forest, you'll find a medley of restaurants in town ready to dish up something special for folks of many tastes. Whether that's Corbin's very own famous Kentucky Fried Chicken at Sanders Café or farm-to-table masterpieces prepared by globally trained chefs, everything here is warmly served with a side of Appalachian hospitality.

Corbin is rich in culture, community, education, and connection. Sure, it may look like a small town, but it's never a small time. Festivals, concerts at the arena, street markets, and a vibrant art scene bring a constant pulse of big city experiences to Corbin — all while being a stone's throw away from the rolling foothills of Appalachia.

But what truly sets Corbin apart are the people. The can-do, "charmed to meet you" kind. You can come into town without knowing a soul and leave feeling like a local. That's just how things are around here. No matter if you're stopping by or putting down roots, you'll find open doors, a seat at the table, and plenty of friendly faces.

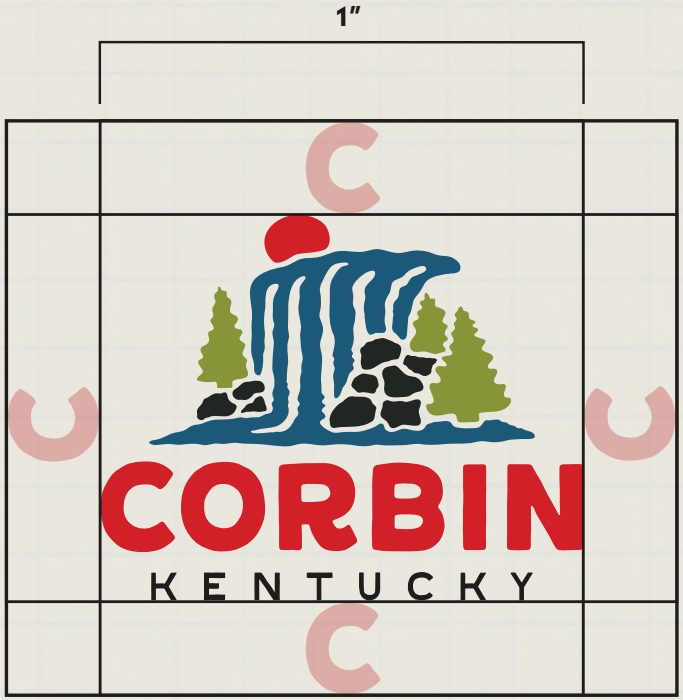
Because Corbin Loves Company.

How do I use my new brand?

GRAPHIC IDENTITY

LOGO SIZE & CLEAR SPACE

To ensure readability, never reproduce the Corbin, Kentucky logo smaller than 1" 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 waving icon or C graphic should be used as a measure to determine the minimum amount of space required between the logo and other elements and text.



THE LOGOS

VERSIONS

The logo can be shown in a variety of colors and sizes as well as in (a) stacked, (b) horizontal, and (c) simplified stacked variations. Consider the other images and colors around the logo and choose the option that works best.

A)

B)

C)

THE LOGOS

VERSIONS

This logo features a playful, hand-drawn look that suits more casual uses, such as merchandise and apparel. As with the logo guidance on the previous page, consider the other images and colors around the logo and choose the option that works best.

A)

B)

CORBIN
KENTUCKY
LOVES COMPANY
CORBIN
KENTUCKY
LOVES COMPANY
CORBIN
KENTUCKY
LOVES COMPANY
CORBIN
KENTUCKY
LOVES COMPANY
CORBIN · KY
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CORBIN
KY LOVES COMPANY

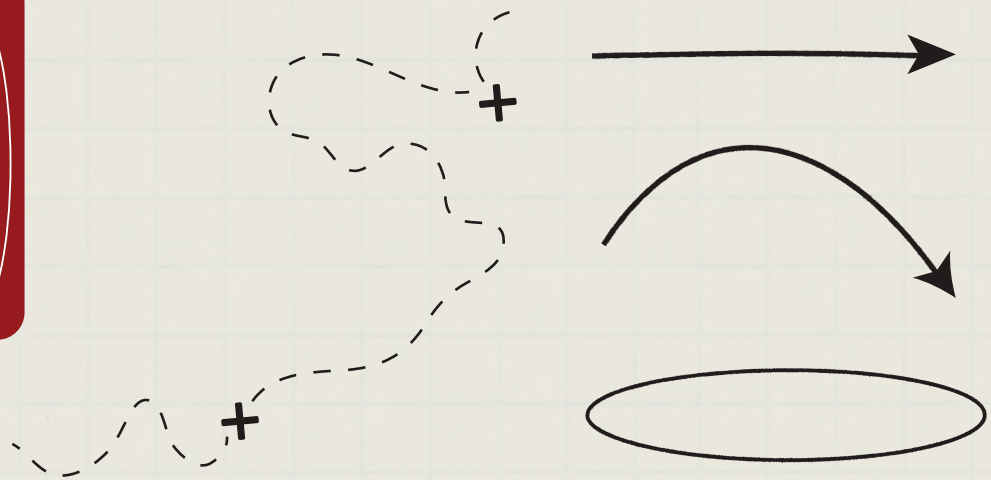
CORBIN
KENTUCKY

CORBIN
KY LOVES COMPANY

BRAND ELEMENTS

ICONS AND PATTERN

The icons shown have been created to embody the many aspects of Corbin, Kentucky. These icons can easily be made into a branding pattern with multiple color variations and can be used as design elements in marketing materials when desired.



ALTERNATIVE LOGOS

The alternative tagline logos can be customized to speak directly to the audiences Corbin attracts. The structure should always read as, "CORBIN KY LOVES [NOUN]" and only insert one word in place of the noun. The noun should always be a descriptor word for audiences, as shown below. Do not use more than one word after "LOVES" as this will make the logo appear cluttered.

Incorrect LOGO USAGE

THE RIGHTS & WRONGS

The following are some examples of how NOT to apply the Corbin, Kentucky logo. A good rule to follow is to only use an approved version of the logo and never modify it.

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

✕ Do not change the font or typesetting in the logo.

✕ Do not change or alter colors in any way.

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

✕ Do not place logo on busy or distracting backgrounds.

BRAND COLORS

The colors in this palette are directly inspired by the red brick buildings downtown, iconic brands, and lush natural landscapes found within Corbin. They exude Corbin's warmth toward company while remaining grounded in natural earth tones. Use these color codes to keep consistency over various media.

CORBIN RED

HEX #d00911
RGB 208 9 17
CMYK 12 100 100 3
PMS 186

CAMPFIRE RED

HEX #961b1e
RGB 150 27 30
CMYK 25 100 100 26
PMS 7621

SUNNY AFTERNOON YELLOW

HEX #dcd56d
RGB 220 213 109
CMYK 16 8 71 0
PMS 585

CUMBERLAND BLUE

HEX #1C5878
RGB 28 88 120
CMYK 92 62 34 15
PMS 7700

MOONBOW BLUE

HEX #BBD5E3
RGB 187 213 227
CMYK 25 7 6 0
PMS 291

TRAILHEAD GREEN

HEX #879338
RGB 135 147 56
CMYK 51 28 100 7
PMS 7495

RAILROAD BLACK

HEX #201D1C
RGB 32 29 28
CMYK 70 67 66 76
PMS 419

MOONLIGHT WHITE

HEX #EDEAE0
RGB 237 234 224
CMYK 6 5 11 0
PMS 614 @ 30%

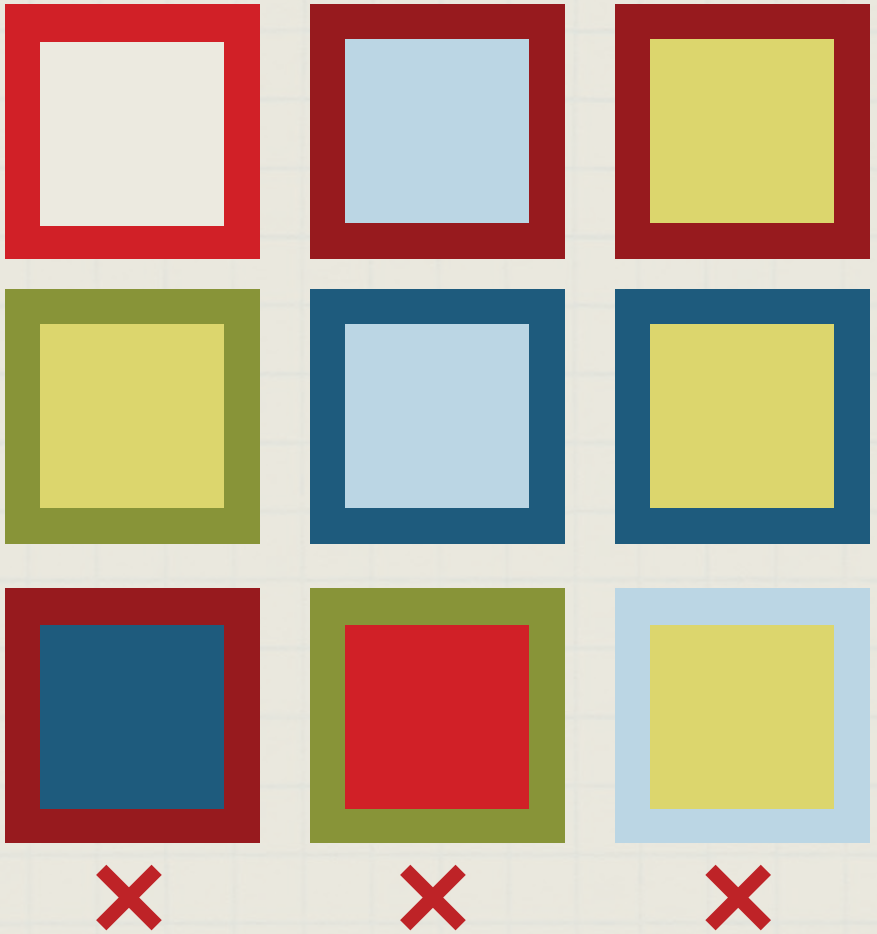
APPALACHIAN MIDNIGHT TEAL

HEX #045963
RGB 4 89 99
CMYK 92 50 50 26
PMS 5473

BRAND COLORS

CONTRAST COMBINATIONS

Combine colors accordingly for best contrast. Each color has light and dark variants to ensure ease of use with other colors. The light and dark color variants can be used together in illustration or graphic elements.



TYPOGRAPHY

WHY IS TYPE IMPORTANT?

The right typeface, used consistently, creates an effective presence and provides a sense of familiarity for the audience. It will also provide a consistent look and feel throughout all communications.

HEADLINE FONT

EPILOGUE ROUGH

AA BB CC DD EE
FE GG HH II JJ KK
LL MM NN OO PP
QQ RR SS TT UU
VV WW XX YY ZZ
1 2 3 4 5 6 7 8 9 0

SUB-HEADLINE FONT

TAY DANNY LASSO

AA BB CC DD EE
FE GG HH II JJ KK
LL MM NN OO PP
QQ RR SS TT UU
VV WW XX YY ZZ
1 2 3 4 5 6 7 8 9 0

BODY FONT

Azo Sans Light

Aa Bb Cc Dd Ee Fe Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Note: Heavier weights and italics may be used to emphasize copy.

ACCENT FONT

Juniper Bay

Aa Bb Cc Dd Ee Fe Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

TYPOGRAPHY

USE EPILOGUE ROUGH FOR A GO-GETTER KIND OF HEADLINE.

"Use Juniper Bay Regular for a pull quote or special call out copy."

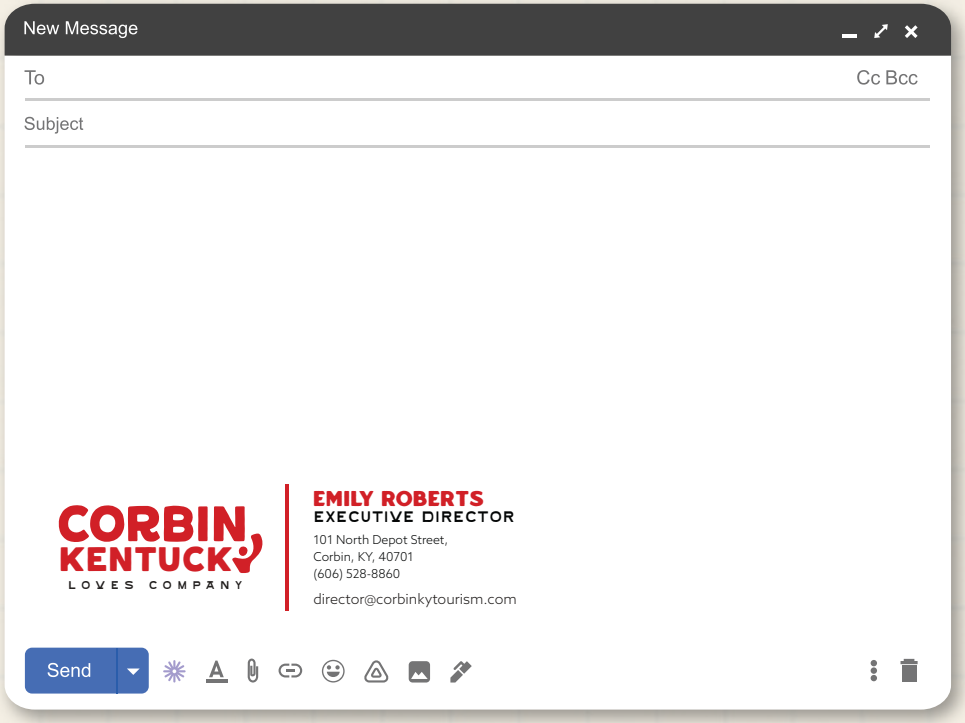
TAY DANNY LASSO IN ALL CAPS. WITH 10 PT TRACKING IS PERFECT FOR A FRIENDLY SUB-HEADLINE.

Use Azo Sans Light no larger than 11pt. for body copy. After wending your way back beneath the lush canopies of the Daniel Boone National Forest, you'll find a medley of restaurants in town ready to dish up something special for folks of many tastes. Whether that's Corbin's very own famous Kentucky Fried Chicken at Sanders Café or farm-to-table masterpieces prepared by globally trained chefs, everything here is warmly served with a side of Appalachian hospitality.

STATIONERY

SHOWING OFF YOUR BRAND

The stationery kit includes letterhead and business card designs. The business card sample is 3.5" x 2" and the letterhead should be printed on 8.5" x 11" paper. An email signature design can be used as well.



SIGNAGE

The Corbin, Kentucky brand identity can be used in signage that creates eye-catching advertisements for the city.

APPAREL & MERCH

WEAR YOUR BRAND

The largest category for promotional products is apparel, such as hoodies, shirts, jackets, and hats. Each item should feature a Corbin, Kentucky logo version that fits best. Promotional merchandise and products branded with the Corbin, Kentucky logo can be distributed to employees and visitors to promote the Corbin, Kentucky brand. Such products are often called "swag" and can also be distributed as handouts at trade shows, during sales calls and presentations, and at events.

Use brand elements to create eye-catching merch!

DIGITAL

A social media template was created to show how to display different types of information. This layout can be used as a starting point for the design. Elements can be shifted and changed to best fit the content.

Use additional icons for different categories

CORBIN, KENTUCKY

LOVES COMPANY

McD
REMARKABLY UNCOMMON.

Brand guidelines developed for the City of Corbin Tourist & Convention Commission by McDaniels Marketing.

Questions? Contact:
info@mcdmarketing.com
or call 309-346-4230

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