



VILLAGE OF
GREENDALE

The Garden Community

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Brand
GUIDELINES



The BRAND PROMISE

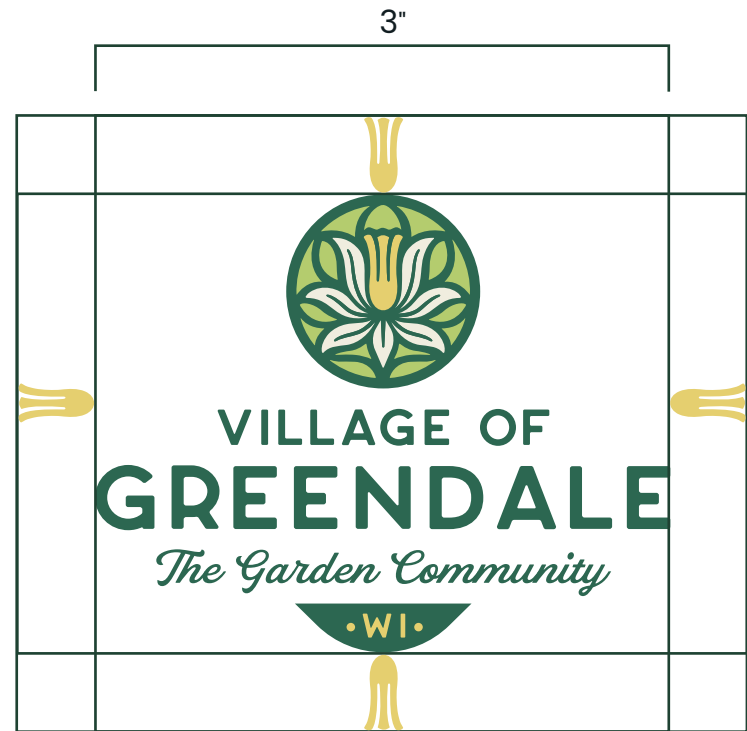
From a blank canvas of prairies, forests, and farms, an idea took shape. A concept that by purposely planning a better place to live, people could live more purposefully. As one of only three Greenbelt Towns envisioned during the Great Depression to be the perfect fusion of the best of urban and rural lifestyles, the Village of Greendale was born. A place where streets, sidewalks, and paths weren't conceived to get people from point A to point B (or as it's known here, A Section to B Section) — they were created to get people together. The parks are populated. The businesses bustle. The common areas connect. Residents feel a oneness with each other and visitors are only strangers here but once.

Sure, there's a healthy mix of good schools, necessary services, worthy businesses, wonderful restaurants, enjoyable events, and peaceful green spaces. But it's the unquantifiable qualities that truly define this place. A sense of community. A feeling of friendship. A mysterious magic. A beautiful vision full of color and character brought to life. The Village of Greendale is a masterpiece to be found just minutes from downtown Milwaukee to its northeast and the rural areas of Wisconsin to its south and west. Just as it was designed to be, many, many decades ago.

GRAPHIC IDENTITY

LOGO SIZE & CLEAR SPACE

To ensure readability, never reproduce the Village of Greendale 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 yellow daffodil 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

LOGO VARIATIONS

The logo can be shown in a variety of colors and sizes as well as in (1) stacked and (2) horizontal variations. There is also a (3) social icon variation as well as a (4) badge version. When choosing which version of the logo to use, take into account the other images and colors that will be seen around the logo and choose the option that works best.

VERSIONS & COLORS

The main set of logos includes the tagline "The Garden Community" with Wisconsin abbreviated. There is also a version with the established date of 1938 with "Wisconsin" spelled out. Also included in the logo package are logo variations for the Department of Public Works, Historic Welcome Center, and Downtown Market. Logos for other entities such as the Public Celebrations Committee, Village Clerk's Office, Village Treasurer's Office, etc. can be created in the future as needed. Each logo contains a stacked, horizontal, and badge version set in a variety of colors.

1. STACKED LOGO



2. HORIZONTAL LOGO



3. SOCIAL ICON LOGO



4. BADGE LOGO





INCORRECT LOGO USAGE

The following are some examples of how NOT to apply the Village of Greendale 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 or alter colors in any way.



Do not change the font or typesetting in the logo.



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



Do not apply the logo to a colored background that is not in the brand colors.



Do not apply the logo to a busy photo background.

USE OF THE SEAL

This is the official seal of the Village of Greendale, which was selected and approved by the Village Board on February 7, 1939. It is an important part of the Village of Greendale's heritage and will continue to be used mainly on official Village documents such as proclamations, policies, legal documents, and other items like plaques, awards, and permits.

1. COLOR SEAL



2. BLACK SEAL



BRAND COLORS

GREENBELT

CMYK: 82 38 72 26
RGB: 44 103 81
HEX#: 2C6751

GREENBELT-DARK

CMYK: 82 48 76 53
RGB: 30 66 50
HEX#: 1E4232

LEAFY GREEN

CMYK: 33 5 73 0
RGB: 108 204 110
HEX#: B4CC6E

LEAFY GREEN-DARK

CMYK: 51 23 100 5
RGB: 135 156 58
HEX#: 879C3A

DAFFODIL YELLOW

CMYK: 6 10 66 5
RGB: 229 207 111
HEX#: E4CF6E

DAFFODIL YELLOW-LIGHT

CMYK: 5 5 24 1
RGB: 238 230 197
HEX#: EDE5C4

TERRACOTTA

CMYK: 17 74 73 5
RGB: 198 95 75
HEX#: C65F4B

TERRACOTTA-DARK

CMYK: 30 84 78 31
RGB: 136 56 50
HEX#: 883832

HISTORIC BLUE

CMYK: 44 18 12 0
RGB: 143 181 204
HEX#: 8FB5CC

HISTORIC BLUE-DARK

CMYK: 93 65 42 26
RGB: 25 76 100
HEX#: 194C64

OFF WHITE

CMYK: 1 1 9 4
RGB: 240 237 223
HEX#: FOEDDF

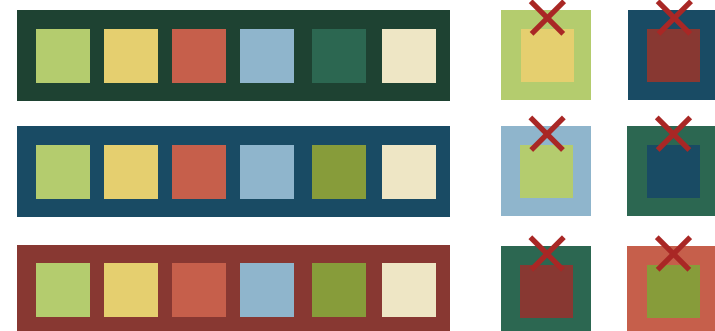
OFF BLACK

CMYK: 82 68 62 74
RGB: 17 29 33
HEX#: 111D21

COLOR COMBINATIONS

Combine colors accordingly for best contrast. Greenbelt-dark, historic blue-dark, and terracotta-dark work great for background colors.

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 but not with copy.



BRAND ELEMENTS

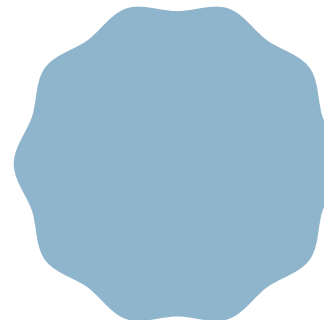
PATTERN ILLUSTRATION

Drawing from the floral and organic motifs found in Art Nouveau, these patterns have multiple color variations and can be used as design elements in marketing materials when desired.



SCALLOP SHAPES

The brand elements also include various scalloped graphics to be used in different ways. The shapes can be used as areas for copy, photo frames, or for the overall background shape of a design. The scallop shapes can bleed off edges of the frame or be totally contained. Each scallop shape comes in every brand color.



DESIGN EXAMPLE



TYPOGRAPHY

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

AA BB CC

LAROSA 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
0 1 2 3 4 5 6 7 8 9

SECONDARY HEADLINE FONT

AA BB CC

LAROSA REGULAR

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

Note: Use for short, secondary headlines.

SUB-HEADLINE FONT

AA BB CC

TAY BIRDIE REGULAR

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

ACCENT FONT

Aa Bb Cc

Friday Rounded

*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*

BODY COPY FONT

Aa Bb Cc

Poppins Regular

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

Note: Use for lists, captions, or callouts.

The font Friday Rounded can be used to call out highlighted words or the first word in headlines.

Larosa Black can be used for main headlines. For example, H1 titles on webpages.

Larosa Regular can be used for secondary short headlines, such as website service boxes or lines secondary to the main headline.

The font Tay Birdie can be used for sub-headlines. For example, bylines or titles of sub-sections.

Poppins Regular can be used for body copy, For bulleted lists and captions, use Poppins Bold.

Use LAROSA BLACK IN EITHER GREEN OR OFF-WHITE FOR THE HEADLINE.

SHORT HEADLINE

FOR A FRIENDLY LOOKING SUBHEAD, USE TAY BIRDIE IN TERRACOTTA OR OFF-WHITE.

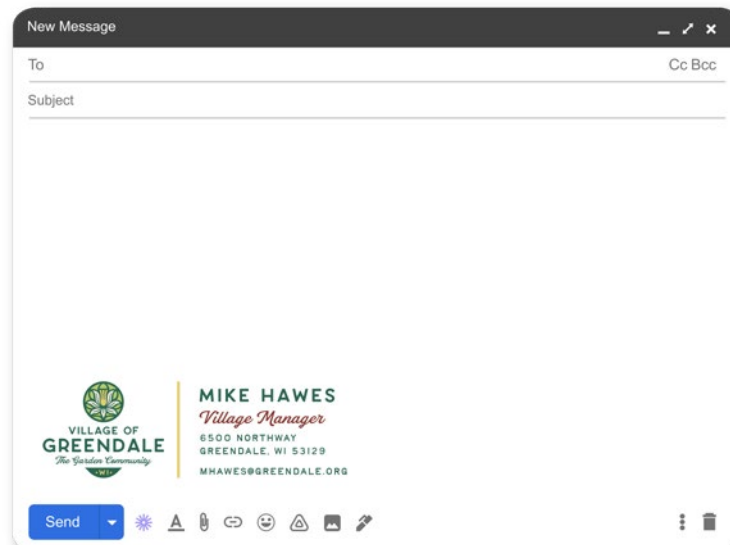
The font Poppins in the weight “regular” can be used for body copy. Setting the body copy size no smaller than 10 pt in either off-white or off-black creates a cohesive look.

Example: Ariste doluptius, ommolut ad qui quate nis maio blaut platem exces estiis ut unt. Uciissum assint facium quis eum faceptum facit aliqui to occatur? Liquodis nihil molorenduci dolorecti od et adit voluptas et liberfe rumqui quam volorumquae plique lictur, aturibus diam rem nus eatempo ritaqua sperferibus doluptur, nam faceritatur, asi dolor seque.

- Use Poppins in bold for lists or captions.
- Lists or captions can be used in any dark color or off-white on a darker background.
- Neat, tidy, and ordered — this is how a list could look!

SIGNAGE & STATIONARY

The Village of Greendale brand identity can be used in signage that creates eye-catching advertisements for the village. 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.



APPAREL & MERCHANDISE

The largest category for promotional products is apparel, such as hoodies, shirts, jackets, and hats. Each item should feature a Village of Greendale logo version that fits best. Promotional merchandise and products branded with the Village of Greendale logo can be distributed to employees and visitors to promote the Village of Greendale 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.





McD REMARKABLY
UNCOMMON.

Brand guidelines developed
for the Village of Greendale
by McDaniels Marketing.

Questions? Contact:
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or call 309-346-4230.

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