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<u><a href="#">Click here to download Lower Mystic TMA's brand assets.</a></u>	



**The Lower Mystic TMA is a non-profit public-private partnership that aims to provide creative, efficient, and cost-effective transportation solutions to reduce traffic and to enhance the quality of life, accessibility, and economic vitality of the residents and employees within the City of Everett and the Lower Mystic area. This will be accomplished through coalition building and coordinating closely with the relevant city, state, and federal agencies.**

These communities are rich in history and culture. They are bi-racial and bi-lingual. They have typically been more industrial and are now being developed in a way that celebrates their importance in the region.



The primary logo should be included on everything that is created for the brand, when a horizontal logo is appropriate. (i.e. in the top left corner of your website, on print materials, on the title slide of presentations, etc.)



**Lower Mystic TMA** | Primary Logo



This secondary logo serves as an avatar and is useful when a smaller, vertical or 1:1 logo mark is more appropriate. (i.e. for social media profile pictures, in the bottom corner of presentation slides, etc.)



## Appropriate Spacing & Size



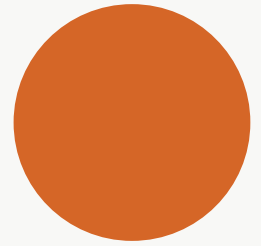
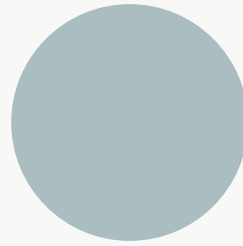
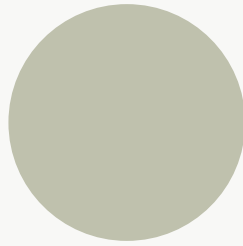
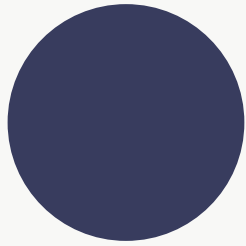
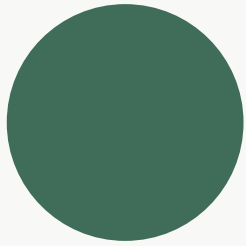
It's important to use an appropriate amount of whitespace around the logo when it's incorporated in marketing materials. The spacer on all sides of the logo above is the minimum space required.



Minimum Width,  
20mm

## One Color Logo Usage





### Main Colors

#### CMYK

76, 38, 68, 22

#### RGB

64, 109, 89

#### HEX

#406d59

#### CMYK

85, 79, 38, 28

#### RGB

56, 60, 94

#### HEX

#383c5e

#### CMYK

26, 18, 32, 0

#### RGB

191, 193, 178

#### HEX

#bfc1ad

#### CMYK

34, 17, 20, 0

#### RGB

170, 189, 193

#### HEX

#aabdc1

#### CMYK

61, 16, 90, 2

#### RGB

113, 164, 79

#### HEX

#71a44f

#### CMYK

12, 72, 100, 2

#### RGB

213, 102, 39

#### HEX

#d56627

For on-screen and web use, please use RGB or HEX colors.  
Please use CMYK values for 4-color digital or offset printing.

# HEADLINES

Oswald Regular  
Oswald Medium

## When to use Oswald

Use Oswald Regular for sub-heads in an accent color.

Use Oswald Bold for headlines in a primary or accent color. Headlines are typically capitalized or sentence case, but can also be in all caps for emphasis.



## BODY COPY

*Open Sans Light Italic*

Open Sans Regular

Open Sans SemiBold

Open Sans Bold

## When to use Open Sans

Use Open Sans Regular for all body copy in a primary color. Open Sans SemiBold can also be used for sub-heads or section headers within body copy, in an accent color.

Use Open Sans Light Italic for quotes or captions in a primary or accent color, depending on importance (accent colors will stand out more prominently).

Use Open Sans Bold for any Buttons or CTAs in an accent color.

# HOW TO INSTALL GOOGLE FONTS

Click the underlined font names in the previous pages to navigate to the appropriate Google Fonts page. You can download individual styles by clicking “Select This Style” or you can download the entire family by clicking the “Download Family” button at the top of the page, on the right.

Once the font has downloaded, the next step is to install the fonts on to your computer. To do this, double-click the downloaded .zip archive to open it. Then, double-click on each font file (usually a .ttf extension) to open it.

Please Note: If there are multiple fonts in the folder, you will need to repeat the process for each font.

Once you’ve double-clicked, your computer will open a preview of the selected font. Then, click “Install” or “Install Font” and you’re all set! The selected font will now be installed on your computer.

# EXAMPLES

## Headline

### Sub-Head

Body Copy, lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut faucibus pulvinar elementum integer enim neque. Facilisis magna etiam tempor orci eu. Fames ac turpis egestas integer eget aliquet nibh praesent. Libero id faucibus nisl tincidunt eget nullam.

*Headlines and Sub-Heads should be capitalized when they are one or two words. Use sentence case for anything that is longer than that, so it reads like a phrase.*

### Section Head

Accumsan sit amet nulla facilisi. Purus semper eget dui at tellus at. Pulvinar etiam non quam lacus suspendisse faucibus. Sit amet purus gravida quis. Commodore sed egestas egestas fringilla phasellus faucibus scelerisque eleifend. Ultrices neque ornare aenean euismod elementum.

# EXAMPLES

## Section Head

In metus vulputate eu scelerisque felis imperdiet. Ultricies mi quis hendrerit dolor magna eget est lorem. Habitasse platea dictumst quisque sagittis purus. Lectus magna fringilla urna porttitor. Mauris pellentesque pulvinar pellentesque habitant morbi.

- Felis eget nunc lobortis mattis aliquam faucibus purus.
- Dis parturient montes nascetur ridiculus mus mauris.
- Sem viverra aliquet eget sit amet tellus cras. Neque convallis a cras semper auctor neque vitae tempus.

*“Quote, tristique et egestas quis ipsum suspendisse ultrices gravida dictum. Aliquet sagittis id consectetur purus ut. Amet volutpat consequat mauris nunc congue nisi vitae suscipit tellus.” - Author*

## Button Here

*Time of day abbreviations should be lowercase with periods, “10:00 a.m. - 2:30 p.m.”*

*Bulleted lists or short phrases should always have a period at the end of the sentence.*

*Buttons should be as short and direct as possible. Always capitalize these CTAs.*

These photos have been sourced from [unsplash.com](https://unsplash.com), which are free for commercial use. When searching for stock imagery, try to find scenes that feel natural, and fit within the Lower Mystic area, style, or general aesthetic.



The logo skyline is to be used as a supporting background element throughout the Lower Mystic TMA's marketing collateral. This should always be in tan at 40% opacity or lower to mimic a watermark and run off the bottom of the page (never centered). This watermark can be used at the very bottom of your website, on letterhead, or to fill blank space at the bottom right of marketing materials.





Any icons used in marketing collateral should be sourced from [Google Material Icons](#). Each icon is optimized for readability at all sizes, platforms and display resolutions. Below are examples that are available for download through the link above.



The Lower Mystic TMA letterhead design is intended to reinforce the overall branding, utilizing the brand fonts, colors, and watermark.

## Lower Mystic <sup>TMA</sup>

To Whom It May Concern:

Body Copy in Open Sans Regular, size 12, lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut faucibus pulvinar elementum integer enim neque.

### Section Head in Open Sans Semibold, size 14

Body Copy in Open Sans Regular, accumsan sit amet nulla facilisi. Purus semper eget duis at tellus at. Pulvinar etiam non quam lacus suspendisse faucibus. Sit amet purus gravida quis. Commodo sed egestas egestas fringilla phasellus faucibus scelerisque eleifend. Ultrices neque ornare aenean euismod elementum.

### Section Head in Open Sans Semibold, size 14

Body Copy in Open Sans Regular, accumsan sit amet nulla facilisi. Purus semper eget duis at tellus at. Pulvinar etiam non quam lacus suspendisse faucibus. Sit amet purus gravida quis. Commodo sed egestas egestas fringilla phasellus faucibus scelerisque eleifend. Ultrices neque ornare aenean euismod elementum.

Body Copy in Open Sans Regular, size 12, lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Sincerely,

Allison Simmons



## CONTACT

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**HUNTER**  
DESIGN STUDIO

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