

Young Professionals of Dubuque Branding Guidelines

These guidelines have been developed to ensure that Young Professionals of Dubuque's communication and media (such as advertising, company literature, etc.) are consistent in theme, style and appearance. At the same time, the guidelines allow for great flexibility to meet specific market needs and promote creativity.

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Mission Statement

Young Professionals of Dubuque offers professional development, social networking events and opportunities for greater community involvement.

Tagline

Connecting the future of Dubuque

Abbreviation for Young Professionals of Dubuque

YP Dubuque

Contact Information

Young Professionals of Dubuque
P.O Box 705
Dubuque, Iowa 52004

web: www.ypdubuque.org
email: info@ypdubuque.org
phone: 563.557.9200

Logo

The logo is at the heart of Young Professionals of Dubuque’s visual identity. Consistent and proper usage of the logo will reinforce the branding efforts, and will help to establish a better sense of continuity in the minds of young professionals and other individuals throughout the community.

In order to establish a consistent brand image, the basic logo should remain consistent. Tag lines for sponsored events (for example, “Connecting the Future of Dubuque”) are not considered part of the logo. Logo files are available in pantone, cmyk, rgb, web, grayscale and one color.

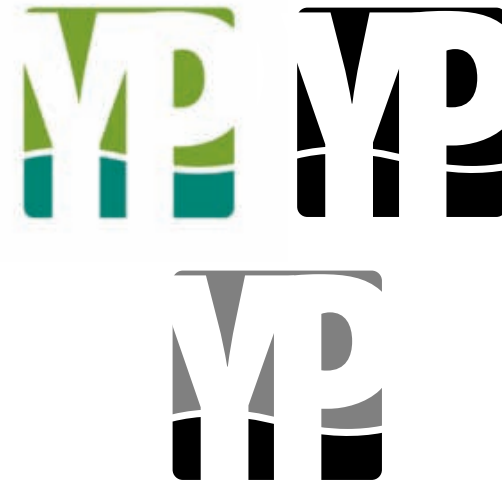


Pantone	Green	PMS 377C
	Blue	PMS 562C
CMYK	Green	C 45 M0 Y100 K24
	Blue	C85 M0 Y50 K31
RGB	Green	R120 G162 B47
	Blue	R0 G133 B118
Web	Green	78A22F
	Blue	008576

Clear space surrounding logo

To assure the prominence and clarity, a minimum amount of clear space must always surround the YP Dubuque logo; separating it from other elements, such as headlines, text, imagery or the outside edge of printed materials. The logo should have “room to breathe,” and should not be enclosed by a box or appear as part of another graphic element. No graphic elements of any kind should intrude into this field. The protected area around the logo is defined to the right. It is defined by the height of the blue wave on the right side. The logo should always be placed on a white background to keep the logo prominent.

When the logo is at 25% of its original size or less, remove the words “Young Professionals” and “Dubuque” from the bottom of the logo. Depending on the project, there may be some exceptions to this guideline. Exceptions to this guideline are based on the project and must be approved by the Marketing Committee Chair.



Logo & Partnership Logos

Together, YP Dubuque and the Chamber have formed a partnership to help make the future for young people in this community stronger. For many events, it is appropriate to include the Chamber's logo along with the YP of Dubuque logo on marketing pieces.

To the right are examples of proper use of the two logos positioned together.

For displaying Chamber partner logos, it is required to present the 'Ultimate Partners' above and larger than other logos. It will be important to work with the chamber every year to be aware of the partnership information.



Sponsorship Logos

During special events, such as March Madness Food Drive and YP Symposium, it is important to recognize sponsors visually on marketing pieces. During most sponsored events, the Chamber's logos is also used. The YP and Chamber's logos are to remain prominent from the others. To the right is an example of how they should look.

The designer will obtain the digital sponsorship logos through the marketing chair person(s). The event committee will be providing these logos to the marketing chair person(s). This will ensure sponsorship logos are current.



JOHN DEERE



CONLON



Future YP Dubuque Logo

The Future YP Dubuque logo will be used to communicate information from the college chapter of Young Professionals. All branding guidelines from the Young Professionals apply to the college chapter. They shall follow all branding guidelines including typography, elements of design and approval processes.

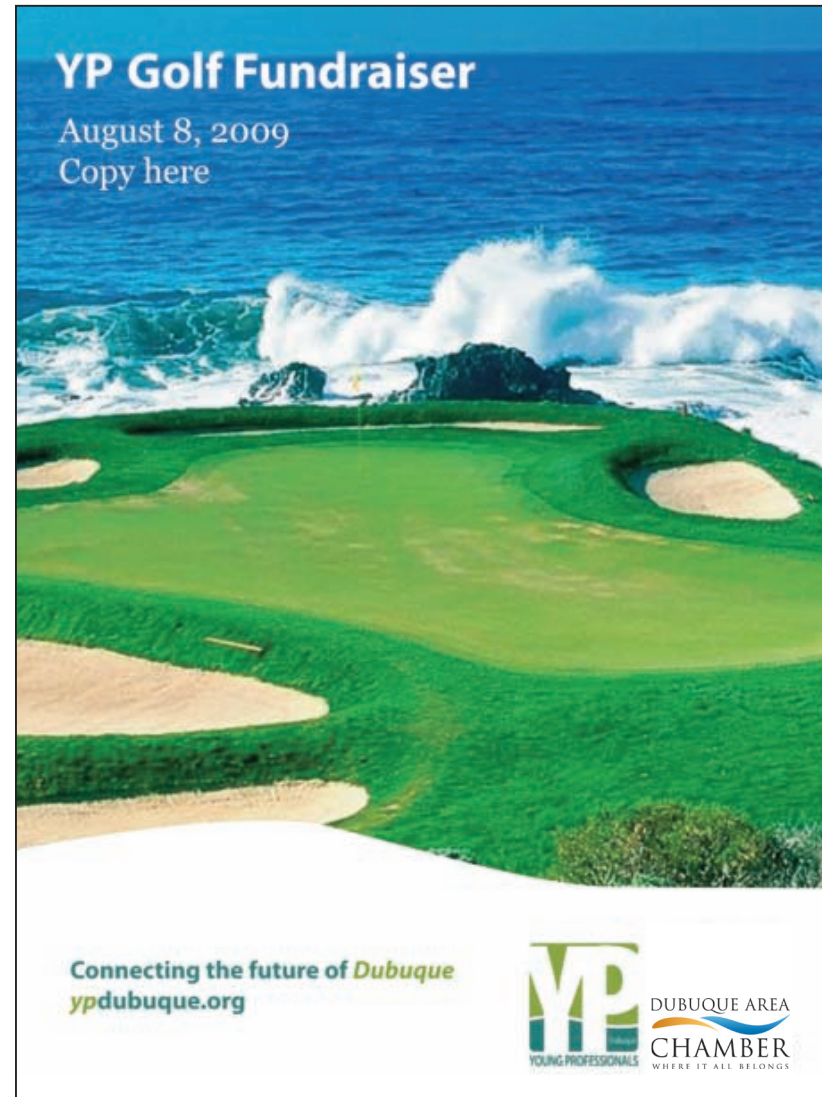


Pantone	Green	PMS 377C
	Blue	PMS 562C
CMYK	Green	C 45 M0 Y100 K24
	Blue	C85 M0 Y50 K31
RGB	Green	R120 G162 B47
	Blue	R0 G133 B118
Web	Green	78A22F
	Blue	008576

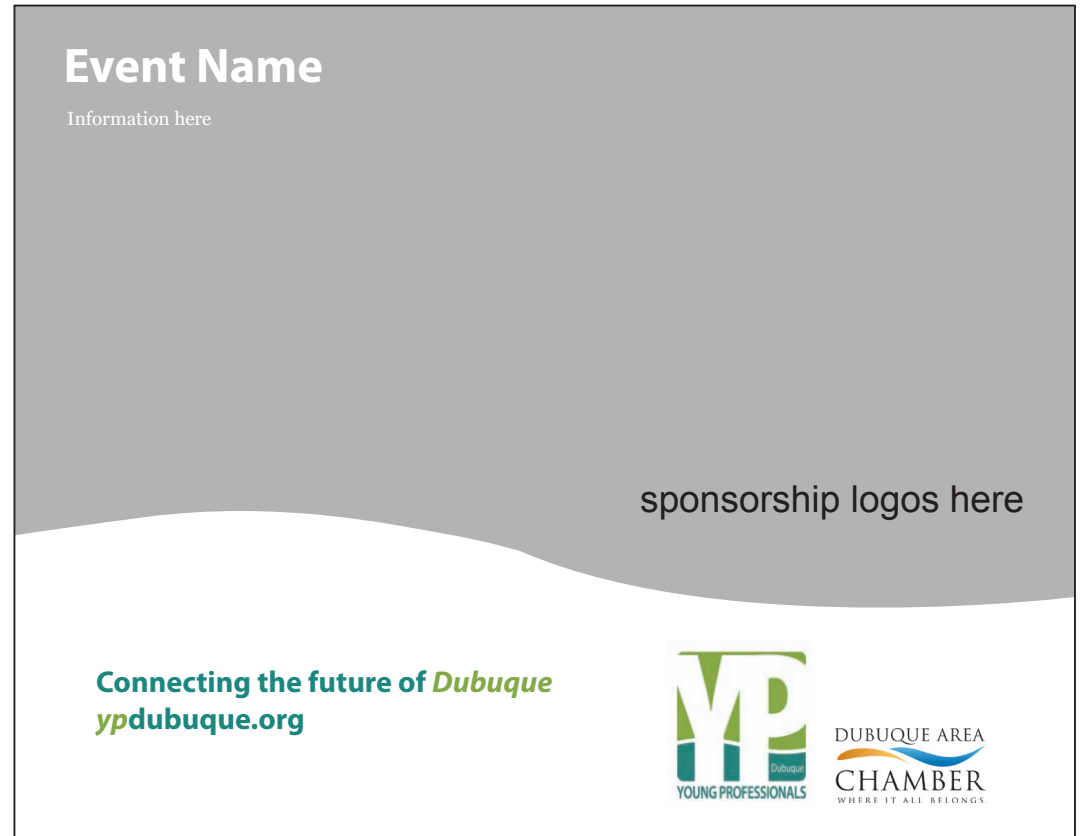
Elements of Design

YP has adopted a distinctive graphic to be used in communications – the “YP Wave.” YP uses this graphic to structure the layouts and to help integrate photos and artwork. The “YP Wave” will allow YP to unify all of their marketing materials as well as symbolize the Dubuque community. Over time, this unique look should be associated with and recognizable to the Young Professionals of Dubuque.

The “YP Wave” must be used on all marketing materials. Whenever possible allow the artwork to bleed off all margins. Copy, photos, artwork and all sponsorship logos must go above the wave. The YP Dubuque and Chamber logos must be the only logos to remain in the white “YP Wave” area. This allows viewers to clearly identify the piece is from YP Dubuque.



Elements of Design (Samples)



Typography

Typographic standards have been determined for how the YP Dubuque would like to convey their messages. For primary headlines, use Myriad Bold.

Georgia should be used for subheads, captions and bodies of copy.

These typestyles were selected because they are contemporary classics and easy to read. Space permitting, the YP Dubuque prefers open line spacing. If space limitations pose a problem, Myriad Condensed may be substituted.

Primary Messaging -Style of headlines

ypdubuque.org

Young Professionals of Dubuque

Secondary Messaging -Style of subheads & captions

Young Professionals of Dubuque offers professional development, social networking events and opportunities for greater community involvement.

Editorial Style

For editorial consistency, YP Dubuque will use the Associated Press Stylebook to provide a consistent use of abbreviations, times, dates and much more. Some basic AP style guidelines are as follows:

Numbers

One through nine are generally spelled out, while 10 and above are generally written as numerals.

Example: He carried five books for 12 blocks.

Percentages

Percentages are always expressed as numerals, followed by the word “percent.”

Example: The price of gas rose 5 percent.

Ages

Ages are always expressed as numerals.

Example: He is 5 years old.

Dollar Amounts

Dollar amounts are always expressed as numerals, and the “\$” sign is used.

Example: \$5, \$15, \$150, \$150,000, \$15 million, \$15 billion, \$15.5 billion

Street Addresses

Numerals are used for numbered addresses. Street, Avenue and Boulevard are abbreviated when used with a numbered address, but otherwise are spelled out. Route and Road are never abbreviated.

Example: He lives at 123 Main St. His house is on Main Street. Her house is on 234 Elm Road.

Dates

Dates are expressed as numerals. The months August through February are abbreviated when used with numbered dates. March through July are never abbreviated. Months without dates are not abbreviated. “Th” is not used.

Example: The meeting is on Oct. 15. She was born on July 12. I love the weather in November.

Job Titles

Job titles are generally capitalized when they appear before a person’s name, but lowercase after the name.

Example: President George Bush. George Bush is the president.

Film, Book & Song Titles

Generally these are capitalized and placed in quotation marks. Do not use quote marks with reference books or the names of newspapers or magazines.

Example: He rented “Star Wars” on DVD. She read “War and Peace.”

Access

You may download high resolution digital files of the YP Dubuque logo by going to resource page of www.ypofdubuque.org. You may also obtain the logo from the from marketing chair person(s) by emailing marketing@ypdubuque.org.

Approval Process

Send to Marketing Committee Co-chair to be taken to Steering Committee or Event Committee representative for approval process. Files should be sent via email to marketing@ypdubuque.com. If files are too large, please contact marketing@ypdubuque.com to make arrangements. All communications will flow through the marketing co-chairs, so the designer and writer will get one communication. The marketing co-chairs will work with Steering, Executive and Event Committees to ensure all information is communicated correctly and branding standards are met.

Submitting electronic design files for print

Once approved it will be the designer's responsibility to submit press ready files to the printer. In the case that the chamber is printing the materials for us, designs must be set up to print the required number up. An example is that you can print two-up on a page for a table tent. The chamber can print on 8.5x11, 8.5x14 and 11x17. A .375" margin must be left around the entire design because the chamber cannot print a bleed.

Recommended Vendors

The following recommended vendors have reviewed the YP Dubuque branding standards and are well aware of the criteria to be met for print jobs.

Depending on the project size and specs, YP Dubuque is able to utilize the Chamber's printing services. This will be handled on a case-by-case basis.

Offset Printing (several also offer Digital): Johnson Graphics, Midwest Printing & Bindery, Scott Printing, Union-Hoermann, Welu Printing, LaCrosse Graphics, Fidlar Printing Company, Woodward Printing Services

Digital Printing: Carlisle Ryan, Copyworks, Mr. Quix, Printers Plus

Signage: Big River Sign Company, Digital Designs, Bird Sign, Design Mill, Dubuque Sign Company, Grave Signs, Lange Sign Group, McCullough Creative, Sign Makers

Paper Standards

Below are recommendations for paper:

Brochures - 100# Gloss Text

Direct Mail Postcard 10-pt. c2s Cover

Whenever a quote is requested from a print vendor please include the phrase "if there is a similar, more economical option, please quote".

Website

www.ypdubuque.org

Our website is supported by Net-Smart in cooperation with the Dubuque Chamber. To administer the website, go to:www.ypdubuque.org/admin. If you are allowed to make changes on the website, a username and password will be given to you. Marketing committee co-chairs and some marketing committee members have usernames and passwords. It is up to the marketing committee to keep the site up-to-date and apply all branding guidelines to the site.

Contact information for Net-Smart:

Kevin Lynch

KLynch@net-smart.net

Net-Smart Inc

3999 Pennsylvania Avenue #20

Dubuque, I 52002

Phone: 563.582.2655

Fax: 563.582.2886

Web 2.0

FACEBOOK

On facebook, YP Dubuque had a group page. Everyone on the marketing committee is an administrator of this facebook group. Steering and executive committee members that have a page are listed as officers. We use facebook to send out reminders about upcoming events and all other information that is important to our membership.

<http://www.facebook.com/home.php?#/group.php?gid=20281339008>

YOUTUBE

Currently, we do not have a youtube account, but it is our goal to use youtube to add video to ypdubuque.org and to our facebook sites.

Brand Updates

When focusing on young professionals it is important to keep the brand updated and fresh. Every 2 years the branding strategies will need to be reviewed and updated by the marketing committee. The steering and executive committees will sign off on any changes to these strategies and be held responsible to maintain the brand. The goal is not to totally change all the branding strategies, but tweak them to remain current and successful. A good example of this is Walt Disney's Mickey Mouse...over the years Mickey has slowly changed to keep current. At the same time, he still looks very similar to the original Mickey Mouse.