

Brand Guidelines



This booklet defines visual styles and best practices for the brand of Waupaca, which is made up of four elements: the place, City government, tourism, and residents. It is not meant to be an exhaustive set of rules but rather a guide to keep the brand consistent and cohesive across channels.

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Who We Are

INTRODUCTION

Even though Waupaca is a small town, it has a lot to offer. Being so close to the Chain O' Lakes means that the Chain and the outdoors in general are a huge asset to the community, especially when it comes to tourism. But there is also a growing downtown, thriving industry and the opportunities that make Waupaca a place to call home.

In Waupaca you get the best of both worlds – you can relax in the beauty of untouched nature and get away from a hectic life in the city, but also be part of a vibrant community with plenty of activity and things to do.

BRAND PRINCIPLES

Brand principles are central to the brand strategy. They are what set Waupaca apart from other communities and should be communicated in all that we do – from photography style to tone of voice to planning decisions and area events.

Nostalgia

Waupaca reminds people of the happiness of a former place or time. We have a charming downtown where you can stop in a local shop and say hello to passersby, or you can hang out on one of our lakes and forget about your worries for a minute. And while we may love our old-fashioned in a glass, it doesn't mean we're old-fashioned ourselves. Instead it simply means we give people an authentic experience that awakens a sentiment deep within them they thought had previously been lost.

Tradition & Community

There's a real sense of community in Waupaca. We look after our neighbors and are friendly to all, and there's plenty of groups for people to get involved in. Maybe it's this character that keeps families coming back to the same cottages year after year, or that draws people home after they've been away for a while.

Outdoors

Here you can hike, hunt, ATV, fish, swim, camp, boat, kayak, snowshoe, cross country ski, or just sit on the deck with a cold drink in your hand. We appreciate the outdoors and it's a big part of our culture.

Down to Earth

We're a town made up of humble people. Regardless of their status, the people here are friendly, helpful and unassuming, and while we're certainly proud of who we are and what we've accomplished, we're not in your face about it.

Vibrant

We want to be known as a vibrant place to live and visit, with a flourishing downtown and tons of arts and culture activities for people to participate in. We never want to grow to be a huge city, but we do want our residents to have opportunities to thrive, both in their career and in their personal lives.



Brand Elements

FIVE ELEMENTS, ONE BRAND

There are five elements that make up the Waupaca brand. There is the place of Waupaca, the government of Waupaca, Waupaca tourism, and local residents or businesses. It is important to think about these in context of one another, rather than as individual entities, since they all communicate something about the area. As such, we've created a brand platform that can speak to all aspects in a unified, yet distinct, way.

First and foremost is the place. The place brand speaks to the widest audience, because the place of Waupaca is made up of the other elements. Then there is the tourism brand, which speaks to visitors; the City government brand, which speaks in an official capacity to a much more internal audience; the residents brand, which is to be used to engage with the local public; and the 'Made In' businesses brand, a licensing program Waupaca businesses can adopt that encourages supporting local companies.

This system works together to communicate the established place brand principles, but in ways that are unique to each audience.

PLACE

TOURISM



CITY GOVERNMENT



Economic Development



Economic Development

RESIDENTS



WE ARE
WAUPACA

BUSINESSES



Place Branding

PLACE LOGO

The logo for the place brand features the word 'Waupaca' paired with an icon that plays off of the letter W. Waupaca is the most prominent part of the logo, but Wisconsin is still present in order to provide context. The icon can be many things – a W, waves, wheat, chain links, etc. – and is purposely left up to interpretation.



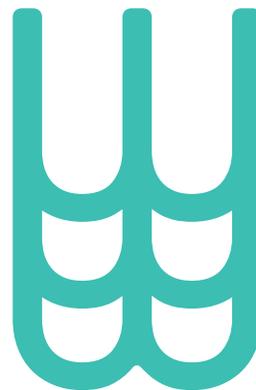
Minimum Size

The smallest the logo should be represented is 0.5" tall.

LOGO ELEMENTS

The icon can be used as an accent when the full logo is not necessary or in cases where the brand name is already displayed in plain text. For example, the icon could be used as a profile picture on social media since the username will be adjacent to it in plain text.

The icon can also be used in place of the logo when on signage. For example, the icon could be used on a small wayfinding sign in the area.



Minimum Size

The smallest the icon should be represented is 0.5" tall.

COLOR USAGE

Version A is the standard usage, but versions B (white with a pop of color), C (solid black), and D (solid white) are all acceptable.

Any of these color formats can be used for the City's primary logo and logo elements.

A.



B.



C.



D.



CLEAR SPACE

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from other competing elements (such as other logos or copy) that might conflict with, overcrowd or lessen the impact of the logo.

The minimum clear space is defined as the height of the icon. The minimum clear space should always be applied. Try to maximize clear space whenever possible.



BEST PRACTICES

The following guidelines will ensure that the logo is always consistent across channels.



Use approved logo assets.



Provide correct clear space.



Always contrast the logo from the background.

In order to keep the place brand consistent, avoid making the following mistakes:



Never stray from the color palette.



Do not modify the logo in any way, including spacing, proportions, alignment, or other design elements.



Do not add effects such as drop shadows or glows.



Do not contain the logo in a box when used on a background (unless part of other design elements).

City Government Branding

CITY GOVERNMENT LOGO

Because the City should be viewed as the symbol of authority, the City government logo is the City Seal. It should be used on official City communications, for City department brands, or when talking specifically about Waupaca government.



Minimum Size

The smallest the seal should be represented is 1" tall.

COLOR USAGE

Version A is the standard usage, but version B can be used on dark backgrounds. It can also be used in solid black and white when required (C & D).

A.



B.



C.



D.



DEPARTMENT USAGE

City departments should use the City government logo next to their typed-out department name in either a vertical or horizontal format.



**Economic
Development**



**Economic
Development**

CLEAR SPACE

To ensure legibility, always keep a minimum clear space around the seal. This space isolates the mark from other competing elements (such as other logos or copy) that might conflict with, overcrowd or lessen the impact of the logo.

The minimum clear space is defined as the height of icon. The minimum clear space should always be applied. Try to maximize clear space whenever possible.



BEST PRACTICES

The following guidelines will ensure that the logo is always consistent across channels.



Use approved assets.



Provide correct clear space.



Always contrast the seal from the background.

In order to keep the City government brand consistent, avoid making the following mistakes:



Never stray from the color palette.



Do not modify the logo in any way, including spacing, proportions, alignment, or other design elements.



Do not add effects such as drop shadows or glows.



Do not contain a transparent logo on a background (unless part of other design elements).

Tourism Branding

TOURISM LOGO

The logo for the Waupaca Area Convention & Visitor Bureau uses the same icon as the Place and City Government logos in order to tie them together. But since this logo will be used primarily in tourism applications, the Chain O' Lakes is also featured since that is a large tourism draw for the area and is more recognizable in the broader region.



Minimum Size

The smallest the logo should be represented is 0.5" tall.

COLOR USAGE

Version A is the standard usage, but it can be outlined in white in order to be used on a dark background (B). The logo can also be used in solid black and white (C & D).

Any of these color formats can be used for the Chamber's logo and logo elements.

A.



B.



C.



D.



CLEAR SPACE

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from other competing elements (such as other logos or copy) that might conflict with, overcrowd or lessen the impact of the logo.

The minimum clear space is defined as the height of the icon. The minimum clear space should always be applied. Try to maximize clear space whenever possible.



BEST PRACTICES

The following guidelines will ensure that the logo is always consistent across channels.



Use approved logo assets.



Provide correct clear space.



Always contrast the logo from the background.

In order to keep the tourism brand consistent, avoid making the following mistakes:



Never stray from the color palette.



Do not modify the logo in any way, including spacing, proportions, alignment, or other design elements.



Do not add effects such as drop shadows or glows.



Do not allow the border of the logo to bleed into the background. Use logo B with the white outline instead.

Residents Branding

PRIMARY RESIDENTS LOGO

The primary logo for the residents of Waupaca uses the same icon as the City government and Tourism logos in order to tie them together. But since this logo will be used primarily in engagement applications, the “we are” is also featured to create community and bring the people of Waupaca together.



Minimum Size

The smallest the logo should be represented is 1" tall.

SECONDARY RESIDENTS LOGO

The secondary logo for the residents of Waupaca takes on a different layout to support a variety of designs. When the primary logo is not appropriate, use the secondary logo.



WE ARE
WAUPACA



WE ARE
WAUPACA



Minimum Size

The smallest the logo should be represented is 1" tall.

COLOR USAGE

Version A is the standard usage, but the icon can be reversed in white in order to be used on a dark background (B). The logo can also be used in solid black and white (C & D).

Any of these color formats can be used for the engagement primary logo and logo elements.

A.



B.



C.



D.



BEST PRACTICES

The following guidelines will ensure that the seal is always consistent across channels.



Use approved assets.



Provide correct clear space.



Always contrast the logo from the background.

BEST PRACTICES

The following guidelines will ensure that the logo is always consistent across channels.



Use approved logo assets.



Provide correct clear space.



Always contrast the logo from the background.

In order for the brand to stay consistent, avoid making the following mistakes:



Never stray from the color palette.



Do not modify the logo in any way, including spacing, proportions, alignment, or other design elements.



Do not add effects such as drop shadows or glows.



Do not allow the border of the logo to bleed into the background. Use logo B with the white outline instead.

Business Licensing Branding

'MADE IN' LOGOS

The 'Made In' brand is a licensing program that encourages support for locally-owned or locally-made companies. There are several options for businesses to choose from to use in advertising materials or on products/packaging provided they properly license the brand.



Brand Colors & Typography

COLOR PALETTE

The earthy color palette is reminiscent of the area's scenery and mood. Teal is often associated with **water** and **the outdoors**, while navy is the grounding force that represents **tranquility**. Together, along with the accent colors, they communicate that Waupaca is balanced — it is both an escape *and* a vibrant place to live and work.



Navy

CMYK: (89, 69, 50, 45)
RGB: (29, 55, 71)
Pantone: 174-16 C
Hex: #1d3747

Dark Teal

CMYK: (82, 29, 43, 4)
RGB: (32, 136, 141)
Pantone: 125-15 C
Hex: #20888d

Bright Teal

CMYK: (67, 0, 36, 0)
RGB: (66, 190, 179)
Pantone: 127-5 C
Hex: #42beb3

Gray

CMYK: (31, 24, 25, 0)
RGB: (179, 179, 179)
Pantone: 175-2 C
Hex: #b3b3b3

Gold

CMYK: (19, 35, 100, 1)
RGB: (209, 161, 30)
Pantone: 7-16 C
Hex: #d1a11e

Red

CMYK: (15, 100, 99, 5)
RGB: (200, 33, 39)
Pantone: 48-16 C
Hex: #c82127

TYPOGRAPHY

Roboto Bold

used for headings

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Foxlite Script

used for decorative headings

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

SCIFLY

used for subheadings

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Roboto Regular

used for body copy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Note for designers: Tango and Gotham Black are used in logos, but should not be used anywhere else.



Photography Style

NATURAL & BALANCED

The brand's photography style is balanced, meaning it always shows a mix of both outdoorsy images and images that depict vibrant community. Images should be high quality, feel natural, and communicate the brand principles.





ROSA

WISSA WISSA
THE TUBS AT
THE WISSA

YAKIMA

YAKIMA

YAKIMA

How We Talk

VOICE & TONE

Below are a few key attributes that define the Waupaca brand voice. All copy should follow these guidelines.

Attribute

Down to earth / humble / authentic

Description

We're proud of who we are and what we have to offer, but we're not in your face about it.

Do

- Be straightforward and use clear language
- Be honest about who we are and what we offer
- Write how you would talk to someone. Use contractions when appropriate. Make it feel natural.

Don't

- Be too wordy
- Be pretentious or use stuffy language
- Be self deprecating

Friendly / welcoming / inclusive

We have a true sense of community here and are open and welcoming to all.

- Be warm, kind and pleasant
- Use inclusive language
- Write as if you are talking to a friend
- Be casual

- Be curt or abrupt
- Act aloof or cold
- Be overly friendly to where it comes off as insincere

Playful / lighthearted

We love to have fun and don't take ourselves too seriously.

- Use unexpected examples or juxtapositions
- Sound cheerful
- Be a little tongue in cheek when appropriate, but don't overdo it

- Use examples or references that aren't immediately clear to the reader
- Use overplayed examples or clichés
- Lose site of our audience and core message

Adventurous / spirited / lively

We have an energy and vigor that is influenced by the outdoors and our community activities.

- Be passionate
- Use vibrant language
- Use strong verbs, like "dive" instead of "jump"

- Sound boring or dry
- Use passive voice

MESSAGING STRATEGY

The brand messaging strategy can be summarized by the idea of **Chain + Main**, where 'Chain' is shorthand for all of the outdoor recreation activities the area has to offer, and 'Main' is shorthand for vibrant community activities, restaurants, businesses and more. Playing up both aspects equally is key to drawing in residents, new businesses and visitors alike.

The following examples show how the Chain + Main strategy is applied to advertising campaigns that can appeal to multiple audiences. Each one uses a phrase that has double meaning when shown within the context of the images that are split 50/50.





Applications

DIGITAL

Official City Website

cityofwaupaca.org

Official Tourism Website

visitwaupacachainolakes.com

Official Engagement Website

wearewaupaca.com

Facebook

facebook.com/waupacachaintomain

Instagram

instagram.com/waupacachaintomain

Official Hashtag

[#waupacachaintomain](https://twitter.com/hashtag/waupacachaintomain)