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Purpose

Highland Township has made a commitment to the creation and development of a new brand in order to elevate and enhance the community and its unique qualities.

This document has been created to ensure a consistent representation of the Highland Township brand, but your help is vital to maintaining continuity and professionalism in all of our marketing and community-facing opportunities.

The rules and examples provided should help maintain consistency of our image and offer guidance on the correct representation of the Highland Township brand.

Logo and Tagline

The Highland Township logo and tagline are a unique combination of elements and text that visually distinguish our community. Our tagline *'Warm inside. Great outdoors.'* is a shorthand expression of our brand's personality and illustrates Highland's welcoming spirit, as well as the vast recreational opportunities and access to nature the community offers.



Logo and Tagline Usage

The preferred minimum **safe area** around the logo is equivalent to 1Y



Logo and Tagline Usage

The logo and tagline have been designed to function as a single unit, but this rule is flexible to allow for the greatest versatility in all applications. Where possible is it preferred to use the logo as a single configuration, however, it is allowable to separate the tagline as long as the orientation is still associated with the brand.

Logo elements

The graphic elements contained within the logo must not be separated or 'deconstructed.' The only allowable exception to this rule is the use of the tree line which can be used as a design element (as needed) to provide flexible brand applications or reinforce the overall brand narrative.

Exceptions to this rule must be approved by the Township.

The smallest reproducible size for print WITH tagline is 70mm



The smallest reproducible size for print WITHOUT tagline is 35mm



Logo and Tagline Usage

Correct usage



Positive reproduction should be used for all instances where the logo appears against white or other solid colors light enough to offer acceptable contrast.



One-color application of logo can be used against white, or a single color usage against other colors within the approved brand palette.*



Negative reproduction should only be used when positive reproduction is not practical or as a secondary representation of the brand signature.

Incorrect usage



Incorrect colors



Distortion of shapes or sizes



Insufficient contrast with background

* Exceptions outside of the above examples must be approved by the Township

Brand Extensions

Primary



Alternate



* Exceptions outside of the above examples must be approved by the Township

Color Palette

Primary



Pantone 370
C 66, M 26, Y 100, K 9
HEX 527c16
R 82, G 124, B 22



Pantone 7700
C 93, M 62, Y 32, K 12
HEX 15486a
R 21, G 72, B 106

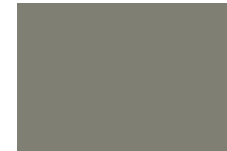


Pantone 298
C 65, M 10, Y 1, K 0
HEX 33a5e0
R 51, G 165, B 224

Neutrals



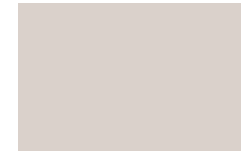
Pantone 418
C 63, M 53, Y 63, K 36
HEX 40423a
R 64, G 66, B 58



Pantone 416
C 51, M 42, Y 52, K 10
HEX 6b6c61
R 107, G 108, B 97



PANTONE 413
C 28, M 22, Y 29, K 0
HEX acaca1
R 172, G 172, B 161



WARM GRAY 1C
C 15, M 13, Y 17, K 0
HEX cdc7bf
R 205, G 199, B 191

Neutrals represent a additional color palette that can be used in the design and development of collateral. These colors were selected to complement the primary identity palette and can offer additional flexibility in the creation of branded materials.

Typography

Primary

ITC Kabel Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC Kabel Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Archive Roundface Script

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Secondary or alternate

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

The secondary/alternate fonts shown above can be used when the primary fonts are not available. These are not intended to replace the fonts used in the logo, but are offered as alternate choices that may be more readily found on most computers.

Applications

Business cards



Front



Back

Applications

Letterhead and envelopes



Charter Township of Highland
205 N. John Street
Highland, MI 48357
248.887.3791 p
248.889.0988 f
highlandtwp.net



Charter Township of Highland
205 N. John Street
Highland, MI 48357



Warm inside. Great outdoors.

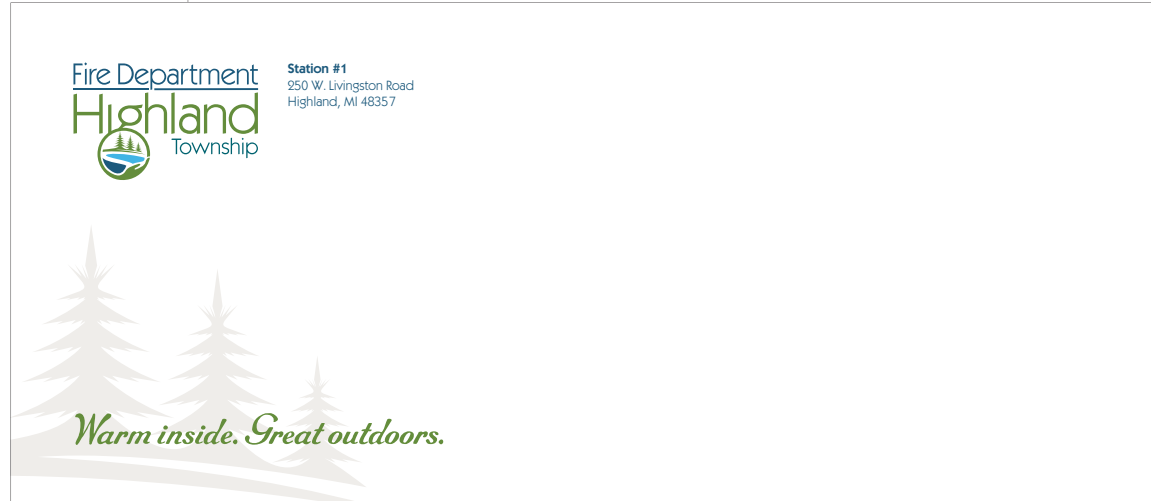
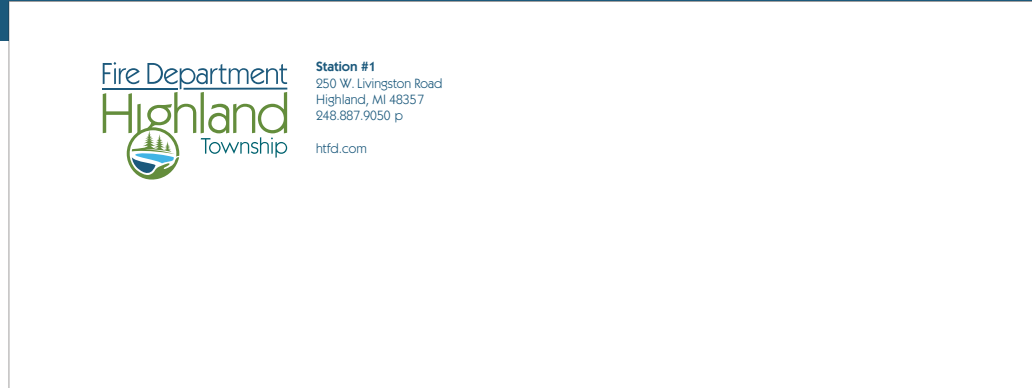


Warm inside. Great outdoors.



Applications

Brand Extensions
Letterhead and envelopes



Applications

Brand Extensions



Fire Department
Highland
Township



Mark Wyskiel
Battalion Chief - Operations
mwyskiel@htfd.com

Charter Township of Highland
Station #1
250 W. Livingston Road
Highland, MI 48357
248.887.9050 p
htfd.com



Highland
Township
DDA



Melissa 'Missy' Dashevich
Executive Director
highlanddda@gmail.com

Downtown Development Authority
205 W. Livingston Road
Highland, MI 48357
248.887.7200 p
248.887.7226 f
highlanddda.com



Public Library
Highland
Township



Hours
Mon-Thur: 10am-8pm
Fri-Sat: 10am-5pm
Sunday closed

444 Beach Farm Circle
P.O. Box 277
Highland, MI 48357
248.887.2218 p
highlandlibrary.info



Warm inside. Great outdoors.



Applications

Banners/Signage



* Exceptions outside of the above examples must be approved by the Township

Applications

Collateral



* Exceptions outside of the above examples must be approved by the Towns

Applications

Advertising



Summer reading starts June 1

Build a better world! Join us for a summer of reading. We have programs for ALL ages, weekly prize drawings and events for everyone. Stop by the library starting June 1 to sign up for Summer Reading Club.

Mon-Thur 10am to 8pm
Fri-Sat 10am to 5pm
Closed Sunday

Public Library
Highland
Township

444 Beach Farm Circle, P.O. Box 277, Highland, MI 48357
248.887.9218 highlandlibrary.info

Resources

Highland Township is available to assist and answer any questions you may have regarding the application of our brand. Please contact us directly at (248) 887-3791 or **brand@highlandtwp.net**