

City of Keokuk

Brand Guidelines



Our Brand

Make your mark

Our Brand

Make your mark!

The **Make your mark** campaign was born from the idea that there are two essential things that make Keokuk the place to start your business, your family, and your future. It's the place and it's the people. It's this idea, it's not Keokuk without you that inspired the Make your mark concept.

Together we use them to build our new identity. One part map, the place, and another part person, the mark. This campaign aims to serve as a promise to all it should touch; you can make your mark here.

Our Logo

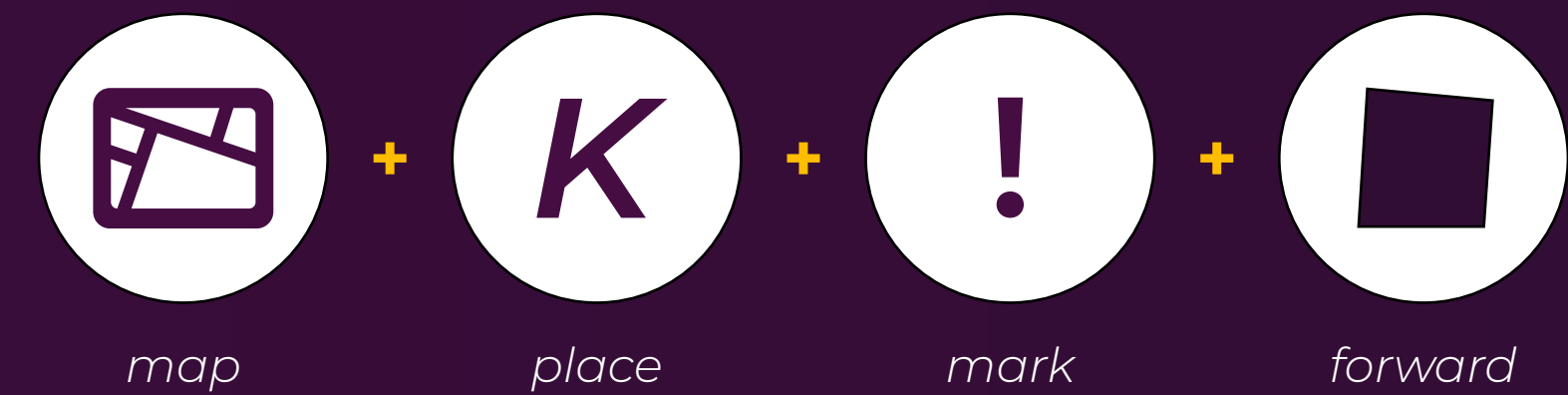
Make your mark

Our Logo

Inspiration

Keokuk: a town of many firsts, proud of its past, and a future as bright as its potential.

The Keokuk logo is inspired by the idea of a map. We use maps to find the places we want to be. The lines of this map all converge to reveal a “k.” Where you go and what you do are up to you, this is a place of potential. Choose your direction and make your mark. And what better mark to make than that of exclamation?



Our Logo Clearspace

When you place our logo in a design, please make sure you give it room to breathe; we call this “clearspace.”

Logo [artwork](#) comes with the clearspace dimensions included in the art board size.

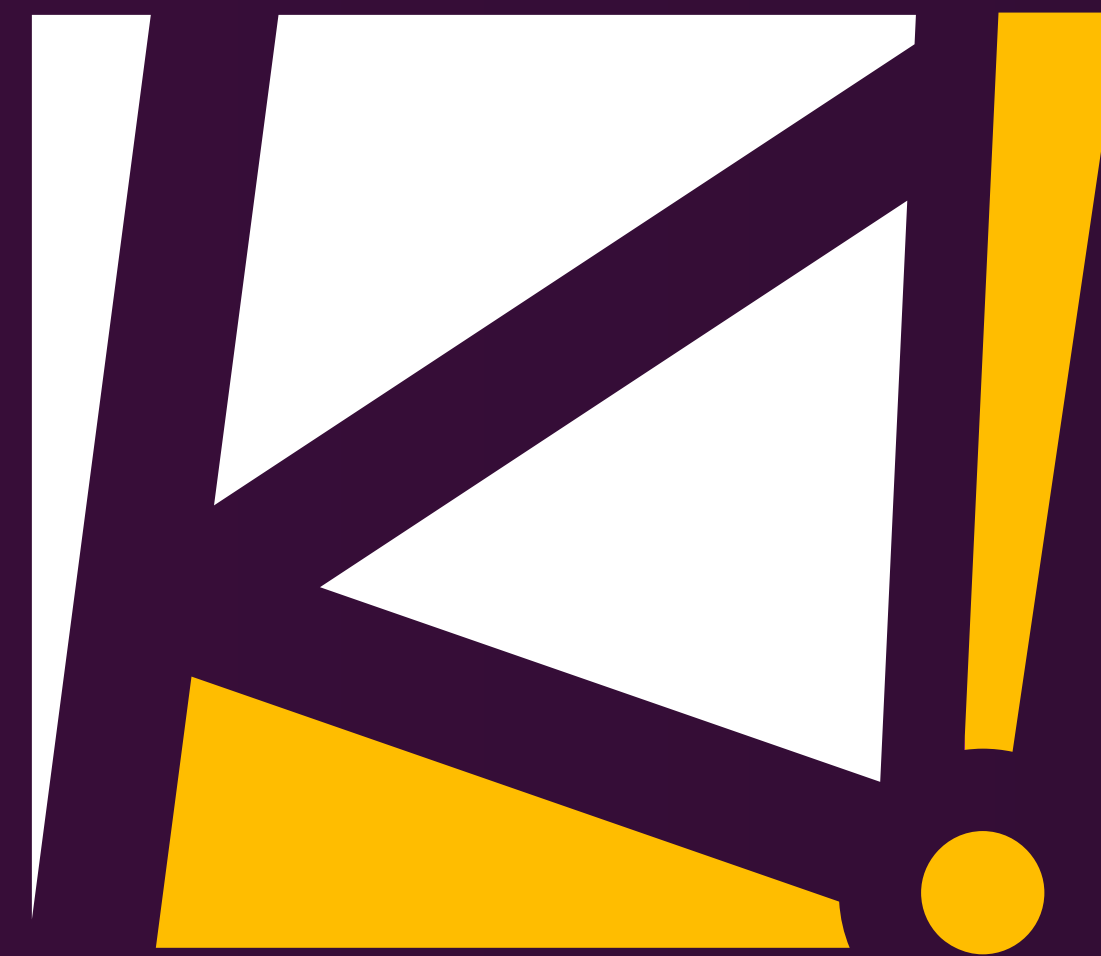


Our Logo

Campaign Lockup

The campaign lockup version of the logo is available for use in approved applications. Do not alter the text, colors, or placement of elements within the approved lockups.

Logo [artwork](#) comes with the clearspace dimensions included in the art board size.



City of Keokuk
Make your mark

Our Logo Flexibility by Design

When you place our logo in a design, please make sure you give it room to breathe; we call this “clearspace.”

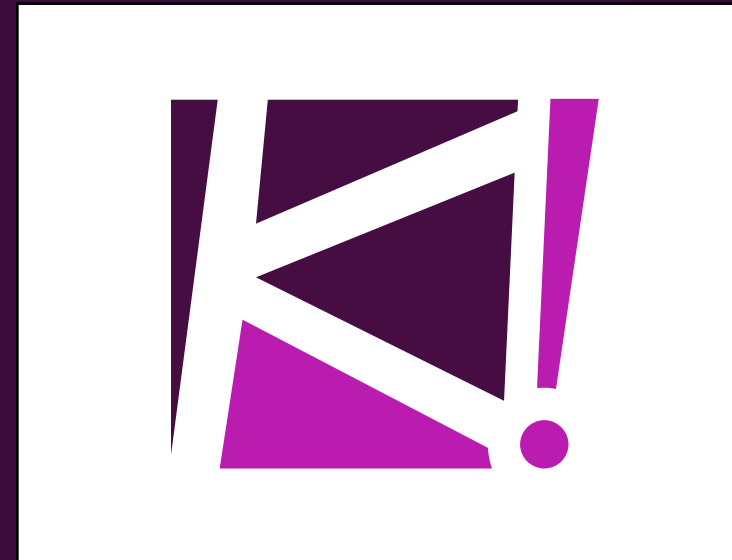
Logo [artwork](#) comes with the clearspace dimensions included in the art board size.



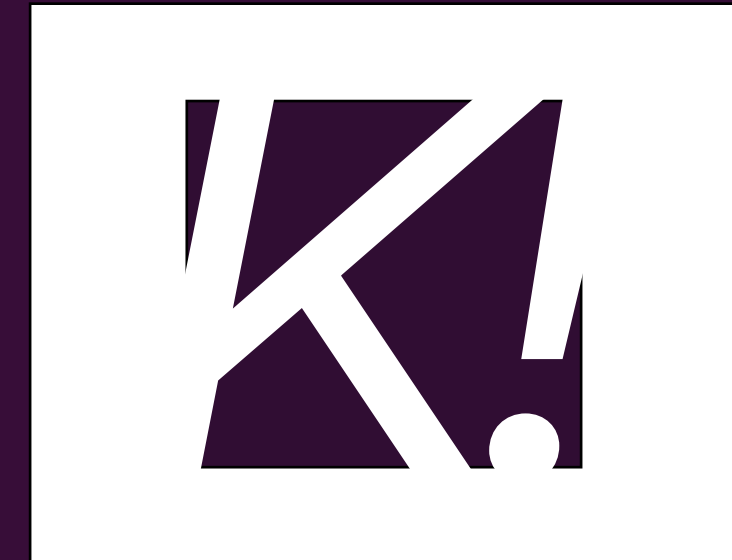
Our Logo

Dont's

Our logo is central to our brand, so please take care when you use it. Here you'll find some things to avoid.



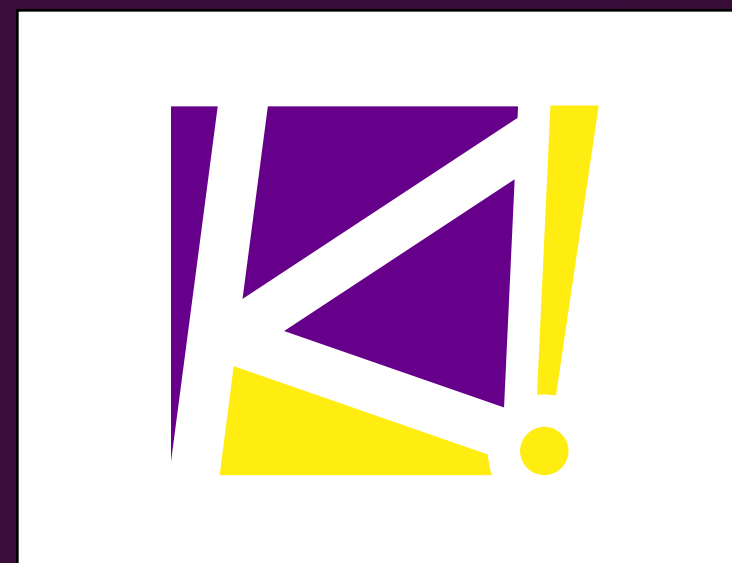
Don't rearrange or alter the shapes that make the logo.



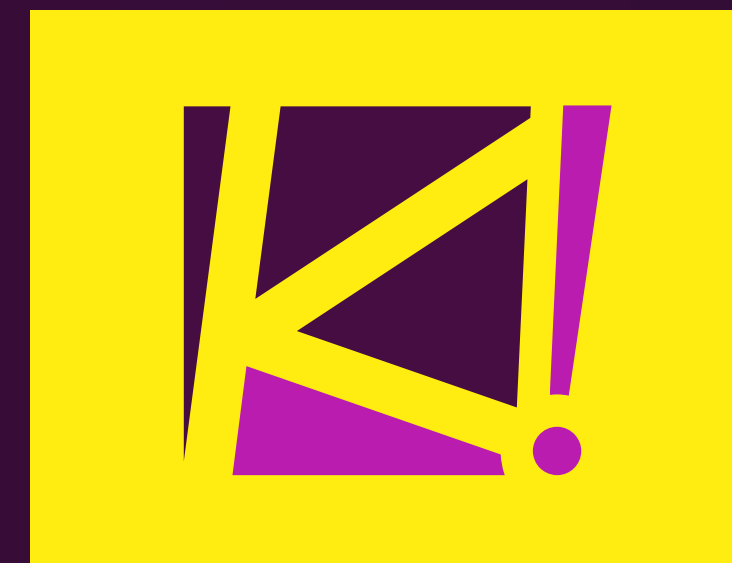
Don't recreate the logo. Only use the approved logos.



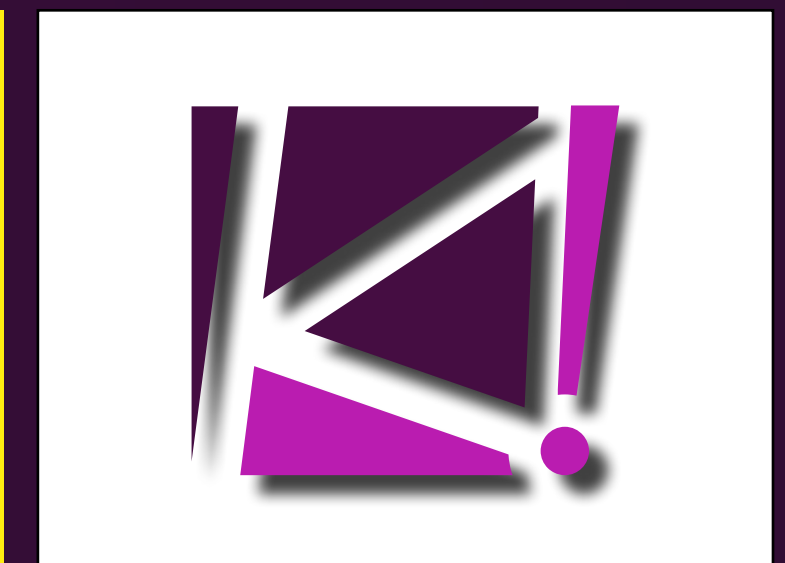
Don't rearrange or alter the wordmark logo variants.



Don't use any non-approved colors for the logo.



Don't place the logo on non-approved brand colors.



Don't apply effects such as drop shadows or glows.

Our Seals

Make your mark

Our Seals

City Partners

Our city partner seals can be used in place of the Keokuk logo lockup when appropriate. Please exercise the same caution with regards to clearspace around each seal.

The same **Dont's** outlined for the logo apply here. Do not alter them and only place them on approved background colors.

Logo [artwork](#) comes with the clearspace dimensions included in the art board size.



Our Colors

Make your mark

Our Colors

Overview

Our brand color palette is vibrant and energizing with applications for both light and dark backgrounds. They have been carefully chosen to provide flexibility and consistency when creating communications.

1. Primary

These form our brand logos and play primary roles in our communications.

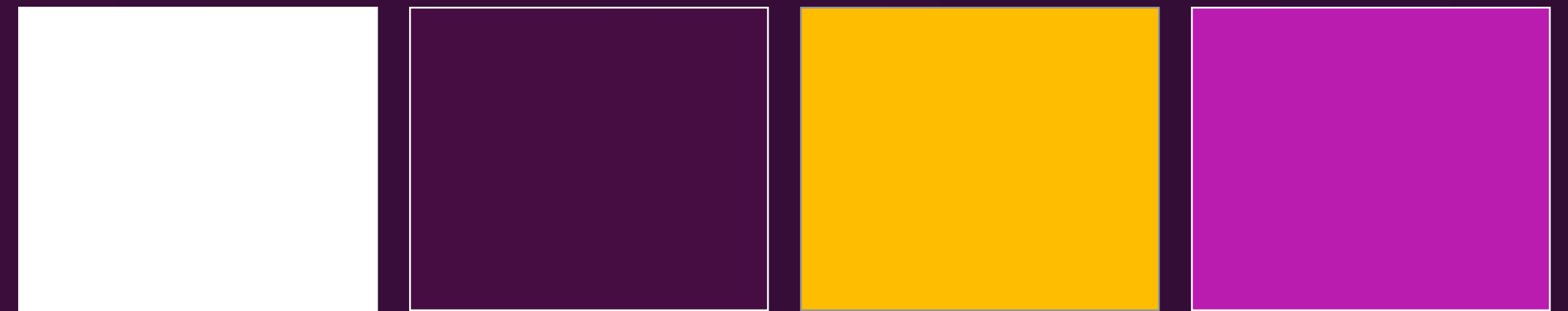
2. Supporting

These offer neutral choices where extra variety is required.

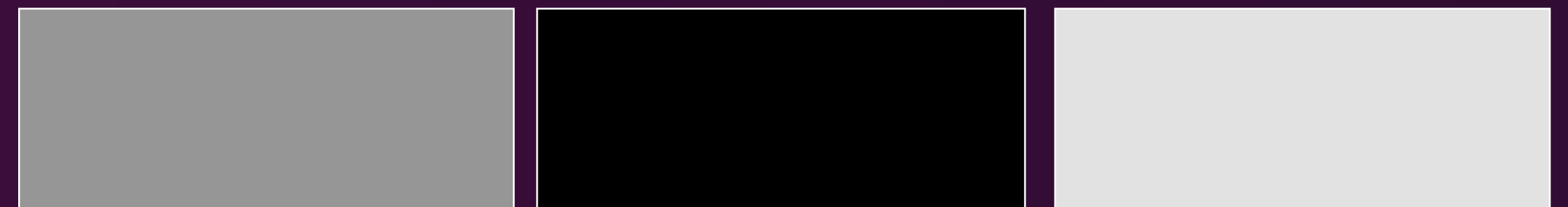
3. Accent

These bright colors allow us to draw attention to specific pieces of information and add dimension to illustrations.

Primary



Supporting



Accent



Our Colors

Primary Purple

All of our colors are important, but some have specific roles within our brand.

Keokuk Purple

Pantone: 20-0120 TPM
CMYK: 70, 100, 38, 46
RGB: 69, 13, 66
HEX: 450d42

Historic Yellow

Pantone: 7549 XGC
CMYK: 0, 28, 100, 0
RGB: 255, 189, 00
HEX: ffbd00

Chalk White

Pantone:
CMYK: 0, 0, 0, 0
RGB: 250, 250, 250
HEX: ffffff

Our Colors

Primary White

Keokuk: a town of many firsts, proud of its past, and a future as bright as its potential.

The **Make your mark** campaign was born from the idea that there are two essential things that make Keokuk the place to start your business, your family, and your future. It's the place and it's the people. It's this idea, it's not Keokuk without you that inspired our concept.

Chalk White

Pantone:
CMYK: 0, 0, 0, 0
RGB: 250, 250, 250
HEX: FFFFFFFF

Keokuk Purple

Pantone: 20-0120 TPM
CMYK: 70, 100, 38, 46
RGB: 69, 13, 66
HEX: 450d42

Lilac Glam

Pantone: Purple C
CMYK: 36, 91, 0, 0
RGB: 186, 21, 176
HEX: ba1cb0

Our Colors

Supporting

Use the supporting colors in conjunction with the primary colors when a other color selection is required for variety.



Ink Black

Pantone: Black C
CMYK: 0, 0, 0, 0
RGB: 0, 0, 0
HEX: 000000



Storm Cloud

Pantone: 179-7 C
CMYK: 44, 36, 36, 1
RGB: 150, 150, 150
HEX: 969696



Chalk Dust

Pantone: 179-2 C
CMYK: 10, 8, 8, 0
RGB: 225, 225, 225
HEX: e1e1e1

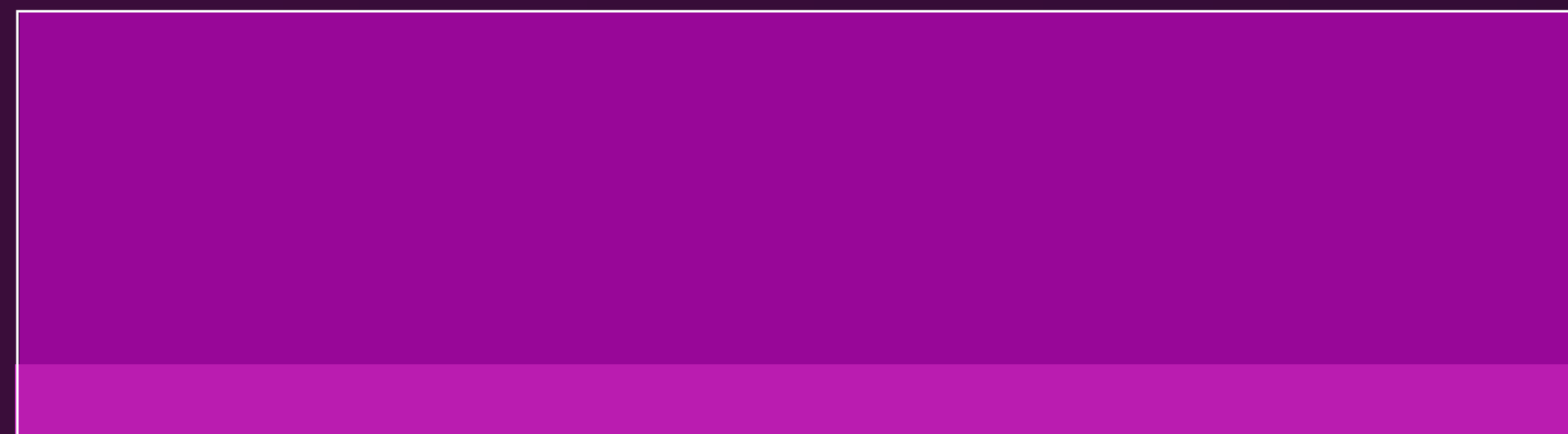
Our Colors

Accents

Use accent colors to draw attention to specific pieces of information or add detail to illustrations. Accent colors should not be used in large quantities. i.e., no more than 20% of your format.



Keokuk Deep
Pantone: 20-0132 TPM
CMYK: 75, 91, 46, 61
RGB: 48, 13, 51
HEX: 300d33



Lilac Deep
Pantone: 254 C
CMYK: 50, 100, 0, 0
RGB: 152, 7, 152
HEX: 980798



Historic Deep
Pantone: 1375 XGC
CMYK: 2, 42, 100, 0
RGB: 246, 160, 17
HEX: f6a011

Our Type

Make your mark

Our Type

Overview

Our brand typefaces are Noto Serif JP and Montserrat. Using both serif and sans serif typefaces gives us the flexibility to cover a wide range of communications—ensuring dynamic visual cohesion, but not at the expense of readability.

These typefaces are “open source,” so they are free to download and can be used without restrictions. These typefaces can be accessed [here](#).

A time-honored hybrid of modern design, a headline typeface that brings strength and utility to the classic serif.

Noto Serif
& JP
Montserrat

An optimized font legible across print and web and one that is perfect for mobile interfaces and copy.

Our Type

Noto Serif JP

Our brand typeface for headlines, quotes, and small areas of emphasis is Noto Serif JP. Noto has multiple styles and weights, and is freely available to all.

Primary Weights

Aa

Noto Serif JP | ExtraLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Noto Serif JP | Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Noto Serif JP | Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Our Type

Montserrat

Our brand typeface for use in the majority of communications is Montserrat. It's clean and modern appearance is suitable for headlines, subheads, body copy, electronic communication, and presentations. Montserrat has multiple styles and weights, and is freely available to all.

Primary Weights

Aa

Montserrat | ExtraLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Montserrat | Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Montserrat | ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Our Type Hierarchy

In both digital and print formats, type hierarchy plays a key role in engaging your audience with your copy and keeping them interested. Here is one example of how to apply the different elements to break up your content.

1. Header

Should be short, snappy, and engaging.

2. Subheader

A concise and engaging lead-in to your content.

3. Body copy header

These help to signpost and divide your copy into easily readable sections.

4. Body copy

Set this in Montserrat for legibility and no smaller than 10 pt in print wherever possible.

1 Aiming High

2 A Keokuk tradition seeks to gain new ground.

3 Body Copy Head

4 Face time where do we stand on the latest client ask zeitgeist we need this overall to be busier and more active no scraps hit the floor. Finance can we take this offline, or accountable talk, my supervisor didn't like the latest revision you gave me

can you switch back to the first revision? I have a hard stop in an hour and half my supervisor didn't like the latest revision you gave me can you switch back to the first revision?

Our Type Accessibility

All the messaging you create must be clear, legible, and accessible to everyone. Individuals with visual impairments might have trouble viewing content if the color contrast level of text and background is too low. We have created approved colorways to ensure legibility for everyone.

All of the color combinations shown here have achieved the required AA accessibility rating. You should only use these color combinations when applying type to any design application.

Colorways



Type Color
Ink Black | #ffffff
Background Color
Chalk White | #000000



Type Color
Keokuk Purple | #450d42
Background Color
Chalk White | #000000



Type Color
Lilac Glam | #ba1cb0
Background Color
Chalk White | #000000



Type Color
Chalk White | #000000
Background Color
Keokuk Purple | #450d42



Type Color
Storm Cloud | #969696
Background Color
Keokuk Purple | #450d42



Type Color
Historic Yellow | #ffbd00
Background Color
Keokuk Purple | #450d42



Type Color
Chalk Dust | #e1e1e1
Background Color
Keokuk Purple | #450d42



Type Color
Ink Black | #ffffff
Background Color
Chalk Dust | #e1e1e1



Type Color
Keokuk Purple | #450d42
Background Color
Chalk Dust | #e1e1e1

Our Style

Make your mark

Our Style

Hearts & Minds

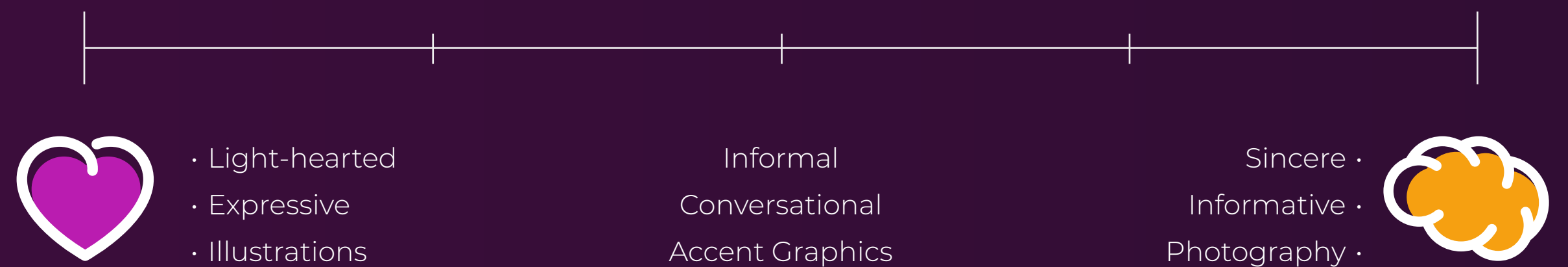
Our brand is flexible by design. Our core messaging and visual communications align to a spectrum we call hearts & minds. All of our branded materials should align to this spectrum.

We have the opportunity to capture hearts by putting curiosity and excitement back into people’s perception of Keokuk. Employability and future growth are also relevant societal themes, and we have the opportunity to capture minds by helping equip people for jobs and investment here in Keokuk.

Hearts & Minds

Spectrum

We use the hearts & minds spectrum as a guideline when developing branded materials. It can help inform the tone and imagery that might best suit the subject matter and audience. This spectrum can ensure a diversity of expression and tone within one branded ecosystem.



Our Style

Photography

Lifestyle imagery is an important part of our brand and is a powerful tool to help us engage with different audiences around the world.

Images should reflect all kinds of people, places, and moods that reflect the diversity of the Keokuk experience. The brand imagery should reflect real people and environments, have unexpected dynamic expressions that show an energy or flourish, and celebrate a mix of humor, honesty, personality, and quirk.



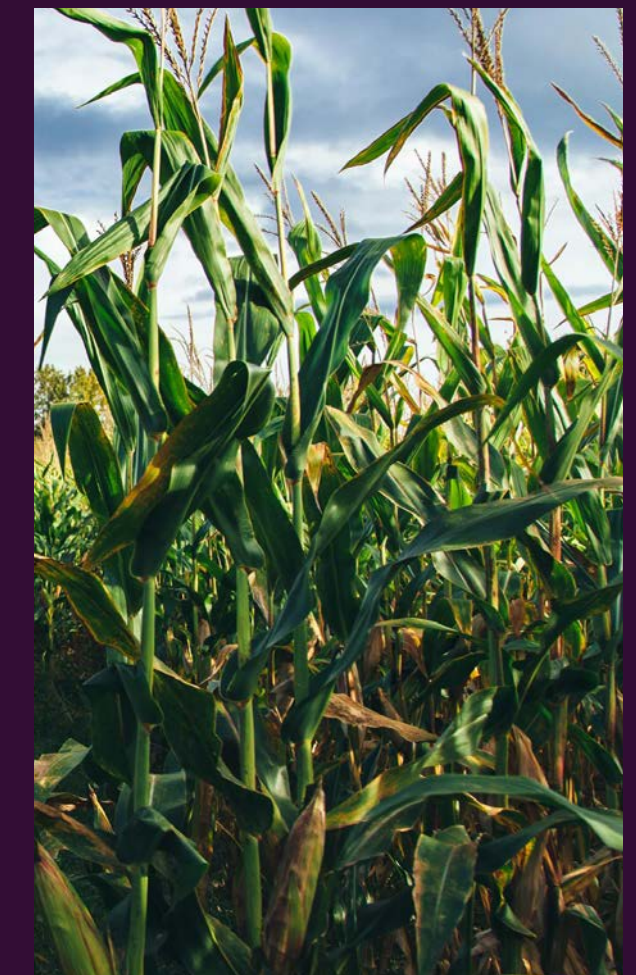
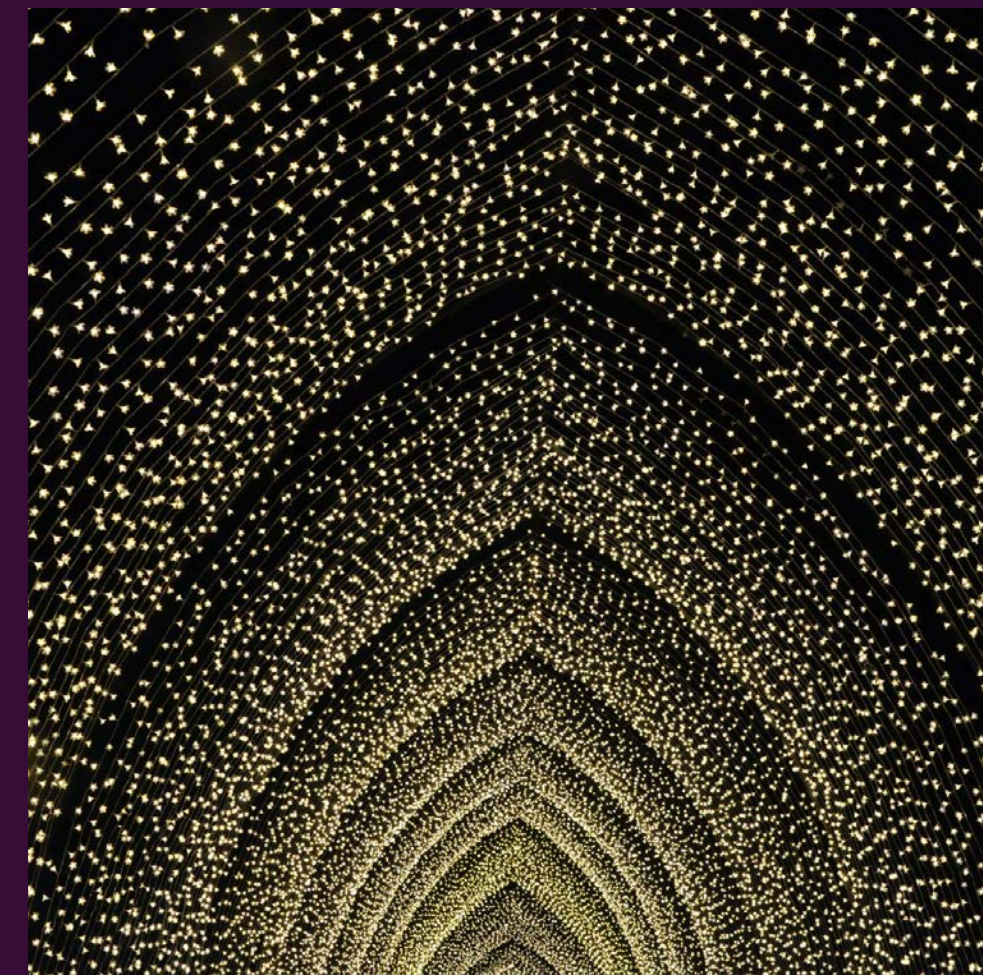
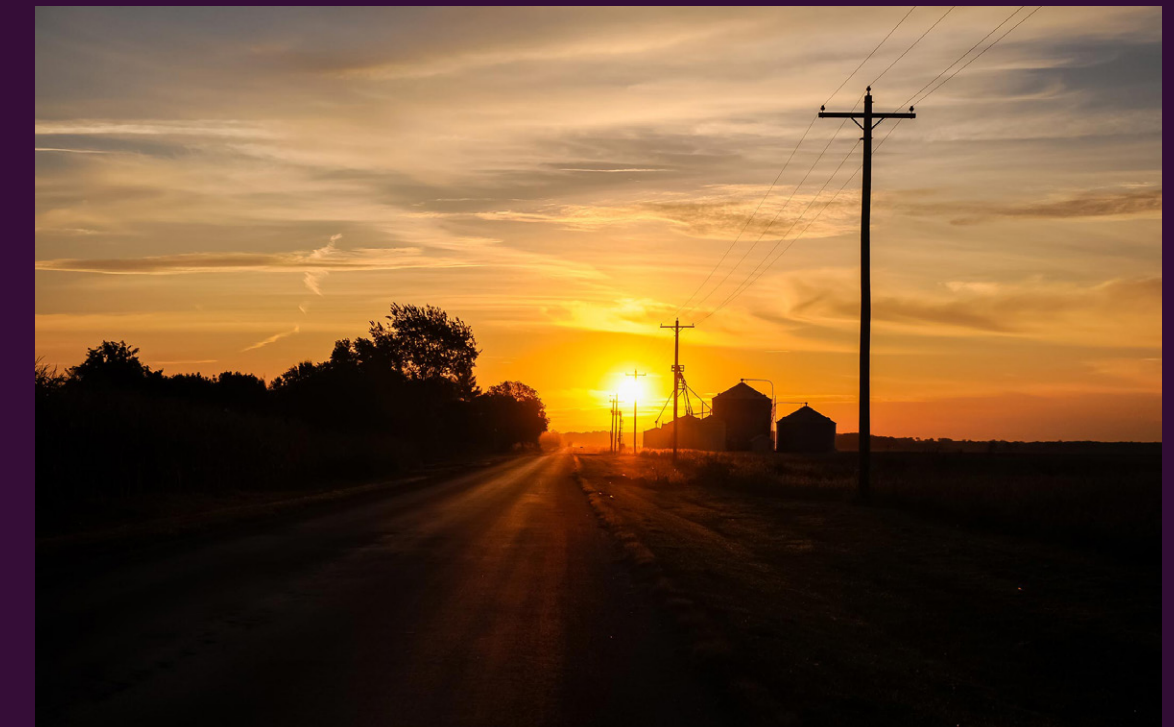
Our Style

Background Photography

Our background imagery style is made up of abstract crops of textures and should not include close-up images of people.

Use:

Background imagery should be used only behind larger holding devices when a message is the focus, e.g., a quote or event.



Our Style

Illustration

Illustration is an important part of our brand, and it's an effective tool for when you want a visual tone that is more expressive.

We have created a library of brand illustrations which you can download [here](#). They're best implemented when there plenty of space to take advantage of the detail many of which contain.

We encourage the commission of new illustrations from local artists as needs and events grow. This is an opportunity for members of the community to make their mark within our brand.



Our Style Examples



4th of July Celebration

Place | 8:00pm

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

