



Brand Guide & Visual Identity

April 2022

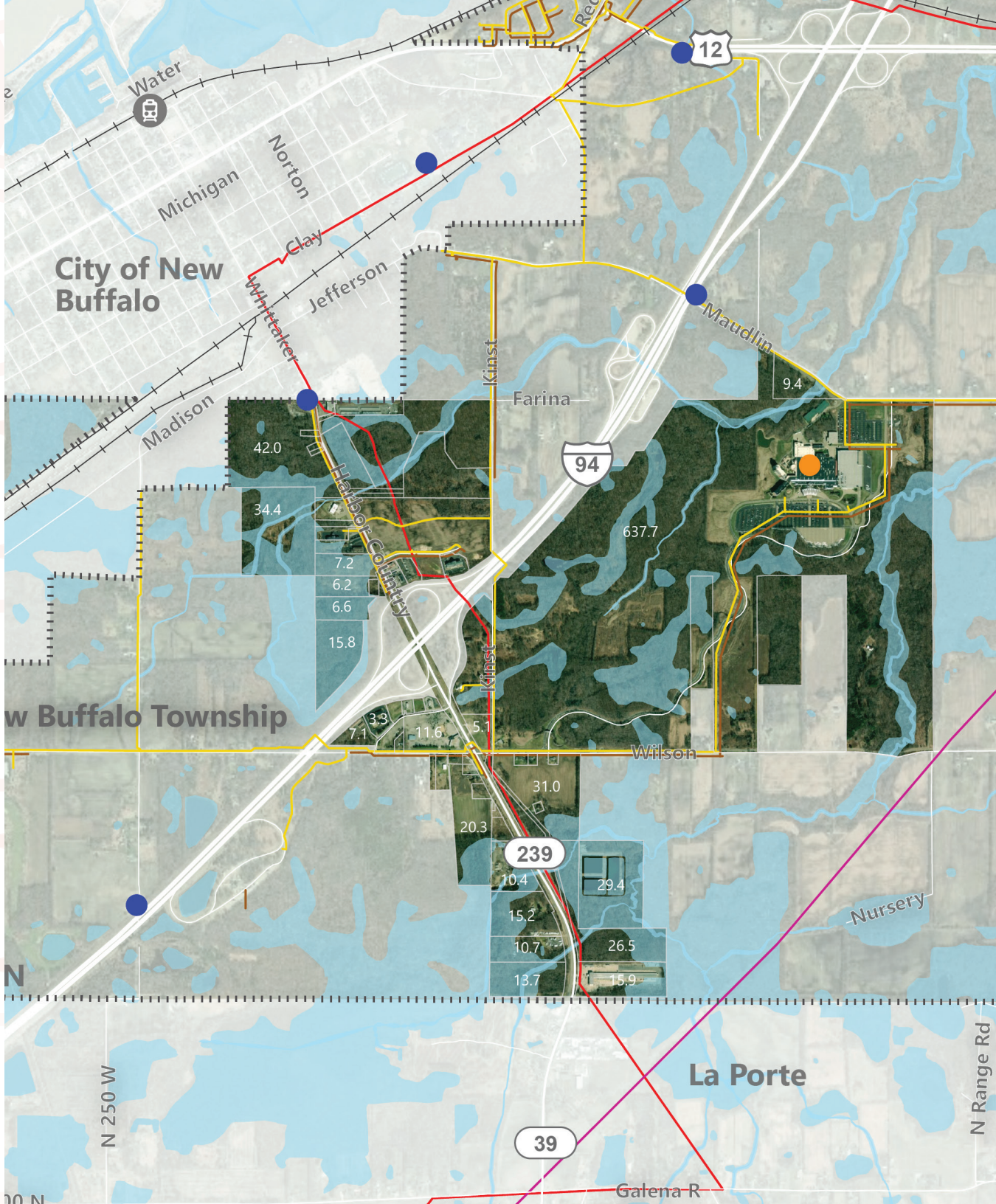


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Concepts.
Merchandise.



The background is a solid orange color with a repeating pattern of lighter orange hexagons and vertical ovals. The text "Brand Platform." is centered on the left side of the image.

Brand Platform.

EXIT 1 Brand Platform: An Overview.

Brand Platform and Essentials can be thought of as anchors for everything that the brand will follow. They are a springboard for all elements of communication and shape what the target audience experiences with the brand.

EXIT 1 Brand Platform: Progression.



EXIT 1 Brand Platform: **Vision and Mission.**

VISION

What do we want Exit 1 Corridor to become?

The true Gateway of Michigan, all season stop and destination.

MISSION

How will we enable Exit 1 Corridor to achieve its potential?

By creating a unique and intentional image of Exit 1 Corridor as a cohesive place with relevant **APPEAL**, enriched by **FRIENDLY** community, **RELAXING** surroundings and **CREATIVE** environment.



Brand Core.

EXIT 1 Brand Core: Principles, Positioning and Promise.

PRINCIPLES

- APPEALING:** attractive, interesting, charming
- FRIENDLY:** welcoming, accessible, neighborly
- CREATIVE:** energizing, vibrant, resourceful
- RELAXING:** convenient, calming, tranquil

POSITIONING

- Relaxation and Adventure.
- Work and Play.
- Creativity and Nostalgia.
- Tradition and Progress.
- All-in-One.

PROMISE

Access to all the amenities of both the region and the state for the investors, residents, and visitors.



Brand Essentials.

EXIT 1 Brand Essentials: Name and Logo.

The logo is the single most recognizable icon used in visual communications. Using the logo clearly and consistently reinforces the brand.

Past and current local area signage inspired the vintage-themed logotype.

The name was created using the existing numbering of the I-94 Exit 1 and its historical function as an entrance, or “Gateway of Michigan.”



EXIT 1 Brand Essentials: Alternative Logos.

ONE COLOR

All components of the logo should be 100% black.



ONE COLOR REVERSED

All components of the logo reverse to 100% white on either a solid color or an image that is not too busy and provides enough contrast.



EXIT 1 Brand Essentials: Tagline.

The region has a rich and complex history to tell and a diverse community of people within it.

It is important to reflect that wealth in the brand tagline.

That said, we have created a dynamic tagline, which can serve a dual purpose as a call to action and a headline for future creative campaigns.

Enjoy
the pace.

Enjoy
the road ahead.

Enjoy
the nature.

Enjoy
the adventure.

Enjoy
the moment.

EXIT 1 Brand Essentials: Clear Space.

To ensure readability and consistency, the position, size and color, along with the spatial and proportional relationships, should be maintained.

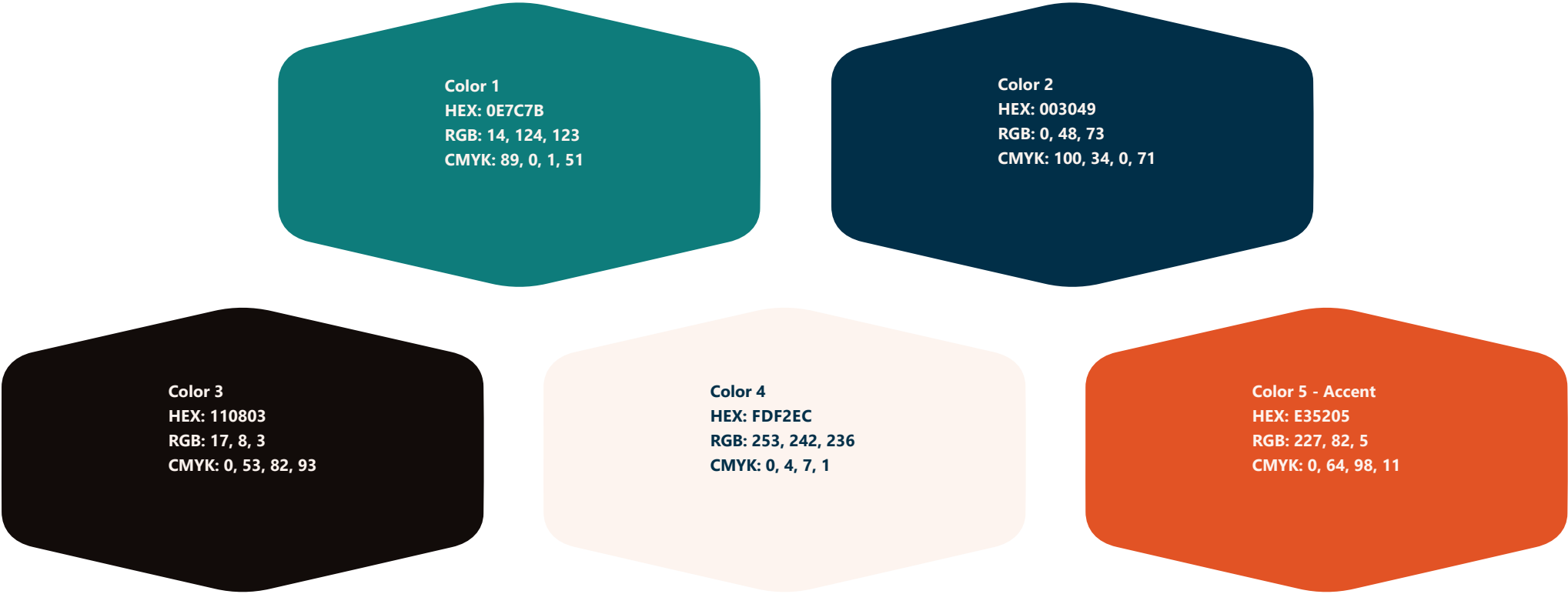
The logo and tagline can be used together or separately from each other.



In both instances, the clear space should be equal to or greater than twice the uppercase "G" height in the logo.



EXIT 1 Brand Essentials: Color Palette.



EXIT 1 Brand Essentials: **Typography.**

Typography

Design may dictate how headlines and subheads display, but preferably both headlines and subheads should follow initial capitalization.

Minimal use of all capitalization is acceptable.

Body copy should follow standard sentence capitalization and AP Stylebook formatting rules.

Berlin Sans FB

Regular **Semibold** **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

This font is recommended for both primary headlines, subheads and call-outs.

Segoe UI

Light Semilight Regular **Semibold** **Bold** **Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

This font is recommended for subheads and body copy.



Brand Application.

EXIT 1 Brand Application: Concepts.

PRINT ASSETS

Example: Stationery



PLACEMAKING

Example: Community Murals



EXIT 1 Brand Application: Concepts - Merchandise.

TOTE BAGS



MUGS



BUTTONS



STORE SIGNAGE



COASTERS



BEACH TOWELS



APOTHECARY





created by:



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