



Merrill Wisconsin

Brand Guidelines

UPDATED | OCTOBER 2022

DRAFT

Introduction

We all play an important role in helping protect and preserve our distinctive identity.

These brand guidelines provide the fundamental elements for implementing consistent, accurate and purpose-driven communication at every touchpoint people have with our brand.

Materials other than standard templates (letterhead, envelopes, PowerPoints, etc.) that utilize any element(s) of the Merrill logo and/or identity must be reviewed and approved by the Marketing Communications Committee.

For questions or assistance, please contact the Marketing Communications Committee: Rick.Blake@ci.merrill.wi.us.

Vision Statement for City Government

Merrill will be recognized as a welcoming city with a safe and diverse community, vibrant and sustainable economy, and a comfortable quality of life for all.

Mission Statement for City Government

To enrich quality of life through innovative, consistent and efficient City services and strong partnerships with citizens, businesses and key stakeholders.

Values Statements for City Government

Partnership: Work together to get things done in a collaborative and respectful manner.

Integrity: Act with transparency and be accountable for what we do and say.

Service: Provide professional, respectful service to those who live, work or visit.

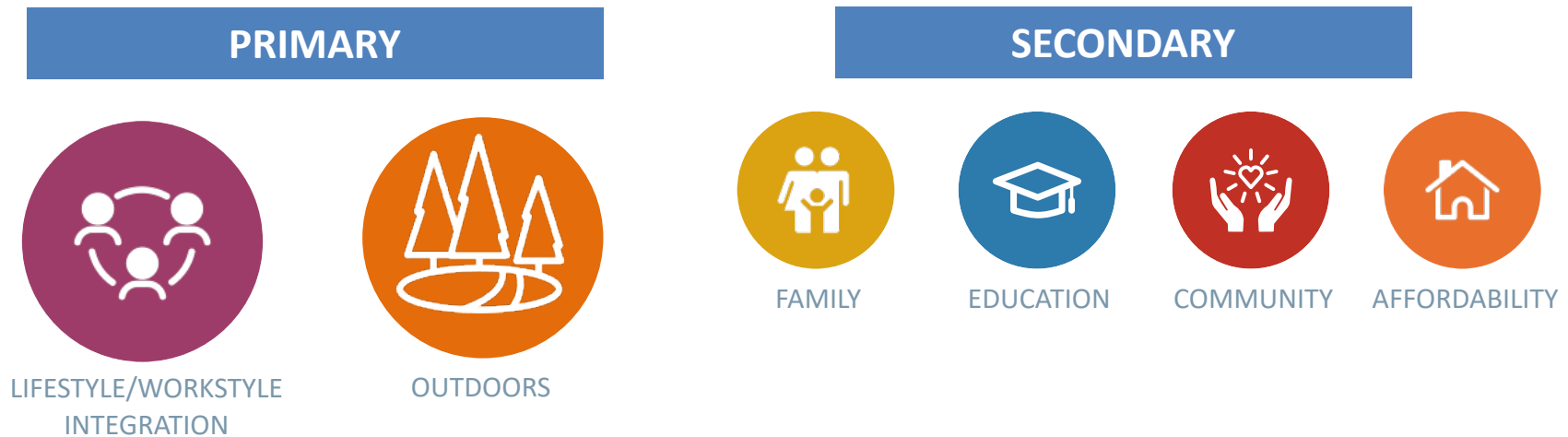
Sustainability: Make decisions with an understanding of their impact on the environment, people, community and finances.

Diversity and Inclusion: Embrace the traits and characteristics that make people unique and provide a sense of belonging and support within our community.

Brand Purpose

Develop a strong brand image that focuses on a simple, fulfilling lifestyle and a diverse choice of rich and robust outdoor activities.

Brand Core Pillars



Brand Vision

Merrill will be recognized as providing a fulfilling lifestyle experience to generate interest in and connection to a small-town environment.

Brand Positioning Statement

For those seeking a balanced integration of lifestyle and workstyle,

Merrill offers residents, businesses and visitors

fulfilling, natural and authentic experiences.

These experiences are achieved through a simple, fulfilling lifestyle and a diverse choice of rich and robust outdoor activities.

Brand Personality

Neighborly

Especially welcoming, helpful, friendly and kind.

Outdoorsy

Enjoy existing with nature through recreational four-season outdoor activities.

Hard-working

Exhibit a strong work ethic of energy, commitment and passion.

Brand Attributes

Authentic

Unpretentious – unaffected, sincere, respectful.

Natural

Existing with nature – four season beauty and activities.

Small Town Charm

A simpler life – family and community friendly, play is as important as work.

Brand Promise

Merrill delivers an authentic experience that is achieved through a simple, fulfilling lifestyle and a diverse choice of rich and robust outdoor activities.

Brand Narrative

A simple, fulfilling lifestyle.

Brand Appeal

Glaciers left our region with its amazing natural beauty, alive today in forests, fields, lakes and rivers. Combined with the neighborly, outdoor-loving people who have truly shaped our region into a modern wonderland of work and play, we will appeal to our target audience, inviting them to consider visiting or living and working in Merrill.

Brand Story

A simple, fulfilling lifestyle.

A place rich in experiences and small-town charm, Merrill is unlike any other area in the country. Located in North Central Wisconsin, it provides more to life – a simple, fulfilling lifestyle and a diverse choice of rich and robust outdoor activities.

Experience a host of four-season activities for outdoor enthusiasts. You'll find open bike and hiking paths, canoeing and kayaking waterways, local parks, fishing spots, hunting, snowmobile and UTV trails and a host of winter activities, including cross-country and downhill skiing and snowshoeing – offering more ways to enjoy the natural beauty of the region and the spirit of adventure.

Experience more ways to enjoy life as you experience the openness and authenticity of our small town, distinctive local bakeries and cafes, unique shops and local festivals and events.

Experience the importance of our heritage, open your mind and expand your knowledge about Merrill's significant contribution to Wisconsin. Merrill offers a history and tradition deeply rooted in Indigenous Peoples as stewards of the land, a prosperous logging industry and a commitment to our natural resources.

Experience a wonderful place to raise your family with access to a strong education system, one-of-a-kind college scholarship program and a diversity of job and career opportunities.

Experience More to Life captures the emotional engagement of visiting or living and working in Merrill and will connect with the type of visitors we are trying to draw to the area.

Logo

“Merrill” is bold and friendly. The lower-case treatment reflects our small-town charm and welcoming community.

The flowing, modern “m” reflects our amazing natural beauty. The green symbolizes our forests and fields. The blue symbolizes our lakes and rivers. The playfulness represents our vibrant community.



Logo and Tagline

Tagline: To come.

- Reinforces the “balance of life and work integration” attraction important to our target audience.
- Merrill offers extraordinary life/work integration with terrific career options, quality of life, outdoor recreation and friendly community.
- Promises that they will get more out of their life here in Merrill.
- To Come captures the emotional engagement of visiting or living and working in Merrill and will connect with the type of visitors we are trying to draw to the area.

Logo & Usage

The visual manifestation of our brand is often the first thing people see and therefore forms the first impression they have of Merrill. Using these elements consistently across all brand touchpoints will ensure that impression makes a positive impact.

STAND-ALONE LOGO

Full-Color



ALTERNATE STAND-ALONE LOGO

Reverse



Black



CORRECT USE

This stand-alone logo may be used with or without the tagline.

Sizing: To ensure the legibility of the logo, it must not be used at a size smaller than 1.0" (25.5 mm) or 70 pixels wide.

To establish the prominence of the logo, there must be an area of clear space around it (the "Safe Zone"). This space is determined by the 'x' height of the lower case letters.

Colors: Depending on the application, the logo can be reproduced in three different ways:

Color:

- Deep blue: CMYK 100, 73, 28, 14 RGB 0, 76, 121
- Light green: CMYK 51, 17, 57, 0 RGB 135, 175, 135
- Light blue: CMYK 38, 8, 1, 0 RGB 151, 202, 235

Reverse

- Merrill: 100% white
- Left "m": 30% black
- Right "m": 20% black

All Black:

- Merrill: 100% black
- Left "m": 30% black
- Right "m": 20% black

Reverse Color: Do not print reverse color

For printing on dark backgrounds, the reverse logo must be used.

Logo and Tagline Usage

This tagline is ALWAYS to be used in conjunction with the Merrill logo – it should never be used by itself. When space allows, especially on external documents, the lock-up logo should be used in lieu of the stand-alone Merrill logo.

LOGO LOCK-UP

Full-Color

ALTERNATE LOGO LOCK-UP

Reverse

Black

CORRECT USE

This stand-alone logo may be used with or without the tagline.

Sizing: To ensure the legibility of the logo, it must not be used at a size smaller than 2.5” (64 mm) or 180 pixels wide.

To establish the prominence of the logo, there must be an area of clear space around it (the “Safe Zone”). This space is determined by the ‘x’ height of the lower case letters.

Colors: Depending on the application, the logo can be reproduced in three different ways:

Color:

- Deep green (tagline): PMS 348 CMYK 97, 22, 100, 9 RGB 0, 131,62
- Deep blue: CMYK 100, 73, 28, 14 RGB 0, 76, 121
- Light green: CMYK 51, 17, 57, 0 RGB 135, 175, 135
- Light blue: CMYK 38, 8, 1, 0 RGB 151, 202, 235

Reverse

- Merrill and tagline: 100% white
- Left “m”: 30% black
- Right “m” 20% black

All Black:

- Merrill and tagline: 100% black
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- Right “m” 20% black

Reverse Color: Do not print reverse color

For printing on dark backgrounds, the reverse logo must be used.

Font

The logo and tagline fonts are unique to the logo treatment. Conventional fonts can be used for other applications.

LOGO FONT

Kohinoor Bangla Bold

abcdefghijklmnopqrstuvwxy

TAGLINE FONT

TBD

abcdefghijklmnopqrstuvwxy

COMPUTER FONTS

Calibri family (preferred)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

Arial family:

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

OTHER ACCEPTED FONTS

Helvetica family (preferred)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

Times family

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

Incorrect Logo and Tagline Usage

In order to maintain integrity of the brand, please review these examples of incorrect usage. This is not an exhaustive list, but a guideline to help use the logo and tagline correctly.

DO NOT remove, modify or recreate any element of the logo.

DO NOT stretch, skew, pixelate or distort the appearance of the logo.

DO NOT reproduce the logo on top of busy graphic images or textures, competing colors or a background that does not have substantial contrast.

DO NOT reproduce the logo using any unauthorized colors or rearrange the colors on the logo.

Original Photography Style

When shooting or using original photography, the photos should represent a real day-in-the-life of our community. The photos should capture the emotional essence of our brand. People should not be “posed.” They should seem like they don’t even know the camera is there.

Stock Photography Style

Like original photography, choose stock photos that represent a real day-in-the-life of our community. The photos should capture the emotional essence of our brand. People should not be “posed.” They should seem like they don’t even know the camera is there.

Illustration Style

When using illustrations, they should represent the vibrancy of our community. Illustrations should use a silhouette style.