



# BRAND GUIDELINES

## 2017



# MISSION AND VISION

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- Mission: To connect businesses with the resources they need to grow in Waukesha County
- Vision: A vibrant economy where businesses and citizens thrive



# TAGLINE

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- Advancing business. Growing communities.
  
- *When shortened, the Waukesha County Center for Growth should be referred to as the Center for Growth, not the WCCG.*



# KEY MESSAGES

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- Waukesha County is a premier place to locate, conduct and grow business.
- We work to ensure each organization doing business in Waukesha County will reach its fullest potential.
- We are a one-stop-shop for organizations looking to do business in Waukesha County.
- The Center for Growth is focused on generating capital investment, creating jobs and growing and diversifying Waukesha County's economic base.
- The Center for Growth works closely with the City of Waukesha, etc.



LOGO

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WAUKESHA COUNTY

CENTER FOR GROWTH

*Advancing business. Growing communities.*



The Center for Growth's logo is a registered trademark. The elements of our logo should always remain in fixed proportion. Never alter the logo or the relationship of the elements in any way. By obtaining the Center for Growth's logo, you are agreeing to adhere to the Logo Usage Guidelines outlined below. For questions regarding logo usage, please contact Amy at [olson@waukesha.org](mailto:olson@waukesha.org) or (262) 409-2626.

- The preferred logo application of the Center for Growth's logo is full color on a white background (EDO\_logo\_CMYK\_highres.png).
- The logo can appear in black on a light or white background, if desired (EDO\_logo\_black.png).
- The logo can appear in reverse white on a solid, dark background (EDO\_logo\_white.png).
- Avoid placing the logo on a patterned background.
- Any modifications to the logo are prohibited.
- Only authorized designers may use the bar graphic detached from the logo.

### Protective Space

- To ensure the greatest visual impact, leave as much clear space as possible around the logo.
- At minimum, leave an area of clear space equal to the height of the letter "W" in the word "Waukesha".
- No other text or graphic elements should appear in this space.

### Minimum Size

- Pixel measurements and values must be in whole numbers and stay proportional. The minimum size for the logo is 175 x 40 pixels including clear space. Do not reproduce the logo in a format smaller than 1/4 inches tall in print.

### Tagline

- If the logo is being printed small, use the version that has no tagline.





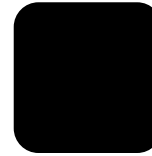
# COLORS

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## Gray

(Waukesha County)  
75 percent black



## Black

(Center for Growth)  
100 percent black



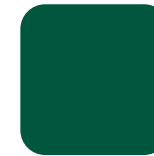
## Light Blue

Pantone 281C (75% tint)  
R61 G92 B149  
C85 M68 Y16 K2  
#3D5C95



## Light Green

Pantone 343C (75% tint)  
R1 G116 B94  
C88 M32 Y70 K17  
#01745E



## Dark Green

Pantone 343C  
R0 G87 B61  
C98 M0 Y72 K61  
#00573D



# FONTS

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Headlines: Myriad Pro, Myriad Pro Condensed

Copy: Myriad Pro

Secondary fonts: TRAJAN PRO



TRAJAN PRO



Myriad Pro







# BRANDED MATERIALS



Waukesha County Center for Growth, Inc.  
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**MISSION** | To connect businesses with the resources they need to grow in Waukesha County

**VISION** | A vibrant economy where businesses and citizens thrive



## TIM CASEY, EDFP

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