

# VISUAL IDENTITY STANDARDS \_\_\_\_\_ and \_\_\_\_\_ STYLE GUIDE





## Style Guide Purpose

The purpose of this document is to outline style guidelines, policies, and procedures for the Putnam Business Association's arenas of public communication.

The PBA's brand is more than just a logo. It's an identity that communicates the vision and the value that the association brings to Putnam. The attributes and artwork reflect the spirit of the organization. Using the brand consistently will reinforce our passion and commitment to making Putnam a destination par excellence.

All of our marketing strategies will be in alignment with the greater mission statement of the Putnam Business Association:

*The purpose of the Putnam Business Association, Inc. is to promote and publicize the Businesses of Putnam, CT. Said purpose is to be achieved by a unified advertising, public relations and promotion campaign to encourage the growth and success of all members of the Association.*

*- from the bylaws of the Putnam Business Association, Inc.*

## Active Accounts and Websites

### **Putnam Business Association Website**

([www.putnambusiness.org](http://www.putnambusiness.org))

General information about the Putnam Business Association, Calendar of Events, full listing of members and link to Discover Putnam website.

### **Putnam Business Association Facebook Page**

([www.facebook.com/putnambusiness](https://www.facebook.com/putnambusiness))

Coordinator shall post current events and correspondence sent by members upon their request. Coordinator shall also be responsible for increasing the number of "Likes".

### **Putnam Business Association Facebook (Closed Group)**

([facebook.com/groups/PutnamBusinessAssociation](https://facebook.com/groups/PutnamBusinessAssociation))

For PBA Members to share information with one another about what might be going on behind the scenes including but not limited to business specials, requests for services, meeting dates and events with which they may want help, etc.

## **Discover Putnam Website**

(discoverputnam.com)

Marketing tool designed to attract visitors to Putnam. Website shall include events which are open to the public and community focused. PBA Members will be featured on this site at no additional cost above and beyond their annual membership fee to the Association.

## **Discover Putnam Facebook Page**

(facebook.com/discoverputnam)

The PBA Communications Team shall maintain as a tool to attract visitors to Putnam. Therefore, only events occurring in Putnam shall be posted thereupon. Events occurring outside of Putnam, but belonging to a PBA member will be considered on a case-by-case basis. The information contained herein is meant to be attractive to visitors.

## **Discover Putnam Twitter**

(@discoverputnam)

Linked to Discover Putnam Facebook Page.

## **Discover Putnam Instagram**

(@discoverputnamconnecticut)

Linked to Discover Putnam Facebook Page

## **Opening a New Social Account**

Accounts pertaining to the Putnam Business Association, Discover Putnam, or any event under the oversight of the PBA will not be created outside of the oversight of the Marketing Committee. Information will be formally distributed through the official accounts and channels of the Putnam Business Association.

## **Social Accounts for Individual Events and Committees**

While accounts do exist for individual committees and events, it is a best-practice to funnel the social media content through the major accounts.

**Why?** The audience will be larger for the main accounts. With the algorithms at play, the more likes a page has the more people will be channeled the information. The goal of all social media is to engage and inform, and it's best to do that to the widest audiences possible. For instance, prior to the 2018 algorithm update, facebook only displayed content organically to 16% of a pages' fans. Since the change, social media managers are seeing as little as 2% organic reach. For example, a page with 5,000 likes might organically reach 800 people on a best case scenario. A page with 500 likes only reaches 80 people on the best case scenario.

## How to get content posted on the PBA's major accounts:

All posts should follow a workflow that helps streamline information.

1. Information to be communicated originates in a PBA committee, community partner, or individual PBA member.
2. Information is communicated to the PBA Communications Team via the business coordinator.
3. The communications team or business coordinator creates and/or curates the content in accordance to these guidelines.
4. Lead Times: A minimum lead time of 48 hours will be needed to post to a page - no posts will be allowed without it. A recommended lead time for posts is 2 weeks, which allows for creation of content and scheduling, given that our team consists of volunteers.
5. After approval, posts will be scheduled for release.

Note: PBA accounts are not sales or promotional tools for individual businesses. We will do our best to highlight the business as a whole, but sales and promotions for each business shall be the responsibility of each individual business.

## Social Media Posting Guidelines

The purpose of this section is to establish guidelines as to what will and will not be posted to the PBA's social media accounts.

	PBA FB page	DP FB page	DP Twitter	DP Insta
<b>Official PBA Events</b>	yes	yes	yes	yes
<b>Official PBA Business</b>	yes	no	no	no
<b>Town of Putnam</b>	no	yes	yes	yes
<b>Business Openings</b>	yes	*	*	*
<b>Business Promotions</b>	yes	no	no	no
<b>Non-PBA Events</b>	**	no	no	no
<b>Non-Member Related</b>	no	no	no	no
<b>Town-Wide Events</b>	yes	yes	yes	yes

\* Only if the business fits in the categories of dining, shopping, arts/entertainment, and lodging.

\*\* Subject to marketing committee approval.

## Social Media Voice

Who We Are: Fun. Energetic. Engaging. Passionate. We are engaging our social media audiences with relevant information that would lead them to take the next step.

All posts will be posted using the Association's voice. We do not post individually or use initials. The tone of posts should be friendly, warm, and winsome, always encouraging our audience toward engagement.

## Accuracy of Information

Information that is shared via PBA social media accounts, websites, and printed communication should be as accurate as possible. Past event promotional items that are dated shall not be redistributed the following year, and we should not re-use posts from past dates, with the exception of creating advertisements, etc.

## Consistency is Key

The PBA's social media platforms should be active. Current marketing best practices looks for daily engagement via social platforms. While we do not pursue daily activity as a guideline, we should strive for regular engagement of our audiences. A possible solution would be to create posts in advance, using each platform's scheduling tools. If a built-in solution is not available, other scheduling tools are at our disposal.

## General Style Guidelines

**Keep it Short and Simple (KISS)** - Some social media platforms have character limits. Others don't. For the most part, we keep our copy (web and in print) short.

Twitter: Although twitter removed the 140 character limit, strive to stick close to that character count.

Facebook: No limit, but aim for one to two sentences (unless you're sharing a story or video directly to facebook).

Instagram: No limit, but aim for one to two sentences. Feel free to use emojis and hashtags.

Print Media: Copy on promotional materials should be information oriented that is able to be read in an appropriate time frame.

Posters: less than 30 seconds.

Brochures: less than 5 minutes.

Booklets: less than 10 minutes if thumbing through.

In order to keep copy short, simplify your ideas, create a graphic, or reduce the amount of info shared. Do not change spelling, punctuation, or use numbers or letters instead of words (i.e., “2” instead of “to” or “u” instead of “you”).

**Hashtags** - The use of hashtags is encouraged, albeit sparingly. The common hashtag used for PBA promotional materials is #discoverputnam. Use of trending hashtags is permissible, so long as the linked content is appropriate for a wide audience, including children and families. Twitter recommends using 2-4 hashtags, placed at the end of your post’s content.

**Grammar** - All post and print media should be double and triple checked for proper usage of the English language. If help is needed, run the post by another member of the communications team. Grammar is governed by AP-style.

- We use the Oxford comma. Example: “Matt, Earl, and Karen are past presidents of the PBA.”
- We use proper capitalization.  
Headline example: “Multi-Business Event Draws Large Crowds to Putnam.”  
Social media example: “Join us in downtown Putnam this Fourth of July!”

**Citing Sources** - All materials that contain information gathered from another source should be credited.

Example: “I invented the internet.” - Abraham Lincoln  
or, “I invinted the internet.” @honestabe

**Dates and Time** - For times, use AM and PM (upper case, no periods). 3 AM. 10 PM.

- If possible, present the full time: 9:00 AM; 10:30 PM.
- Use the word “to” between times (9 AM to 10:30 PM). If space is needed, use a dash (9-10 AM).
- Write out full words for days of the week (Monday, Tuesday) and use dates (10/20) to save space in reference to dates in advance. You can also shorten the months and use the full date, (Saturday, Feb. 9th).

**Punctuation** - All materials should have proper punctuation.

- Use a colon and a space before a link. You can also place a link following a question mark, or exclamation point.
  - Register here: [www.discoverputnam.com](http://www.discoverputnam.com)
  - Have you registered yet? [www.discoverputnam.com](http://www.discoverputnam.com)
  - Make sure you register on time! [www.discoverputnam.com](http://www.discoverputnam.com)
- Use a single exclamation point to signal excitement.
- Use an ellipsis (three periods, no spaces) to show where something has been omitted or to signal suspense...

# Network Specific Guidelines

## Facebook

- Use line breaks when applicable.
- Include any relevant mentions, as long as (a) the account is active, and (b) the names of the mentions are not too long and cumbersome.
- Delete the text of the URL from your post if displaying the link preview.
- Like and interact with the comments from users as the opportunity arises.
- Hide spam and posts to the pages.
- Use images according to image use guidelines.

## Twitter

- Use images when possible. Images help break the monotony of a twitter feed.
- Be concise - stick to the 280 character guideline.
- Favorite tweets from followers.
- Retweet relevant information.
- We only follow accounts with relevance to our mission and not personal accounts.

## Instagram

- Use filters unless the image was edited previously.
- Avoid using filters and effects simultaneously. While we're after a similar aesthetic, we should avoid having a uniform appearance.
- Create and use collages periodically.
- Create text art when appropriate.
- Like photos that are related to our mission.

# Image Use Guidelines

Images are the best way to tell stories, which makes social platforms interesting. The following guideline will help elevate our social profiles, while simultaneously avoiding unnecessary trouble.

- Edit photos before posting, unless they had been edited previously.
- Post images at resolutions that are appropriate for each platform. A quick search online will yield current sizes.
- Photos are best when they are candid, showing genuine expression.
- NEVER POST PHOTOS OF CHILDREN WITHOUT PERMISSION. Verbal permission is okay.
- Never post a professional photo without the proper release from the photographer, either verbal or on file.
- It is best to use photos we capture ourselves. However, stock photography can be used when necessary.
- Use judgment when posting images - check the images for anything inappropriate within the image.
- If possible, watermark images we take with the Discover Putnam or PBA logos.



# Protecting the Visual Identity

The visual identity of the Putnam Business Association is in place to actively promote the organization's goals. These guidelines help to safeguard the brand, promoting unity and inclusion for all business that are part of the association. By following a set of prescribed standards, we will maintain a cohesive identity in all mediums of visual communication.

## Our Logos

**Spacing of the Logos** - The logo should always be placed with plenty of room on all sides of it, otherwise known as a "safe" area where other elements of the graphic that the logo is appearing on will not interfere with the logo itself.

**Size** - The minimum size of the logos is 1". The logos should never appear smaller.

**Color** - For color options, see the color sections of this guide.

**Where to Get the Logos** - Copies of the logos are available from the PBA Marketing Committee.

### Acceptable Versions of Our Logos:



full color



greyscale



## Incorrect Logo Usage

**Details** - Never, under any circumstances should a PBA related logo be used in a way that does not look like one of the options on the previous page. You should never create your own logo, alter the logo, or use the logo in a way that is nonconforming.

**Sizing and Spacing** - Logos should be used in the appropriate resolution no matter the form of media. You should avoid skewing the logo in height and in width.

Examples:

**CORRECT**



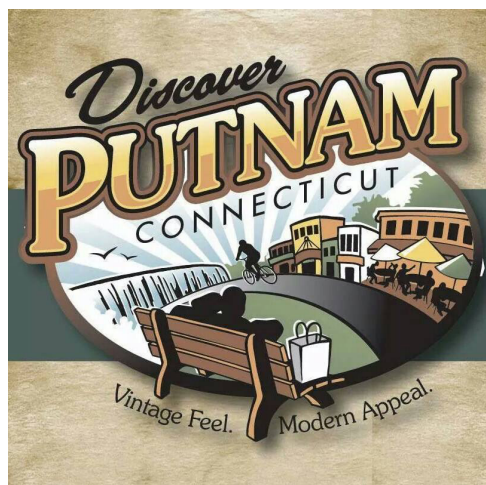
**INCORRECT**



## Social Media Profile Pictures

Profile pictures on all social media profiles of the PBA shall contain the appropriate logo, sized and positioned according to these guidelines.

Examples:



# PBA Event Logos

The Putnam Business Association hosts many events throughout the season that contain their own logos. Those event logos should be used in the same manner and fashion as previously described. Usage of those event logos are at the discretion of the Committee Chairperson of each specific event. These logos are available through the Marketing Committee or the Business Coordinator.



## Primary Colors

These are the colors are the PBA's color Palette for all mediums. Graphics utilizing a different palette should be cleared through the Marketing Committee chairperson.



**Putnam Navy**

Pantone® 2728 C  
100% tint

CMYK: 97, 48, 0, 41

Web #044f97



**Putnam Sage**

Pantone® 2264 C  
100% tint

CMYK: 9, 0, 35, 50

Web #6f7a52

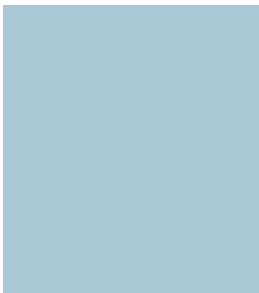


**Putnam Orange**

Pantone® 7576 C  
100% tint

CMYK: 14, 44, 67, 0

Web #db8f54



**Putnam Blue**

Pantone® 290 C  
100% tint

CMYK: 32, 12, 10, 0

Web #acc8d6



**Putnam Gray**

Pantone® 424 C  
100% tint

CMYK: 0, 1, 1, 56

Web #717070

## Approved Fonts

Fonts are the backbone of any visual identity. We have several serif and sans-serif fonts that are approved for general use on handouts and digital documents (excluding email).

Sans Serif:

**Gill Sans**

**Futura**

Sans Serif (with TypeKit)

**Proxima Nova**

Serif:

**Alegreya**

**Lucida Fax**

Serif (with TypeKit)

**Adobe Caslon Pro**

For Use with Google Docs - Because Google Docs offers limited options for fonts, please use the following for consistency:

Sans Serif: **Calibri**

Serif: **Times New Roman**

## What Can You Create?

We value our brand identity and how businesses, town officials, community partners, and people outside of our community see us. That means we've placed our brand in the hands of the Marketing Committee to be executed and protected by the communications team. We strive to do all that we can to advertise and market the association and related events to the right people. All graphics, websites, and videos should go through the communications team. We promise to listen to all of your ideas and determine the best way to present your cause to the world.

This does not mean, however, that you cannot create anything. We will provide oversight and feedback if you wish to create your own content, including:

- Text Documents (Microsoft Word)
- InDesign Documents (on a case-by-case basis)
- PowerPoint Documents
- Temporary Signage (on a case-by-case basis)

We are also able to create templates for use if needed. To request a template, email the business coordinator. Please be aware that it could take 1-2 weeks before a template is in your possession.