



seaforth *spirit*

Proposed Ideas for the
'Seaforth Spirit' Campaign

presented by
Precision Print Inc.

introduction

Like many communities, Seaforth has always faced the economic stigma of ‘small town shopping’ without the amenities of the ‘big box stores’. Residents are often drawn to the city for their shopping needs, leaving local business owners struggling to keep up with operating costs.

However, the state of the current global financial market has people re-thinking the idea of driving for half-an-hour to get items that are available in their own immediate community; often within walking distance.

This change in perspective allows Seaforth merchants to demonstrate that a vast selection of product and services *are* available locally. It *does not* cost a more to shop at home and unlike the impersonal atmosphere frequently experienced in the cities, you will get *personal* service.

This ‘personal’ ideology was evident among the group of enthusiastic B.I.A. members I had the privilege of meeting with in February. All members exuded a pride in their community, knew the owner’s name of any business of which they spoke and exhibited a profound respect for the betterment of their business district.

It was with this vivacity in mind that the proposed branding strategy and marketing suggestions which follow began to take shape and form.

Following, you will find a proposed logo with specifications for usage, as well as some printing and marketing recommendations, along with quotations for most of the proposed items.

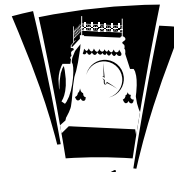
Please do not hesitate to address any changes which you would like made, or to contact me with any questions regarding this package that may arise. Also, be advised that all quotations are valid for thirty days. Design work at Precision Print is billed at \$40.00 per hour; currently you are at 4 hours.

Thank you for the opportunity to both quote and work on this package. I look forward to your input.

Sincerely,

Nicole Griffin
Graphic Designer

logo design



seaforth *spirit* seaforth *spirit*

A two colour design using PMS 548C for the dark navy blue and PMS 200C for the brick red, this logo encompasses the respect for heritage and the passion held by the local people for their home town.

The contemporary illustration of the familiar Cardno Tower echoes this sentiment while the playful twist of a classic type style reminds tourists and locals alike that Seaforth is a fantastic and exciting place to be.

The black and white version of this logo maintains all the integrity of its colourized counterpart while providing excellent contrast for use in newsprint and copies.

consistency



It is of vital importance that you respect the consistency of presentation when using your new logo design. The effectiveness of branding is lost when your audience is presented with a 'mishmash' of identity. Please use the following as a general guide for appropriate branding strategies.

The logo should never appear any smaller than 1/2" in height, if possible. Anything smaller than this and the text begins to become illegible.

The amount of space required around the logo should be no smaller than if you were to have the text 's' from the logo on all four sides, as demonstrated to the left.

Please do not change the colour of the logo unless it is being reproduced all in one colour (i.e. all red on a program for an event). The official blue is PMS 548C and the official red is PMS 200C. Do not squish or skew the logo. Do not emboss or apply drop shadow. Do not re-type the text or redraw any elements. You may reverse the logo as shown.

type style

Adobe Caslon Pro is the serif font that has been used to create the text within the 'Seaforth Spirit' logo as well as in the body copy of this document.

It is recommended that, when possible, this font be used in internal publications and other items that you may design in-house.

You may use Times New Roman for occasions where Adobe Caslon Pro is not an option (i.e. PowerPoint, website, etc.).

Adobe Caslon Pro - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!-

Adobe Caslon Pro - Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!-

Adobe Caslon Pro - Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!-

Adobe Caslon Pro - Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!-

Adobe Caslon Pro - Bold
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Adobe Caslon Pro - Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!-

stationary



As part of an extensive campaign, you may find need for stationary. To the left is a suggested design for letterhead, #10 business envelope and business cards.

250	8.5" x 11" Letterhead PMS 200 & PMS 548 60lb Lynx Stock	\$139.00
500	8.5" x 11" Letterhead PMS 200 & PMS 548 60lb Lynx Stock	\$147.00
1000	8.5" x 11" Letterhead PMS 200 & PMS 548 60lb Lynx Stock	\$176.00
250	#10 Envelope PMS 200 & PMS 548 No Bleed, No Window	\$95.00
500	#10 Envelope PMS 200 & PMS 548 No Bleed, No Window	\$120.00
1000	#10 Envelope PMS 200 & PMS 548 No Bleed, No Window	\$132.00
250	3.5" x 2" Business Card PMS 200 & PMS 548 Full Bleed on 12pt C1S	\$55.00
500	3.5" x 2" Business Card PMS 200 & PMS 548 Full Bleed on 12pt C1S	\$65.00
1000	3.5" x 2" Business Card PMS 200 & PMS 548 Full Bleed on 12pt C1S	\$75.00

A one-time fee for purchase of custom ink will also apply should you choose to proceed with the letterhead and/or envelopes and is \$55.00 per colour. These colours remain on our shelves here, and are used by us only when printing your product(s).

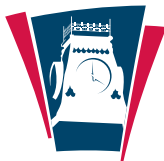
stationary

To announce the issuing of Seaforth Smart Money, this poster is proposed:

25	11" x 17" Poster Full Colour, Full Bleed on 100lb Coated Gloss Stock	\$37.50
50	11" x 17" Poster Full Colour, Full Bleed on 100lb Coated Gloss Stock	\$65.00

catch the seaforthspirit...

Save 10% with *\$martmoney*
at businesses displaying this logo:



seaforth*spirit*

Sold only at Town Hall, 72 Main Street, Seaforth

Buy now while quantities last!

smart money

Formerly known as B.I.A. Bucks, the Seaforth Smart Money will share in the updated look.

150 Books	5.5" x 2.5" Coupon Books 548 Blue Ink on White 70lb Lynx Paper, No Bleed Perforated at 1/2" from left edge, books of twenty \$5 coupons, numbered.	\$202.50
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A one-time fee for purchase of custom ink will also apply should you choose to proceed with the smart money and is \$55.00 per colour. These colours remain on our shelves here, and are used by us only when printing your product(s)

Redeemed by: _____

Date: _____

Merchant: _____

N^o #####



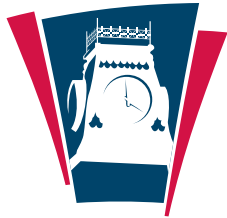
seaforthspirit



smartmoney

Redeemable only at participating Seaforth B.I.A. Stores

variation



seaforth *spirit*.ca

A slight variation to the wordmark portion of the text allows this to read as a website. I would highly recommend registering this domain as soon as possible to ensure its use.

This juxtaposition with the logo further emphasizes the brand identity into your consumers' mind, as it will be easy for them to visualize at a later time, rather than trying to recall a web address.

variation



seaforth *spirit*
associate member

Another slight variation can be the inclusion of the term 'Associate Member'. This will be used only in cases where a business outside the district has paid their fee to become an associated member of the B.I.A.

window signs

Participating signs will be requested to place this decal into their windows so that they are easily identifiable as supporters of the campaign and stores where smart money is redeemable.

50	11" x 6" Vinyl Window Decal with adhesive face PMS 200 & PMS 548 No Bleed on White	
100	11" x 6" Vinyl Window Decal with adhesive face PMS 200 & PMS 548 No Bleed on White	

