



CEDAR FALLS

BRAND
STANDARDS
GUIDE





CEDAR FALLS

One powerful brand idea.

When does a weekday feel like a weekend and a weekend feel out of this world? Anytime you're visiting Cedar Falls. After all, we know how to weekend. It's even our tagline. But what does that mean exactly?

It means that weekends are a state of mind. It means when you're here, your stomach makes the schedule. Not your watch. Your soul tells you a bike ride is on your afternoon agenda. Not your planner. The promise of perfectly roasted coffee from one of our cozy coffee shops reminds you it's time to wake up. Not your alarm clock.

When you visit Cedar Falls, expect it to really feel like the weekend. It doesn't matter if it's Saturday - or Wednesday.

Because we know how to weekend. Every single day of the week.

Brand manifesto

A weekend in Cedar Falls isn't just any two-day trip.

It's a getaway where you'll feel like you've really gotten away.

Prepare to be surprised. While Cedar Falls is booming with progressive new development and amenities, you'll also appreciate the historic charm of the city as you explore it at your own pace.

Hop on the trails and pedal for miles alongside picture-perfect rivers and lakes, or take your adventure to the water and let your canoe glide you past scenery you'd swear was out of a dream.

Gather the girls and head to Main Street where you'll discover over 30 adorable, locally-owned shops chockfull of jewelry, gifts, antiques and housewares. Guys love this area too, with over 20 locally owned restaurants of every description, breweries, and exciting nightlife – all located in a charming, walkable area along the river and adorned with flowers and seasonal décor.

Excitement and beauty can be found on the campus of the University of Northern Iowa, too, with thrilling sporting events and concerts at the UNI-Dome and McLeod Center, and Broadway and ballet at the Gallagher-Bluedorn, where standing ovations are commonplace.

Festivals and special events abound as well – with opportunities to enjoy friends, food, and music almost every weekend of the summer.

There's no doubt about it.

A weekend here is what you've been working for.

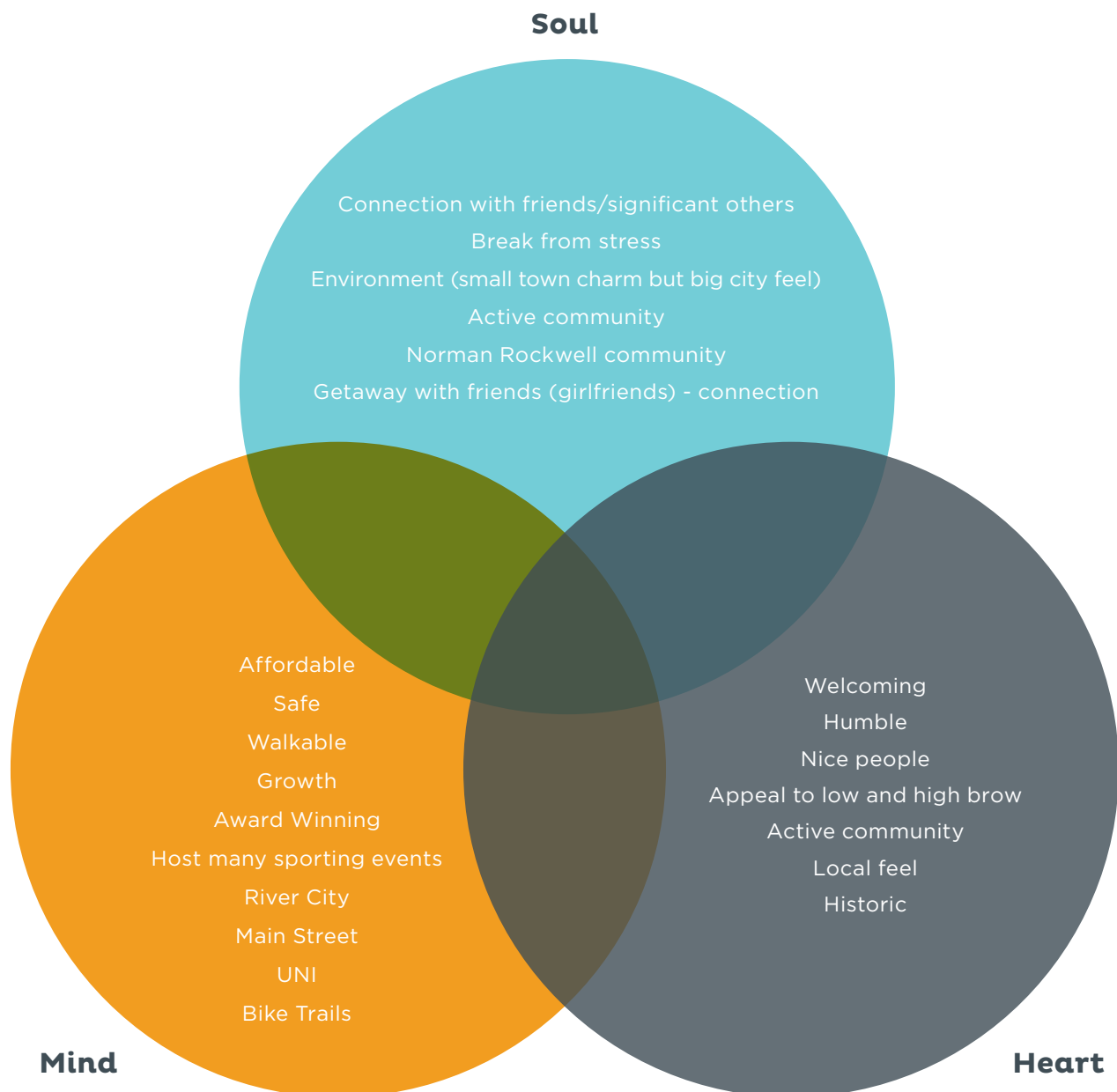
It's what you've been looking *forward* to.

Welcome to a better weekend.

Welcome to Cedar Falls.

Brand Advantage

Welcome to a better weekend. Welcome to Cedar Falls where you can pick your own pace. Take a casual bike ride with a stop at a pub in between pedaling. Or shop like a pro for everybody on your list. From the award-winning Main Street area to beautiful river views on miles of bike trails to the cultural influence of the University of Northern Iowa – Cedar Falls appeals to everyone who wants an eclectic getaway.



When writing copy for Cedar Falls, it's important to keep our copy tone in mind. By writing in the same voice for all of our marketing communications, we can ensure we tell the Cedar Falls story in a consistent manner. Our tone can be described as:

Conversational

We want people to know they'll feel welcome in our city, so we talk to our audience like we'd talk to our friends and family.

Upbeat

We're a vibrant city, and our tone reflects this by being upbeat in nature – not boring.

Heartfelt

We genuinely believe people will love staying with us any day of the week. When we talk about what we have to offer travelers, we want our sincerity to shine through.

Proud

Cedar Falls has a lot of amazing amenities and we're not shy about letting people know. No, we're not braggy – we're just excited to tell people about our town.

So, now that you know the tone, what do you write about? Well, as a brand, we like to focus on three main areas: girls' weekends, Main Street and biking. These areas all fall under our main idea – that we know how to weekend. By hanging our hat on these areas, we can really delve into what makes Cedar Falls unique.

CEDAR FALLS MARK

In order to maintain quality and uniformity, the official Cedar Falls mark must be reproduced using the following criteria.



CEDAR FALLS

CLEAR SPACE

The Cedar Falls mark should always have adequate clear space on all sides that is free of words or distracting graphics to ensure it has a distinct visual impact. A minimum of the width of the "C" (from the logo) of clear space around the logo should be observed.



MINIMUM REPRODUCTION

In print applications, the Cedar Falls logo should never be smaller than 3/4-inch tall. In web applications, it should never be smaller than 100 pixels tall.

3/4-inch
minimum



SPOT PANTONE® MATCHING SYSTEM

Spot colors provide the truest presentation of the Cedar Falls color palette.

CMYK

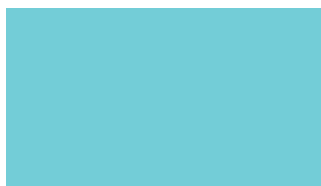
The four-color process version of the nameplate and wordmark can be used for digital/laser printing or when printing restrictions prohibit the use of spot colors.

RGB

The RGB version of the nameplate and wordmark should only be used for web and electronic applications.



PANTONE: 7408
CMYK: 3, 44, 98, 0
RGB: 242, 157, 32



PANTONE: 318
CMYK: 51, 0, 16, 0
RGB: 115, 205, 215



PANTONE: 5463
CMYK: 75, 59, 51, 34
RGB: 63, 77, 85

Pluto Light

Aa

Bb

Cc

Dd

Ee

Ff

Gg

Hh

Ii

Jj

Kk

Ll

Mm

Nn

Oo

Pp

Qq

Rr

Ss

Tt

Uu

Vv

Ww

Xx

Yy

Zz

?!

,.

Pluto Bold

Aa

Bb

Cc

Dd

Ee

Ff

Gg

Hh

Ii

Jj

Kk

Ll

Mm

Nn

Oo

Pp

Qq

Rr

Ss

Tt

Uu

Vv

Ww

Xx

Yy

Zz

?!

,.

Gotham Light

Aa

Bb

Cc

Dd

Ee

Ff

Gg

Hh

Ii

Jj

Kk

Ll

Mm

Nn

Oo

Pp

Qq

Rr

Ss

Tt

Uu

Vv

Ww

Xx

Yy

Zz

?!

,.



THREE-COLOR (Primary mark)



THREE-COLOR (On dark background)



ONE-COLOR (White on dark background)



ONE-COLOR (Black on light background)



TWO-COLOR (Limited color palette option)



TWO-COLOR (Limited color palette option)



DO NOT add additional elements



DO NOT alter the color palette



DO NOT rotate or tilt



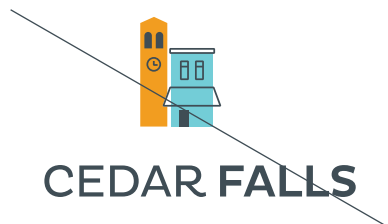
DO NOT stretch or alter proportions



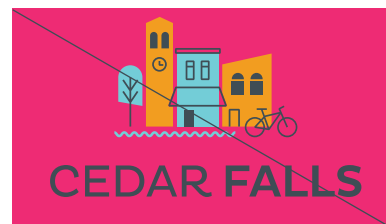
DO NOT alter the typeface



DO NOT fill with texture or photo



DO NOT eliminate any art elements



DO NOT place color logo on clashing backgrounds





