



STORY GUIDE



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## INTRODUCTION

The best brands are the ones that operate out of their identity. When a business makes decisions that align with its identity, each element of the brand communicates depth consistently across all touch points. The Story Identity lays the foundation for the Story Guide to build upon; inspiring the communication principals, visual implementation, and the overall brand experience.

Created to reflect and embody your identity, this book provides simple guidelines for living out your brand story. Refer to this guide as you craft messaging for promotional material, create visuals, and deliver your customer experience.



## COMMUNICATION

The written words of a brand create the opportunity for a business to give an invitation to its tribe. When chosen carefully and done with intention, written and verbal communication clearly communicates the heart of a brand and establishes trust with its audience.

## HOW TO IMPLEMENT

As you craft your words and messaging ask yourself - who is speaking? , how is it coming across? , and how will it be received by our target audience?

# OUR VOICE

We speak as the town of Myerstown.

Our tone is...

PROFESSIONAL  
ACCOMMODATING  
WARM

INFORMATIVE  
GENUINE  
INVITING



## LOOK

An audience will make an immediate emotional connection based on what they see. Because of this, it is important that businesses tell their story correctly through their visuals; sparking interest in potential customers, winning over their audience, and continually representing themselves well to their tribe.

## HOW TO IMPLEMENT

Included in this book are guidelines for your brand's look and feel. You will find a mood board that embodies the feeling you want to communicate, a color palette, and font pairings. Use these brand visual elements as you create content. Make sure that your visuals align with your look. Keep it consistent, cohesive and compelling.

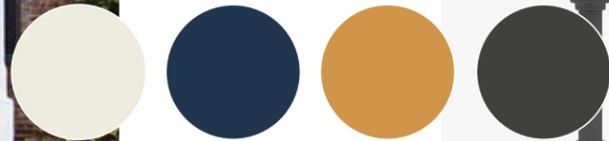
# OUR LOOK

Myerstown's look evokes feelings of a thriving community, outdoor recreation, and small town life. The moodboard is welcoming and relatable to all age groups. Textures of the town such as stone, brick, greenery, and water are incorporated into Myerstown's look. The colors of Myerstown are classic and warm portraying a town that is both historic and innovative.



AUTHENTIC

*You are always welcome home*



COMMUNITY-MINDED



SUSTAINABLE



HISTORIC

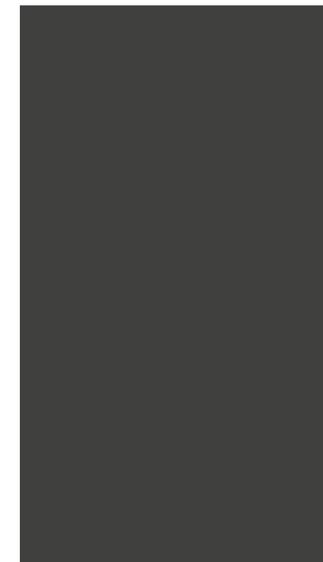


## BRAND COLORS

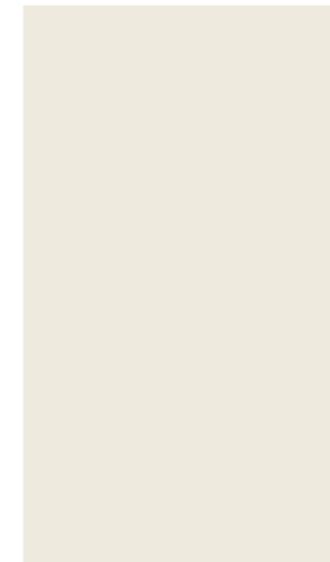
Myerstown colors are lake blue, slate gray, cloudy beige, and historic yellow. The blue hints at the history and importance of the Myerstown waterways. The slate gray and cloudy beige are warm neutrals that add professionalism to the brand. The historic yellow mimics the window panes found on the Isaac Meier Homestead; paying tribute to the history of the town. As a whole, the brand colors create a look that is inviting and comforting.



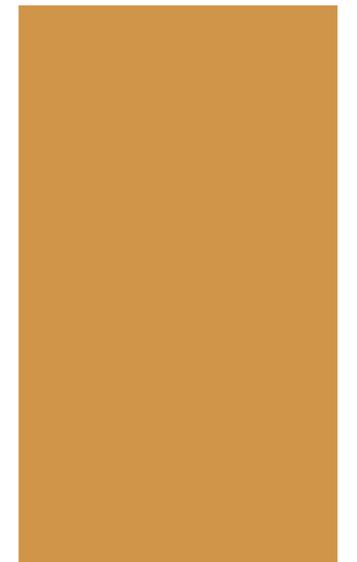
LAKE BLUE



SLATE GRAY



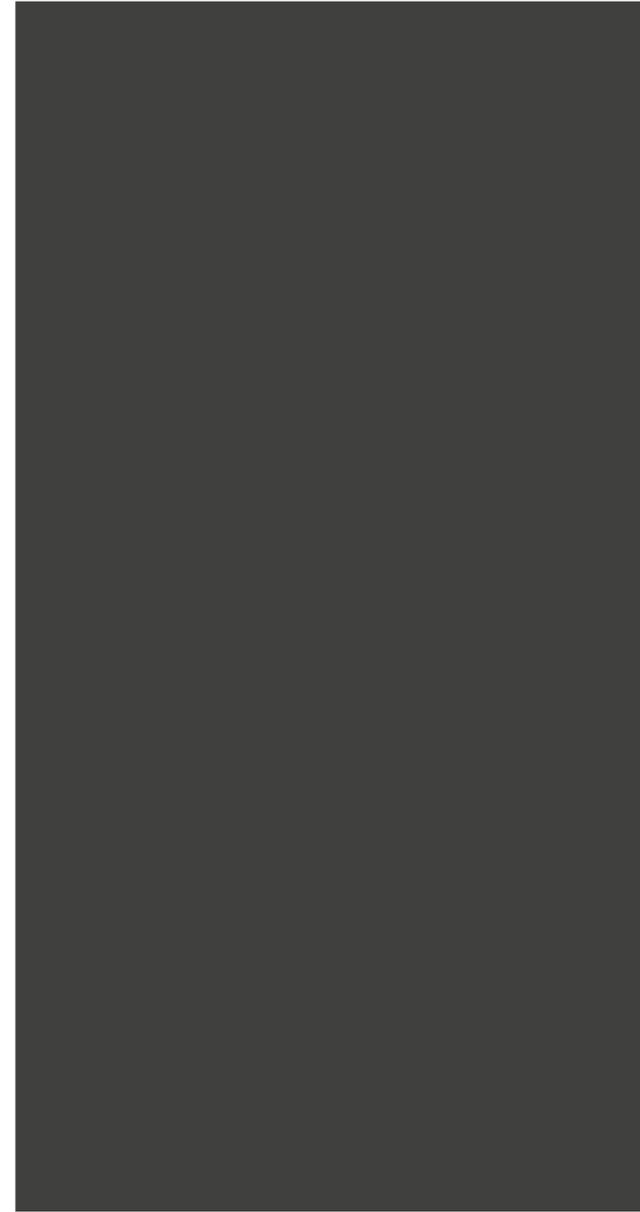
CLOUDY BEIGE



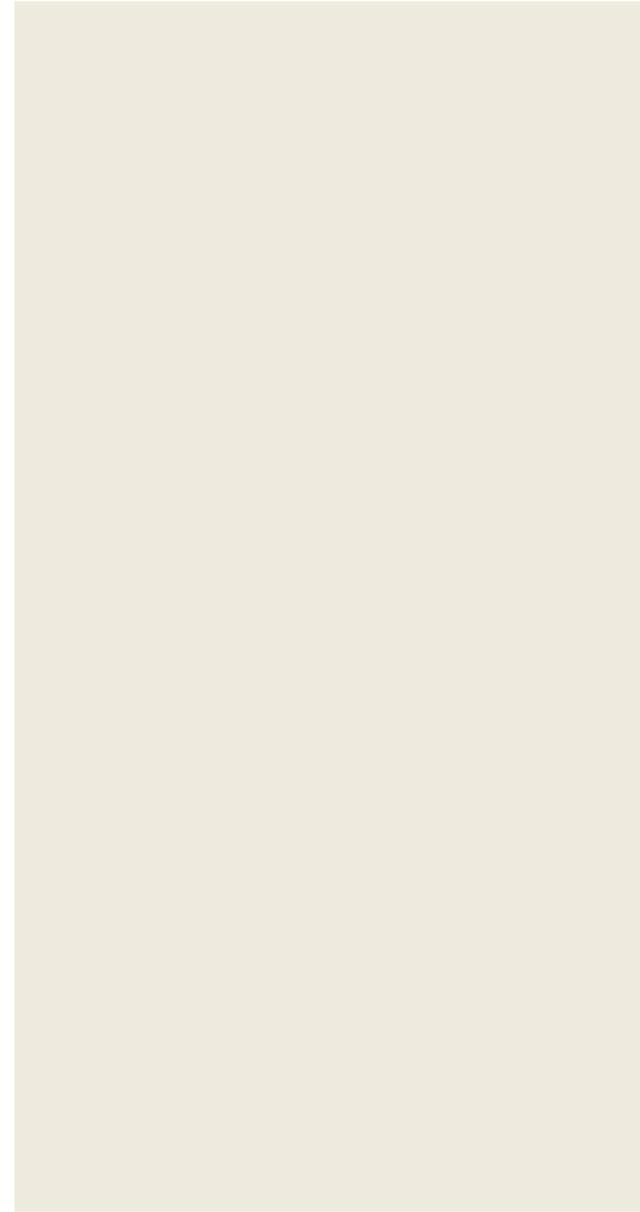
HISTORIC YELLOW



C:60 M:31 Y:0 K:69  
R:31 G:54 B:78  
HEX :1F364E



C:0 M:0 Y:3 K:75  
R:64 G:64 B:62  
HEX:40403E



C:0 M:1 Y:7 K:7  
R:238 G:235 B:222  
HEX:EEEEBDE



C:0 M:28 Y:65 K:18  
R:208 G:149 B:72  
HEX:D09548



## OUR LOGO

The Myerstown logo is clean and modern. The icon features an “M” with an arch inspired by the arched bridges in the town and the historic importance of the town’s waterways.

LOGO : MAIN



# MYERSTOWN

EST 1768

LOGO : ICON



## LOGO GUIDELINES

The logo can be utilized in two color (variations of gray), one color (black), or reversed to white for use on dark backgrounds.

Clear space is an area surrounding the logo that is free of text or graphics. This clear space applies to all executions including print, web, broadcast media, and promotional items. The cap height of the icon can be used to determine the amount of clear space around the logo that is the most visually appealing.





## EXPERIENCE

A brand story is every interaction that a person has with a business. It can be as small as a handshake or as large as the layout of a store. But whether big or small, the brand experience should consistently be delivered across every touch point.

A great brand story connects the heart of the business to the heart of the customer and invites them to be a part of something bigger than themselves. This feeling, consistently delivered, turns an audience into lifelong fans.

## HOW TO IMPLEMENT

Ask yourself - Is my customer satisfied? Is my experience consistent? How can I improve my touch points to deliver a better experience?

# OUR EXPERIENCE

Residents and visitors alike find Myerstown to be a place of **COMMUNITY** and **SMALL TOWN CHARM**. The area offers **OUTDOOR RECREATION**, **SMALL BUSINESS**, and **WALKABLE STREETS**. People of all ages will find Myerstown to be a **FRIENDLY** and **AUTHENTIC** town built on **FAMILY VALUES** and **HISTORY**.



PREPARED BY CHAR CO.