

# INFINITE ERIE

## COMPLETE BRANDING GUIDE



INFINITE

erie

# WHY BRAND MATTERS

By presenting the Infinite Erie brand consistently, we can build a positive brand identity that Erie County residents, visitors, local leaders, community and economic development stakeholders, and government officials can immediately recognize across all platforms – positively influencing how people think and feel about Infinite Erie and the aligned Investment Playbook. When a brand identity is cohesive, it is easier to maintain the quality, integrity, and professionalism of Infinite Erie.

By using a consistent visual style and voice, we can convey our messages more clearly, ultimately elevating our mission and vision to ensure Erie is in the right position to seize on every impactful opportunity.



# PURPOSE OF LOGO USE AND BRANDING STANDARDS

Infinite Erie is responsible for implementing Erie's Investment Playbook by positioning Erie to attract and secure more public and private sector funding than like-size regions. Powered by the Erie Action Team, Infinite Erie coordinates inclusive growth strategies to deliver transformative change – which cannot be done without building key partnerships.

Consistent usage of the logo and accompanying elements, such as typography, color, and layout, is vital to maintaining Infinite Erie's image and strengthening the community's positive identification with our work throughout the Investment Playbook. When using the Infinite Erie logo in print or on screen, follow these logo use standards found on the following pages.

Infinite Erie's logo design was created to showcase the Infinite possibilities and limitless growth opportunities that have the potential to transform Erie County. Necessary for professional print jobs, Infinite Erie's logo usage guides follow. As we build the Infinite Erie's brand, it is required to use the approved master artwork provided by Infinite Erie – never recreate artwork yourself.

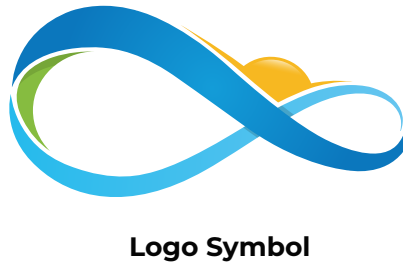


# INFINITE ERIE

## Logo Guidelines



### Logotype



### Alternate Logo Types

**Logo A**  
White Background



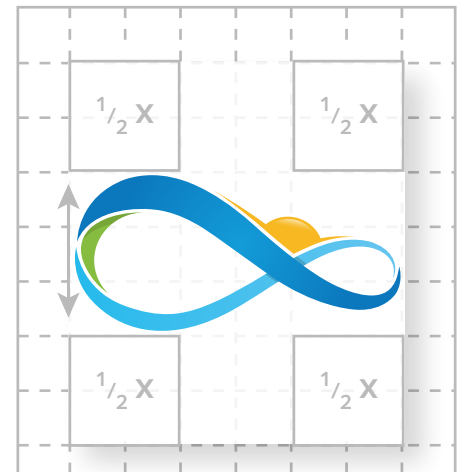
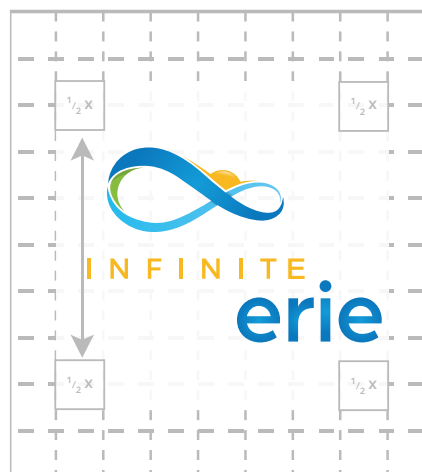
**Logo B**  
Blue Background



**Logo C**  
Black Background



### Logo Clearspace



## Color System

### Color Codes



CMYK : 3 29 98 0  
RGB : 247 184 33  
Web : #F7B821



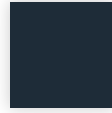
CMYK : 70 15 0 0  
RGB : 40 170 225  
Web : #28AAE1



CMYK : 87 52 0 0  
RGB : 13 114 185  
Web : #0D72B9



CMYK : 53 4 100 0  
RGB : 134 188 64  
Web : #86BC40



CMYK : 85 70 54 57  
RGB : 30 44 56  
Web : #1E2C38

## Typography

### Logo

Medium (Infinite)

**Arboria**

Capitalized  
Tracked 185

Medium (Erie)

**Arboria**

Lowercase  
Tracked 0

### Headlines

Bold

**Arboria**

Capitalized  
Tracked 0

### Body Copy

Light

**Arboria**

Sentencecase  
Tracked 185

# Arboria

Medium

A B C D E F G H I J K L M N O P Q R S T U  
a b c d e f g h i j k l m n o p q r s t u

# Arboria

Bold

A B C D E F G H I J K L M N O P Q R S T U  
a b c d e f g h i j k l m n o p q r s t u

# Arboria

Light

A B C D E F G H I J K L M N O P Q R S T U  
a b c d e f g h i j k l m n o p q r s t u



# RECOGNITION AND JOINT MESSAGING

Collaboration is the key that unlocks the door to infinite possibilities, infinite growth, and infinite hope for Erie County. When we are unified, great things can be accomplished — and Infinite Erie is proof of that.

When your work is related to Infinite Erie and the Investment Playbook, all funders and partner organizations must:

- Name Infinite Erie as a partner in all writing materials
  - Press releases, newsletters, op-eds, etc.
- Include details on Infinite Erie and the Investment Playbook's role in boosting your project, program, and/or organization
- Include the Infinite Erie logo

Boiler plate and evergreen language and high-quality logos for partners' use can be found on our website at [www.InfiniteErie.com](http://www.InfiniteErie.com).



# SOCIAL MEDIA

Infinite Erie puts plans into actions that contribute to equitable, inclusive, and sustainable growth.

Our social media pages are filled with articles, useful tools, and shareable graphics. To maximize visibility, it is essential that partners regularly engage with our social media.

Partners must be following and consistently liking and sharing our posts to extend Infinite Erie's reach and showing our audiences our brand is alive and well.

**FACEBOOK**

**TWITTER**

**INSTAGRAM**

**LINKEDIN**

If making social media posts about Infinite Erie or the Investment Playbook, it is required to tag Infinite Erie — @InfiniteErie all on social media channels.

If you have anything you would like Infinite Erie to share and/or post, please email Mary Wassell at **[wassell@parkerphilips.com](mailto:wassell@parkerphilips.com)**.

