Objectives

- To encourage responsibly restarting our local economy
- To create a sense of recovery, confidence, and community
- To create momentum for shopping, eating at restaurants, visiting entertainment venues, etc.
- To communicate that businesses have the right procedures and practices in place to protect customers and employees

THE MESSAGE

WE, the people of Meridian and Lauderdale County, are what’s keeping our community moving forward. Let’s support our local businesses.

Businesses are taking extra measures to keep our community safe. Having employees’ wear masks. Practicing safe social distancing. Sanitizing all surfaces. Monitoring their employee’s health.

Even though things may look different, there is one constant: our dedicated and hardworking businesses of this community are the ones that will move our local economy forward.
Logo Standards

Overview
These graphic standards apply to the Restart, Restore, Recover campaign. The logo is the core of a brand’s identity. The identity is composed of three core components: the logo, colors, and typeface. Specifications for each of these identity components, their various elements, and alternative uses are described in the following pages. These standards must be followed without exceptions.

Care should be taken to ensure that the correct specifications and versions are used.

Logo Standards

Appropriate Uses
The Restart, Restore, Recover logo may be used for paid advertising and sponsorships of community events. Requests for the Restart, Restore, Recover logo should be fulfilled only through electronic formats, and the logo should be placed only in reputable publications with acceptable reproduction quality. The logo may also appear on promotional items ordered through third-party vendors.

Logo Elements
In this format the Restart, Restore, Recover campaign logo has four main elements: the logotype, the symbol, the identifier, and the background.

Logo

Primary Horizontal

Vertically

Horizontal

Color

PMS 295

Typography

Aktiv Grotesk Light

Aktiv Grotesk Bold

Aktiv Grotesk Black
Logo Standards

Logo Formats
There are three approved combinations for the symbol, logotype, and identifier. The Primary Horizontal logo should be used whenever possible. The Horizontal and Vertical versions may only be used when the primary logo will not work.

Primary Horizontal

Horizontal

Vertical

Clear Space and Minimum Size
The logo should always be surrounded by a predetermined area of clear space. This space provides breathing room for the logo, ensuring that other visual elements do not overpower the logo. No text or graphic elements should be placed within the clear space. This area should be increased, where possible, to allow for enhanced emphasis of the logo.

To make sure it’s easy to read, avoid making the logo any smaller than:
- Primary Horizontal logo minimum print size 2.25” wide or 225 pixels
- Horizontal logo minimum print size 2.125” wide or 225 pixels
- Vertical logo minimum print size 1.75” wide or 175 pixels

Use a minimum of two times the height of the lowercase letters on all four sides of the logo.
Logo Standards

Color Palette
The primary palette, described on this page, consists of the colors used when reproducing the logo. The primary colors are blue (PMS 295) and white.

When printing using custom-mixed inks, in lieu of colors specified, use the PANTONE® colors indicated. PANTONE® is a registered trademark of Pantone LLC.

Blue Color Specifications

<table>
<thead>
<tr>
<th>PANTONE</th>
<th>295</th>
</tr>
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<tbody>
<tr>
<td>Four-Color Process</td>
<td>C 100% M 69% Y 8% K 54%</td>
</tr>
<tr>
<td>RGB</td>
<td>R 0% G 40% B 85%</td>
</tr>
<tr>
<td>Formula Guide</td>
<td>8 pts. PANTONE Ref. Blue 44.4%</td>
</tr>
<tr>
<td></td>
<td>8 pts. PANTONE Pro. Blue 44.4%</td>
</tr>
<tr>
<td></td>
<td>2 pts. PANTONE Black 11.2%</td>
</tr>
</tbody>
</table>

Color Variations
There are four color variations: white logo on blue PMS 295 background (use whenever possible), white logo on black background, one-color blue PMS 295, and one-color black.

Incorrect Usage
Maintaining the integrity of the Restart, Restore, Recover campaign logo is key to building a strong identity. It must be presented in a consistent and legible manner. Do not alter the logo in any way by changing or adding elements or using only portions of it. Never change the logo’s color or warp or distort it. Do not create a custom logo for specific purposes. Use only the approved logo files available for download at embdc.org/restart.

Here are a few simple don’ts for using the logo. Adhering to these will ensure that the logo is recognizable to all audiences and that the brand stays strong.

- Do not use another typeface.
- Do not change the colors of the logo.
- Do not add drop shadows or other visual effects to the logo.
- Do not stretch, condense, distort, or change the dimensions of the logo.
- Do not rotate or flip the logo.
- Do not change the scale of the elements or add any new elements to the logo.
The Restart, Restore, Recover campaign look and feel form a collection of elements that create a cohesive package. The colors, typography, photography, and graphic elements combine to create a strong, unique image.

The following examples were created to show how these existing pieces can be reimagined using the Restart, Restore, Recover campaign logo. The photographs used in the following samples are for demonstration only and are not approved images for the Restart, Restore, Recover campaign.

Usage

Besides the overall look and feel of a piece of communication, we consider the following elements key to a Restart, Restore, Recover campaign brand:

- Proper brand-mark usage
- High-quality local photography
- Typeface style (Aktiv Grotesk Light, Bold, and Black)