



BRANDING GUIDE

VILLAGE OF MASTIC BEACH



THE VILLAGE OF MASTIC BEACH'S BRAND GUIDE

The Incorporated Village of Mastic Beach is committed to providing access to excellence in government and community service.

As we communicate about the Village both internally and externally, it is crucial that we are consistent and effective in communicating the tone and language of the Village of Mastic Beach. We ask all members of the Village Staff and all vendors use the new Village of Mastic Beach Branding Guide to ensure that our visual communications—print or electronic—convey a cohesive image.

This guide outlines the standards designed to promote the Village of Mastic Beach at Village Hall, in the press, online and in print. It applies to such printed pieces as brochures, fliers, posters, letterhead, business cards, advertising and newsletters. It also includes official Village web pages, social media, video and presentations.

The Mayor endorses the use of this guide and asks that each Village employee and department leader work to uphold these standards. Our continuing success is best told through consistent application of identity standards.

VILLAGE BOILERPLATE

Mastic Beach Village is uniquely situated on the scenic shores of Narrow Bay between the Forge and Carmen Rivers. This beautiful South-shore, Bay-front community is minutes to ocean beaches, just over an hour's commute from New York City, and just 13 miles from the famed Hamptons.

Mastic Beach is a historic village where the signer of the Declaration of Independence—William Floyd—once lived, and where his 200+ acre country estate museum still stands today as a part of the National Parks System.

The Village of Mastic Beach continues to grow and flourish with an up-and-coming Village Center and a laid-back beach lifestyle that is second to none.

LOGO USAGE

Use of the logo is prohibited without written consent from the Office of the Mayor. The logo is only reproduced in one color PMS 2768 no other colors are acceptable, with the exception of all black for use on faxes, memos and in newspapers, and all white for reverses on dark backgrounds. Graphic filters, such as drop shadows, bevels, 3-D effects, embosses or glows should not be applied to the logo. Any manipulation or alteration to the logo is strictly prohibited.



BLUE LOGO: USE AS THE DEFAULT LOGO.

CMYK: C-100, M-90, Y-40, K-45

PMS: #2768

RGB: R-19, G-31, B-72

WEB: #131F48

DO NOT USE LOGO

In the event the logo is layered over a photo for the purposes of advertising or communications, place the logo in a neutral, uncluttered space on the photograph. Nothing in the background should distract from the logo. The logo may not be used on any other materials, T-shirts, banners, and signs, etc. without prior written approval from the Village of Mastic Beach Attorney.



DO NOT MAKE LOGO TWO COLORS.



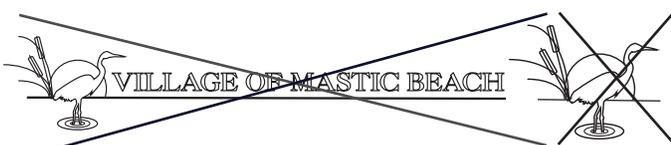
DO NOT STRETCH, COMPRESS OR DISTORT THE LOGO.



DO NOT STACK OR GROUP THE LOGO WITH OTHER ELEMENTS, DESIGNS, WORDS OR MARKS.



DO NOT ADD GRAPHICAL STYLES LIKE DROP SHADOWS AND GRADIENTS.



DO NOT OUTLINE THE LOGO.



DO NOT USE UNAPPROVED COLORS.

SEAL USAGE

The Village Seal is only used on official Village business documents. It is not to be used in marketing or advertising campaigns, on social media or on the internet. When reproduced the seal should always appear black on white. Use of the seal is prohibited without written consent from the Mayor, Village Clerk or Village Administrator. Contact: village.clerk@masticbeachvillageny.gov for permission.



DO NOT USE SEAL

Do not use the seal as the logo. Graphic filters, such as drop shadows, bevels, 3-D effects, embosses or glows should not be applied to the seal. Any manipulation or alteration to the seal is strictly prohibited.



**DO NOT USE WITH A
DROP SHADOW**



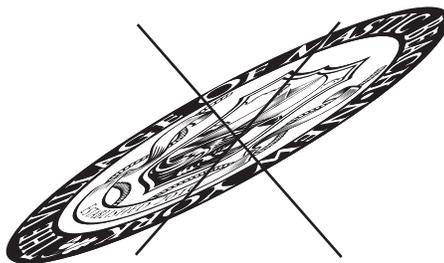
DO NOT EMBOSS



DO NOT GLOW



**DO NOT STRETCH
THE SEAL**



**DO NOT DISTORT
THE SEAL**



**DO NOT USE
UNAUTHORIZED
COLORS**

FULL COLOR PALETTE

PRIMARY COLOR PALETTE:



VERY NAVY

100C, 90M, 40Y, 45K

WEB #131F48



LAGUNA BLUE

70C, 50M, 30Y, 5K

WEB #5C748F



COOL SLATE

0C, 0M, 0Y, 85K

WEB #4D4D4F



NATURAL ALMOND

15C, 10M, 25Y, 0K

WEB #D9D7D1



ALLURE RED

35C, 80M, 60Y, 25K

WEB #131F48



BLACK

ACCENT COLOR PALETTE:



GRAPE CREME

25C, 20M, 20Y, 0K

WEB #C0BFBF



FORTRESS STONE

25C, 20M, 20Y, 0K

WEB #C1BEAF



MAUVETTE

25C, 30M, 30Y, 0K

WEB #C1ADA7



CASUAL SKY

20C, 10M, 5Y, 15K

WEB #AFBAC7



ENVIRONMENTAL

30C, 20M, 40Y, 0K

WEB #B7BA9F



WHITE

FONT STYLE LIBRARY

A consistent Font Library is essential to creating and maintaining the brand. Our primary typeface is Futura. Futura is a broad family, is easily read and is recognized by many devices and all printers hold the font in-house.

Our secondary font is Proxima Novo. Proxima Novo should be used sparingly and purposefully. It gives emphasis and personality to text, setting Web modules apart from body copy. When it appears too frequently, it loses impact.

Our tertiary typeface is Caslon 3 Italic. It is used for subheadings, pull quotes and captions. Thoughtful use of our fonts can make Village communications livelier and more readable. When you have longer amounts of body copy, use elements such as lead paragraphs and pull quotes to add visual breaks. In complex communications with complicated hierarchies, you can use our secondary and tertiary type families, Proximo Novo or Caslon 3, to distinguish call-outs, sub-headers, pull quotes and photo captions — but never as body text or headlines.

H1 FONT: FUTURA BOOK,
TYPE: 37 POINT,
LEADING: 44 POINT,
PARAGRAPH SPACING:
0.25 INCH
COLOR: ALLURE RED
ALL CAPS
ALIGN: LEFT

*H2 Font: Caslon 3 Italic
Type: 20 point,
Leading: 24 point
Color: Laguna Blue
Align: Left*

H3 **FONT: PROXIMA NOVO BOLD**
TYPE: 18 POINT
LEADING: 13 POINT
PARAGRAPH SPACING: 0.25 INCH
COLOR: 85% BLACK
ALL CAPS
ALIGN: LEFT

H4 **FONT: PROXIMA NOVO BOLD**
TYPE: 18 POINT
LEADING: 13 POINT
PARAGRAPH SPACING: 0.25 INCH
COLOR: 85% BLACK
ALIGN: LEFT

Pull quote *Font: Caslon 3 Italic,*
Type: 14 point
Leading: 16 point leading,
Color: Laguna Blue
Align: Left

Body Font: Futura Book
Type: 11 point,
Leading: 14 point, .
Paragraph Spacing: 0.125 inch,
Color: 85% black,
Align: Justify Left

Bold **Font: Futura Heavy**
Type: 11 point:
Leading: 14 point
Paragraph Spacing 0.125 inch,
Color: 85% black,
Align: Justify Left

Italic *Font: Futura Book Oblique*
Type: 11 point,
Leading: 14 point, .
Paragraph Spacing: 0.125 inch,
Color: 85% black,
Align: Justify Left

• Bullets Font: Futura Book
Type: 11 point,
Leading: 14 point, .
Paragraph Spacing: 0.125 inch,
Color: 85% black,
Align: left
Bullet: Circle



Incorporated Village of Mastic Beach

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Mastic Beach, NY 11951

631-281-2326