INTRODUCTION

Welcome to the Brand Style Guide for the Teton County Democratic Party. This guide includes logos, brand color palette, typography, and usage examples. It is designed to be used as a guide to the Teton Dems brand and how best to use it across all forms of communication. This guide is a living document that will be updated as we continue to evolve the Teton Dems brand system over time.

CONTENTS

<table>
<thead>
<tr>
<th>Logos</th>
<th>02</th>
<th>Color Palette</th>
<th>06</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logotypes</td>
<td>02</td>
<td>Typography</td>
<td>07</td>
</tr>
<tr>
<td>Logomark</td>
<td>02</td>
<td>Typefaces</td>
<td>07</td>
</tr>
<tr>
<td>Logo Combinations</td>
<td>03</td>
<td>Type Sample</td>
<td>07</td>
</tr>
<tr>
<td>Logo Usage</td>
<td>04</td>
<td>Contact Us</td>
<td>08</td>
</tr>
<tr>
<td>White Space</td>
<td>04</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Resizing</td>
<td>04</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Colors</td>
<td>04</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo File Types</td>
<td>05</td>
<td></td>
<td></td>
</tr>
<tr>
<td>For Print Applications</td>
<td>05</td>
<td></td>
<td></td>
</tr>
<tr>
<td>For Web Applications</td>
<td>05</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
There are three primary logotypes for Teton Dems that can be combined with the logomark in a flexible system that promotes creative use. Additionally the logotypes and mark can be used on their own in certain situations. Each logotype serves a specific purpose which is outlined below.

**Logotypes**

- **Teton Dems**
  - The *shortform* logotype is the short organization name Teton Dems. This should be used for anything local and informal: newspaper ads, tshirts, posters, etc.

- **Teton Dems \* Jackson Hole \* Wyoming**
  - The *location* logotype is the short organization name Teton Dems plus the location Jackson Hole, Wyoming. This should be used for anything national: websites, social media, bumper stickers, etc.

- **Teton County Democratic Party**
  - The *longform* logotype is the official organization name Teton County Democratic Party. The longform name should be used in news articles and formal settings. The longform logotype should be used for anything official: letterheads, party documents, party press releases, etc.

**Logomark**

The Teton Dems logomark combines three distinct elements: the rectangular shape of the state of Wyoming, the iconic silhouette of the Grand Teton, and a star representing the location of Teton County within the state. This mark is designed to be combined with one of the logotypes or occasionally used on its own as an icon.
There are three primary logo combinations for Teton Dems, and each primary combination also has a vertically stacked alternate version. These logos should be used based on their intended audience, as laid out in the descriptions below.

The **shortform** logo is the mark plus the short organization name Teton Dems. This should be used for anything local and informal: newspaper ads, tshirts, posters, etc.

The **location** logotype is the short organization name Teton Dems plus the location Jackson Hole, Wyoming. This should be used for anything national: websites, social media, bumper stickers, etc.

The **longform** logotype is the official organization name Teton County Democratic Party. The longform name should be used in news articles and formal settings. The longform logotype should be used for anything official: letterheads, party documents, party press releases, etc.
LOGO USAGE

We want the Teton Dems brand to be as flexible and easy-to-use as possible, so we kept things simple. The rules and guidelines for use are as follows:

Whitespace

Whitespace - the empty space around the logo - is always important to consider. If the logo is being displayed at under 3in wide, the minimum whitespace is 1/8in around the logotype (don’t measure from the top of the mountain). If the logo is larger than 3in it should have a 1/4in or more (1/2in pictured).

Resizing

It is essential that the logo always be resized proportionally and never stretched or squished. In most programs, holding down the shift key while you click and drag the corner of the logo to make it bigger or smaller will keep the aspect ratio locked.

Colors

Feel free to mix and match the colors and have fun with them - just don’t use more than two colors on the logo at any one time. Always use the same color for the whole logotype (Teton Dems text). It’s also great to use the logo in pure white on top of photos or on top of one of the colors as a solid background.
LOGO FILE TYPES

The Teton Dems logo package includes all logo variations in .eps, .svg, .png and .jpg file formats. That means there are versions of the logo for every conceivable use case, from printed materials to websites. Please make sure to always send the full package when sending logos.

For Print Applications

Logos being used in some sort of printed piece - be it a newspaper ad, flyer, mailer, business card, or something else - should always be in a vector file format. EPS is a standard vector file format that is readable by all computers & printers.

For Web Applications

Logos being used on a website should always be SVG, if the website supports it. SVG is a vector file format that is web-compatible, so the logo will scale and still look crisp on all devices and screen resolutions.

Logos being used on a website can be a PNG as a fallback if SVG is not supported. The PNG version of the logo is a raster image (made up of pixels) that has a transparent background to allow placement on top of images and backgrounds.

For emails and other applications where SVG or PNG file-types are not supported, JPG should be used. It is a raster image format that is also compressed, meaning that it will be less sharp if printed. JPG is the preferred file format for photos but should only be used for logos and text as a last resort.
COLOR PALETTE

There’s no rule that says political parties have to be boring. The Teton Dems brand makes use of a fun color palette ranging from a deep navy to an electric blue, supported by a range of greys and a powerful red accent color. Red isn’t just for Republicans anymore.

Color choices should always be driven by the needs of the particular design. Where appropriate use the Dark Navy for the majority of your body copy and headlines, with Electric Blue as your primary accent color. Navy should be used sparingly as a supporting color. Americana Red should be reserved for items of high interest that need to stand out, like a call-to-action button on a website. The range of Greys is designed to be used for things like horizontal rules, asides, and text backgrounds.
A strong brand is so much more than just a logo and some colors - it’s a whole system designed to convey the idea of a company or organization. The typography for Teton Dems is a powerful tool for clearly communicating ideas and inspiring action.

Typefaces

1. **KOROLEV HEAVY**

2. Sutro Medium and **Heavy**


Type Sample

**BOLD HEADLINE**

A smaller supporting subheadline.


**SUBHEADING**

CONTACT US

Have questions or comments? We would love to hear from you! You can find our contact info below. Our brand was developed in partnership with a local creative studio called Sharp Eye Deer - they are happy to provide further depth & information on any part of this document. They also can send logo packages upon request or you can download it here.

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