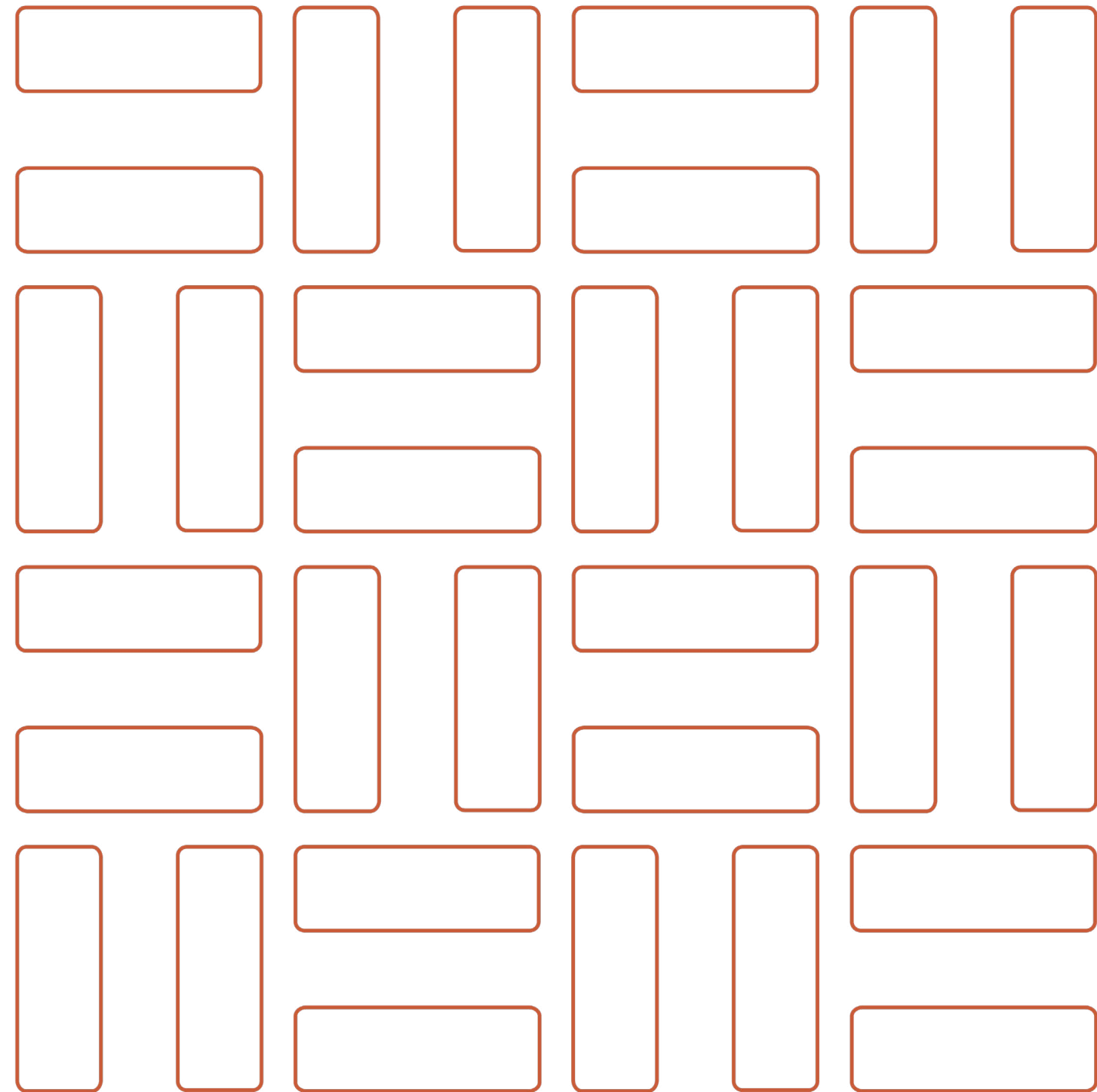
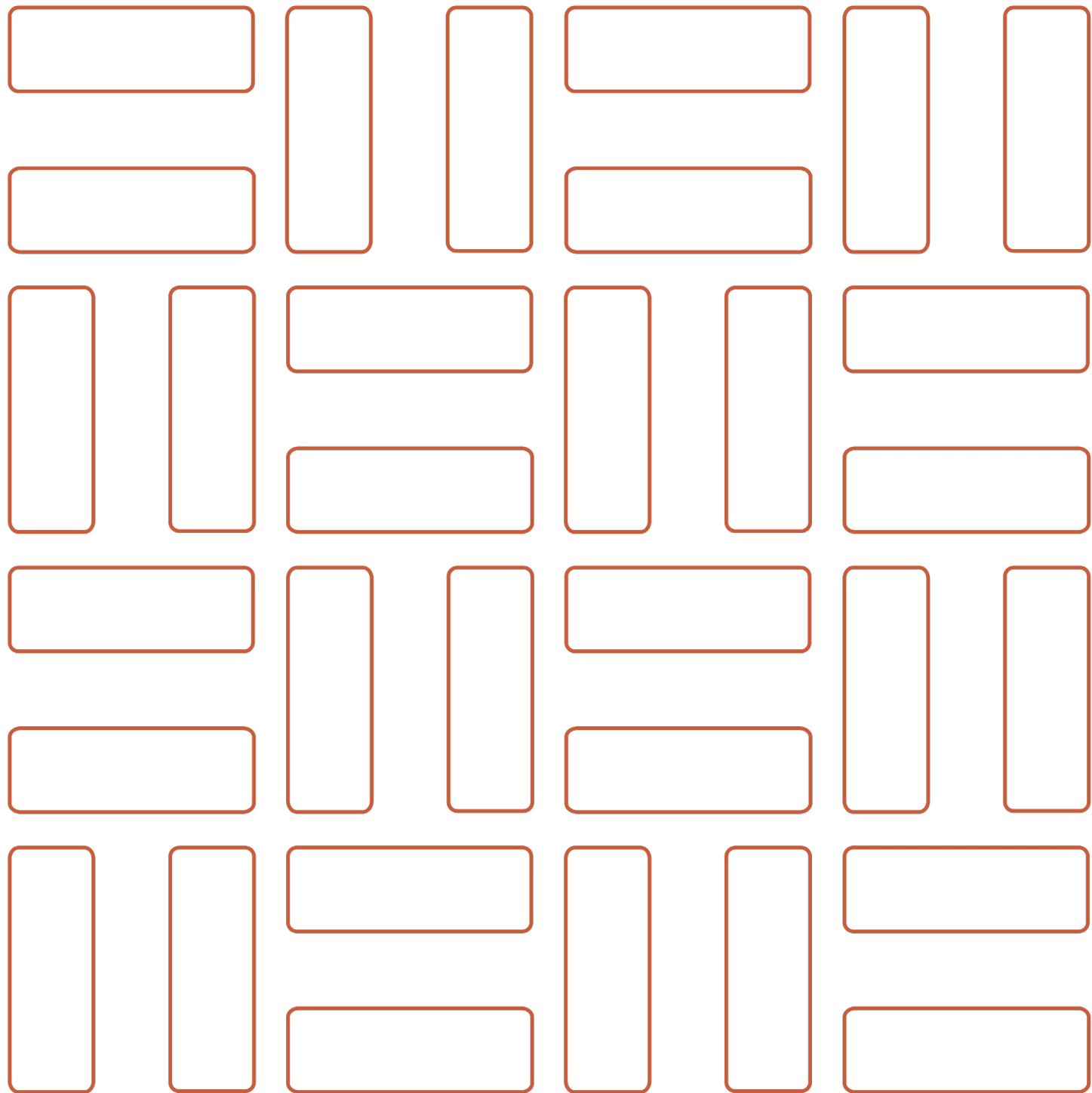


BRAND STANDARDS  
ABBEVILLE, SC



**A** **AMBITIOUS**  
**ABBEVILLE**



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# INTRODUCTION

## PURPOSE

The purpose of these guidelines is to maintain and improve the Ambitious Abbeville brand identity system and its commitment to visitors, business owners, and residents.

This document should be used as a reference to ensure all visual communication materials created for Ambitious Abbeville are consistent with the standards set in this brand book.

If you need assistance or have questions while developing communication material, please contact: [vanessapdominguez02@gmail.com](mailto:vanessapdominguez02@gmail.com).



# ABOUT

## OVERVIEW

### *Pretty. Near. Perfect.*

Abbeville, a small town in the midlands of South Carolina, is proud of its rich American history. With a population of 4,766 residents, Abbeville is committed to preserving the town's historical and cultural heritage as it develops into a thriving city. The town's charming 19th-century architecture, lively community, exciting events, flourishing businesses, and popular Old 96 District tourism make Abbeville a delightful destination for all to enjoy.



## VISION, VALUES, & MISSION

### *Vision*

Abbeville is dedicated to evolving a downtown area that is welcoming to visitors, businesses, and residents and showcases its distinctive architecture, and American history. The county's centerpiece will be a distinctive Square that is easy to access, safe, and inviting for all ages. Additionally, the area will offer a mix of cultural and artistic activities and events. Also, other experiences such as shopping, dining, and entertainment. Abbeville is proud of its "Pretty. Near. Perfect." reputation and is wholly committed to bringing this vision to life.

### *Values*

Abbeville places importance on architecture, American history, and providing an experience and entertainment for its residents and visitors, and supports existing businesses on the Square. It also prioritizes the well-being of its younger generations and values the future of the Square.

### *Mission*

Abbeville's mission is to empower individuals, maintain safety, and cultivate community for the people of Abbeville.

## TARGET AUDIENCES

### *Target Audiences*

Our audience includes young adults, kids, parents, elders, business owners, workers, and visitors. The younger crowd will appreciate the areas where they can express themselves freely through drawing, writing, or playing. The older generation will find peace in spaces where they can relax, feel safe, and spend quality time with their loved ones. Everyone is invited to get together, meet new people, and share their ambitions for the Square.

## SERVICES & PRODUCTS

### *Service & Products*

Abbeville may be small, but it has a lot to offer. Visitors can enjoy shopping at boutiques and stores, relaxing at spas, and indulging in delicious meals and drinks at bars and restaurants. The city also boasts a historic hotel, walking tours, and opera performances. The Chamber of Commerce is a valuable resource for local businesses, providing networking opportunities, promoting tourism, identifying economic development needs, and working to improve the overall quality of life in the community. Its efforts serve as a catalyst for further business development and the growth of Abbeville.

## MARKETING STRATEGY

### *Marketing Strategy*

Our primary marketing approach uses the power of social media to promote the thriving community of Ambitious Abbeville. To achieve this goal, we fervently encourage individuals to share their experiences and aspirations for the future of the Square using the widely recognized hashtag #ambitiousabbeville. Working in close partnership with the reputable Downtown Merchants Association, we'll repost and actively engage in this dynamic campaign. Additionally, we generously offer a variety of merchandise giveaways, share exclusive discounts on select shops, and distribute square gift cards via our online platform. Our ultimate objective is to provide ample opportunities for individuals to interact and connect both in person and digitally, while keeping them well-informed of any upcoming events or activities.

**"MY FAVORITE  
PART ABOUT  
ABBEVILLE IS  
DEFINITELY  
THE SQUARE."**

**- CURRENT RESIDENT**



# BRAND



## OVERVIEW

### *Ambitious Abbeville Brand*

Ambitious Abbeville is a welcoming place based campaign designed to attract people to the Square in order to increase foot traffic. The brand promotes inclusivity, community, while encourages interaction, allowing all individuals to contribute their thoughts and opinions. The A mark is the primary visual element used across all touchpoints. The visual identity intends to enhance and draw attention to the existing environment of the Square, rather than detract from it. It is inspired by the brick streets and unique architecture of the Square, paying homage to its history while inspiring dreams of the Square's future.

## BRAND STRATEGY, ESSENCE, & ATTRIBUTES

### Strategy

Our aim is to inspire and uplift, in a relaxed and friendly manner, and instill hope in others. We want to empower everyone, whether you are a lifelong Abbeville resident, a new visitor, a small business owner, a student in search of a study spot, or a child dreaming of an ice cream parlor. We hope to encourage all to envision the potential of the Square and how they can contribute to Abbeville's growth. Our focus is on creating a campaign that fosters inclusivity and offers opportunities for all to participate.

### Essence

Our essence for Ambitious Abbeville is to foster community with both the residents and visitors of Abbeville. We achieve this by providing engaging, informative, and uplifting content that resonates with our audience. Our tagline, "Be There, Be Squared" serves as a motivating call to action for everyone to come together at the Square and engage in any of our events, creating a platform for people to connect with one another, share their aspirations, and build a strong sense of community. Our ultimate objective is to unite people and establish communion in Abbeville.

### Attributes

The Ambitious Abbeville campaign attributes are centered to **empower** residents to envision the potential of their town square. We are **altruistic**, selflessly serving the community and contributing to the development of the square. Ambitious Abbeville is an **established** identity campaign that fits seamlessly into the current Square environment.

## BIG IDEA

### Ambitious Abbeville

Abbeville's business owners, entrepreneurs, and residents will be empowered through a visual identity campaign that promotes ambitious dreams for the town's future. The campaign aims to increase foot traffic and boost Abbeville's economic and tourist success. The goal is to encourage individuals to take small steps toward their own success and contribute to Abbeville's growth.

## BRAND POSITIONING

### *Differentiation*

Abbeville Abbeville is a unique campaign and event in Abbeville that aims to unite everyone and encourage them to share their dreams, ideas, and hopes for the city. Unlike official city meetings, it offers a more casual and interactive atmosphere and interactions. Its goal is to promote community in the Square while empowering the local businesses and restaurants. This campaign is the only one of its kind in Abbeville that brings everyone together with the purpose of dreaming.

### *Value Propositions*

Our aim is to establish a consistent visual identity for Ambitious Abbeville across all touchpoints. Our hope is that both residents and visitors will feel valued and encouraged to share their experiences and thoughts. We aspire to leave a lasting impression on the Square and instill a sense of anticipation for what it will become. Additionally, we hope they will take items with them to spread the word about Abbeville, ultimately increasing awareness and foot traffic at the Square.

### *Competitive Advantages*

Ambitious Abbeville is another group that offers a distinctive approach to disseminating Square related information, similar to the Downtown Merchant Associations. What sets Ambitious Abbeville apart is its multifaceted presence, which extends both physically and digitally. The overarching goal of the campaign is to foster collaboration among businesses, entrepreneurs, and residents in order to enhance the ongoing development of the Square.

## VOICE & TONE

### *Voice & Tone*

Abbeville should sound trustworthy, hopeful and encouraging.

### *Key Messaging*

Be There, Be Squared.  
Share Your Dreams for the Square!  
Dreaming Of the Square Together.  
Let's Build The Square.  
What Do you wish to see?

**"THE CITY LIKES  
TO BE SMALL.  
IT'S ALWAYS  
BEEN THIS WAY."**

**- SMALL BUSINESS OWNER**

# VISUAL IDENTITY

## OVERVIEW

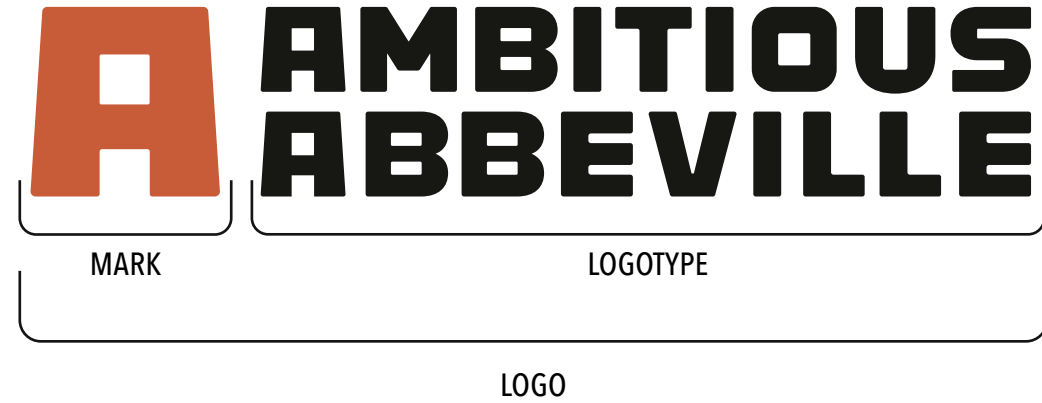
### *Ambitious Abbeville's Visual Identity*

The Abbeville logo serves as a symbol that encapsulates the Square's spirit and the brand's visionary goals. It serves to inspire individuals to dream big, not just for themselves, but also for their community, knowing their progress and development will significantly contribute to the city's overall advancement. The logo's design is a seamless blend of the Square's inhabitants' unity and the Square's landscape. The burnt orange rectangular A is a nod to the Square's brick buildings, while the condensed typeface exists as visual contrast. The brand patterns and elements draw inspiration from the Square's architecture and bricks, resulting in a cohesive visual identity. The color palette was carefully chosen to prioritize the people's opinions, and the Squares architecture and be cohesive with Abbeville's existing branding.



# LOGO SYSTEM

## TERMINOLOGY



TERMINOLOGY

**AMBITIOUS  
ABBEVILLE**

BE THERE, BE SQUARED.

TAG

TERMINOLOGY

**ABBEVILLE**

LOGOTYPE SECONDARY

**ABBEVILLE**

SOUTH CAROLINA

EST. 1832

LOGOTYPE SECONDARY TAG

VARIATIONS



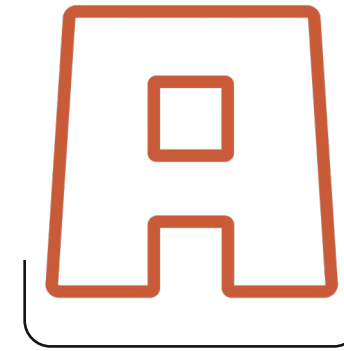
BRICK MARK



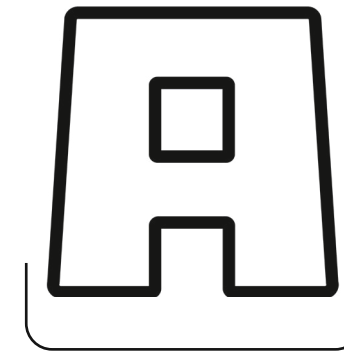
MORTAR MARK



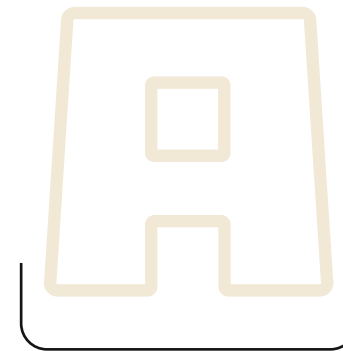
SLAB MARK



BRICK MARK OUTLINED



MORTAR MARK OUTLINED



SLAB MARK OUTLINED



VARIATIONS



BE THERE, BE SQUARED.

BRICK MARK TAG



BE THERE, BE SQUARED.

MORTAR MARK TAG



BE THERE, BE SQUARED.

SLAB MARK TAG



BE THERE, BE SQUARED.

BRICK MARK TAG



BE THERE, BE SQUARED.

MORTAR MARK TAG

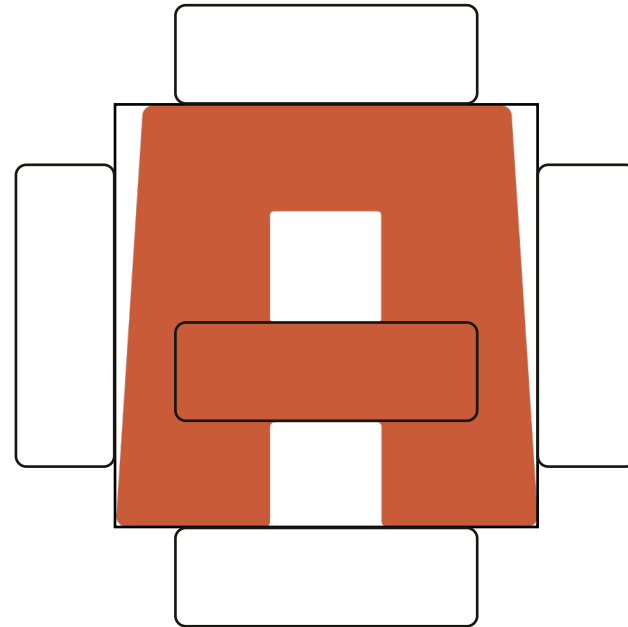


BE THERE, BE SQUARED.

SLAB MARK TAG

## CLEAR SPACE

In order to ensure the logo and mark are legible and clear, it must have the space it deserves. As a result, the brick crossbar from the Ambitious A can be used to measure the clear space needed on all sides.



### MINIMUM SIZE

For print, the minimum logo size is 8 millimeters to remain legible.

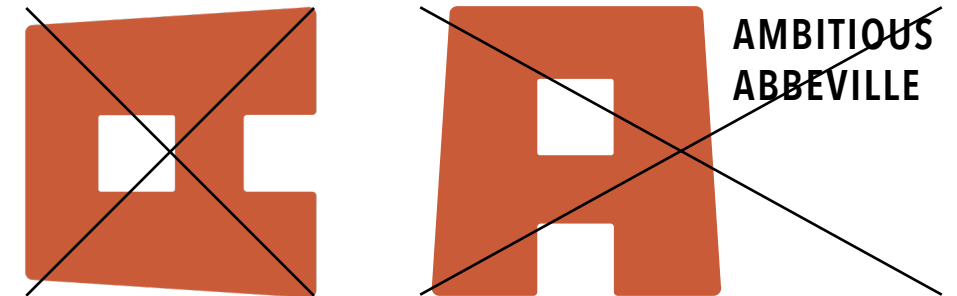


For digital executions, we will use a minimum of 40 pixels.



### IMPROPER USE

When using logos, it is important to uphold the design system. This means that no skewing, altering, rotating, or distorting of the logos is permitted. Additionally, adding or removing elements from the logos is not allowed, and the typefaces should not be misused for the Ambitious Abbeville logos.



## PROPER USE

The Ambitious Abbeville font is designed to be used as a display or header text, while Avenir Next Condensed is for supporting text or tags. When using Ambitious Abbeville, it will always appear as a block that meets end-to-end, with the "A" mark aligned at the top and bottom of the logotype. While the logo can be used on its own, it must be upright and used correctly.



**A AMBITIOUS  
ABBENVILLE**

**AMBITIOUS  
ABBENVILLE**

BE THERE, BE SQUARED.

# VISUAL ASSETS

## TYPOGRAPHY

**A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z**

Ambitious Sans

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9 . ( ) " ' ? !

Avenir Next Condensed Medium

a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 . ( ) " ' ? !

Avenir Next Regular

## TYPOGRAPHY

The Ambitious Sans is a display typeface created exclusively for Ambitious Abbeville. Its elements, inspired by the brick found throughout Abbeville, are meant to encourage individuals to think big and bold. The typeface features rounded corners for a softer, more approachable feel. The A letter was the first design created for the campaign and was influential for the future of the brand process.

To provide contrast to the wide letters of Ambitious Sans, Avenir Next Condensed was selected as the secondary typeface. For necessary body copy, Avenir Next Regular is used but only sparingly in the campaign.

### LET'S GO TO THE SQUARE.

TITLE

INDIGENOUS UNDERGROUND 7 PM

SUBTITLES

After that, we can watch a show at the Opera House and end the night at the iconic Belmont Inn.

BODY COPY

**"MY FAVORITE  
PART ABOUT  
ABBEVILLE IS  
THE SQUARE."**

QOUTES

## COLORS

When it comes to applying colors, there are a variety of methods available. However, it is crucial to ensure that the colors used offer sufficient contrast, are easy to read, and remain consistent throughout. By doing so, we can create a cohesive and visually appealing design that effectively communicates.



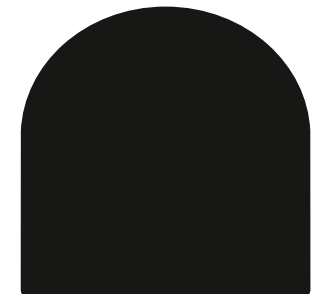
**BRICK**

HEX: C95B38  
CMYK: 0 80 66 20



**SLAB**

HEX: F3E8D7  
CMYK: 0 9 15 8

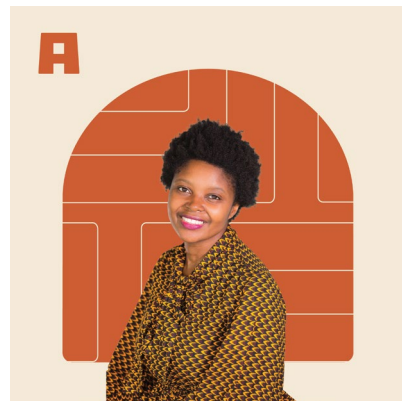


**MORTAR**

HEX: 161615  
CMYK: 73 67 66 80

# IMAGERY

When using imagery to showcase Abbeville’s Square, it is crucial to include photos of the people who frequent it. This includes store owners, shopkeepers, restaurant staff, and visitors. It’s important to represent everyone, regardless of gender, race, or age. When highlighting individuals who work at the Square, use a portrait template or action shots. Additionally, it’s essential to include photos of the Square itself.



# ELEMENTS



BRICK



BRICK BED



EQUAL



BEAMS



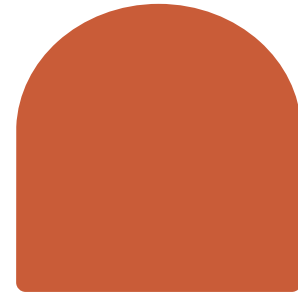
ELEMENTS



SQUARE



ARROW



ARCH

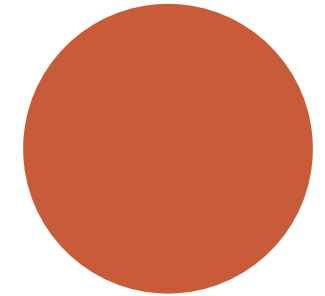
ELEMENTS



PLUS



BRICKWORK



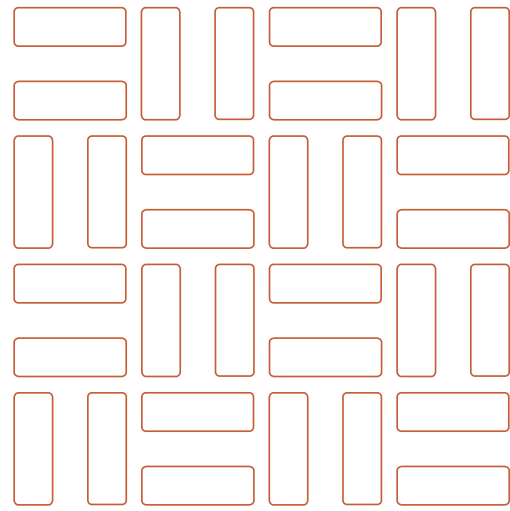
CIRCLE



**PATTERNS**

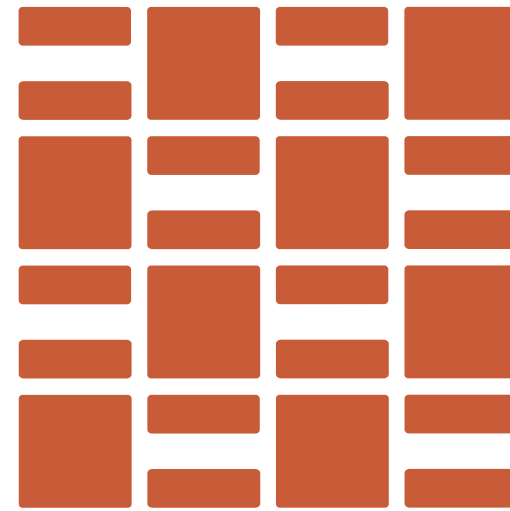


**BOND**

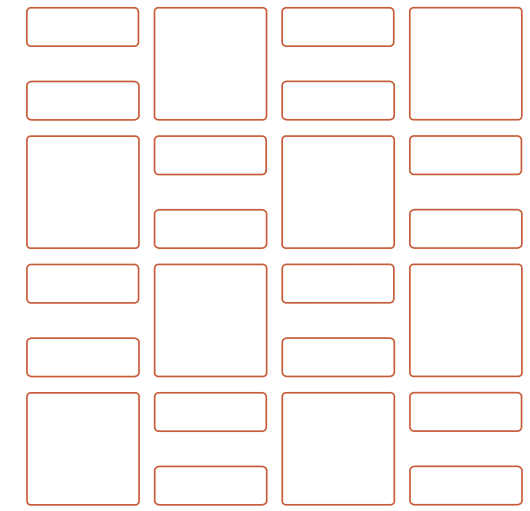


**BOND OUTLINED**

**PATTERNS**



**STACK**



**STACK OUTLINED**

**"ABBEVILLE IS A  
GREAT PLACE  
TO ESCAPE THE  
HUSTLE AND  
BUSTLE OF LIFE."**

**- CURRENT RESIDENT**

## OVERVIEW

### *Campaign Execution*

To ensure consistency, it is vital to adhere to the brand guidelines when implementing onto any collateral, products, digital use, print, marketing materials, and environmental elements. The brand goal of empowering ambitious dreams for the town's future should be reflected in all implementations. This will ultimately lead to an increase in foot traffic and boost Abbeville's economic and tourist success. The objective is to encourage individuals to take small steps toward their success and contribute to the growth of Abbeville's Square.

# IMPLEMENTATION



## ROLLOUT PLAN

### *Be There, Be Squared.*

To launch the Ambitious Abbeville Campaign successfully, it is crucial to establish a social media presence on platforms like Instagram and Facebook. We plan to create posts inviting people to visit what's coming to the Square. Additionally, we will print posters to be shared throughout Abbeville, especially among older generations who may not be on social media.

To kick off the campaign in person, we will install a new sculpture piece from the A Mark. The sculpture will have the words "Share your dreams for the square!" and the hashtag #ambitiousabbeville written on it, and people will be invited to write their dreams with the markers provided and take photos. This will create engagement and marketing from those involved.

At our next event, we will provide cards for people of all ages to draw or write their responses to questions. At the end of the event, we will give out Square Points cards and punch them for attendees who participated. When an individual collects all 9 punches, they will receive a special reward of 15% off at any Square Shop.

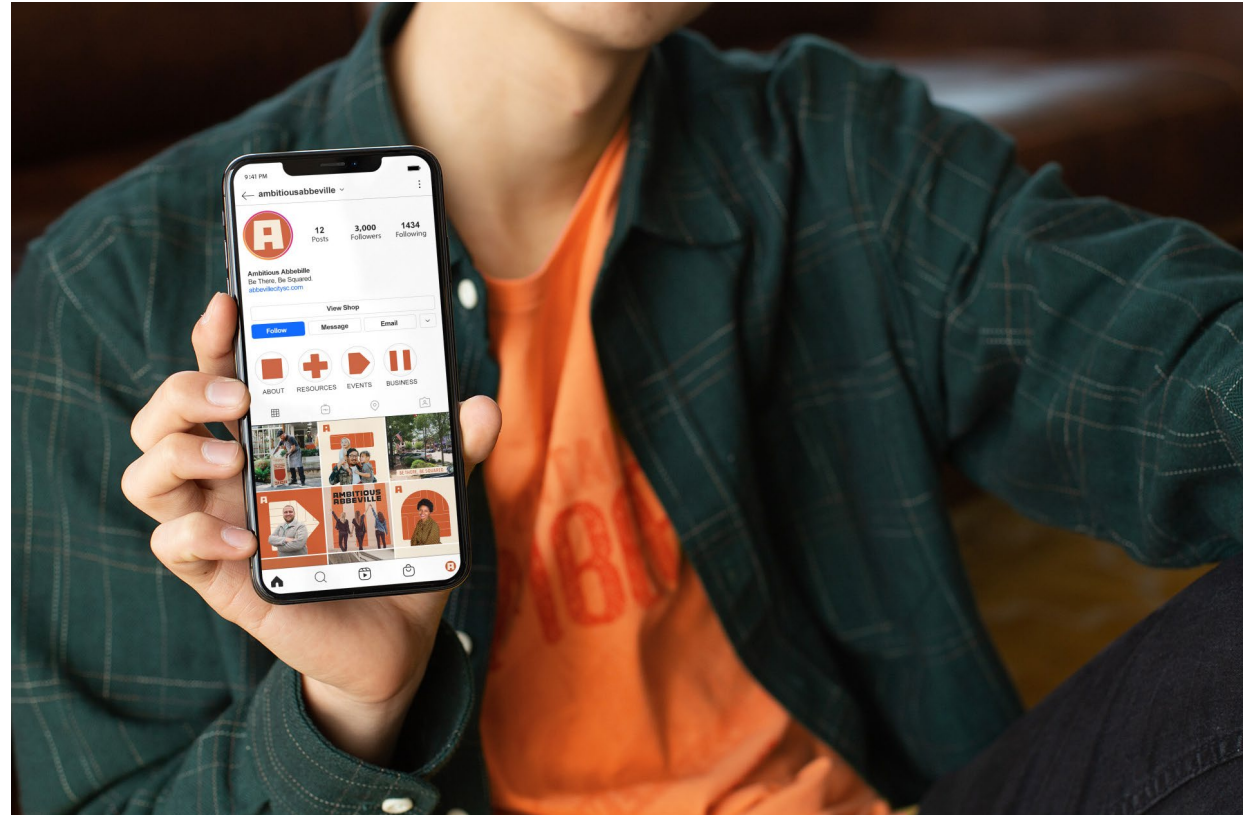
We will provide card packages for schools, offices, and department leaders to distribute to their employees for participation. Keeping people dreaming, especially for themselves, is essential, so we plan to create a dream journal and merchandise for everyone.

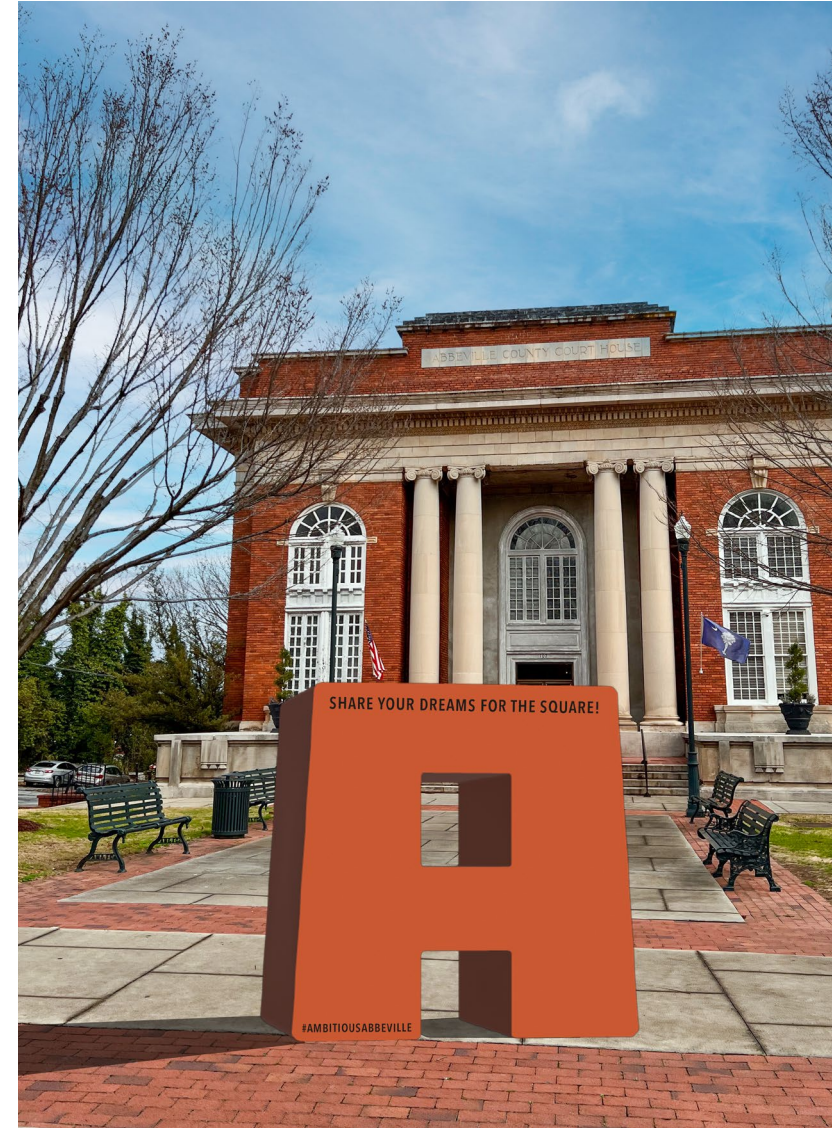
To guide visitors, we will put up signage such as window decals for the Welcome Center and road banners. We will also use empty storefronts to display window decals and provide spaces for people to write what they wish to see in that area. As more people come to the Square, additional seating will be necessary, and we plan to build a brick seating area from the A Mark to match the rest of the square.

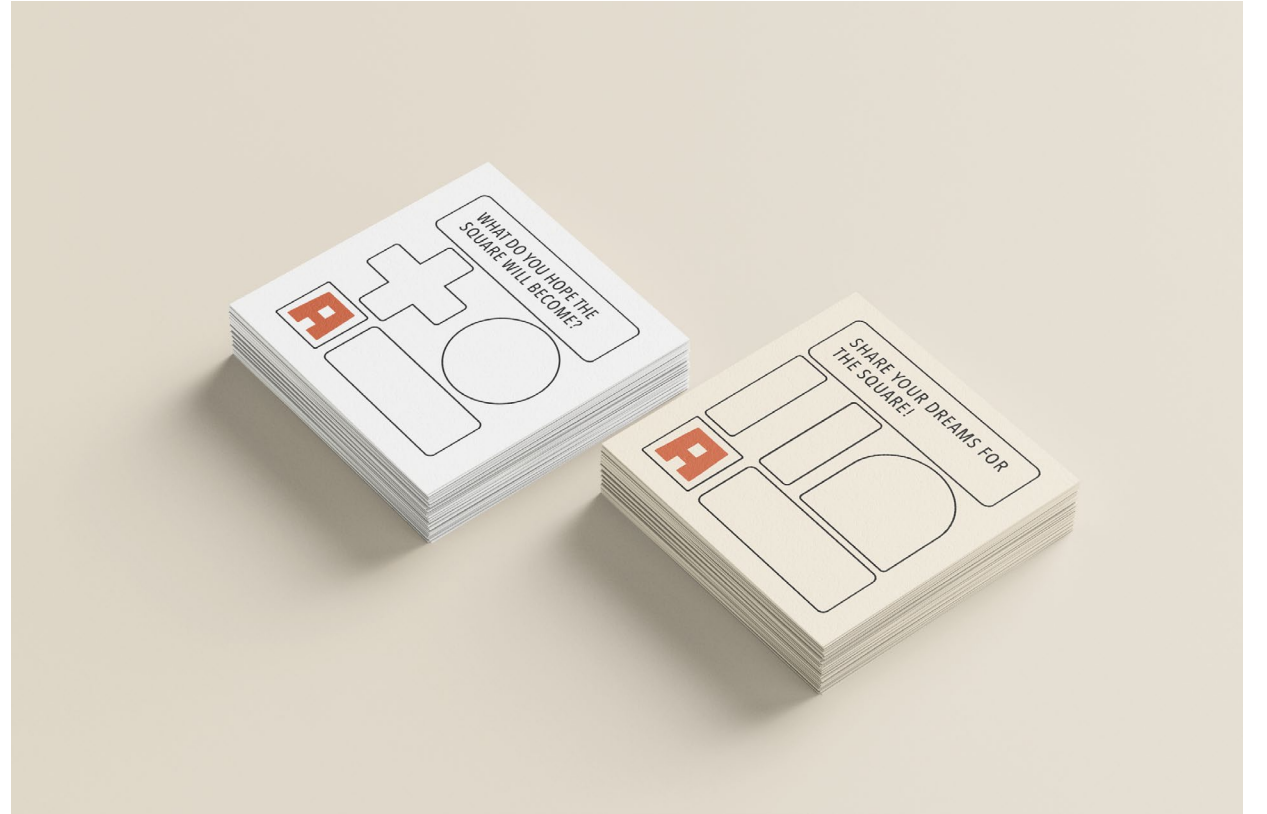
We will collaborate with the Downtown Merchant Association and support their efforts as they support us. As the campaign progresses, we will have opportunities to include partners and allow artists to create murals in the Square.

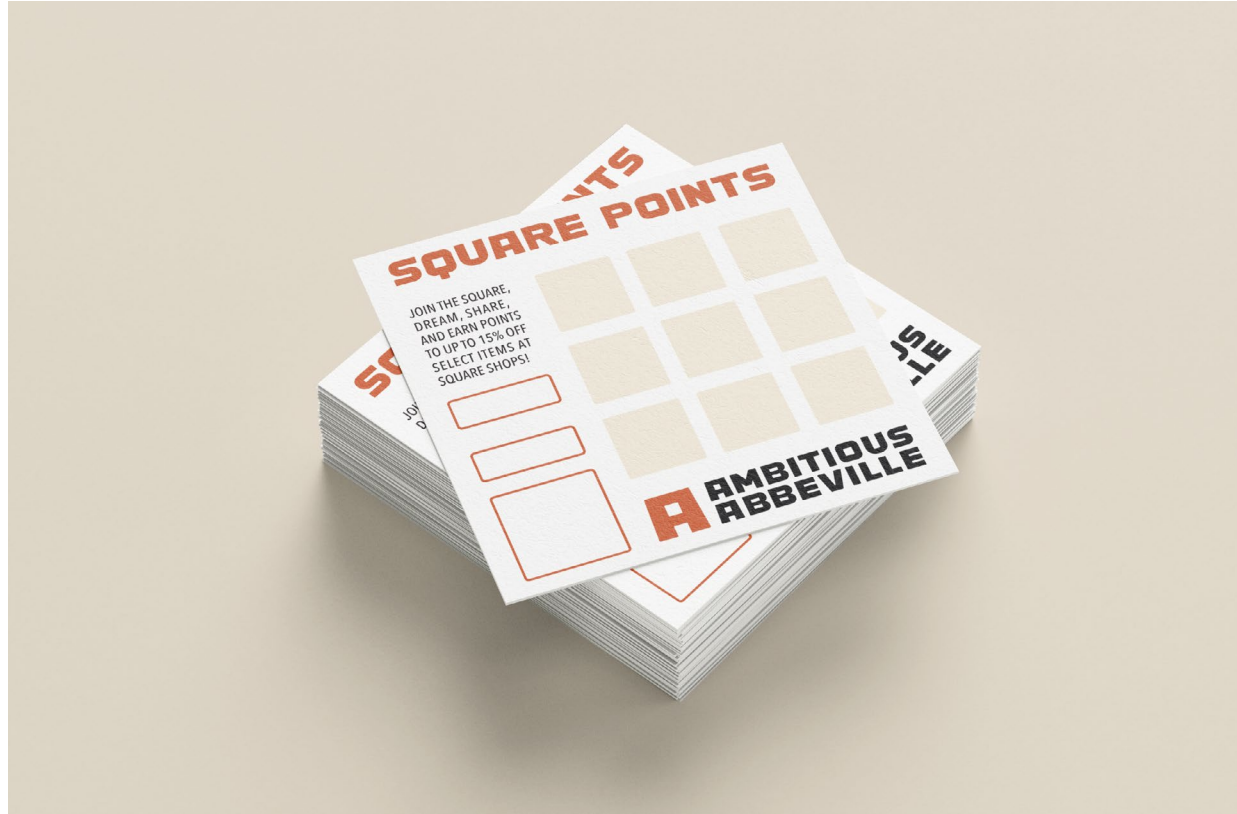
The Square hosts various events, but the Spring Festival is a beloved one. As a result, we plan to create a fair that everyone in Abbeville can attend and have fun.

*We must strive to inspire ambitious dreams among both locals and visitors through everything we do.*









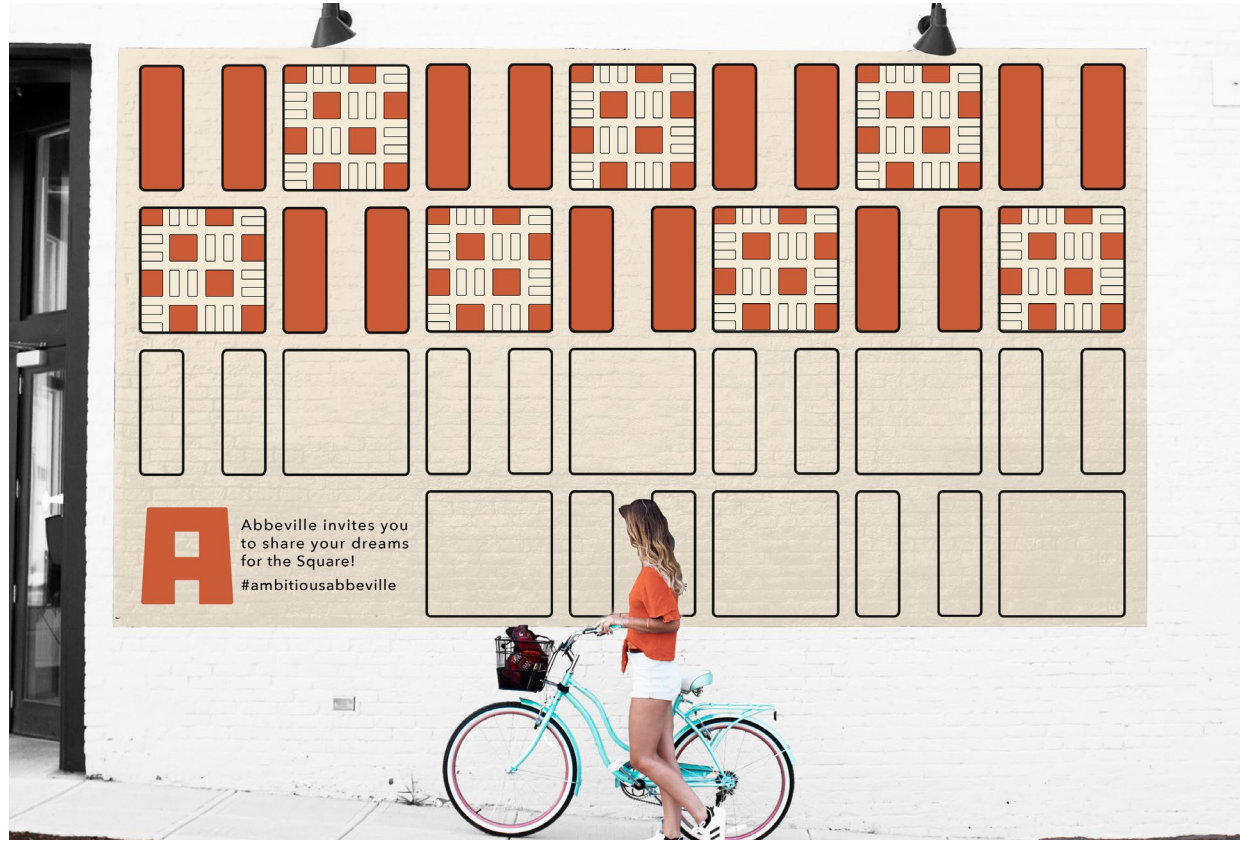
















**VANESSA DOMINGUEZ**

**GRAPHIC DESIGNER**

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vanessapdominguez02@gmail.com

Typography Used:  
Avenir Next by Adrian Frutiger  
Avenir Next Condensed by Adrian Frutiger  
Ambitious Sans by Vanessa Dominguez

**BE THERE, BE SQUARED.**

