PENDLETONIANS

Hello here Pendletonian!

This is your brandbook.
Here you'll find everything you
need to know to showcase your
love for your town!

PENDLETONIANS

CONTENTS

History, Hospitality, happenings. Pendleton, SC is a recognizable town in Upstate South Carolina for its historical preservation and significance as a location. However, what stands Pendleton apart from other small towns is their sense of community involvement and togetherness.

The Purpose of this book is to create an outlet for you, fellow Pendletonian to show and celebrate your Pendletonianism, embracing all you have to offer and help onboard newcomers to our town.

INTRODUCTION

DEFINITIONS

Pendletonian
A person residingin, involved in, and identifying with the town of Pendleton South Carolina.

Pendletonianisms
Activity and/or behavior associated with the Pendletonian way of living

ABOUT PENDLETON, SC

OVERVIEW ABOUT PENDLETON

Pendleton, SC: a picturesque town with an extensive list of happenings, stories, and historical sites that set it apart as a location. It is home to the museum of agriculture, nationally registered as a historical landmark, and holds many significant buildings. The history of the people before is well documented as well. The ideal mix of suburban and rural landscapes makes it an interesting and desirable place to settle.

Despite what it might be known for, the people are the heartbeat of Pendleton. There is something really special about being a part of this quaint town. A place where people know each other, and is a friendly melting pot of individuals with a variety of perspectives and skills from all walks of life.

Loyalty, community and love for history bind all Pendletonains.

Thus, Pendletonianism is more than just a local slang. It is an identifying factor in what it means to be a part of something. It is about belonging to a community and future investment.

TOWN OF PENDLETON

Pendleton's public image is handled by its municipal and government departments. These departments engage with the community and have set the baseline for its values and messaging. The following vision statement, mission statement, and core value statements are public declarations reflecting the town as it stands.

VISION

The vision for the Town of Pendleton is to: build a responsive government; provide cooperative, diverse leadership; promote a regional approach to services; focus on improving public infrastructure; and advocate for economic development.

MISSION

The mission of the Town of Pendleton is to govern responsibly with leadership that is committed to enhancing the quality of life; embracing the diversity of our community; and continually improving services.

CORE VALUES

- Strengthening each other and the organization through dedication and teamwork.
- Recognizing and respecting diversity and encouraging
- opinions of the community and workforce.
- Committing to Excellence and Service.
- Encouraging creativie problem-solving.
- Accepting responsibility and accountability.
- Demonstrating integrity and honesty.
- Practicing open and constructive communication.
- Encouraging the development of new skills and professional growth

TARGET AUDIENCE

The target audience includes the Pendleton community at large. This city has a diverse population of people from all walks of life, from all ages and from all backgrounds. This includes the following: young professionals (16%), 35-44 year olds (9%), 45-54 year olds (10%), 55-65 year olds (18%) and 65+ (20%). Each person contributes to the town in a unique way.

Our target audience includes all Pendletonians, who enjoy its charm and experience its rapid population growth. Moreover, the secondary target audience includes future generations of Pendletonians, and newcomers to the area. These people move there for the small town feel and community, safety, schools, and proximity to larger cities.

This campaign is designed for all Pendletonian locals.

BRAND

Rich in history and community spirit, Pendleton has a strong civic consciousness exhibited by its involved and friendly citizen groups. The town has about 3,500 residents who live and move through the space, and it continues to grow at a rapid rate due to its people and small town charm. By participating in local initiatives and events, residents contribute to the town's positive growth, and the hopeful continuation of this unique sense of familiarity for generations to come. Whether you're a longtime resident or new, the Pendletonian brand is designed to highlight your valued place in this vibrant community.

BRAND STRATEGY

The brand should promote the town's heartbeat, its people. Connecting the people who have been there for generations with the newer generations through a system that is sustainable over time. This is possible through a unifying identity that is recognisable, usable, and customizable for all Pendletonians.

BRAND ESSENCE | CENTRAL IDEA

The Essence of this brand is to engage with the connectedness of this community, and continue that culture as their small town starts to grow. This brand celebrates, empowers and connects locals, while distinguishing them from others nearby.

A visual campaign that addresses and maintains the essence of the community's lifestyle. To capture and preserve the community culture, by highlighting individual characteristics, preserving their sense of connection, pride and involvement.

BRAND ATTRIBUTES

Friendly, Nostalgic, Historic, and Dependable.

VOICE AND TONE

Nostalgic, optimistic and personable. In light of connecting current and future generations, using adjectives similar to trusty and fellow help to establish a voice and tone that resonates and engages with the community at large. Because this is partly participatory, locals have the opportunity to express their voice as a Pendletonian.

KEY MESSAGING

Integrity, meaningfulness, honor, relatability, and personability are essential to the brand. The passion of community members' individual voices should display their love and contribution to their town. This is communicated authoritatively while being engaging and inviting.

Sharing a border with Clemson, SC and proximity to Greenville, SC, Pendleton is surrounded by some of the most loved and visited places in South Carolina. Clemson is home to Clemson University, which was founded in Pendleton's Farmers Hall, and is known for its college town bustle. Greenville is known for its vast offerings.

While Pendleton also has many niche offerings and experiences, its competitive advantage is that its humble population size allows for deeper connections with other community members, while providing a slower pace of life.

DIFFERENTIATION

History, Hospitality, happenings. Pendleton, SC is a recognizable town in Upstate South Carolina for its many attractions, historical preservation and significance as a location. However, what stands Pendleton apart from other small towns is their deep sense of community involvement and togetherness.

VALUE PROPOSITION

Community values can only be maintained by focusing on its people. In this way, the town's community will remain connected, involved, and acquainted. Long-time residents are most affected by town changes and growth. By involving current residents and connecting them with newcomers, the town's cultural identity will be protected for generations to come. This will shape the future and current development of the town and its events.
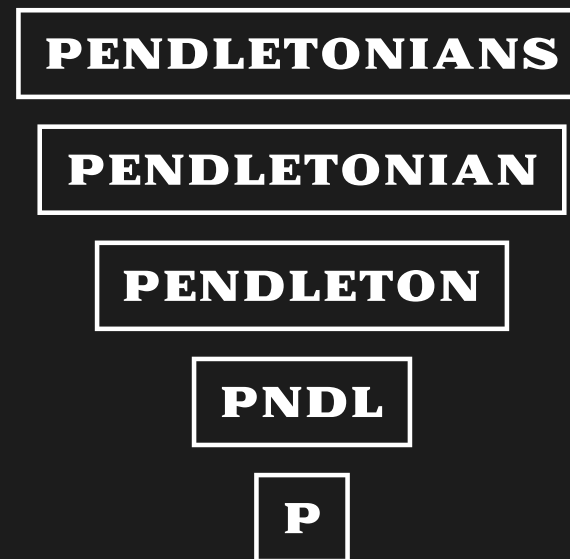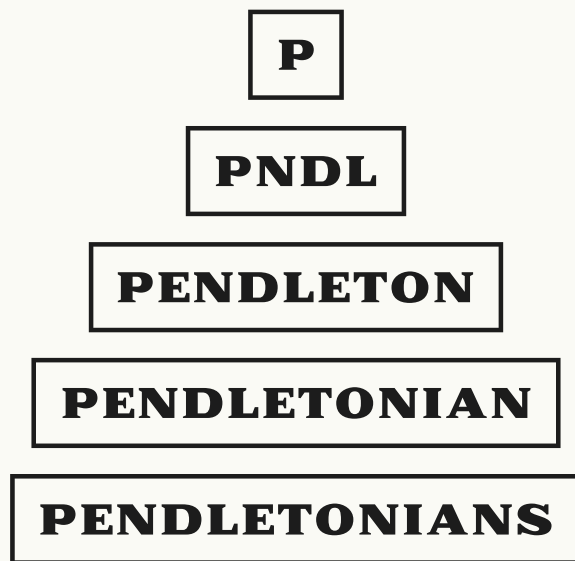
PENDLETONIANS

The visual identity system deals with the whole look and feel of the brand identity. This section will cover logo systems, visual assets, and the participatory campaign toolkit.

VISUAL IDENTITY SYSTEM

LOGO SYSTEMS

The following section includes the logo system. This system consists of primary and secondary logos.

This also includes the required clear space for the logo and examples of both proper and improper use.

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NAMES AND APPLICATIONS

There is the original logotype, along with 4 additional variations
to be used and chosen based on the appropriate or desired application.
These can be used in a horizontal or vertical format. Although the
Pendletinians logotype is the primary logo, you can use any of these
logos as you see fit.

PENDLETONIANS

PRIMARY LOGOTYPE

This primary logotype is used to
encompass the whole brand.
Representative of all pendletonians
and represents all the people as one.

PENDLETON

SECONDARY LOGOTYPE 2

This logotype refers spesifically to
Pendleton as a place. We are Pendleton
portrays that the people are what
makes pendleton, and can be used
in that manner.

PNDL

SECONDARY LOGOTYPE 3

This abbreviation serves as an
additional element that can be used
on smaller and brief applications if
so desired.

PENDLETONIAN

SECONDARY LOGOTYPE 1

The Pendletonian logotype can be
used in an nstance when referring
to a singular person or as a descriptor
of Pendletonian people.

P

SECONDARY LOGOTYPE 3

This logotype should be used in
limited supply. This can be used for
parking signage for local evnts.

CLEAR SPACE

It is important that the logo is surrounded by a minimum amount of clearspace so that it is legible. It sets it apart from distracting elements like text, content, photography or patterns that might take away the overall impact. Using the logo consistently in all applications will help to establish and reinforce immediate recognitionof the PENDLETONIAN brand. The following guidelines must be followed at all times. The letter 'T' can be used as a guide.

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PNDL
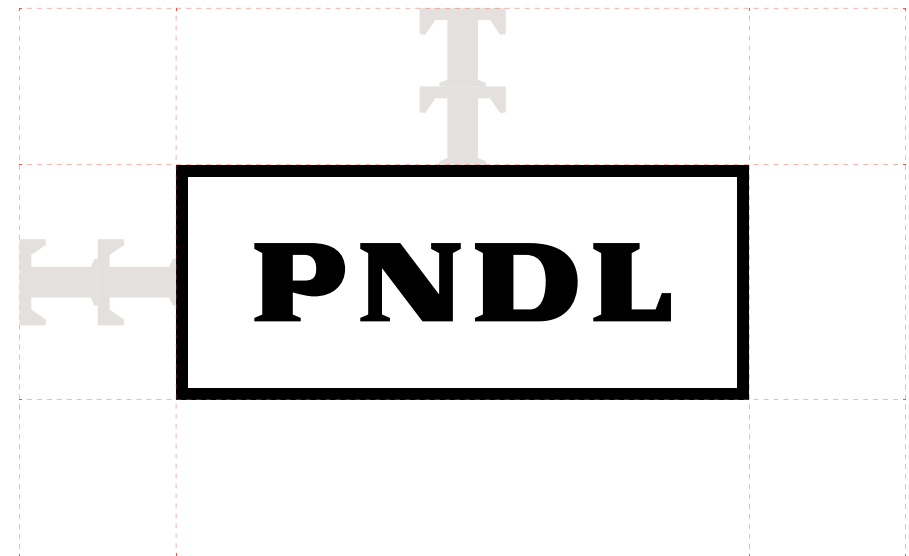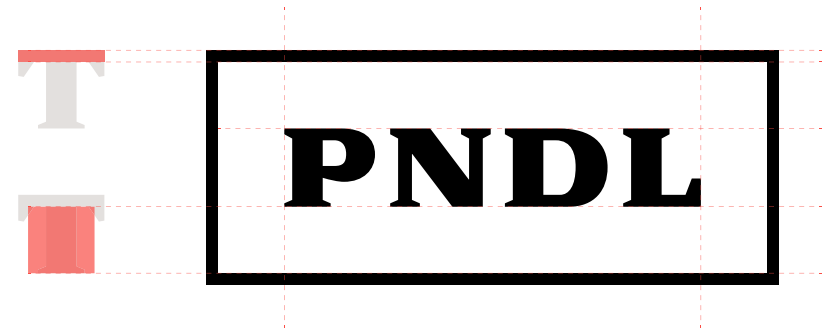
MINUMUM USE

A minimum size is essential to ensuring the logo doesn't get lost. To ensure visibility and legibility, logos should never be presented in sizes smaller than 24PX or 0.25 Inches in height. These are only the minimum sizes. Depending on the piece you're designing, logos can and should be sized up to best represent the PENDLETONIAN brand.

PENDLETONIANS

NO SMALLER THAN 24PX OR 0.25 INCHES IN HEIGHT

PENDLETONIANS

NO SMALLER THAN 24PX OR 0.25 INCHES IN HEIGHT
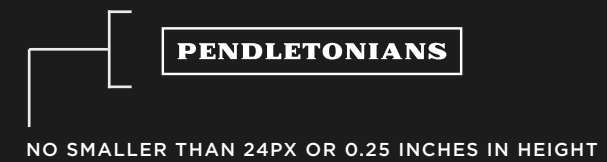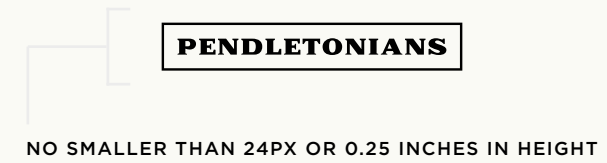
IMPROPER USE

1. Don't change the logo to any diagonal orientations.
2. Don't alter the Logo by adding shapes and elements.
3. Don't place the logo over a busy photograph or pattern.
4. Don't create a pattern out of the logotype.
5. Don't violate the logotype clearspace.
6. Don't use the logo without the border.
7. Don't use colors outside of the brand color palette
8. Don't apply drop shadows, or special 3D effects to the logo.
9. Don't present to logo in an outlined fashion
10. Don't place a white box around the logo on a dark or busy background.
11. Don't Stretch or squeeze the logo to distort proportions.
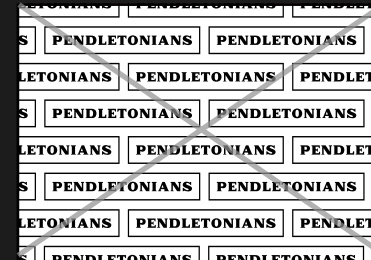12. Don't recreate the logo using different typography.
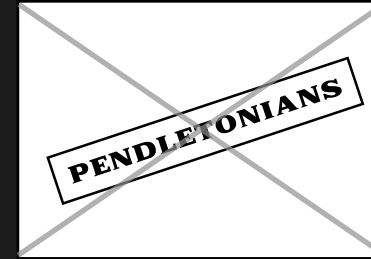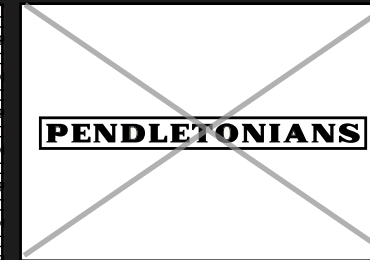

AT AN ANGLE
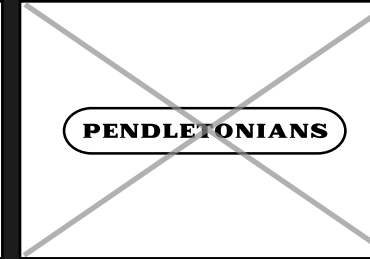
CHANGE/ADD SHAPES
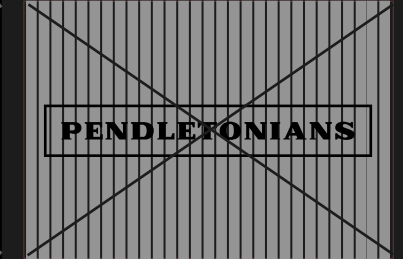
OVER A BUSY PATTERN/IMAGE

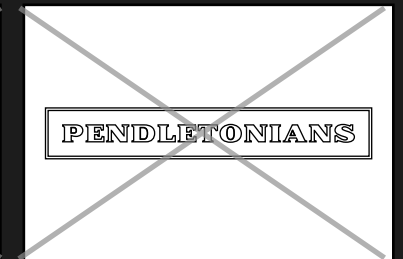MADE INTO A PATTERN

VIOLATING CLEAR SPACE
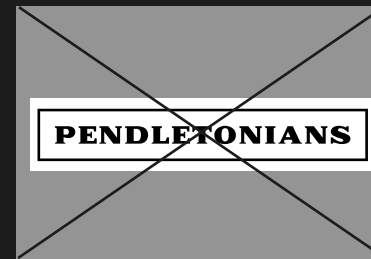
REMOVING OUTTER BOX
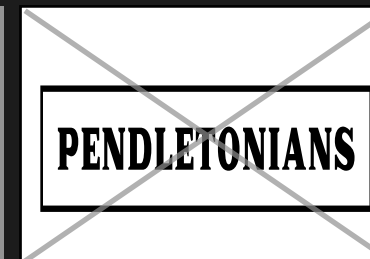
USE UNOFFICIAL COLORS

DROP SHADOWS / 3D EFFECTS

OUTLINING LOGO

WHITE BOX ON A DARK BACKGROUND

STRETCH OR SQUEEZE

RECREATING LOGO

PROPER USE.

To ensure a consistent and impactful brand Identity, a general set of guidelines for logo usage are outlined as follows.

1. No elements should be cropped, removed, deleted or altered from the original logo. All elements are provided.
2. The minimum clear space must be maintained at all times.
3. The logotype must be uniformly scaled to avoid distortions.
4. Logotypes should either appear upright or vertical. Never Diagonal.
5. Logotype should appear against a solid background or with high contrast to ensure its legibility.
6. Logotypes should be taken from the brand guideline files, not from previously printed materials.

PENDLETONIANS

IN BOTH VERTICAL ANS HORIZONTAL FORMATTING

PENDLETONIANS

PENDLETONIANS

USING COLORS FROM THE CAMPAIGN COLOR PALETTE

VISUAL ASSETS

This section displays a collection of visual assets used within the brand identity. This section explains the different marks, typography, and colors available.

PENDLETON MAP

This ilustrated Pendleton map can be used as a pattern. It also serves as an element for Pendletonians to pin and showcase a particular location if so desired. This can be formatted in a variety of different colors depending on the user's preference.
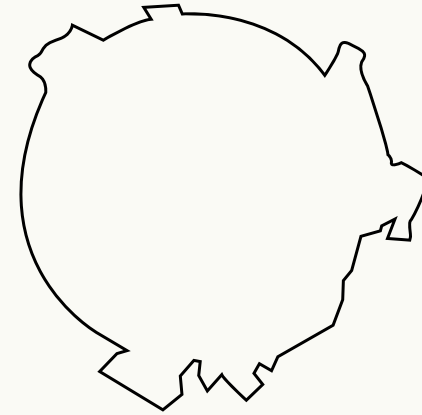
The primary type palette for the logotype and campaign materials is made up of Battlefin and Aktiv Grotesk. Battlefin is both friendly and dependable, reminiscent of a small town font with a fresh feel. This is used in the logotype, and is best paired with Aktiv Grotesk as a neutral balancer.

BATTLEFIN

AKTIV GROTESK EXT

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
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

BATTLEFIN

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
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

AKTIV GROTESK EXT

WE ARE **PENDLETONIANS**

WE ARE

PENDLETONIANS

WE ARE **PENDLETON**

WE ARE

PENDLETON

WE ARE **PENDLETON**

EXTENSIVE TYPEFACE PALETTE

The additional typefaces represent the broader Pendletonian spirit. Taken from historical typographic traces in the area, this extensive type palette allows for Pendletonians to choose their visual narrative as they see fit in their town. These typefaces can be used in the participatory campaign and extensions of those personal brands.

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz

BATTLEFIN

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz

AKTIV GROTESK EXT

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz

FILMOTYPE WAND

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 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

GOTHAM

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz

BN CRINGE SCRIPT

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz

CUSTOM BLACKLETTER

ABCDEFGHIJKLM NOPQRSTUVWXYZ

KNOCKOUT HTF 30

ABCDEFGHIJKLM NOPQRSTUVWXYZ

CUBANO

COLOR PALETTE

Our colors are used to empower the people! You can decide how much energy, contrast or serenity you want to display about your place in your town. The first set of colors are more neutral in nature, allowing for stark contrast and easily matched with more vibrant colors. This second set of colors has a greater vibrancy and energy. There is no restriction on the use of colors, and we intend them to be interchangeable!

Our color palette can be used in a variety of ways.
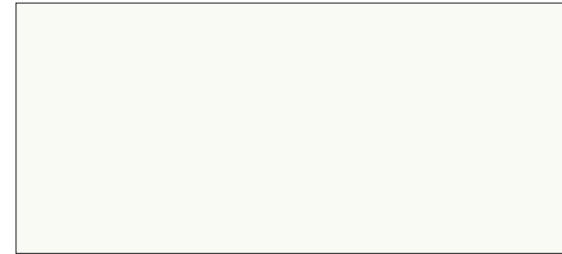
WARM WHITE

C: 5 M: 7 Y: 10 K: 0
RGB: F9F8F5
SPOT: 7527 U

ASH

C:72 M:66 Y:65 K:77
RGB: 1C1C1C
SPOT: 419 U

FARMERS HALL

C:0 M:100 Y:100 K:0
RGB: FF353A
SPOT: 2347 U

ANTIQUE

C:0 M:39 Y:28 K:0
RGB: F5B9F
SPOT: 7605 U

HARTWELL

C:63 M:3 Y:1 K:0
RGB: 6DBBD7
SPOT: 2915 U

KEESE

C:43 M:76 Y:56 K:49
RGB: 53332D
SPOT: 3523 U

PLAYHOUSE

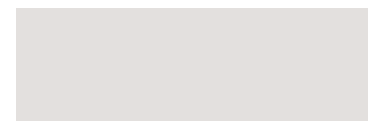C:0 M:60 Y:17 K:0
RGB: FF89A1
SPOT: 2044 U

JENKINS

C:61 M:0 Y:67 K:4
RGB: 8BAE50
SPOT: 7737 U

DAFFODIL DAVY

C:0 M:53 Y:100 K:0
RGB: FFBC00
SPOT: 128 U

GRAY

C: 0 M: 0 Y: 0 K: 15
RGB: E1E0DC
SPOT: 2330 U

WHITE

C: 0 M:0 Y: 0 K: 0
RGB: FFFFFF
SPOT: N/A

PARTICIPATORY CAMPAIGN TOOLKIT

Artizans, historians, committee members, parents, brothers and sisters ... PENDLETONIANS. This participatory campaign as run through the campaign website allows you to customize your own Pendleton experience. The toolkit is intended to easily use and modify to jump in and participate.

This is done through an online platform through which Pendletonians can go in and customize their own personal logos. The possibilities are endless, whether it is portraying yourself as a local historian in town, or looking for a logo for a birthday party, this is whatever you want it to be. By going to the Pendletonian Website.
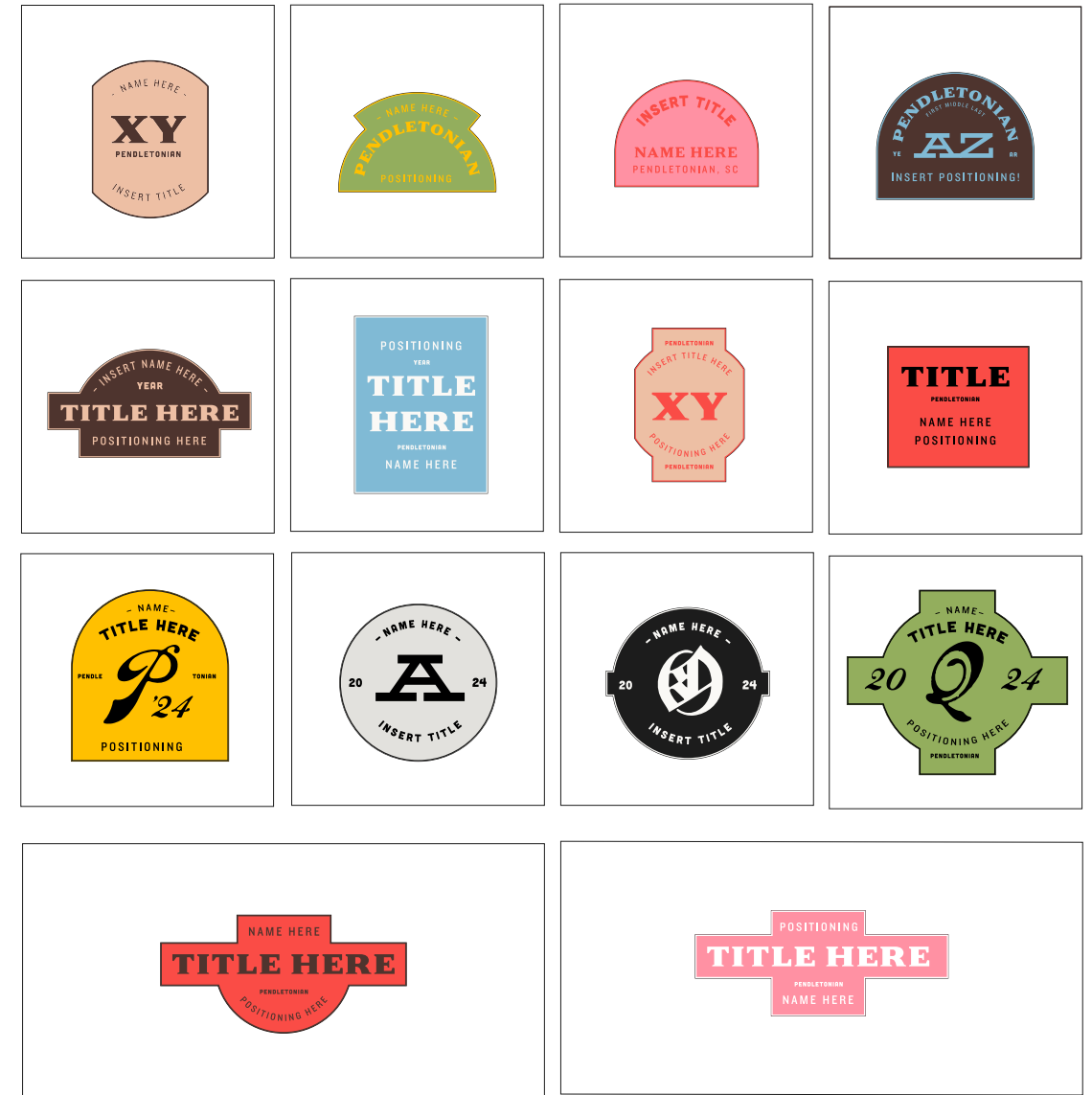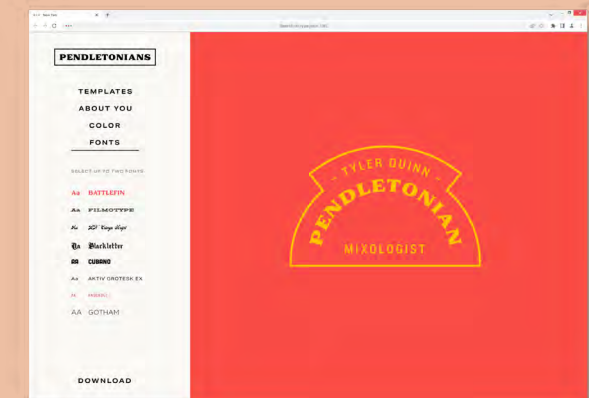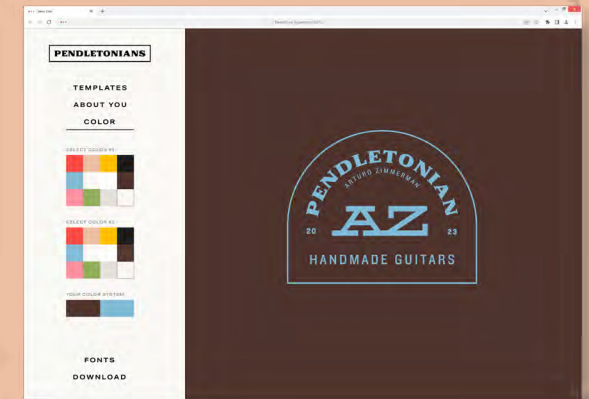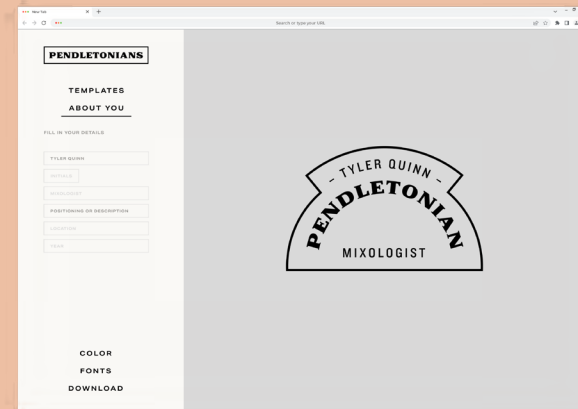
CUSTOMIZEABLE LOCKUP FLEXIBILITY

In this toolkit, individuals fill out templates to generate their own logos using their information. It can handle both long and short names and descriptions, making it versatile and flexible.

PENDLETONIAN TOOLKIT

The toolkit and logo generator can be accessed, customized and downloaded through www.pendletonians.com.
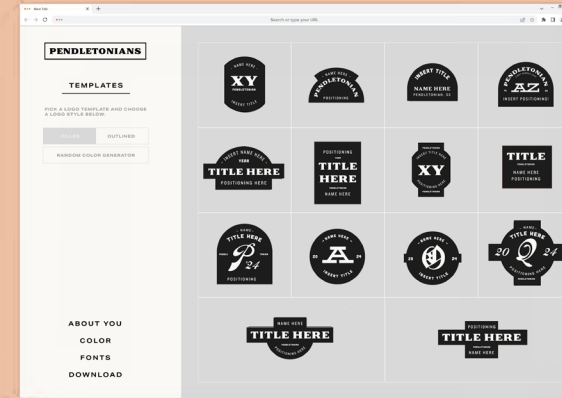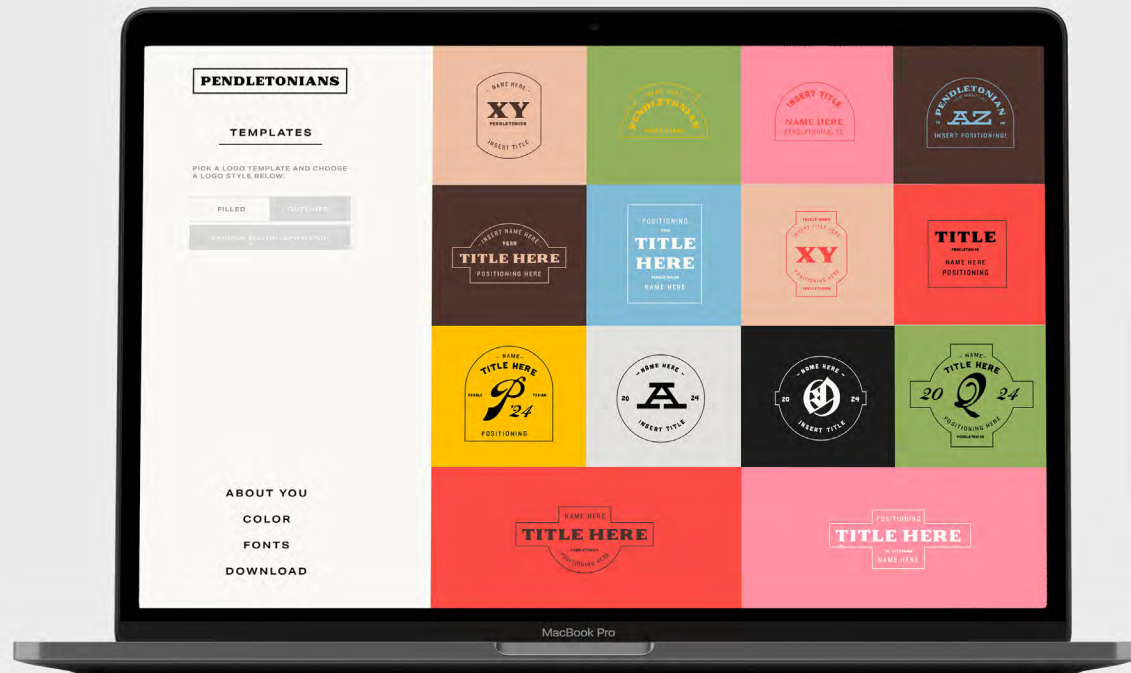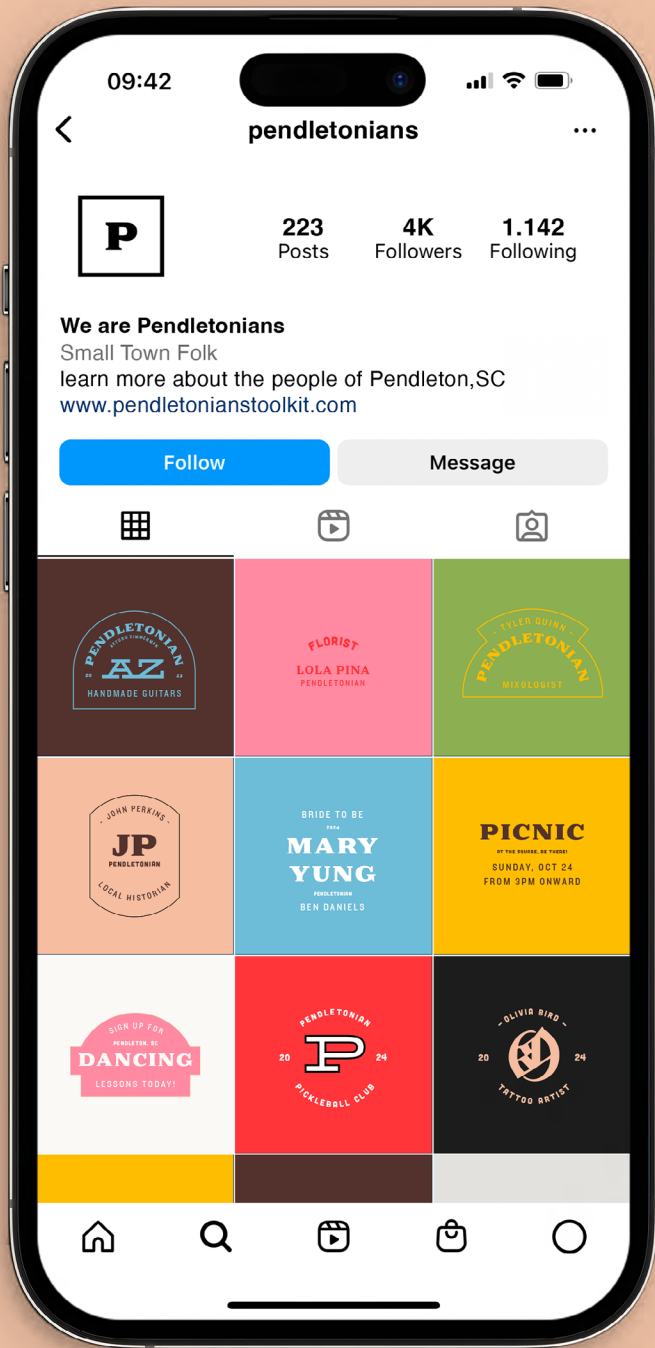
SOCIAL MEDIA

The logos generated can be further displayed on the Pendletonian campaign social media platforms. This provides a space with all the logos together in one space. This allows community members to connect virtually.

This section includes examples of this campaign in application. This includes billboards, banners, posters, apparel, and other elements.

These are suggestions for use, but elements are intended to be customized by the individual participant.

EXAMPLES

WE ARE

PENDLETONIANS

WWW.PENDLETONIANS.COM

Poster 1 (green):

PENDLETONIAN

QUINN OF PENDLETON, SC

000 233 4567
TYQ@MIX.COM

- TYLER QUINN - PENDLETONIAN

2023

MIXOLOGIST

...OKING FOR A LOCAL PENDLETONIAN MIXOLOGIST?
...URE IN LUCK BECAUSE TYLER QUINN CAN DO IT ALL!

Poster 2 (gray):

JANE DOE   123 456 7890   06.10.2023

Community Chess Night

HISTORIC PENDLETON

06.10.2023

PNDL

INFORMATION ABOUT THE CUMMUNITY
EVENT, HOSTED BY A COMMUNITY
TRUSTY MEMBER
TRUSTY MEMBER

Poster 3 (brown):

WE ARE PENDLETONIANS   APRIL

PENDLETONIAN
- ARTURO ZIMMERMAN -
AZ
20   23

WOODWORKER

P

HIGH QUALITY WOOD, FINE CRAFTSNAMSHIP, AND EVEN
BETTER COMPANY. PENDLETONS FINEST WOODWORKER!

000 233 4567
ALTUROZWOOD.CO...

RAE'S
ICECREAM
19
98
R
PENDLETON

PNDL

~ OLIVIA BIRD ~
20 24
TATTOO ARTIST

PENDLETONIAN
20 P 24
PICKLEBALL CLUB

PENDLETONIAN
ANTON ZIMMERMAN
AZ
HANDMADE GUITARS

PENDLETONIAN
MIXOLOGIST
~ TYLER QUINN ~

BRIDE TO BE
MARY
YUNG
PENDLETONIAN
BEN DANIELS

P

PENDLETONIANS

- OLIVIA BIRD -

20

24

TATTOO ARTIST

PENDLETONIANS

2024 P PICKLEBALL CLUB

PENDLETONIANS

RAE'S ICECREAM R PENDLETON

- OLIVIA BIRD - TATTOO ARTIST 2024 PDLETON

PENDLETONIANS

PENDLETONIAN ARTURO ZIMMERMAN AZ 20 23 HANDMADE GUITARS

PENDLETONIAN PENDLETONIANS

BRIDE TO BE 2024 MARY YUNG PENDLETONIANS

FLORIST LOLA PIN PENDLETONIAN

COLOPHON

DESIGNED BY

Knoxie le Roux
knoxieportfolio@gmail.com
www.knoxieleroux.com

TYPEFACES USED

Gotham
Aktiv Grotesk Ex

PENDLETONIANS