



**LC CREATIVE
MARKETING**

2019 BRAND GUIDE

» INTRODUCTION



People first, business second. Period.

We care deeply about our community. Everything we do is rooted in the desire to increase economic prosperity and quality of life and business for our neighbors. The heart and soul behind each brand is the driving force behind everything we do. We provide exceptional service, quality relationships, and friendly interactions at all times. We firmly believe that balancing work and play is the key to a happy life, and our goal is to take the things off your plate that are upsetting your balance.

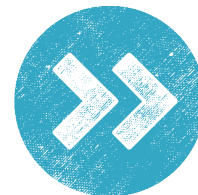
BRAND GUIDE



Maintaining these brand standards will play an integral part in communicating the LC Creative Marketing brand effectively and professionally. The brand should convey our easygoing personalities, the exceptional quality of our work and our passion for serving others, all with a local flair that stays true to our Chelan roots.



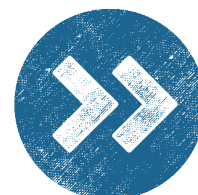
**BRAND
IDENTITY**



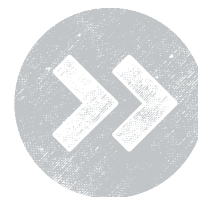
**BRAND
STRATEGY**



**BRAND
VOICE**



**BRAND
VISUALS**



**BRAND
EXECUTION**

BRAND IDENTITY

WHO WE ARE

Mission

LC Creative Marketing seeks to provide exceptional social media management, innovative graphic design and visionary branding to local businesses. Our knowledge, integrity and expertise will help improve, expand and inspire businesses to reach new heights. We are committed to cultivating quality relationships, getting to know the client's goals and providing strategies tailored to their individual needs at an affordable price. We offer casual and friendly interactions, considering the heart and soul of each company, while maintaining the highest standards possible.

Vision

LC Creative Marketing aims to increase local economic prosperity by dramatically improving our client's marketing and branding strategies. We will work as a team at all times, lean on one another as necessary and approach each project, situation, and conflict in solidarity. We will continually educate ourselves on new trends, strategies, and techniques so our clients receive the most updated business advice possible. The ultimate goal of LC Creative Marketing is to give us a way to provide for our families while maintaining enough freedom and flexibility to thoroughly enjoy life. Through our work, we hope to provide that for our clients as well.

Values

First and foremost, we value quality relationships with our clients. People are the most important aspect of business and we strive to do right by our friends + neighbors. We also value teamwork, integrity, and affordability. Even the smallest business deserves a chance to have a bold business presence.

BRAND IDENTITY

OUR CLIENTS

We highly value our clients, no matter where they're at in their business journey. Newly minted entrepreneurs, folks who have been in business for years, and those who seek a new direction can all enjoy a breath of fresh air by letting us take some things off their plates.



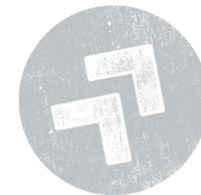
Just Beginning

These are the folks who keep everyone else on their toes. They're enthusiastic, excited, positive, and also anxious to begin their business journey. They're full of ideas and goals and ready to share them with the world.



Old Pros

The ones who've been at it for years. They know who they are, what they're about, and all the ins and outs of their business. They've gotten themselves this far, but now it's time to take it to the next level.



New Direction

They've been doing their thing for awhile, but it's time for a change. They're hopeful for a fresh start and nervous about changing things up.

BRAND STRATEGY

TOUCH POINTS - HOW WE REACH OUR CLIENTS



BRAND STRATEGY

OUR BRAND PROMISE

Brand Offering

quality

innovation

relationship

Brand Essence

local

easygoing

passionate

Brand Promise

At LC Creative Marketing, we promise to provide our clients with exceptional innovation driven by our passion for the valley and our desire to cultivate friendly, professional business relationships.

LC CREATIVE
MARKETING IS:

PASSION-
ATE

CLEAN

DETAIL
ORIENTED

AUTHENTIC

EASY-
GOING

OPTIMI-
STIC

LOCAL

FRESH

ENERGETIC

APROACH-
ABLE

NATURE-
INSPIRED

ORGANIZED

PLAYFUL

FRIENDLY

BRAND VOICE

Our voice is a combination of both message and tone. Both of these should be consistent with our brand personality, helping us effectively communicate our marketing message to clients.

MARKETING MESSAGE

Our clients are professional, talented people who are so busy being awesome at what they do that they have limited time to invest in their marketing and branding. A great offering, product or service is irrelevant if the greatness isn't apparent to the customer on all fronts. We are able to take overlooked tasks off their plate and work our magic using years of combined skill and experience in marketing and design. Our clients are then able to communicate with their audience in the most effective, professional way possible without sacrificing the precious time they spend on what they do best. We accomplish all of this with a fresh, youthful perspective, quick turnaround times, and a passion for people.

EXPRESSING OUR MESSAGE



- POSITIVE
- DIRECT
- INSPIRING
- ENCOURAGING
- PLAYFUL
- CONSISTENT
- TRUSTWORTHY
- RELIABLE
- PROFESSIONAL

BRAND VOICE

OUR NAME

LC Creative Marketing

Our name concisely expresses what we offer, as well as our passion for our community. In 2019, we transitioned Lake Chelan Creative Marketing to LC Creative Marketing. We planned this from the beginning in an effort to establish local roots with the knowledge that we'd eventually extend our reach to other communities. It was important to us to include "Creative" because we believe this is what sets us apart from our competitors. Our name can be shortened to LCCM for ease of communication, but only when our full name is present or implied.

OUR TAGLINE

Let's Dream Big.

Because our name says exactly what we do, we're able to get a bit more whimsical with our tagline. It evokes a sense of hope, inspiration, and our desire to help our clients reach new heights in their endeavors.

BRAND VISUALS

LOGO ELEMENTS

We decided to create a logo family that has interchangeable parts in order to adapt to any situation, as well as provide an example of what kind of work clients can expect from us. We also wanted to have the option to make “Lake Chelan” less of a focal point for when we do work outside of the valley and our locale isn’t as important.

Square Logo

Use when a square logo is better suited to the application



Long Logo

Use when a long and skinny logo is better suited to the application



Illustration

This can be used alone when brand name is present elsewhere. It represents the waves of the lake as well as provides an organic contrast to the crisp lines of the other logo options.



Initials

Use in cases where initials are more desirable than the full logo or as an accent/watermark when the full logo is already present.



BRAND VISUALS

LOGO USAGE: COLOR

Use LCCM Lake Blue whenever possible in both positive and negative applications. Square Logo, Long Logo and Initials can be used in any of the main 5 colors when the need arises.



BRAND VISUALS

LOGO USAGE: WITH PHOTOS



LOGO USAGE: WHITE SPACE



It is important to respect the space around the logo whenever possible. In order to achieve the correct proportions no matter the size, use the width of the "L" leg in LC as a measurement. Keep this space clear around the perimeter of the logo.

BRAND VISUALS

LOGO DON'TS



DO NOT stretch or skew the logos in any way.



DO NOT change the color.



DO NOT tilt the logo.



DO NOT overlap the logo with anything.



DO NOT place the light-colored logo on a light-colored background.



DO NOT place the dark-colored logo on a dark-colored background

BRAND VISUALS

FONT SELECTION

Lake Chelan Creative Marketing uses the Metropolis font family. Arcon Rounded-Regular is used as the body text.

Font Family

METROPOLIS BLACK

METROPOLIS EXTRA BOLD

METROPOLIS BOLD

METROPOLIS SEMI BOLD

METROPOLIS MEDIUM

METROPOLIS REGULAR

METROPOLIS LIGHT

METROPOLIS EXTRA LIGHT

METROPOLIS THIN

Usage Examples

BLACK

EXTRA BOLD

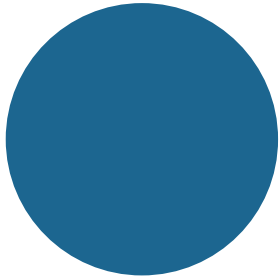
BLACK

Arcon Rounded Regular

BRAND VISUALS

COLOR PALETTE

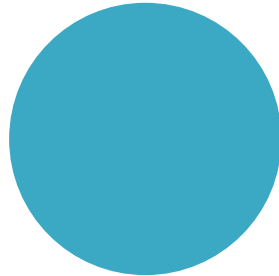
LCCM Blue



PANTONE: 2152C
HEX: #1A658F

R: 26 C: 92
G: 101 M: 44
B: 143 Y: 13
K: 22

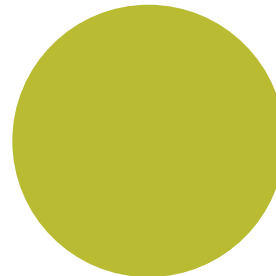
LCCM Light Blue



PANTONE: 7702C
HEX: #48A9C5

R: 72 C: 68
G: 169 M: 1
B: 197 Y: 8
K: 8

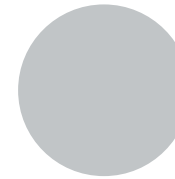
LCCM Green



PANTONE: 7744C
HEX: #BABC16

R: 186 C: 18
G: 188 M: 0
B: 22 Y: 98
K: 10

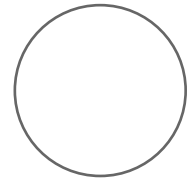
LCCM Grey



PANTONE: 428C
HEX: #C1C6C8

R: 198 C: 10
G: 193 M: 4
B: 200 Y: 4
K: 14

White



LCCM Blue is the main LCCM color and should be used first in most cases. LCCM Light Blue and LCCM Green are secondary colors, followed by LCCM Grey, and white. White should be used generously, allowing the colors to shine while still maintaining a fresh, clean look. Shades and hues of the main colors can be used sparingly when the need arises. Body text should be black.