

## **Central Gardens Association Communications Guidelines**

### **11.20.12 v1**

These guidelines have been created to protect and enhance the Central Gardens Association (CGA) name and brand.

This document contains the core elements and basic principles needed to apply the brand and to create consistent and engaging communications for the CGA.

## **Background of Central Gardens Association:**

### Vision:

To be the premier historic, residential neighborhood in the Mid-South

### Mission:

To sustain and enhance the quality of our historic neighborhood by preserving its environmental and architectural character and to encourage a sense of community among its residents

### Goals:

- Preserve the historic integrity of the neighborhood
- Improve communications
- Improve the reality and perception of safety in the neighborhood
- Further build relationships with state and local government
- Recognize institutions (churches and schools) as neighborhood anchors and help to keep them vital

## **Introduction to this guide and contact information**

A well-defined and consistent brand is crucial to achieving the highest possible awareness and relationship with our community and referral audiences.

It is essential that each entity that presents Central Gardens in the marketplace does so with adherence to the organization's communication guidelines. From logo treatments and typefaces to messaging and photography, all elements work together to create a compelling position for our neighborhood.

In order to provide guidance in the application of the CGA's graphics and communications standards, we have created the Central Gardens Association Communication Guidelines to be used in all communication efforts.

For permission to use the logo (for those outside the CGA) or for answers to any questions regarding use of any defined elements within the communication guidelines, such as logos, colors and messaging, contact:

CGA Communication Committee  
[admin@centralgardens.org](mailto:admin@centralgardens.org)  
901 343-6CGA (6242)

This document captures the key principles behind our unified brand system. It is vitally important to use it consistently. Each of these principles should be applied to all communications across all channels to ensure consistency and maximize impact.

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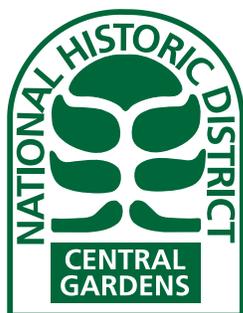
## The Central Gardens Logo

Our logo is the most prominent visualization of the Central Gardens brand. It is vitally important to use it correctly and consistently. The Central Gardens logo is custom artwork and should be downloaded from [www.centralgardens.org](http://www.centralgardens.org) - password central2012.

Logo color and versions:

The Central Gardens one-color green logo is preferred (PMS 349) and should be used when possible. It should be used on white or light backgrounds that provide sufficient contrast.

A one-color reversed logo is also available when a white or light background is not possible. This logo is reversed out of a solid background and may be used on PMS 349 or black.



preferred  
one-color positive in PMS 349



alternate  
one-color reversed on PMS 349

## Logo Misuses

Create a strong brand experience by using the Central Gardens logo correctly and consistently and by avoiding the following misuses:



Do not modify, distort, obscure and computer or camera enhance the logo in any way:

- Don't change the logos colors
- Don't compromise it's legibility by placing it on top of a complex image or color block
- Don't add shadows or other effects
- Don't distort the logo
- Don't add words or images to the logo
- Don't place a box or other container around the logo
- Don't modify with an unauthorized typeface
- Don't modify size or position relationships for any elements with logo
- Don't mirror or shadow the logo
- Don't turn logo on its side or upside down
- Don't rotate logo
- Don't use the same logo more than once

## **Logo Placement**

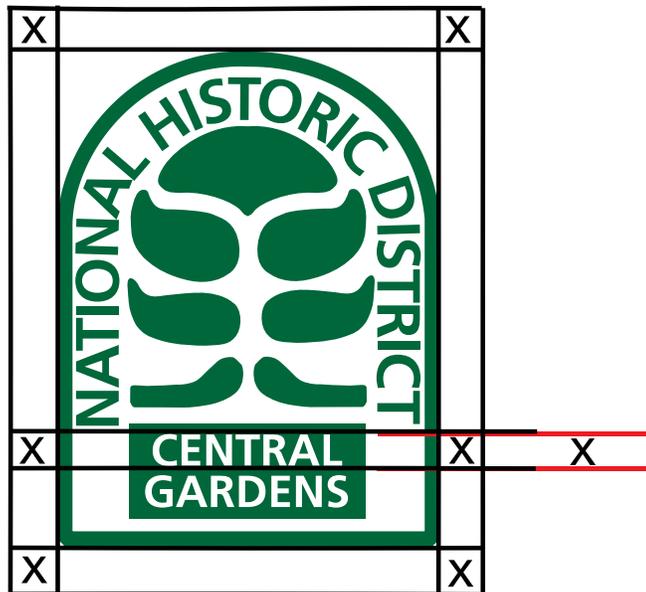
The logo should be placed in a position of moderate dominance. When looking at a CGA communication the logo should be easily found and read by the viewer. The preferred position is in the top left hand corner or top center when possible.

In general, use your judgment when placing a logo on communications. Do not crowd it – give it room in order to stand apart from the rest of the information on the piece. Also, do not use the logo more than once on any one page or panel.

## Logo Clear Space

The Central Gardens logo should not be crowded or overwhelmed by other graphic elements. A clear space area should surround the Central Gardens logo and must be kept free of text and other graphic elements.

The clear space on each side of the logo should always be equal to or greater than the defined x-height. X-height is determined by the height of CENTRAL in the green color block within the logo. Always try to allow additional clear space when possible.



## Central Gardens Association Name and Logo

The Central Gardens Association name may also be used with the Central Gardens logo when appropriate.

Use on direct, purposeful correspondences from the neighborhood association, for example letterhead, envelopes and invitations. In these instances, the communication is coming directly from the association to its members versus a generic communication to the entire neighborhood.

When using the Central Gardens Association name with the logo, the following principles should be applied:

- The name and logo should appear in the same color. PMS 349 Green is the required color.
- The Central Gardens logo usage rules should be applied.
- The name Central Gardens Association should be Garamond typeface and sized proportionally to the Central Gardens logo.



## Central Gardens Association

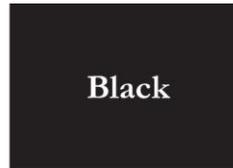
## Color

The CGA color system is comprised of two palettes: Primary and Secondary.

### Primary Palette



Hex# 006B3F  
R=0 G=107 B=63

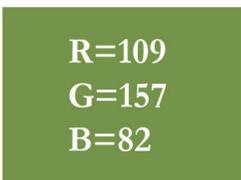


Hex #231F20  
R=35 G=31 B=32

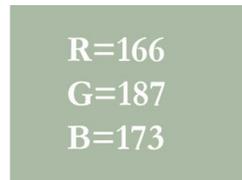
### Secondary Palette



Hex #DF5E3D



Hex #6D9D52



Hex #A6BBAD

### Primary Palette PMS 349 Green

The Primary Palette PMS 349 Green forms our core color identity and helps to establish visual consistency.

All communications should feature PMS 349 Green in a dominant manner. In other words, it should form the initial dominant color impression created by all CGA communications.

The color black may be used as part of the Primary Palette when budget considerations prevent or limit the use of PMS 349 Green. Black should also be used as the primary color of body copy.

### Secondary Palette

The Secondary Palette consists of three colors selected to complement PMS 349 Green. These colors should be used only in combination with PMS 349 Green.

The Secondary Palette may be used in a variety of ways. For example, the colors can be used as blocks of color to differentiate copy. The Secondary Palette should be used in ways to provide accents and contrast to the Primary Palette.

## Typeface

Consistent use of typography presents a unified look for all our communications.

The font family “Garamond” has been chosen to consistently represent us in all communications. Please use this family of fonts for all your communication materials.

# Garamond

Garamond Regular

abcdefghijklmnopqrstuvwxy<sup>z</sup>

ABCDEFGHIJKLMN<sup>OP</sup>QRSTU<sup>VW</sup>XYZ 1234567890

Garamond Bold

**abcdefghijklmnopqrstuvwxy<sup>z</sup>**

**ABCDEFGHIJKLMN<sup>OP</sup>QRSTU<sup>VW</sup>XYZ 1234567890**

*Garamond Italic*

*abcdefghijklmnopqrstuvwxy<sup>z</sup>*

*ABCDEFGHIJKLMN<sup>OP</sup>QRSTU<sup>VW</sup>XYZ 1234567890*

Use your judgment when selecting the best typeface treatment from this font family. It should depend on the size of type and emphasis required within your communication.

GARAMOND BOOK CONDENSED BOLD SHOULD BE USED FOR TITLES AND HEADERS.

AGENDA MAY BE USED FOR CALL-OUTS, DROP CAPS AND CAPTIONS

USE BOOK ANTIQUA FOR WEB

USE TREBUCHET FOR WEB TITLES AND HEADERS

## Photography

Photos can powerfully communicate the essence of the Central Gardens Association's brand. It is critical when creating communications to select imagery that reflects the Central Gardens brand and supports our brand personality.

The CGA brand promise is to create an ideal place to live and play. We are able to deliver on this promise through the dedicated homeowners and preservationist who have a fascination for classic homes with fine craftsmanship and are proud to live on our tree-lined streets, which are listed on the National Register of Historic Places.

We are committed to:

- Maintaining, enhancing and fostering a healthy community
- Maintaining the quality and integrity of the area's homes
- Preserving the historical quality of the area
- Promoting the neighborhood to prospective residents
- Aiding residents with real estate problems
- Encouraging home owners to improve their homes

In order to support the CGA brand promise pictorially, choose photos that demonstrate the various ways in which Central Gardens makes our neighborhood an ideal place to live and play and one of the best neighborhoods in the Mid South.

## Show what matters

Cropping a photo the right way for a particular communication will help you tell the story you want to tell. This is an important tool to use when deciding what matters for a particular communication. Narrowing your focus on a specific topic or capturing emotion and personality can be achieved through the cropping of photography.



Original full-frame photo



Cropped for dramatic impact

When choosing images, use full color images whenever possible.



Black and white imagery should only be used in a supporting or secondary role.



Avoid manipulating photography – don't use duotone imagery. All main imagery should be full color. Black and white imagery can be used secondarily. Don't distort an image in a way that detracts from simplicity.



Photos submitted for publication should adhere to the following photography standards:

- A minimum of 600 DPI
- JPEG format preferred
- Minimum of 3032 X 2008 resolution

Send photography to the CGA Communication Committee at [admin@centralgardens.org](mailto:admin@centralgardens.org) or to the editor of the CGA newsletter.

## Writing Messaging and Tone

1. Communicate with the audience in mind. Write to our particular audience. Understand their needs and the benefits that would appeal to them. Keep your writing simple.
2. Communicate with mission, vision and goals in mind. Writing may modulate based on the various channels available today. However, your writing should always align to the overall mission, vision and goals of the CGA outlined on page 2.
3. Make your writing dynamic and easy to read. Make the text easy to get through visually. Vary sentence lengths and types. Break up text. Use shorter paragraphs and subheadings to make readers want to keep reading. Emphasize the more important points (either through formatting or sentence type).

## Writing for Social Media – Page Administrators:

1. Stay on point. Keep your comments and questions focused on the topic, article or column at hand. Focus your points, arguments and assertions on positions, not personalities.
2. Don't attack back. If you see a commenter who you think is attacking you or another user, don't engage or attack back. Delete post.
3. Keep it clean. Controversial topics occasionally prompt emotional responses, and energetic debate and vigorous discussion may ensue. But before you wade into those conversations, keep a few things in mind. Steer clear of name-calling and posting anything that can be interpreted as threatening, harassing, obscene, pornographic, sexist or racist. Derogatory use of sexual orientation, race, age, gender, religion, nationality, disability and so on is not allowed. Obviously, don't use profanity (including alternate characters to mask swear words), obscenities, personal attacks, libel, defamation or hate speech.
4. Be original. You are welcome to link to relevant content and include limited excerpts from other people's work -- with attribution, of course. But don't copy and paste wholesale.
5. Respect privacy. Don't post personal contact information without approval from individual.
6. Don't post rumors. Steer clear of posting allegations, unfounded accusations, innuendo and other information known to be false or unsubstantiated.
7. Keep it commercial-free. Comments that serve as recommendations or reviews of companies and services are allowed and even encouraged. But posting of ads, spam or other marketing-related material is not allowed, and those posts will be removed.
8. Seek advice from another board member or president of CGA if necessary.

## Templates

All current signage and stationery should be used until inventory is depleted. Once inventory is depleted and existing signage becomes worn, new templates will be created for on-going communication needs. Over time, this will allow us to create a consistent look across all communications. Templates will be created for the following:

- Letterhead
- Envelope
- Fax
- Memo
- PowerPoint presentation
- Event Signage
- Banners