



LIVE LOCALLY.

ALABAMA

Style Guide



OVERVIEW

The Alabama League of Municipalities (ALM) recently launched Live Locally Alabama, a quality-of-life campaign, with the goal of encouraging civic engagement, instilling community pride and highlighting the crucial role municipal government plays in the daily lives of Alabama's citizens. The following guidelines in this LLA campaign style guide will assist you with maintaining brand consistency as you incorporate the logo into your own visuals to promote positivity in our cities and towns. If you have any questions, please reach out to ALM's Communications Director Lori Jhons at ljhons@almonline.org.

LOGO

The Live Locally Alabama logo comes in a color (primary), black and reverse option. Make sure you use a background color that contrasts sufficiently with the logo.



COLOR



BLACK



REVERSE

COLOR SCHEME

The Live Locally Alabama campaign consists of two primary colors and can be produced in PANTONE, HEX, CMYK or RGB using the color formulas given below.

PMS (Pantone): 5605C

HEX #183822

C 81, M 49, Y 85, K 62

R 24, G 56, B 34

PMS (Pantone): 5645C

HEX #9BAB9A

C 9, M 0, Y 10, K 33

R 155, G 171, B 154

PROPER USAGE

Gap spacing for the primary LLA logo should be equal to the size of M in “ALABAMA.”



IMPROPER USAGE

STRETCHED



ADDED ELEMENTS



ROTATED



COLOR CHANGES



TYPOGRAPHY

The font used in "Live Locally" is Bookman Old Style, while "ALABAMA" is in Bilingual Serif. Bilingual Serif is utilized for display, whereas Bookman Old Style serves as the primary font. For body text, consider using Times New Roman or Open Sans, as best fits the application.

Aa

DISPLAY

Bilingual Serif

Aa

BODY

Times New Roman

Aa

BODY (ALTERNATE)

Open Sans

Aa

PRIMARY

Bookman Old Style

SECONDARY ELEMENTS

Secondary elements are included with the LLA style guide to help enhance campaign consistency.



- The LLA subtitle graphic has a dark green bar for a subtitle to customize the campaign to fit your message. A reverse version is also offered.
- The chosen phrase that suits your imagery best should be displayed on the primary with white uppercase text in Bookman Old Style. Keep text to one line.
- Leave gap spacing within the dark green bar. Center your text horizontally. Do not overlap text with the logo.
- The width of the green bar should never be wider than “ALABAMA.”
- For example:

WORK LOCALLY

PLAY LOCALLY

MESSAGING

Local officials should promote living, playing, shopping, working and learning locally within their community. Messaging should encourage residents to support local efforts which help communities thrive.

EXAMPLES

Whether you're visiting white sandy beaches, fishing, hunting, hiking, immersing yourself in the cultural arts and history scene, or attending an energetic sports game - Alabama has an abundance of activities and entertainment that are sure to provide a good time!

#LiveLocallyAlabama

Alabama is home to countless local artisans and natural resources that support local economies. When you shop and eat locally, you promote sustainable economic growth for communities. #LiveLocallyAlabama

IMAGERY

Live Locally Alabama imagery and graphics should showcase diverse and authentic community involvement. Photos should be warm and inviting. Highlight the joy of festivals, the beauty of parks and the hospitality of local businesses. Include images of community involvement and events to emphasize the rewarding experience of living locally in Alabama. Showcase what makes your city or town a great place to live, play, eat, shop, work and learn locally.



CONSIDERATIONS

Ensure that the Live Locally Alabama is exclusively promoted through imagery and printed materials that support the campaign's objectives and principles. Avoid using the LLA logo in contexts that do not promote civic engagement and community pride in a positive, tasteful way. Adhere to the style guide's instructions on color, font and proportions to preserve the logo's integrity. When promoting the campaign, maintain a community focused approach by creating a sense of local pride among residents and emphasizing the positive role of government in your city or town.





Lori Jhons

ALM Communications Director

ljhons@almonline.org

C: (334) 430-0009

D: (334) 386-8121

Please make Lori Jhons aware of any final projects or printed materials before sharing publicly. Thank you!