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MESSAGING

Voice, Mission & Vision

BRAND ESSENCE
Inviting
Welcoming
Friendly
Charming
Vibrant
Playful
Outdoors
Active
Refined
Timeless

MISSION
The Village of Spring Lake inspires people from all walks of life to embrace an uncommon lakeshore lifestyle where an abundance of natural beauty, vibrant and varied experiences, and small-town charm converge to create a one-of-a-kind community.

VISION
The Village of Spring Lake will become known as the most inviting and uniquely charming waterfront destination in West Michigan for living, leisure, and lifestyle-driven commercial opportunities. Celebrating the natural beauty of the area and promoting active-oriented and culturally-rich experiences, the Village will uphold a thriving community by remaining authentic in the way it honors its historic roots while tending to its future.

VOICE
Your voice/tone needs to be: Welcoming. Friendly. Relaxed, but not overly casual.

You want to be viewed as a community that is welcoming and vibrant. A friendly, easy-going tone will convey the relaxed vibe that is an essential part of Spring Lake life. Your voice needs to be relatable, but not one that sounds overly trendy or that is trying too hard. Professional communications need to remain just that, but promotional copy should aim to be approachable and lively.
MESSAGING

Target Audiences

Regardless of age range and life stage, what has emerged is a distinct set of behaviors and values that exemplifies the Village’s target visitor audience:

ACTIVE & OUTDOOR-ORIENTED
- Embraces an active, healthy lifestyle
- Enjoys participating in outdoor experiences (whether involving water recreation or biking and hiking) regularly
- Appreciates nature and natural surroundings

HIGHLY SOCIAL
- Appreciates the social connection with others
- Thrives in lively, energetic environments
- Actively shares their positive experiences with others

VALUES DIVERSE EXPERIENCES
- Finds appeal in an eclectic mix
- Values nostalgia but welcomes the new
- Appreciates the balance of refined experiences along with more relaxed, casual settings

BUSINESSES

At this stage of the Village’s journey, reaching investors and businesses should be considered its primary target for the first wave of marketing efforts. To attract more visitors and establish the Village as a destination location, more immediate business development activities should center around supporting lifestyle needs such as dining, entertainment, and retail experiences vs. trying to acquire more service-based entities that mostly serve local residents.

VISITORS/POTENTIAL RESIDENTS

For purposes of this rebranding project, we will refer to the age ranges as categorized by the Pew Research Center which list Baby Boomers as aged 55-73 years old, Generation Xers as aged 39-54 years old, and Millennials as aged 23-38 years old as of 2019. Focus Group discussions centered around trying to attract more Millennials to the area. Because younger Millennials (those under the age of 30) are a more transient group, our recommendation would be for the Village to focus on not only Millennials but also Gen Xers as part of their secondary target audience.
LOGO

Meaning

The shapes within this adventure-oriented logo equally represent the three distinguishing attributes of Spring Lake: water-based recreation, nature, and pathways. Utilizing two large sails as the primary graphic element, nature and pathways are represented within negative space to draw the viewer further into the identity. This symbolizes encouraging visitors to come into Spring Lake rather than pass through.
LOGO

Construction

The logo is made up of a wordmark and icon. The icon may live alone, but the wordmark is always paired with the icon and should never stand alone. The primary layout is horizontal, but a vertical lockup can be used when needed. The spacing between the icon and wordmark is always the width of the O in OF.
Promotional Lockups

Only promotional materials that travel outside of the village may use a lockup without “Village of.” Lockups may be Spring Lake, MI or just Spring Lake. Any materials used within the village should include “Village of,” as to not be confused with the township.
LOGO

Clearspace

The clearspace is the amount of space that should be kept open around the logo. The space is equal to the cap height of two S's.
The minimum size of the logo is 0.5" H.
When using the full logomark, the logo should always be right aligned.
LOGO
One Color

When color is not an option, the logo may be used as black, white—and reversed. When color is an option, the logo may be used as cream, navy—and reversed.
LOGO
Full Color

The full color version uses two colors, with the background color acting as the third. Because the background color affects the negative space within the logo, the logo should always be placed on navy, white or cream.
Refer to this chart as a guideline for how not to use the logo.

Don’t place on colors other than the navy, white or cream.

Don’t stretch or alter proportions of the logo.

Don’t switch the order of the color usage. The left hand side of the sail is always red.

Don’t fill in, or make the leaves inside of the sail a different color.

Don’t stack or alter the layout. If horizontal space is limited, use the vertical version (see page 6).

Don’t use the red, secondary colors, or any other non-brand color as a one color logo.

Don’t add colors, even if it is a secondary brand color.

Don’t place on busy backgrounds that make the logo hard to read.

Don’t alter the scale of either part of the logo. Sizing is always proportionate to each other.
## Color

### Primary

Primary colors are navy, red, and cream. They appear the most across the brand and are the only colors that should be used in the logo.

<table>
<thead>
<tr>
<th>Primary Colors</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NAVY</strong></td>
<td>95, 75, 45, 40</td>
<td>20, 53, 78</td>
<td>#14354E</td>
<td>2767</td>
</tr>
<tr>
<td><strong>RED</strong></td>
<td>5, 95, 80, 0</td>
<td>227, 48, 61</td>
<td>#E3303D</td>
<td>1797</td>
</tr>
<tr>
<td><strong>CREAM</strong></td>
<td>2, 0, 8, 0</td>
<td>248, 249, 235</td>
<td>#F8F9EB</td>
<td></td>
</tr>
</tbody>
</table>
Secondary colors should never be used in the logo, but can complement the primary colors elsewhere such as posters, banners or social media. Colors represent both the nature and water aspects of Spring Lake.
Chaparral is used for headlines and body copy. Arquitecta is used in the logo and as subheadings and should always be in all-caps.

**Heading Here**

**Subtitle Here**

Eptionsequo berunt optatisimus asperup tiscil iunto omnisitae. Nam cum repersp itatem et exerum cusapelibus debis sedis qui tem cuptatio et voluptatur restibus as volume mi, omniasp iendit escis doluptatus, tent et facidit que nonsed es ditiae sequiatatum il inulpa ium sed que omnihitis sim aut ipiciant apienderum cus audam culla doloris soluptatat ea sitem vendaniet hit, arum quatqui odit esto coresci dipitat quibere, iur aut quiscium voluptam ipsam adis sumquam alibus, et as ut dolestem fugiam volo eaqui nem ex entur?
Alternatives

When the primary fonts aren’t available, Georgia and Arial can be used in their place.

Heading Here

Subtitle Here

Eptionsequo berunt optatisimus asperup tiscil iunto omnisitae. Nam cum repersp itatem et excerum cusapelibus debis sedis qui tem cuptatio et voluptatur restibus as volume mi, omniaesp iendit esciis doluptatus, tent et facidit que nonsed es ditiae sequiatia
tum il inulpa ium sed que omnihitis sim aut ipiciant apienderum cus audam culla doloris soluptatat ea sitem vendaniet hit, arumquatqui odit esto coresci dipitat quibere, iur aut quiscium voluptam ipsum adis sumquam alibus, et as ut dolestem fugiam volo eaqui nem ex entur?
Stationery items include a letterhead, business card and envelope.

To Whom It May Concern:

Sincerely,

Spring Lake Village
APPLICATION

Promotional Items

T-shirts and decals use the promotional lockup.
APPLICATION

Entrance Signage

An entrance sign concept uses natural wood as the back, overlayed with acrylic, dimensional letters. The corner of the sign is angled to mimic the angle in the icon of the logo.

*Signage TBD
Wayfinding Signage

A wayfinding signage concept mirrors the angle found on the entrance sign.

*Signage TBD