



this is **kingsport** **brand guide**

Developed by ARO Creative Inc.

this is **kingsport**

Family fun, innovative energy, scenic beauty. These are just a few things that Kingsport has to offer. "This is Kingsport" is a movement to celebrate and share all of the achievements and special moments in our beautiful city. The branding for this movement must be bold, yet simple and easily recognizable. It must also uplift the 4 pillars of Kingsport...



the pillars

lifestyle is energetic

With vibrant colors and imagery, we highlight the exciting events and activities Kingsport has to offer. Photography of people and graphics with overlapping shapes are utilized to keep things feeling light and energetic.

neighbors are charming

Our small-town charm is communicated through handcrafted elements, such as the custom illustrated logo versions for special events. Making the logo easily accessible by assigning a type style version brings additional ownership to the citizens of our city.

economic development is modern

An underlying tone of economic development and innovation is communicated in our branding. By utilizing bold, modern font styles and clean layouts we present our city as sophisticated, technologically advanced, and business-friendly.

partners are positive

The act of everyone coming together to work towards the betterment of the city should be celebrated. We emphasize positivity with the tone, bright colors, light and legible fonts, and any photography of people that is happy and accepting.





the logo



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The logo has been crafted to function as a bold symbol that can be easily customized for events, themes, and more. The left part of the K shape is intended to be filled with photography and illustrations. The right side can additionally function as a crown, relating to the “king” within our city’s name, and subtly hinting towards the many achievements our city has made. The three stars from the Tennessee state flag have been added to further tie Kingsport to its state, and add additional visual charm.



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Full Logo.

K Icon.



Small version to
be used for .25"
and under.

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Text-Only Logo.

the crown



the colors



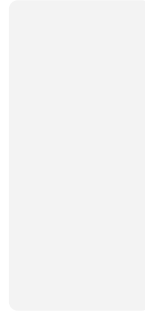
blue

C: 80 **M:** 20 **Y:** 00 **K:** 00

R: 000 **G:** 157 **B:** 219

Hex: #009ddb

Pantone: 2995 U



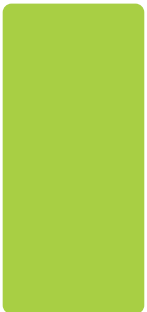
light gray

C: 04 **M:** 03 **Y:** 03 **K:** 00

R: 243 **G:** 245 **B:** 244

Hex: #f3f5f4

Pantone: 656 U



green

C: 39 **M:** 00 **Y:** 94 **K:** 00

R: 169 **G:** 208 **B:** 067

Hex: #a9d043

Pantone: 381 U



navy

C: 78 **M:** 53 **Y:** 40 **K:** 34

R: 052 **G:** 082 **B:** 097

Hex: #345261

Pantone: 2965 U



orange

C: 00 **M:** 38 **Y:** 98 **K:** 00

R: 251 **G:** 170 **B:** 030

Hex: #fbaa1e

Pantone: 123 U



red

C: 02 **M:** 87 **Y:** 60 **K:** 00

R: 235 **G:** 073 **B:** 087

Hex: #eb4957

Pantone: 199 U



logo color options



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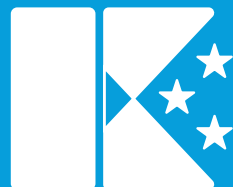
this is **kingsport**



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crown color options



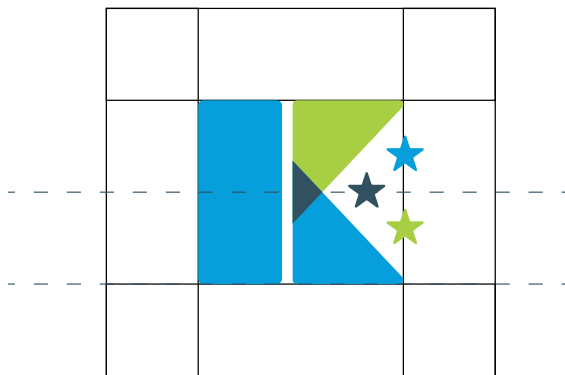
logo spacing



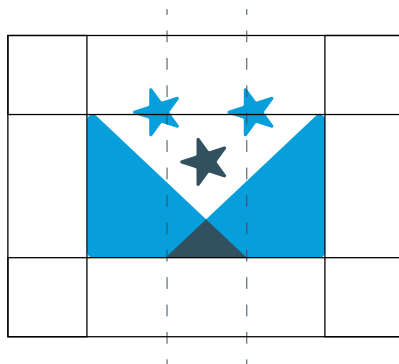
The height of the letter "k" must be applied to all sides of the logo.



The height of the letter "k" must be applied to all sides of the logo.



Half the height of the icon must be applied to all sides of the logo. Note, the right side aligns with the "K", not the stars.



The width of the inside triangle must be applied to all sides of the crown.

typography

red hat display

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Regular	<i>Italic</i>
Medium	<i>Medium Italic</i>
Bold	<i>Bold Italic</i>
Black	<i>Black Italic</i>

open sans

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Light	<i>Light Italic</i>
Regular	<i>Regular Italic</i>
SemiBold	<i>SemiBold Italic</i>
Bold	<i>Bold Italic</i>
ExtraBold	<i>ExtraBold Italic</i>

headline 1

headline 2

headline 3

HEADLINE 4

subheadline 1

subheadline 2

subheadline 3

Body text example. Lorem ipsum dolor sit amet, consectetur adipiscing elit. tortor elit, aliquam nec erat eu, mattis accumsan orci. Nusen em nec porta felis. Curabitur orci purus, lacinia ornare maximus vel, mattis sit amet turpis. Sed porttitor ullamc

“Caption example. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Prae vitae blandit. Nulle maximus vel, maturpis.”

logo don'ts

a. ✖



b. ✖



c. ✖



d. ✖



e. ✖



f. ✖

don't add text here



g. ✖



h. ✖



i. ✖



- a. don't rotate the logo
- b. don't squash or stretch
- c. don't place elements in the clear space
- d. don't resize parts of the logo
- e. don't rearrange composition

- f. don't add unofficial elements
- g. don't use off brand colors
- h. don't add drop-shadows or other styles
- i. don't put the logo in a box on a background

the illustration



The logo was created with the ability to be highly customizable for different themes and events. Photography can be implemented within the “K” icon and behind it to capture the essence and feeling of a topic, place, or object.



A library of templates, resources, and examples will be made available to all City partners and agencies in the group effort to communicate the new brand.



suggested layouts



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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim

"Nisi ut aliquip ex ea commodo consequat. Duis aute irure do enim ad minim."

ua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cup



Branding documentation should retain overlapping elements, positive and happy imagery, and polished composition.

A library of templates, resources, and examples will be made available to all City partners and agencies in the group effort to communicate the new brand.

questions?

Resources and templates will be provided for partners and agencies to utilize. When in doubt, check this guide or contact ARO at contact@aroinc.com to ask questions and request example graphics for new materials.

contact@aroinc.com

423-782-8479



