Erie County Gaming Revenue Authority

Complete Branding Guide

Logo Use Standards
& 6 Ideas for Cobranding

Welcome!

Welcome to the ECGRA family—and congratulations again on receiving your grant!

We believe your organization is part of what makes Erie County great. Your story matters to us and to the community and it should be told.

We've created the enclosed and online tools to help you tell your story and share our organizations' collective impact on Erie County. Remember: Without you, ECGRA would be just another authority. But your success is proof that the $40 million of gaming funds we've invested in Erie County work.

Inside, you'll find ideas and resources to help share your story online, in print, and in the news, including examples of how we've partnered with other grantees to plan community events, create media releases, boost social media posts, and raise awareness across Erie County. You'll also find our Logo Use Standards and a guide to downloading the correct ECGRA logo or ready-made ad from www.ECGRA.org/identity.

Our goal is to empower you toward economic and community development, not create more work. We're available to answer questions, provide strategic consult, and collaborate on PR and marketing ideas—simply call us at 814-897-2690 or contact ECGRA PR and Brand Manager Amanda Burlingham directly.

Thank you for all you do—we look forward to watching your organization serve out its mission!

The ECGRA Staff and Board of Directors

Erie County Gaming Revenue Authority

Complete Branding Guide

Logo Use Standards

Purpose of Logo Use Standards

ECGRA's logo is its most distinguishable mark. In 2011, staff and board members put much thought and planning into a logo redesign and launch. The overhauled logo, which was widely received, represents ECGRA's stability, growth, and charitable spirit. With ECGRA's increased brand awareness, the logo is now one of ECGRA's most valuable assets and should be treated as such.

Consistent usage of the logo and accompanying elements, such as typography, color, and layout, is vital to maintaining ECGRA's image and strengthening the community's positive identification with ECGRA grant money at work through your organization.

When using the ECGRA logo in print or on screen, please follow the logo use standards found on the following pages. Contact ECGRA PR and Brand Manager Amanda Burlingham:

• if you have questions about any standard covered in this document;

• for approval to vary from any standard covered in this document; and

• for marketing or graphic design guidance—we are here to help!

Have questions? Need advice? Looking for more? We're here to help. Contact ECGRA PR and Brand Manager Amanda Burlingham via aburlingham1@neo.rr.com or 814-504-3037.

I

Approved ECGRA Logos

Approved ECGRA Logos:
As we build the ECGRA brand, please use the ECGRA logo with the "ECGRA" acronym and the words "Erie County Gaming Revenue Authority" in either color (file name: ECGRA_logo_CMYK.eps) or greyscale (file name: ECGRA_logo_GREY. eps), depending on your needs. Always use approved master artwork provided by ECGRA—never recreate artwork yourself. All ECGRA-approved logos are available for download at ECGRA.org/branding.

A. FULL COLOR LOGO The preferred logo version. (ECGRA_logo_CMYK.eps)

B. GREYSCALE The standard B&W representation, to be used on light colored backgrounds. This presentation is also useful for one-color printing jobs. (ECGRA_logo_GREY.eps)

C. REVERSE To be used on ECGRA Blue or dark backgrounds. (ECGRA_logo_CMYK_rev.eps)

Have questions? Need advice? Looking for more? We're here to help. Contact ECGRA PR and Brand Manager Amanda Burlingham via aburlingham1@neo.rr.com or 814-504-3037.

II

Color Palette

Approved ECGRA Colorss:
The ECGRA brand colors family was carefully selected to represent ECGRA's stability, endurance, and trustworthiness. Necessary for professional print jobs, ECGRA's CMYK colors are below. Do not use the ECGRA logos in unauthorized colors. If a logo must be used in one color or black and white, use the enclosed greyscale version.

ECGRA color palette

For ECGRA Blue use:
CMYK: 97-76-36-23
RGB: 24-66-103
Web: #184267

For ECGRA Green use:
CMYK: 57-15-97-1
RGB: 125-169-68
Web: #7DA944

For ECGRA Med. Green use:
CMYK: 50-0-97-0
RGB: 140-198-67
Web: #8CC643

For ECGRA Lt. Green use:
CMYK: 28-0-98-0
RGB: 195-216-50
Web: #C3D832

Typography

Font for "ECGRA"
COPPERPLATE

Supporting Fonts
Frutiger
Adobe Garamond Pro

Have questions? Need advice? Looking for more? We're here to help. Contact ECGRA PR and Brand Manager Amanda Burlingham via aburlingham1@neo.rr.com or 814-504-3037.

III

Minimum Size Standards

When employing the ECGRA logo, please follow the minimum size standards below.

SCREEN 120 pixels 1.67 inches	PRINT 100 pixels 1.39 inches

When using the ECGRA logo alongside your organizational logo(s) and other partner logo(s), please present all logos as visually equal, when possible.

Have questions? Need advice? Looking for more? We're here to help. Contact ECGRA PR and Brand Manager Amanda Burlingham via aburlingham1@neo.rr.com or 814-504-3037.

IV

Logo Protection Area

As often as possible, the ECGRA logo and surrounding content should each be surrounded by white space to ensure copy, logos, photographs, and illustrative materials can independently capture reader/user focus. Situations may arise where ample white space isn't feasible. In those instances, position the ECGRA logo with a minimum area of protection as depicted below, based on the cap-height of the ECGRA wordmark.

☐ = E ⊢ cap-height of logotype

Have questions? Need advice? Looking for more? We're here to help. Contact ECGRA PR and Brand Manager Amanda Burlingham via aburlingham1@neo.rr.com or 814-504-3037.

v

Unacceptable Usage

Always use the ECGRA logo in scale and with all marks and typography in tact. Do not remove the words "ECGRA" or "Erie County Gaming Revenue" or any of the graphic elements in the ECGRA logo to use on their own. Never attempt to redraw or rescale the elements of the ECGRA logo or add other graphics or pictures to it.

Do not use the ECGRA acronym by itself. The acronym must always appear with the ECGRA brandmark (the tree) and with the full name "Erie County Gaming Revenue Authority."

Do not use the ECGRA logo in all one color. If the logo must be used in one color or black and white, use the enclosed greyscale version.

Do not use the ECGRA brandmark (the tree) by itself. The ECGRA brandmark must not appear without the ECGRA acronym or full name "Erie County Gaming Revenue Authority."

Never attempt to redraw or rescale the elements of the ECGRA logo or add other graphics or pictures to it.

Do not remove the words "ECGRA" or "Erie County Gaming Revenue" or any of the graphic elements in the ECGRA logo to use on their own.

Do not adjust ECGRA colors to match your design or logo.

Have questions? Need advice? Looking for more? We're here to help. Contact ECGRA PR and Brand Manager Amanda Burlingham via aburlingham1@neo.rr.com or 814-504-3037.

VI

Logo File Types **Cheat Sheet**

Below is a cheat sheet to understand the different file types available for production.

FOR WEB

RGB
Best used with tools, such as:
Microsoft® Word®, PowerPoint®, Excel®
File type to use: .jpg

Online use, such as websites, social media avatars, email signatures.
File type to use .png

FILE TYPE **TIPS**

.JPG
Used with basic software tools, such as: Microsoft Word, Excel, PowerPoint. Also used for social media and web. This file type is easily emailed.

.PNG
Social media and web use with a transparent background. Low file size for optimal web browser loading time.

.EPS
Vector file for very large to very small production needs.

.PDF
Considered today's version of Camera Ready Art. This is mostly used for print production and easy electronic distribution.

FOR PRINT

CMYK
Best used for digital (full-color) printing projects. CMYK vector files are used for large and small print projects and are the preferred file format of most vendors.
File types provided: .EPS .PDF .JPG

GREYSCALE
Best used for black and white pieces.
File types provided: .EPS .PDF .JPG

Pantone® Matching System (PMS)
Pantone® Matching System is a professional grade color swatch used to print individual colors for 100% accuracy. PMS colors are most often used for larger printing presses and for reference to your vendors for color matching.

PMS-U
Pantone® Uncoated colors are used for softer, non-glossy paper stock.
File types provided: .EPS .PDF

PMS-C
Pantone® coated colors are used for coated and glossy paper stock.
File types provided: .EPS .PDF

Have questions? Need advice? Looking for more? We're here to help. Contact ECGRA PR and Brand Manager Amanda Burlingham via aburlingham1@neo.rr.com or 814-504-3037.

VII

Erie County Gaming Revenue Authority

Complete Branding Guide

6 Simple Ideas for Cobranding with ECGRA

6
IDEAS

Table of Contents

Congratulations on receiving funding from the Erie County Gaming Revenue Authority!

We believe your organization is one of Erie's greatest assets and is evidence that ECGRA's investments in Erie County *work*. We want to tell the story of our partnership with you — here are a few ideas how.

E·C·G·R·A
ERIE COUNTY GAMING REVENUE AUTHORITY

IDEA #1

Recognition and Joint Messaging

Including your partnership with the Erie County Gaming Revenue Authority in your press releases, feature articles, and newsletters can be as easy as naming ECGRA as a funder and dropping in our mission and logo. Logos are available at www.ECGRA.org/branding for download; each file is named according to its size and recommended use (print or online).

> **ECGRA Mission**
> An impact investor, the Erie County Gaming Revenue Authority's mission is to elevate Erie County by galvanizing nonprofits and small businesses toward economic and community development. Since 2008, ECGRA has invested more than $40 million in Erie County. Learn more at ECGRA.org or call 814-897-2690.

You may also choose to include details about how ECGRA's funding is boosting the project or program. As you'll see in the way Mercyhurst University's Quickstarter Press Release did on page 1.2. Other examples include:

"This project made possible by a $12,000 Community Assets Grant provided by the Erie County Gaming Revenue Authority."
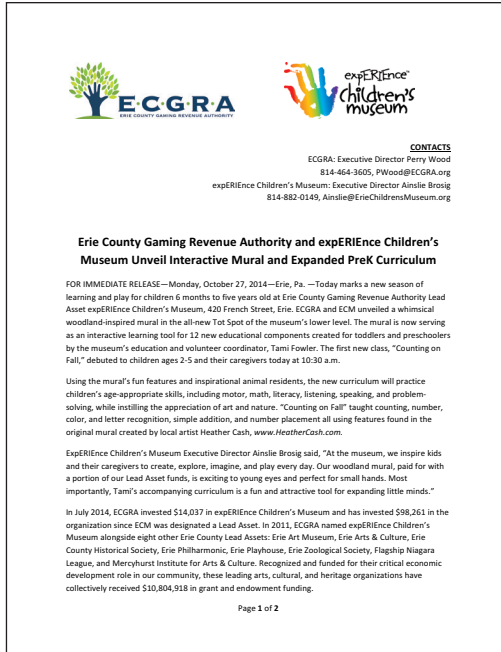
"In 2016, [INSERT ORGANIZATION NAME] received a $2,000 Human Services Grant from the Erie County Gaming Revenue Authority through a powerful collaboration between ECGRA and The Erie Community Foundation. That money is being used today to [INSERT HOW FUNDS ARE USED]."

"We are proud to partner with the Erie County Gaming Revenue Authority, a $100,000 funder of [INSERT HOW FUNDS ARE USED]."

We're always happy to provide quotes for press releases and can jointly craft messaging, as in the ECGRA/expERIEnce Children's Museum press release on page 1.2. Be sure to add Amanda to your media contact list so we can share your press releases with our Facebook and Twitter followers.

Have questions? Need advice? Looking for more? We're here to help. Contact ECGRA PR and Brand Manager Amanda Burlingham via aburlingham1@neo.rr.com or 814-504-3037.
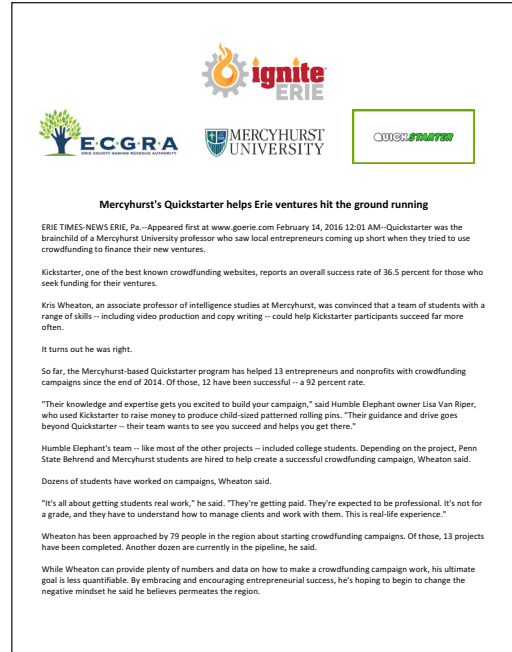
1.1

IDEA #1

Recognition and Joint Messaging

News release jointly written by ECGRA and ECM and submitted by ECGRA

DOWNLOAD: .PDF | .DOC

Story as it appeared in the Erie Times-News Progress Edition, pitched by Mercyhurst University

DOWNLOAD: .PDF | .DOC

Your Story Could Be Featured!

Each year, ECGRA writes multiple success stories for use on its website, in social media, and in its annual report. If your organization is featured, we may use your logo and project, program, or event images in conjunction with the story and will contact you directly to gather facts.

Have questions? Need advice? Looking for more? We're here to help. Contact ECGRA PR and Brand Manager Amanda Burlingham via aburlingham1@neo.rr.com or 814-504-3037.

1.2

IDEA #2

Joint Media and Community Events

In addition to crafting joint messaging (see Idea 1), Erie County Gaming Revenue Authority representatives are available to comment at press conferences and even jointly plan media events. Below is an example of a walking tour planned and promoted by ECGRA and the SNOOPS Neighborhood Association.

Have a joint media or community event idea? Contact ECGRA PR and Brand Manager Amanda Burlingham at aburlingham1@neo.rr.com or 814-504-3037 to brainstorm.

CONTACT: Sue Moyer
Elm Street Manager
SNOOPS Neighborhood Association
(814) 732-0113
smoyer1401@gmail.com

**SNOOPS, ECGRA, Erie Arts & Culture, and The Big Picture
unveil mural project celebrating neighborhood cultural diversity**
Local artists, businesses, nonprofits collaborate to create and install murals

FOR IMMEDIATE RELEASE—OCTOBER 6, 2015—ERIE, PA—Board members and staff of the Erie County Gaming Revenue Authority, Erie Art Museum, Erie Arts & Culture, and the YMCA of Greater Erie, and members of local media, were treated today to a twelve-block walking tour of four murals celebrating the ethnic diversity of neighborhood residents in the SNOOPS Neighborhood Association footprint. The walking tour concluded with a reception hosted by Bay City Tattoo, 759 East 12th Street, Erie, where the final installation was presented.

Representative of SNOOPS Neighborhood residents, each mural depicts a national flag with traditional figures. Stops along the tour included:

- a Polish flag with dancers in traditional dress, located on the north (East 12th Street) wall of St. Stan's Parish Hall, 516 East 13th Street;
- a Nepali flag with women in traditional dress, located on the south wall of Cobb's Second Time Around Thrift Store, 1215 Parade Street;
- a Somalia flag with one male dancer, located at East 15th and Ash Streets near the CSX Railroad overpass; and
- a Bhutanese Flag with dancers, located on the east wall of Bay City Tattoo, 759 East 12th Street.

The project was funded via more than $20,000 in grants distributed by ECGRA ($10,640 in Community Assets Grants funds), Erie Arts and Culture ($4,458), and The Big Picture Project, a collaborative effort between the Erie Art Museum, Erie Arts & Culture and the YMCA ($5,000).

SNOOPS Board Chair John Villa said, "Neighborhood Watch #13 is very grateful to funders for the grants we received to place murals in our neighborhood. Our neighborhood has a long history of diversity. It was the only polish neighborhood in the city of Erie and our ancestors were welcomed with open arms, just as today we welcome those with different ethnic backgrounds."

Local artists Ed Grout and Tom Ferraro, founders of the Looking Glass Project, were commissioned for the art and culture project. The team designed the murals after six months of community outreach that sought ideas about the neighborhood and how it should be represented in the art. Approximately 25 community members and organizations participated in the project design, painting, and installation, including:
- Neighborhood residents
- Erie County Juvenile Probation
- Erie County Adult Probation Community Service Program
- Local artists Cathy Ferraro and Barb Crone
- Business owners Amy Cobb (Cobb's Second Time Around) and Annette Woodward (Bay City Tattoo)
- Fr. Bernard Urbaniak of St. Stanislaus Church
- Erie resident Gordon Finn

DOWNLOAD: .PDF | .DOC

IDEA #3

Signage

One of the easiest ways to recognize ECGRA's investment in your project, event, or program is by adding our name and/or logo to your internal and external business signage.

Many grantees are eligible to receive a free ECGRA vinyl banner and "ECGRA Grant Money Works Here" window clings. Contact Diane Kuvshinikov at DianeK@ECGRA.org or 814-897-2690 to order.

Display on your company marquee

Incorporate into project design

Get creative!

Hang an ECGRA banner

Have questions? Need advice? Looking for more? We're here to help. Contact ECGRA PR and Brand Manager Amanda Burlingham via aburlingham1@neo.rr.com or 814-504-3037.

3.1

IDEA #4

ECGRA's Logo in Print and Online

Many of our grantees add the Erie County Gaming Revenue Authority logo to their marketing materials and website to signify our support. Contact us to brainstorm creative ways to include ECGRA on these materials and to review promotional items before production. Here are some ideas you can replicate when it comes to recognizing our partnership:

- Display the ECGRA logo or "ECGRA Grant Money Works" ads (see Idea 5) at special events, in programs, on flyers, and in company newsletters

- Prominently display an ECGRA logo or ad on your website. Link the logo/ad to www.ECGRA.org

- Place the ECGRA logo in newspaper and magazine ads

- Add ECGRA's logo to promotional items, such as t-shirts, mugs, or notepads.

Have questions? Need advice? Looking for more? We're here to help. Contact ECGRA PR and Brand Manager Amanda Burlingham via aburlingham1@neo.rr.com or 814-504-3037.

4.1

IDEA #4

ECGRA's Logo in Print and Online

In all instances, it's important to display the ECGRA logo in authorized versions and colors. ECGRA's logo is its most distinguishable mark and represents the organization's stability, growth, and charitable spirit. Be sure to follow **ECGRA's Logo Use Standards**. Logos are available at **www.ECGRA.org/branding** for download; each file is named according to its size and recommended use (print or online).

If you have a specific need not included here or online, we're happy to help—simply contact Amanda.

A. FULL COLOR LOGO The preferred logo version. (ECGRA_logo_CMYK.eps)

B. GREYSCALE The standard B&W representation, to be used on light colored backgrounds. This presentation is also useful for one-color printing jobs. (ECGRA_logo_GREY.eps)

C. REVERSE To be used on ECGRA Blue or dark backgrounds. (ECGRA_logo_CMYK_rev.eps)

Your Organization Could Be Featured!
Each year, ECGRA writes multiple success stories for use on its website, social media, and in its annual report. If your organization is featured, we may use your logo and project, program, or event images in conjunction with the story and will contact you directly to gather facts.

Have questions? Need advice? Looking for more? We're here to help. Contact ECGRA PR and Brand Manager Amanda Burlingham via aburlingham1@neo.rr.com or 814-504-3037.

4.2

IDEA #5

Advertising with ECGRA

We believe your organization is part of what makes Erie County great—and want to be part of the good news you share with the community. We've said it before and we'll say it again and again, you are proof that the more than $40 million of gaming funds we've invested in Erie County *work*.

Because of that, we want to advertise with you. There are three convenient ways to advertise with the Erie County Gaming Revenue Authority:

1. Include the ECGRA logo on your organizational print and online marketing materials. **See Idea 4** for suggestions.

2. Create custom ads with help from ECGRA PR and Brand Manager Amanda Burlingham.

3. Use ready-made "ECGRA Grant Money Works" ads. Created especially for your use in print and online, our "ECGRA Grant Money Works" ads are available in a variety of sizes and file types. If you need a custom size, we're happy to create it— simply reach out to Amanda Burlingham. "ECGRA Grant Money Works" ads are available at **www.ECGRA.org/branding** for download; each file is named according to its size and recommended use (print or online).

ECGRA Full Pg 7.5x10 in

ECGRA Half Pg 7.5x5 in

ECGRA Online 300-x-250

ECGRA Online 240-x-400

CLICK to DOWNLOAD PRINT & WEB ADS

ECGRA Online 728-x-90

Have questions? Need advice? Looking for more? We're here to help. Contact ECGRA PR and Brand Manager Amanda Burlingham via aburlingham1@neo.rr.com or 814-504-3037.

5.1

IDEA #6

Social Media – The Basics

If you're actively using Facebook and Twitter to promote your brand, recognizing your partnership with ECGRA is as easy as adding @ECGRA-Erie County Gaming Revenue Authority (Facebook) and @ECGRA814 (Twitter) to a few messages. We will most certainly follow you and re- post/tweet your work.

If you're not using social media regularly, here are a few pointers…
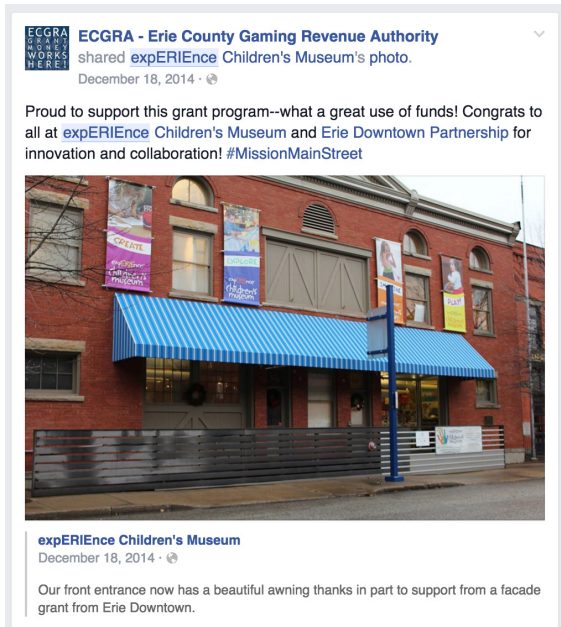
CRAFTING YOUR MESSAGES

When it comes to both Facebook and Twitter, it's important to recognize that posting/tweeting is not just for the purpose of fundraising. Social media should be used for raising awareness, establishing trust, and branding your organization as an invaluable asset to our community and your followers. So please…boast your organizational successes online! Share client images and videos (with permission, of course). Tell stories about how funds are being or will be invested. Brag about how Erie County residents are forever changed through your project, program, or event. And for good measure, throw in some quality information about your organization and other like-minded organizations, e.g., national best practices.

There is no hard and fast rule about what to post or tweet. Chances are, if it's exciting or valuable to you, someone else will agree and like, share, favorite, or retweet it—especially if you're tagging followers, fans, friends, and partners.

BASIC FACEBOOK

Gain interest and excitement! Post on Facebook at a minimum of two times per week. Posts can vary in length and include pictures, links to websites and videos, and tags or mentions of people, places, and organizations. Tag ECGRA-Erie County Gaming Revenue Authority and we're happy to share your post, making it available to read by another 600+ Facebook users. In order to tag ECGRA, you must first like our page and then, in the body of your post, begin typing @ECGRA-Erie County Gaming Revenue Authority. A drop-down menu will pop up and you can choose to insert ECGRA's name. Want to align yourself with other organizations? Tag them as well, post directly to their page, or message their page administrator and ask them to share your post. Need messaging tips or further training? See "**Learn More,**" page 6.3.

ECGRA - Erie County Gaming Revenue Authority
shared exPERIEnce Children's Museum's photo.
December 18, 2014 ·

Proud to support this grant program--what a great use of funds! Congrats to all at exPERIEnce Children's Museum and Erie Downtown Partnership for innovation and collaboration! #MissionMainStreet

exPERIEnce Children's Museum
December 18, 2014 ·

Our front entrance now has a beautiful awning thanks in part to support from a facade grant from Erie Downtown.

Have questions? Need advice? Looking for more? We're here to help. Contact ECGRA PR and Brand Manager Amanda Burlingham via aburlingham1@neo.rr.com or 814-504-3037.

6.1

IDEA #6

Social Media – The Basics

BASIC TWITTER

Twitter is another social way to get your word out. If you are new to Twitter, get started by visiting Twitter.com and reading other users' tweets. Search for people and organizations you find interesting. Think like-minded organizations, social causes, politicians, thought leaders. You can search for users via Twitter; by googling a person's or organization's name with the words "on Twitter," e.g., "ECGRA on Twitter"; or by using a Twitter search engine, such as Tweepz.com. What kind of information are those users sharing? What are they dialoguing about? What makes their tweets interesting to you?

When you're comfortable, create an account. You will be prompted to create a profile and customize your background. We recommend inserting your logo and mission statement to start; you can further edit your profile later.

The next step is to… TWEET! Practice composing a 140-character tweet, replying to a user's tweet (again, you have 140 characters), and favoriting and sharing (retweeting) tweets. By following organizations and people that matter to your mission, you'll have more content to share with your followers and more users will follow you. To follow, simply click the "Follow" button.

Three or more tweets per week will keep your followers engaged, keep tweets relevant, and help grow your follower base at a somewhat steady rate. ECGRA is proud to share your tweets—mention ECGRA by tagging us as @ECGRA814 at the close of your tweets. See "**Learn More,**" page 6.3 for training info.

JES of Erie @JeffersonErie · Mar 10
ECGRA - Erie County Gaming Revenue Authority announcing $167,108 in community grants today! fb.me/5iPzUoKUQ

JES of Erie @JeffersonErie · Mar 10
.@ECGRA814 grant money works in @CityErie #EriePA @PerryNWood @APBurlingham

DaWayne Cleckley and 3 others Retweeted
Brian Slawin @BenFrankBrian · Jan 8
The @ECGRA814, @PerryNWood @kdahlkemper & @penn_state committed and invested in @CityErie #innovation. #erie366

United Way Erie PA and 1 other liked
InnovationCollaborat @startuperiepa · Feb 19
A huge thank you to @QualityofLifePA, @ECGRA814, @JeffersonErie for leading an important and innovative discussion on Impact Investing.

MercyhurstUniversity @MercyhurstU · Feb 10
.@ECGRA814 members: check out our online business analytic & intel grad certificate: ridgecollege.org/business-analy…

WORKING IN THE BUSINESS SECTOR?
Looking for a promotion or new job?

1:43

www.ridgecollege.org

The Ridge College - Online Business Analytic and Intel Grad Cert.

Have questions? Need advice? Looking for more? We're here to help. Contact ECGRA PR and Brand Manager Amanda Burlingham via aburlingham1@neo.rr.com or 814-504-3037.

6.2

IDEA #6

Social Media – The Basics

LEARN MORE

We've provided very basic overviews of Facebook and Twitter. There are ample social media platforms, search engines, and websites available to learn about and maximize social messaging and branding. We recommend searching phrases, such as, "Twitter for Beginners 2016" or "Facebook 101" and visiting Nonprofit Tech for Good at www.nptechforgood.com for online training opportunities.

In Erie, Ben Franklin Technology Partners' eMarketing Learning Center offers training in a variety of web-based resources—please reach out to them for help as you navigate these and other ever-changing realms of online PR, marketing, and branding. **Use code ECGRA16 for 15% off every class in 2016—you'll be a pro before you know it.**

Have questions? Need advice? Looking for more? We're here to help. Contact ECGRA PR and Brand Manager Amanda Burlingham via aburlingham1@neo.rr.com or 814-504-3037.

6.3