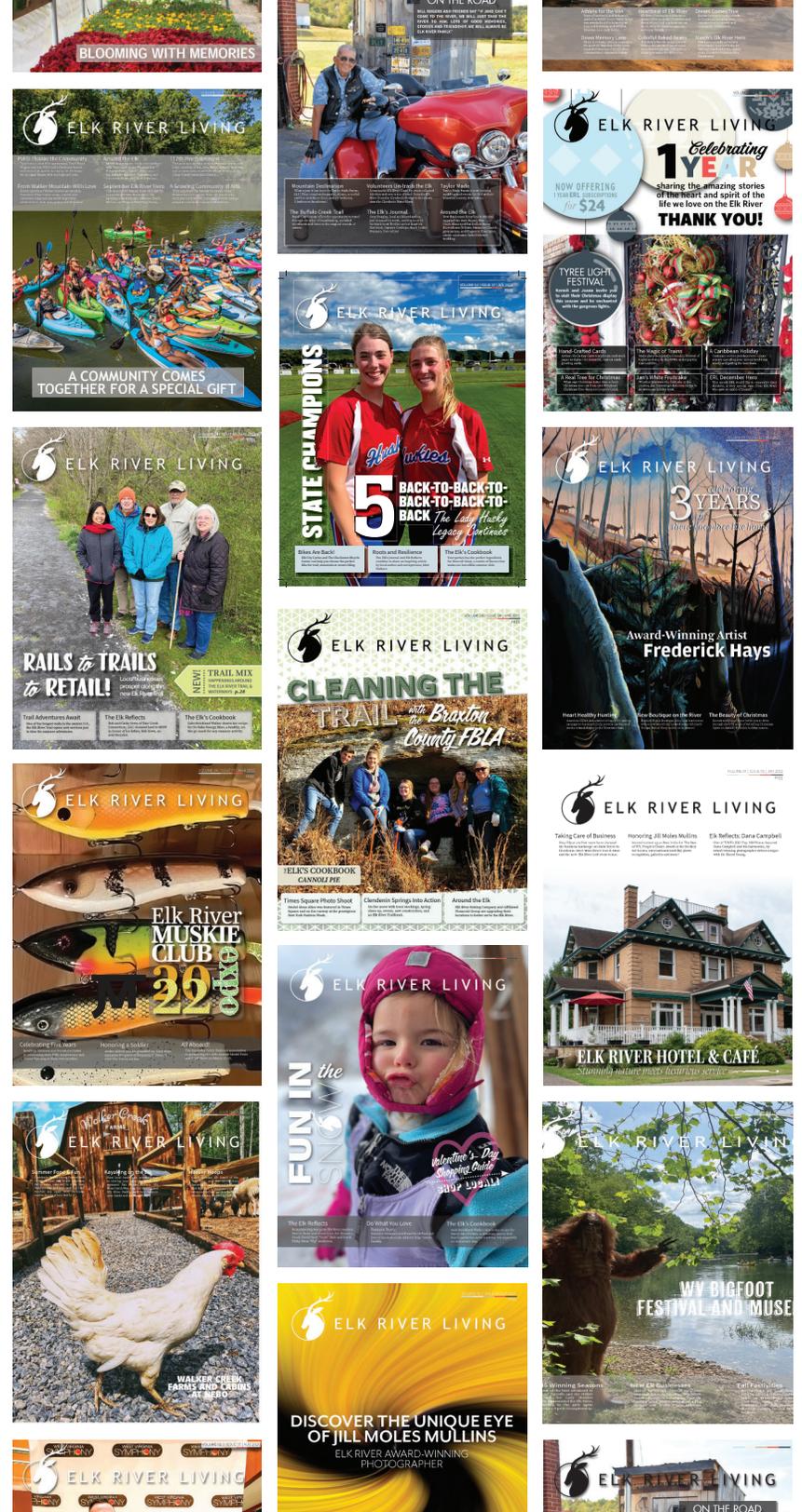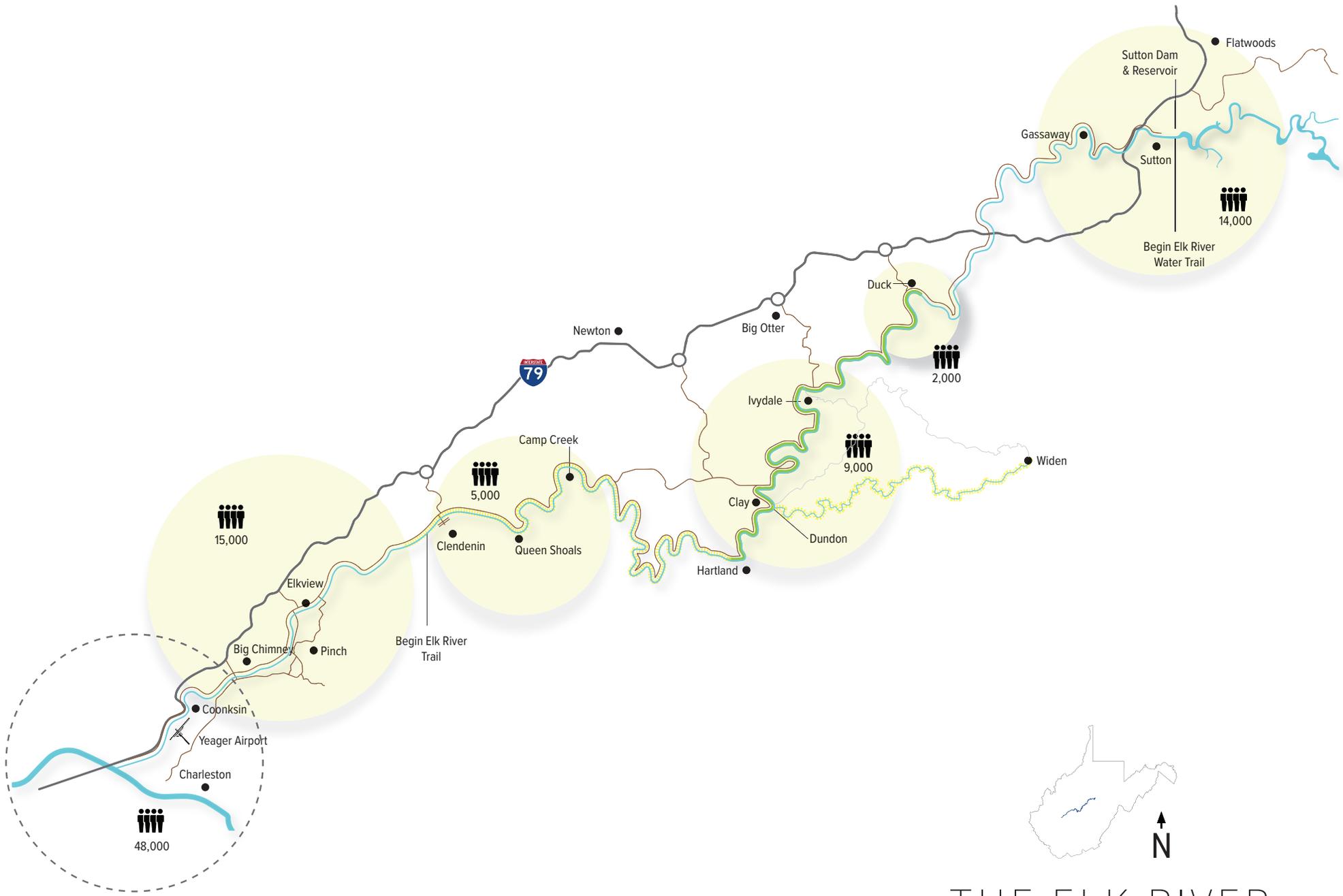# ELK RIVER LIVING

design guidelines

ELK RIVER LIVING

The Elk River in central West Virginia is home to over 50,000 proud people in communities that line its valleys. It is an area of the state that is familar with negative news, and is often overlooked in acknowledgment. Elk River Living magazine (ERL) gives voice to the people and businesses of this region, with a strong emphasis on cultural contributions and the preservation and support of local businesses. Elk River Living serves as a mirror to the good things happening, strengthening the fabric and identity of the Elk River.

ERL's philosophy is to celebrate the people, places, and businesses of the region. The driving goal is to instill a sense of pride of place by simply providing a platform - a mirror to reflect the character and culture of the area. In order to achieve a sustainable magazine format that provides an ongoing source of content, we have developed a system that relies on feature stories supported by a series of recurring segments, including events, individual contributions, art and photography, student achievements, written submissions, historical references, food, and small business recongnition.

Together, each issue of ERL captures a snapshot of the communities of the Elk River - a collection of developments and defining moments that, viewed together, paint a picture of a proud and resilient place.

Flatwoods

Sutton Dam & Reservoir

Gassaway

Sutton

14,000

Begin Elk River Water Trail

Duck

2,000

Newton

Big Otter

Ivydale

Camp Creek

5,000

Clendenin

Queen Shoals

Begin Elk River Trail

Clay

Dundon

Hartland

Widen

9,000

15,000

Elkview

Big Chimney

Pinch

Coonksin

Yeager Airport

Charleston

48,000

THE ELK RIVER

N

LOGO

THE ELK ICON

Instantly identifiable, our Mighty Elk symbolizes the strength and resiliency of the communities.

OUR LOCKUP

Our magazine anchor appears at the head of every issue and cross-media advertising and marketing expressions.
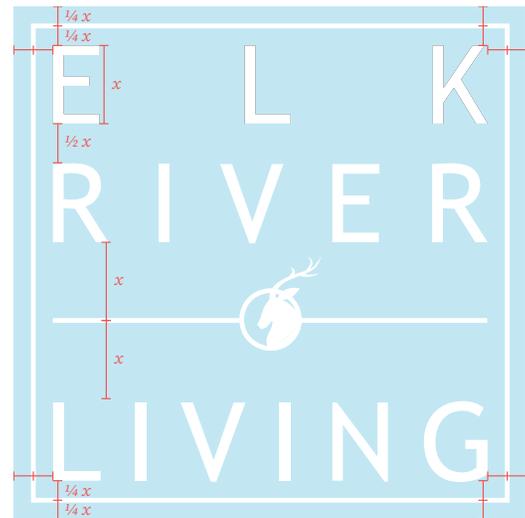
DROP SHADOW

Distance: 0.0625
Size: 0.0625
Angle: 135°
Opacity: 33%

SECONDARY LOGO

Incorporating the elements of our main lockup, this logo is used in instances where a square format is appropriate, per space constraints or visual balance. It is also the recurring logo on the information and legal page of each issue opposite the Editor's Welcome.

LOGO

Do not italicize

Logo and text must be same color

Do not create combo structures
Vertical left-justified used in special cases
with horizontal or technical limitations

Do not alter tracking or adjust font weight (i.e. bold)

ELK RIVER LIVING

x

x

x

x   x

¼ x
¼ x

x

½ x

x

x

¼ x
¼ x

ELK
RIVER

LIVING

LOGO

Supporting logos & 3-d logo applications, varies

Standalone elk with circle

there's no place like home
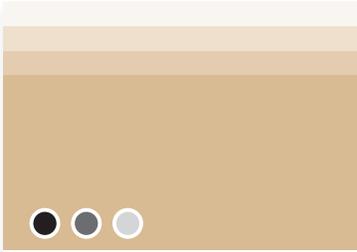
Editor's welcome graphic

COLOR GUIDE
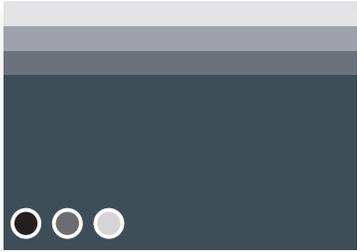
ERL Green

HEX	#3E4E59
RGB	62, 78, 89
CMYK	76, 60, 49, 32
PANTONE®	2168 C

ERL Red

HEX	#F25652
RGB	242, 86, 82
CMYK	00, 81, 66, 00
PANTONE®	1787 C

ERL Tan

HEX	#D9BB93
RGB	217, 187, 147
CMYK	15, 25, 45, 00
PANTONE®	7502 C
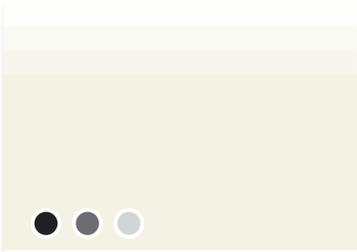
ERL Cream

HEX	#F1F0E2
RGB	241, 240, 226
CMYK	04, 03, 11, 00
PANTONE®	11-0106 TCX
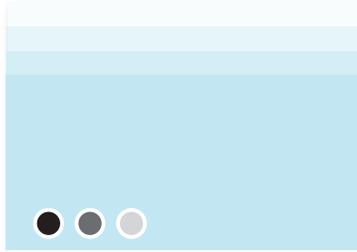
ERL Blue

HEX	#C2E7F2
RGB	194, 231, 242
CMYK	22, 00, 03, 00
PANTONE®	2707 C

river river river

river river river
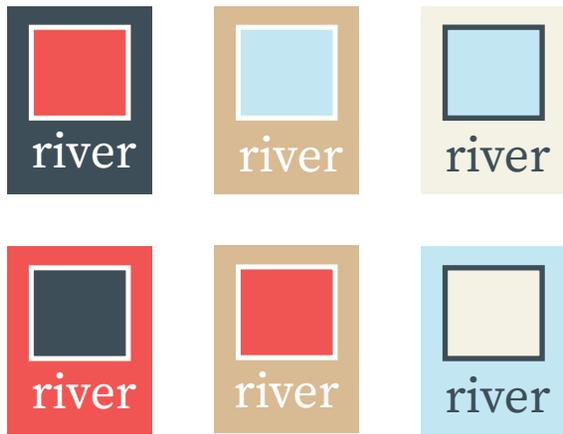
Stroke can be used to offset color contrasts.

river river river river river

river river river river river
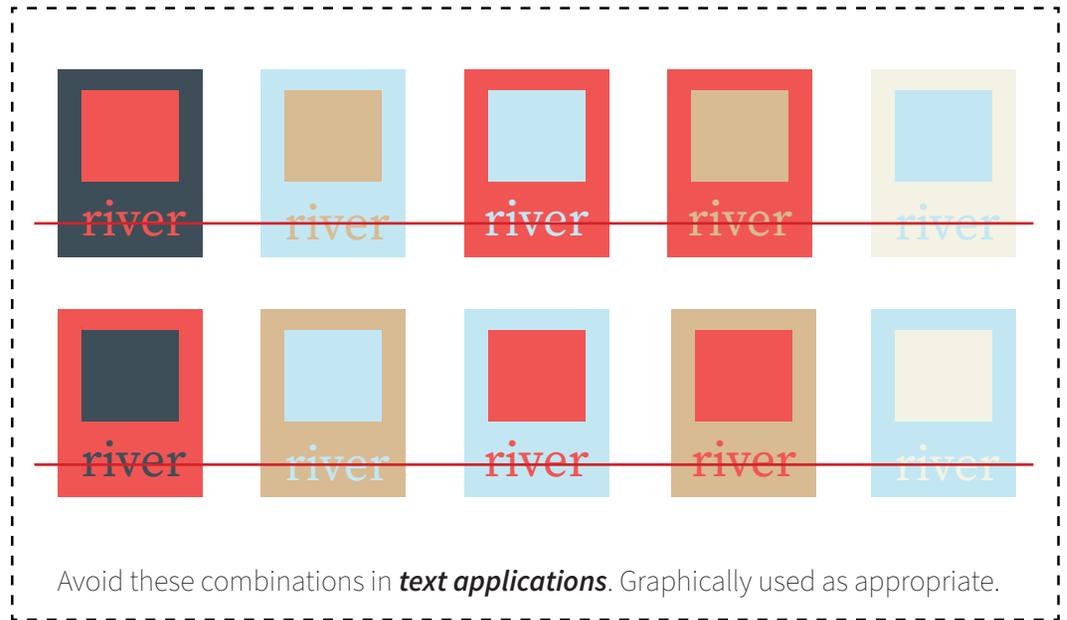
Avoid these combinations in **text applications**. Graphically used as appropriate.
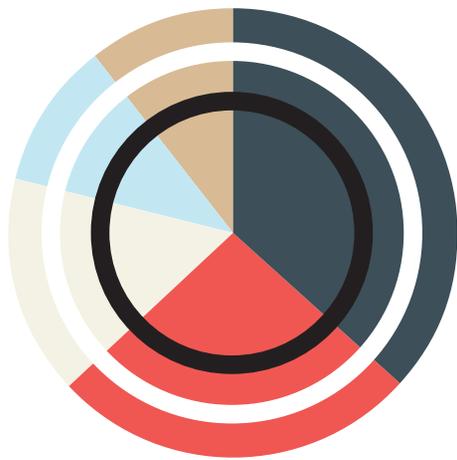
The average distributed use of colors.

river river river river river

river river river river river

river river river river river

These are the preferred color combinations.

TYPEFACE

All article body text must be Source Serif Pro, no smaller than 10 points to ensure legibility. Main and feature story headlines will also be in Source Serif Pro, with Source Sans Pro used for secondary headlines and supplemental information where deemed appropriate. Source Sans Pro is also used as a non-serif compliment to Source Serif Pro.

Cover titles, tag lines, skylines, pugs, and stickers can use tertiary fonts as needed on a case by case basis. This also applies to special feature articles.

MAIN FONT

Source Serif Pro

QWERTYUIOP   qwertyuiop
ASDFGHJKL   asdfghjkl
ZXCVBNM   zxcvbnm

1234567890 # @ & $ © ® ™ ?! ½

SECONDARY FONT

Source Sans Pro

QWERTYUIOP   qwertyuiop
ASDFGHJKL   asdfghjkl
ZXCVBNM   zxcvbnm

1234567890 # @ & $ © ® ™ ?! ½

RECURRING SEGMENT BUILD

The backbone of the magazine, the ERL recurring segments, use Source Serif Pro for the main text in all caps, while "the" is in Source Sans Pro in a vertical orientation at the beginning of the title, also in all caps.

THE **READER SUBMISSION**

THE **ELK'S STUDENTS**

THE **ELK'S COOKBOOK**

THE **ELK REFLECTS**

THE **ELK'S JOURNAL**

THE **HUMANITIES CORNER**

COLOR PALETTE BAR

THE **HEALTHY ELK**

Trail Mix

THE **ELK'S GARDEN**

READERS SUBMISSION

AROUND THE ELK

TYPEFACE

While the Elk River Trail at Duck has garnered much of the media spotlight this past year, we would be remiss if we didn't highlight Nottingham's Store that sits on the bank of the Elk River at the Duck Rails-to-Trails Trailhead.

While the Elk River Trail at Duck has garnered much of the media spotlight this past year, we would be remiss if we didn't highlight Nottingham's Store that sits on the bank of the Elk River at the Duck Rails-to-Trails Trailhead. 🍐
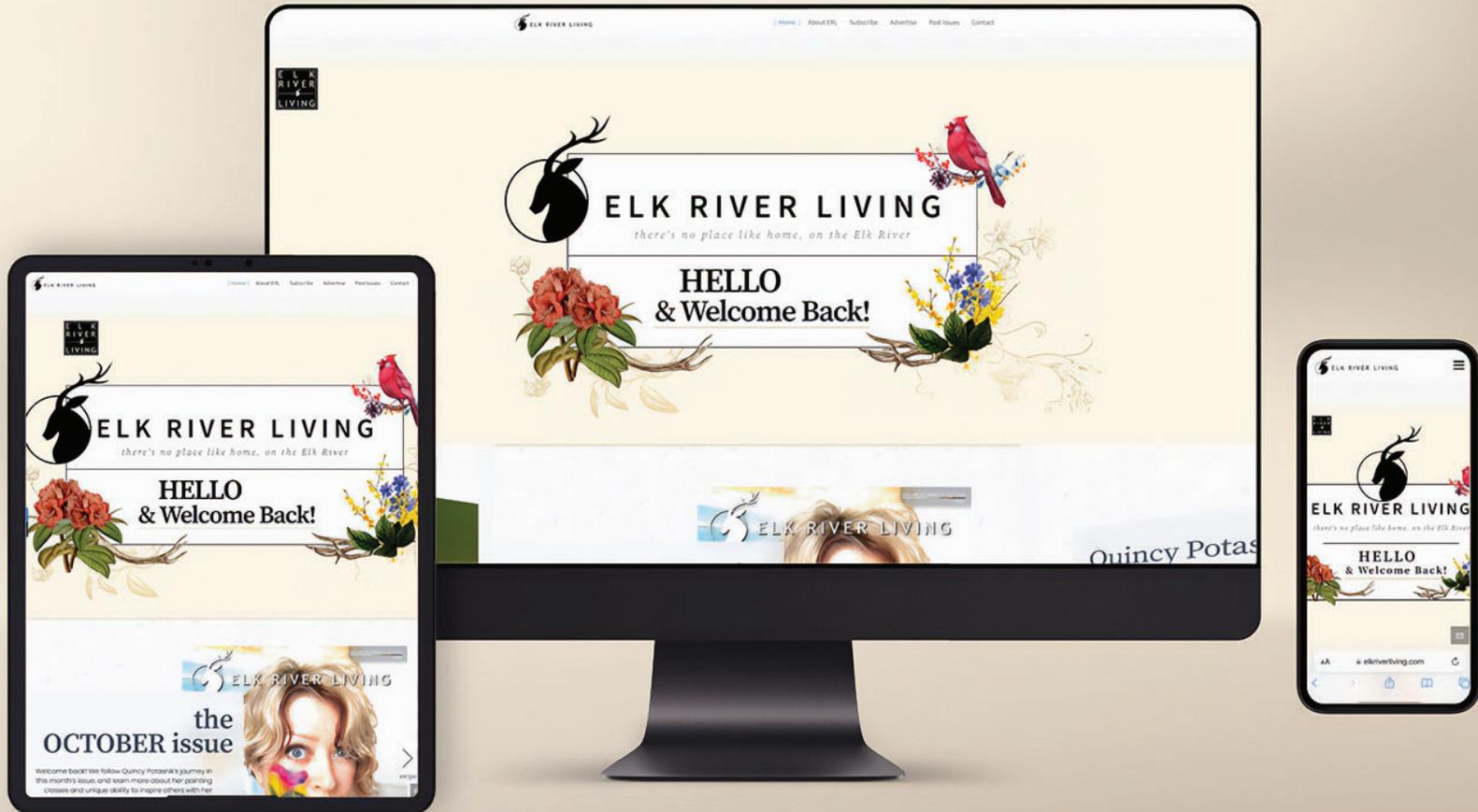
DROP CAP USED IN FIRST PARAGRAPH
FOR FEATURE ARTICLES ONLY

END OF ARTICLE SIGNIFIER GRAPHIC

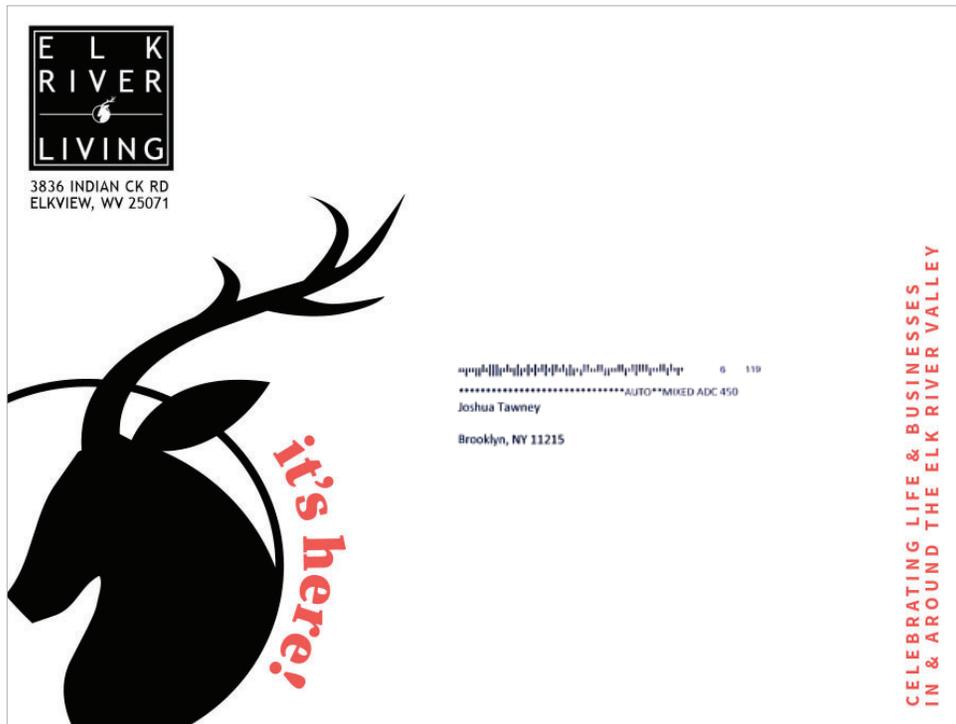Around the Elk Header ———— SOURCE SANS PRO REGULAR

AROUND THE ELK TITLE TREAMTENT

SITE

ELKRIVERLIVING.COM

STATIONERY

Cynthia
Tawney

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E L K
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LIVING

3836 INDIAN CK RD
ELKVIEW, WV 25071

it's here!

CELEBRATING LIFE & BUSINESSES
IN & AROUND THE ELK RIVER VALLEY

6   119
************************AUTO**MIXED ADC 450
Joshua Tawney

Brooklyn, NY 11215

The mailing envelope used for magazine subscriptions.

STATIONERY

The single sheet price breakdown used for advertisers.

MERCHANDISE

ERL has a variety of merchandising options that are currently being explored. There are few items available that specifically cater to the Elk River communities, and the ERL brand is a great vehicle to give people a way to express their pride of place for this niche market.