



WEST BRANCH BRAND GUIDELINES

SOCIAL MEDIA MARKETING

SCOPE OF THE GUIDELINES

- 01 Logo usage
- 02 Color palette
- 03 Typography
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- 06 Key messages
- 07 Audience personas

LOGO USAGE

The City of West Branch logo represents history, identity, and community values. It should appear consistently across all City communications to maintain a recognizable brand.

Use the logo on light and neutral backgrounds.

PNG – for web, transparency

SVG – for signage and scaling

PDF/EPS – for print vendors

JPG – for general use when transparency is not needed

All departments should use the same City logo unless an official sub-brand system is created.



COLOR GUIDELINES

#d98a50

#af352f

#c3a07a

#3a3a3a

#fff4e6

The City of West Branch color palette reflects the community's heritage with warm, historic tones. Consistent use of these colors strengthens recognition and preserves the city's visual identity.

List of quick don'ts:

- Don't use unapproved reds or bright modern tones.
- Don't change the logo's colors.
- Don't use gradients or neon shades.

TYPOGRAPHY

Our typefaces support readability across print and digital formats and reinforce the community's heritage-focused identity.

GEORGIA

Matches the main "WEST BRANCH" text.

Headlines

Subheadings

Formal documents

Marketing materials with a traditional tone

Montserrat

Provides modern legibility and a counterpoint to the serif.

Body text

Website text

Social media graphics

Informational signage



PHOTOGRAPHY STANDARDS

Photos should reflect:

- Community-first feel
- Moments of connection
- Events & places that represent the town's heritage and its future growth

What to photograph:

- Historic landmarks & recognizable parts of town
- Family-friendly events
- Community traditions (parades, festivals, Hoover Hometown Days)
- Employee spotlight
- Scenery (historic signs, downtown streets, parks, etc.)
- Recreation improvements
- Candid interactions (real West Branch residents, not stock images if applicable)



PHOTOGRAPHY STANDARDS

What to avoid:

- No dark or pixelized images
- No heavy filters
- Don't use stock images for weather, recycling/trash updates, and other urgent updates.
 - Instead use a template in Canva



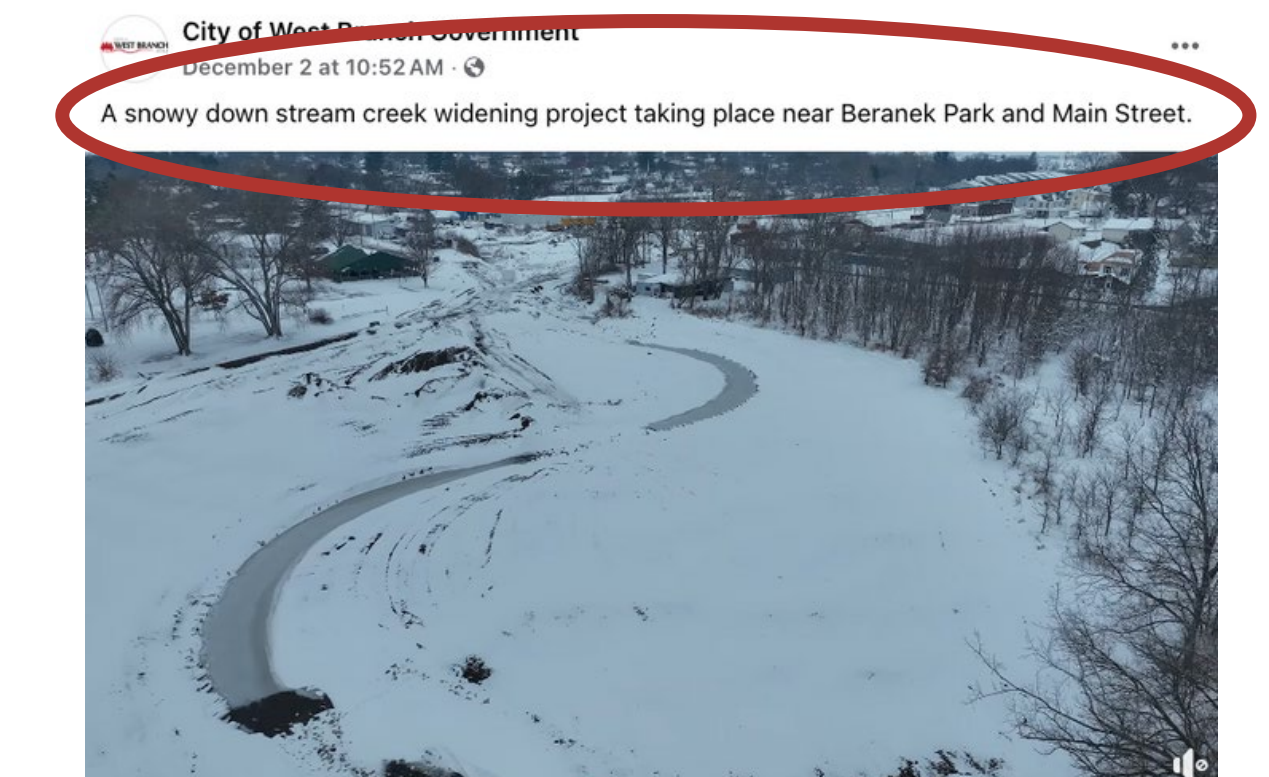
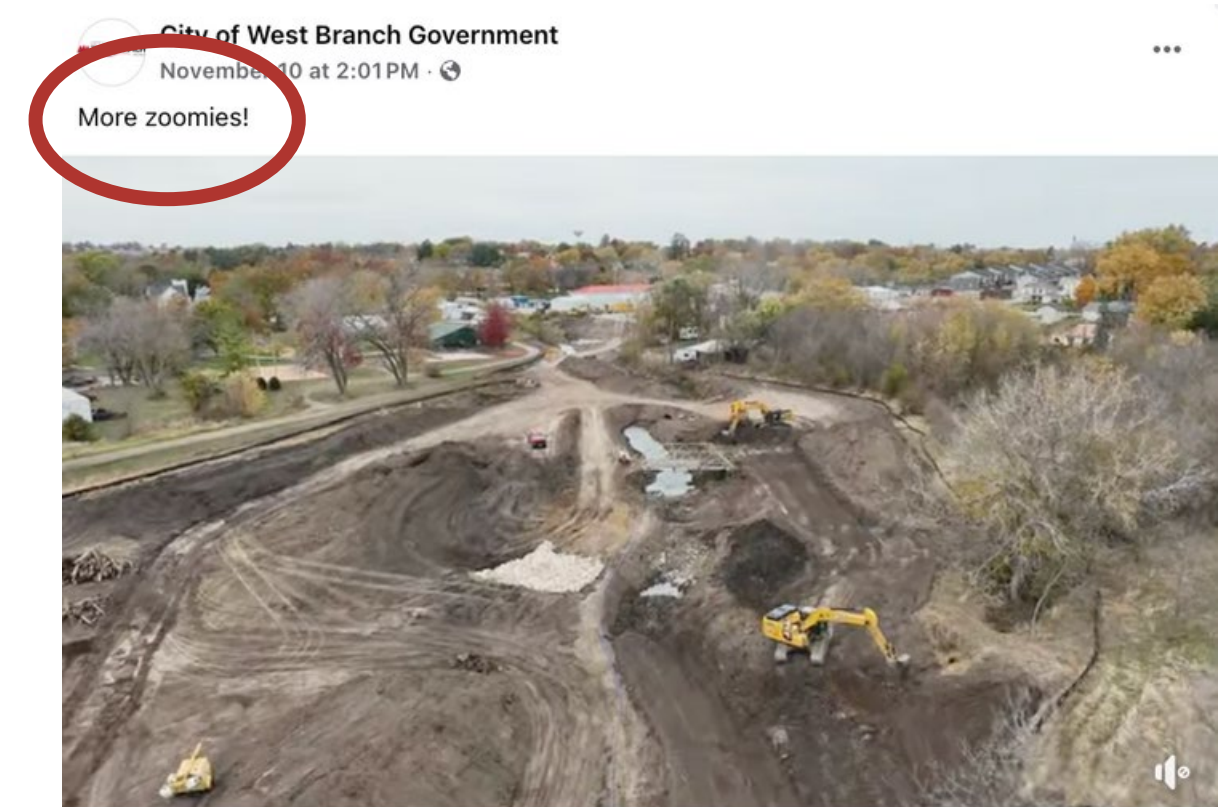
BRAND VOICE

Tone:

- Informative
- Trustworthy
- Non-Biased

What to work on:

- **All posts should seem like they are from one entity**
 - Use same vernacular/tone
- The two examples show the difference in post tone on the City of West Branch Facebook
 - One is more uplifting and uses exclamation points to end sentences whereas the other is very formal
 - Either can work, but pick whether West Branch should follow informative or uplifting tone for posts moving forward



KEY MESSAGE

West Branch is a town of significant historical relevance and importance : A “Historic Homestead .”

- West Branch’s connection to President Herbert Hoover, as well as to its overall past and history, is central to the town’s character. This history provides residents with a source of pride in their home and encourages travelers and tourists to visit.

Family and community relationships build up and support one another, and the town .

- Communication of information relevant to this theme strengthens these relationships. Because a key audience is adults that may be starting families, this aspect of West Branch is particularly relevant to them.

West Branch possesses a strong sense of hometown pride .

- Residents take pride in their town’s history and character. Appeals inspire the realization of this pride and community involvement.



AUDIENCE PERSONAS

Older Residents (55+):

- Make up large portion of West Branch population
- Value Historical significance of West Branch
- Majority are primarily present on Facebook

How to reach them:

- Continuing Historical Facebook posts
- Keep the Facebook up-to-date
- Cater Facebook content to this older audience



Young Families (35-40):

- Large portion commute out of West Branch for work
- Most have children 13 or younger
- Larger presence on Instagram but primarily on Facebook

How to reach them:

- Highlight family-oriented events via Instagram/Facebook
- Utilize Instagram to recap events





CITY OF
WEST BRANCH
IOWA