

*Cleveland*<sup>®</sup>

JULY BRAND BIBLE 2022

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IT'S TIME TO BE **BOLDLY** POSITIVE

WHILE HOLDING ON TO

OUR UNDERDOG MENTALITY.

THIS IS *The Land*

THE

LAND FOR KEEPING 'EM TALKING.

THE LAND FOR GETTING

INSPIRED.

THE LAND FOR LIVING IT UP.

WE'RE NEVER

LOSING SIGHT OF WHO WE ARE

OR WHO WE'RE **ALWAYS**

GOING TO BE.

AND FOR THAT, YOU'RE WELCOME.

*Cleveland*



LATE NIGHT FOOD

DANCE  
FOR LIFE

HOW THIS TIES TO NEVER DEFEATED:

**WE'RE TAKING CONTROL OF THE NARRATIVE BY EMBRACING  
WHAT WE LOVE ABOUT THE LAND. IN EVERY MESSAGE,  
WE ARE TAPPING INTO CLEVELAND'S NEVER-DEFEATED  
PRIDE AND DIE-HARD LOYALTY.**

Cleveland<sup>®</sup>

# Brand Essence

WHO WE ARE

WIN OR LOSE

**NEVER  
DEFEATED**

# Brand Values

WHAT MAKES CLEVELAND, CLEVELAND

**DETERMINED**

**FUN**

**CONNECTING**

**CREATIVE**

**UNPRETENTIOUS**

# Brand Experience

HOW WE BRING THE LAND TO LIFE

01

**PRESSURE  
CREATES DIAMONDS**

02

**WE NEVER FOLLOWED  
THEIR RULES,  
WE MADE OUR OWN**

03

**BEST LOCATION  
IN THE NATION**

# Brand Promise

WHAT PEOPLE CAN EXPECT

**CLEVELAND INSPIRES THE UNDERDOG  
IN ALL OF US – BY SHOWING WHAT YOU  
CAN DO WHEN YOU DON'T GIVE UP OR TAKE  
YOURSELF TOO SERIOUSLY.**

*Cleveland*

# Brand Voice

ONE CITY. ONE VOICE.

**UNAPOLOGETIC**

**PROUD**

**BOLD**

**CLEVER**

**PASSIONATE**

# Creative Examples

OOH • PRINT • SOCIAL • POSTERS • EMAIL



When you got a little edge.

Your standard classic, cool.

THE LAND The Land THE LAND  
*The Land* THE LAND The Land

For those feelin' fancy.

Bold, brave and to the point.



**The Land  
OF MAKING  
THE LAKE  
YOUR OWN**

*Cleveland*  
THISISCLEVELAND.COM



**The Land  
OF MAKING  
A SCENE**

*Cleveland*  
THISISCLEVELAND.COM



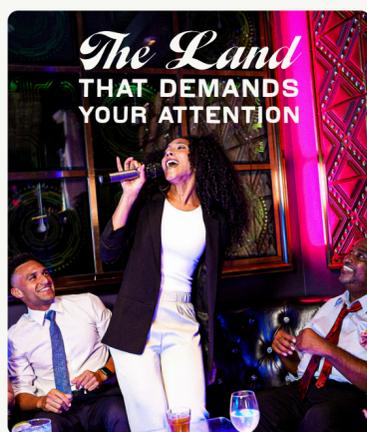
**THE LAND  
OF KEEPING IT  
FRESH**

*Cleveland*  
THISISCLEVELAND.COM



**The Land  
THAT DEMANDS  
YOUR ATTENTION**

*Cleveland*  
THISISCLEVELAND.COM



*The Land*  
**OF NEVER  
 THE SAME  
 OLD THING**



*Cleveland*  
 THISISCLEVELAND.COM

**The Land  
 OF DIM SUM  
 AND DIVE BARS**



*Cleveland*  
 THISISCLEVELAND.COM

*The Land*  
**OF FLIPPING  
 AREPAS AND  
 EXPECTATIONS**



*Cleveland*  
 THISISCLEVELAND.COM

**AN ENTIRE ISLAND  
 DEVOTED TO  
 WHISKEY**



*Cleveland*  
 THISISCLEVELAND.COM

42

42

# The Land



# FOR LIFE

THISISCLEVELAND.COM  
THISISCLEVELAND.COM

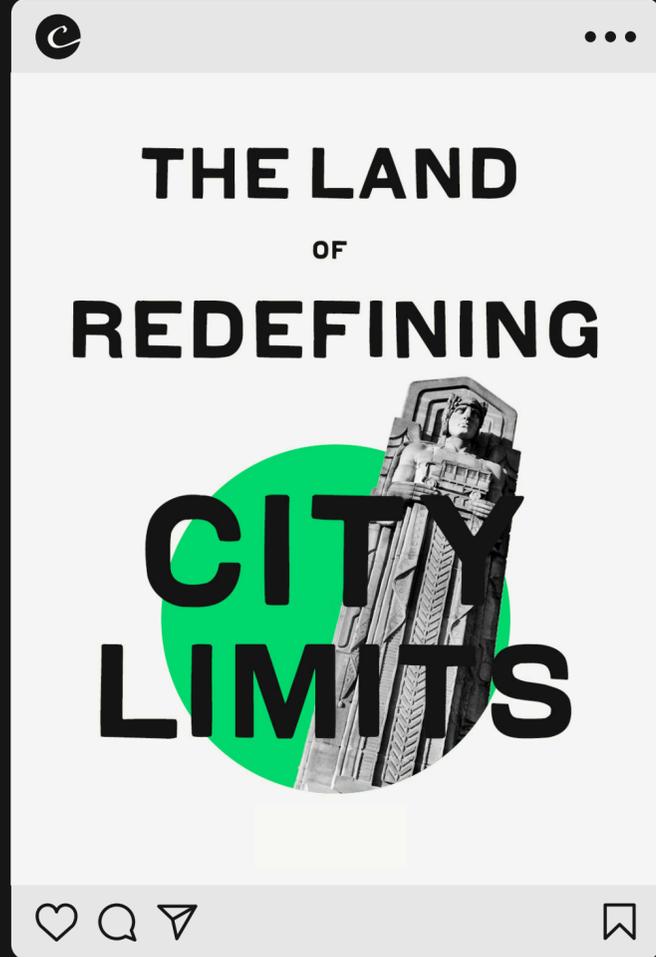
*Cleveland*

# The Land



# FOR LIFE





ThisIsCLE

FRESH TO DEATH  
**WESTSIDE  
MARKET**



TAKE A NUMBER WITH  
J & J CZUCHRAJ MEATS

ThisIsCLE

**BREWERY**

20 Summer 22

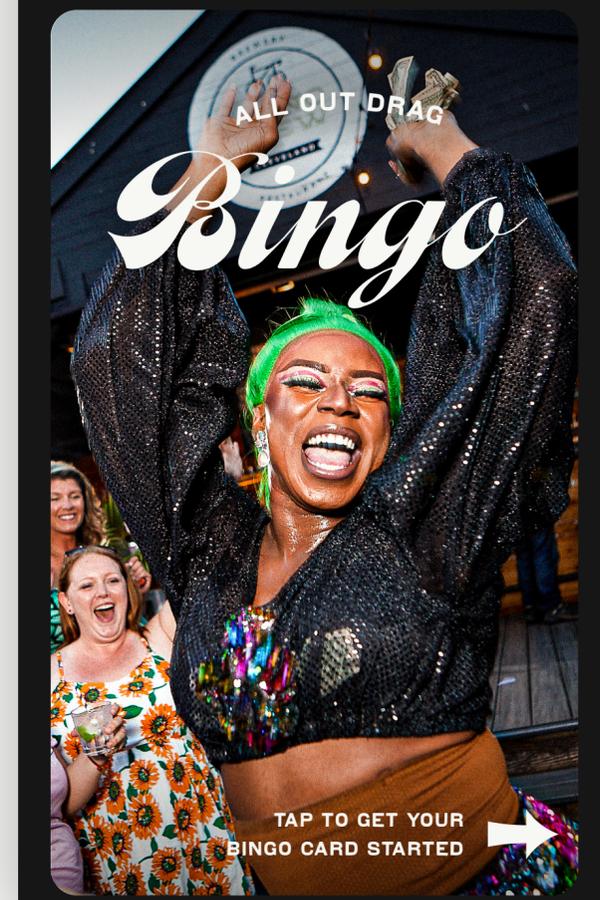
**PASSPORT**

→ TAP TO DOWNLOAD ←

ThisIsCLE

ALL OUT DRAG

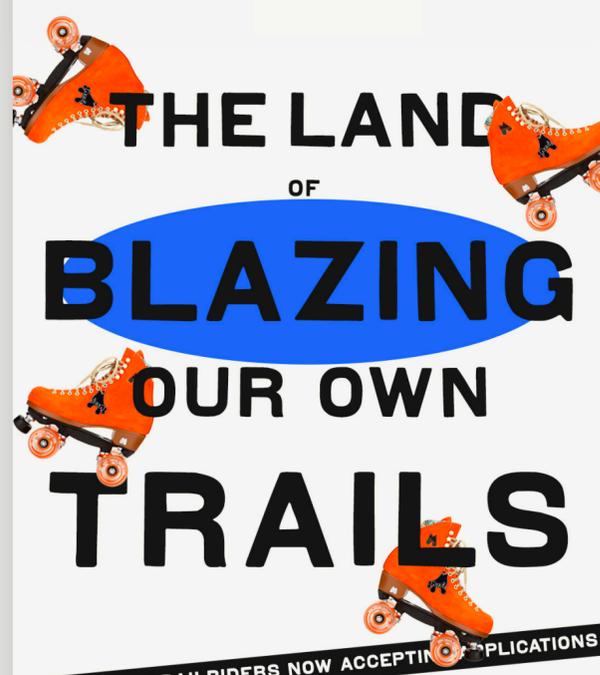
*Bingo*



TAP TO GET YOUR  
BINGO CARD STARTED →

ThisIsCLE

THE LAND  
OF  
**BLAZING**  
OUR OWN  
**TRAILS**



CLEVELAND TRAILRIDERS NOW ACCEPTING APPLICATIONS

*Cleveland*



FIRST FRIDAY FEATURE

HILARY GENT GALLERY

HILARY GENT GALLERY

FIRST FRIDAY FEATURE




THE LAND OF REDEFINING

CITY LIMITS



THIS WEEKEND'S

Best Bites

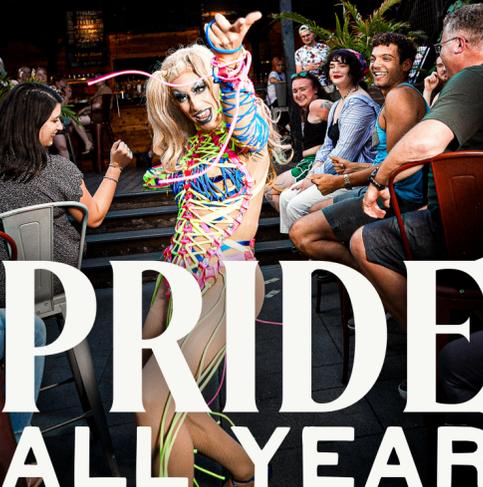
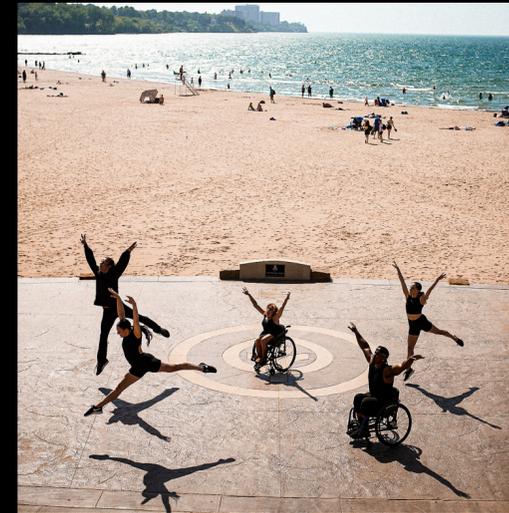



The Land FOR LIFE

PODCAST




PRIDE ALL YEAR

WE TURN UP MORE THAN SPEAKERS.

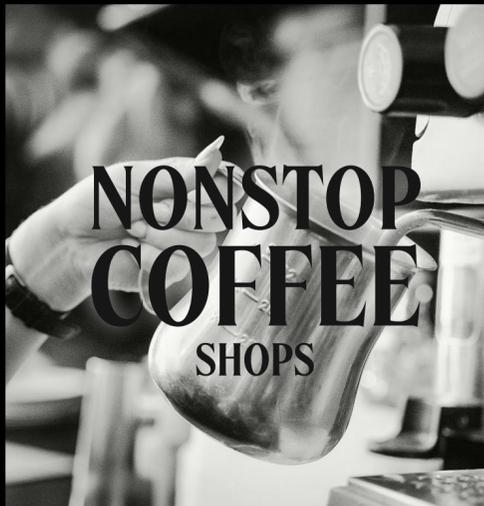
THE LAND. FOR LIFE.



SUMMER CONCERT Sampler




NONSTOP COFFEE SHOPS



\* Note: GIF animation below. \*  
"BANGERS" would animate line-by-line down the hero.

THE LAND OF  
*Good Times*

EVENTS PLACES BITES STAYS BONUS

SCARE OFF THE SUNDAY SCARIES

TAP ON WHAT YOU'RE MOST DREADING TO HEAR THIS  
WEEK AND WE'LL RECOMMEND A PLACE  
TO DECOMPRESS



LOGGING OFF NOW

THE LAND OF  
*Good Times*

EVENTS PLACES BITES STAYS BONUS

THIS  
SUMMER'S  
BIGGEST  
HITS



No time to scroll? Get to the good stuff  
by hitting that button below.

LET'S HEAT IT UP!

THE LAND OF  
*Good Times*

EVENTS PLACES BITES STAYS BONUS



Concerts your ears will thank you for.

LET'S GET LOUD

# Look & Feel

TYPOGRAPHY • COLOR PALETTE • DESIGN ELEMENTS

**OTIS REDDING**  
 FEATURING THE **BAR-KAYS**  
 3 SHOWS  
 Saturday, December 9th, 1962  
 AT CLEVELAND'S LEADING NITE CLUB  
**LEO'S CASINO**  
 7500 EUCLID AVE. Protected Parking EX 1-5650  
 FOR INFORMATION & RESERVATIONS CALL EX 1-5850

THE 1999  
 STARRING  
**PRINCE**  
**The TIME**  
 "777-9311" \* "COOL" \* "WILD & LOOSE"

**ADDERLEY SEXTETTE**  
 WILL APPEAR AT  
**LEO'S CASINO**  
 "The House Of Jazz"  
 4817 CENTRAL AVENUE Cleveland, Ohio EN 1-8784  
**FRI., NOV. 2, thru SUN.**  
 9 P.M. TO 2:30 A.M.  
 OPEN HOUSE TUESDAY, WEDNESDAY & THURSDAY  
**COLLEGE MATINEE**  
 COMING NOVEMBER 16, 1962 RAMSEY LEWIS T  
 FREE PARKING FROM DOOR BY ATT



**SATURDAY, NOVEMBER 11th**  
 LITTLE THEATER OF PUBLIC HALL  
 TWO SHOWS 7:30 P.M. & 10:30 P.M.  
 RESERVED - TICKETS: \$6.50 ADVANCE ON SALE NO  
 OFFICE & ALL TICKETRON LOCATIONS

LEAD ZEPPEL  
 Plus GRAND FUNK R

**Vanity 6**  
 "IF A GIRL ANSWERS (DON'T HANG UP)" "NASTY GIRL"  
**RICHFIELD COLISEUM**  
 CLEVELAND, OHIO  
**SAT. APR. 9**  
 8:00 P.M.  
 ADVANCE ADMISSION \$11.50 -- DAY OF SHOW \$12.50  
 Tickets available at: RICHFIELD COLISEUM BOX OFFICE - ALL TICKETRON OUTLETS

**Bob Seger & The Silver Bullet Band**  
**J. GEILS BAND**  
 Eddie Money  
 DEF LEPPARD  
**SATURDAY, JULY 19 - 4:00**  
 CLEVELAND LAKEFRONT

**Beatles Concert**  
 TIX ON SALE HERE



**THE BEATLES - LIVE - IN PERSON**  
 CLEVELAND STADIUM SUNDAY, AUG. 14  
 7:30 p. m. All Seats Reserved  
 \$3.00 \$4.00 \$5.00 \$5.50  
 ALSO: "The CYRCLE" "The DONET"

**PUBLIC HALL • FRI., OCT. 24 • 8 P.M.**  
 TICKETS  
 \$4.00 ADVANCE  
 \$4.50 AT DOOR  
**TICKETS ON SALE NOW!**  
 ALL BURROWS STORES and  
 CONVENTION CENTER BOX OFFICE

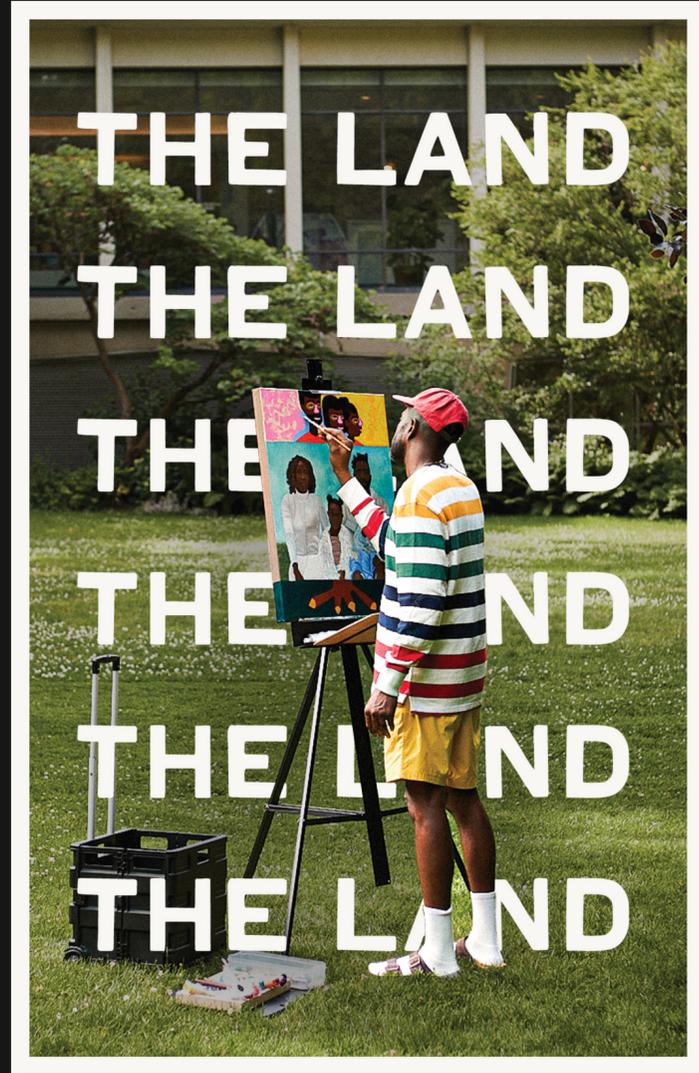
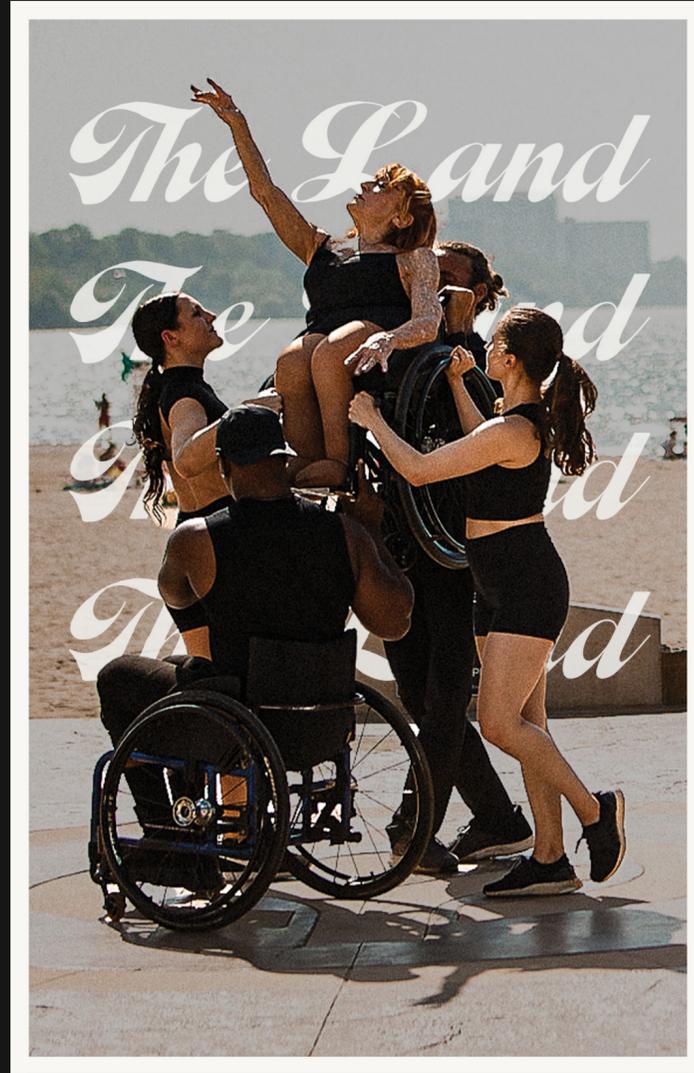
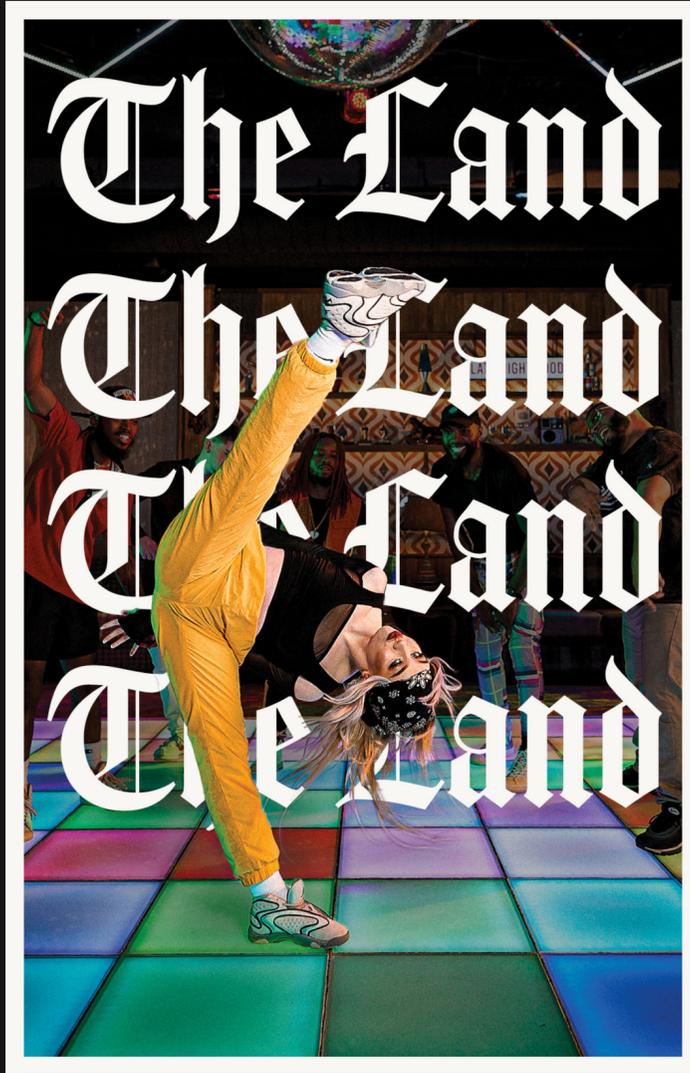
When you got a little edge.

Your standard classic, cool.

*nd* **THE LAND** *The Land* **THE LAND** *The Land*  
**AND** *The Land* **THE LAND** *The Land* **THE**

For those feelin' fancy.

Bold, brave and to the point.



THE LAND FOR LIFE  
FROM EVERY PERSPECTIVE

SPIRITS SHARP REGULAR

THE LAND

HEADLINES + SUBHEAD + DISPLAY

LANDRY GOTHIC REGULAR

THE LAND

HEADLINES + SUBHEAD + DISPLAY

AMADOR REGULAR

The Land

DISPLAY

BN GRAINVILLE SCRIPT

*The Land*

DISPLAY

---

TYPE  
PAIRINGS

---

# TYPE HIERARCHY

Stick to the classics when choosing type. We have our top two typefaces Spirits Sharp and Landry Gothic, along with our body copy IBM Plex Mono. Everything else is meant for display (i.e. decorative) and supposed to add a punch. The pages following help layout what to use where and how it all comes together.

PRIMARY  
TYPEFACE

Spirits Sharp

PRIMARY  
TYPEFACE

LANDRY GOTHIC

PRIMARY  
TYPEFACE  
BODY COPY

IBM PLEX MONO

DISPLAY  
ONLY

Amador

DISPLAY  
ONLY

*BN Grainville Script*

TYPE  
PAIRINGS

# PRIMARY PAIRINGS

When working with web and long-form copy, we recommend using a mixture of Landry Gothic, Spirits Sharp and IBM Plex Mono to create visual contrast and heirarchy.

H1

# WHERE WE'RE DOWN FOR LIVING IT UP

H3

Check out our favorite spots this summer.

H5

TO BROADEN YOUR HORIZONS

BC

Uptium enit, tecepudaero vid quatest ruptat et ariae quam, quaecuptia simus vollaborum ut vitat.Oremperum sit lab ipsunte vendi sequian dantios num soluptatati. Sit paritaectem aribus volestium inullorum et equibusciis earciendanis dolupta.

H6

COMMUNITY ARTS CENTER

GOODNIGHT JOHN BOY

BARROCO AREPAS BAR

LI WAH DIM SUM

GUITAR RIOT

H5

SEE THE LAND

TYPE  
PAIRINGS

SECONDARY  
PAIRINGS

In order to not exhaust the use of Landry Gothic, we've created secondary type pairings recommended for callouts or a more stylized approach to deliverables. Spirit Sharp is a heavy typeface and should be used strategically to create a bigger impact on a space. It is recommended when using two lines of copy maximum.

H2

Down for  
Living It Up

H4

OUR FAVORITE SPOTS THIS SUMMER

H5

TO BROADEN YOUR HORIZONS

BC

Uptium enit, tecepudaero vid quatest ruptat et ariae quam, quaecuptia simus vollaborum ut vitat.Oremperum sit lab ipsunte vendi sequian dantios num soluptatati. Sit paritaectem aribus volestium inullorum et eaquibusciis earciendanis dolupta.

H6

COMMUNITY ARTS CENTER

GOODNIGHT JOHN BOY

BARROCO AREPAS BAR

LI WAH DIM SUM

GUITAR RIOT

H5

SEE THE LAND

---

TYPE  
PAIRINGS

---

# TYPE SETTINGS

Refer to these rules when utilizing type. Note that there are primary and secondary headlines and subheadlines. When choosing type, keep it simple but bold. We recommend using white type on black backgrounds or black type on white backgrounds for legibility purposes.

H1

# LANDRY GOTHIC REGULAR

PRIMARY HEADLINES • MAX 3 LINES • 80PT TRACKING • ALL CAPS

H2

## Spirits Sharp Regular

SECONDARY HEADLINES • MAX 2 LINES • OPT TRACKING • UPPER & LOWER

H3

### Spirits Sharp Regular

PRIMARY SUBHEAD • MAX 2 LINES • 10PT TRACKING • UPPER & LOWER

H4

#### LANDRY GOTHIC REGULAR

SECONDARY SUBHEAD • MAX 1 LINE • OPT TRACKING • ALL CAPS

H5

#### LANDRY GOTHIC REGULAR

TITLES & CTA • MAX 1 LINE • OPT TRACKING • ALL CAPS

BC

IBM Plex Mono Regular

BODY COPY • OPT TRACKING • SENTENCE CASE

H6

#### LANDRY GOTHIC REGULAR

INDICATORS • 80PT TRACKING • ALL CAPS

---

TYPE  
PAIRINGS

---

## THE LAND HEADLINES

The Land headlines follow their own rules. Type should visually line up edge to edge and be spaced out equally between lines. Headlines should never exceed four lines vertically. Please note that some display typefaces like Amador in this example may not perfectly line up with Landry Gothic, but optically aligns.

The Land  
OF KEEPING IT  
FRESH

---

**TYPE  
PAIRINGS**

---

# THE LAND HEADLINES

The Land headlines follow their own rules. Type should visually line up edge to edge and be spaced out equally between lines. Headlines should never exceed four lines vertically. Please note that some display typefaces like Amador in this example may not perfectly line up with Landry Gothic, but optically aligns.

BULK OF "THE LAND" FITS WITHIN SPACE WITH SOME ALLOWANCE FOR FLOURISHES TO FALL OUTSIDE ALLOTTED AREA



"THE LAND" IS SHIFTED UP MORE IN ORDER TO OFFSET ITS DISPLAY CHARACTERISTICS

WHEN STICKING  
TO ONE FONT

THE LAND OF  
KEEPING IT  
FRESH

WHEN MIXING  
TWO FONTS

The Land  
OF KEEPING IT  
FRESH

WHEN ADDING  
SHAPES

THE LAND OF  
**BLAZING**  
OUR OWN  
TRAILS

Spring  
Concerts

THE LAND OF  
*Good Times*

AND FOR THAT,  YOU'RE WELCOME.

Down for  
Living It Up

FRESH TO DEATH  
WESTSIDE  
MARKET

ONLY  
BANGERS

DOWNLOAD THE  
PLAYLIST NOW!

PRIMARY COLOR  
CLASSIC  
CHARCOAL

#161616  
PANTONE BLACK 4  
R 22 G 22 B 22  
C 73 M 67 Y 65 K 80

PRIMARY COLOR  
STONE  
WHITE

#F7F7F4  
PANTONE  
R 247 G 247 B 244  
C 2 M 1 Y 3 K 0

SECONDARY COLOR  
ELECTRIC  
ORANGE

#F56115  
PANTONE 1505  
R 245 G 97 B 21  
C 0 M 76 Y 100 K 0

SECONDARY COLOR  
FOREST HILL  
GREEN

#5DD57A  
PANTONE 2412  
R 93 G 213 B 122  
C 65 M 0 Y 75 K 0

SECONDARY COLOR  
CUYAHOGA  
SKIES

#2D6CF0  
PANTONE 2382  
R 45 G 108 B 240  
C 85 M 45 Y 0 K 0

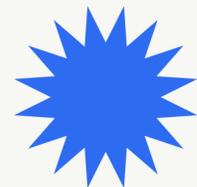
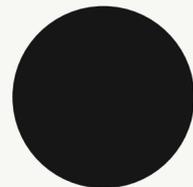
SECONDARY COLOR  
RALLY  
RED

#EB3B26  
PANTONE 1788  
R 236 G 59 B 38  
C 1 M 92 Y 98 K 0

# DESIGN ELEMENTS

FOR WHEN WE NEED A LITTLE EXTRA OOMPH

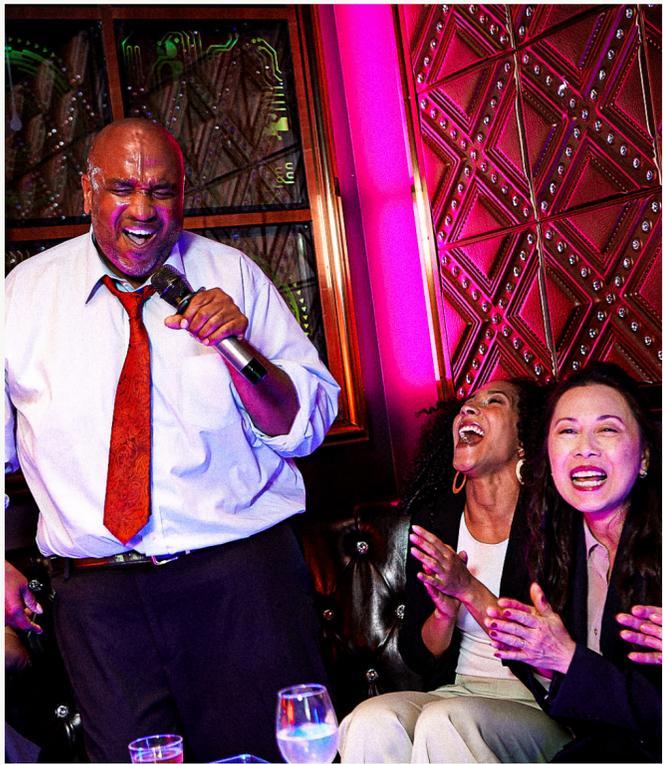
To add a little extra kick, we've included some design elements that compliment our overall look and feel. Inspired by Cleveland band posters, these should pair with our bold typography to add another clean layer of personality when needed. This isn't the final set of graphics, but it's definitely a start. As the brand grows and expands, this library should too. When selecting colors for these elements, our secondary palette is a great start. Keep in mind that we only ever use our secondary colors on black or white.



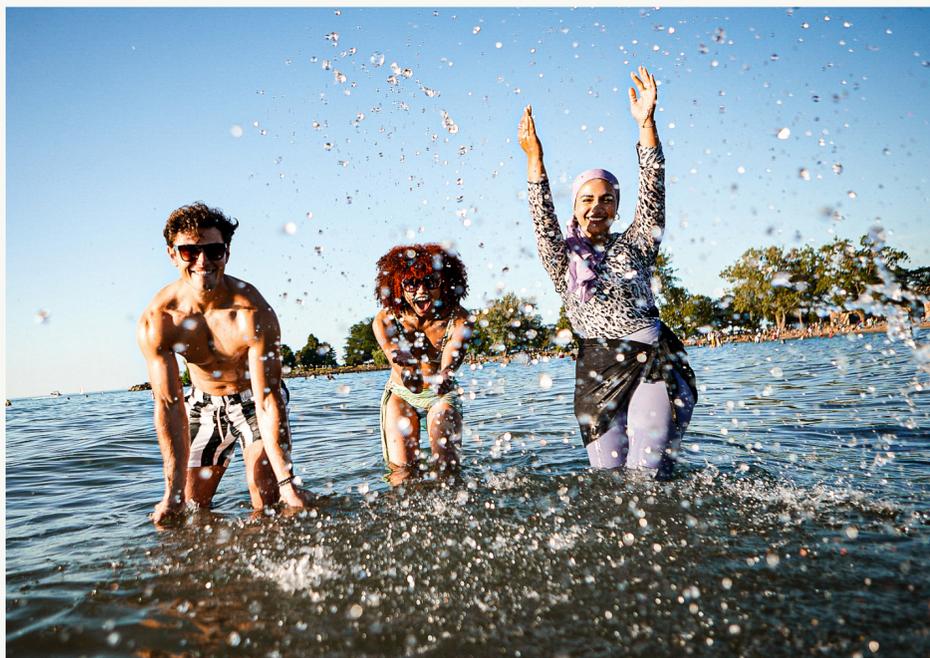
# Imagery

PHOTOGRAPHY OVERVIEW : OUR ASSET LIBRARY

# THE CAMPAIGN



# THE CAMPAIGN



# ESSENTIAL LIBRARY



*Cleveland*<sup>®</sup>

THANK BRAND BIBLE YOU!