

St. Bernard

ECONOMIC DEVELOPMENT FOUNDATION

Brand Guidelines

Think Community.
Think Commerce.
Think Culture.

Brand
Guidelines
2021

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A catalyst for economic growth in St. Bernard

THINGS ARE LOOKING UP DOWNRIVER

SBEDF tackles the barriers to doing business head-on, ensuring that the business climate is competitive for new and existing companies alike. We take great pride in our vital role of ensuring the health of our core industries, helping incubate emerging sectors, and providing a strong presence in the Super Region. Our goals are ambitious, our vision is transformative, and our efforts are a catalyst for economic growth in our community.

About Us



Think St. Bernard

COMMUNITY, CULTURE AND COMMERCE

Our Mission

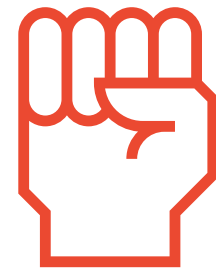
At SBEDF, our mission is to create and retain jobs, build prosperity, and improve the quality of life in St. Bernard Parish. We seek to create a community with stable core industries, high growth in emerging sectors and entrepreneurship, and many business leaders creating jobs of the future and improving quality of life.

Our Values



SOLUTIONS

Our work means nothing if it doesn't make St. Bernard parish a better place for everyone. Big or small, the problems we solve for our business community, stakeholders and investors all contribute to making this parish a great place to live, work and play.



BOLDNESS

Our people are bullish on St. Bernard and know that progress requires a bias toward action. We're not afraid to advocate for our people or our parish.



EXCELLENCE

Our team doesn't leave any stone unturned, any boxes unchecked, and definitely doesn't forget to cross Ts or dot Is. When it comes our work, we expect more of ourselves than our community does and always strive to exceed expectations.



DIPLOMACY

Our relationships are everything. In economic development, none of your work happens in a vacuum. We spend everyday collaborating with partners, sharing best practices, and supporting ancillary organizations and companies.



FACTS

We make data-driven decisions and put out information for the community that can be trusted. In everything we do, we aim to paint an accurate portrayal of the boundless opportunity booming downriver.

Logo

FULL VERSION



St. Bernard
ECONOMIC DEVELOPMENT FOUNDATION

MAIN LOGO



SECONDARY LOGO



ALTERNATE LOGO

Logo

ACRONYM VERSION



MAIN LOGO

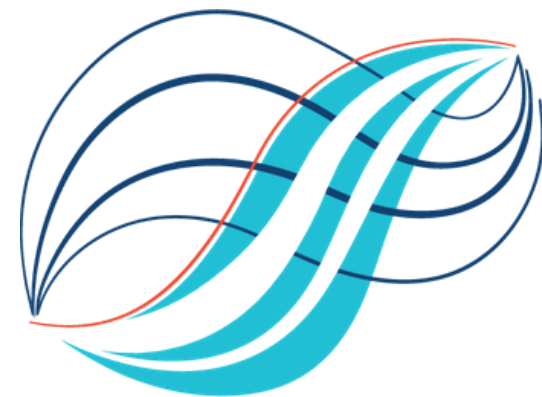


SECONDARY LOGO



ALTERNATE LOGO

Primary Symbol



The SBEDF symbol can be used on a white or navy background. Do not use logo on any other background color.

White Space



When placing the logo, ensure adequate white space around the logo. White space should equal the height/width of the SBEDF symbol contained in the chosen logo.



Primary Font

BODY TEXT ON LIGHT BACKGROUNDS | HEADINGS ON LIGHT BACKGROUNDS

Poppins is the primary body font used throughout SBEDF branding. Poppins Light with zero tracking should be used for body text on light backgrounds. It can also be used sparingly for headings on light backgrounds when multiple heading heirarchy is required.

//10



Aa

POPPINS LIGHT

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

Family of
Fonts

Secondary Font

BODY TEXT ON DARK BACKGROUNDS

Poppins is the primary body font used throughout SBEDF branding. Poppins Medium with zero tracking should be used for body text on dark backgrounds. It can also be used sparingly for headings on light or dark backgrounds when multiple heading hierarchy is required.

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Aa

POPPINS MEDIUM

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

Family of
Fonts

Secondary Font

HEADINGS ON LIGHT BACKGROUNDS | HEADINGS ON DARK BACKGROUNDS

Poppins is the primary heading font used throughout SBEDF branding. Poppins Bold with up to 50 tracking (dependent on font size) should be used for heading text on light and dark backgrounds.

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Aa

POPPINS BOLD

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

Family of
Fonts

Heading

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua.

Heading

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua.

Heading

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua.

Font Combinations

Family of Colors



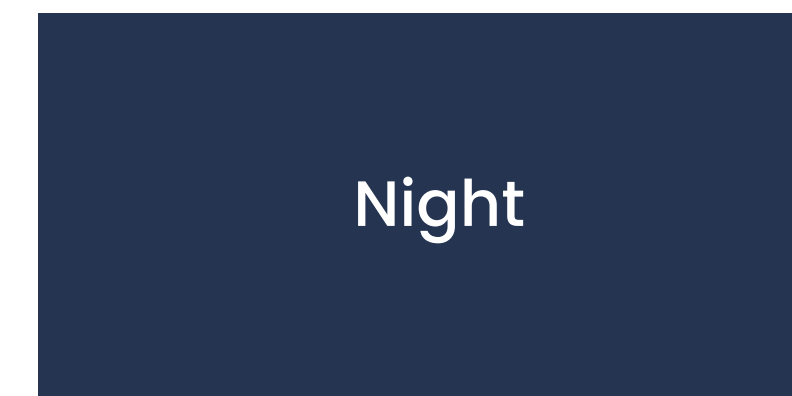
CMYK 100, 81, 30, 16 HEX CODE #164171



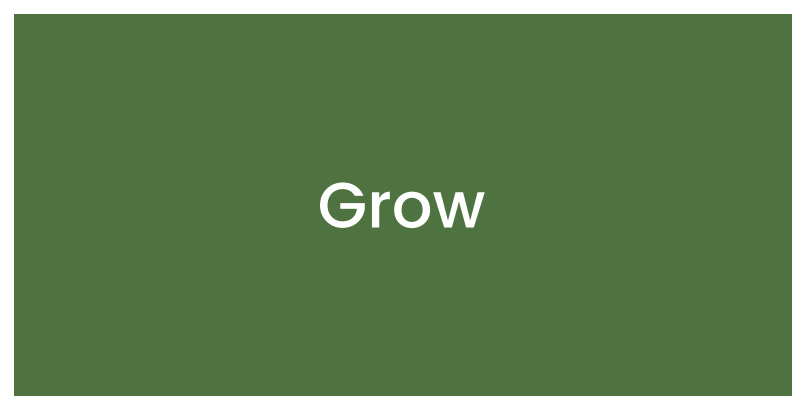
CMYK 68, 0, 17, 0 HEX CODE #1CBFD4



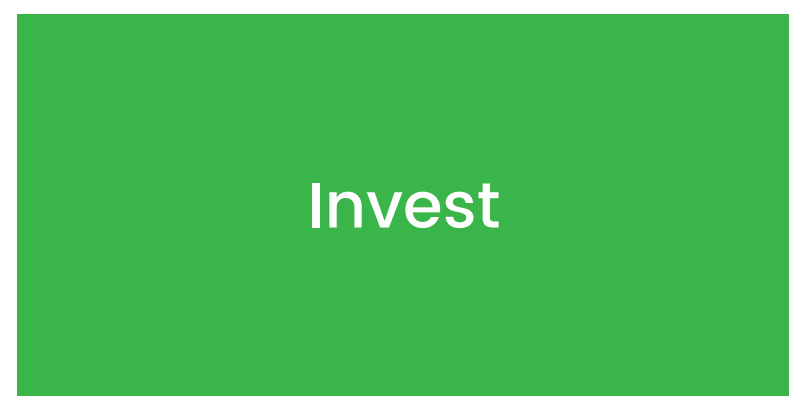
CMYK 2, 87, 90, 0 HEX CODE #EB4931



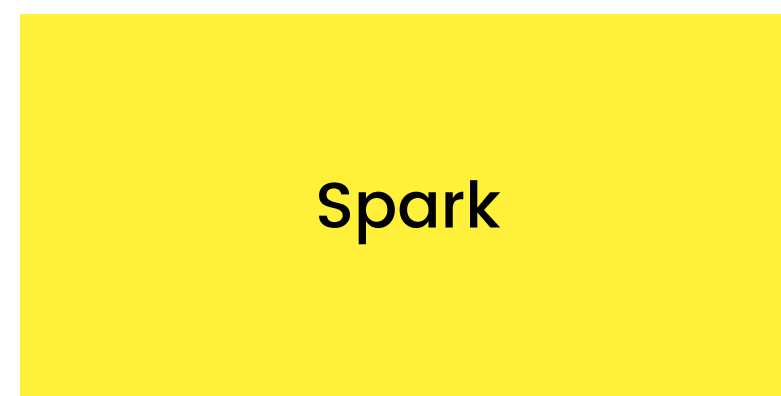
CMYK 91, 79, 42, 37 HEX CODE #243451



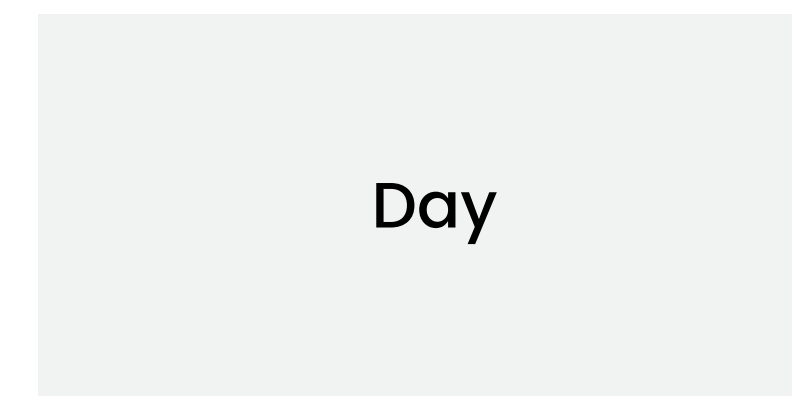
CMYK 71, 35, 89, 22 HEX CODE #4E7240



CMYK 75, 0, 100, 0 HEX CODE #39B54A



CMYK 3, 0, 86, 0 HEX CODE #FFF139



CMYK 4, 2, 3, 0 HEX CODE #F1F2F2



Acceptable Combinations

Day or White
on Commerce

Main

Day or Night
White or Black
on Community

Secondary

Day or White
on Culture

Accents

Day or White
on Night

Alternate Dark

Day or White
on Grow

Sparingly with Grow
St. Bernard Materials

Day or White
on Invest

Sparingly with Startup
St. Bernard Materials

Do not use with text.
For graphic accents only.

Night or Black
on Day

Alternate Light

Profile Picture, Cover Photo and Icons

Social Media

Brand
Guidelines
2021

PROFILE PICTURE



COVER PHOTO



INSTAGRAM HIGHLIGHT ICONS



NEWS



WINS



DA PARISH



TEAM



STARTUP
ST. BERNARD



GROW
ST. BERNARD



SHOP
SMALL

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Image Library

The shipping image is used prominently on the website, brochure covers and social media cover photos.

SBEDF Main Imagery

THINGS ARE LOOKING UP DOWNRIVER



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Image Library

Choose imagery reflective of life in St. Bernard. This includes local facilities and landmarks, local stores, and photos reflecting the culture.

Life in St. Bernard

COMMUNITY | COMMERCE | CULTURE



SBEDF Programs

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STARTUP ST. BERNARD | GROW ST. BERNARD | SHOP SMALL

Image Library

Choose imagery that highlights community involvement when selecting photographs for SBEDF programs.



Contact Information

FOR QUESTIONS OR COMMENTS

CONTACT

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