

## **Request for Onancock's Branding & Style Guide**

Onancock Main Street commissioned Otto Design & Marketing to create a new town logo and tagline that is both modern and timeless. Its image, message and color palette speak to long-time residents as well as new generations and business owners seeking to embrace our small-town charm.

To ensure Onancock's visual brand is consistently and professionally conveyed, we have developed a Brand Style Guide that provides rules so you can use Onancock's branding elements consistently in your promotional materials and on products offered for sale. You can incorporate the Onancock brand into your marketing materials along with your own logo and visual identity, to better promote your business, organization, or event.

As more stakeholders use Onancock's branding elements, the town brand will become increasingly more recognizable and desirable, thus driving increased energy into Onancock.

### **Usage Policy**

In general, Onancock's logo and taglines should be limited to promotional and marketing purposes related to Onancock's tourism and economic development. The Town of Onancock and Onancock Main Street strive to maintain the integrity of the logo, word mark, color and design and therefore restricts their use. Any request to use the logo, word mark, a sub-brand logo, or a variation of such should be submitted to the Town of Onancock using the form below. Please allow up to 10 business days for review of the request.

### **Branding Request**

Please fill out the request form below to help us to understand how you will incorporate Onancock's brand in your materials and on products. You can either attach the pdf and email it to [Matt.Spuck@Onancock.com](mailto:Matt.Spuck@Onancock.com), or print and send the document in the mail to 15 North Street, Onancock, VA 23417. Hard copies also are available at the town office.

Once your request is reviewed - please allow up to ten business days - we will send you the Brand Style Guide.

You will be asked to review and agree with the Brand Style Guide terms before using any of the branding content.

**Name:**

**Email:**

**Name of Organization/Business:**

**How will Onancock's branding be used?**

**I have read and understand the Onancock Branding & Style Guide.**

   **Agree**

**Thank you for helping promote Onancock!**