



PRAIRIE
TRAIL
brand manual.

about this guide.

The purpose of this reference guide is to provide assistance with marketing materials that are consistent with Prairie Trail's brand identity. To communicate our position effectively to a number of different audiences and to build a strong, consistent image for our organization, it is important to maintain continuity throughout all of our marketing materials.

This guide contains detailed information and specific elements along with actual custom materials to illustrate how the system can come together and create marketing materials.

If you have any questions please contact Ashley Johnson at 515-965-5249 or ashleyj@albaughinc.com.

We thank you for your help and commitment to building and maintaining Prairie Trail's brand identity that reflects the focus and excellence we all represent.

font specifications.

Fonts are a commonly overlooked aspect when creating marketing materials but is critical to presenting a consistent brand image.

The following fonts should be used in all materials when possible. These fonts should be consistently white, black, or PT Gray (CMYK build on next page).

imagine the possibilities.
imagine the **possibilities.**

imagine
the possibilities.

Headline font: Adobe Garamond Pro. Regular.

May use bold on one word or make one word larger to give extra hierarchy.

Never capitalize headlines, and always end in period.

Imagine something different. Imagine working in a place that provides designated parking stalls for fuel efficient vehicles, bicycle storage, and changing rooms for non-vehicular commuters.

Body copy font: Adobe Garamond Pro. Bold & Regular. 10-12 pt. Always justified.

If it's a paragraph of text, bold the first sentence.

stop by. see what we're all about.

Secondary headline font and subhead font: Helvetica Neue Thin Extended.

For use in headlines and subheads. Never capitalize, and always end in period.

brand colors.

A specific palette of colors has also been selected as a key component of the Prairie Trail brand. Using these colors on all communications will help maintain and reinforce the Prairie Trail brand identity. The colors have been selected to complement each other and provide flexibility when developing Prairie Trail communications.

To create the most consistent use of Prairie Trail brand colors use these CMYK specified colors whenever possible. They are used to represent our identity.

Main Prairie Trail colors:



Prairie Trail Green
36.16.75.0



Prairie Trail Light Blue
20.0.7.0

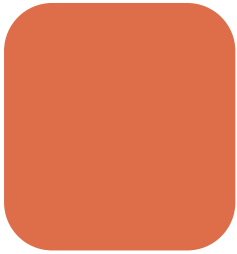


PT Texture
background use



PT Texture
background secondary use

Accent colors should be used to attract attention to headlines and subheads or complement imagery used in communication materials. The orange is primarily used as a pull-out color for special events.



Orange
9.6976.1

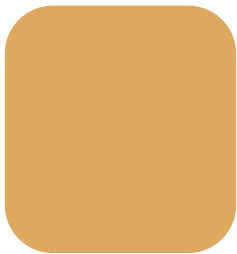


Chocolate
54.75.71.75



PT Gray
0.0.0.80

These colors are not used in 99% of advertising and serve as department colors in Prairie Trail's magazine.



Light Orange
13.35.71.0



Blue
76.24.20.0

prairie trail logo.
There are three Prairie Trail logos.



PRAIRIE
TRAIL

four color.
This is the primary logo.



one color.
Secondary logo used only
in white.



magazine.
Used for the magazine and
in some tv ads.

prairie trail renderings.

The following are the primary renderings used to promote Prairie Trail.



print advertising examples.

The following are print advertising examples for Prairie Trail.

full page ads.

imagine the possibilities.

Imagine something different. Imagine Prairie Trail, a true sustainable community in Ankeny, Iowa that will integrate environmental health with culture and economic development. A community where the garage door is not the dominant house facade. A place where the homes have a historical precedence and personality surrounded by porches, ponds, parks and public spaces. A place where everything is designed to connect people to the land, to each other, and to surrounding communities. A place to call home.

Site of HomeShowExpo 2008 / More information: www.prairie-trail.com or call 319.969.9444

imagine the possibilities.

Imagine something different. Spread out on 1,000 acres in the heart of Ankeny, Prairie Trail is the essence of small town living with the advantages of a large city—neighborhood parks, the shop around the corner, outdoor concerts, and sidewalk cafes. Prairie Trail isn't a residential development. It's a neighborhood. Where you can find a home that fits your style and doesn't look like every other house on the block. Homes with porch swings and timeless architectural details. It's the kind of place you've always imagined—and that you'll never want to leave. It's a place to make a life, not just a living. A place to call home.

prairie trail is OPEN see 12 homes in one place!
all the models in prairie trail will be open on the 1st & 3rd Sundays of each month
stop in for a chance to win a 2009 midsize hybrid
details at www.prairie-trail.com

half page.

two page.

imagine the possibilities.

Imagine something different. Spread out on 1,000 acres in the heart of Ankeny, Prairie Trail is the essence of small town living with the advantages of a large city—neighborhood parks, the shop around the corner, outdoor concerts, and sidewalk cafes. Prairie Trail isn't a residential development. It's a neighborhood. Where you can find a home that fits your style and doesn't look like every other house on the block. Homes with porch swings and timeless architectural details. It's the kind of place you've always imagined—and that you'll never want to leave. It's a place to make a life, not just a living. A place to call home.

stop by, see what we're all about.
visit us at 1802 state street in ankeny, iowa on monday-friday from 11 am - 5 pm, saturday-sunday from noon - 4 pm.
more information: www.prairie-trail.com or call 319.969.9444

imagine the possibilities.

Imagine something different. Imagine a community where the garage door is not the dominant house facade. Imagine Prairie Trail, a true sustainable community in Ankeny, Iowa that will integrate conservation with culture and economic development. A place where the homes have a historical precedence and personality, surrounded by porches, ponds, parks and public spaces. A place where everything is designed to connect people to the land, to each other and to surrounding communities in a very traditional manner.

European Romantic Victorian Arts & Crafts Colonial Revival

what's your style?

Prairie Trail will afford a variety of complimentary housing options designed to create a vibrant energetic community. Buyers will have multiple options to choose from based on the four traditional architectural styles shown above.

visitor center now open.

Experience Prairie Trail at its finest. Visit us at 1802 State Street in Ankeny.
Hours are Monday-Friday, 11 am-6 pm, Saturday-Sunday, 12-4 pm

OFFICIAL SITE OF THE 2008 HOME SHOW EXPO
Starting Saturday, June 7th

The Home Builders Association of Greater Des Moines HomeShowExpo 2008 will feature The Presidency at Prairie Trail.

It will be the first completed portion of the development, showcasing the home and trail's advantages of Prairie Trail.

www.prairie-trail.com
319.969.9444

HOMESHOWEXPO 2008 events

week one	week two	week three
Thursday, June 5th Precedence Park Ribbon Cutting 11 am - 9 pm	Thursday, June 12th Senior Day Ankeny's Chamber/ AEDC Night 11 am - 9 pm	Thursday, June 19th Senior Day Ladies' Night 11 am - 9 pm
Saturday, June 7th Opening Day 11 am - 9 pm	Friday, June 13th Senior Day 11 am - 9 pm	Friday, June 20th Senior Day 11 am - 9 pm
Sunday, June 8th 11 am - 9 pm	Saturday, June 14th 11 am - 9 pm	Saturday, June 21st Fiesta Festival 11 am - 9 pm
	Sunday, June 15th 11 am - 9 pm	Sunday, June 22nd 11 am - 9 pm

it's here or near.

Imagine a place with less traffic, more sidewalks, and trails that connect the entire community. A place to make a life, not just a living. A place to call home.