



# 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 marketing materials.

This guide contains detailed information and specific elements to illustrate how the logo should be used and the Prairie Trail brand presented.

If you have any questions, please contact Ashley Johnson, Marketing Director, D.R.A. Properties, LLC at [ashleyj@albaughllc.com](mailto:ashleyj@albaughllc.com) or (515)965-5273.

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.

## Typefaces and Font Specifications

The importance of the selected typefaces is often overlooked when creating marketing materials but it is critical to presenting a consistent brand image. We're a little obsessive about our Prairie Trail brand typefaces. Please don't deviate.

The following should be used in all materials when possible. These typefaces should be used consistently in white, black, or Prairie Trail Gray (C0-M0-Y0-K80/PMS 425C).

### Headlines, Subheads and Accents

Helvetica NeueLT Thin Extended – print and web

Helvetica NeueLT Light Extended – print and web

*Hipster* – print and web

Hipster Script is used for one word only and larger than the overline or underline. It is paired with Helvetica NeueLT Extended. See examples:

This word is *meaningful* | *Fonts* are very important

If necessary, you can substitute Century Gothic for Helvetica NeueLT.

### Body Copy Fonts

We use one of these three serif fonts for body copy.

PMN Caecilia 55 Roman 10-12pt

Georgia Regular 10-12pt

Big Caslon Medium 10-12pt

What's the difference between a typeface and a font? Here's a hint: use "typeface" when you would use "song" (e.g. "I love that song/typeface...") and "font" when you would use "track" ("....so I'm going to buy the track/font for it.").

## Brand Colors

A specific palette of colors has 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.

You will notice the main brand colors are a soft palette. That is because our full-color photos of places, spaces and the people of Prairie Trail take center stage as the main focal point.

PT Green	PMS 7492 C	PT Green #2	PMS 5753 C
C 36 M 16 Y 75 K 0 #abd966		C 61 M 41 Y 91 K 28 #5e6836	
District Orange	PMS 7580 C	PT Charcoal	PMS 425 C
C 17 M 75 Y 80 K 5 #c65d42		C 0 M 0 Y 0 K 80 #58595b	
PT Blue	PMS 7457 U		
C 20 M 0 Y 7 K 0 #c9e9eb			

## The New Prairie Trail Logo



Four-color Prairie Trail logo.

This is the primary logo for the development.

Four-color Prairie Trail horizontal logo. Sometimes it's necessary, but don't use this when the primary logo will do. It's not an option, it's for horizontal spaces only.



Secondary one-color Prairie Trail logos. Use in white only.



## New Logo for The District in Prairie Trail



Four-color logo for The District.

This is the primary logo for The District.

The primary Prairie Trail logo should be used everywhere, first. You will begin to see The District logo used more often during 2017 and in the future.

The District horizontal logo. Sometimes it's necessary, but don't use this when the primary logo will do. It's not an option, it's just for horizontal spaces.



Secondary one-color logos for The District. Use in white only.



## Prairie Trail Brand Icons



These little gems provide a lot of interesting flexibility like avatars or favicons. The icon should be used specifically as designed in relationship with the words. But, if there is the perfect place to add a Prairie Trail accent, go for it and use the icon!

## Prairie Trail #hashtags



prairietrailankeny



@PrairieTrail



@PrairieTrail



thedistrictpt



Prairie Trail



prairietrailankeny



prairietrailankeny

Please follow Prairie Trail on social media. You will find a robust community, multiple channels and our favorite hashtags.

We're fond of these. Please use often!

#prairietrail

#TheDistrict

#prairietraillifestyle

#alwayssomethinghappening

#healthyliving

#walkability

#sustainability

#designmatters

Find everything you need!

We hope you enjoy helping us share the Prairie Trail story. Following are a few images of marketing materials. Visit [prairietrailankeny.com/resources](http://prairietrailankeny.com/resources) for logo files and follow Prairie Trail on social media for the always up-to-date brand story.

If you have questions or can't find what something, contact us via email:

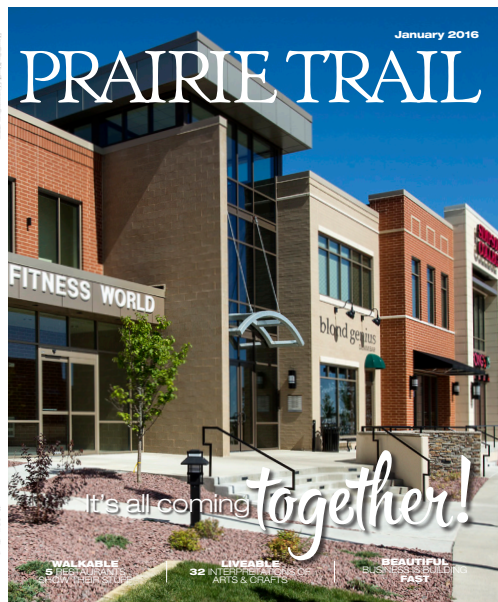
[ashleyj@albaughllc.com](mailto:ashleyj@albaughllc.com) or [info@prairietrailankeny.com](mailto:info@prairietrailankeny.com)



Prairie Trail Website



Magazine Ad



2016 Prairie Trail Magazine Cover

**Prairie Trail**  
a new urbanism community in the heart of Iowa

Prairie Trail is a planned urban development strategically located on Interstate 55 between Ames and Des Moines, in the center of Ankeny, Iowa.

In 2006, Dennis Albaugh, CEO and founder of Albaugh LLC, purchased the land that had once been home to Iowa State University's dairy research farm. A thoughtful and strategic approach to developing this 1,051-acre was critical because business and residential housing had grown up around it. The City of Ankeny and I&AA Properties formed a partnership and brought together a team of people for the strategic planning committee. They brought in experts in urban planning, stormwater management, traffic analysis and more.

Prairie Trail is one of the largest new urbanism communities in the Midwest and the first in Iowa. It is a walkable community with shops, restaurants, bars, offices, boutiques and more all located nearby. There are more than 200 acres of parks and open spaces meaning nearly 20 percent of the development is devoted to public use.

Today Ankeny is one of Iowa's fastest growing cities and Prairie Trail is at the center of it all. Walkable, urban places are in high demand by people in all life stages and Prairie Trail offers a full spectrum of residential choices, including townhomes, villas, rentals and senior living.

Prairie Trail is the essence of urban sophistication and small town charm where people can live and work and play.

To learn more about commercial and residential opportunities at Prairie Trail, contact:  
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[prairietrailankeny.com](http://prairietrailankeny.com)



Prairie Trail Magazine Feature