



Brand Standards

COPPERTOWN COURIER

Serving Oconto & Oconto County, Wisconsin · Established 2026

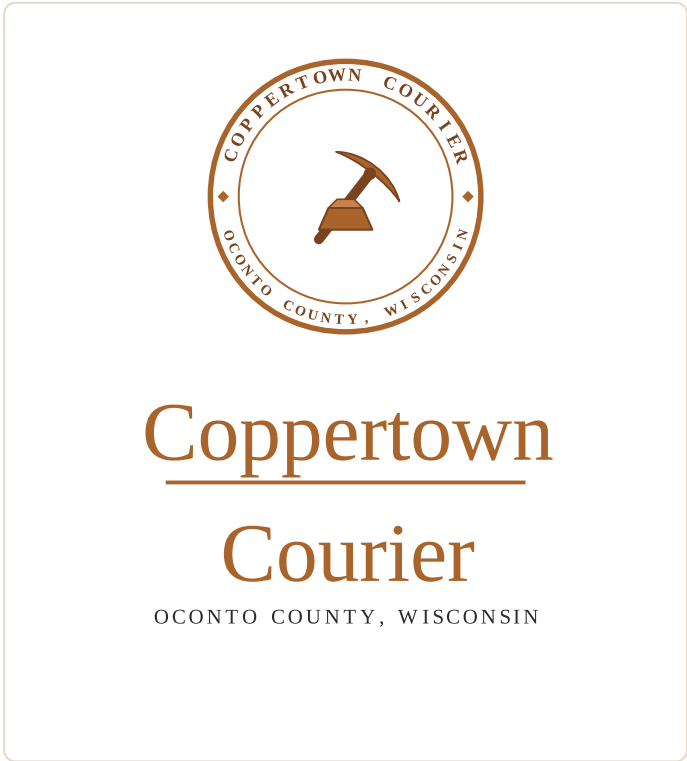
The Logo

The Coppertown Courier identity is a classic newspaper nameplate set in a transitional serif (Caslon/Times lineage) chosen for warmth, gravitas, and long-term legibility. The palette and emblem lean into Oconto's heritage as a logging, milling, and **copper-mining** community — expressed through a copper wordmark and a miner's pickaxe-and-ingot mark.

PRIMARY LOGO (HORIZONTAL NAMEPLATE)



STACKED LOCKUP



REVERSED (DARK BACKGROUNDS)



ONE-COLOR (STAMP / FAX / SINGLE-INK PRESS)



The Emblem & Usage Rules

SEAL EMBLEM — FOLIO, MERCH, OFFICIAL STAMP



FAVICON / AVATAR MARK AT SIZE



64px · 32px · 16px. The pickaxe-and-ingot stays legible down to favicon size.

CLEAR SPACE & MINIMUM SIZE

- Keep clear space around the logo equal to the height of the "C" in *Courier*.
- Primary nameplate minimum width: **1.5 in** (print) / **220 px** (screen).
- Use the stacked or seal lockup when width is limited.

CLEAR SPACE



DO NOT

- Stretch, condense, or rotate the logo, or rearrange its elements.
- Recolor outside the brand palette, or add shadows, gradients, or outlines.
- Place the copper wordmark on low-contrast or busy backgrounds — use the reversed or one-color version instead.
- Recreate the wordmark in a different typeface; always use the supplied vector files.

Color Palette

Copper leads in every application, grounded by ink charcoal on a warm paper cream. Verdigris — the green patina of aged copper — is a sparing secondary accent. CMYK and Pantone values are approximate; confirm against a press proof.

#A8642A	Copper Primary RGB 168 / 100 / 42 CMYK 0 / 40 / 75 / 34 Pantone 167 C (approx.)
#C9824E	Bright Copper Highlight / hover RGB 201 / 130 / 78 CMYK 0 / 35 / 61 / 21 Pantone 472 C (approx.)
#7A431F	Oxidized Copper Depth / text accent RGB 122 / 67 / 31 CMYK 0 / 45 / 75 / 52 Pantone 1545 C (approx.)
#4E8A7B	Verdigris Secondary accent RGB 78 / 138 / 123 CMYK 43 / 0 / 11 / 46 Pantone 5483 C (approx.)
#2B2B2B	Ink Charcoal Body text RGB 43 / 43 / 43 CMYK 0 / 0 / 0 / 83 Pantone Black 7 C (approx.)
#F6F1E9	Paper Cream Background RGB 246 / 241 / 233 CMYK 0 / 2 / 5 / 4 Pantone Warm Gray 1 (approx.)

Tip: for the black & white print edition, the copper reproduces as a rich mid-gray; use the one-color logo there and reserve full copper for the website, signage, and merchandise.

Typography

MASTHEAD & HEADLINES

Coppertown Courier

Transitional serif (Caslon/Times lineage).

Recommended: **Libre Caslon** or **Cormorant Garamond** (free) / **Adobe Caslon Pro**. System fallback: Georgia or Times New Roman. The logo wordmark is supplied as outlined vector, so no font install is needed to use it.

HIERARCHY IN THE PAPER

- **Section headers** — serif bold, copper.
- **Headlines** — serif, ink charcoal.
- **Body** — humanist sans, ink charcoal, generous leading for readability on newsprint.
- **Kickers / bylines** — letterspaced sans small caps.

BODY & INTERFACE

Aa Bb Cc
0123456789

Humanist sans for article body, captions, and the website UI.
Recommended: **Source Sans 3** or **Inter** (free). System fallback: Helvetica or Arial.

LABELS & TAGLINES

SERVING OCONTO COUNTY

Letterspaced small caps of the serif, as used in the nameplate tagline.

Applications & Voice

WHERE EACH ASSET GOES

- **Primary nameplate** — top of every print edition and the website header.
- **Seal** — back-page folio, official notices, tote bags, mugs, and a foil stamp on special editions.
- **Favicon mark** — browser tab, app icon, and social avatar.
- **Reversed** — dark website footers, signage, and event banners.
- **One-color** — the black & white print run, rubber stamps, and faxed/scanned documents.

BRAND VOICE

Neighborly, plainspoken, and rooted in place. The Courier sounds like a trusted local — warm and clear, never sensational. Lead with the community: local events, the people of Oconto, and the businesses that keep the area running.

FILE INDEX (VECTOR, SCALABLE)

- coppertown_courier_logo_primary.svg
- coppertown_courier_logo_stacked.svg
- coppertown_courier_logo_reversed.svg
- coppertown_courier_logo_mono.svg
- coppertown_courier_emblem_seal.svg
- coppertown_courier_emblem_favicon.svg