



# METRO SOUTH BRAND BOOK

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## OUR VISION

Metro South is a diverse community representing a broad range of cultural backgrounds and unique business interests, just waiting to be explored by residents and tourists alike. Metro South aims to connect people and bring to light the variety of arts, entertainment and attractions—all available in the comfort and convenience of our own backyard. Metro South seeks to work collaboratively and cohesively as a region to increase the quality of life for those already living here, while attracting new tourists, residents and businesses, and promoting the many aspects that make life in Metro South so great. Metro South strives to transform perceptions about Brockton's image as a gateway community into one celebrating the diversity and positive business opportunities available in Brockton and its neighboring communities. Metro South aspires to be recognized as an established entity and household name throughout Massachusetts, much like the South Shore, South Coast, Berkshires, North Shore and Metro West regions.

- Chris Cooney, CCE  
President & CEO  
Metro South Chamber of Commerce

- William Morse,  
Chairman of the Board,  
Metro South Chamber of Commerce

## REGIONALIZATION & INCORPORATION

Regionalization allows for communities to remain competitive by helping to create jobs, addressing existing economic challenges, capitalizing on economic opportunities, creating more diversity, and representing a more powerful, unified voice for legislative action. The Metro South region will benefit from combining the varied strengths of each individual community (including name recognition, resources, and niche interests and attractions), into one powerful entity.

This brand manifesto exists not to overshadow an individual town's identity. It exists to enhance a town's brand/image by establishing strength and recognition on a larger, more recognizable scope. Communities and organizations are encouraged to add the Metro South Brand, "When Metro South is Home, Everything's Within Reach" to their already existing marketing efforts.

## METRO SOUTH BACKGROUND

The Metro South region consists of 18 communities south of Boston. The region, centered in Brockton, a city of 100,000 people, also includes Abington, Avon, Bridgewater, Canton, East Bridgewater, Easton, Halifax, Hanover, Hanson, Holbrook, Norwell, Randolph, Rockland, Sharon, Stoughton, West Bridgewater and Whitman. It is one of the fastest-growing regions in Massachusetts with 10,000 new arrivals since 1959. Metro South is a major market with more than 340,000 people. Over six million people live within a 50-mile radius, while half the population of Massachusetts is within 30 minutes of the region. The diverse economies of the area prosper from manufacturing, food production, distribution, health care, retail, wholesale trade and service industries.

The region has a proud history: Thomas Edison partnered with community leaders and the City of Brockton to allow Brockton to become an experimental laboratory producing a number of innovations. He supervised construction of the first power station in Brockton and he threw the switch that gave Brockton the world's first three-wire underground electric transmission system. This model was replicated in over 500 cities nationwide. The city also became one of the first in the world to use incandescent and arc lamps for street lighting and one of the first with an electric trolley line with electric lights. The region was also home to the first industrial park, the first assembly line operation, the first tack cutting machine, the first electrically operated fire station, and the first theatre in the world to be electrically lighted (which was the envy of the entertainment world at the time). The catcher's mitt and the Toll House cookie were also invented in the region and the nation's first department store Santa Claus appeared in a Brockton department store in 1890.

The Metro South region offers the best of many worlds—all of the cultural and corporate advantages of the city with the natural beauty and serenity of historic New England. Residents and visitors can always find an array of recreational, cultural and community events throughout the region.



# METRO SOUTH



## WHEN METRO SOUTH IS HOME, EVERYTHING'S WITHIN REACH

Lakes, cities, countryside. In Metro South, we have access to it all, anytime we want. With the super-accessible highway and commuter rail, it's easy to commute to Boston, head to the Cape for a beach weekend or catch a Patriots game at Gillette. Plus, with gorgeous parks, golfing, shopping, diverse multicultural dining options and attractions like the Fuller Craft Museum, Blue Hills ski area and the Brockton Rox, there's so much to enjoy—right here at home. With a thousand things to see and do, right in our backyard, it's obvious why many of us are Metro South residents for life.

## WHEN METRO SOUTH IS HOME, EVERYTHING'S WITHIN REACH

You can't overestimate the importance of home. Home is where you put down roots, where you raise a family, where you become part of a community. Home is where you learn to cook your signature dish, eat cereal straight from the box or order from your favorite takeout place. Home is where neighbors become like family and where you create a lifetime of memories.

Where you make your home determines a lot. What kind of experiences you'll have, who will become your lifelong friends and how much of your life will be spent getting places versus being there.

They say you can't have it all, but maybe "they" didn't know about Metro South. Imagine a place where world-class cities, postcard-perfect countryside and scenic rivers and some of the world's most beautiful beaches are all within reach. A place where, thanks to a super-accessible highway and commuter rail, it's easy to commute to Boston, head to the Cape or Providence for a beach weekend or catch a Patriots game at Gillette. For some, it might seem too good to be true, but in Metro South, that's what we call home.

It's not just about what's close by though. There's so much to enjoy right here at home, too. Beyond the wide array of shopping and dining, we've made art and culture an integral part of our community, evident at the one-of-a-kind Fuller Craft Museum,

the acclaimed Brockton Symphony and the inspiring Indaba Theatre. But we also love working up a sweat, out in the great outdoors, as both athletes and fans. We're lucky enough to be able to ski at our very own Blue Hills, play a round at D.W. Field Golf Course, cheer on the Brockton Rox, kayak down a scenic river and even try our hand at Formula 1 racing, all for much less than one would pay in the city.

People from all types of cultures have made Metro South their home, so we don't have to go far to enjoy authentic Cape Verdean or Caribbean cuisine, see an Irish set dancing show or jam to some live Funana music. Our unique mix of cultures—European, Cape Verdean, Haitian and more—makes living in Metro South a celebratory, ever-changing cultural experience that's anything but boring.

Beyond leisure activities, our region boasts a growing business community, strong school system and a variety of affordable housing. When you live in Metro South, the good life is truly just outside your door.

Many Metro South residents have been here for generations, establishing roots in this energetic, diverse region that has so much to offer. With a thousand things to see and do, right in our backyard, it's obvious why so many of us are happy to call Metro South home.

## TARGET AUDIENCE

We have two distinct target audiences in Metro South: existing businesses and residents of the area and potential future residents and businesses that we aim to bring into the area.

Our existing residents are of all ages and cultures, but tend to be comprised of hardworking blue-collar families who have lived in the area for many years. There is also a rapidly growing immigrant community centralized around Brockton, with families relocating from Cape Verde, Haiti, Brazil, Central America, and many other countries. These families tend to have a comparatively lower household income, often live with extended family and have strong connections within their own sub-communities.

Businesses in the area are primarily small, often family owned and/or family run. Metro South is also home to museums, a baseball stadium and other cultural attractions including state parks, libraries and a historical society.

Moving forward, we would like to attract additional small businesses of a greater variety (more restaurants, cafés, bars, retail establishments, etc.) that will continue to enrich the cultural atmosphere, as well as larger businesses that have the potential to strengthen the overall economic base of the area.

We also anticipate that ongoing redevelopment projects will help to bring in new residents—specifically, young, educated professionals who are interested in being in proximity to Boston or other large cities but want to live in a more affordable area. These potential residents would likely have access to disposable income, which will in turn help to drive the demand for and growth of businesses in the Metro South area.



# GOTHAM

Typography is not just the specified typeface used in our communications. It is also the manner in which type is consistently organized and contributes to the overall visual voice of the brand.

Gotham is the primary design font used throughout all communications for headlines and callouts. For variety, a mix of both Gotham Light and Gotham Bold can be used. Gotham Bold is typically used to call out the more important parts of the copy.

Arial Regular is the typeface used for body copy throughout all communications.

## HEADLINES

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

### Gotham Bold

Usually all caps | Subheads upper and lowercase

## ALTERNATE HEADLINES & TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

### Gotham Book

Used with Bold, usually all caps

## TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

### Arial Regular

## PRIMARY

The core color palette consists of three colors. The red should be used as the primary color throughout all materials and be supported by the two remaining highlight colors. Whitespace should play a large role in all forms of communication. The overall feel should be clean, crisp and confident.

C: 0	R: 195
M: 71	G: 109
Y: 94	B: 92
PMS 7598	K: 8

RED



C: 18	R: 202
M: 3	G: 223
Y: 16	B: 212
PMS 621	K: 0

BLUE



C: 0	R: 167
M: 0	G: 169
Y: 0	B: 172
K: 40	

GREY



## SECONDARY

The two secondary colors should be used in conjunction with the primary red and play a supporting role.

	C: 4	
	M: 4	R: 208
	Y: 11	G: 203
PMS 7534	K: 7	B: 195

TAUPE

	C: 29	
	M: 3	R: 142
	Y: 99	G: 154
PMS 383	K: 19	B: 54

GREEN



# STOCK GUIDELINES

When image needs arise that require the use of stock photography, the following guidelines should be followed for selecting and customizing images.

## Stock Photography Selection Criteria:

Stock images should have a unique lighting style (sun, flare, etc.) or interesting cropping of the photo.

If people are present in the photos, they should not be a main focus.

## Photography Locations Should Include:

Brockton Symphony	Lake Nippenicket,
Brockton Rox/Campanelli Stadium	Bridgewater; and Lake Massapoag, Sharon
Fuller Craft Museum	Trustees of Reservation locations including Bradley Estate, Canton; and Oliver Ames Estate, Easton
D.W. Field Park	Beautiful Scenic Rivers: Town River, Bridgewater & West Bridgewater; Taunton River, Bridgewater & Halifax
Borderland State Park	Pick-Your-Own Farms: C.N. Smith Farm, East Bridgewater; Flynn's Family Farm, Easton; Town Line Farm, Halifax; Ward's Berry Farm, Sharon
Easton Children's Museum	
Easton Country Club	
Brockton Public Library	
Bridgewater State campus	
Stonehill College campus	
Natural Science Center	
Ames Lowell State Park, Abington	



These images are for style guidelines only.  
Not actual Massachusetts locations.