



BRAND GUIDELINES

Version 1.7 | Updated 6.23.2025



CONTENTS

Logo Basics 3

1. Overview	4
2. Primary Logo	5
3. Secondary Logo	6
4. Tertiary Logo	7
5. Symbol	8
6. Logo Variations	9
7. Clear Space	10
8. Logotype Don'ts	11
9. Open Source	12-13
10. Co-branding	14-15

Colors & Typography 16

1. Our Palette	17
2. Our Typefaces	18
3. Primary Typeface	19
4. Secondary Typeface	20
5. Typographic Hierarchy	21

Design Motifs 22

1. Our Thread	23
---------------	----

Photography Guidelines 24

1. Best Practices / Negative Cues	25
2. Product Specific	28-29
3. Photography Do's and Don'ts Examples	30-31

Video & VO Guidelines 24

1. Best Practices / Negative Cues	25
2. Product Specific	28-29
3. Photography Do's and Don'ts Examples	30-31

Stationary Design 32

1. Collateral Pieces	33
2. Mockup Examples	34-35

01 LOGO BASICS

Overview

Better in BTR

02 Logo Basics

We have three main types of logos we can implement across different forms of communication. Optical kerning, refined weight, defined clear space, and approved lockups help to make the logo instantly recognizable at all sizes and in all contexts.



Stacked logo



Vertical logo



Horizontal logo



Symbol

ALWAYS USE THE LOGO FILES PROVIDED IN THE PACKAGED LOGO FILES. DO NOT RE-CREATE.

Primary Logo

Better in BTR

02 Logo Basics

Our stacked lockup is our primary logo and preferred option. The logo options shown to the right are our preferred color combinations for our brand. The primary logo should be used when there is no other brand presence in communications.

Primary logo usage

Our logo is open source and allows for flexibility of color when represented and in conjunction with other brands and entities.

THE STACKED LOGO IS THE PRIMARY LOGO
AND SHOULD BE USED IN MOST INSTANCES.



Secondary Logo

Better in BTR

02 Logo Basics

The vertical lockup should be used if our primary logo is inappropriate for specific applications due to size, format or design restrictions.



Secondary logo usage

Our logo is open source and allows for flexibility of color when represented and in conjunction with other brands and entities.



THE STACKED LOGO IS THE PRIMARY LOGO AND SHOULD BE USED IN MOST INSTANCES.

Tertiary Logo

Better in BTR

02 Logo Basics

The horizontal lockup should be used if our primary logo is inappropriate for specific applications due to size, format or design restrictions.



Tertiary logo usage

Our logo is open source and allows for flexibility of color when represented and in conjunction with other brands and entities.



THE STACKED LOGO IS THE PRIMARY LOGO AND SHOULD BE USED IN MOST INSTANCES.

Symbol

For extra small applications where the full logotype is illegible, the “btr” circular symbol can be used as an app icon, favicon, social media profile picture and more.

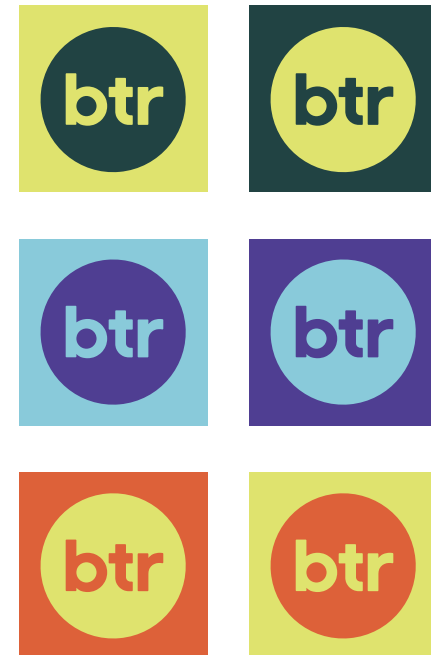
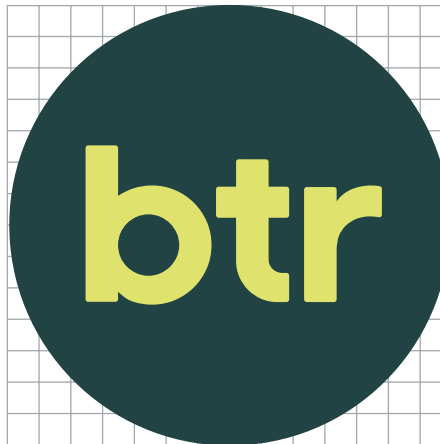
Our icon should be visible but needs space to breathe at small sizes. The icon size has to be 60% of the container width, visually centered.

Symbol usage

Our symbol is open source and allows for flexibility of color when represented and in conjunction with other brands and entities.

Better in BTR

02 Logo Basics



Logo Variations

Our logo variations allow for the brand to be flexible and include variety within the brand identity system. These logos should be used sparingly and for unique situations or applications.

Our logos are open source and allows for flexibility of color when represented and in conjunction with other brands and entities.

Better in BTR 02 Logo Basics



BETTER IN BTR – ARCH TEXT



BETTER IN BTR – STRAIGHT TEXT



BETTER IN BATON ROUGE – ARCH TEXT



BETTER IN BATON ROUGE BADGE

Clear Space

To maximize visibility and impact, ensure our logo has clear space for it to breathe. Clear space around the logo is equal to the height of the “r” in “btr” on all sides for best legibility of the primary logo.

Avoid putting any text or graphics within the clear space.

ENSURE THERE IS ALWAYS ADEQUATE SPACE BETWEEN THE LOGO AND SURROUNDING ELEMENTS.

Better in BTR 02 Logo Basics



Logo Don'ts

To make sure our logo appears as consistently as possible throughout all communications, we've identified a few ways we don't want our logo to appear.

Better in BTR 02 Logo Basics



DO NOT ROTATE



DO NOT SKEW



DO NOT USE LOW QUALITY



DO NOT CHANGE LETTERCASE



DO NOT USE A SHADOW/GLOW



DO NOT ADJUST SIZING



NO BUSY BACKGROUNDS



DO NOT CHANGE FONTS



DO NOT APPLY ANY 3D EFFECTS

Open Source

Our logo system is open source to allow for other companies or entities to adopt the brand easily when using the logo in conjunction with any other marketing materials.

This allows our brand to be seen across multiple disciplines and fields, and communicates the partnership with those brands and the Baton Rouge Area.

ENSURE THERE IS ALWAYS ENOUGH CONTRAST BETWEEN COLORS OR BACKGROUNDS WHEN USING OUR LOGO.

Better in BTR

02 Logo Basics



EXAMPLES OF OUR LOGO REPRESENTED IN AN ARRAY OF COLOR PALETTES



EXAMPLES OF OUR LOGO REPRESENTED WITH BATON ROUGE'S LOCAL UNIVERSITIES



EXAMPLES OF OUR SYMBOL REPRESENTED FOR DIFFERENT EVENTS, ORGANIZATIONS, HOLIDAYS, ETC.

Open Source

This logo lockup is intended for use on marketing materials produced by external entities, in collaboration with Better in BTR. It should be used for social media posts promoting vibrant neighborhoods, thriving industries, the unique local food scene, and the dynamic nightlife of the Baton Rouge Area.

The brand font Poppins is available to download ([here](#)) and is available in Canva. If not available for any reason, please use our alternative font Arial.

Better in BTR

02 Logo Basics

Live concerts
are better in **btr**

Poppins Medium
-10 Tracking
Right Aligned

There should be a 1pt difference
between type size and type leading

Farmers markets
are better in **btr**

Shopping
is better in **btr**

Soul food
is better in **btr**

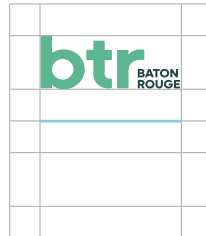
Living
is better in **btr**

Co-branding

When co-branding any marketing materials, ensure there's enough space by using the margins and rules indicated. Use the orientation best suited to the application.

Better in BTR

02 Logo Basics



Vertical

Our logo appears on top with margins and an optional rule separating it from the partner logo.

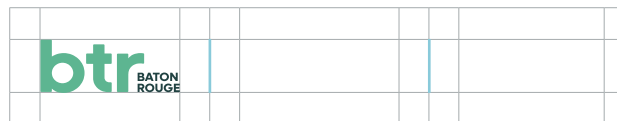


Horizontal

The logo is placed on the left first with margins and an optional rule separating it from the partner logo.

Multiple Logos

If there are multiple partnership logos, it's important to use our logo in a horizontal format.



The primary logo appears on the left and is placed first with equal margins and rules separating it from the partner logos.

Use discretion when applying rules between the logos. If there are more than 4 logos present, do not use the rules, but be sure to apply adequate space around each.

Co-branding

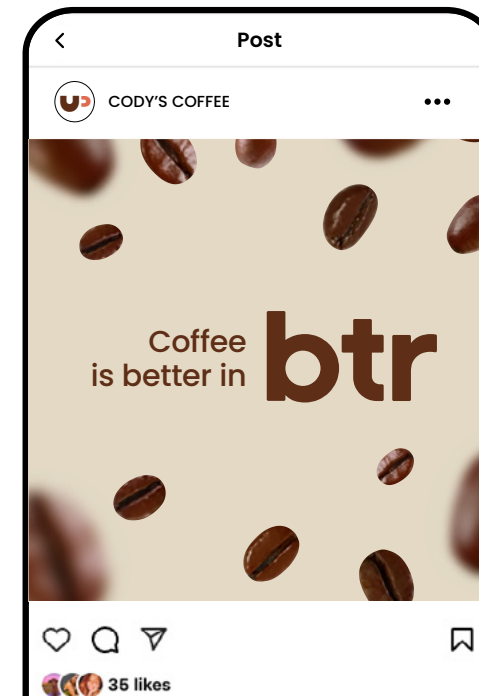
Social Media Guide

When using our brand for any social media content, be sure to follow our logo guidelines for the clear spacing and best practices.

Our logo is open source and allows for flexibility of color when represented and in conjunction with other brands and entities.

Better in BTR

02 Logo Basics



02 **COLORS & TYPOGRAPHY**

Our Palette

Primary Colors

Our core palette is distinctly recognizable as Better in BTR and should be used in brand-led communications.

Better in BTR 03 Colors & Typography

DARK TEAL

C89 M53 Y62 K45
R33 G67 B67

Hex: #214343
Pantone: 3302

BLUEBONNET

C83 M91 Y0 K0
R79 G62 B146

Hex: #4f3e92
Pantone: 7671

BRIGHT JADE

C73 M0 Y59 K0
R93 G181 B145

Hex: #5db591
Pantone: 7723

BLUE HERON

C51 M0 Y13 K0
R137 G202 B218

Hex: #89cada
Pantone: 636

LIME

C16 M0 Y80 K0
R223 G227 B110

Hex: #dfe36e
Pantone: 379

CRAB BOIL

C1 M81 Y95 K0
R221 G97 B57

Hex: #dd6139
Pantone: 7579

Support Colors

In addition to the primary colors there is a palette of supporting colors. These colors have been selected to complement the primary palette and provides flexibility needed to express different ideas, or differentiate key messages and information. Do not change or adjust these colors.

FLAMINGO

C5 M70 Y16 K0
R229 G108 B149

Hex: #e56c95
Pantone: 190

OLIVE GREEN

C67 M34 Y89 K21
R90 G117 B57

Hex: #5a7539
Pantone: 575

REDSTICK

C26 M91 Y79 K24
R156 G45 B44

Hex: #9c2d2c
Pantone: 7628

APRICOT

C15 M59 Y100 K1
R209 G119 B17

Hex: #d17711
Pantone: 138

CAJUN NAVY

C84 M61 Y40 K33
R49 G74 B96

Hex: #314a60
Pantone: 7477

SUNFLOWER

C5 M31 Y91 K0
R242 G182 B33

Hex: #f2b621
Pantone: 1403

ALL COLORS ARE OPEN AND FREE TO USE AS NEEDED. SEE PAGE 12 OF THIS GUIDE FOR OPEN SOURCE INFORMATION REGARDING COLOR.

Our Typefaces

Better in BTR

03 Colors & Typography

Dorival UI is our primary typeface and should be used in headlines.

Our secondary typeface is **Poppins**. It works great for body copy, and pairs beautifully with the Dorival font family. Poppins typeface should be used for copy longer than 20 words or sized smaller than 16 pt.

Dorival UI Variable

Poppins

Primary Typeface

Better in BTR

03 Colors & Typography

DORIVAL TYPEFACE

DOWNLOAD DORIVAL FROM ADOBE CC, [HERE](#).

WHEN DORIVAL ISN'T AVAILABLE, THE BEST ALTERNATIVE IS [SOFIA SANS CONDENSED](#)

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890
(,.,:?!\$&*)

Aa

Light

Arcu ac tortor dignissim convallis aenean. Quisque id diam vel quam elementum pulvinar. Semper risus in hendrerit gravida rutrum quisque. Risus feugiat in ante metus dictum at tempor commodo ullamcorper.

Medium

Arcu ac tortor dignissim convallis aenean. Quisque id diam vel quam elementum pulvinar. Semper risus in hendrerit gravida rutrum quisque. Risus feugiat in ante metus dictum at tempor commodo ullamcorper.

Bold

Arcu ac tortor dignissim convallis aenean. Quisque id diam vel quam elementum pulvinar. Semper risus in hendrerit gravida rutrum quisque. Risus feugiat in ante metus dictum at tempor commodo ullamcorper dom uniaql.

Secondary Typeface

Better in BTR

03 Colors & Typography

Poppins Typeface

DOWNLOAD POPPINS [HERE](#).

WHEN POPPINS ISN'T AVAILABLE, THE BEST ALTERNATIVE IS **ARIAL**.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890
(,,:? !\$&*)

Aa

Light

Arcu ac tortor dignissim convallis aenean. Quisque id diam vel quam elementum pulvinar. Semper risus in hendrerit gravida rutrum quisque. Risus feugiat in ante metus dictum at tempor commodo ullamcorper.

Medium

Arcu ac tortor dignissim convallis aenean. Quisque id diam vel quam elementum pulvinar. Semper risus in hendrerit gravida rutrum quisque risus feugiat.

Bold

Arcu ac tortor dignissim convallis aenean. Quisque id diam vel quam elementum pulvinar. Semper risus in hendrerit gravida rutrum quisque. Risus feugiat in ante metus dictum at tempor commodo ullamcorper dom uniaql.

Typographic Hierarchy

It is important to organize typography in a hierarchical system according to the relative importance in all communications.

Headline Dorival Narrow Extrabold
All Caps
40pt
40pt leading
0 tracking

Subhead Poppins Medium
16pt
22pt leading
-10 tracking

Body Poppins Regular
8pt
12pt leading
-10 tracking

Systematic Spacing & Sizing

Our typography follows a systematic spacing and sizing guide to ensure consistency. Spacing and text sizes should be applied in multiples of 8.

Better in BTR

03 Colors & Typography

**THIS HEADLINE IS 2 LINES
SET IN NARROW BOLD.**

24PX HIGH

This subhead is set to a 16 point size,
medium weight with -10 tracking.

32PX HIGH

Edi ipsanhi ictasi ducid maxim volupta metur, seque liatempora excessu ntibus endiam qui officabo. Andis reribusdae cus, dolor aut eserunt aut et facestem ipsanda voluptatibea inus arundae ctendel estionse rempora que nes audipiendae sit que vent odia verspe cus arum alic totaspe raeptatiis deliquaspel etus dolore cum id et eum necessimi, con nihitat uribus pitatibusci.

Moloris dolupta turehen dipsum, consequ oditate la peliquae velique eiundantis estrum qui quos dis ad qui bersper eiciam volupta sperion sequis ad eostrum fugia doluptatiam, consed magnistrupia expe poriat.

Uptus simagnatur, nest, sim quatque seque endis endio blabore pa vid mo commo et fugit etur magnimustrum hil in consequ rerorent quam dipis es ut eat aceperibus animus sitam fuga. Idelecupam ipisquat.

03 DESIGN MOTIFS

Our Thread

Our thread design motif is what connects Better in BTR with the Baton Rouge Area community.

To create each unique thread, follow the steps outlined on this page.



Use the **Blob Brush tool** and change the settings to the following below:

- Fidelity Level should be set to a maximum smooth level
- The size of the brush should be set to 30pts (fixed)
- All other settings kept at default



In most cases, the line drawn will have extra/unnecessary anchor points. To remedy this, use the **Smooth tool** and set the amount to 10% or a percentage that yields the best results.

EXAMPLES OF HOW TO USE THE THREAD CAN BE SEEN TO THE RIGHT OF THIS PAGE.

Better in BTR

05 Design Motifs

The thread can serve a variety of purposes, such as highlighting the community by “embracing” each individual Better in BTR represents.



* Cut both ends of the thread to create a straight edge vs. the rounded ends when using the Blob Brush.

04 PHOTOGRAPHY

Common Guidelines

Use authentic, diverse images that reflect the vibrant culture and energy of the Baton Rouge Area. Highlight iconic landmarks, vibrant neighborhoods, thriving industries, festivals, and authentic local moments **that capture a sense of place**. Include diverse people engaged in relatable interactions to emphasize inclusivity and community. Ensure each photo feels unique to the Baton Rouge Area, avoiding stock photo traits and negative or stereotypical cues.

** Stock photography should always be avoided.*

Composition

The composition of these images should be thoughtfully curated to highlight the essence of the Baton Rouge Area, featuring a blend of wide-angle shots and intimate close-ups that showcase the vibrant cultural scene and welcoming community.

The staging should always feel natural and the positioning of the subjects authentic.

Better in BTR

04 Photography

Best Practices:

- Show faces and the front/angled view of people (i.e. no butts, armpits)
- Show activities, interactions, gestures. Capture workers enjoying their work, interacting with employees or customers, etc.
- Photos of people in front of a reception desk/ in a conference room are not as desirable as people engaging with their product/work
- Choose diverse subjects

Quality-of-Life Images:

- Show family-friendly moments and capture smiles when appropriate
- Avoid images of people straining or appearing physically taxed

Visual Identities:

Visual identities can include a logo from the company, a local sports team, event, or school. Examples include: a company logo coffee mug, a local festival poster on wall, a manufacturing worker wearing the company's logo, or a Baton Rouge university emblem on a hat. Photoshop in Baton Rouge visuals when necessary.

Negative Clues/Stereotypes:

- Avoid potentially divisive political figures, monuments or signs
- Avoid Party fouls (e.g. alcohol)
- Images that portray the community/subject as being not current, dated
- Positive elements of local traditions (e.g. events, festivals)

Common Guidelines

Continued

** Stock photography should always be avoided.*

Better in BTR

04 Photography

Photography should be aesthetically appealing.

Special attention should be given to making compositions attractive. Remove visual distractions either in the moment or through Photoshop.

- Frame each image thoughtfully to avoid the need for extensive cropping which could result in resolution issues.
- Unless they are intended to be part of the composition, avoid “visual noise” such as cars, roads, sticks, dead trees, power lines, wires, trash cans, and other miscellaneous items that appear in the photo frame and distract from the subject matter.
- Use best practices in color composition wherever possible (i.e., color complements, pleasing patterns).

Photography should vary in orientation.

While most of our photography will be used in landscape orientation, we would like different kinds of shots for multiple purposes.

- Primarily shoot landscapes, but include some portrait-oriented versions of each shot as well.
- Vary the focus of the shot—place the subject on the left, right or centered.

Common Guidelines

Continued

** Stock photography should always be avoided.*

Better in BTR

04 Photography

Photography should be technically strong.

Even the best possible shots that showcase the desired features aren't usable if they are not technically strong. Many images may be used as banners in the landscape orientation. At these larger sizes, even the smallest technical shortcomings can rule out the use of any given photo.

- Be sure the subject of the photo is in focus. Many photos could be eliminated because while a foreground image is in focus, the central figure of the photo may be blurry.
- Do not overexpose. Err on the side of darker images as it is easier to recover visual information when things are slightly too dark as opposed to being blown out in white. Obviously, the closer the exposure can be to the desired product, the better.
- Do not under expose. If the subject of the photo is backlit or otherwise too dark, the photo will likely not work. Watch out for harsh shadows.
- Get close to the subject. Images captured from too far away, from a car window or from a strange vantage point tend to look less professional.
- Capture the majority of images in landscape format, as this is most often how they appear in our materials.
- Having a deep depth of field makes images more flexible for designers.
- Do not apply filters or other stylistic touches post-shoot (i.e. no need to edit until our team selects a sub-set of photos).

Common Guidelines

Continued

Product photography differs from workforce photography in style and setting. However, the end goal is the same: to showcase the Baton Rouge Area's companies and the products they create.

There are two main types of product photography: product-only images and lifestyle/in-context images. Each type comes with its own distinct guidelines.

** Stock photography should always be avoided.*

Better in BTR

04 Photography

Product-Only Images

These images are meant to showcase products at their best. Make sure the composition of the photo is visually attractive and free of distractions.

- Ensure the product is well lit, whether with natural or artificial light. When used properly, natural light can make for a more attractive picture. Artificial light can aid in showing the small details of a product.
- Fluorescent lighting can create a blue tone to photos that work well for certain products, but not others. Cold weather products and more advanced technology can benefit from this kind of lighting. Tungsten lighting creates a warmer, more yellow tone that fits most products better than fluorescent lighting.
- Capture multiple angles of the product to provide more options.
- Vary the focus of the pictures.
- Products in pictures should be clean and free of damage. Perishable products should be fresh and aesthetically pleasing. Labels should be clean and fully intact.
- Backgrounds should be attractive, complement the product well, and not draw attention away from the product. Neutral backgrounds work best for this. White backgrounds can be used judiciously but can make images look too much like stock photography.
- Be wary of reflections for products that reflect light, such as those made of glass and metal.
- Place an odd number of objects in the photo to create tension and interest.
- Leave negative space around the product to ensure the focus is on the product and allow for cropping.

Common Guidelines

Continued

** Stock photography should always be avoided.*

Better in BTR

04 Photography

Lifestyle/In-Context Images

Lifestyle/In-context images show the product being used in its intended environment. As with product-only images, take great care to ensure the photos are well composed.

- Use natural light when possible to create a more approachable aesthetic that allows readers to imagine themselves using the product.
- The product itself should be the focus of the picture. Make sure the product is in focus and that the viewer's eyes are drawn to the subject. Use depth of field to blur the background of the picture and focus on the product.
- Avoid distracting "visual noise" (e.g. trash cans, road signs) as when shooting workforce and quality of life pictures.

Do's & Don'ts

Examples

Examples of Common Guidelines for *General Photography*

Better in BTR

04 Photography



✓ **Correct:** visible branding, front view, happy employee, rich color



✗ **Incorrect:** no visible branding, poor composition, faces cut off, poor color



✓ **Correct:** engaged, happy employee, visible branding



✗ **Incorrect:** back of employee, head cut off, dark in color



✓ **Correct:** visually appealing, subject in focus, action shot



✗ **Incorrect:** poor composition, no focused subject

Do's & Don'ts

Examples

Examples of Common Guidelines for *Product Photography*

Better in BTR

04 Photography



✓ **Correct:** product presented in an appealing context, background interesting but not distracting, well-lit



✗ **Incorrect:** cluttered background, product washed out, prominent shadows



✓ **Correct:** well-lit, focused on one side, product shown in uncluttered production setting



✗ **Incorrect:** overexposed, poorly lit

05 VIDEO & VO

Video Guidelines

Technical Standards

Resolution: Typically 1920x1080 (1080p HD) or 3840x2160 (4K)

Aspect Ratio: Common is 16:9, but other ratios (like 9:16 for vertical videos) may be specified for different platforms

Frame Rate: Often 24fps, 30fps, or 60fps

File Format: Commonly MP4 or MOV

** Stock video should always be avoided.*



Example of utilizing the Thread Motif

Better in BTR

05 Video & VO

Video Quality:

Utilize high-quality, well-lit, and focused imagery to convey messages effectively. Incorporate our iconic thread motif as a visual element where applicable and include the Better in BTR logo on the end title. Always highlight the unique sense of place within the community showcasing the diverse environments and backgrounds that contribute to our collective identity. Make sure location signage, logo placement and landmarks are easily seen or recognizable.

Audio:

Ensure clear and consistent audio with minimal background distractions. If multiple individuals are speaking, balance their audio levels for a cohesive listening experience, reflecting the diverse voices of our community.

Color Correcting:

For color correction and grading please engage a qualified professional who has the expertise necessary to achieve the best results.

- If the video can't undergo professional color treatment, we recommend filming in "standard" color mode. This ensures that the captured colors and saturation appear as natural as possible right out of the camera.



Examples of sprinkling in recognizable features, places/businesses, or people.

Video Guidelines

Technical Standards

Resolution: Typically 1920x1080 (1080p HD) or 3840x2160 (4K)

Aspect Ratio: Common is 16:9, but other ratios (like 9:16 for vertical videos) may be specified for different platforms

Frame Rate: Often 24fps, 30fps, or 60fps

File Format: Commonly MP4 or MOV

** Stock video should always be avoided.*

Better in BTR

05 Video & VO

Text / Titles:

Titles must adhere to Better in BTR branding guidelines, including typography and style. Refer to pages 19–21 in this document for guidelines.

Storytelling:

Highlight impactful narratives that resonate emotionally with viewers, focusing on diversity, inclusivity, and the rich tapestry of experiences within the community. Ensure that the content reflects the mission and values of the Better in BTR campaign, emphasizing the importance of authenticity in storytelling.

Music Selection:

Select licensed music or original scores that complement the tone and style of the Better in BTR brand and campaign while respecting cultural diversity and enriching the storytelling.

Accessibility:

Incorporate closed captions or subtitles in videos to make them accessible to a broader audience, facilitating inclusivity and ensuring all voices are heard.

VO Guidelines

Technical Standards

Resolution: Typically 1920x1080 (1080p HD) or 3840x2160 (4K)

Aspect Ratio: Common is 16:9, but other ratios (like 9:16 for vertical videos) may be specified for different platforms

Frame Rate: Often 24fps, 30fps, or 60fps

File Format: Commonly MP4 or MOV

** Stock video should always be avoided.*

Better in BTR

05 Video & VO

Clarity & Articulation:

Ensure all voice-over recordings are clear and articulate. Each word should be pronounced accurately, with particular attention given to difficult terms or names relevant to our community.

Volume & Consistency:

Ensure that the volume levels are consistent throughout the recording, avoiding any sudden changes in loudness. Aim for a balanced sound that is easily heard without straining the listener's ear.

Background Noise:

Record in a quiet environment to minimize background noise and distractions. Use quality microphones and soundproofing techniques to ensure a professional-grade audio track.

Tone & Emotion:

Use a tone that reflects the mission and values of Better in BTR brand. The voice-over should convey authenticity, aligning with our commitment to inclusivity and community engagement.

VO Guidelines

Technical Standards

Resolution: Typically 1920x1080 (1080p HD) or 3840x2160 (4K)

Aspect Ratio: Common is 16:9, but other ratios (like 9:16 for vertical videos) may be specified for different platforms

Frame Rate: Often 24fps, 30fps, or 60fps

File Format: Commonly MP4 or MOV

** Stock video should always be avoided.*

Better in BTR

05 Video & VO

Pacing / Timing:

Maintain a steady and natural pacing throughout the voice-over. Avoid speaking too quickly, ensuring that viewers can absorb the message comfortably. Pauses may be used strategically to emphasize key points.

Inclusivity & Representation:

When selecting voice-over talent, strive for diversity that reflects the entirety of our region. Choose voices that resonate with different demographics and backgrounds, enhancing the message of inclusivity.

Narrative Flow:

Ensure that the voice-over complements the visual content seamlessly. The narration should guide viewers through the story, reinforcing the key themes and messages of the Better in BTR campaign.

Volume & Consistency:

Ensure that the volume levels are consistent throughout the recording, avoiding any sudden changes in loudness. Aim for a balanced sound that is easily heard without straining the listener's ear.

06 STATIONERY DESIGN

Collateral

Since this is an open-source brand, we recommend using the example mockups of collateral shown in this document as a guide for creating consistent materials.

For approved fonts, logo sizing and spacing be sure to refer the guide.

Better in BTR

05 Stationery Design



NAME

betterinbtr.com
Baton Rouge, LA 70801

btr

**FIRST NAME
LAST NAME**

Title | employee@betterinbtr.com
546 Laurel Street, Baton Rouge, LA 70801

btr

**FIRST NAME
LAST NAME**

Title | employee@betterinbtr.com
546 Laurel Street, Baton Rouge, LA 70801

btr

**FIRST NAME
LAST NAME**

Title | employee@betterinbtr.com
546 Laurel Street, Baton Rouge, LA 70801

**FIRST NAME
LAST NAME**

Title | employee@betterinbtr.com
546 Laurel Street, Baton Rouge, LA 70801

btr

BETTER IN BATON ROUGE
btr

**FIRST NAME
LAST NAME**

Title | employee@betterinbtr.com
546 Laurel Street, Baton Rouge, LA 70801

btr



225.381.7125 | info@betterinbtr.com | 554 Laurel Street, Baton Rouge, LA 70801 | betterinbtr.com

January 10, 2025

Recipient Name
222 Rainbow Road
Mario Land, NTD 01010

Veratus, som ventis sitaqui rem et perlo iunti duci debiti illiquae que vendand uscienninus nonsequi ventis
stibus voluptae, incho inullabor as a dolupta tendam, aliqua imaiam non et remam, nimadis rem faccum
idere vemat faccero hictum quandis vendant veliar asperia nimadis sandaerovita a quatus as volo
quis ipienia som, ter queecte videbit od molorumquo et dolorio repudanto beaturent excest, consectae
sitate sume maximin excest eum fugit lab is eostiam eles amet omnimus rem quo es etum facil illiquis
rem aut quos exerumqui.

ipsae officit quam, torumqu decusci pidiam illestr upatqu iducidel et occupta quam quati as a aut
dolorehentet et quis ea quiduntio. Nam imus aut alit voluptaqui dolore ni ut moloreri nitatio. Nequiae
solutur mo aditusaia volare simaxim porem.

et et aurat hnt velesequi quia voluptamus, ullab iniatem inis esti core, omnisquod expero officate nimpos
verum venimilit unt mo aut lique pare voluptat autectus doluptaspita sit, conem quid molut quo accusam
fugitatum la corest eos et fuga, inciaturs es que quae vallendis ipsunto eict.

Best regards,

Sender Name
Title
Phone Number
Email



HEADLINE GOES HERE

Icon 1

Sub-headline goes here.
Body copy paired with icon. Lorem ipsum
dolor sit amet, consectetur adipiscing elit,
sed, errro te alioe dolo conoficaf.

Icon 2

Sub-headline goes here.
Body copy paired with icon. Lorem ipsum
dolor sit amet, consectetur adipiscing elit,
sed, errro te alioe dolo conoficaf.

Icon 3

Sub-headline goes here.
Body copy paired with icon. Lorem ipsum
dolor sit amet, consectetur adipiscing elit,
sed, errro te alioe dolo conoficaf.

546 Laurel Street, Baton Rouge, LA 70801
betterinbtr.com

546 Laurel Street, Baton Rouge, LA 70801
betterinbtr.com

btr





546 Laurel Street, Baton Rouge, LA 70801

betterinbtr.com