



BRAND GUIDELINES

**East Texas Location.
Nationwide Access.**

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STRATEGIC FOUNDATION

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STRATEGIC FOUNDATION

KEDC Mission

To enhance a business climate that is conducive to job creation and retention, improving the standard of living for Kilgore residents.

KEDC Vision

A diverse economy that attracts and retains high-impact projects and quality jobs.

What Sets Kilgore Apart

Kilgore offers a distinctive blend of advantages that position it as an exceptional location for businesses seeking expansion or relocation opportunities. Our value proposition is built on a foundation of strategic location, established industry ecosystems, workforce excellence, superior infrastructure, and a business-friendly environment that enables companies to thrive.



AUDIENCE VALUE PROPOSITION

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AUDIENCE VALUE PROPOSITION

To Prospective Companies

Kilgore, Texas offers an operational advantage few markets can match—where location, labor, and low costs converge to drive profitability. With prime access to transportation routes, plus low taxes and competitive utility rates, companies choosing to locate here are positioned to outperform other corporate locations and competitors. Synergy Park, a Class-A, campus-style business park, offers scenic, shovel-ready sites, and Kilgore Economic Development Corporation delivers hands-on support, tailored incentives, and a resourceful, experienced workforce. For companies seeking scalable growth without gridlock, Kilgore offers a streamlined environment engineered for enterprise expansion.

To Existing Companies

Kilgore Economic Development Corporation is a proactive partner in sustained enterprise success—delivering tailored incentives, workforce alignment, and infrastructure support to help local industries expand, optimize, and outperform. With strategic access to talent and leadership committed to responsiveness, KEDC empowers long-term growth by delivering meaningful economic progress.

To Intermediaries

Kilgore Economic Development Corporation delivers a seamless experience for industrial site selection, development, building, and corporate relocation or expansion. With shovel-ready sites, responsive leadership, and streamlined permitting, KEDC empowers intermediaries to accelerate decisions and minimize executional barriers—making Kilgore a high-value, efficient solution for business endeavors.



OUR BRAND PERSONALITY & VOICE

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OUR BRAND PERSONALITY & VOICE

Overview

Kilgore Economic Development Corp. (KEDC) is dedicated to fostering economic growth, supporting businesses, and enhancing the community in Kilgore, Texas. Our brand voice reflects our commitment to innovation, collaboration, and excellence, aiming to inspire and engage our diverse audience, which includes local businesses, potential investors, community members, and government entities.

Tone

Professional and Authoritative:

We convey confidence and expertise in economic development, ensuring that our audience trusts our insights and guidance.

Warm and Approachable:

While maintaining professionalism, we communicate in a friendly and welcoming manner, showing our dedication to supporting businesses and the community.

Optimistic and Forward-Thinking:

Our messages are infused with optimism and a focus on future growth and opportunities, reflecting our belief in Kilgore's potential.

Language & Style

Clear and Concise:

We use straightforward language, avoiding jargon and complex terms. Our goal is to ensure that all our communications are easily understood by a diverse audience.

Inspiring and Motivational:

We aim to motivate and inspire our audience with messages that highlight the positive impacts of economic development and the potential for growth and success in Kilgore.

Inclusive and Community-Focused:

Our language emphasizes collaboration and community. We use inclusive language that reflects our commitment to benefiting all members of the Kilgore community.

KEY MESSAGING PILLARS

Strategic Location

Kilgore's strategic position offers exceptional access to major markets and transportation networks, creating a competitive advantage for businesses seeking optimal logistics and distribution capabilities.

Industry Strengths

The region demonstrates strong, established industry clusters with proven success patterns, providing newcomers with a supportive ecosystem of suppliers, talent, and complementary businesses.

Workforce Excellence

Kilgore boasts a highly skilled and reliable workforce, supported by specialized training programs and educational partnerships, which ensure businesses have access to qualified talent now and in the future.

KEY MESSAGING PILLARS

Business Park Advantages

Kilgore's Class-A campus-style business park offers premium real estate assets, reliable infrastructure, modern amenities, and room for growth in a professionally managed environment designed to meet the needs of today's most demanding businesses.

Business Friendly

Kilgore's pro-business climate features streamlined permitting, competitive incentives, unparalleled support from KEDC, and a responsive government that works as your partner. Where Quality of Life Becomes a Talent Advantage.

Where Quality of Life Becomes a Talent Advantage

Beyond business fundamentals, Kilgore offers an exceptional quality of life, characterized by a low cost of living, strong schools, and a vibrant community culture that helps companies attract and retain top talent.

VOICE IN DIFFERENT CONTEXTS

Press Releases and Formal Announcements

Tone: Professional, confident, and precise.

Example: *"Today Kilgore Economic Development Corp. announces the launch of a new initiative aimed at supporting local startups. This program will provide essential resources and mentorship to foster innovation and economic growth in our community."*

Social Media and Community Engagement

Tone: Friendly, engaging, and approachable.

Example: *"Exciting news! A new business is opening in downtown Kilgore. Welcome [Business Name] to our community! We're thrilled to see our city grow and prosper. #KilgoreGrows"*

Marketing Materials and Advertisements

Tone: Inspiring, motivational, and positive.

Example: *"Imagine the possibilities for your business in Kilgore. With our support, your vision can become a reality. Join a community that supports your success."*

Internal Communications

Tone: Supportive, collaborative, and inclusive.

Example: *"Team KEDC, your hard work and dedication are driving Kilgore's growth. Let's continue to support our local businesses and each other as we move towards a brighter future together."*



THE LOOK OF OUR BRAND

East Texas Location.
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OUR LOGO

Overview

The Kilgore Economic Development Corporation (KEDC) logo is a meticulously crafted representation of our brand. When used properly and consistently, it will generate recognition, strengthen our position, and command respect in the marketplace.

Strict adherence to the rules set forth on the following pages will ensure that the KEDC brand gains strength and prominence with every usage and in every application.

Strict compliance regarding the use of the KEDC logo and branding elements will be maintained and monitored by the KEDC.

LOGO SPACING

Minimum Clear Space around logo and tagline = the height of the Kilgore font.



To ensure it's integrity and visibility, keep the KEDC logo clear of competing text, images and graphics. Surround it on all sides with clear space no less than the height of the Kilgore logo font.



LOGO SIZE

Minimum Size

Minimum size refers to the smallest iteration of our logo which may be produced under all circumstances. These limits have been set to ensure recognition and legibility in all KEDC printed and digital materials.

The minimum width for our logo without is 2.0 inches. Smaller iterations are not readily recognizable and therefore must not be used under any circumstances.



LOGO COLORS

Logo Treatment on Different Backgrounds

The primary mark for KEDC is the full color green and yellow logo. The solid black or solid white logo should be used when background contrast or shade makes the primary mark use unreadable. Solid green or solid yellow logos are not permitted. The primary mark with grey "EDC" should be used on white backgrounds and the primary mark with white "EDC" should be used on black backgrounds.

White



50%
Shade



100%
Shade



INCORRECT USAGE

Unacceptable Usage

Any modifications to the KEDC logo are prohibited. Misuse of our logo compromises the KEDC brand. In order to strengthen and maintain the status and stature of our brand, strict adherence to the standards set forth in this guide are required of everyone in our organization.

Some common misuses of the KEDC logo are shown here, although these examples do not include every possible misrepresentation of our brand. To ensure compliance within the parameters of brand representation, familiarize yourself with the rules and regulations clearly and succinctly defined within the chapters of this usage manual. Questions regarding proper and improper usage of the KEDC logo should be directed to KEDC Marketing Department.

Unacceptable Typeface

Do not recreate the word mark using any other typeface, nor modify the original font in any form and under any circumstance.



INCORRECT USAGE

Unacceptable Highlights

Do not add highlights, gradients, textures or shadows to the logo.



Unacceptable Color

The KEDC logo may only appear in the approved colors previously outlined in this manual. Single color usage (all yellow or all green) of the logo is not permitted.



Unacceptable Wordmark

The spacing between the word mark and the insignia cannot be altered in anyway.



INCORRECT USAGE

Unacceptable Graphic Additions

No other graphic element can be attached to or associated with the logo as shown here.



Unacceptable Contrast

Do not position the logo on backgrounds with insufficient contrast.



Unacceptable Placement

The logo MUST not be positioned over a background or image that interferes with readability.



INCORRECT USAGE

Unacceptable Angle

The logo must always appear on a flat, horizontal plane and may not be tilted in any direction.



Unacceptable Drop Shadow

The logo must never appear with a drop shadow.



Unacceptable Scaling

The horizontal and vertical scale must always change proportionately. Never stretch or condense the logo.





OUR TYPOGRAPHY

East Texas Location.
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OUR TYPOGRAPHY

CINZEL

Cinzel is a typeface inspired in first century roman inscriptions, and based on classical proportions. However it's not a simple revivalism, while it conveys all the ancient history of the latin alphabet it also merges a contemporary feel onto it. Cinzel is used for titles.

CINZEL REGULAR

CINZEL BOLD

A A

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z A B
C D E F G H I J K L M N O P
Q R S T U V W X Y Z 0 1 2 3 4
5 6 7 8 9 ! @ # \$ % & ()

Soleil

Soleil is a geometric sans-serif typeface known for its modern, tranquil, and fresh aesthetic. The font was inspired by modernist design and is versatile. Soleil is used for subtitles and body copy.

Soleil Light

Soleil Light Italic

Soleil Regular

Soleil Regular Italic

Soleil Semibold

Soleil Semibold Italic

Soleil Bold

Soleil Bold Italic

A a

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z a b
c d e f g h i j k l m n o p q r
s t u v w x y z 0 1 2 3 4 5 6 7
8 9 ! @ # \$ % & ()



OUR COLOR PALETTE

East Texas Location.
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OUR PRIMARY COLOR PALETTE

Color palette is another way to build and maintain brand consistency across all platforms. Proper and consistent usage of color will reinforce and complement the KEDC brand in all communication materials. It is important to use the colors as outlined here and not alter, change or add colors to the palette.

Primary Colors

The KEDC primary color palette consists of the colors used the most to establish the bold presence of our brand.



True Black

Print: C75, M67, Y68, K90
Web: R0, G1, B1
Hex Value: #000101



White

Print: C0, M0, Y0, K0
Web: R255, G255, B255
Hex Value: #FFFFFF



Kelly Green

PMS: 7740 C
Print: C60, M0, Y57, K43
Web: R58, G145, B63
Hex Value: #3A913F

OUR SECONDARY COLOR PALETTE

Secondary Colors

The four complementary colors in the KEDC secondary color palette may be used to enhance and add visual interest to elements such as charts, graphs, bullet points and other supporting graphics.

These colors (and their corresponding values) are the only additional colors to be used in all KEDC brand materials.



Forrest Green
PMS: 3537 C
Print: C100, M0, Y59, K71
Web: R0, G73, B30
Hex Value: #00491E



Green
PMS: 3500 C
Print: C100, M0, Y54, K57
Web: R0, G110, B51
Hex Value: #006E33



Lime Green
PMS: 7744 C
Print: C1, M0, Y88, K26
Web: R186, G188, B22
Hex Value: #BABC16



Yellow
PMS: 109 C
Print: C0, M18, Y100, K0
Web: R255, G209, B0
Hex Value: #FFD100

OUR GREY SCALE COLOR PALETTE

Grey Scale Colors

The four grey scale colors in the KEDC secondary color palette may be used to enhance and add visual interest to elements such as charts, graphs, bullet points and other supporting graphics.

These colors (and their corresponding values) are the only additional grey colors to be used in all KEDC brand materials.



Graphite

Print: C0, M0, Y0, K80
Web: 50, G50, B50
Hex Value: #323232



Dim Grey

Print: C0, M0, Y0, K61
Web: R100, G100, B100
Hex Value: #646464



Grey Olive

Print: C0, M0, Y0, K41
Web: R150, G150, B150
Hex Value: #969696



Silver

Print: C0, M0, Y0, K22
Web: R200, G200, B200
Hex Value: #C8C8C8



OUR ICON SET

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OUR ICON SET

Iconography is another way to build and maintain brand consistency across all platforms. Proper and consistent usage of icons will reinforce and complement the KEDC brand in all communication materials. It is important to use the icons as outlined here and not alter, change or add icons to the set.

Below is not the complete set, but a sample of KEDC icons. They are supplied in house by KEDC.





PHOTOGRAPHY & VIDEOGRAPHY

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OUR PHOTOGRAPHY & VIDEOGRAPHY

We select visuals that directly reinforce KEDC's messaging pillars. When appropriate, imagery should create an emotional connection by highlighting natural beauty, industrial strength, community pride, and authentic moments of everyday life.

Effective visuals may include real estate assets, active industrial operations, business and community leaders, employees, educators, students, families, and quality-of-life scenes such as local events and outdoor spaces. Above all, our imagery should authentically reflect Kilgore's "can-do" spirit, the warmth of a close-knit community, and the natural landscape that defines our home.



OUR PHOTOGRAPHY & VIDEOGRAPHY

Acceptable Photography - Do:

- Use authentic, real-world imagery whenever possible: local people, places, and businesses.
- Showcase industry in action—manufacturing, logistics, training, and innovation.
- Highlight human connection: collaboration, mentorship, pride in work, and community engagement.
- Include diverse ages, roles, and backgrounds to reflect the full workforce pipeline.
- Capture Kilgore's natural setting, outdoor spaces, and community gatherings.
- Favor clean, well-lit, high-quality images that feel natural and approachable.



OUR PHOTOGRAPHY & VIDEOGRAPHY

Unacceptable Photography - Avoid:

- Overly staged, generic, or stock-heavy imagery that lacks local relevance.
- Images that feel dated, cluttered, or low resolution.
- Empty buildings or facilities without people, unless the real estate asset itself is the focus.
- Imagery that stereotypes rural communities or portrays Kilgore as isolated or outdated.
- Visuals that conflict with our values of progress, professionalism, and opportunity.





SAMPLE MARKETING PIECES

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ANNUAL APPRECIATION INVITATION

YOU'RE INVITED

KEDC ANNUAL INDUSTRY APPRECIATION EVENT

OCT 9, 2025 5:00-7:00 PM

ZEN KITCHEN

117 S Rusk St, Kilgore, TX

Cocktails and heavy hors d'oeuvre • Door prizes

Please RSVP to Stephanie Moore

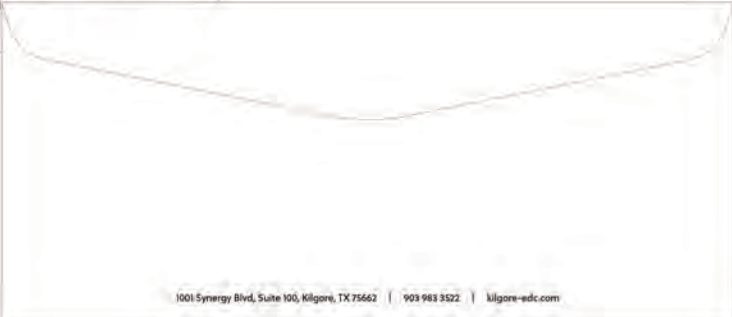
903 983 3522 or smoore@kilgore-edc.com



CELEBRATING 35 YEARS!

Join us in commemorating 35 years of collaborative success
and the partnerships that continue to shape our future.

LETTERHEAD & ENVELOPE

							
Hey, Mr. Adam Smith <i>Chief Executive Officer</i> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam in varius nulla, nec consectetur lorem. Ut placerat pretium dui, nec scelerisque turpis fermentum ut. Cras convallis id justo eu eleifend. Praesent facilisis libero vel ipsum elementum gravida. Proin vitae nunc commodo, fermentum ante vitae, viverra lacus. Integer posuere arcu ante, nec fermentum augue tempor sit amet, Praesent mollis efficitur odio, id auctor erat. Nam luctus urna eu neque commodo, suscipit bibendum dui placerat. Donec dui lectus, molestie et orci eu, blandit hendrerit justo. In non urna facilisis, tempus nisi at, vehicula dolor. Morbi tempor elit sed purus convallis ultrices. Vivamus non posuere magna. Pellentesque sit amet mauris dolor. Fusce interdum est eu egestas tempus. Vestibulum nec vulputate urna. Nam augue nulla, consequat et suscipit a, mattis vitae velit. Aliquam nec consequat nibh. In hac habitasse platea dictumst. Pellentesque lobortis lectus arcu, ut placerat velit fringilla ut. Nam venenatis lacinia ipsum vitae vehicula. Sed aliquet leo eget sodales faucibus. Fusce nec porta dui, vitae tempor leo. Ut congue posuere neque cursus aliquam. Nam consequat tortor justo, a porta dolor fermentum in. Proin vehicula dolor non ex ornare iaculis. Etiam lobortis magna leo, id dapibus orci tempus ac. Praesent quis cursus odio.							
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Katherine Kirkpatrick <i>Marketing & Development Director</i>	<table border="1"><thead><tr><th>PHONE</th><th>DIRECT</th><th>MOBILE</th></tr></thead><tbody><tr><td>903 983 3522</td><td>903 985 8120</td><td>245 707 7077</td></tr></tbody></table>	PHONE	DIRECT	MOBILE	903 983 3522	903 985 8120	245 707 7077
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BRAND GOVERNANCE & MAINTENANCE

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BRAND GOVERNANCE & MAINTENANCE

Overview

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In order to follow the guidelines, use the following approval process to ensure correct execution.



Aquiring Assets

To acquire any needed Kilgore Economic Development Corporation (KEDC) brand assets, such as: logos, color information, fonts, icons, est., including help and guidance on our brand standards, contact kkirkpatrick@kilgore-edc.com.



1001 Synergy Blvd. Suite 100, Kilgore, TX 75662

903 983 3522 | kilgore-edc.com