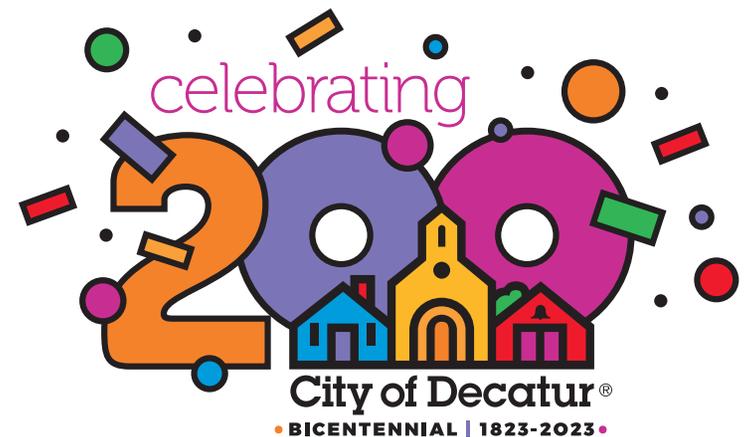
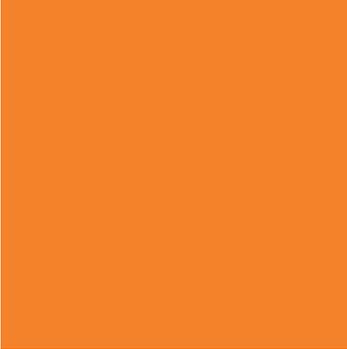
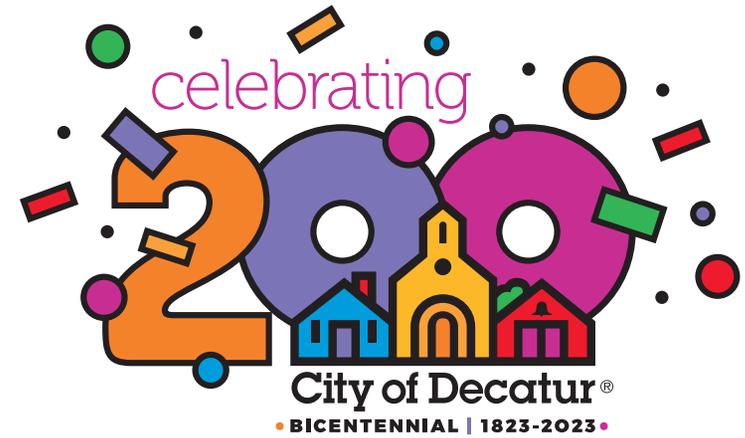
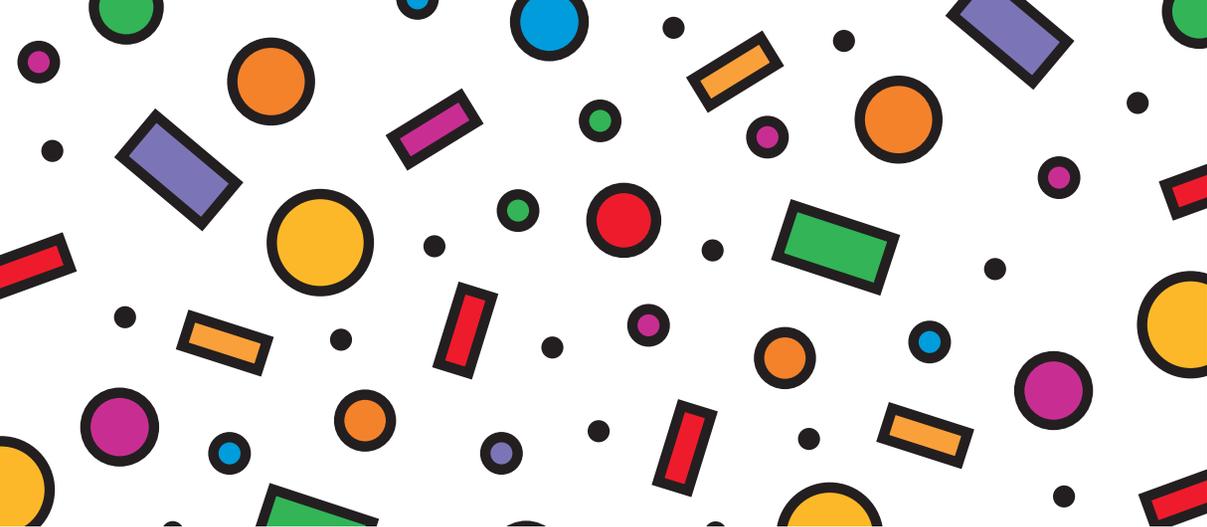


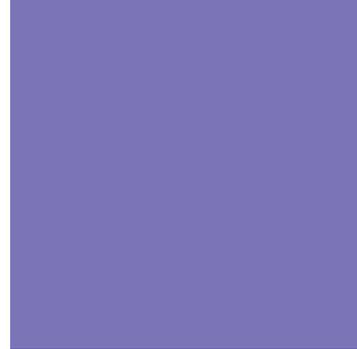
Decatur 200

**BICENTENNIAL
CELEBRATION
BRAND BOOK**

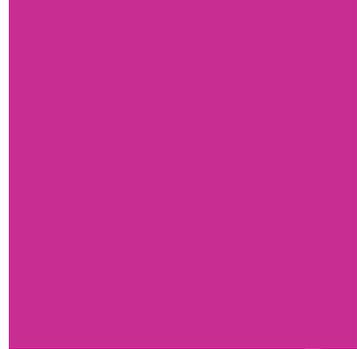




Pantone 158
CMYK: 0/60/94/0
RGB: 245/130/43
HEX: F5822B



Pantone 265
CMYK: 56/56/0/0
RGB: 125/119/183
HEX: 7C77B7



Pantone 239
CMYK:18/94/0/0
RGB: 202/48/146
HEX: CA2D92

TYPEFACES

Museo 300
Museo 700
Museo 900

Montserrat Light
Montserrat Bold

THE DECATUR 200 BRAND STORY

Reaching the 200-year mark is a big moment in our city's history. It's a special time to celebrate everything about Decatur: our people, accomplishments, our past, present and future.

The full logo creates a celebratory vignette with an oversize "200" springing up behind the city logo – a major milestone on our journey – with confetti raining down to mark the occasion,

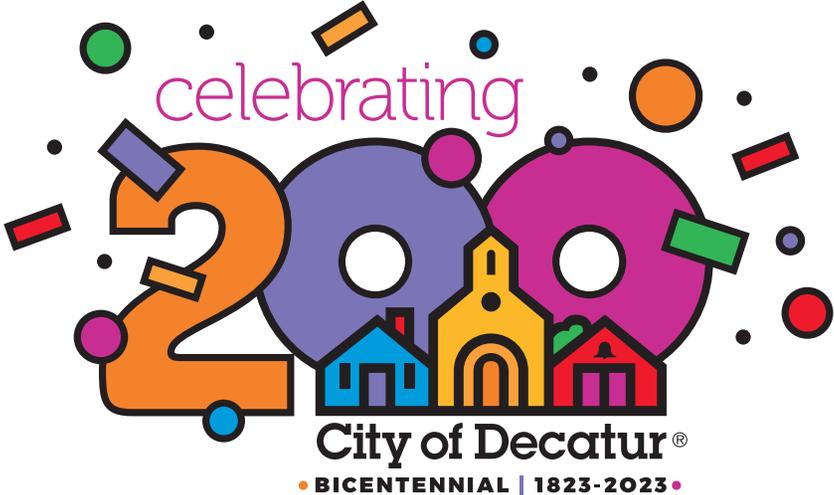
The bicentennial brand elements are derived from the city logo. The "confetti" is made from the door and window details of the logo. The black outlines extend the characteristics of the logo. The primary colors are the deep orange, purple and magenta from the logo palette.

A streamlined version shows only the bicentennial + years positioned below the city logo. Additional variations are included for use when space, aesthetic or technical constraints call for a more streamlined approach.

DECATUR 200 / LOGO SUITE



SIMPLIFIED / OFFICIAL



CELEBRATORY

STREAMLINED



SINGLE COLOR

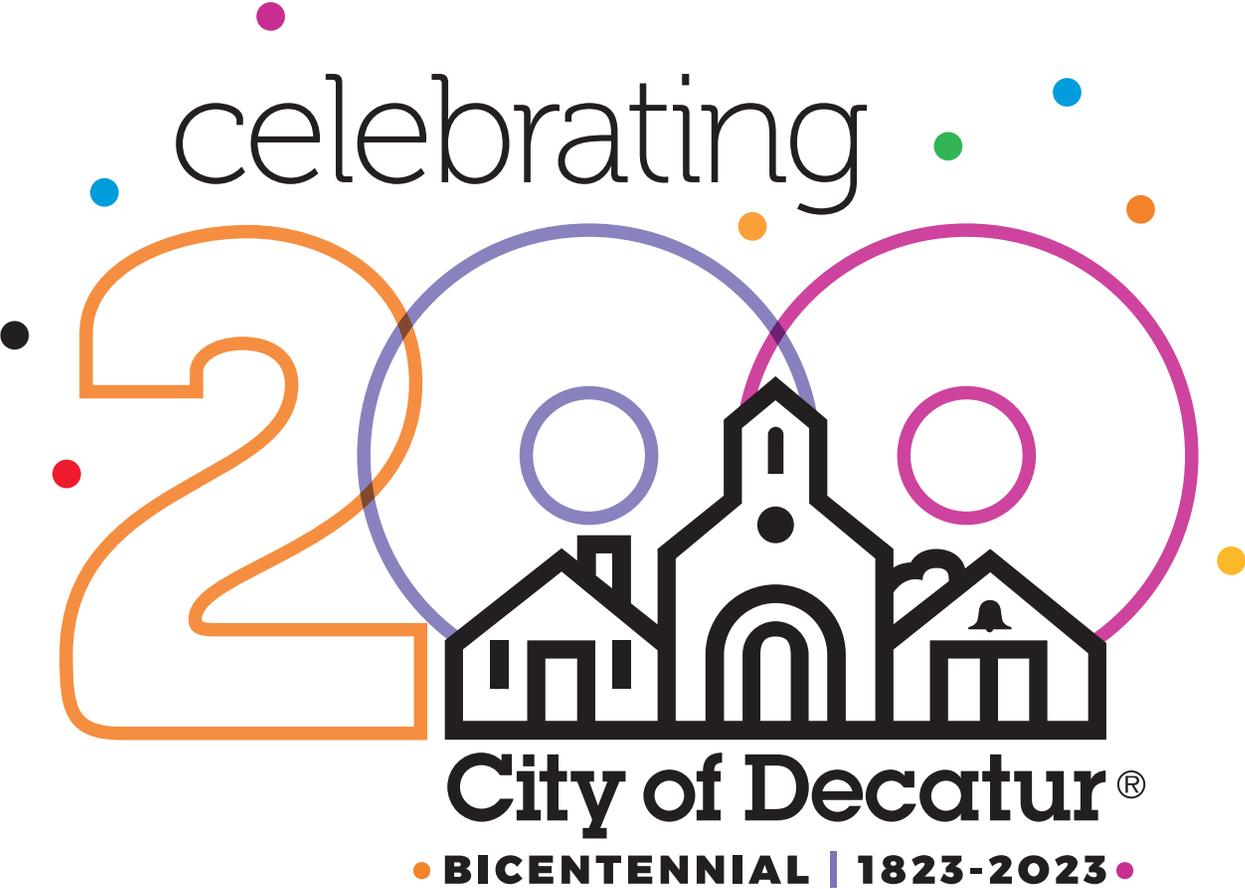




City of Decatur®

● **BICENTENNIAL | 1823-2023** ●





DECATUR 200 / CELEBRATION STREAMLINED, SINGLE COLOR

