BRANDING GUIDE

PLACITA LATINA

Celebrating
Latinx Culture Together
in Decatur, Georgia

2022

VISUAL ASSETS

Branding for Placita Latina comprises a lively suite of colors, typefaces and graphic elements that can be used in an endless number of ways. The goal is to keep the brand visually appealing, and keep telling the Placita Latina story to stakeholders, constituents, friends and festival-goers.

RULES FOR USAGE
Although there are a few notes here about minimal sizing to ensure readability, the primary rule is to have fun marketing and promoting this exciting new event.

FILES AVAILABLE
The files shown here are available in JPG and PNG formats at this link: **https://bit.ly/3uDTaFG**

Vector files are also available upon request.
Contact placitalatinaga@gmail.com

PRIMARY LOGO (Top)
Use large to ensure readability of tag line; minimum usage size should be 390px / 5.4 in. wide, as shown here.

ALTERNATE PRIMARY LOGO (At right)
Can be used much smaller while still maintaining readability of event name. In these cases, be sure to include this wording adjacent: "DECATUR | CELEBRATING LATINX CULTURE TOGETHER"

ADDITIONAL ASSETS

REPEATING PATTERN
Currently in use on the website
at placitalatinaga.com

CIRCULAR LOGO
To ensure readability of the smallest type, use no
smaller than 180px / 2.5 in. high, as shown here

BANNER ELEMENT
Ideal for use in spaces with
minimal available height.

GARLAND ELEMENT
Can be combined to make longer "strands"
or used as smaller accent pieces.

ADDITIONAL ASSETS

ALTERNATE LOGO: FIESTA FLAGS
In primary palette colors

DE CATUR, GEORGIA
PLACITA LATINA
★ CELEBRATING LATINX CULTURE ♥
20 ✿ 22

DE CATUR, GEORGIA
PLACITA LATINA
★ CELEBRATING LATINX CULTURE ♥
20 ✿ 22

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PLACITA LATINA
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DE CATUR, GEORGIA
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FIESTA FLAGS + TAG LINE
Words spelled out using Matiz font

PLACITA LATINA ♥

CELEBRATING ★ LATINX CULTURE ♥

IN DECATUR, GEORGIA ♥

TOGETHER ♥

TYPEFACES

Logotype:
Matiz

Headings:
Any bold and fun typeface like Luckiest Guy or Rammetto One (Google fonts)

Incidental type:
Montserrat; readily available on most systems, very readable at small sizes.

PRIMARY PALETTE

MORADO
HEX: #9E1A97
RGB: 135/34/146
CMYK: 53/82/0/0

LIMA
HEX: #96C560
RGB: 161/197/96
CMYK: 45/4/81/0

NARANJA
HEX: #FD8204
RGB: 234/130/21
CMYK: 0/61/96/0

ROJA
HEX: #CE2729
RGB: 167/23/41
CMYK: 13/98/99/4