

GWINNETT  
**SPLIST**  
VOTE **NOV. 8**

# Brand Guide



**Campaign  
2022**

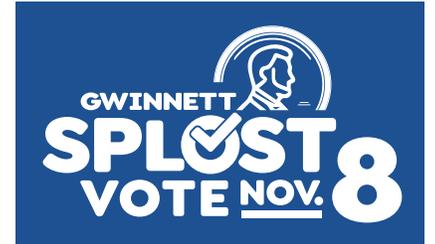




TWO-COLOR LOGO



SINGLE COLOR



REVERSED ON COLOR BACKGROUND

## THE BRAND STORY

The goal was to make the SPLOST approachable and interesting to everyday Gwinnettians to learn more and cultivate their yes votes. And to keep it simple: the “what” and the “when.” The design is intended to emphasize the human side and the long-term positive impact the SPLOST will have on daily life now and in the near future. Too often, SPLOST campaigns focus on engineering and technical aspects, making it difficult for busy voters to quickly process “big-picture” information.

The logotype is set in “big friendly letters” to elevate the visual appeal of the awkward word “SPLOST.” The penny icon represents the low-cost / low impact / big benefit of the tax.

The colors are: a deep blue to represent a forward-looking approach to building an even better Gwinnett; a yellow-gold is used as a highlight to provide some visual pop and emphasis on non-essential elements. Although the logo is limited to two colors for practical purposes, the entire palette also incorporates red, green, and azure in bright, energetic hues.

## TYPEFACES

Sans serif typefaces with large x-heights were utilized for their appeal and readability for digital and print pieces.

### Brandon Grotesque Bold

Logotype

### Montserrat Bold Montserrat Light

Website headings and body text

### Cooper Hewitt Bold Cooper Hewitt Book

Print materials

## THE COLOR STORY



### DEEP BLUE

RGB: 31 / 80 / 146  
CMYK: 96 / 76 / 13 / 2  
HEX: #326195



### YELLOW-GOLD

RGB: 245 / 166 / 28  
CMYK: 2 / 39 / 100 / 0  
HEX: #f5a705



### ROBUST RED

RGB: 191 / 48 / 26  
CMYK: 18 / 94 / 100 / 8  
HEX: #e2252c



### AZURE

RGB: 122 / 209 / 245  
CMYK: 46 / 1 / 0 / 0  
HEX: #7ad0f5



### GRASS

RGB: 153 / 186 / 74  
CMYK: 45 / 10 / 93 / 0  
HEX: #9bbb49

# GWINNETT SPLOST 2022 / CAMPAIGN ASSETS

## LOGO SUITE



## WEBSITE

splostgwinnett.com

## HANDOUT



## MAILER



## SOCIAL MEDIA



## MAILER



## YARD SIGNS