Brand Guide

Logo suite, palettes and typefaces

VISIT
DECATUR
GEORGIA

City of Decatur®

THE BRAND STORY

The primary graphic element, the parallelogram, is a play on the notion of Decatur's downtown square, which is the historical heart of the city. For the Visit Decatur brand, the square is set at an angle, representing an open door or a welcome mat. The four colors represent (arbitrarily) the four quadrants of the city. The city logo is integral to each lockup.

"OPEN DOOR"

"WELCOME MAT"

COLOR STORY

The green, orange, purple and black color palette is derived from the City of Decatur logo color suite. These high-energy colors have universal appeal and stand out at a distance.

GREEN
PANTONE: PMS 368
CMYK: 52 / 6 / 98 / 0
RGB: 142 / 185 / 60
HEX: #8eb93b

ORANGE
PANTONE: PMS 143
CMYK: 0 / 37 / 86 / 0
RGB: 228 / 177 / 67
HEX: #e3b142

PURPLE
PANTONE: PMS 254
CMYK: 53 / 88 / 0 / 0
RGB: 125 / 34 / 146
HEX: #862292

BLACK
PANTONE: Black
CMYK: 0 / 0 / 0 / 100
RGB: 255 / 255 / 255
HEX: #000000

TYPEFACES

Isidora Light
Isidora Medium
Isidora Semi-bold
Isidora Bold
Isidora Black

This monoline typeface takes its cues from the city logo typeface, Lubalin and its sister typeface Avant-Garde, but with a little bit of flair.

The "hello wave"

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"Stepping out" into Decatur

City of Decatur®

SECONDARY TYPEFACE

Montserrat Light
Montserrat Regular
Montserrat Bold

DESIGN ELEMENTS

Branding is more than just placing a logo on an ad or merchandise. Beyond the Visit Decatur logo, the brand parallelogram is also intended as a fun and flexible element. It can be configured in an endless variety of ways to create brand "environments" in digital and print marketing formats, and even surfaces in real-time spaces – booth panels, custom fabrics and wrapping papers, wall paper, etc.

Design element examples:
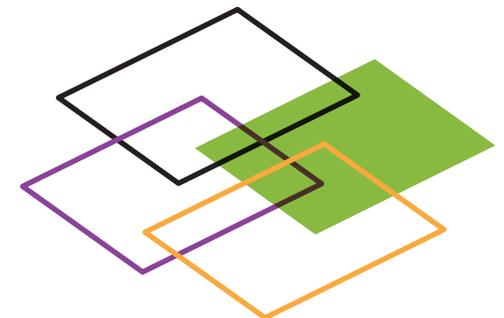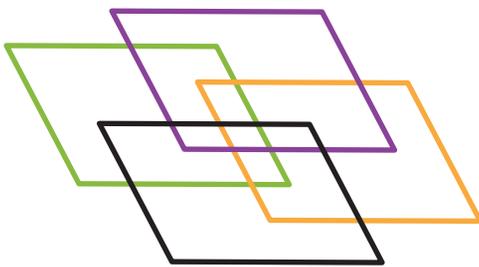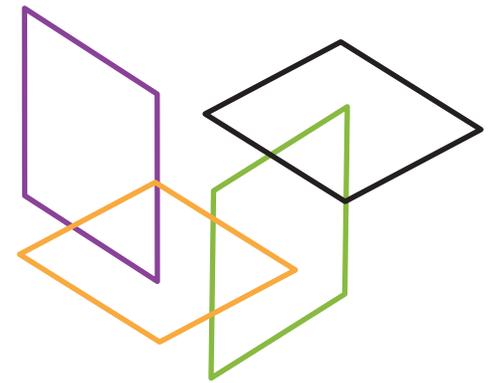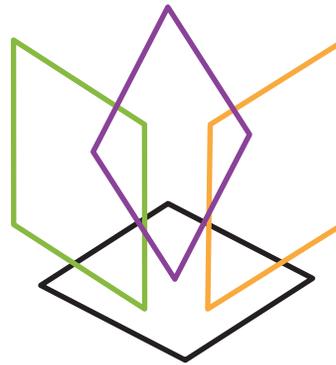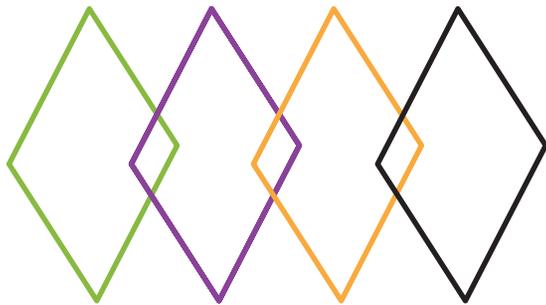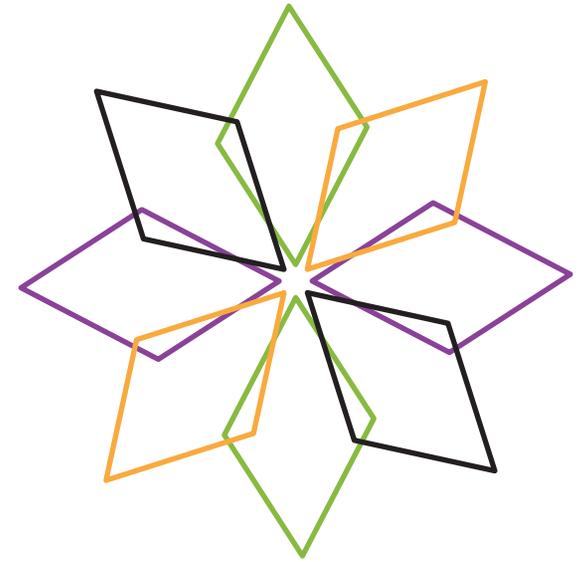
DESIGN ELEMENTS: EXAMPLE PATTERNS