

BRANDING GUIDE

we art decatur

decaturartsalliance.org 113 clairemont ave. | downtown decatur 30030 PO BOX 401 DECATUR, GA 30031



LOGO BASICS



The logo geometry speaks to inclusion, a literal embrace of the arts, and a 'rubber stamp" of approval on everything that DAA organizes and supports.

The DAA color story is refreshed each year based on the annual Pantone palette release. The 2022 Color of the Year is "Veri Peri."

PANTONE' PANTON 17-3038 PANTONE 15-1040 foed Cotfee PANTONE 18-2133 PANTONE' PANTONE 17-1755 PANTONI 13-0032 PANTONE 10-4411 PANTONE 18-1718 Hawthorn Br PANTONE' PANTONE 14-1905 PANTONE 16-1350 Mutud Case PANTONE 18-5007 PANTONE 18-0826 PANTONE 17-1605 PANTONE 18-0135 PANTONE 18-0237 Foliage PANTON 17-0949 Chai Tea PANTO 18-0547 Celery PANTON 10-6127 PANTON 18-3533 PANTONE' 14-4600 Eposiwil Blue

TYPEFACES

Century Schoolbook *Century Schoolbook italic* **Brandon Grotesque** Myriad Pro Century Schoolbook, a classic serif typeface, represents the arts as being as fundamental to our community as the ABCs.

> The sans serif options complement, and help make communications clear, inviting, and accessible.

RECENT LOGO USAGE EXAMPLES



decaturartsalliance.org/opencalls @decatur_arts_alliance



Public Art Installation Decatur, Georgia Deadline: April 15, 2022

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The DAA brand is intended to be flexible, always looking for ways to have fun. At times it's used as an official mark of approval. Sometimes it's a little off-kilter, and sometimes it serves as a backdrop to the action. But it's always there to support of an environment for creativity. OPEN CALL FOR ENTRIES

secret doors

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OLDER LOGO USAGE EXAMPLES

