



BRANDING GUIDE

we art decatur

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decaturationartsalliance.org

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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.”



TYPEFACES

Century Schoolbook

Century Schoolbook italic

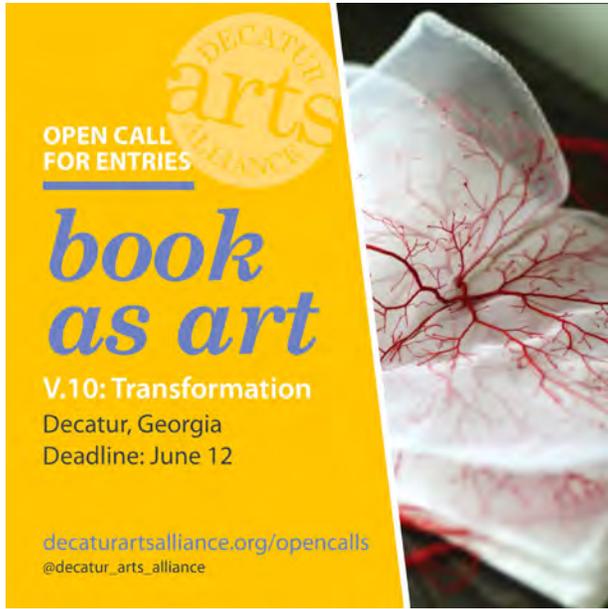
Brandon Grotesque

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



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.



OLDER LOGO USAGE EXAMPLES

Teardrop banner

Event sign

Social media graphic

Email header

