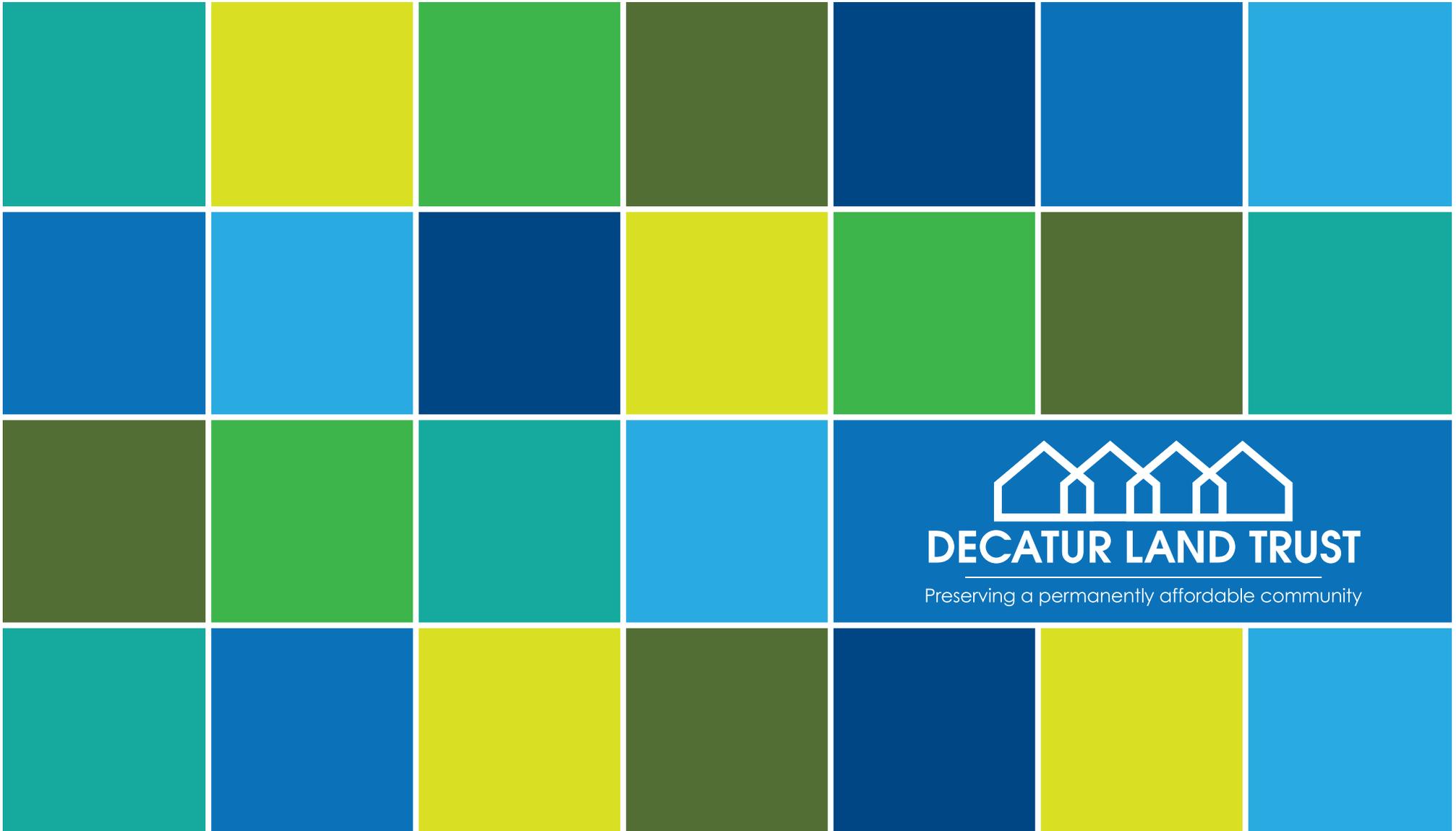


# BRANDING GUIDE



## **DECATUR LAND TRUST / WHO WE ARE, WHAT WE DO**

### **200 Words**

The Decatur Land Trust (DLT) is a non-profit entity established in 2021 to address the city's loss of affordable homes and low- to moderate-income residents in the City of Decatur. The DLT establishes permanently affordable homes and communities by holding title to land; thereby preserving the long-term affordability of homes, businesses, and other community uses. The land trust retains ownership of the land but may rent or sell homes or lease commercial buildings that sit on the land. The land remains in the land trust permanently, with a 99-year renewable ground lease to ensure the homes or businesses remain affordable. The land trust typically limits the price for which the homeowner can sell the home and retains a long-term option to repurchase the homes when homeowners later decide to move. Land trusts can assist in rental housing and purchase land for new housing development. To fund its operations, the DLT receives public and private donations of land, homes, and funds, and utilizes government subsidies to purchase land and develop housing. The DLT encourages home ownership by stewarding new homeowners to minimize displacement and to help residents and families of all incomes, at all stages of life, prosper.

### **50 Words**

The Decatur Land Trust is a non-profit entity established in 2021 to address the City of Decatur's loss of affordable homes and low- to moderate-income residents. The DLT establishes permanently affordable homes and communities by holding title to land, preserving its long-term affordability through a 99-year renewable ground lease program.

### **25 Words**

The Decatur Land Trust addresses a loss of affordable homes in the City of Decatur through a ground lease program to preserve permanently affordable communities.

## DECATUR LAND TRUST / LOGO, COLOR

### THE BRAND STORY

The house shapes with their heavy outlines derived from the City of Decatur logo, zoom in on the housing aspect of the life in the city, with structures of varying sizes to represent different kinds of homes. These symbols are grouped together in an interlocked formation to represent a community united to meet the affordable housing challenge.

The house symbols may also be read as upward pointing arrows indicating progressive trends forward.

The color story is a palette of energetic shades of blue and green that overlap with the city logo colors, and speak to community environments, broader horizons and “blue sky” ideas.

The logotype is Avant Garde, a classic sans-serif variation of Lubalin Graph, which is the City of Decatur logotype.

Altogether these elements serve to establish a brand, and a mission, in symbiosis with all that the City of Decatur strives for.





**DECATUR LAND TRUST**

Preserving a permanently affordable community



**DECATUR  
LAND TRUST**

Preserving a permanently affordable community



**DECATUR  
LAND TRUST**

Preserving a permanently  
affordable community



— Est. 2020 —

**DECATUR LAND TRUST / LOGO, SINGLE COLOR, SOLID**



**DECATUR LAND TRUST / LOGO, SINGLE COLOR, REVERSED**



**DECATUR LAND TRUST**

Preserving a permanently affordable community



**DECATUR  
LAND TRUST**

Preserving a permanently affordable community



**DECATUR  
LAND TRUST**

Preserving a permanently  
affordable community



**DECATUR  
LAND TRUST**

— Est. 2020 —



**DECATUR LAND TRUST**

Preserving a permanently affordable community



**DECATUR  
LAND TRUST**

Preserving a permanently affordable community



**DECATUR  
LAND TRUST**

Preserving a permanently  
affordable community



**DECATUR  
LAND TRUST**

— Est. 2020 —

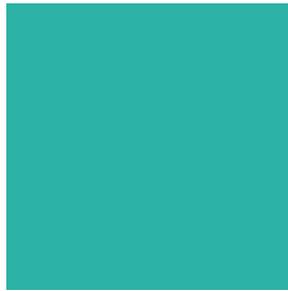
Logotype

# DECATUR LAND TRUST

Avant Garde

---

Color Palette



**Pool**

CMYK: 70 / 8 / 41 / 0  
RGB: 65 / 176 / 165  
HEX: #41b0a5



**Grass**

CMYK: 79 / 0 / 89 / 0  
RGB: 89 / 186 / 88  
HEX: #59BA58



**New Leaf**

CMYK: 19 / 0 / 98 / 0  
RGB: 217 / 224 / 39  
HEX: #D9E027



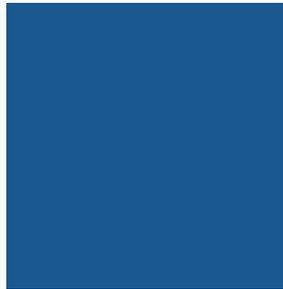
**Pine**

CMYK: 63 / 36 / 90 / 18  
RGB: 98 / 120 / 64  
HEX: #627840



**Creek**

CMYK: 78 / 47 / 0 / 0  
RGB: 59 / 123 / 191  
HEX: #3B7BBF



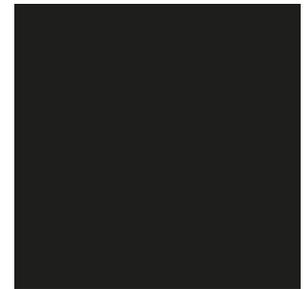
**Dusk**

CMYK: 90 / 58 / 0 / 27  
RGB: 9 / 81 / 142  
HEX: #09518E



**Sunny Skies**

CMYK: 62 / 13 / 0 / 0  
RGB: 78 / 177 / 228  
HEX: #4EB1E4



**My Street**

CMYK: 0 / 0 / 0 / 100  
RGB: 0 / 0 / 0  
HEX: #000000