



terrific

THURSDAYS

• **HOLIDAY FUN IN DECATUR, GA.** •



Branding Guide

Promoting Local Businesses and the City of Decatur
During the 2021 Holiday Season

Terrific Thursdays Logo

Visual Assets

Branding for Terrific Thursdays comprises a fun and flexible suite of colors, typefaces, and graphic elements that work together. The goal is to keep the brand of the two-month series of events and holiday promotions visually appealing while maintaining continuity and brand awareness.



Primary Logo

Logo options with dates



Terrific Thursdays • Alternative Logos with background elements



Terrific Thursdays • Simple Logos



One Color Logo



EVENTS

Terrific Thursday Events

Nov. 4 • Ornament Unveiling at Wild Oats and Billy Goats

Nov. 11 • Wine and Chocolate Walk
6-8 pm; check in at 5 pm; tickets \$10

Nov. 18 • Cookie Competition • 6-8 pm

Dec. 2 • Tree Lighting • 7 pm

Dec. 9 • Bonfire • 7-8 pm

Dec. 16 • Bros, Dudes & Guys
(Focus on men shopping)

Dec. 23 • “Desperation Thursday”
(Focus on last-minute shopping)

Other Events

Dec 5 • Menorah Lighting

Nov. 27 • Small Business Saturday + Santa on the Square • 10 am - 4 pm

Every Thursday

Visit Decatur will have a tent on the square with free gift wrapping services and warm cookies. Businesses will be open for late night shopping and have special deals. Also, a DJ on the square.

Extra! Holiday Fun

- Holiday Window Shopping, COVID safe activity
- November shopping promo
- Ornament selfie spots

Example Graphic with Specific Event Promotion



TYPEFACES & COLORS

Typefaces

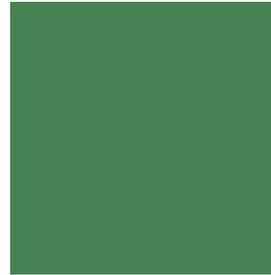
Logo typefaces:

- Parka black
- Modesto Poster Regular

Incidental Type:

- Isidora

Primary Palette



Ponce Pines
HEX #226D37
RGB 34/109/55
CMYK 86/24/84/9



Skies Over the Square
HEX #252C8E
RGB 37/44/142
CMYK 90/75/2/0



Sycamore Sage
HEX #A7CA9E
RGB 167/202/158
CMYK 35/8/33/0

Secondary Palette



Greenwood
HEX #6DAB76
RGB 109/171/118
CMYK 57/11/51/0



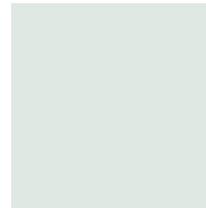
Clairemont Candy
HEX #F27F6B
RGB 242/127/107
CMYK 4/50/44/0



Beacon Blush
HEX #F7CFD1
RGB 247/207/209
CMYK 2/18/9/0



Woodlands Goldenrod
HEX #C2A508
RGB 194/165/8
CMYK 20/25/100



Frost on the Bandstand
HEX #D6E8D8
RGB 214/232/216
CMYK 16/3/11/0



Bonfire
HEX #EC1D0E
RGB 236/29/14
CMYK 7/89/91/0



Oakhurst Pumpkin
HEX #FBA415
RGB 251/164/21
CMYK 1/35/91/0