The purpose of these Branding Guidelines is to set a standard environment in which to use Snellville's slogan and logos. These guidelines are to be used to guide the development of all marketing materials and promotion of the city. Any use of the slogan or logo that deviates from these explicit guidelines must be approved by the city's Public Information Officer. It is important that the city put forward an identifiable presence. The implementation of these guidelines controlling the city's brand will guide users to present a standard appearance to residents, visitors, businesses, and businesses and individuals seeking to move to Snellville.

SNELLVILLE.ORG

Branding Guidelines

SNELLVILLE

February 2016

Slogan and Logos

Where Everybody is Proud to be Somebody.

The City of Snellville brand is "Where Everybody is Proud to be Somebody."
If any slogan or brand is to be used, it must be "Where Everybody is Proud to be Somebody."
The city's slogan is registered and the property of the city. It is not to be used by any organization inside or outside the city in any other manner than outlined in this guide. It is not to be used in any manner or place that would be inconsistent with these guidelines or considered not to present the city in a good light.
When the acorn logo is used on a dark background color (i.e Ford Tractor Red) the logo is to be presented in the gold color (Quince).

Colors

These are the colors to be used in marketing materials including brochures. When a direct use of the specified color is not possible, the user is guided to select the closest possible color to those provided.

Primary

MATTHEWS PAINT - FORD TRACTOR RED (MP12009)

MATTHEWS PAINT - QUINCE (MP11841)

MATTHEWS PAINT CAMINO (MP06390) - THOROCOAT FINISH

Secondary

MATTHEWS PAINT - CZECH FLAG BLUE (MP02306)

MATTHEWS PAINT - FOREST (MP06369)

MATTHEWS PAINT - SATIN DARK BRONZE

Fonts

These are the fonts to be used in the materials including brochures. This typeface will be used in titles, high level headers and in primary locations.

ABCDEFGHIJKL MNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

PROJECT TYPEFACE I - ITALIAN OLD STYLE MT BOLD

These are the fonts to be used in the materials including brochures. This typeface will be used in secondary headings and for body text.

ABCDEFGHIJKL MNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

PROJECT TYPEFACE II - FRANKLIN GOTHIC BOOK

Uses

It is important to keep all graphic elements consistent throughout our use of the slogans and logos.

Never deviate from
the logos supplied in this manual.

On this page are
examples of some unacceptable uses of
Snellville's logo and seal.

A. Never angle any feature of the logo and seal.

B. Never use a drop shadow on the logo and seal.

C. Never outline the logo and seal.

D. Never reposition any part, or parts of the logo and seal.

E. Use only approved colors for the logo and seal.

F. Always maintain the logo and seal's clear space.

G. Never modify the logo and seal artwork in any way.

H. Never place the logo on a background
color or photo where readability will be
compromised.

I. Additional verbiage may be used on the logo
in pre-approved circumstances.