

BRAND

**FAYETTE**  
COUNTY, GA

BOOK

*Create*

*Your Story*

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FAYETTE EMBLEM ANATOMY



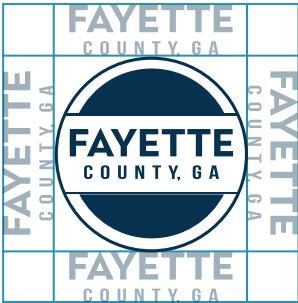
ABBREVIATED

Abbreviated versions of the logo are available for use for social media and situations where a brand mark is desired, but space is limited.



CLARITY & SIZE

Whether for digital or print, the Fayette County emblem may begin to lose clarity in smaller sizes or when used on certain materials. If the emblem is displayed at any size smaller than 1.2 inches, an abbreviated version should be used. The emblem is not recommended for any use smaller than .4 inches.



SPACING

When using the Fayette County emblem, care should be taken to leave an appropriate amount of breathing room. The height of the the Header/Subheader together from the logo can be used as a guide to define the minimum space required from the edges of the logo.

## DO

Place the white Fayette emblem on photos with color overlays or fields of color.



## DO

Use the abbreviated logo when space is limited in digital ads.



## DO NOT

Do not place the white version of the emblem on photos. Only use the white version of the logo over photos or fields of color or a photo with a large open expanse of color.



## DO

Use the grey version of the emblem when in a partner's brand environment. It is preferable to use 50% black, but 10-15% adjustments can be made in either direction to accommodate a partner's brand.



## DO NOT

Do not depict the Fayette emblem in any color other than Fayette blue, grey or white.





## FONT SELECTION

The font families Open Sans and Libre Baskerville were selected for their readability and ease of use across multiple platforms. They pair well with the logo type and contribute shaping a mature, but energetic brand that breathes.

The primary fonts to be used in the Fayette brand include:

## HEADLINES AND SHORT OR HIGHLIGHTED COPY

**Open Sans Bold**  
***Open Sans Bold Italic***  
**Open Sans Semibold**  
***Open Sans Semibold Italic***  
**Open Sans Regular**  
***Open Sans Regular Italic***

## For Extended Copy

**Libre Baskerville Bold**  
**Libre Baskerville Regular**  
***Libre Baskerville Italic***

## For Advertisements and Headers

*Born Ready*

## HEADERS Open Sans Bold or Semi-Bold

Headlines should  
always be in all caps.

## SUBHEADERS Open Sans Regular

Subheaders should  
be all caps or title case.

## BODY COPY Libre Baskerville

Body copy should  
always be in sentence case.  
Additionally, Libre Baskerville  
should always be given a  
generous amount of leading.



## LATEST INVESTMENT NEWS FROM FAYETTE COUNTY, GA



## MONTH 2017 TITLE GOES RIGHT HERE

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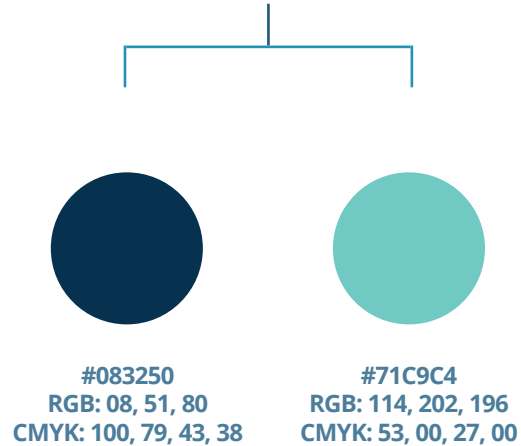
## USING THE COLOR PALETTE

Because of the multiple design elements used in the Fayette County emblem, color plays an important role in making the logo “pop” as one unified visual. The primary colors indicate what colors should be given the most prominence in branded materials. The “standard” emblem should only include the dark navy blue. This blue will also be the color that should be used the most in any accompanying brand materials.

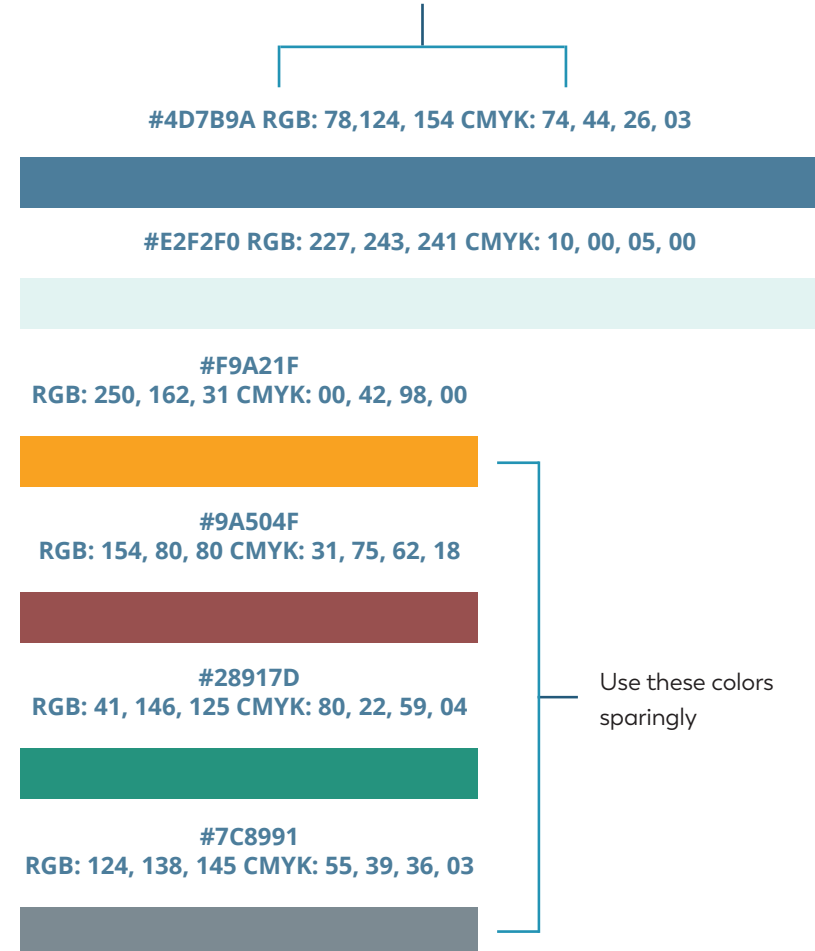
The dark navy blue is bold, but also authentic to the classic feel of Fayette County, without feeling dated. The alternate primary color to be used to fill the Fayette County emblem is a lighter, teal blue. This blue has a more casual feel and can be used when the emblem needs to contrast against a dark background. This color may also be used as an accent in branding materials.

The supporting colors of grey blue, light blue and “sunny-side” yellow should be used sparingly as accents on branding materials. We recommend keeping the “Create Your Story” text white, but the supporting colors could be used as-needed. All colors included in the palette also work with the greens and greys currently used in the logos for the Fayette Chamber of Commerce and Fayette County Development Authority.

## PRIMARY COLORS



## SECONDARY COLORS



Use these colors sparingly

## PLAYING WELL WITH OTHERS

When the Fayette County emblem is used in conjunction with another logo or brand a few basic rules apply.

If the additional logo is being used within the Fayette County brand environment, it should be either to the right of or below the Fayette County emblem.

## HORIZONTAL ALIGNMENT

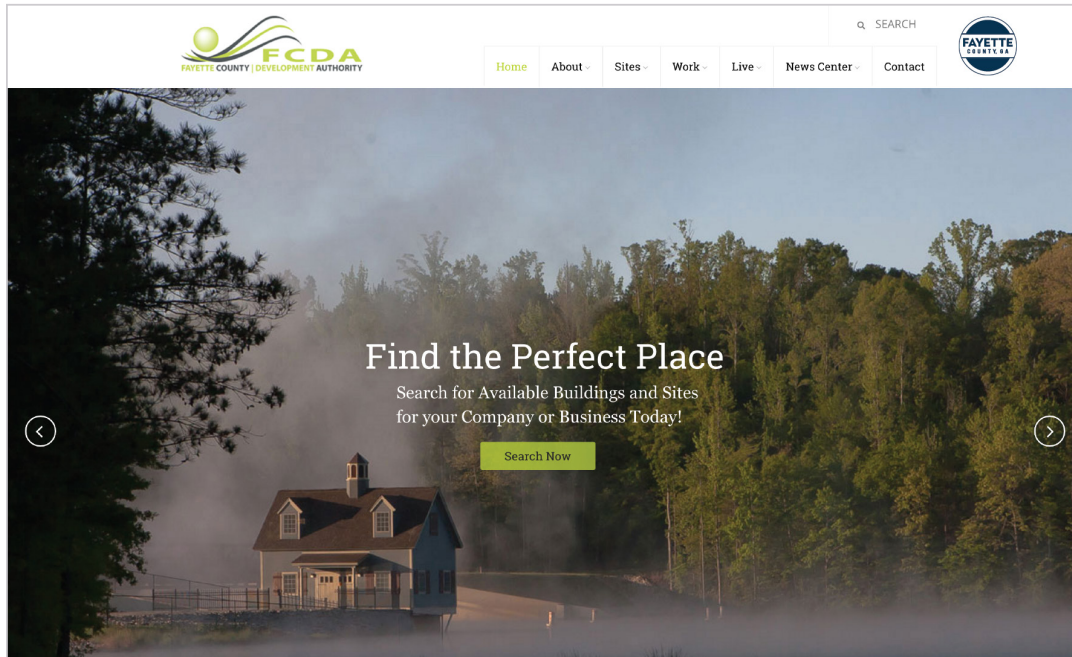


## SIZING

On our materials and sites, the partner's logo size should generally be up to 25% smaller to compensate for the optical contraction circles artificially create. When the materials or site belongs to our partner, the logos should match in height.

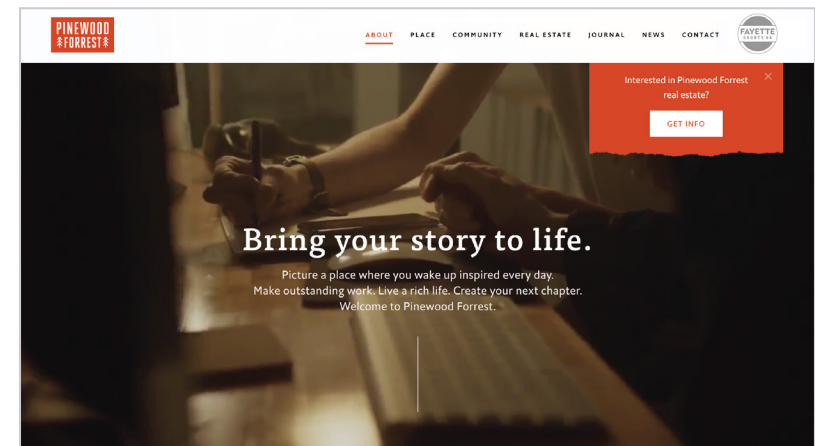
## VERTICAL ALIGNMENT





While using the standard full or abbreviated blue Fayette County emblem is ideal, using a grey or white version of the logo in another brand's environment is acceptable.

Under no circumstances should the Fayette emblem adapt another brand's color(s).



SAMPLE LETTERHEAD



PARTNER BUSINESS CARDS



FRONT



BACK



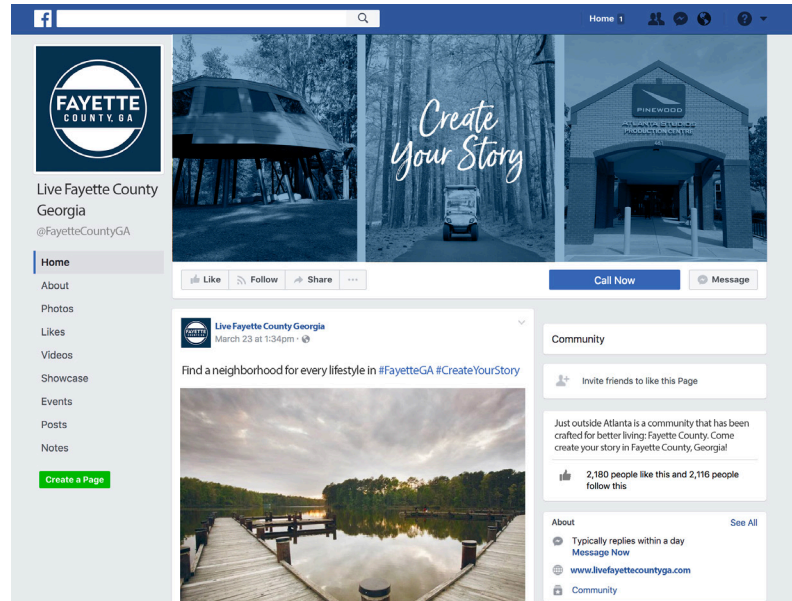
## SOCIAL ICON



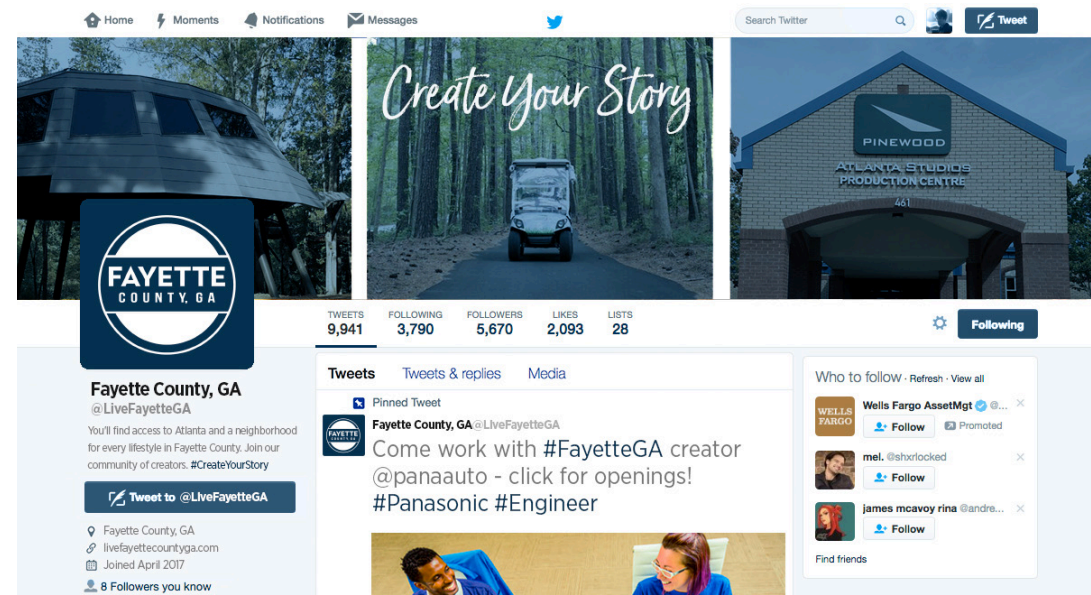
## ABBREVIATED EMBLEM

The abbreviated emblem is to be used on social media to optimize legibility across a wide range of sizes.

## FACEBOOK



## TWITTER



## PHOTOS

Social media covers should highlight the best that Fayette has to offer.

## CUSTOMIZE

When possible, social buttons should be customized to feature Fayette County's colors.

## ECONOMIC DEVELOPMENT E-NEWS

**FAYETTE**
*Focus*

**LATEST INVESTMENT NEWS FROM FAYETTE COUNTY, GA**

**MONTH 2017**  
 TITLE GOES RIGHT HERE

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**Site selection questions?**  
 Contact Emily Poole  
[epoole@fayettega.org](mailto:epoole@fayettega.org) or 770.461.5253

[FAYETTE COUNTY BOASTS A GROWING ROSTER OF GLOBAL BUSINESSES THANKS TO SUPERB INTERNATIONAL ACCESS AND GEORGIA'S STRONG BUSINESS CLIMATE.](#)

[www.fayettega.org](http://www.fayettega.org)  
 Fayette County Development Authority  
 200 Courthouse Square | Fayetteville, GA 30214

## POSTCARDS

**Dear Name,**  
  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.  
  
 Regards,  
 Name Person

**Site selection questions?**  
 Contact Emily Poole  
[epoole@fayettega.org](mailto:epoole@fayettega.org) | 770.461.5253  
[www.fayettega.org](http://www.fayettega.org)  
 Fayette County Development Authority  
 200 Courthouse Square | Fayetteville, GA 30214

## DIGITAL ADS

**Relocating Your  
Business to Atlanta?**

Looking for the Best Atlanta Suburbs?

Relocating Your Business to Atlanta?

Among the Top 10 Best Counties to Live in Georgia

Find All the Benefits of ATL, With a Better Lifestyle

Find a Neighborhood for Every Lifestyle Here

Join Panasonic, Hoshizaki and TDK

Click Here. Create Your Story.



## BRAND AMBASSADORS

Creating useful or wearable merchandise that looks great is important. When done well, it encourages people to use and show off your brand, making them ambassadors for Fayette County.

## BAG TAG



## WATER BOTTLE



## BASEBALL CAP



## T-SHIRT



## PHONE CASE



## BUMPER STICKER







## PHOTO SELECTION

Whether used in presentations, collateral or on a website, photos should be selected with care to communicate the story of the Fayette County brand. Use photos with people to give the Fayette County brand more vitality than just architectural shots.

After an audit of Fayette County's existing photographic materials that were either provided to us or found online, we suggest placing a priority on creating photos that showcase Fayette County's diversity both in terms of race and age.

## HIGH QUALITY

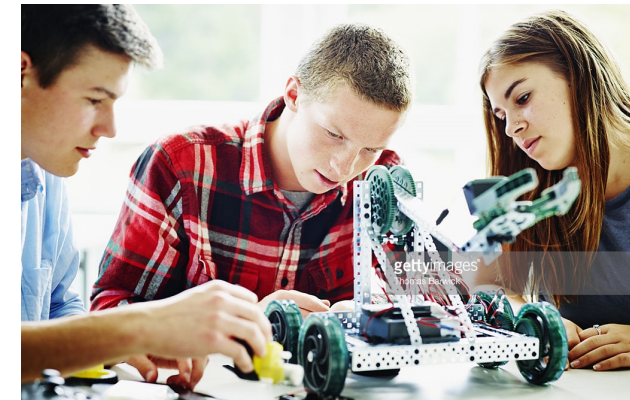
All photos should be sharp and of high quality and resolution.

## COLOR & CONTRAST

The selected photos should feature rich color values.

## UNNATURAL

Avoid photos that look staged. Select photos that feel sophisticated, yet spontaneous. This conveys a visual honesty to the viewer that promotes trust in your brand.



## PUTTING IT ALL TOGETHER

The following comprises the graphic elements as well as the methodology for staying consistent with the Fayette County brand.



## THE BAND

The Fayette County emblem is crafted to be flexible in its application. It can be used as a free-standing logo, abbreviated for headlines and tight spaces, or (as shown above) used on a band that evokes a seal of quality.

## OVERLAY

In some situations, such as for headers that need added visual interest, adding a blue tinted overlay is recommended.

## BREAKING FAYETTE

The Fayette County emblem may be further abridged and combined to make headlines and mastheads, but this should only be reserved for internal initiatives.

## DIVIDING IT UP

In terms of composition, we encourage layouts that divide things up into large stripes that allow the information being conveyed to be processed in reader-friendly segments.



## FAYETTE Focus

### LATEST INVESTMENT NEWS FROM FAYETTE COUNTY, GA



### MONTH 2017 TITLE GOES RIGHT HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. [Read more.](#)

FAYETTE COUNTY BOASTS A GROWING ROSTER OF GLOBAL BUSINESSES THANKS TO SUPERB INTERNATIONAL ACCESS AND GEORGIA'S STRONG BUSINESS CLIMATE.



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## USING CIRCLES

While they should be used sparingly, circles are a good way of balancing a design with the emblem.





**1. STACKED**

*Create  
Your Story*



**2. ONE LINE**

*Create Your Story*

### **CREATE YOUR MESSAGE**

The following are the acceptable configurations for using the "Create Your Story" tagline in branded materials apart from the emblem.