City of
Dunwoody
Georgia

BRAND STANDARDS · VISUAL IDENTITY

2017

The City of Dunwoody

Regionally recognized as the home of Perimeter Mall and the Perimeter Center business district, Dunwoody is also renowned in the Atlanta metro area as an established, accessible and inclusive community. From its beginnings, Dunwoody has held close to its strong sense of place. Today, the city's thriving retail, dining, lodging and corporate office space are features which attract people from all over the area and nation. But at its core, Dunwoody is a combination of a dynamic business district, strong neighborhoods, thriving schools, volunteerism and community pride.

Dunwoody's citizens, its geographic layout and the strong neighborhoods and community subdivisions provide a little bit of everything for all tastes and interests. As the city grows and prospers strategic planning and public participation from our knowledgeable and engaged citizens help shape the unique offerings of the city's neighborhoods and character areas. From east to west and north to south, walkability and quality of life are influential factors for new homeowners and new business development.

As the City of Dunwoody evolves, it is critical to maintain a powerful, consistent identity. Establishing and reinforcing that identity requires consistent application of the City brand, logo and look in all communication materials. This guide provides the tools and resources to by which city staff, partners and vendors can maintain and uphold the brand. The guide includes clear, comprehensive graphic standards, combined with basic application examples to help ensure the highest level of quality in all communication vehicles. Adherence to these guidelines is the key to the success of the City of Dunwoody's visual identity strategy.

The end result is a classic, timeless and unified brand designed to evoke the recognizable and distinctive qualities belonging to Dunwoody and appeal emotionally to the city's target audiences: residents, business owners, family and business travelers, and Metro-Atlanta visitors.

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Table of Contents

THE LOGO

In order to maintain the brand integrity of the City of Dunwoody, it is important to adhere to the appropriate usage options outlined in this brand guide.
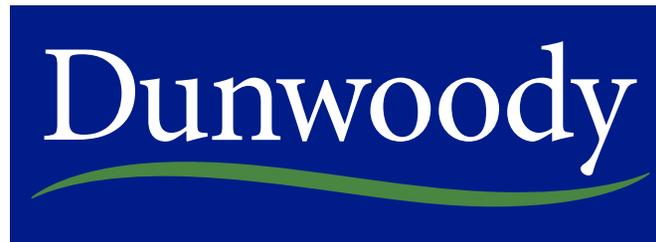
FULL COLOR

Pantone Reflex Blue and 7741

REVERSED COLOR

White on a background of Pantone Reflex Blue

NOTE: The Pantone colors shown in this document are not 100% accurate as they were not printed with actual Pantone Inks.
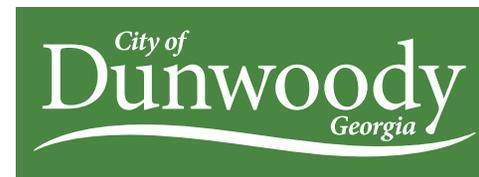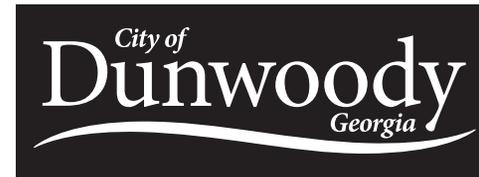Please refer to a Pantone Formula Guide for an accurate color representation.

MODIFIED LOGO

Without the "City of" and "Georgia"

FULL COLOR

Pantone Reflex Blue and 7741
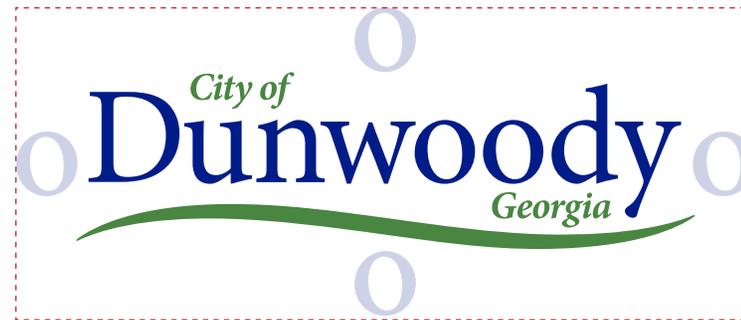
REVERSED COLOR

White on a background of
Pantone Reflex Blue

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         Please refer to a Pantone Formula Guide for an accurate color representation.

DEPARTMENT LOGOS

City of
Dunwoody
Georgia

Parks & Recreation

City of
Dunwoody
Georgia

Community Development

City of
Dunwoody
Georgia

Public Works

Dunwoody

Parks & Recreation

Dunwoody

Community Development

Dunwoody

Public Works

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ONE COLOR USAGE

For use in a black and white document,
use the Dunwoody logo in black.

For use on a solid color background,
use the Dunwoody logo in white.

ONE COLOR – WHITE

ONE COLOR – BLACK

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LOGO CLEARANCE

In order to give the logo maximum legibility and exposure, please allow for an area of clearance around the entire logo. The distance of clearance should be equal to the height of the "O" in the Dunwoody logo.

LOGO SIZE

Due to smaller words "City of" and "Georgia", the logo should not be printed smaller than 1 1/4" wide in order to maintain the proper integrity of the logo.

1.5"
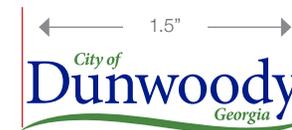
LOGO MISUSE

Shown below are a few possible misuses of the Dunwoody logo. It is important not to alter the logo in any way.

Never alter the proportions of the logo.

Never typeset the logo.

Never change the color of the logo outside of the specifications

Never place the logo over a photo, textured background or colored background where there will not be a sufficient amount of contrast to make the logo legible.

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THE SWOOSH

This element should be placed on the top or bottom of
collateral and marketing pieces. As The Swoosh element is
part of the Dunwoody logo, it may only be used in this format
in the official logo colors: Pantone 7741 or white.

THE FLAG SWOOSH

This logo within the flag should only be used for promotional materials.
it may only be used in this format in the official logo colors:
Pantone 7741 or white.
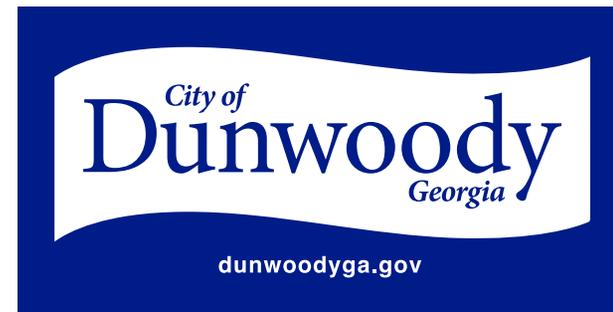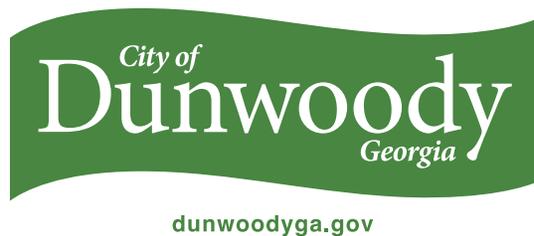
City of
Dunwoody
Georgia

dunwoodyga.gov

City of
Dunwoody
Georgia

dunwoodyga.gov

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COLOR PALETTE

Primary Colors
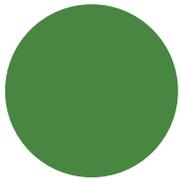
Pantone 7741
C**78** M**25** Y**100** K**10**
R**65** G**135** B**63**
WEB**41873E**
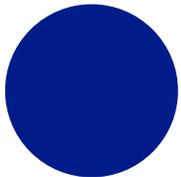
Pantone Reflex Blue

C**100** M**94** Y**14** K**12**
R**0** G**22** B**137**
WEB**001588**
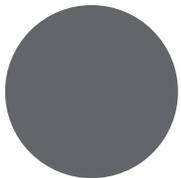
Cool Gray 10

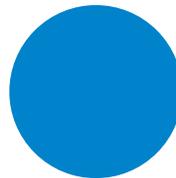C**61** M**53** Y**48** K**19**
R**100** G**101** B**105**
WEB**646469**

Secondary Colors

These are complementary to the primary colors
and should be used sparingly in collateral materials
as accent colors.
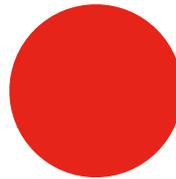
Pantone 485

C**5** M**98** Y**95** K**0**
R**226** G**35** B**26**
WEB**E223IA**
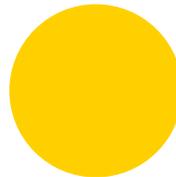
Pantone 109
C**0** M**16** Y**209** K**0**
R**255** G**209** B**0**
WEB**FFD100**

Pantone Process Blue

C**100** M**35** Y**7** K**0**
R**0** G**130** B**202**
WEB **FFS100**

Color Palette used on
Pantone Reflex Blue
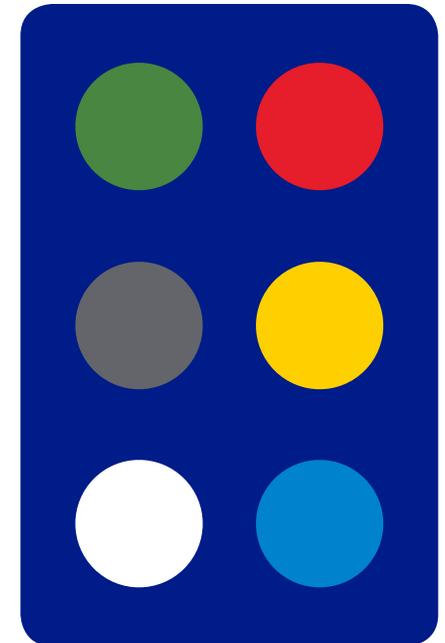
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TYPOGRAPHY

Typography is an essential part of the Dunwoody brand identity. Over time and through consistent use, the typography will become associated with Dunwoody collateral material, reinforcing and supporting the brand.

Primary Font

The official external font is Helvectica Neue.
This is the primary font to be used on all collateral materials and external graphic marketing materials.

Helvectica Neue Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvectica Neue Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvectica Neue Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary Font

Minion may used as a secondary font to the corporate font. This font is to be used sparingly and is meant to complement the primary font. Use this font for longer sections of body copy.

Minion Pro Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Minion Pro Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Minion Pro Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Replacement Font

The Arial family should be used in all instances when Helvectic and Minion Pro is not available. For example letters, forms and PowerPoint Presentation.

Arial Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Web Typeface

Today is the preferred font for all digital use.

Today Regular
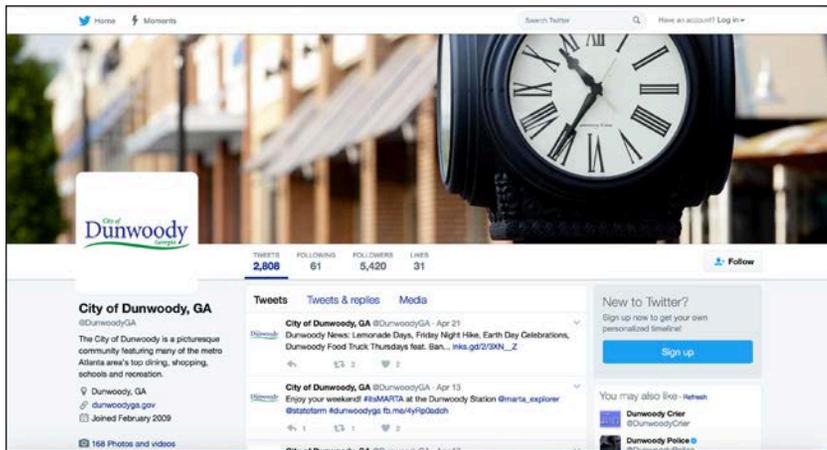abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Today Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

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SOCIAL MEDIA

Twitter

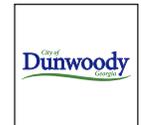

Facebook
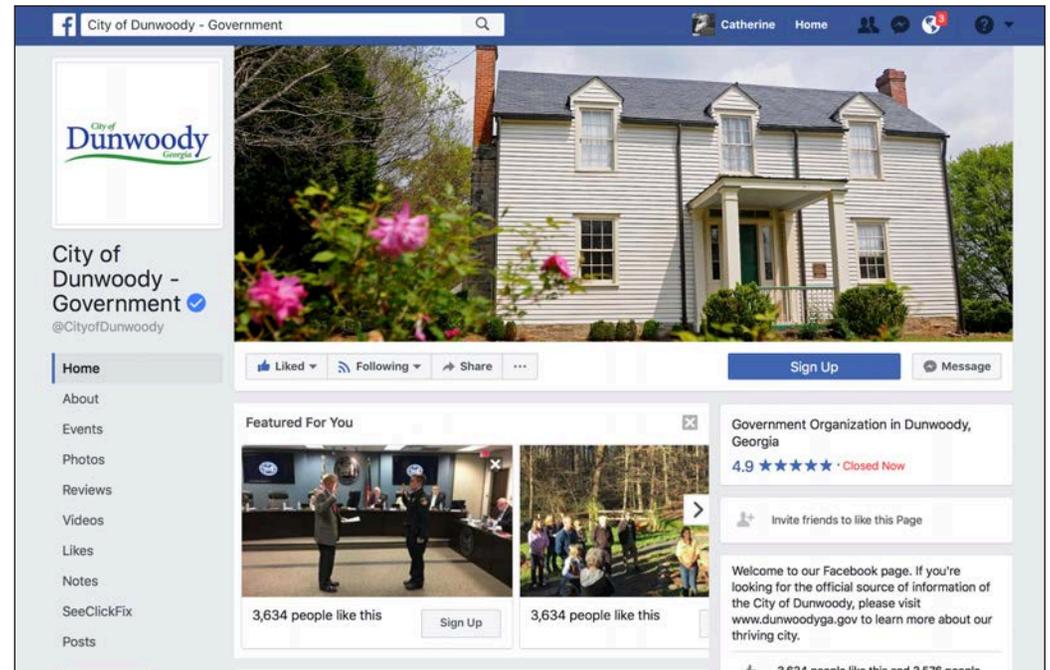
Social Icons

Twitter Icon

Facebook Icon

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STATIONERY

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EMAIL SIGNATURE

Our email signature is an everyday ambassador of our brand.
All external emails should be signed with the appropriate signature.

The following specifications are to be used for email signatures.

City of
Dunwoody
Georgia

15 point Arial Bold ——— **Jane Smith**

13 point Arial Regular ——— Title

15 point Arial Bold ——— **City of Dunwoody**

15 point Arial Bold ——— **P** 123.456.7890 ——— 13 point Arial Regular

15 point Arial Bold ——— **E** jsmith@dunwoodyga.gov ——— 13 point Arial Regular

15 point Arial Bold ——— **@DunwoodyGA DunwoodyGA.gov**

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PRESENTATION AND FORMS
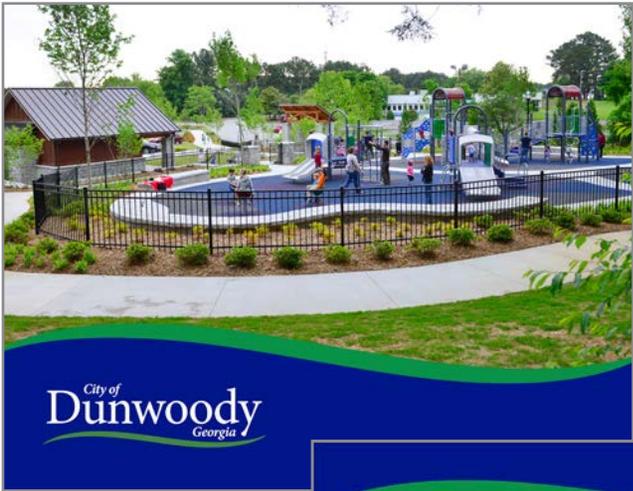
Click to add title

Click to add subtitle

ROOFING PERMIT APPLICATION

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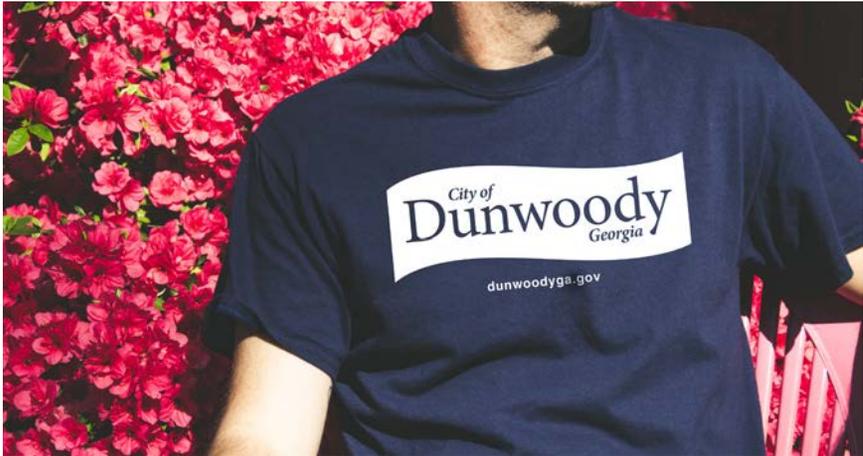
TENT + TABLE CLOTH

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POLO SHIRT + T-SHIRT

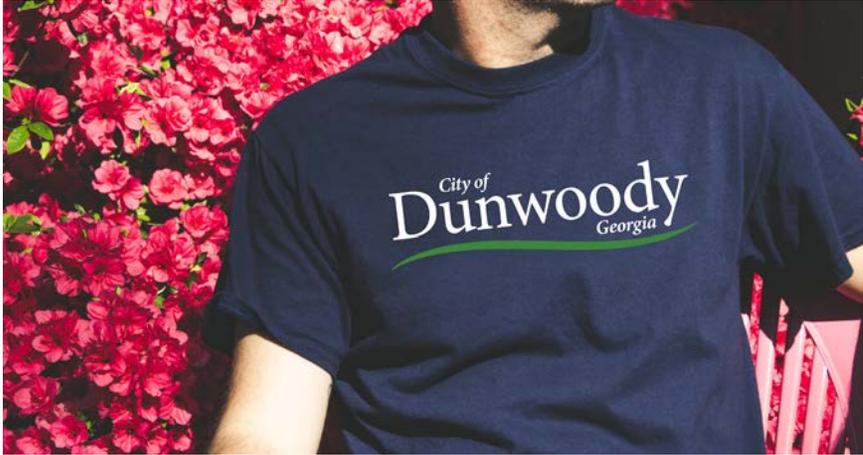
Name of Department could
be placed on sleeve.

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NAME TAG + LAPEL PIN

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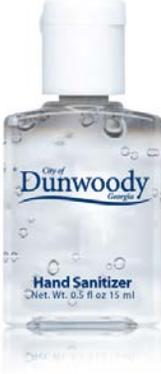
CAR MAGNET/DECAL

NOTE: The Pantone colors shown in this document are not 100% accurate as they were not printed with actual Pantone Inks.
            Please refer to a Pantone Formula Guide for an accurate color representation.
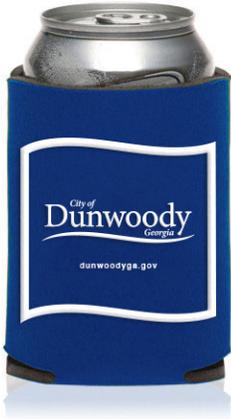
PROMOTIONAL ITEMS

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ADDITIONAL PROMOTIONAL ITEMS

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