



ACWORTH

GEORGIA

BRAND GUIDELINES

CITY OF ACWORTH, GEORGIA | WWW.ACWORTH-GA.GOV



CONTENTS

ACWORTH	4
PRIMARY LOGO	6
ALTERNATE LOGO	9
COLOR PALETTE	12
TYPOGRAPHY	16
BRAND VOICE	20

ACWORTH

Acworth is located in the foothills of the North Georgia mountains, nestled along the banks of Lake Acworth and Lake Allatoona. The city boasts a rich history, three charming downtown districts, abundant outdoor recreational activities, a vibrant restaurant scene, and an active festival and events calendar. You're Welcome in Acworth!

The City of Acworth's mission is to provide quality services through exceptional people. With a vision to consistently create extraordinary experiences for residents and visitors alike, while supporting an exceptional quality of life, the City of Acworth brand was created to reflect the city's historic downtown atmosphere, Americana charm, and its constant evolution to serve a modern community.



LOGO

The City of Acworth logo is strong, traditional, and boldly modern. It features a classic lamppost and red brick wall, reflecting Acworth's historic downtown area, and a sailboat on water, reflecting the city's proximity to both Lake Acworth and Lake Allatoona.

Stacked below the logo's illustration is both "Acworth" and "Georgia" in city fonts. The square logo showcases Acworth's strong, yet welcoming, personality carrying its historic past into a modern future.

PRIMARY LOGO



FIGURE A - Official Logo



FIGURE B - Logo (Alternate)



FIGURE C - Logo (Monochromatic)

The City of Acworth logo comes in three variations including standard, alternate, and monochromatic. Whenever possible, the logo should be used in full color (Figure A), with the alternate (Figure B) and monochromatic (Figure C) versions used only as needed for contrast purposes.

NOTE - The City of Acworth logo should only be used for professional, marketing or promotional purposes. Use of any altered, stylized, animated, hand drawn or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency.

INCORRECT USAGE

The City of Acworth logo should never appear distorted (examples below), or shown differently than exhibited as Figures A, B, and C on the previous page.



FIGURE D - Examples of Distorted

ALTERNATE LOGO



FIGURE A - Alternate Logo (Standard)



FIGURE B - Alternate Logo (Alternate)



FIGURE C - Alternate Logo (Mono)

In the event that the standard logo is not feasible for usage in certain spacing circumstances, the alternate logo for the City of Acworth may be used. The same guidelines apply to the alternate logo as to the standard logo with regard to style usage for contrast purposes. Further, the alternate logo should only be used when the standard logo does not suit spacing options.

NOTE - The City of Acworth logo should only be used for marketing or promotional purposes. Use of any altered, stylized, animated, hand drawn or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency.

INCORRECT USAGE

The City of Acworth logo should never appear distorted (examples below), or shown differently than exhibited as Figures A, B, and C on the previous page.



FIGURE D - Examples of Distorted



ACWORTH
GEORGIA
COMMUNITY CENTER

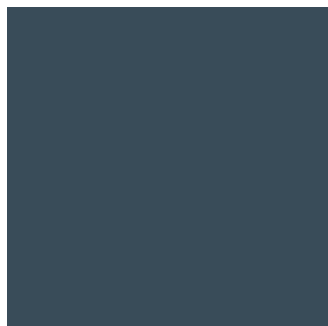


COLORS

The City of Acworth's primary colors include a dark, desaturated slate blue and a muted, dark warm red. These colors reflect the aesthetic features of Acworth including its lakes and historic downtown. They provoke a sense of Americana while showcasing a nod to Acworth's natural landscape and familiar streetscape.

Complementing Acworth Blue and Acworth Red in the color palette is a variety of grey tones as well as beige. These colors should be used to accent the primary colors only and not serve as primary colors themselves.

COLOR PALETTE

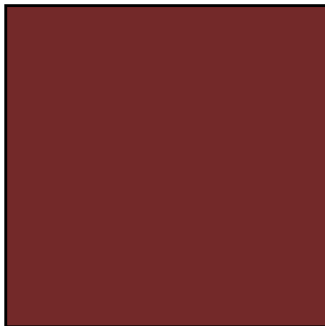


CMYK:
79/61/48/32

RGB:
57/76/89

HEX:
#394c59

PANTONE:
7546



CMYK:
34/88/77/42

RGB:
115/41/41

HEX:
#732929

PANTONE:
491

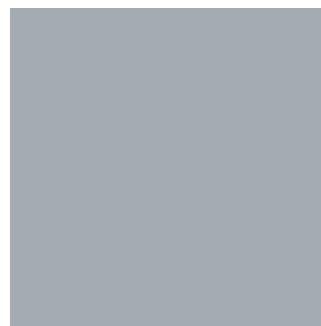


CMYK:
50/37/33/2

RGB:
135/144/152

HEX:
#879099

PANTONE:
7544

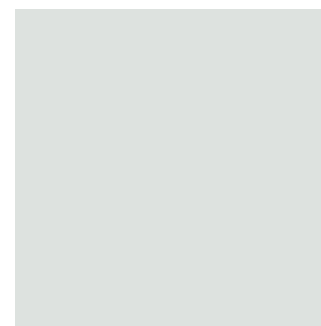


CMYK:
37/26/25/0

RGB:
165/173/177

HEX:
#a5acb0

PANTONE:
7543

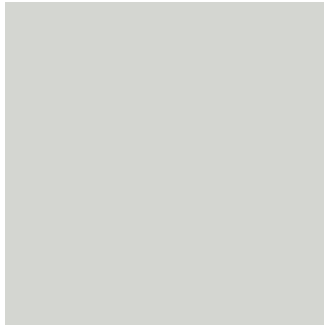


CMYK:
12/6/10/0

RGB:
221/226/223

HEX:
#dde2df

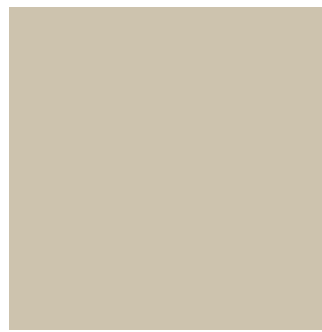
PANTONE:
7541



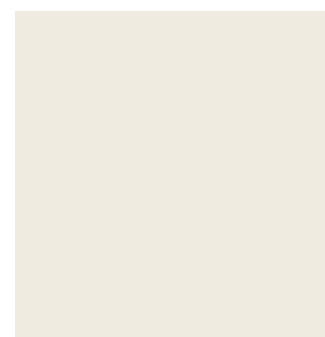
CMYK:
16/11/15/0
RGB:
212/213/209
HEX:
#d4d5d1
PANTONE:
427



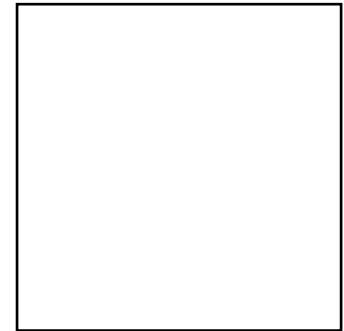
CMYK:
61/54/49/21
RGB:
99/98/102
HEX:
#636266
PANTONE:
Cool Grey 11



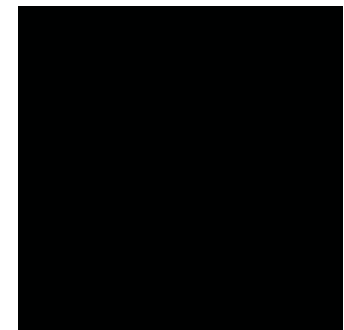
CMYK:
20/19/31/0
RGB:
205/196/174
HEX:
#cdc4ae



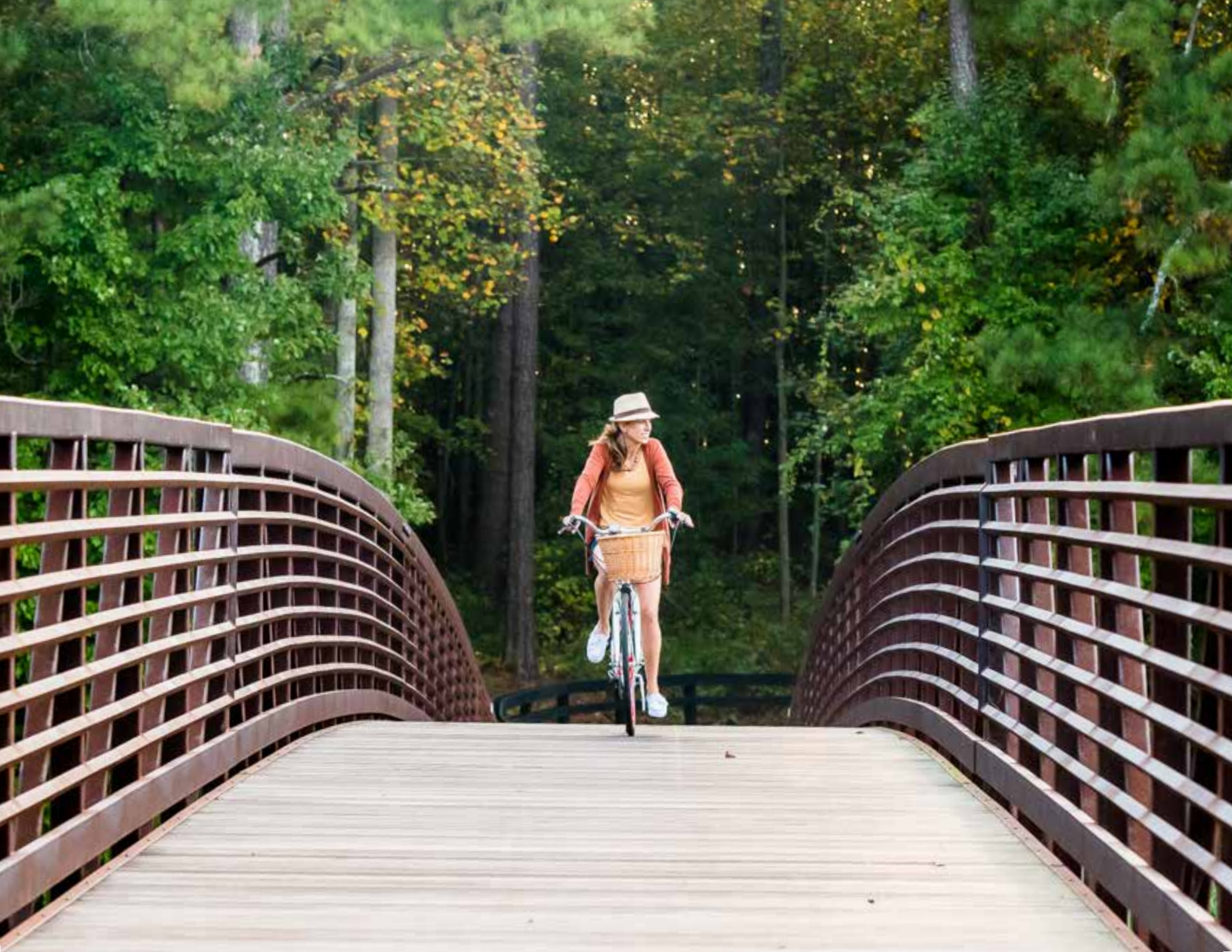
CMYK:
5/5/10/0
RGB:
240/236/226
HEX:
#f0ece2



White



Black



TYPOGRAPHY

The City of Acworth has a strong spirit of community wrapped in a deep connection with its history, its authentically welcoming spirit, and its desire for an exceptional quality of life.

The City of Acworth is both traditional and modern and seeks to grow in a sustainable manner while staying grounded in its identity.

Acworth's brand fonts are bold, sculpted, and deliberately chosen to reflect its character and modern relevance. They showcase the heart of Acworth through strong design and familiarity.

FONTS

DISPLAY FONT - TITLE

LATINATE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

SECONDARY FONT - HEADLINE/SUBTITLE

COPPERPLATE GOTHIC

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP
QQ RR SS TT UU VV WW XX YY ZZ 0123456789

CONTENT FONT

DIN ALTERNATE BOLD - BODY

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

ALTERNATE FONTS

The following alternate fonts should only be used for non-marketing communication materials and only when necessary. These fonts may appear in documents such as PowerPoint or Google Sheets presentations or documents such as Word or Docs only when preferred brand fonts are unavailable.

SERIF OPTION

TIMES NEW ROMAN (Serif Option)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

SANS OPTION

CENTURY GOTHIC (Sans Option)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789



VOICE

The City of Acworth's voice reflects a strong community and a city built on servant leadership. It shares a **TRUSTED, HELPFUL**, and **FRIENDLY** attitude in a **PROFESSIONAL** manner through its communication.

Acworth is not and should not sound arrogant, dismissive, combative, stagnant, or assumptive.

Acworth's tone is **WELCOMING, CELEBRATORY, GRATEFUL**, and **ENCOURAGING**, sharing its love for the people who call Acworth home and those who choose it as a destination.

