

# CITY OF DALTON, GA

## BRANDING

DESIGN DEVELOPMENT SET #2  
OCTOBER 22, 2024

confluence  
design consulting



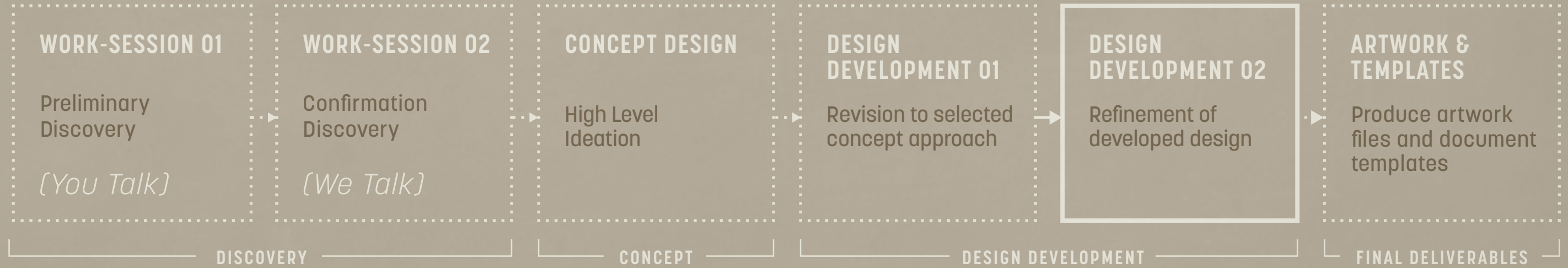
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**PROCESS**

**01**

# OUR PROCESS





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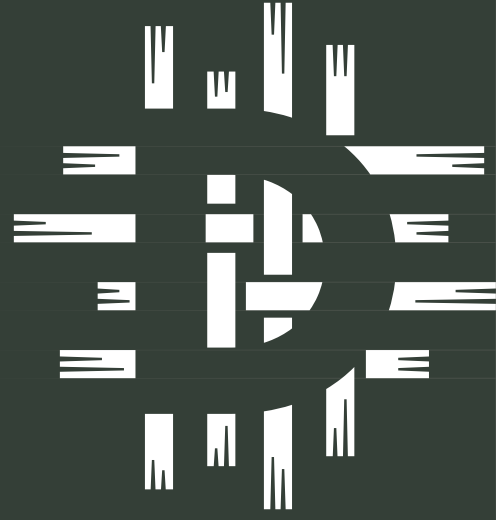
**DESIGN  
DEVELOPMENT**

## CONCEPT OVERVIEW

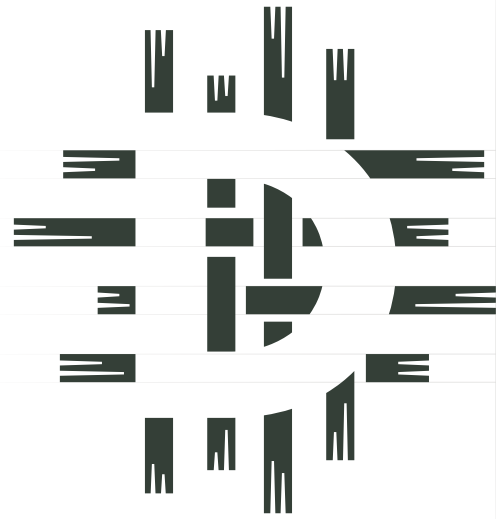
THE CITY OF DALTON BRANDMARK IS A SYMBOL INTENDED TO BE IMMEDIATELY RECOGNIZABLE AS UNIQUE AND MEANINGFUL. THE LOGOMARK INCORPORATES ABSTRACT CONCEPTS THAT INFER DALTON'S STRENGTH OF COMMUNITY AS WELL AS ITS INTERLACED CONNECTION WITH THE MILL INDUSTRY DRIVING ITS PLACE AS THE ECONOMIC ENGINE OF NORTH GEORGIA.

THE TEXTURAL FABRIC PATTERN UNDERSCORES THE INTERLACED CONNECTION OF DALTON AND THE CARPET MILL TRADE. THE INTERWOVEN FABRIC INFERS STRENGTH OF COMMUNITY WHILE THE "D" CREATED OUT OF NEGATIVE SPACE SYMBOLIZES DALTON; THE LETTER "D" CREATED OUT OF THE INTERWEAVING OF PEOPLE, CULTURES AND INDUSTRY COMPRISING THE FULL COMMUNITY.





DALTON  
GEORGIA



DALTON  
GEORGIA

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

PRIMARY TYPEFACE

ARYA-DOUBLE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

SECONDARY TYPEFACE

FIGTREE - MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

SPECIALTY ACCENT TYPEFACE

HEPTA SLAB - SEMIBOLD





EST. 1847

HEX #343F37  
RGB 52,63,55  
CMYK 17,0,13,75

HEX #D35532  
RGB 211,85,50  
CMYK 0,60,76,17

HEX #FOEDE1  
RGB 240,237,225  
CMYK 0,1,6,6

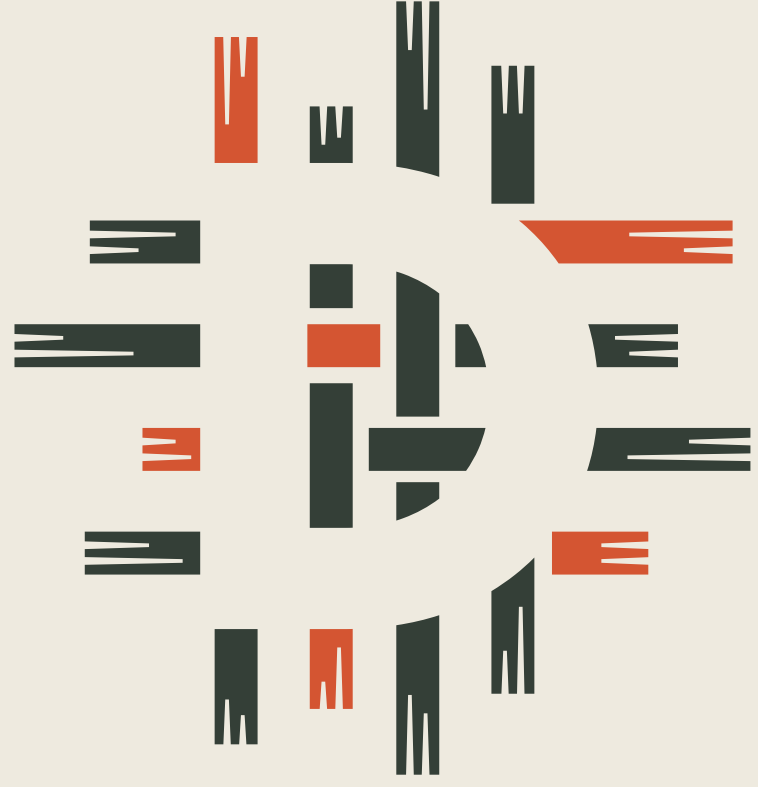
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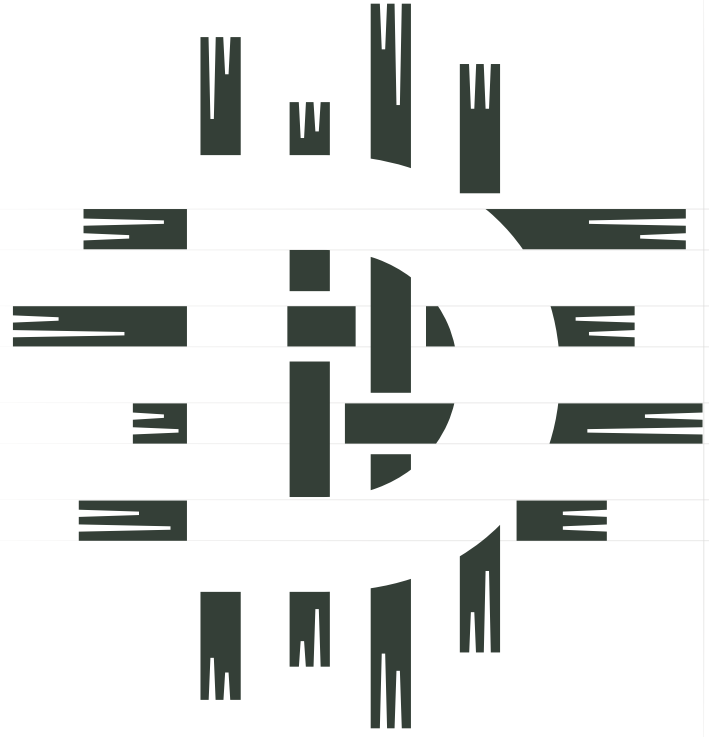
HEX #737446  
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CMYK 1,0,40,55

PRIMARY COLOR

ACCENT COLOR

SECONDARY COLORS





# PARKS + RECREATION

CITY OF DALTON



**PARKS +  
RECREATION**  
CITY OF DALTON



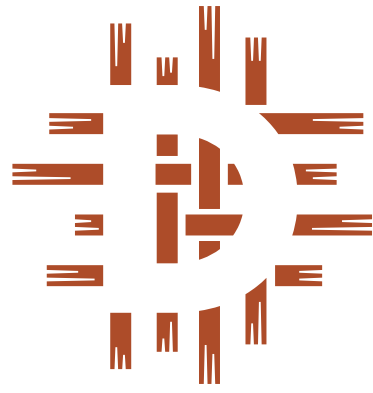
**PARKS +  
RECREATION**  
CITY OF DALTON



**POLICE  
DEPARTMENT**  
CITY OF DALTON



**POLICE  
DEPARTMENT**  
CITY OF DALTON



**FIRE  
DEPARTMENT**  
CITY OF DALTON



**FIRE  
DEPARTMENT**  
CITY OF DALTON



**PUBLIC  
WORKS**  
CITY OF DALTON

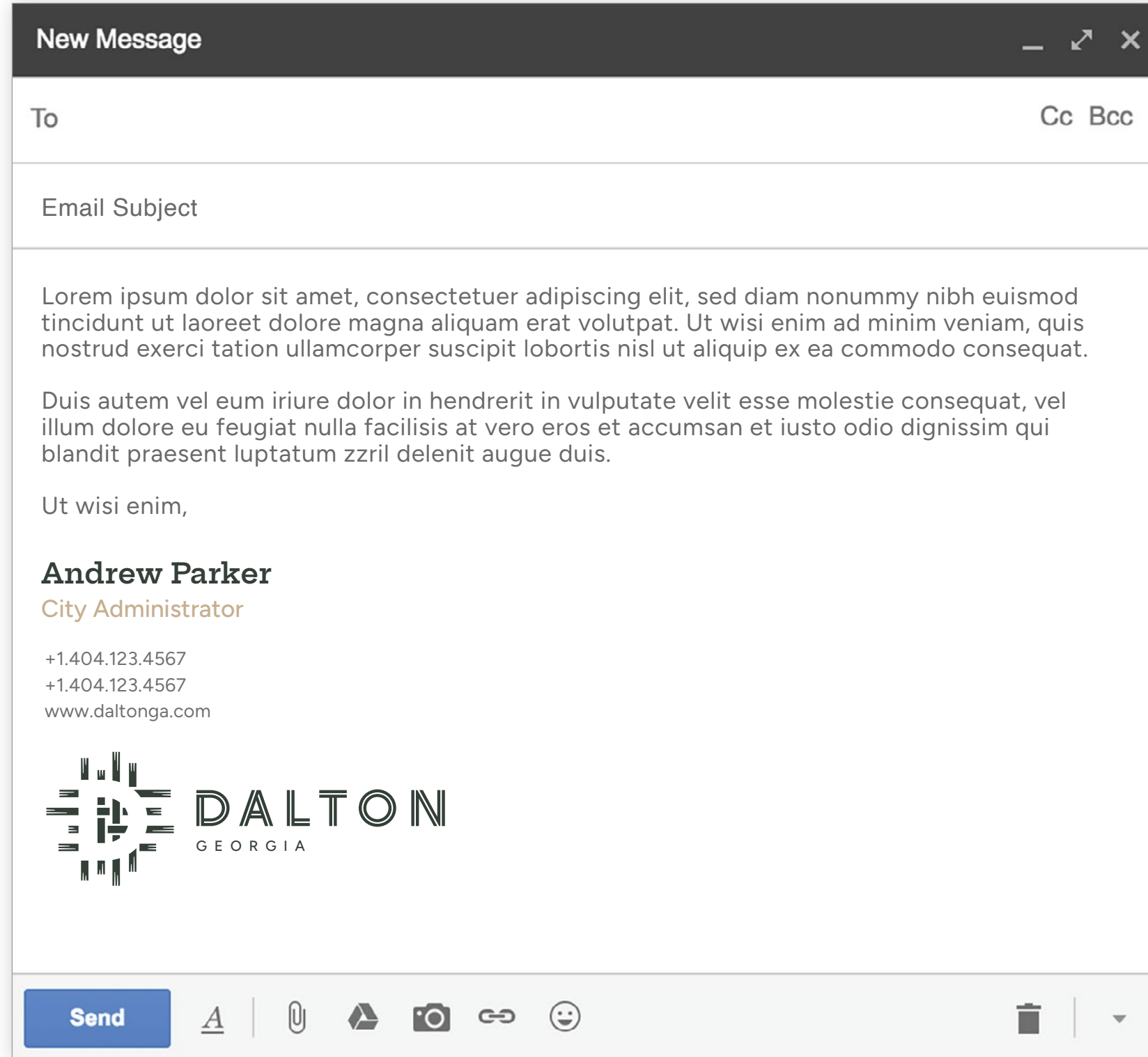


**PUBLIC  
WORKS**  
CITY OF DALTON

















THANK YOU



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