



City of Loganville Downtown

BRAND IDENTITY

City of Loganville Downtown

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City of Loganville Downtown

ABOUT

The City of Loganville, named after James H. Logan, serves as the gateway between Walton and Gwinnett counties as well as the gateway between sprawling metro Atlanta and more rural east Georgia.

In recent decades, Loganville has experienced significant population growth and suburban development, fueled by its proximity to the Atlanta metropolitan area. Subdivisions, shopping centers, and amenities have sprung up to accommodate the needs of a growing population. However, city officials are looking to keep a balance small town feel with booming progress.

This guide is intended to maintain the brand identity of the city's downtown area and Loganville as a whole.

770-466-1165

info@loganville-ga.gov



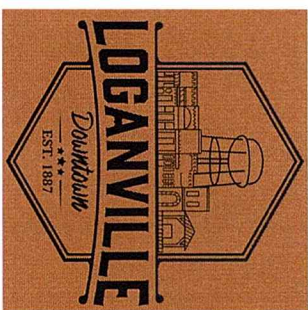
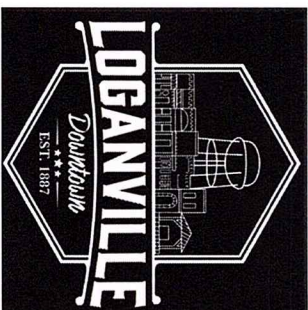
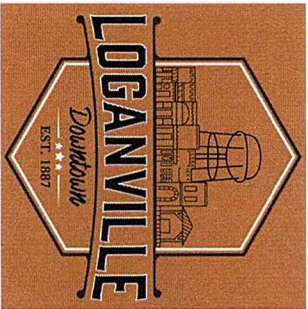
City of Loganville Downtown

MASTER LOGO



City of Loganville Downtown

LOGO VARIANTS



City of Loganville Downtown

TYPOGRAPHY

GIN

PRIMARY FONT

1234567890!@#\$%^&*~_+

ABCDEFGHIJKLMNPPQRSTUVWXYZ

ABCDEFGHIJKLMNPPQRSTUVWXYZ

REGULAR

1234567890!@#\$%^&*~_+

ABCDEFGHIJKLMNPPQRSTUVWXYZ

ABCDEFGHIJKLMNPPQRSTUVWXYZ

OBLIQUE

1234567890!@#\$%^&*~_+

ABCDEFGHIJKLMNPPQRSTUVWXYZ

ABCDEFGHIJKLMNPPQRSTUVWXYZ



City of Loganville Downtown

TYPOGRAPHY

Highest Praise

Secondary font

1234567890!@#\$%^&*+_+

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Regular

1234567890!@#\$%^&*+_+

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



City of Loganville Downtown

TYPOGRAPHY

Baskerville

Paragraph font/secondary font

1234567890!@#\$\$%^&*+_+

ABCDEFGHIJKLMN O PQRSTU VWXYZ

abcdefghijklmnopqrstu vwxyz

Regular

1234567890!@#\$\$%^&*+_+

ABCDEFGHIJKLMN O PQRSTU VWXYZ

abcdefghijklmnopqrstu vwxyz

Regular Italic

1234567890!@#\$\$%^&*+_+

ABCDEFGHIJKLMN O PQRSTU VWXYZ

abcdefghijklmnopqrstu vwxyz

Medium

1234567890!@#\$\$%^&*+_+

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abcdefghijklmnopqrstu vwxyz

Bold

1234567890!@#\$\$%^&*+_+

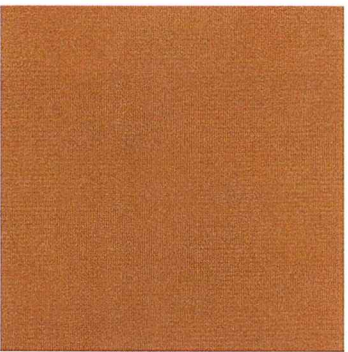
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abcdefghijklmnopqrstu vwxyz

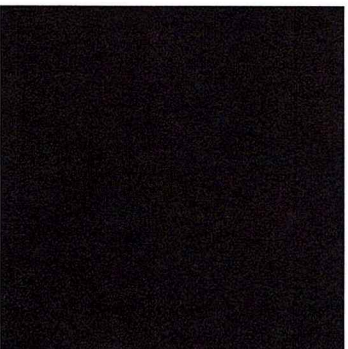


City of Loganville Downtown

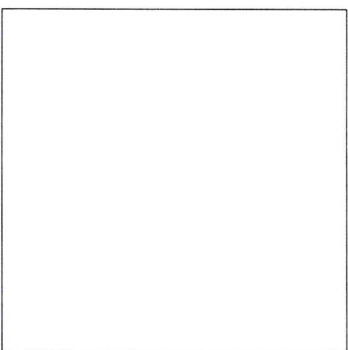
COLOR PALETTE



Pantone- 7911C
HEX #AB7531
R-171 G-117 B-49
C-0 M-32 Y-71 K-33



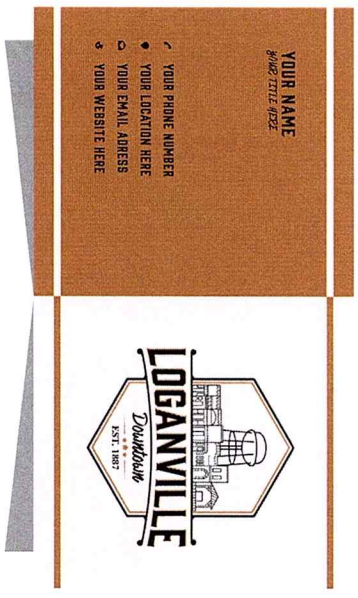
Pantone- Black
HEX #2D2926
R-45 G-41 B-48
C-0 M-0 Y-0 K-100



Pantone- Process Whit
HEX #F4F5F0
R-244 G-245 B-240
C-0 M-0 Y-0 K-0



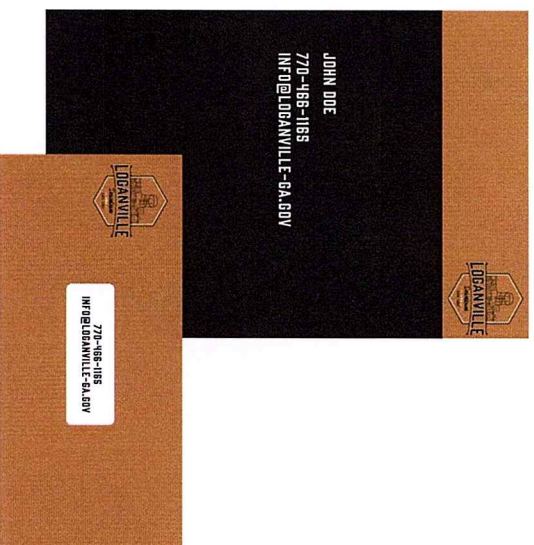
City of Loganville Downtown
BRAND APPLICATION



Business Card



City of Loganville Downtown BRAND APPLICATION

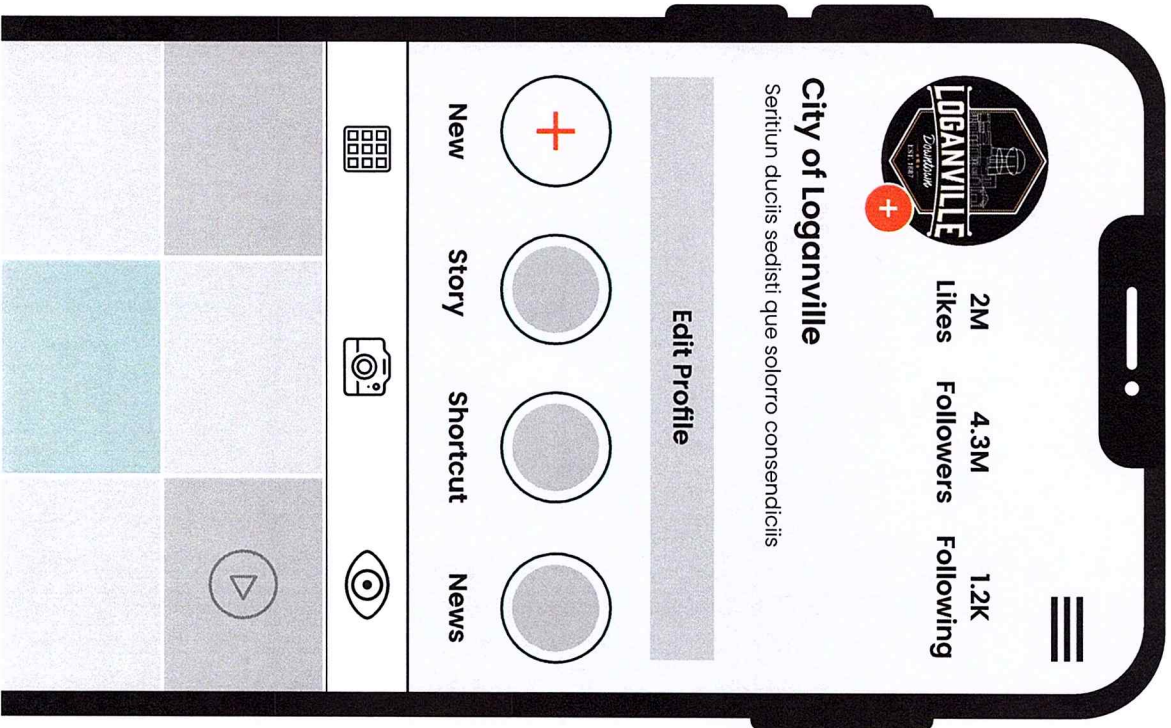


Letterhead & Envelope

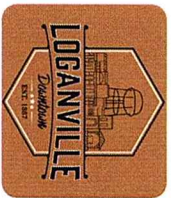


City of Loganville Downtown

BRAND APPLICATION



Square icon



Square icon 2



Round icon

*Social
Media*



Facebook



