



**Where Georgia comes together.**

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## **GRAPHIC BRAND STANDARDS**

These graphic standards were developed as a method for protecting the graphic brand of the City of Perry, Georgia. It is important to consult with and follow the enclosed guidelines to maintain the integrity of the brand. If you need any additional information or guidance, please contact:

**Name**

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City of Perry  
1211 Washington Street  
P. O. Box 2030  
Perry, GA 31069

# PERRY, GEORGIA LOGO USAGE

The following guidelines illustrate the proper use of the Perry, Georgia logo.

## FULL COLOR LOGO

The logo may be represented in full color using either spot color or 4 color process printing techniques.



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## ONE COLOR LOGO

The logo may be represented in a single color using Black in either spot color or 4 color process printing techniques.



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## LOGO ON COLOR

The contrast must be sufficient when printing a color version of the logo on a photo or color background.



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## REVERSE LOGO

The contrast must be sufficient when reversing the logo on a photo or color background.



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# PERRY, GEORGIA COLOR AND FONTS

The color palette and recommended fonts provide a guide for keeping a consistent color scheme within the city's communications.

## COLOR PALETTE

### PRIMARY



PMS 168 Walnut  
CMYK: 12 80 100 60  
RGB: 115 56 29  
HEX: 73381D



PMS 412 Oxford Brown  
CMYK: 52 59 45 90  
RGB: 56 47 45  
HEX: 382F2D



PMS 7622 Burnt Umber  
CMYK: 0 97 89 45  
RGB: 147 39 44  
HEX: 93272C



PMS 7476 Deep Forest  
CMYK: 89 22 34 65  
RGB: 13 82 87  
HEX: 0D5257

### SECONDARY



PMS 7492 Deco Green  
CMYK: 17 1 47 3  
RGB: 191 204 128  
HEX: BFCC80



PMS 7534 Ecru  
CMYK: 5 5 15 8  
RGB: 209 204 189  
HEX: D1CCBD



PMS 7504 Beaver  
CMYK: 17 36 52 38  
RGB: 148 121 93  
HEX: 94795D

## RECOMMENDED PERRY TYPEFACE

Typeface families:

**HEADLINES:** Kepler Standard Regular

The quick brown fox jumps over the lazy dog  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789!@#%&^\*()

**BODY COPY:** Source Sans Pro Regular

The quick brown fox jumps over the lazy dog  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789!@#%&^\*()

**LOGOTYPE:** Source Sans Pro Semibold

The quick brown fox jumps over the lazy dog  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789!@#%&^\*()

**TAGLINE:** Abril Text Regular

The quick brown fox jumps over the lazy dog  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789!@#%&^\*()

**OFFICE USE:** Georgia

The quick brown fox jumps over the lazy dog  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789!@#%&^\*()

# PERRY, GEORGIA LOGO RECOMMENDATIONS

## RECOMMENDED PERRY, GEORGIA SPACING WITH TAGLINE

No other object should be placed within the safe area around the logo as specified below.

The safe area is an area identified by the height of the capital letters in the logo tagline. (See example)



## MINIMUM SIZE

The logo should not be used smaller than .75" in order to retain readability.



# UNACCEPTABLE LOGO APPLICATIONS

The following are examples of improper modifications of the Perry, Georgia logo that may violate the integrity of the Perry brand.



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**DO NOT** use any unofficial colors or any combination of colors different than the official logo colors.



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**DO NOT** add unofficial copy or graphics covering any part of the logo.



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**DO NOT** delete, add or adjust any element of the logo.



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**DO NOT** change the proportions of the logo.



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**DO NOT** rotate or flip the logo.



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**DO NOT** try to recreate this logo. Use only the artwork provided. Elements of the font have been adjusted and should not be typeset or replaced with any other font.

Um eturehentas quiam, connisimil  
inis et es etur modion pa qui asit, vo-  
lore net rest, sit pos aut voluptia vol-  
orerit lam acidis cusanim si dolor mo  
vel inisto molupta volum invenimporro  
cum fugit resecto magnam am atit

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**DO NOT** screen the logo or use the logo behind text.



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**DO NOT** alter the logo for any other unapproved entity.



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**DO NOT** print the logo on a dark background or image (example at left). Use the reversed version instead (example at right).

# PERRY, GEORGIA EXTENSIONS

A typographic logo has been created for various Perry, Georgia applications following the guidelines below. The graphic standards in this guide apply to these logos as well. Any creation of additional logos should be approved by The City of Perry.

## PERRY, GEORGIA EXTENSIONS



# PERRY, GEORGIA SPECIFICATIONS

## COLORS

Production of artwork by different techniques may require the use of different color matching systems.

For the most consistent use of corporate colors the recommended breakdowns are as follows:

## PRINTING

### Pantone® (PMS)

Walnut	PMS 168
Oxford Brown	PMS 412
Burnt Umber	PMS 7622
Deep Forest	PMS 7476
Deco Green	PMS 7492
Ecru	PMS 7534
Beaver	PMS 7504

### 4-Color Process (CMYK)

Walnut	C-12 / M-80 / Y-100 / K-60
Oxford Brown	C-52 / M-59 / Y- 45 / K-90
Burnt Umber	C-0 / M-97 / Y-89 / K-45
Deep Forest	C-89 / M-22 / Y-34 / K-65
Deco Green	C-17 / M-1 / Y-47 / K-3
Ecru	C-5 / M-5 / Y- 15 / K-8
Beaver	C- 17 / M-36 / Y- 52 / K-38

## ON-SCREEN

### Web-Safe (HEX)

Walnut	73381D
Oxford Brown	382F2D
Burnt Umber	93272C
Deep Forest	0D5257
Deco Green	BFCC80
Ecru	D1CCBD
Beaver	94795D

## RGB

Walnut	R-115 / G-56 / B-29
Oxford Brown	R-56 / G-47 / B-45
Burnt Umber	R-147 / G-39 / B-44
Deep Forest	R-13 / G-82 / B-87
Deco Green	R-191 / G-204 / B-128
Ecru	R- 209 / G- 204 / B-189
Beaver	R- 148 / G-121 / B-93

## FILE USAGE

Use of digital artwork in different applications requires the use of different digital file formats.

To ensure the best quality reproduction, the following file format uses are suggested:

## WORD

.EPS  
.BMP  
.JPG  
.GIF  
.TIF

## POWER POINT

.PNG  
.BMP  
.JPG  
.GIF  
.TIF

## WEB (HTML)

.JPG  
.GIF

## INDESIGN

.EPS  
.TIF