



Corporate Identity Standards



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CITY OF BROOKHAVEN LOGO

The Brookhaven logo is a strong representation of the character of the city—a modern, sophisticated community which embraces the natural sanctuary of its surroundings. The central image of this logo is a buildingscape with a brook flowing underneath and the use of relaxed, yet bold typography. The icons in this logo are a true graphic representation of the word itself. It is simple and vivid, giving it the potential to be quickly recognized.

This guide explains the proper use and display of the City of Brookhaven logo within the corporate identity program.

The logo is the corporate identity of the city.

The use of the logo by non-city entities must be approved by the Communications Department. Contact the Communications Director or the City Manager with requests to use the logo or tagline for the City of Brookhaven.

To request permission to use this logo or any logos in this guide, please contact:

Megan Matteucci
Communications Director
200 Ashford Center North
Suite 150
Atlanta, GA 30338
Phone: 404.637.0506
megan.matteucci@brookhavenga.gov



UNACCEPTABLE VERSIONS

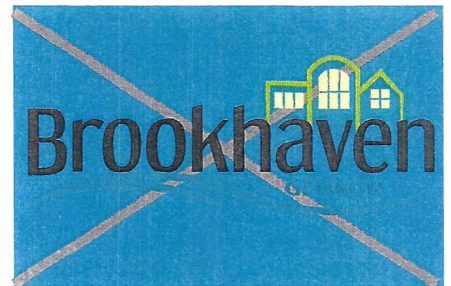
To ensure brand consistency across all applications, The City of Brookhaven logo should be used only as indicated in this guide. The examples shown below represent the most common misuses of the logo, and should be avoided.



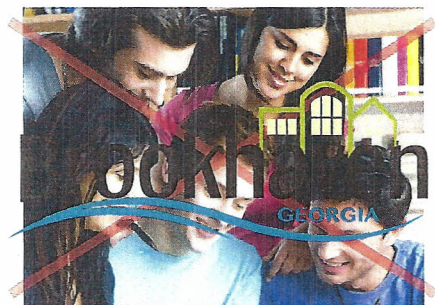
Do Not stretch the logo in any way. Always size it up or down proportionally.



Do Not alter any component of the logo, type or otherwise.



Do Not place the full color logo on a colored background. Use the provided 1 color artwork.



Do Not place the logo on a busy photograph or busy background pattern.



Do Not place a graphic on or within the clear space around the logo.



Do Not reconfigure any of the elements in the logo. Use only the provided versions.

UNACCEPTABLE VERSIONS



Do Not create a white box around the logo. Please use only the provided logos and color formats.



Do Not create a drop shadow or similar effect to the logo.



Do Not apply any artistic effect to any part of the logo.



Do Not change the font within the logo. Please use only the provided logos and color formats.



Do Not assign different colors to any component of the logo.



Do Not rotate the logo in any way.

MARGINS ALLOWANCE & MINIMAL SIZE

To make sure that our logo stands out clearly, it should always be framed within an area of unobstructed space. The following clear space and partner lockup guidelines help ensure that the Brookhaven logo maintains clarity, legibility, and impact across every application.

Clear Space

Whenever a logo is displayed, it must be kept in a clear space completely separate from every other element (i.e. text and design elements) in order to maximize visibility. The space must be the "B" height of the logo.



Partner Lockup

You must maintain a space the "B" height of the logo type on all sides of the logo.



Horizontal Lockup

The center point of the logo is the absolute center of the logo.



Minimum Size

Minimum size restrictions ensure that our logo is always clearly legible. Minimum width for the logo is 1.25".



APPROVED FONTS

The approved font for the City of Brookhaven is Optima. This font should be used consistently throughout all communications materials. For those materials, it is ideal to use Optima for accent text and headlines, while the Minion Pro family should be used primarily for body text and subtitles. When the "City of Brookhaven" name is used, it must be used in its entirety. The first letter of each word must be capitalized with the exception of the word "of".

Optima is a trademark of Linotype Corp., registered in the U.S. Patent and Trademark Office, and may be registered in certain other jurisdictions in the name of Linotype Corp. or its licensee Linotype GmbH.

Minion Pro is a trademark of The Adobe Corporation, registered in the U.S. Patent and Trademark Office, and may be registered in certain other jurisdictions.

Optima

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

Minion Pro

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

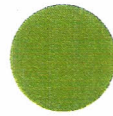
LOGO COLORS

The color version is the basic style, but black and white may also be used when a limited number of colors are available. The following standards have also been established for maximum clarity. Select colors carefully with respect to the background color.



Pantone 576 C

This color is to be used in every possible situation.



CMYK Values = C 49, M 0, Y 100, K 39
Screen Colors = R 92, G 135, B 39

Pantone 576 C at 50%

This color is to be used in every possible situation.



CMYK Values = C 37, M 13, Y 57, K 0
Screen Colors = R 167, G 189, B 135

Pantone 308 C

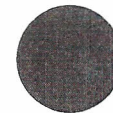
This color is to be used in every possible situation.



CMYK Values = C 100, M 40, Y 23, K 7
Screen Colors = R 0, G 116, B 156

Pantone Process Black

This color is to be used in every possible situation.



CMYK Values = C 0, M 0, Y 0, K 100
Screen Colors = R 0, G 0, B 0

The PMS color is to be used in every possible situation. When a PMS color is not possible, CMYK or RGB can be substituted.

ACCEPTABLE VERSIONS

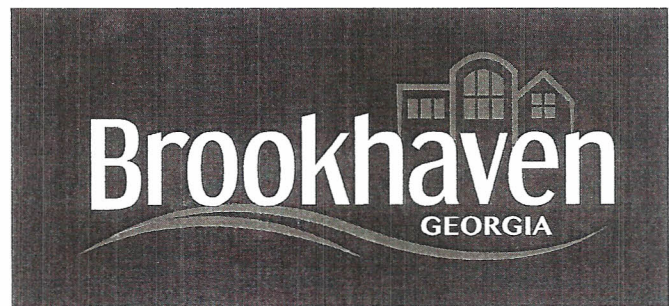
Three (or Full) Color

Three color (either in appropriate pantone colors or in CMYK) is the preferred version. In the three color version, the river and the word "Georgia" are always in blue, the buildings are always in green and the word "Brookhaven" is always in black.

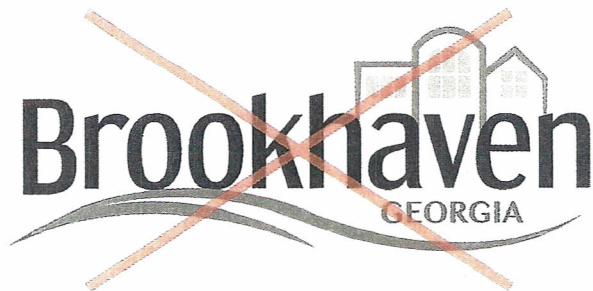


One Color on a Dark Background

On a dark background, the white version of the logo should be used in every instance. The buildings and the river are white at 50%.



PLEASE NOTE* - when a black version of the logo is required, please do not simply convert the color logo to black. The provided black version of the logo should be used where the words "Brookhaven" and "Georgia" are in black, the river and outline of the buildings are black at 70% and the windows of the buildings are black at 30%.



NOTE* - The above shows what happens when the color version is converted to black (incorrect).

APPROVED DEPARTMENTS

The City of Brookhaven logo will appear on all printed or electronic material produced by a City of Brookhaven operation. This includes newspaper ads, forms, newsletters, vehicles, displays, brochures, maps, ID cards and signage.

Use of the City of Brookhaven logo on printed materials will comply with the examples contained in this Corporate Identity Standards Guide.

Departmental Use

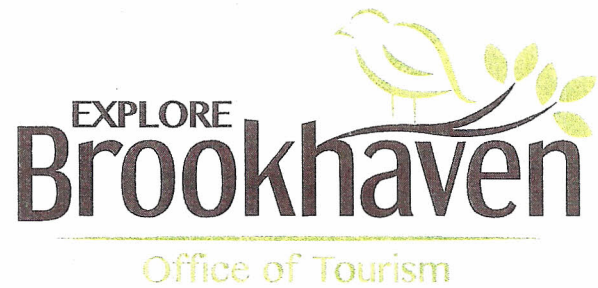
All advertisements, reports, brochures, forms, etc. produced by each department will carry the new logos. Departments have permission to use their own logo, however, they must use the City of Brookhaven logo in a secondary position on all printed, electronic and licensed materials when appropriate.

For clarification on which logo to use, please call 404.637.0506.



APPROVED ENTERPRISES

Enterprise units (Brookhaven Office of Tourism) have permission to use their own logo. They are not required to use the City of Brookhaven logo in a secondary position on printed, electronic and licensed materials.



Logo Colors

The color version is the basic style, but black and white may also be used when a limited number of colors are available. The following standards have also been established for maximum clarity. Select colors carefully with respect to the background color.

Pantone 576 C

This color is to be used in every possible situation.

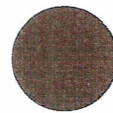


CMYK Values = C 37.5, M 0, Y 75, K 25

Screen Colors = R 131, G 166, B 86

Pantone 7519 C

This color is to be used in every possible situation.



CMYK Values = C 50, M 70, Y 80, K 70

Screen Colors = R 60, G 36, B 21

The PMS color is to be used in every possible situation. When a PMS color is not possible, CMYK or RGB can be substituted.

All rules from the Acceptable and Unacceptable Versions pages also apply to this logo.

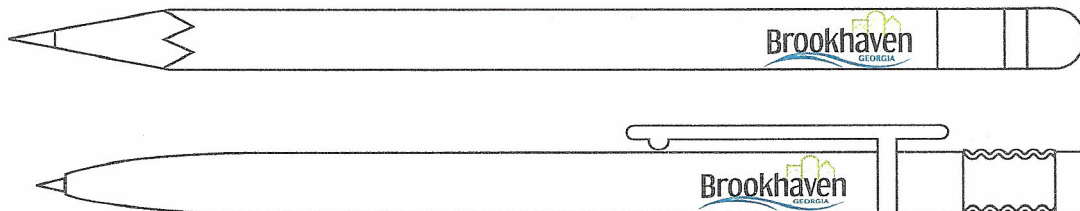
PROMOTIONAL ITEMS

Promotional items are important reflections of identity. Each item is a visual reminder of our brand.

Follow these simple rules when applying the logo to promotional items such as shirts, mugs, hats, bags, and city uniforms.

- Always maintain the clear area around the logo.
- The logo must appear in one of the approved color treatments and configurations specified in this manual. Be sure the background provides sufficient contrast.
- Make sure all promotional items are in good taste and quality.
- Always use the reproducible artwork or digital files labeled for promotional items. Obtain these files from the Communications Department. Do not use photocopies for original artwork.

For embroidery purposes, the logo should be embroidered using thread colors that closely match the logo colors.



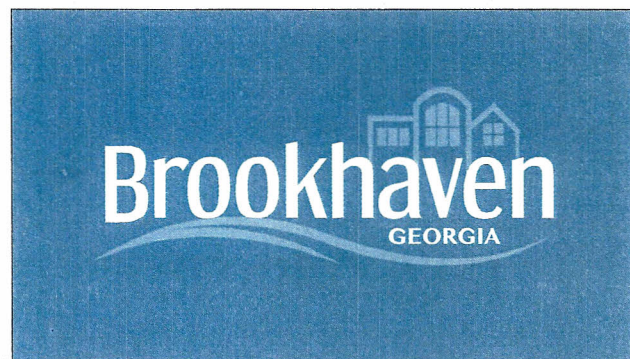
STATIONERY

Letterhead, envelopes and business cards work together to project a consistent and recognizable brand image in our daily correspondence. All stationery is ordered centrally to ensure consistency.

Business Cards

The logo is displayed in the center of the front of the business card. The area below contains one line for name, one line for position/title, one line for address and one line for phone and fax. All of this text should be centered. One line for email address and one line for web address should go on the right and left sides respectively.

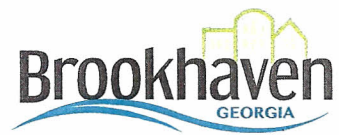
The back of the card consists of the City of Brookhaven logo in it's white format.



STATIONERY

Notecards

The City of Brookhaven Notecard will display the logo on the front.



STATIONERY

The layout of the letterhead has been set to preserve the clean, professional appearance of the City's new brand image.

Letterhead

The layout of the letterhead will carry the logo in the top center and the address of the city across the bottom of the page.

No additional information or graphic images should be added to the letterhead.

Second Page

The second page is a blank piece of the same stock.



STATIONERY

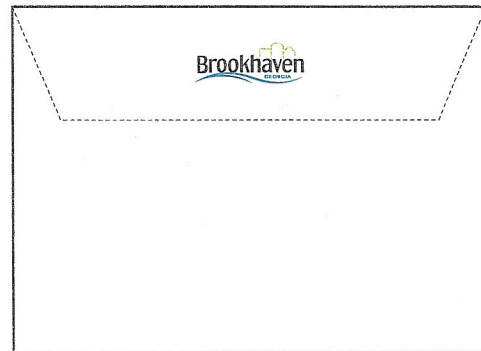
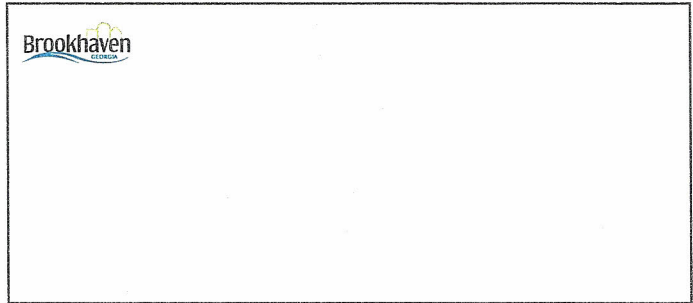
The layout of the envelopes has been set to preserve the clean, professional appearance of the City's new brand image.

Envelopes

All #10 envelopes will carry the logo in full color in the top left corner. No additional information or graphic images should be added to the envelope.

In some cases the logo and return address may be used on the back flap of the envelope.

Type on all envelopes is to be set in 10 point Optima Regular.



FILE FORMATS

In this corporate identity binder you will find a CD containing the City of Brookhaven logo in various digital formats. The formats on the disk include: EPS, PDF, and JPEG.

There are different color versions of the logo on the CD and it is important that each one is used in its proper context. The three (or full) color (PMS) versions use the City of Brookhaven colors in the spot color process called the Pantone Matching System (PMS). These files are to be used when producing print material with the City of Brookhaven colors. The four color process (4c) versions use a CMYK process where the City of Brookhaven colors are achieved using four process colors. These files are to be used when producing print material in full color (i.e., brochures or magazine ads). Finally the file labeled, black or white, are the black and white versions of the City of Brookhaven logo. These versions are to be used anytime the logo is only needed in black or white.



Vector files

Two file formats (EPS and PDF) are vector based instead of bitmap to give you the freedom to enlarge or reduce the image without any quality loss.

FILE TYPE	NAME	FEATURES & USES	SAMPLE APPLICATIONS
EPS	Encapsulated PostScript	Vector art is scalable and the industry standard which cannot be opened in most MS Office programs; does not get "jagged" when enlarged; used for apparel, merchandise, signs, etc.	Adobe Suite, Quark
PDF	Portable Document File	Represents art in a manner independent of application software, hardware, and operating systems; does not get "jagged"; cleaner than a JPG.	Word, PowerPoint, Excel, Adobe Suite
JPG	Joint Photograph Expert Group	Raster (bitmap) format; can become "jagged" when enlarged; versatile format.	Word, PowerPoint, Excel, Adobe Suite
AI	Adobe Illustrator	Vector art like EPS format and scalable to any size without altering resolution.	Word, PowerPoint, Excel, Adobe Suite
GIF	Graphics Interchange Format	Raster (bitmap) format; can become "jagged" when enlarged; can be used with transparent background.	Word, PowerPoint, Excel, Adobe Suite
TIFF	Tagged Image File Format	Raster (bitmap) format; works best for printed documents in MS Office programs; can become "jagged" when enlarged; versatile format.	Word, PowerPoint, Excel, Adobe Suite

QUESTION & ANSWER

Q. I have a photocopy of the logo. Can I give this to a vendor for reproduction onto a banner?

A. No. Under magnification, photocopies have low quality. When enlarging for purposes of display, the imperfections become obvious and degrade the integrity of the logo. Please obtain an EPS digital file from the Communications Department.

Q. What is EPS?

A. It stands for encapsulated postscript. Denoted by the suffix .eps, EPS is a file format typically created in a vector-based drawing program like Adobe Illustrator®, Corel Draw® and Macromedia Freehand®. This digital format is the best choice when reproducing the logo for offset printing or any other application.

Q. Why do we need digital TIFF files?

A. TIFF stands for tagged image format, denoted by the .tif suffix. Some word processors cannot import the EPS digital file, so TIFF files are provided. TIFF files work best for printed documents in MS Office programs.

Q. I have imported the logo into my word processing document. Can I enlarge or reduce it?

A. No. To maintain consistency, only two sizes are to be used for internal and external communication. The logo is a maximum of 4.0" wide and minimum 1.25" wide.

Q. I have imported a color logo into my word processing document. Can I use it?

A. Yes. The logo can be used internally for any literature printed to a color printer. For optimum color results, please consult your printer's manual.

Use the solid black version for any literature printed to a laser printer.

Word processors should never be used to output the logo to film.

Q. We want to have the logo embroidered on a dark-colored shirt. Can we use the full-color logo?

A. No. The full-color logo can be used internally or externally with permission from the Communications Department but the text must be reversed out to white.

Q. What color shirts do you recommend for embroidering the logo?

A. White, natural, black, light blue, light yellow and khaki would be best. Darker colors may be chosen as long as the text in the logo is reversed out to white. We expect the public to view these colors, with the appropriate logo, as an integral part of our visual identity.

Q. I want to put the department name on literature and correspondence. Where do I put it?

A. Follow the protected area requirements found on page 6. When specifying size for department names, use 1/4" of "x" as the maximum height for the department letters. Contact the Communications Department for approval prior to City use if it differs from the standards set forth in this guide.

If you have any other questions pertaining to this standards guide or proper usage of the various design elements, please contact:

Communications Director
Phone: 404.637.0506

Class	Goods & Services	City
16	Printed publications, namely, newsletters, brochures, newspapers and magazines in the fields of community news, tourism, local government and public safety.	LOGANVILLE
16	Pens.	PEACHTREE CORNERS
21	Mugs; Coffee mugs.	PEACHTREE CORNERS
25	Jackets.	PEACHTREE CORNERS
35	Municipal and government services, (or Chamber of commerce and visitor bureau services) namely, promoting travel, tourism, business, economic and business development, community, residential and commercial growth and/or building construction, roads and operation of businesses, employment opportunities and municipal and government business services; Advertising services, namely, providing a website for the promotion of the aforementioned; Providing demographic information via a global computer network about residential and commercial growth, economic and business development services, cultural and historic attractions, and government services and employment opportunities in the City; historical society association services, namely, promoting the preservation of the history of the City; municipal and government services, namely, special event planning for business purposes; providing information regarding political issues, knowing how to vote and knowing how to register to vote; regulatory submission management, namely, assisting others in preparing and filing applications for business license with governmental regulatory bodies.	SUWANEE; THOMASVILLE; LOGANVILLE; ALBANY
35	Consulting in the field of procuring government contracts for the purchase of goods and labor contracting services; Information in the field of government affairs.	PEACHTREE CORNERS
37	Building inspection; Construction planning; Street cleaning; Street construction.	DECATUR
39	Public utilities services in the nature of providing public water and sewer services.	SUWANEE; LOGANVILLE
40	Recycling; Waste management; waste water treatment and purification services.	DECATUR; THOMASVILLE; LOGANVILLE
41	Recreational services, namely, providing city parks and recreation facilities; entertainment services, namely, organizing community festivals featuring a	DECATUR; SUWANEE; LOGANVILLE