



**SANDY SPRINGS**

GEORGIA

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## Brand Position

The main idea people understand about your brand

Urban  
energy  
+  
*A laid-back  
lifestyle*

# Design Principles

Guiding principles for the design of Sandy Springs' brand

Dynamic

Communicating energy and excitement;  
ongoing evolution

Natural

Celebrating the green space and  
natural beauty the city's known for

Warm

Embodying the neighborly feel

Grounded

Established, safe, strong roots

Fresh

A youthful, innovative,  
forward-thinking spirit

# LOGO

Growth—The New Sandy Springs Logo





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## The New Sandy Springs Logo:

Organic elements form a dynamic S shape

Streamlined, modern interpretation of existing mark

Energy and growth

**Primary Lockup (Horizontal)**



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## Primary Lockup (Horizontal)

**Clear Zone**—The Sandy Springs logo should have a clear zone to communicate clearly. The clear zone should remain free of any other imagery, graphics, or typography in order to maintain the logo's integrity and legibility. For the Sandy Springs primary lockup, the height of the logotype (X) will be used to define the clear zone as shown on this page.

**Minimum Sizes**—All logos have a minimum size to remain legible. The minimum size for print is larger than the minimum size for web for the Sandy Springs primary lockup.

### Clear Zone



### Minimum Sizes

#### Print—Minimum Sizes



1" wide for print applications

#### Digital—Minimum Sizes



36 pixels wide standard and  
72 pixels retina for  
digital applications



Favicon:  
16 pixels high standard  
32 pixels retina

## Primary Lockup One Color

In applications where full color is not possible, the Sandy Springs logo may be used in one color.



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Primary usage: 648 C



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Secondary usage: Black

## Primary Lockup One Color

In applications where full color is not possible, the Sandy Springs logo may be used in one color. When knocking out logo in white it is best to have background colors from the Sandy Springs color palette.



Primary usage: White logo  
knocked out of PMS 641 C



Primary usage: White logo  
knocked out of PMS 648 C



Primary usage: White logo  
knocked out of PMS 7489 C

**Secondary Lockup (Vertical)**



## Logo Lockup (Without Georgia Descriptor)

The descriptor “Georgia” may be omitted in applications where the logo will be used in the city of Sandy Springs or if the application causes the descriptor to be too small (embroidery, etc.)\*

*\*The “Georgia” descriptor should always be used with the Sandy Springs logo in national and regional advertising, trade shows, and online usage.*



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## Logo Lockup (With Branch Descriptors)

For other Sandy Springs branches the “Georgia” descriptor may be omitted and replaced with branch descriptor name.

When adding branch descriptor please match font weight, size, letterspacing and color.

### Specifications for replacement text:

*font*—Aspect Extrabold (font may be purchased at [typography.net](http://typography.net))

*letterspacing*—100

*ampersand*—When using an ampersand in name please select the ampersand with curved tail from glyphs palette to match “R” in logo.



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HOSPITALITY & TOURISM

## Logo without Logotype

In instances where there is just a need for just a symbol, the Sandy Springs logo may be used without the Sandy Springs type.\*

*\*The Sandy Springs type may never be used alone and must always be seen with the logo symbol.*



## Logo Restrictions

- A. Do not stretch any portion of the logo.
- B. Do not type in Sandy Springs even when using the Aspect typeface.
- C. Do not outline the logo.
- D. Do not use an alternate typeface for Sandy Springs.
- E. Do not use the logo on backgrounds that do not provide proper contrast.
- F. Do not place a drop shadow behind the logo.



A.



B.



C.



D.



E.



F.

## Logo Restrictions

- A. Do not change the lockup of the logo. Only use horizontal and vertical lockups provided.
- B. Do not use logo in a holding shape. Logo may be placed in a die-cut circle for applications such as bumper stickers.
- C. Do not use one-color applications of the logo other than examples provided.
- D. Do not use Sandy Springs type separated from logo symbol.
- E. Do not change order of Sandy Springs logo colors within the mark.
- F. Do not place a logo on an angle.



A.



B.



C.



D.



E.



F.

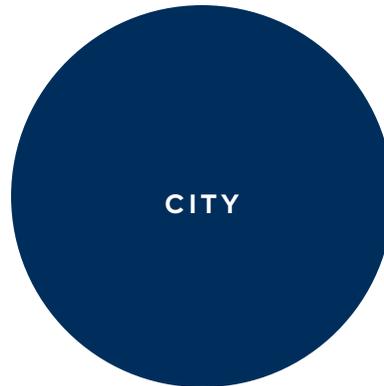
**COLOR**

## Color—Primary Palette

The primary color palette for Sandy Springs is comprised of the three colors from the logo. The colors symbolize springs, city and growth. In most applications the primary palette should be used predominately to strengthen brand recognition.



PMS: 641 C  
PMS: 641 U  
CMYK: 100/0/0/35  
RGB: 0/125/172



PMS: 648 C  
PMS: 295 U  
CMYK: 100/52/0/60  
RGB: 0/52/97



PMS: 7489 C  
PMS: 7489 U  
CMYK: 56/2/78/5  
RGB: 115/181/100