

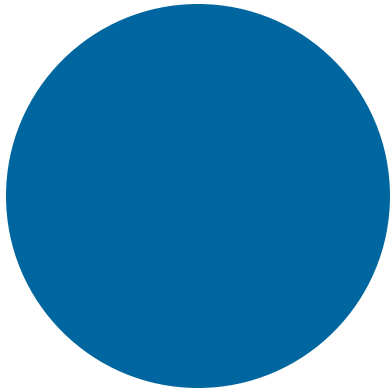


SANDY SPRINGS

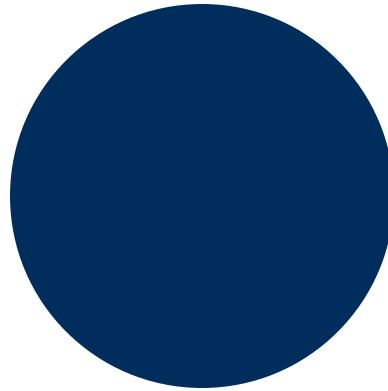
GEORGIA

Color—Primary Palette

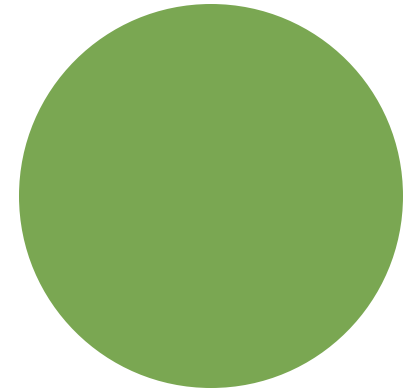
The primary color palette for Sandy Springs is comprised of the three colors from the logo. The colors symbolize springs, city and growth. In most applications the primary palette should be used predominately to strengthen brand recognition.



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

Primary Lockup One Color

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



SANDY SPRINGS
GEORGIA

Primary usage: 648 C



SANDY SPRINGS
GEORGIA

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

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

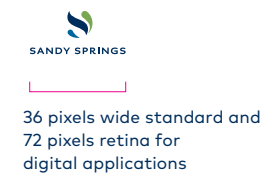


Minimum Sizes

Print—Minimum Sizes



Digital—Minimum Sizes



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 the logo on an angle.



A.



B.



C.



D.



E.



F.