CITY SPRINGS

BRAND GUIDELINES
OCTOBER 15, 2015

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Target Audience:
First Stroller Generation

- 30 years old, smart, digital natives.
- Married, first kid. Dual earners.
- Comfortable with MARTA but they drive.
- Active + healthy.
- Love the urban feel but want an easier, more laid back environment.
- Tastes tend toward local, eclectic.
- In 5 years, they'll be in search of schools and yards.
- More than anything, they seek a great vibe.

Brand Position:
Our Place

This is shared space—between uses and people. It's ours.

- This is a place, a real destination.
- 100 neighborhoods drawn together in one central gathering point.
- This is defined by Sandy Springs, not anywhere else.
- This reflects who we are and how we like to live.
- This belongs to the empty nester and to the young mom.
- This gives us our very own 'there there'.
- To the First Stroller Generation, it promises a sense of community and a feel that reflects how they see themselves.

Creative Pillars

Upscale Warmth

Gracious

Sophisticated

Welcoming

Local

Down-to-Earth Energy

Authentic

Unpretentious

Green

Pedestrian

LOGOS

CITY SPRINGS

The City Springs logo expresses the optimism, celebration and welcoming spirit of our District, a place where we all belong. It's flowing shapes and colors can be viewed as water, flora and energy.

Use of the City Springs Primary Logo

All logos need a clear zone to be the most effective. This area should remain free of any other imagery, graphics, or typography in order to maintain the logo's integrity and legibility. For City Springs Primary Logo, the S height will be used to define this clear zone as shown on this page.

All logos have a minimum size to remain legible. The minimum size for print is larger than the minimum size for web for the watercolor version of the City Springs Primary Logo.

Refer to page _ to see additional rules regarding the use of the logo. All of the rules apply to all color versions of this configuration of the City Springs logos.

Special note: The City Springs logotype should not be used apart from the City Springs mark. The same favicon should be used for both the City Springs Primary Logo and the City Springs District Logo.

Clear Zone

Minimum Sizes

1" wide
for print applications

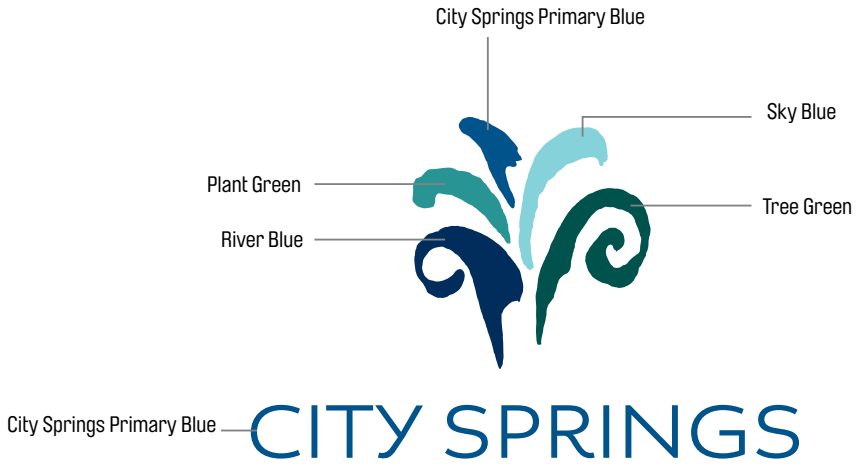
36 pixels wide standard
and
72 pixels retina for
digital applications

Favicon:
16 pixels high standard
32 pixels retina

Color versions of the City Springs Primary Logo

When 4/c process printing is not an option, the City Springs Logo may be used as a five color logo without the watercolor pattern. The 5 color logo may also be used for embroidery, please discuss with the vendor the specific size limitations as the type of material may play a role in the size of the City Springs Logo. As a general rule, embroidered type must be .25" tall.

For more limited color applications or specialized techniques such as embossing or engraving, one color City Springs Logo can be used in one-color Sandy Springs Blue, black, or reversed to white on any color in the City Springs palette.



See the Color Palette for more specific information on the color.

One-Color Options

One-Color
Primary City Springs Blue

Do not use in any other color in the City Springs Color Palette.

Reverse White

May be used on any color in the City Springs Color Palette.

Black

Limited use only

The City Springs District Logo indicates the overall development district, including City Springs.

Use of the City Springs District Logo

All logos need a clear zone to be the most effective. This area should remain free of any other imagery, graphics, or typography in order to maintain the logo's integrity and legibility. For City Springs District Logo, the space between the bottom of the R to the top of mark is the clear space for the logo.

All logos have a minimum size to remain legible. The minimum size for print is larger than the minimum size for web for the watercolor version of the City Springs District Logo.

Refer to page _ to see additional rules regarding the use of the logo. All of the rules apply to all color versions of this configuration of the City Springs District Logo.

Clear Zone

Minimum Sizes

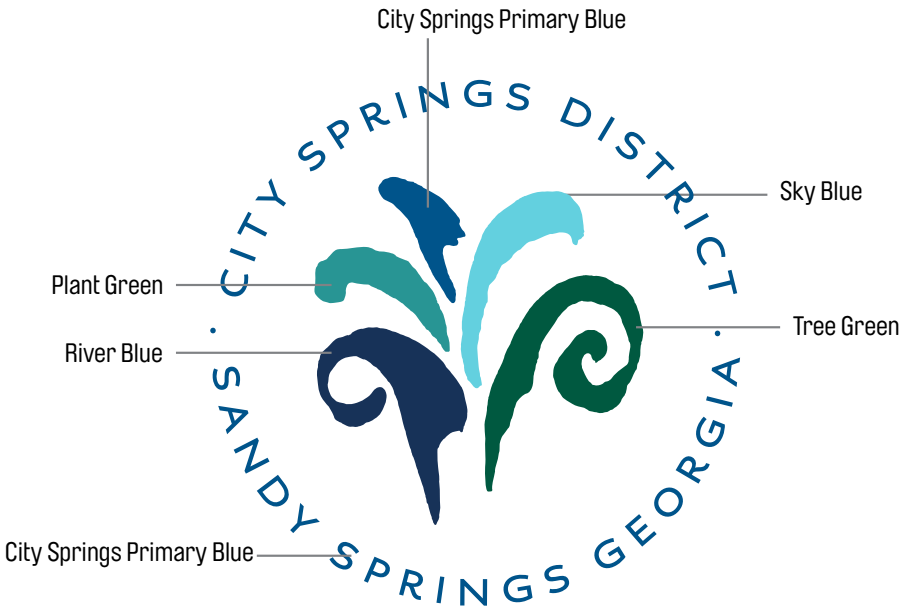
1" wide
for print applications

36 pixels wide standard
and
72 pixels retina for
digital applications

Color versions of the City Springs Primary Logo

When 4/c process printing is not an option, the City Springs District Logo may be used as a five color logo without the watercolor pattern. The 5 color logo may also be used for embroidery, please discuss with the vendor the specific size limitations as the type of material may play a role in the size of the City Springs District Logo. As a general rule, embroidered type must be .25" tall.

For more limited color applications or specialized techniques such as embossing or engraving, one color City Springs District Logo can be used in one-color Sandy Springs Blue, black, or reversed to white on any color in the City Springs palette.



See the Color Palette for more specific information on the color.

One-Color Options

One-Color
Primary City Springs Blue

Do not use in any other color in the City Springs Color Palette.

Reverse White

May be used on any color in the City Springs Color Palette.

Black

Limited use only

CITY SPRINGS

The horizontal version of the City Springs Primary Logo.

Use of the City Springs District Horizontal Logo

All logos need a clear zone to be the most effective. This area should remain free of any other imagery, graphics, or typography in order to maintain the logo's integrity and legibility. For City Springs Primary Logo, the S height will be used to define this clear zone as shown on this page.

All logos have a minimum size to remain legible. The minimum size for print is larger than the minimum size for web for the watercolor version of the City Springs District logo.

Refer to page _ to see additional rules regarding the use of the logo. All of the rules apply to all color versions of this configuration of the City Springs Logo.

Special note: Special note: The City Springs logotype should not be used apart from the City Springs mark.

Clear Zone

Minimum Sizes

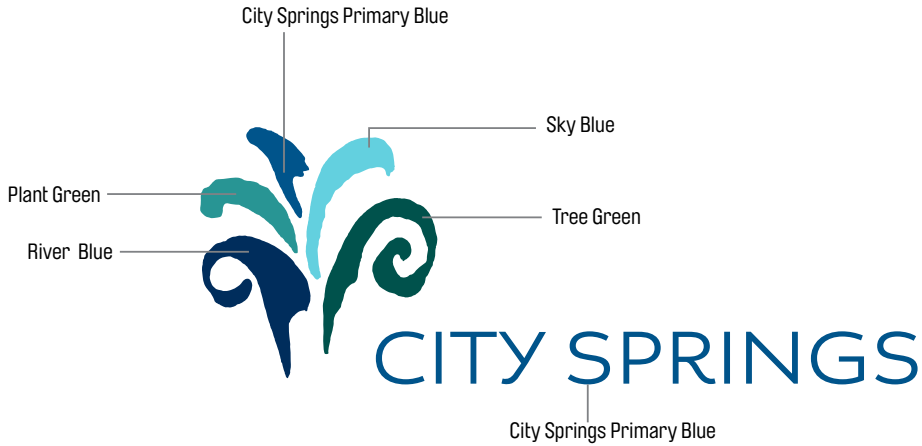
1" wide
for print applications

54 pixels wide standard
and
108 pixels wide retina for
digital applications

Color versions of the City Springs Horizontal Logo

When 4/c process printing is not an option, the City Springs District Horizontal Logo may be used as a five color logo without the watercolor pattern. The 5 color logo may also be used for embroidery, please discuss with the vendor the specific size limitations as the type of material may play a role in the size of the City Springs Horizontal Logo. As a general rule, embroidered type must be .25" tall.

For more limited color applications or specialized techniques such as embossing or engraving, one color City Springs Horizontal Logo can be used in one-color Sandy Springs Blue, black, or reversed to white on any color in the City Springs palette.



See the Color Palette for more specific information on the color.

One-Color Options

One-Color
Primary City Springs Blue

Do not use in any other color in the City Springs Color Palette.

Reverse White

May be used on any color in the City Springs Color Palette.

Black

Limited use only

The City Springs Mark.

Use of the City Springs Mark

All logos need a clear zone to be the most effective. This area should remain free of any other imagery, graphics, or typography in order to maintain the logo's integrity and legibility. The top portion of the mark, should be rotated as shown and used for the clear space for the City Springs Mark.

Note: when using the City Springs mark on its own, there are some additional special crops that may be used. These special crops can be seen in the elements section of these guidelines.

All logos have a minimum size to remain legible. The minimum size for print is larger than the minimum size for web for the watercolor version of the City Springs Primary Logo.

Refer to page _ to see additional rules regarding the use of the logo. All of the rules apply to all color versions of this configuration of the City Springs logos.

Clear Zone

Minimum Sizes

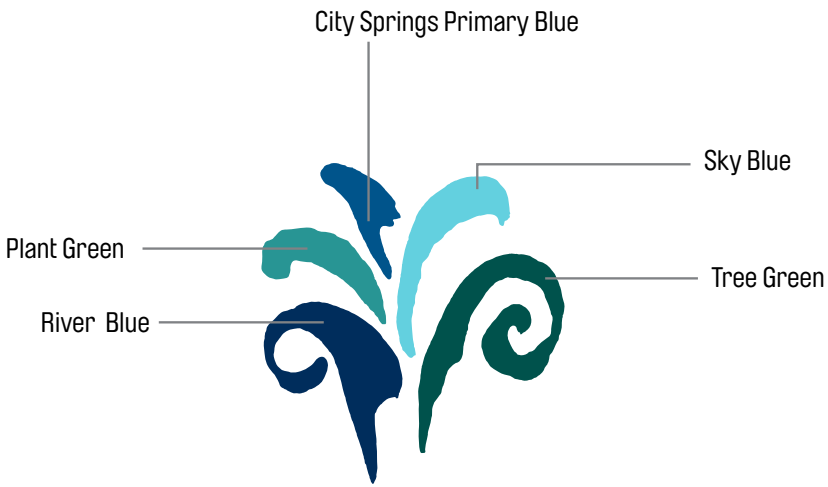
.5" wide
for print applications

16 pixels high standard
32 pixels retina

Color versions of the City Springs Mark

When 4/c process printing is not an option, the City Springs Mark may be used as a five color logo without the watercolor pattern. The 5 color logo may also be used for embroidery, please discuss with the vendor the specific size limitations as the type of material may play a role in the size of the City Springs.

For more limited color applications or specialized techniques such as embossing or engraving, one color City Springs Horizontal Logo can be used in one-color Sandy Springs Blue, black, or reversed to white on any color in the City Springs palette.



See the Color Palette for more specific information on the color.

One-Color Options

One-Color
Primary City Springs Blue

Do not use in any other color in the City Springs Color Palette.

Reverse White

May be used on any color in the City Springs Color Palette.

Black

Limited use only

CITY SPRINGS LOGO: DO NOTS

Rules shown here apply to all versions of the City Springs Logos and the Mark.

a. Do not reset the City Springs in a different logotype. Only used the artwork provided.

b. Do not stretch any portion of the logos.

c. Do not apply a dropshadow or any type of 3D or glow effects to the logos or mark.

d. Do not recolor the City Springs logos or mark,flat or watercolor versions of the logo.

e. Do not place the City Springs logos, watercolor or flat version, on solid backgrounds or photographic backgrounds. Use on white only.

f. Do not reconfigure the City Springs logos or pair the Mark with different type.

g. Do not rotate the logos.

h. Do not resize the Mark when used with any version of the type. Use artwork as provided.

i. Do not use any version of the City Springs logos or mark in any other colors than those shown on the color usage page, even if they are in the color palette.

j. Do not take apart and use portions of the City Springs Mark as pieces of art.

k. Do not use the City Springs logotype or District logotype on its own.

COLOR PALETTE

Use of the City Springs Color Palette

The colors from the primary color palette may be used for type accents, the flat color logo, and backgrounds.

The colors from the secondary accent color palette should primarily be used as backgrounds. The red color in the palette may be used for limited type accents.

Primary Color Palette

City Springs Primary Blue

PANTONE 7462 C and U
C 100 M 70 Y 25 K 5
R 0 G 84 B139
HEX# 00548b

River Blue

PANTONE 648 C and 662 U
C 100 M 85 Y 40 K 30
R 0 G 45 B 92
HEX# 002d5c

Plant Green

PANTONE 327 C and U
C 80 M 25 Y 45 K 0
R 40 G 148 B 147
HEX# 289493

Sky Blue

PANTONE 3105 C and U
C 45 M 0 Y 15 K 0
R 99 G 208 B 223
HEX # 63d0df

Tree Green

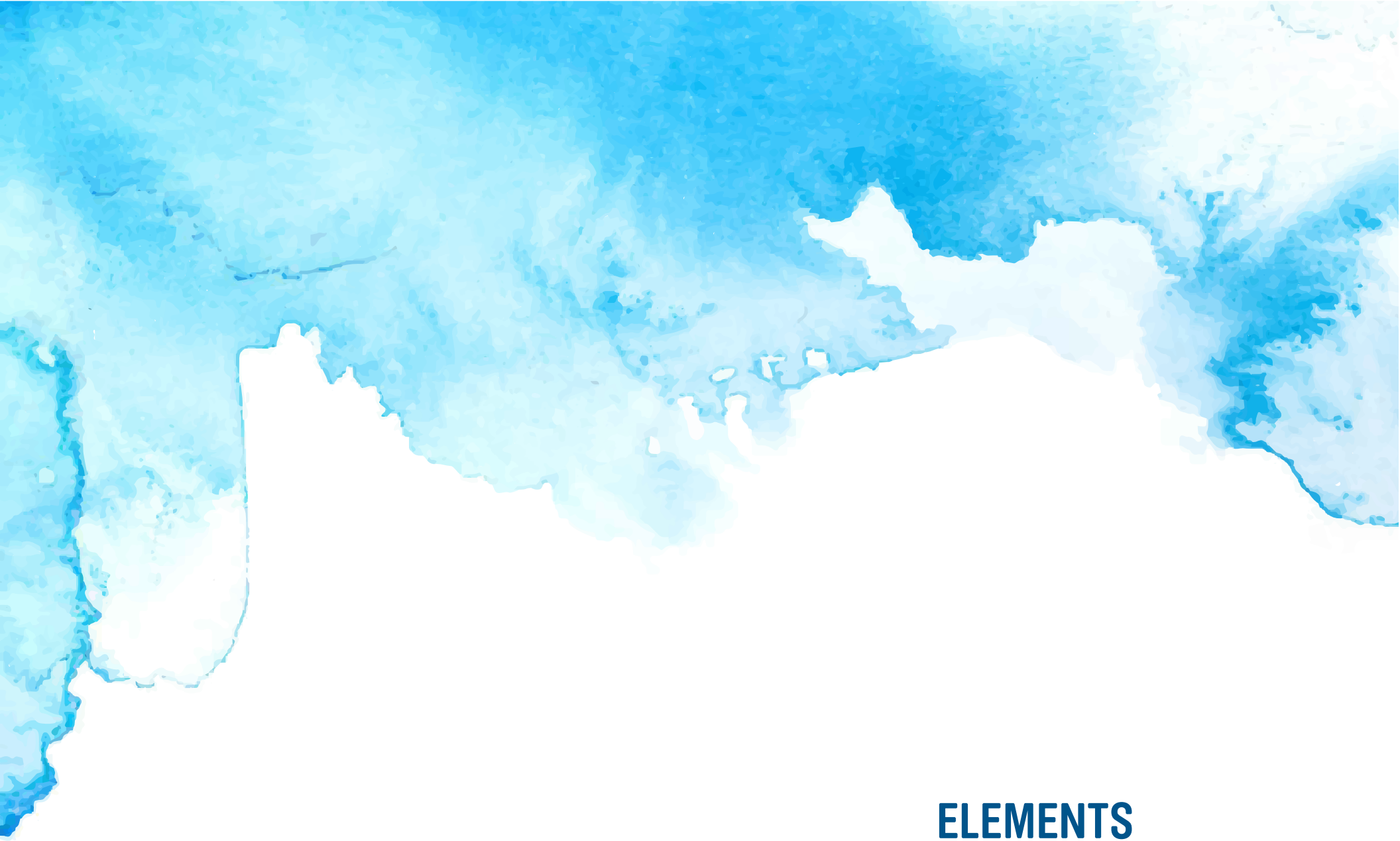
PANTONE 330 C and 329 U
C 100 M 0 Y 70 K 60
R 0 G 82 B 76
HEX# 00524c

Secondary Accent Color Palette

PANTONE 2617 C and U
C 100 M 70 Y 25 K 5
R 74 G 13 B 102
HEX# 4a0d66

PANTONE 485 C and U
C 100 M 85 Y 40 K 30
R 226 G 25 B139
HEX # e2231a

PANTONE 165 C and U
C 80 M 25 Y 45 K 0
R 255 G 103 B 27
HEX# ff671b

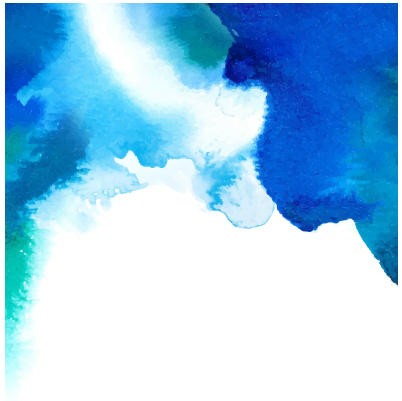


ELEMENTS

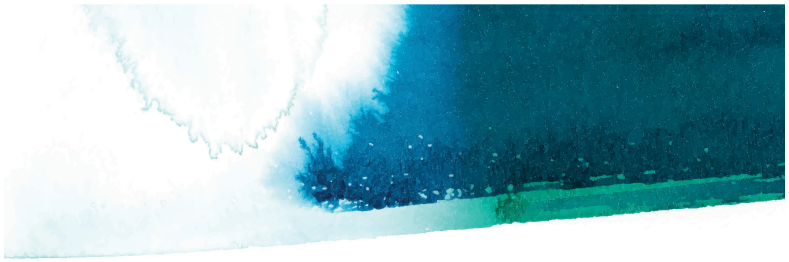
Use of the Watercolor Background Elements

There are five main background elements. They may be rotated to any edge and slightly cropped into. There is one full bleed pattern that may be used and cropped for larger pieces.

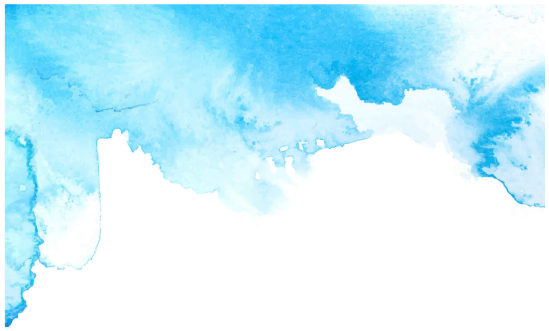
a



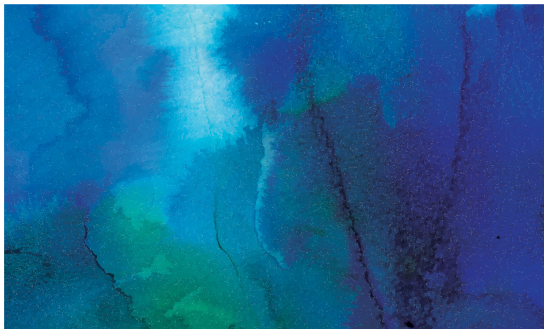
b



c



d



e

Use of the Logo Crop Elements

These crops have a purple, white, or orange background only. This is the only place the orange watercolor background is used.

Do not create new crops, use the crops that have been provided.

Do not use any other colors from the palette.

Use of the Logo Crop Elements

For the white backgrounds, there is an option with the blue watercolor, do not use the blue watercolor logo crops with any other color background.

Do not create new crops, use the crops that have been provided.

Do not use any other colors from the palette.

TYPOGRAPHY

The Brauer Neue Bold and Regular is a sans serif typeface that used to accompany the Chaparral Pro. Use the Bold for top-level headlines and the Regular for Sub-level headlines, pull quotes, and numbers.

Do not use Brauer Neue for body copy or as live text for digital projects.

Brauer Neue is a Swiss font and may be purchased at lineto.com.

The Chaparral Pro is the typeface for most text in the City Springs brand, including all body copy, both print and digital.

Please note: there are more weights available in this typeface, but use should be limited to those shown here to keep a more cohesive and simple look and feel.

Chaparral Pro may be purchased at fonts.com.

Brauer Neue Bold

Brauer Neue Regular

Chaparral Pro Semibold

Chaparral Pro Regular

Chaparral Pro Regular Italic

Oswald is a sans serif typeface that used to accompany the Chaparral Pro on the web. Use the Bold for top-level headlines and the Regular for Sub-level headlines and pull quotes.

Oswald is a google font and may be downloaded at http://www.fontsquirrel.com/fonts/oswald for layout. It is also located on google fonts at https://www.google.com/fonts/specimen/Oswald.

The Chaparral Pro is the typeface for most text in the City Springs brand, including all body copy, both print and digital.

Please note: there are more weights available in this both of these typefaces, but use should be limited to those shown here to keep a more cohesive and simple look and feel.

Chaparral Pro may be used on the web via a subscription with Adobe Typekit at https://typekit.com/fonts/chaparral-pro.

Oswald Medium

Oswald Regular

Chaparral Pro Semibold

Chaparral Pro Regular

Chaparral Pro Regular Italic

Brauer Neue Bold
Use in any accent color from the primary palette.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING

Brauer Neue Regular
Use in any accent color from the primary palette, but do not overuse color.

Ullamco laboris nisi ut aliquip ex ea commodo consequat.

Ate irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit

Chaparral Pro Regular

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur ratione voluptatem sequi nesciunt. Neque porro.

Brauer Neue Regular
May also be used for pull quotes.

Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil

Qui dolorem ipsum quia dolor sit amet, consectetur, adisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullamlla corpris suscipit laboriosam, ex earall top commodi consquatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?"

Chaparral Pro Regular
use for captions

Voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla

PHOTOGRAPHIC STYLE

PHOTOGRAPHY: STYLE

Photography for City Springs should have an unstaged, friendly, warm feeling. The focus should be on people enjoying a walkable, communal experience. Subjects should not look to the camera, but should instead be engaged in authentic connection with each other. Avoid a stock photography feel.

Images shown here are for style reference only. The originals and rights for these images are not the property of City Springs.

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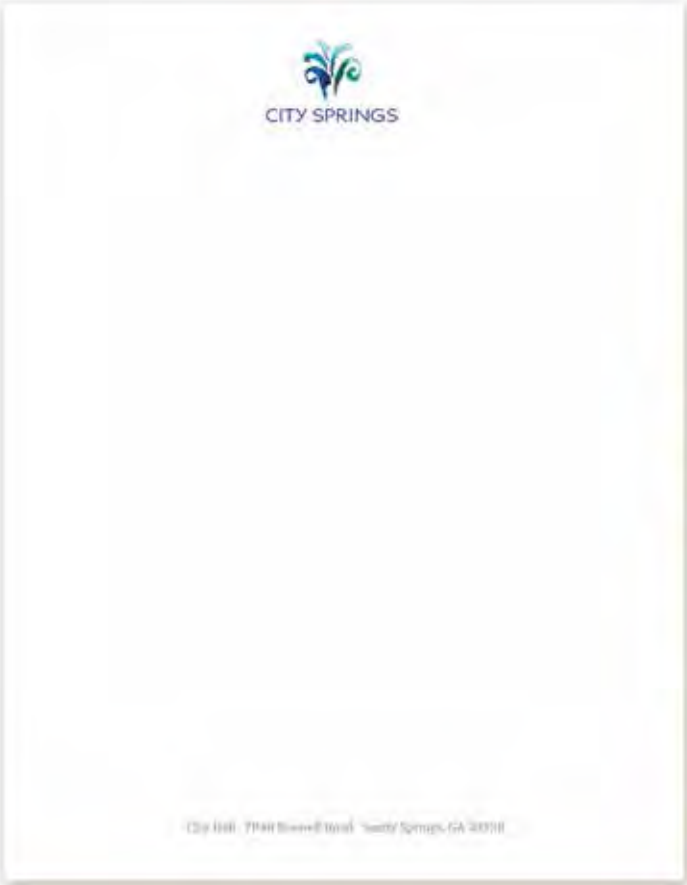
SAMPLE APPLICATIONS

STATIONERY


CITY SPRINGS

CITY SPRINGS

Mayor Rusty Paul
City Hall

CITY SPRINGS

BILLBOARD

CITY SPRINGS DISTRICT
SANDY SPRINGS GEORGIA
CITY SPRINGS IS COMING SOON TO SANDY SPRINGS
sandysprings.com

CITY SPRINGS DISTRICT
SANDY SPRINGS GEORGIA

CITY SPRINGS DISTRICT
MINUTE PARKING
Pick-up / Drop-off
Only

CITY SPRINGS DISTRICT
SANDY SPRINGS GEORGIA
City Springs
Residential
Performing
Art Center

CITY
SPRINGS

CITY SPRINGS DISTRICT
CITY SPRINGS DISTRICT

CITY SPRINGS DISTRICT
CITY SPRINGS DISTRICT
PAK-MOR
MACK

CITY SPRINGS

CITY SPRINGS DISTRICT
CITY SPRINGS DISTRICT

CITY SPRINGS

CITY SPRINGS