

City of Sandy Springs Identity Guidelines

OVERVIEW

Located in Atlanta's dynamic metro north and less than an hour from the world's busiest airport, Sandy Springs offers ready access to domestic and global markets, highly educated workers, fine homes and good schools. Fortune 500, mid-size, and new businesses enjoy a low tax rate and award-winning municipal services. Our Public-Private model for providing government services serves as a standard recognized around the U.S. and Internationally. Sandy Springs balances the best of modern southern living: high-rise towers and riding stables, world-class medical center and national river corridor, international consulates and neighborhoods that resemble botanical gardens.

As a part of citywide commitment to professional communications and branding, these guidelines provide staff and suppliers of the City of Sandy Springs with clear, consistent direction on the use of the logo and supporting corporate identity elements such as typefaces, colors and placement.

When developing brochures, flyers, maps, signs, memoranda, advertising or related communications and marketing material, whether for internal or external use, the directives outlines in this document should be followed.

CITY LOGO



The logo is the corporate identity of the City and is restricted to City of Sandy Springs corporate activities. If you have questions, require further information about the use of the City of Sandy Springs logo, or require digital versions of the logo, please contact the Communications Department Director at skraun@sandyspringsga.gov.

The City of Sandy Springs logo consists of symbols and logotype.

Logotype: This is the written or identifying element of the logo. It is made up of the name of the city, written in a chosen typeface, and in a preferred position. The logotype includes the city name and the state name as one unit.

Symbol: The logo has two symbols. The first is an outline of trees. The second symbol is the blue river.

Corporate Logo: This is the complete logo, consisting of the logotype and two symbols. Below is the proper way to present the City of Sandy Springs logo. Individual elements should not be used in place of the complete logo unless approved by the City of Sandy Springs Communication Department.

Use of the Logo: The use of the Logo is restricted to City departments and administrative units, and the Director of Communications, Community Relations Manager or Electronic Communications Coordinator must approve all uses. Volunteers and Community organizations must also seek prior approval before using.

OFFICIAL CITY LOGO



Guidelines: The City of Sandy Springs logo is only available in a horizontal layout. It is unacceptable to change any aspect of the logo and its relationship in size and spacing.

Examples of incorrect usage:

Stretching the logo horizontally



Stretching the logo vertically to shape closer to a square



Removing the river from the logo



Removing the trees from the logo



Tilting, skewing or placing the logo in a vertical position.



Use of Typefaces to represent the City presence in place of the City logo is not permitted without permission from the City of Sandy Springs Communications Department.

Example:

**THE CENTER OF BUSINESS
IN METRO ATLANTA**

In Sandy Springs, your business is connected. Located in the center of the Metro Atlanta Business Corridor, the city contains two of the most traveled arteries in the Southeast, three MARTA rail stations and is less than an hour's drive to the world's busiest airport.

You're also in good company in Sandy Springs as there are more Fortune 500 corporations per capita here than any other city in the U.S.

Sandy Springs

For more information, contact Andrea Hall
ahall@sandyspringsga.gov

Use of the logo without the “Georgia” reference must be approved in advance by the Communications Department



Font: “Sandy Springs” is Goudy Hand Tooled. “Georgia” is Goudy Old Styled

Size: As long as the vector-based versions of the City logo are used, they can be reproduced as large as desired while still retaining print quality. Whether using vector-based art or a .tif, .eps, or jpg, the logo should not appear smaller than 2 inches in length and ¼ of an inch in height on printed materials unless otherwise approved by the Communications Department. It should not be placed close to distracting design elements and cannot become part of a larger pattern or design element. There must be an area of isolation for the Logo and Word Mark of ½ inch or more.

City Colors:

Pantone® Colors - 348 (green) and 286 (blue)

CMYK builds for the blue are Cyan 100%, Magenta 66%, Black 2% and the green are Cyan 100%, Yellow 85%, Black 24%.

If color printing is not an option, the Logo and Word Mark should be reproduced in black (100% tint) or may be completely reversed out into white.



Permission and Rights: The permission granted by the City of Sandy Springs to use the City logo is limited, revocable, non-exclusive and non-transferable. Any attempt to assign, transfer, license or otherwise authorize the use of the logo by another entity shall be null and void and shall automatically terminate this permission. Unless extended in writing by an authorized representative, the rights granted to licensee to use City logo shall be “one time only.”

Reproducing the Logo and Word Mark: All authorized Logo configurations are available in digital formats. Do not scan or image the Logo from office-type quick copy machines or reproduce or copy it from the City’s website or from this document. The official Logo must be obtained from the Communications Department.

City Seal

The City Seal is used to authenticate official City documents or to indicate institutional sanction for official, legal and ceremonial purposes. It is not for use on general marketing materials such as letterhead, banners, apparel or signage. It can only be used in collateral materials such as brochures or advertisements with prior approval from the Communications Department.



Slogan

The slogan “One big idea, One better city” highlights the innovative style of the City. It is most often associated with usage in economic development materials, but can be incorporated in marketing materials for other City uses.

Sponsorships

When used to acknowledge sponsorships, the City logo will need to be preceded by the words “Sponsored by.”

Sponsored by



When used in multi-level partnerships, the City logo may be placed to the right or left of other partner logos with equal visual prominence indicating the shared sponsorship level. If the City of Sandy Springs is the lead organization, the City logo should appear first in the line up.

Sandy Springs Logo Partner 2 logo Partner 3 logo

Corporate Typefaces

The consistent use of typefaces is an important way of maintaining a corporate identity. Together, with the logo and other branding elements, it maintains a distinctive “look” for the City.

Typefaces for Printed Materials

The acceptable typefaces for official communications, including correspondence and marketing materials:

- Arial
- Times New Roman
- Garamond
- Calibri
- Arno Pro

Promotional Items and Clothing

Please copy the Electronic Communications Coordinator (jgreen@sandyspringsga.gov) on all correspondence with clothing and merchandise vendors. It is his responsibility to liaise with vendors and ensure that they receive logo artwork suitable for each application.

Website

The City of Sandy Springs website address should appear as follows:

sandyspringsga.gov

(please do not use sandyspringsga.org)