



# FAYETTE

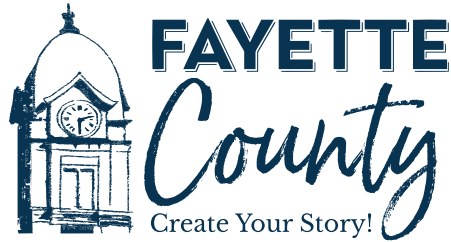
# County

Create Your Story!

Brand Guidelines

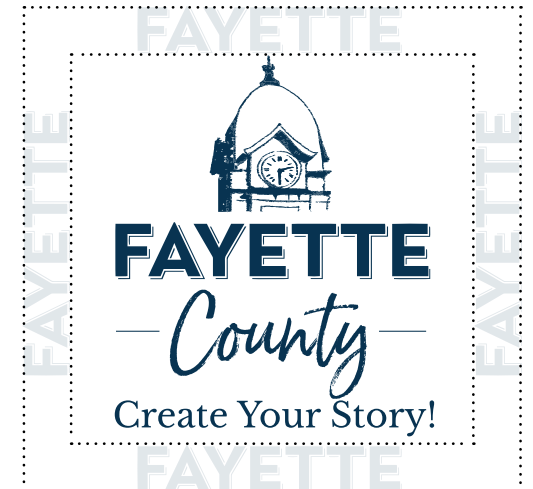
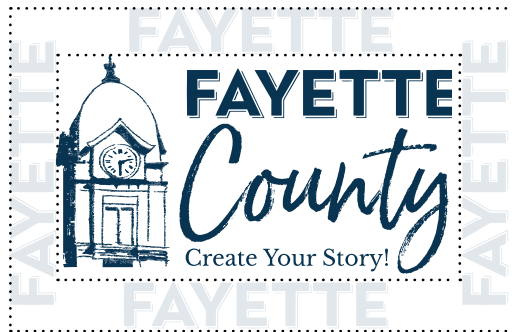
### 3 VARIATIONS:

There are 3 different variations of logos that can be used, depending on the format needed.

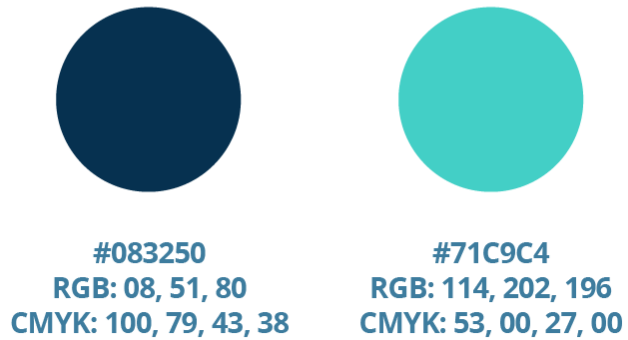


### SPACING:

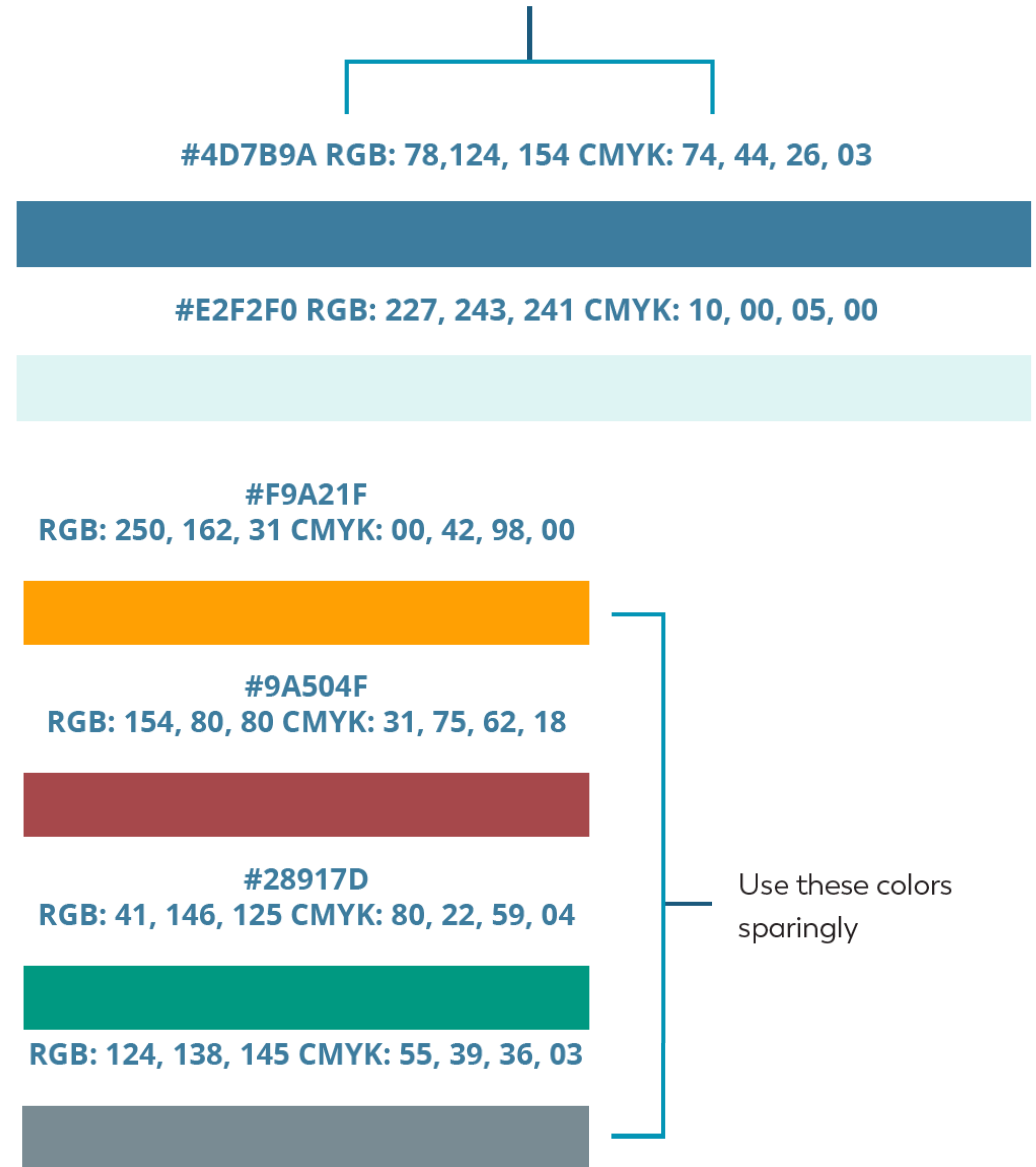
Please use the following spacing guidelines for use in all 3 logos. The “Fayette” Headline can be used as a guide.



## PRIMARY COLORS



## SECONDARY COLORS



## FONT SELECTION

The font families Open Sans and Libre Baskerville were selected for their readability and ease of use across multiple platforms. They pair well with the logo type and contribute shaping a mature, but energetic brand that breathes.

The primary fonts to be used in the Fayette brand include:

## HEADLINES AND SHORT OR HIGHLIGHTED COPY

Open Sans Bold  
*Open Sans Bold Italic*  
 Open Sans Semibold  
*Open Sans Semibold Italic*  
 Open Sans Regular  
*Open Sans Regular Italic*

## For Extended Copy

Libre Baskerville Bold  
 Libre Baskerville Regular  
*Libre Baskerville Italic*

## For Advertisements and Headers

*Born Ready*

## HEADERS

### Open Sans Bold or Semi-Bold

Headlines should always be in all caps.

## SUBHEADERS

### Open Sans Regular

Subheaders should be all caps or title case.

## BODY COPY

### Libre Baskerville

Body copy should always be in sentence case. Additionally, Libre Baskerville should always be given a generous amount of leading.



## LATEST INVESTMENT NEWS FROM FAYETTE COUNTY, GA



## MONTH 2017

### TITLE GOES RIGHT HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. [Read more.](#)

**FOR MORE GENERAL BRANDING  
GUIDANCE, PLEASE REFER TO THE  
“CREATE YOUR STORY” BRAND BOOK  
[HERE.](#)**