



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.



COLOR PALETTE

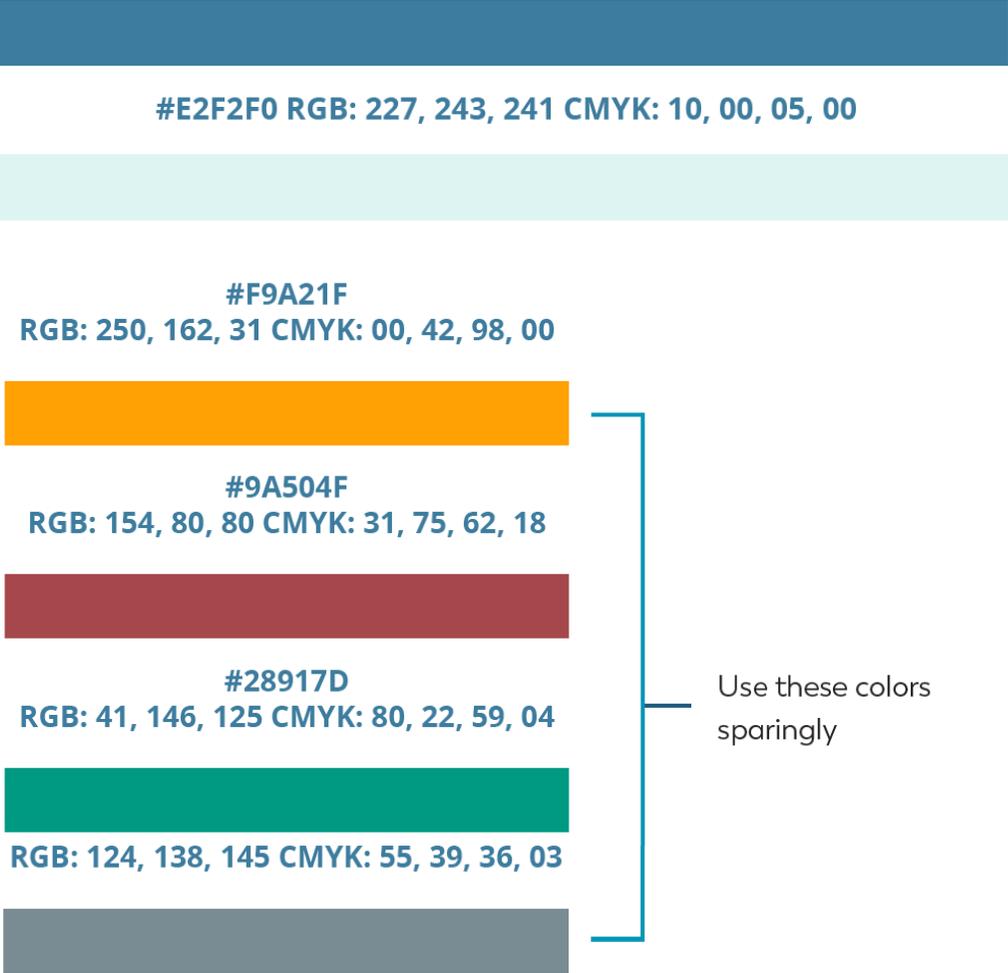
PRIMARY COLORS



#083250
RGB: 08, 51, 80
CMYK: 100, 79, 43, 38

#71C9C4
RGB: 114, 202, 196
CMYK: 53, 00, 27, 00

SECONDARY COLORS



#4D7B9A RGB: 78, 124, 154 CMYK: 74, 44, 26, 03

#E2F2F0 RGB: 227, 243, 241 CMYK: 10, 00, 05, 00

#F9A21F
RGB: 250, 162, 31 CMYK: 00, 42, 98, 00

#9A504F
RGB: 154, 80, 80 CMYK: 31, 75, 62, 18

#28917D
RGB: 41, 146, 125 CMYK: 80, 22, 59, 04

Use these colors sparingly

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.](#)**