



While researching ATLanta I discovered differentiators I could focus on, as well as similarities with a few other cities, namely Hollywood in Los Angeles, California. Focusing on these key points of interests I set off to give ATLanta an identity of its own, an identity that the natives can be proud of, and one that will attract tourism.

Before designing with the intent to attract new residents and visitors, I had to make sure I addressed ATLanta's already booming population — being that ATLanta is the capital of and the most populous city in the U.S. state of Georgia. With ATLantans being among the top avid sports spectators in the US, I chose to include blue, red, and black in the ATLanta Signature because the ATLanta sports teams use different variations of those colors. Once I knew the primary colors I was going to use I began sketching thumbnails. The color gray was later added to give the star depth.

After various renditions of an "ATL" logotype I finally settled on the serif font: ITC Cheltenham Std, Bold Condensed. I chose this typeface because it had a vertical shape, one that complimented the abstract rendition of ATLanta's skyline, which I wanted to include in the brandmark. I decided to shorten "ATLanta" to "ATL," in order to modernize the sound of the city's name while implying that it possesses the 'it' factor. Finally, the new "ATL" logotype is embedded within the brandmark, symbolizing ATLanta's deep-rooted culture.

In regards to the brandmark, I reflected on my research, which uncovered the fact that ATLanta has been coined "Black Hollywood" by the natives — because many of today's reality TV shows, movies, and big musical acts are being produced in ATLanta. Therefore, a rising star overlies the abstract rendition of the ATLanta skyline. The rising star represents the increase in ATLanta's popularity while alluding to the movie mecca's walk of fame (Hollywood). Furthermore, the star was specifically designed in blue because a blue star is the hottest star. This was done to symbolize that ATLanta doesn't only have a hot climate; it's the hottest rising star of the South.

Finally, the fact that ATLanta is the primary transportation hub of the Southeastern United States, with Hartsfield–Jackson ATLanta International Airport not only being the world's busiest airport, but ATLanta's front door to the world, the entire Signature can be viewed as an aircraft from an overhead perspective.

Once the Signature was completed, I set out to design business applications that streamlined the new brand message across stationery, collateral materials, and digital platforms. All of which are explained further in the following visual identity guidelines (or brand manual), along with detailed instructions on basic standards of use for the new ATL Signature.



## Visual Identity Guidelines



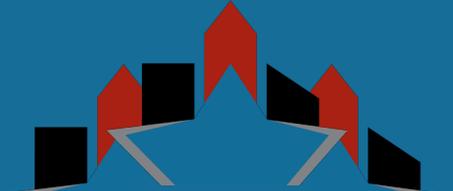


## ATLanta, Georgia

The purpose for branding ATLanta, GA is to give it an identity of its own, an identity that the natives can be proud of, and one that will attract tourism. Utilizing the fact that ATLanta is the primary transportation hub of the Southeastern United States, with Hartsfield–Jackson Atlanta International Airport being the world’s busiest airport, we will brand ATLanta as the rising star of the south — a world city.

Anyone interested in history, nature, culture and entertainment will consider ATLanta the place to be. From the Martin Luther King Jr. National Historic Site, the Cascade Springs Nature Preserve, and the Fox Theatre, to the production studios where most of today’s reality TV shows, movies, and big musical acts are produced, ATLanta is truly where you’ll experience “City Lights, Southern Nights.”





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## BASIC STANDARDS





The Signature is based on an abstract rendition of the city's skyline, overlaid by a rising star. The rising star represents the increase in ATLanta's popularity while alluding to the movie mecca's walk of fame. ATLanta is locally regarded as "Black Hollywood" due its robust urban entertainment industry.

By shortening "Atlanta" to "ATL," we're modernizing the sound of the city's name while implying that it possesses the 'it' factor. The new "ATL" logotype is embedded within the brandmark, symbolizing ATLanta's deep-rooted culture. The entire Signature can be viewed as an aircraft from an overhead perspective. This is done to pay homage to the Hartsfield–Jackson Atlanta International Airport, ATLanta's front door to the world.

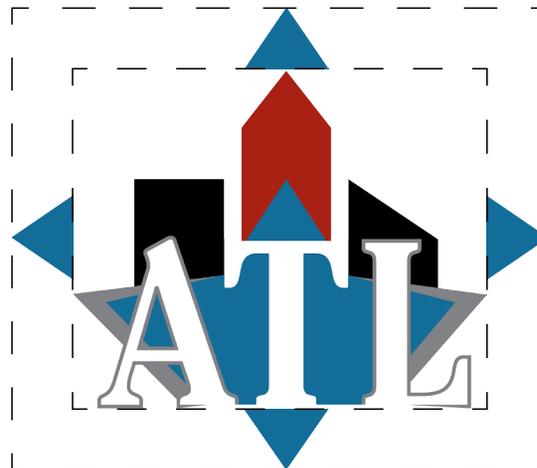




## Area of Isolation

To avoid visual interference, or crowding the Signature with other imagery such as text, photography, illustrations, color breaks or rule lines, an “area of isolation” is used. The area of isolation is a buffer of neutral visual space that surrounds the Signature, and it must always be in the color *white*. This minimum *white* space requirement also applies to page trim and folds. The area of isolation is proportional to the size of the Signature, and its border is represented by the height of the triangle above the letter “T” in the “ATL” logotype as seen in the diagram below.

**NOTE:** Though graphical variations of the brandmark may be created for decorative purposes (like that of the image used as the backdrop for each page title in this manual), whenever a visual representation of ATLanta is needed, neither the brandmark nor the logotype should ever be used alone.



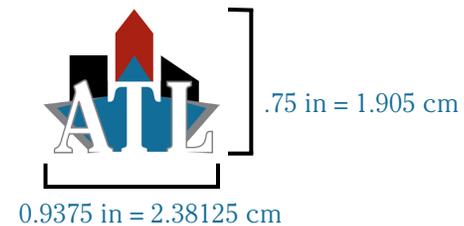


## Sizing and Staging

Coordination for sizing and staging should follow the area of isolation guidelines. The components within the Signature are in a fixed size and spatial relationship to each other and should not be altered.

The Signature should be displayed wherever practical, providing the available display area permits sufficient size so that the “ATL” logotype within the Signature is legible. The minimum size for printing the Signature is shown below.

Minimum Signature Size





## Color Palette

The ATLanta Signature consists of the colors black, white, and specific hues of blue, red and gray. Referred to as ATL blue, ATL red, and ATL gray. Accurate reproduction of these colors is critical to maintaining a consistent brand image.

With Atlantans being among the top avid sports spectators in the US, we chose to include blue, red, and black in the ATLanta Signature because the ATLanta sports teams use different variations of those colors. Furthermore, the star was specifically designed in blue because a blue star is the hottest star. Atlanta doesn't only have a hot climate; it's the hottest rising star of the South.



**CMYK**

C: 0  
M: 93  
Y: 100  
K: 35

**RGB**

R: 167  
G: 36  
B: 28

**PANTONE**

7621 C

**HEX**

#A72412



**CMYK**

C: 0  
M: 0  
Y: 0  
K: 100

**RGB**

R: 35  
G: 31  
B: 32

**PANTONE**

Black 6 C

**HEX**

#231F20



**CMYK**

C: 0  
M: 0  
Y: 0  
K: 60

**RGB**

R: 128  
G: 130  
B: 132

**PANTONE**

430 C

**HEX**

#808284



**CMYK**

C: 74  
M: 24  
Y: 0  
K: 37

**RGB**

R: 20  
G: 109  
B: 152

**PANTONE**

7705

**HEX**

#146D98



**CMYK**

C: 0  
M: 0  
Y: 0  
K: 0

**RGB**

R: 255  
G: 255  
B: 255

**PANTONE**

"Paper"

**HEX**

#FFFFFF



## Color Use

There are two options for displaying the ATLanta Signature — full-color or one-color solid black — both of which are “positive” Signatures. When a Signature is darker than the background color on which it is displayed, it is referred to as a “positive” Signature. Because the area of isolation must always be white, there are no “negative” or “reverse Signature” options.

The preferred version is the full-color Signature. But, for instances where only one color is permitted or practical, the one-color solid black Signature may be used.

### Full-color Signature



### One-color Signature





## Misuse

The Signature should only be used for promotional purposes with the expressed written consent of the City Government of ATLanta, GA. The Signature is not to be altered in any way. The following are examples of incorrect uses.

**Don't Stretch**



**Don't Rotate**



**Don't change colors**





## Typography and Typography Style

The “ATL” logotype within the Signature is the serif font: ITC Cheltenham Std, Bold Condensed. This is the only typeface allowed to be used within the Signature. Publications and other media must be typeset in one of the typefaces from the ITC Cheltenham Std font family. Below are the preferred typefaces from the Cheltenham Std font family.

### **Bold Condensed**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890**

### **Book**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

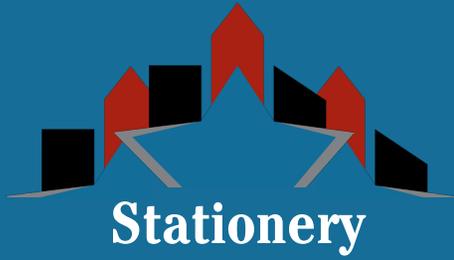
### **Light**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890



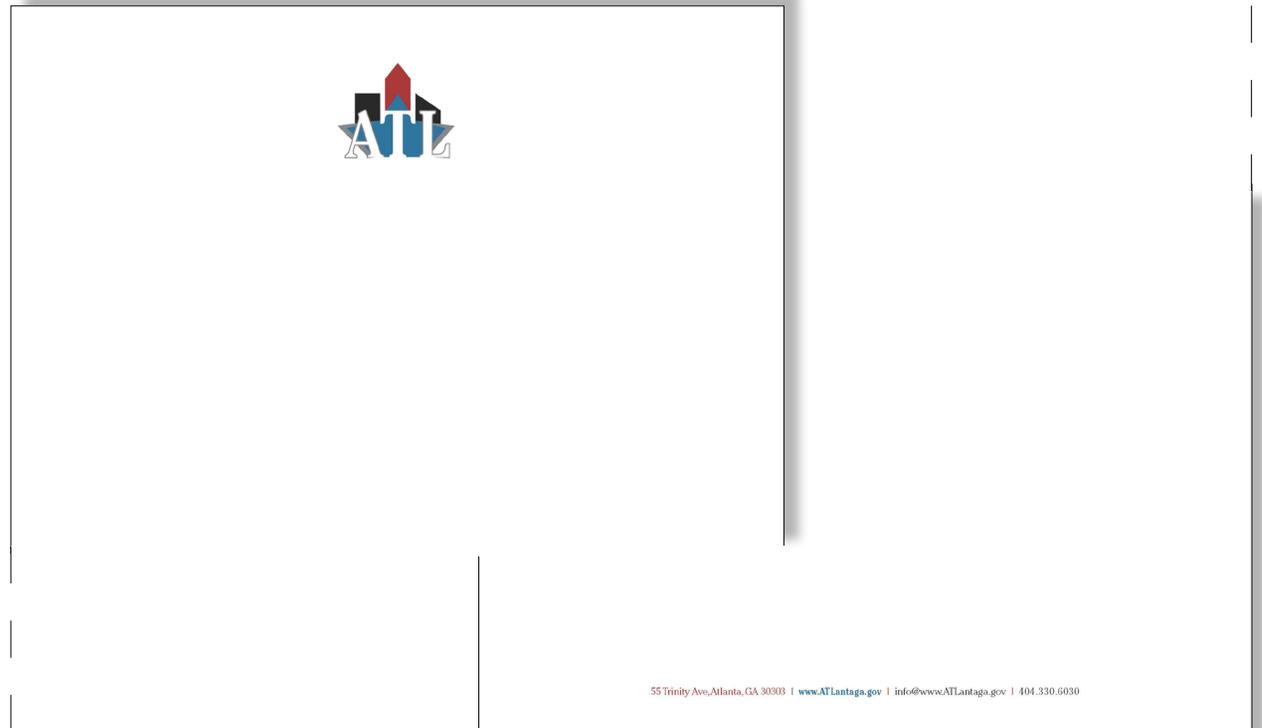
## BUSINESS APPLICATIONS

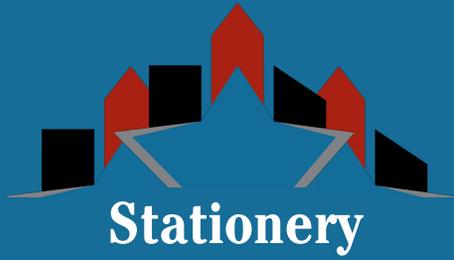




## Letterhead | 8.5" x 11"

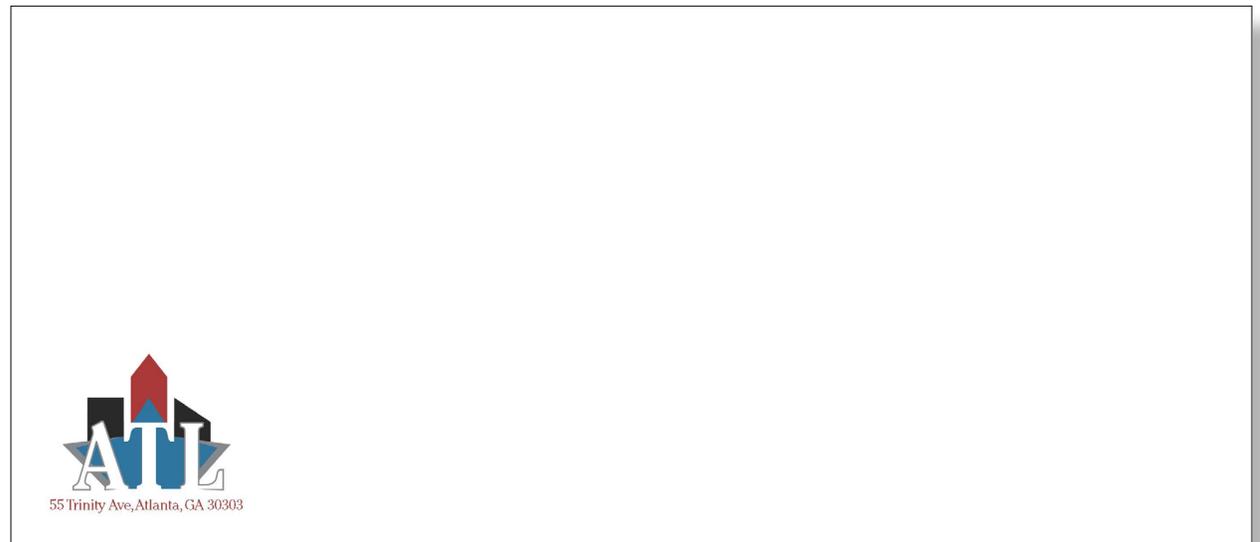
This letterhead is designed for standard US letter-size paper. The Signature is positioned in the center with a 0.625-inch margin from the top, while the identifying information is centered 0.375 inches from the bottom in ITC Cheltenham Std, Light with an 8 pt. font size, using ATL red, ATL blue, and black.

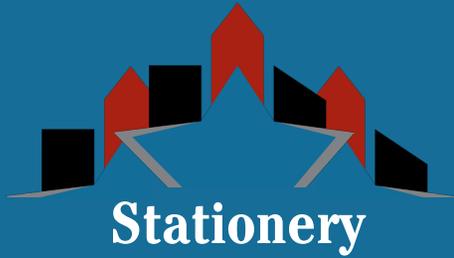




## #10 Envelope | 9.5" x 4.125"

For the envelope, the Signature is designed to be positioned at the bottom left with the address centered directly beneath it in ITC Cheltenham Std, Light with an 8 pt. font size, using ATL red. The Signature and the address together have 0.3125-inch margins from the left and the bottom of the envelope.



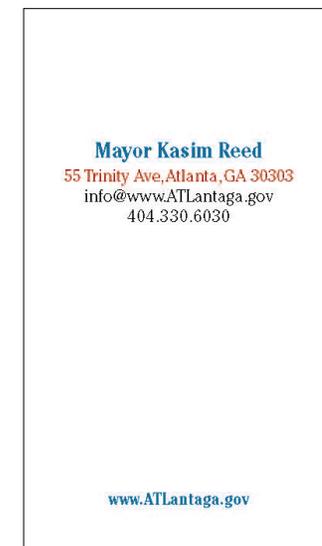
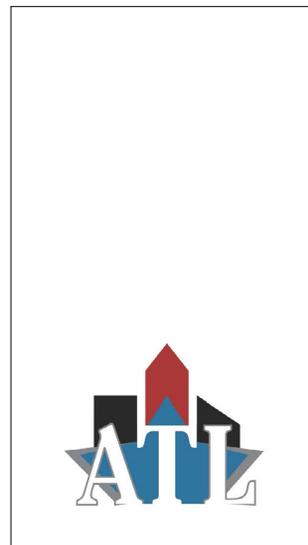


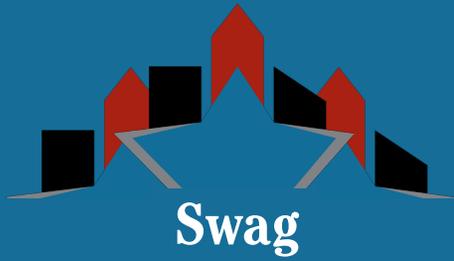
## Business Card | 2" x 3.5"

The business card is designed to be printed vertically.

FRONT SIDE: The Signature is positioned in the center with a 0.28125-inch margin from the bottom.

BACK SIDE: All the identifying information is centered with a 0.28125-inch margin from the bottom, and a 0.875-inch margin from the top. The name and the website are written in ITC Cheltenham Std, Bold Condensed using ATL blue. The name has a 10 pt. font size, while the website is written in an 8 pt. font size. The remaining information is also written with an 8 pt. font size, but the address is ATL red, while the email and phone number are written in black.

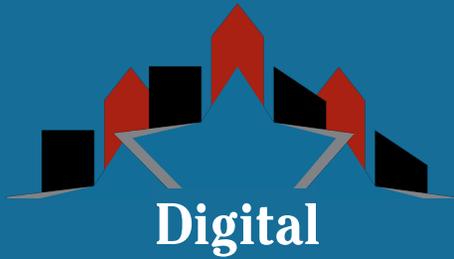




## Collateral Materials

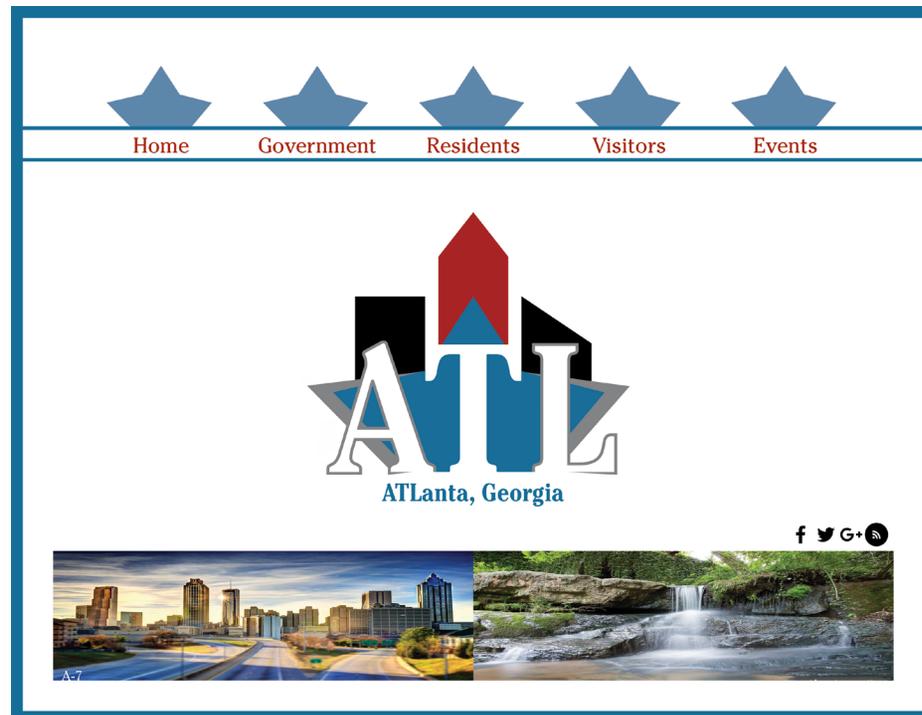
Below are some samples of ATL merchandise. The “Luggage Tag” is for the traveler. The “Water Bottle” is for the adventurer. The “Jersey” is because we want everyone to feel like they are part of the team, whether they are residents or visitors.

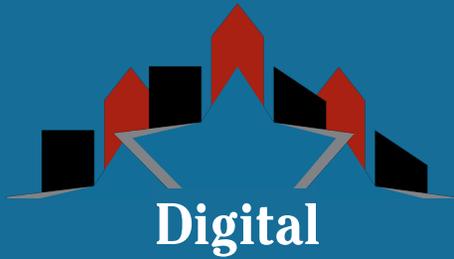




## Website Landing Page

Here's a sample landing page for the ATLanta, Georgia website. The landing page maintains the same simplicity as the stationery, while displaying images that showcase both ends of ATLanta's geographical spectrum: a metropolis with nature in its backyard.





## Mobile App

Here's an example of how the ATLanta, Georgia mobile application can be designed. Like the landing page, the mobile app will display images that showcase both ends of ATLanta's geographical spectrum: a metropolis with nature in its backyard, while maintaining the simplicity found on the stationery.



A-8

