

BRAND GUIDELINES

coweta county development authority



BY: COUNTRY FRIED CREATIVE

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FAR AWAY FROM THE EVERYDAY

VISION

Entistion di, C. me intiente condentie
consulibus ad siliquam id consul trum
sul hilium dem nos medo, dem, P. Haed
prit.

MISSION

Entistion di, C. me intiente condentie
consulibus ad siliquam id consul trum
sul hilium dem nos medo, dem, P. Haed
prit.



THE LOGO

main logo

The default logo for the Coweta County Development Authority is the square icon and wordmark combination.



secondary logo 1

The secondary logo is the C2 icon with the yellow point.



secondary logo 2

When needed- the wordmark can be incorporated with the secondary logo.



LOGO VARIATIONS

black/single color

When needed- the logo and wordmark can be displayed as a b&W single color image.



reverse

When needed, the logo and wordmark can be displayed as solid white.



outline

When needed, the logo may be displayed as an outline.



TYPOGRAPHY

guidelines and standards

HEADING

BEBAS NEUE

Tracking: 40

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*[]?

SUBHEADING

mostra nuova light

Style: Lowercase

abcdefghijklmnopqrstUVWXYZ
1234567890!@#\$%^&*()?

BODY

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstUVWXYZ
1234567890!@#\$%^&*()?



PRIMARY COLOR SYSTEM



#202638

C: 92 R: 32
M: 80 G: 38
Y: 49 B: 57
K: 57



#009fe3

C: 100 R: 0
M: 0 G: 159
Y: 0 B: 227
K: 0



#d5ac00

C: 20 R: 213
M: 21 G: 172
Y: 100 B: 0
K: 0

SECONDARY COLOR SYSTEM



#3f7e3c

C: 78 R: 63
M: 28 G: 126
Y: 93 B: 60
K: 13



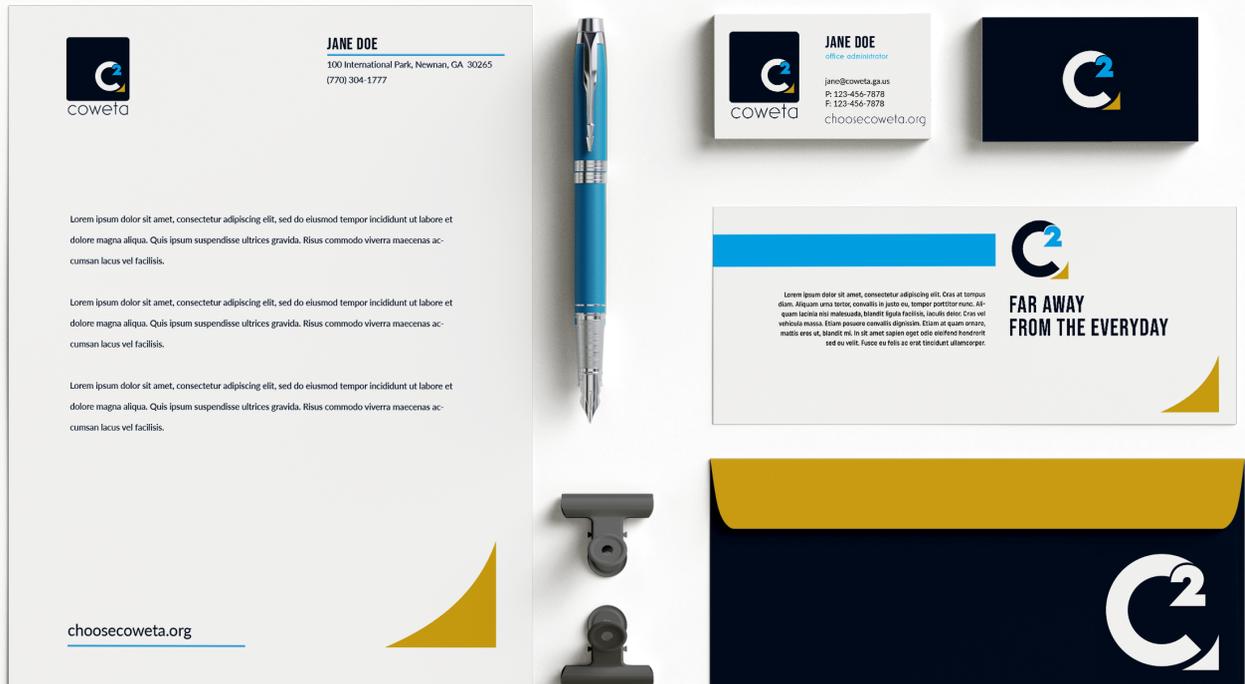
#c2c0c4

C: 27 R: 194
M: 22 G: 192
Y: 19 B: 196
K: 2



STATIONERY CONCEPTS

Here are examples of how the branding can be used in various formats.



CONTACT

COWETA COUNTY DEVELOPMENT AUTHORITY

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(770) 304-1777

For questions or concerns regarding the branding,
please contact Country Fried Creative.



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