

## Brand Style Guide

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# Brand Integrity

As the City of Dunwoody evolves, it is critical to maintain a powerful, consistent identity. Establishing and reinforcing that identity requires consistent application of the City logos and look in all communication materials. This guide provides the tools and resources to help City staff, the Convention and Visitors Bureau of Dunwoody, the Chamber of Commerce, their partners and their vendors maintain the brand. The guide includes clear, comprehensive graphic standards, combined with basic application examples to help ensure the highest level of quality in all communication vehicles. Adherence to these guidelines is the key to the success of the City of Dunwoody's visual identity strategy.

Thank you for your help and cooperation.

# Brand Promise

A brand is a promise. It's not a logo, a Web site, a color scheme or a sign. These things help to communicate the brand, but they are not the brand itself. A brand is a pact with your audience. It encapsulates everything that you are; your attitude, perception and beliefs and what these things offer those who want to participate and experience your brand.

Every time someone shops in Perimeter Center, drives down Ashford-Dunwoody Road through downtown, visits the Web site, or attends a City event, they are interacting with the Dunwoody brand – your brand and what you promise to deliver.

Positive interactions with the brand create brand loyalty and build brand equity. Branding becomes the emotional connection between a City, its residents, its business community and its visitors.

A successful brand reaches its audience through a strong, cohesive, integrated communications program. Dunwoody's brand will be perceived by the local citizens as being inspirational and focused on developing a livable family community built upon positive attributes, and it will speak to the business community as well.

The following objectives are the foundation of this new brand program:

- enhance civic pride
- appeal to citizens, visitors and businesses alike
- represent leadership and a forward-thinking community
- look towards the entrepreneurial future
- be clever, memorable and timeless
- be simple, clean and eye-catching

# Brand Voice

There is no other City quite like Dunwoody. It has a strong brand that needs to be communicated through its own unique voice. Therefore, it's essential that this voice remain constant through all communication. The tone of voice should reflect the following adjectives from which the brand was produced:

**DUNWOODY'S VOICE IS:**

**DETERMINED** – leaders maintaining the integrity of a City which they created

**EAGER** – residents, businesses and visitors anxious to explore “the next big thing”

**ECLECTIC** – people and places of all types united by the theme of community

**ENTREPRENEURIAL** – self-starters attracting those that self-start

**ESTABLISHED** – community respecting the vision of its founders

**FORWARD-THINKING** – residents and business owners living beyond today

**GROWING** – powerful minds aiming to expand their horizons on all fronts

**INNOVATIVE** – residents and business owners thinking outside the box

**Smart Brand**

# Dunwoody is...

## Smart people in a Smart city.

Creating the Dunwoody brand was a collaborative process with area residents and the City's partner organizations representing businesses and local tourism. Throughout the brand research and development, one message was consistently conveyed: **Dunwoody is a strong community that has a lot of positive attributes going for it**—proximity to Metro Atlanta, thriving school systems, safety, leadership, strong neighborhoods, business growth and opportunity, abundant retail, volunteerism, community pride, a small town feel with big city appeal, and so much more. Dunwoody appeals to both younger and older generations, college graduates, established families, start-up companies, Fortune 500 companies, artists, attorneys and everything in between. Dunwoody is simply a **Smart** city to be in.

The asterisk, a mark indicating further definition, **invites residents, visitors and the business community to insert themselves in the brand**; opening the door for the viewer to reveal the Smart qualities of Dunwoody that most apply to them: Smart minds, Smart dining, Smart shopping, Smart results, and so on. As the brand is implemented, the asterisk will also become a wayfinding symbol, helping define the City's borders and lead visitors to important community destinations.

The end result is a comprehensive, unified brand designed to evoke the recognizable and distinctive qualities belonging to Dunwoody and appeal emotionally to the City's target audiences: residents, business owners, family and business travelers, and Metro-Atlanta visitors. It also provides each of our organizations with the tools to deliver impactful, long-lasting messages while reducing confusion as to who is delivering the messages.



## Primary Logo Construction

The Dunwoody brand includes three different entities that are essential to the local living, working and visiting environments—the City, the Convention and Visitors Bureau (CVBD) and the Chamber of Commerce (Chamber). While each logo has individual qualities, they speak the same language and reinforce the brand promise and voice in their usage. The City logo is composed of the logo type, large icon, small icon and tagline. Logos for the CVBD and the Chamber include all of the aforementioned elements plus the entity name. The shown logo lock-ups should always be used together, without altering their relative size and position.

### THESE ARE THE ONLY ACCEPTABLE LOGO FORMATIONS.

When constructing the logo, the logo type and tagline will always be the same matching color while the entity name, small icon and large icon will be the same color pair. See page 8 for a description of color pairs.

The Dunwoody logos that appear in this section are designed elements and may not be altered in any way. When reproducing the logos, it is essential to use only the authorized electronic files. Do not use third-generation art of any kind to reproduce the logos. Do not change or modify the logos.



**CITY LOGO**



**CVBD LOGO**



**CHAMBER LOGO**

## Primary Logo Architecture

The primary logo was constructed using a youthful and modern font—Today SB Medium—and has been modified from its original form to create a distinctly unique Dunwoody logo. The logo type has been simplified to create strong verticals and consistent angles. To emulate the logo shapes, the asterisk was custom created to nest perfectly within the logo form.

The “Smart people - Smart city” tagline represents the essence and promise of Dunwoody. The CVBD and the Chamber have respective taglines that are indicative of each’s focus—“Smart people - Smart destination” and “Smart people - Smart business” respectively.

The taglines must remain consistent with each respective logo type and may not be altered for any reason. The tagline and small icon always appears with the logo type, large icon, and entity name in a fixed size and position lock-up relationship.

**NEVER USE LOGOS  
WITHOUT THEIR TAGLINES.**

**DO NOT CHANGE OR  
MODIFY THE APPROVED  
LOGOS AND TAGLINES.**

This custom font, tagline, and asterisk cannot be recreated by simply using the typefaces provided in this style guide. The font and tagline have been modified and specially kerned to maintain a unique form only available to the City, CVBD and the Chamber. The only acceptable logo form will be available from these entities pending approval of use.



CITY LOGO



CVBD LOGO



CHAMBER LOGO

## Color Palette

The brand has an official color palette to represent the characteristics of our City. The use of color helps to express our voice, and it is important to be consistent and use only the provided colors as part of the brand. The official color palette is made of four "color pairs." Three of the four color pairs support a specific logo version (see page 5). Color pairs cannot be mismatched and should always be represented together in the primary logo.

**TINTS OF THE COLOR PALETTE CAN BE USED IN EXTREMELY LIMITED AMOUNTS, BUT NEVER WITHIN THE LOGOS.**

The Pantone® Matching System (PMS) is an internationally used method of matching and specifying color. Therefore, PMS specifications are used throughout this guide. When PMS colors cannot be printed, they can be simulated in four-color process (CMYK) printing.

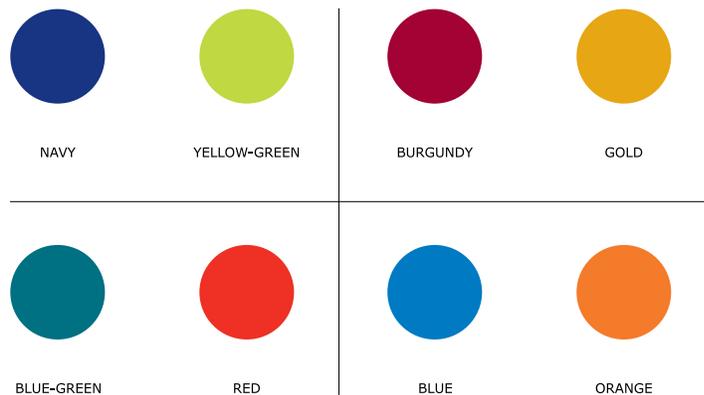
Computer monitors display images using a different color system (RGB) and Web site design uses the hexadecimal system. These alternate formulas are represented to the right.

**Spot Color (PMS) Usage:** The preferred method for reproducing the Dunwoody color palette is as PMS colors.

**Process (CMYK) Usage:** For use in instances where it is not possible to use spot colors.

**Web-safe (RGB & WEB) Usage:** For use on the World Wide Web and visual presentations on computer screen, such as PowerPoint.

## Color Pairs



### Navy

**PMS:** 662C / 662U  
**CMYK:** 100 / 88 / 0 / 20  
**RGB:** 38 / 59 / 128  
**WEB:** 263B80

### Yellow-Green

**PMS:** 382C / 388U  
**CMYK:** 29 / 0 / 92 / 0  
**RGB:** 192 / 216 / 66  
**WEB:** C0D842

### Blue-Green

**PMS:** 3145C / 3145U  
**CMYK:** 100 / 8 / 26 / 38  
**RGB:** 0 / 112 / 131  
**WEB:** 007083

### Red

**PMS:** 485C / 485U  
**CMYK:** 0 / 95 / 100 / 0  
**RGB:** 238 / 49 / 36  
**WEB:** EE3124

### Burgundy

**PMS:** 1955C / 1955U  
**CMYK:** 0 / 100 / 60 / 37  
**RGB:** 163 / 28 / 55  
**WEB:** A31C37

### Gold

**PMS:** 131C / 131U  
**CMYK:** 0 / 32 / 100 / 9  
**RGB:** 231 / 167 / 35  
**WEB:** E7A723

### Blue

**PMS:** 300C / 300U  
**CMYK:** 100 / 42 / 0 / 0  
**RGB:** 13 / 123 / 192  
**WEB:** 0D7BC0

### Orange

**PMS:** 158C / 158U  
**CMYK:** 0 / 64 / 95 / 0  
**RGB:** 244 / 123 / 41  
**WEB:** F47B29

## Logo Color Designation

Color is what gives the brand personality and vibrancy. Proper color use is a critical factor in correctly reproducing a logo. Consistent use of color in the Dunwoody logos will help guarantee high degrees of awareness and instant recall. Each respective logo in the Dunwoody system has a different prescribed color pair.

### CITY LOGO:

Navy (PMS 662)  
Yellow-Green (PMS 382)

### CVBD LOGO:

Blue-Green (PMS 3145)  
Red (PMS 485)

### CHAMBER LOGO:

Burgundy (PMS 187)  
Gold (PMS 1235)

See the notes on page 4 for more information on color specifications.

Reproduce the logo in the preferred two-color PMS format whenever possible.

When using the two-color preferred logo, do not alter color usage.

**Dunwoody** \*  
\* Smart people – Smart city



CITY LOGO: NAVY & YELLOW-GREEN

Convention &  
Visitors Bureau  
**Dunwoody** \*  
\* Smart people – Smart destination



CVBD LOGO: BLUE-GREEN & RED

Chamber of  
Commerce  
**Dunwoody** \*  
\* Smart people – Smart business



CHAMBER LOGO: BURGUNDY & GOLD

## Grayscale Logo

When applying the logo in one-color applications, use the grayscale version on a white background. It is acceptable to use the grayscale logo on a light colored background, but only when a solid white background is unavailable. The grayscale logo must always be grayscale, not solid black.

Use the grayscale version of the logo when neither PMS nor CMYK printing are available.



Dunwoody\*  
\* Smart people - Smart city

CITY LOGO



Convention &  
Visitors Bureau  
Dunwoody\*  
\* Smart people - Smart destination

CVBD LOGO

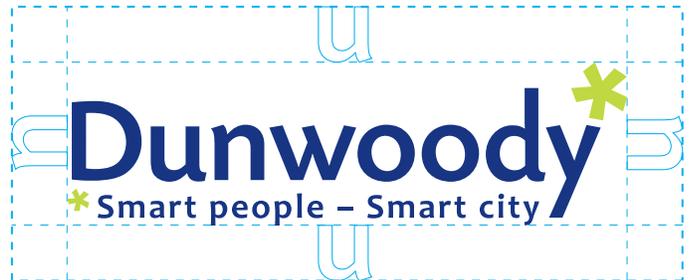


Chamber of  
Commerce  
Dunwoody\*  
\* Smart people - Smart business

CHAMBER LOGO

## Clear Space

To enhance the presentation of the primary logos, leave sufficient “clear space” around each’s lock-up. To measure the clear space, use the “u” taken from the Dunwoody logo type. “u” represents the minimum clear space around the logo. Do not allow other imagery to encroach in this clear space. As a general principle, as much space as possible should be given to the logos. This will ensure that the visual identity is clear and strong. The rules regarding clear space also apply to any background. If a logo is reproduced on a photograph, place it in a clear area of the photo, such as a sky or background, to ensure legibility. See examples on page 11.



CITY LOGO



CVBD LOGO



CHAMBER LOGO

## Unacceptable City Logo Scenarios



DO NOT represent the logo in one brand color (unless printing in one color only)



ONLY use designated City brand color pairs



DO NOT alter orientation of the brand color pairs



DO NOT alter the punctuation, capitalization or font weight of the logo type or tagline



DO NOT replace the logo type or tagline with a different type style



DO NOT replace the large and/or small icons with any other shape or symbol



DO NOT distort the logo or change logo proportions



DO NOT remove any element of the logo



DO NOT add graphic elements to the logo



DO NOT change the size relationship between any part of the logo lock-up



DO NOT separate logo elements from one another



DO NOT use the icon as a decorative element within the logo

## Unacceptable CVBD Logo Scenarios



DO NOT represent the logo in one brand color



ONLY use designated CVBD brand color pairs



DO NOT alter orientation of the brand color pairs



DO NOT alter the punctuation, capitalization or font weight of the logo type or tagline



DO NOT replace the logo type, entity name or tagline with a different type style



DO NOT replace the large and/or small icons with any other shape or symbol



DO NOT distort the logo or change logo proportions



DO NOT remove any element of the logo



DO NOT alter the entity name or tagline



DO NOT change the size relationship between any parts of the logo lock-up



DO NOT alter the orientation of logo elements



DO NOT add graphic elements or use the icon as a decorative element within the logo

## Unacceptable Chamber of Commerce Logo Scenarios



DO NOT represent the logo in one brand color



ONLY use designated Chamber brand color pairs



DO NOT alter the orientation of brand color pairs



DO NOT alter the punctuation, capitalization or font weight of the logo type or tagline



DO NOT replace the logo type, entity name or tagline with a different type style



DO NOT replace the large and/or small icons with any other shape or symbol



DO NOT distort the logo or change logo proportions



DO NOT remove any element of the logo



DO NOT alter the entity name or tagline



DO NOT change the size relationship between any parts of the logo lock-up



DO NOT alter the orientation of logo elements



DO NOT add graphic elements or use the icon as a decorative element within the logo

## Background

The Dunwoody logos are balanced to function in the positive form (full color logo on light background). For positive logos, position the logo against a light-value, which creates high-contrast.

The Dunwoody logos can be used against background imagery, such as photographs or textures. In order to read the logo clearly, be sure there is enough contrast between the background imagery and the logos. If there is not enough contrast or anything above the grayscale value of 30% black, the logo should be applied as a knockout in all white.

The logo should always be represented at 100% color and should never employ a transparency or transparency setting for any reason.

## One-Color Knockout

For knocked out logos, position the logos against a dark-value area of the image, which also creates high-contrast. The knockout version is for use on a dark background or photograph when the full color version will be illegible. When using this version, ensure that the background color or photograph is dark enough to provide enough contrast for clarity and legibility.

Knockout versions of the logo are not meant to be contained in boxes. The boxes used in the examples to the right are not a part of the actual artwork but simulated backgrounds. Use the knockout version of the logo in circumstances when it is impossible to use the full color version.



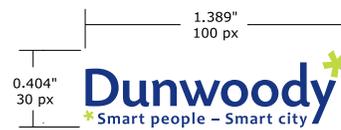
## Knockout

The logos may also be applied to an area of solid logo color, utilizing the dark color from the recommended color pair palette. The knockout can be employed in advertising, on top of imagery. This method can only be used in the designated color pairs outlined on page 4.

## Logo Sizing

Minimum size refers to the smallest size in both print and on the Web at which the Dunwoody logos may be reproduced to ensure legibility. The minimum reproduction size of the Dunwoody logos is 1.389" or 100 pixels in width. Observe the reproduction size requirements of the logos to avoid poor quality or distortion.

Knockout versions of the logo are not meant to be contained in boxes. The boxes used in the examples to the right are not a part of the actual artwork but simulated backgrounds.



## Logo Screen Relationships

The value scale on this page illustrates positive and reverse Dunwoody logos applied to various color tints. Positive logos can appear against a screened background from 0% to 5% as shown. However, avoid using positive logos on backgrounds darker than a 5% value, or knockout logos on backgrounds that are lighter than a 30% value.



0%-5%

**USE COLOR LOGO PAIRS WITH BACKGROUNDS IN THE VALUE RANGE OF 0-5%**



6%-29%

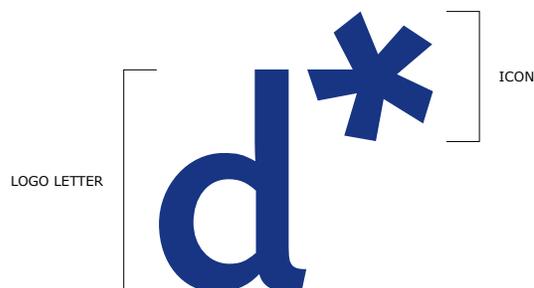


30%-100%

**USE ONE-COLOR KNOCKOUT LOGOS WITH BACKGROUNDS IN THE VALUE RANGE OF 30-100%**

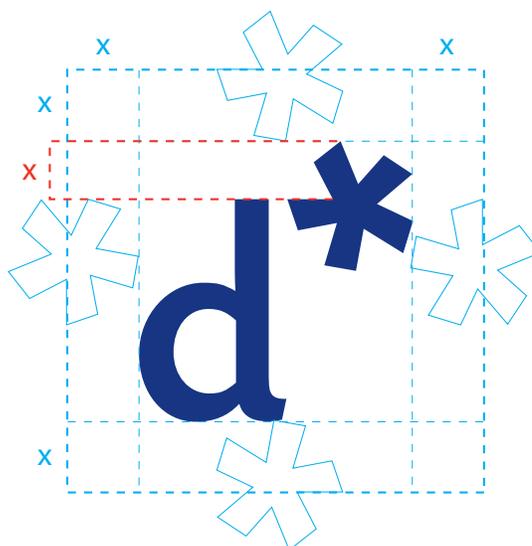
## Secondary Logo Construction

The secondary logo should only be used in merchandising or as a secondary mark. It should never be used as the primary logo for the City, nor should it stand alone if being used for marketing purposes. The logo is comprised of the logo letter and icon. The shown logo lock-up should always be used together, without altering the relative size and position.



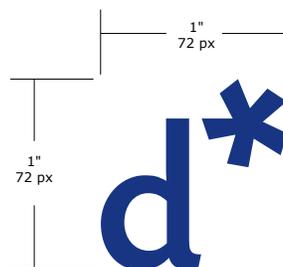
## Clear Space

A minimum "clear space" requirement has been established to preserve the legibility and visual integrity of the Dunwoody logos. "X" represents the minimum clear space around the secondary logo. Do not allow other imagery to encroach upon the secondary logo's clear space. As a general principle, as much space as possible should be given to the secondary logo. This will ensure that the visual identity is clear and strong. The rules regarding clear space also apply to any background.



## Logo Sizing

Minimum size refers to the smallest size in both print and on the Web at which the secondary logo may be reproduced to ensure legibility. The minimum reproduction size of the secondary logo is 1" or 72 pixels in width. Observe the reproduction size requirements of the logos to avoid poor quality or distortion.



## Secondary Logo Color Palette

In the secondary logo, the logo letter and icon should always be the same color.

The color chosen for the secondary logo should always be in high contrast to the background color to ensure maximum legibility. The secondary logo may be used in any of the palette colors, but may also be expanded to use additional colors pending approval by the City.

The Dunwoody logos that appear in this section are designed elements and may not be altered in any way. When reproducing the logos, it is essential to use only the supplied authorized camera-ready art or electronic files. Do not use third-generation art of any kind to reproduce the logos.

Guidelines regarding knockouts, logo screen relationships and background imagery apply to the secondary logo. See pages 12-14 for reference.



## Solo Icon Construction

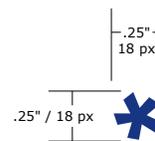
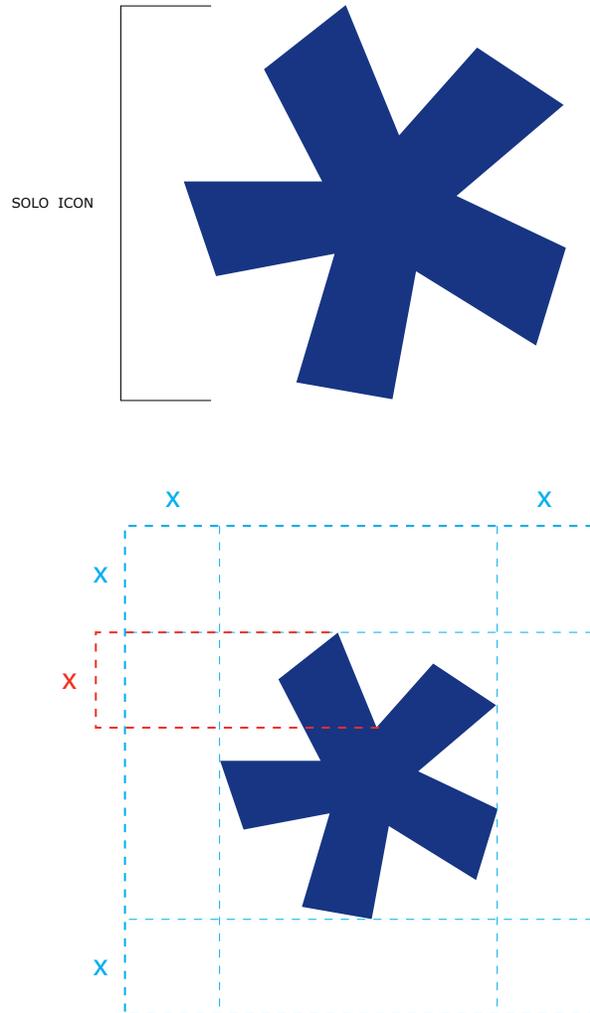
The solo icon is the same asterisk icon used in the primary and secondary logos. The solo icon should only be used in merchandising instances and viral marketing campaigns. It should never be used as the primary logo.

## Clear Space

A minimum "clear space" requirement has been established to preserve the legibility and visual integrity of the solo icon. "X" represents the minimum clear space around the icon. Do not allow other imagery to encroach upon its clear space. As a general principle, as much space as possible should be given to the icon. This will ensure that the visual identity is clear and strong. The rules regarding clear space also apply to any background.

## Solo Icon Sizing

Minimum size refers to the smallest size in print at which the solo icon may be reproduced to ensure legibility. The minimum reproduction size of the icon is .25" or 18 pixels in width. Observe the reproduction size requirements of the icon to avoid poor quality or distortion.



## Solo Icon Color Palette

The solo icon may be used in any of the color palette colors, but may also be represented by additional colors pending approval by the City. The icon should always be a color that provides high contrast to the background color to ensure maximum legibility.

## Solo Icon Cropping

The solo icon may be cropped so that only part of the asterisk is visible. When cropped there must be 75% or more of the icon that is remaining to maintain the integrity of the icon. The solo icon should only be cropped from one side and should never be cropped from multiple sides of from the center outward.

## Text Within the Solo Icon

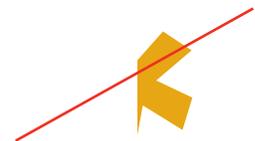
In limited instances, text can be included within the icon. However, the design must be reviewed and approved by the City, CVBD and/or the Chamber.

The solo icon that appears in this section is a design element and may not be altered in any way. When reproducing the icon, it is essential to use only the supplied authorized camera-ready art or electronic files. Do not use third-generation art of any kind to reproduce the icon.

Guidelines regarding knockouts, screen relationships and background imagery apply to the solo icon. See pages 12-14 for reference.



DO NOT crop the solo icon from multiple sides or from the center



DO NOT crop the solo icon to reveal less than 75% of its shape

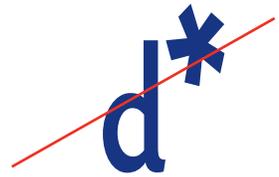
## Unacceptable Secondary Logo and Solo Icon Scenarios



DO NOT represent the logo in brand color pairs



DO NOT alter the orientation of the icon



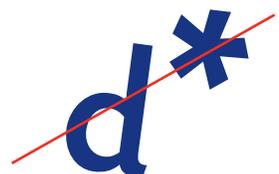
DO NOT distort or change the logo proportions



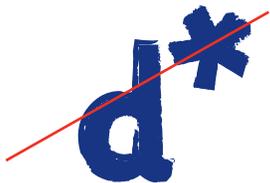
DO NOT alter the capitalization or font weight of the icon or logo letter



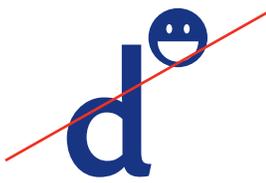
DO NOT replace the logo letter or icon with a different type style



DO NOT rotate the icon or logo letter



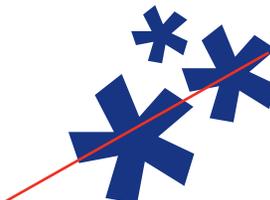
DO NOT add hand-drawn elements to the logo



DO NOT replace the icon with any other shape or symbol



DO NOT enclose the icon within a designated shape



DO NOT add graphic elements to the icon



DO NOT fill the icon with images or textures



DO NOT distort the icon or change icon proportions

## Specialty Signage/ Merchandise Icon Construction

The specialty signage/merchandise icon is the same asterisk icon used in the primary and secondary logos along with the City name. The specialty logo may ONLY be used for novelty merchandise and large signage applications. It should never be used as the primary logo.

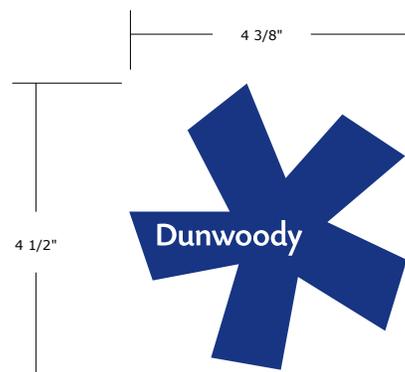
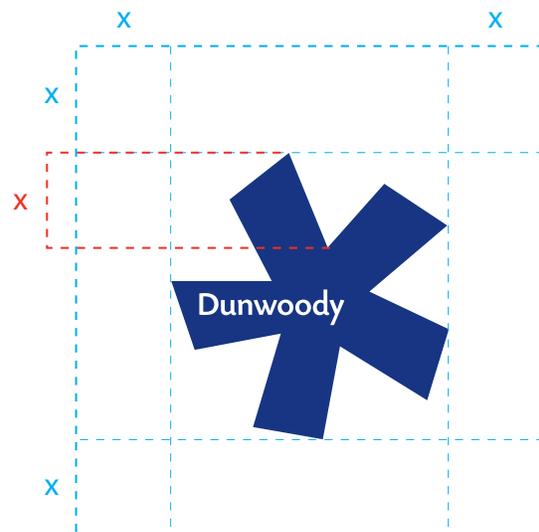
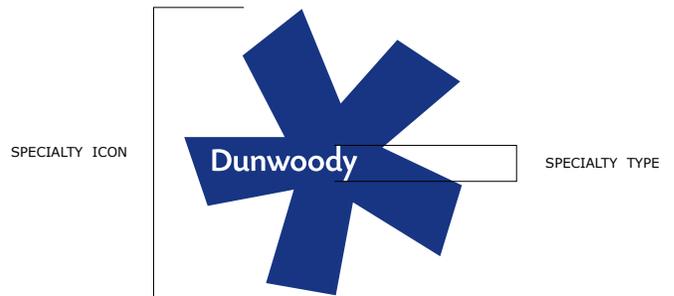
The specialty logo may be used in any of the color palette colors, but may also be represented by additional colors pending approval by the City. The icon should always be a color that provides high contrast to the background color to ensure maximum legibility.

## Clear Space

A minimum “clear space” requirement has been established to preserve the legibility and visual integrity of the solo icon. “X” represents the minimum clear space around the icon. Do not allow other imagery to encroach upon its clear space. As a general principle, as much space as possible should be given to the icon. This will ensure that the visual identity is clear and strong. The rules regarding clear space also apply to any background.

## Specialty Icon Sizing

Minimum size refers to the smallest size in print at which the solo icon may be reproduced to ensure legibility. It is recommended that the specialty logo not be printed or used any smaller than 4 1/2” tall to ensure maximum legibility of the “Dunwoody” specialty type. Observe the reproduction size requirements of the icon to avoid poor quality or distortion.



ICON ABOVE IS NOT TO SCALE

## Specialty Icon Color Palette

The specialty logo may be used in any of the color palette colors, but may also be represented by additional colors pending approval by the City. The icon should always be a color that provides high contrast to the background color to ensure maximum legibility.

## Specialty Icon Rotation

In limited instances, the specialty logo may be rotated to create a baseline with two asterisk points. The reason for doing this might be to create structural support for dimensional application. This usage must be reviewed and approved by the City, CVBD and/or the Chamber.

The specialty logo that appears in this section is a design element and may not be altered in any way. When reproducing the logo, it is essential to use only the supplied authorized camera-ready art or electronic files. Do not use third-generation art of any kind to reproduce the icon.

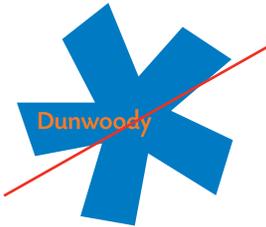
Guidelines regarding knockouts, screen relationships and background imagery apply to the solo icon. See pages 12-14 for reference.



When printed on a colored background, the "Dunwoody" logo type can take on the color of the background - as a knockout.

Rotated to create a baseline with two asterisk points

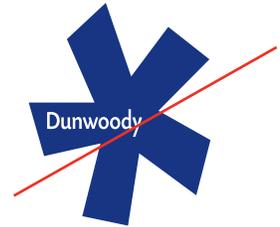
## Unacceptable Specialty Icon Scenarios



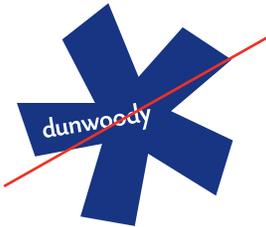
DO NOT represent the logo in more than one brand or non-brand color



DO NOT replace the logo type with a different type style



DO NOT distort or change the logo proportions



DO NOT alter the orientation, capitalization or font weight of the logo type



DO NOT add graphic elements to the logo



DO NOT replace the specialty icon with any other shape or symbol



DO NOT change the size relationship between any part of the logo lock-up



DO NOT represent the full City, CVBD or Chamber logo within the specialty icon

## Fonts

The following typefaces are recommended for use in all marketing and merchandising produced for and/or by the City, CVBD and the Chamber.

### HEADLINES

Today SB Medium should be used in display copy and in instances where a larger copy size is necessary. Today SB should never be used for large amounts of text.

### HEADLINES, SMART PHRASES & SIGNAGE

Candara Bold should be used for all Smart Phrases and for headlines in both Web and print applications. Candara Regular may be used for small amounts of body text, such as pulled quotes in a text layout or stationery contact information.

### BODY COPY AND WEB SAFE TEXT

Verdana is the official typeface family of the Dunwoody brand. Verdana Regular and Verdana Bold are the two primarily used typefaces in this family. Verdana should be used for all body copy text in order to ensure consistency within the brand. Body copy is always set in Verdana Regular.

When possible, 8 point text and 13 point leading (spacing between lines) should be used. To give copy breathing room, leading should be at least +5. For copy 8 point and smaller, text should always be 100% black to ensure maximum legibility.

### Today SB Medium

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890?!@

---

### Candara Regular

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890?!&

---

### Candara Bold

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890?!&

---

### Verdana Regular

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890?!&

---

### Verdana Bold

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890?!&

## Smart Phrases

Smart Phrases should have a positive tracking (the space between characters) at +35 to maintain consistency with tagline. The asterisk should always be the same size as the uppercase "S" and should maintain the size and orientation arrangement as displayed to the right. Smart Phrases should be kerned (the space between letters) at optical setting.



## Smart Phrases

Smart Phrases are a series of recommended words to be used in Dunwoody advertising campaigns. These words are reflective of the brand voice and should be used appropriately. Below is a chart showing their recommended genre usage.

	ATTITUDE	BUSINESS	CIVIC	RETAIL	VISITORS
Smart business		●	●	●	
Smart celebration/s			●		●
Smart choice/s		●	●	●	●
Smart city	●	●	●	●	●
Smart commerce		●		●	
Smart community	●		●	●	●
Smart commute		●	●	●	●
Smart decision/s		●	●		●
Smart development		●	●	●	
Smart dining		●	●	●	●
Smart dreaming	●				
Smart education			●		●
Smart endeavor/s	●	●	●		
Smart environment		●	●	●	●
Smart event/s			●		●
Smart future	●	●	●	●	
Smart growth	●	●	●	●	
Smart history	●		●		
Smart ideas	●	●	●		●
Smart leadership	●	●	●		
Smart living	●		●		
Smart location		●	●	●	●
Smart meetings		●			●
Smart minds	●	●	●		
Smart move	●	●	●		
Smart results	●	●	●	●	
Smart shopping		●		●	●
Smart stay		●			●
Smart students			●		●
Smart traveling		●			●
Smart vision	●	●	●		
Smart work	●	●	●		

# Smart Application

## City Stationery

The following offset lithography specifications should be used when printing the City's stationery. Only approved artwork files and/or templates should be used for print production. PMS inks should be uncoated (U).

### LETTERHEAD

Size: 8-1/2" x 11"  
 Paper: Finch, Bright White, Antique Finish  
 80 # Text  
 Ink: 2/0 (PMS 662 & 388), no bleed

### BUSINESS CARDS

Size: 3-1/2" x 2"  
 Paper: Finch, Bright White, Antique Finish  
 100 # Cover  
 Ink: 2/1 (PMS 662 & 388), bleed on back

### #10 ENVELOPE

Size: 9-1/8" x 4-1/2"  
 Paper: Finch, Bright White, Vellum Finish  
 70 # Text  
 Ink: 2/0 (PMS 662 & 388), no bleed



41 Perimeter Center East, Suite 250  
 Dunwoody, Georgia 30346  
 P (678) 382-6700 F (678) 382-6701  
 dunwoodyga.gov

July 21, 2010

Mr. First Lastname  
 Vice President, The Company  
 The Corporate Company  
 1234 Main Street  
 Anywhere, GA 12345

Mr. Lastname,

Lorem ipsum dolor sit amet. Con minim venami quis nostrud laboris nisi ut aliquip ex ea com dolor in reprehenderit in voluptate nonumi. Mimum veniami ex ea con dolor nisi ut aliquip. Consequat Duis autem vel eum iruire dolor in endrerit, voluptate velit est. Sit amet, consectetur adipiscing elit, sed diam nonummi. Euismod tincidunt ut Iaroeet dolore magna aliquam erat voluptat.

Ut wisi enim ad minim. Quis nostrud ad nostris pro amat. Sed aliquo ut nisi alter ego qid propter anno et cetera. Ullam venit cum permissio, alter ego cum frater et patris et mater inter familias. Vel illum dolore eu feugiat nulla facilisis ad vero eros et accusam et Iustro odio dignissim qui blandit praeset lupatum auge duis aplore. Mimum veniami ex ea con dolor nisi ut aliquip. Consequat Duis autem vel eum iruire dolor in endrerit, voluptate velit est. Sit amet, consectetur adipiscing elit, diam nonummi.

Ut wisi enim ad minim. Quis nostrud ad nostris pro amat. Sed aliquo ut nisi alter ego qid propter anno et cetera. Ullam venit cum permissio, alter ego cum frater et patris et mater inter familias. Vel illum dolore eu feugiat nulla facilisis ad vero eros et accusam et Iustro odio dignissim qui blandit praeset lupatum auge duis aplore. Mimum veniami ex ea con dolor nisi ut aliquip. Consequat Duis autem vel eum iruire dolor in endrerit, voluptate velit est. Sit amet, consectetur adipiscing elit, diam nonummi.

Regards,



Mayor Ken Wright\*

Ken Wright Mayor

Denis Shortal City Council Post 1  
 Adrian Bonser City Council Post 2  
 Doug R. Thompson City Council Post 3

Robert Wittenstein City Council Post 4  
 Danny Ross City Council Post 5  
 John Heneghan City Council Post 6



41 Perimeter Center East, Suite 250  
Dunwoody, Georgia 30346





Warren Hutmacher - City Manager  
 41 Perimeter Center East, Suite 250  
 Dunwoody, Georgia 30346  
 E warren.hutmacher@dunwoodyga.gov  
 P (678) 382-6700 F (678) 382-6701      dunwoodyga.gov



## CVBD Stationery

The following offset lithography specifications should be used when printing the CVBD's stationery. Only approved artwork files and/or templates should be used for print production. PMS inks should be uncoated (U).

### LETTERHEAD

Size: 8-1/2" x 11"  
 Paper: Finch, Bright White, Antique Finish  
 80 # Text  
 Ink: 2/0 (PMS 3145 & 485), no bleed

### BUSINESS CARDS

Size: 3-1/2" x 2"  
 Paper: Finch, Bright White, Antique Finish  
 100 # Cover  
 Ink: 2/1 (PMS 3145 & 485), bleed on back

### #10 ENVELOPE

Size: 9-1/8" x 4-1/2"  
 Paper: Finch, Bright White, Vellum Finish  
 70 # Text  
 Ink: 2/0 (PMS 3145 & 485), no bleed



Convention &  
Visitors Bureau  
**Dunwoody**  
\* Smart people - Smart destination

41 Perimeter Center East, Suite 250  
 Dunwoody, Georgia 30346  
 P (678) 244-9800 TF (877) 630-2270  
 CVBDunwoody.com

PO Box 889216  
 Dunwoody, GA 30356

July 21, 2010

Mr. First Lastname  
 Vice President, The Company  
 The Corporate Company  
 1234 Main Street  
 Anywhere, GA 12345

Mr. Lastname,

Lorem ipsum dolor sit amet. Con minim venami quis nostrud laboris nisi ut aliquip ex ea com dolor in reprehenderit in voluptate nonum. Mimum veniami ex ea con dolor nisi ut aliquip. Consequat Duis autem vel eum iruire dolor in endrerit, voluptate velit est. Sit amet, consetetuer adipiscing elit, sed diam nonummi. Euismod tincidunt ut laroet dolore magna aliquam erat voluptat.

Ut wisi enim ad minim. Quis nostrud ad nostris pro amat. Sed aliquo ut nisi alter ego qid propter anno et cetera. Ullam venit cum permissio, alter ego cum frater et patris et mater inter familias. Vel illum dolore eu feugiat nulla facilisis ad vero eros et accususam et lusto odio dignissim qui blandit praeset lupatum auge duis aplore. Mimum veniami ex ea con dolor nisi ut aliquip. Consequat Duis autem vel eum iruire dolor in endrerit, voluptate velit est. Sit amet, consetetuer adipiscing elit, diam nonummi.

Ut wisi enim ad minim. Quis nostrud ad nostris pro amat. Sed aliquo ut nisi alter ego qid propter anno et cetera. Ullam venit cum permissio, alter ego cum frater et patris et mater inter familias. Vel illum dolore eu feugiat nulla facilisis ad vero eros et accususam et lusto odio dignissim qui blandit praeset lupatum auge duis aplore. Mimum veniami ex ea con dolor nisi ut aliquip. Consequat Duis autem vel eum iruire dolor in endrerit, voluptate velit est. Sit amet, consetetuer adipiscing elit, diam nonummi.

Regards,



First Lastname





Convention &  
Visitors Bureau  
**Dunwoody**  
\* Smart people - Smart destination

PO Box 889216  
Dunwoody, GA 30356



Date: \_\_\_\_\_

Where we met: \_\_\_\_\_





Convention &  
Visitors Bureau  
**Dunwoody**  
\* Smart people - Smart destination

Katie Brenckle - Executive Director

41 Perimeter Center East, Suite 250  
 Dunwoody, Georgia 30346  
 E kbrenckle@CVBDunwoody.com  
 P (678) 244-9800 TF (877) 630-2270

CVBDunwoody.com

## Chamber Stationery

The following offset lithography specifications should be used when printing the CVBD's stationery. Only approved artwork files and/or templates should be used for print production. PMS inks should be uncoated (U).

### LETTERHEAD

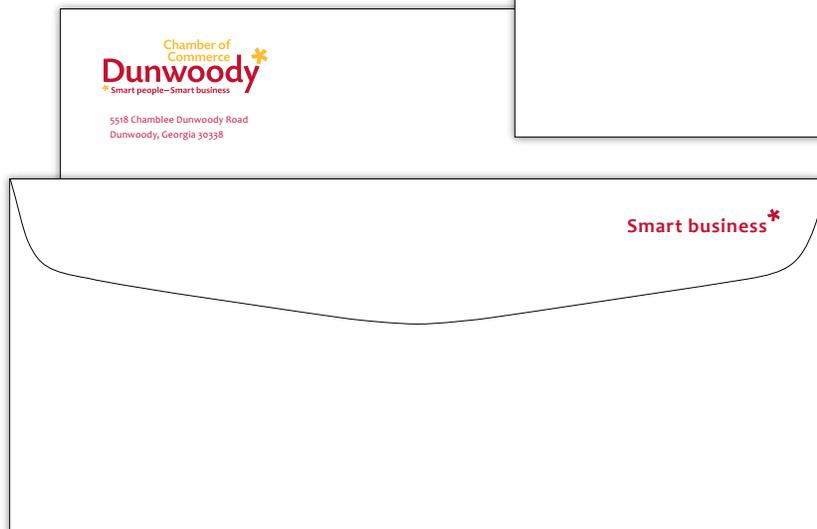
Size: 8-1/2" x 11"  
Paper: Finch, Bright White, Antique Finish  
80 # Text  
Ink: 2/0 (PMS 187 & 122), no bleed

### BUSINESS CARDS

Size: 3-1/2" x 2"  
Paper: Finch, Bright White, Antique Finish  
100 # Cover  
Ink: 2/1 (PMS 187 & 122), bleed on back

### #10 ENVELOPE

Size: 9-1/8" x 4-1/2"  
Paper: Finch, Bright White, Vellum Finish  
70 # Text  
Ink: 2/0 (PMS 187 & 122), no bleed



## Email Signatures

The following email signature format should be used by all personnel in order to maintain a consistent look throughout all outgoing communication. Employees are encouraged not to “personalize” their signatures, but maintain the format shown. Supplementary text can be adjusted to reflect news, additional contact info (Facebook, Twitter), and legal disclaimers, etc. as necessary.

### EMAIL BODY:

VERDANA, 11 PT, REGULAR, BLACK

### NAME:

VERDANA, 11 PT, BOLD, BLACK

### TITLE & CONTACT INFORMATION:

VERDANA, 11 PT, REGULAR, BLACK

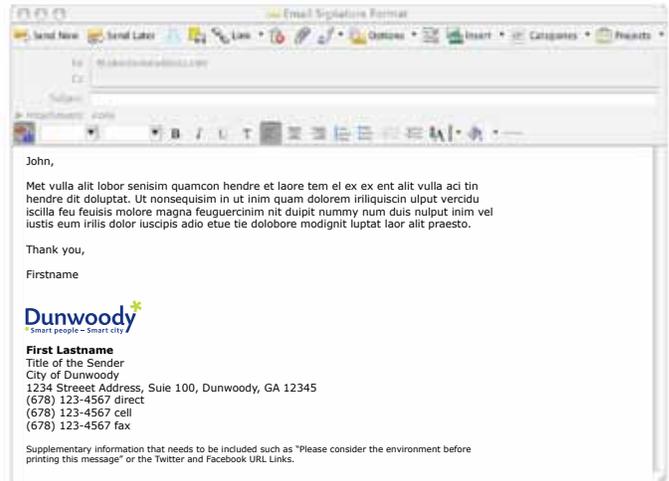
### SUPPLEMENTAL INFORMATION:

VERDANA, 9 PT, REGULAR & BOLD, BLACK

EMAIL BODY

NAME, TITLE & CONTACT INFORMATION

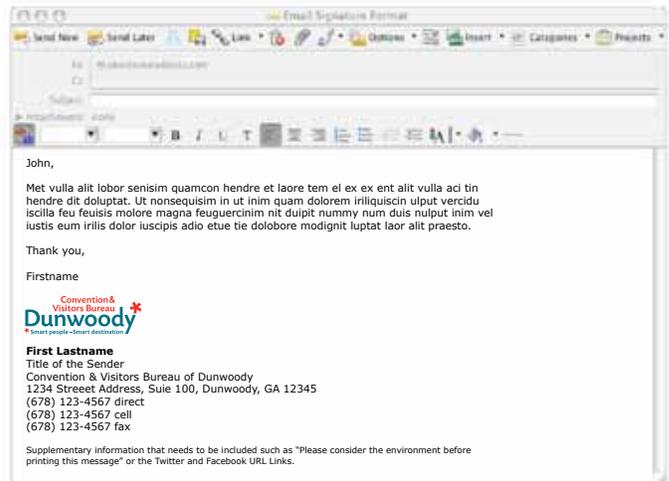
SUPPLEMENTARY INFORMATION



EMAIL BODY

NAME, TITLE & CONTACT INFORMATION

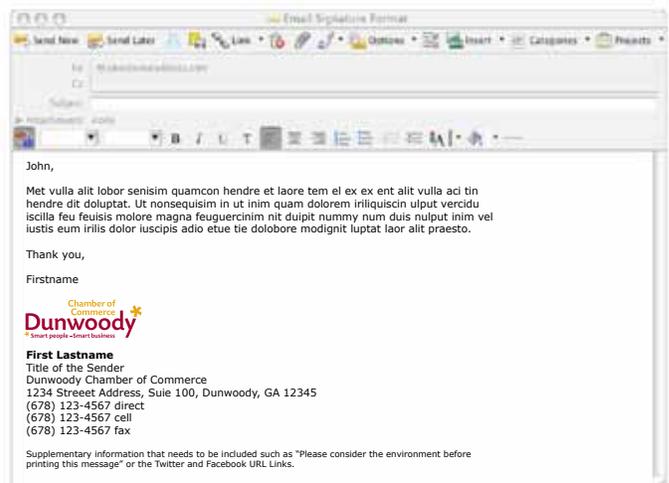
SUPPLEMENTARY INFORMATION



EMAIL BODY

NAME, TITLE & CONTACT INFORMATION

SUPPLEMENTARY INFORMATION



## Apparel Ideas



SWAG Ideas

