



These graphic standards were developed as a method for protecting the graphic brand of the city of Smyrna Georgia. It is important to consult with and follow the enclosed guidelines to maintain the integrity of the brand. If you need any additional information or guidance, please contact:

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GRAPHIC STANDARDS

# BRAND STORY

Your brand story is the unique narrative of who you are and what makes you special, memorable and sets you apart from everyone else, because it is the story that only you, Smyrna, Georgia can tell.

How do you define a place that is at once historic and new, casual and sophisticated, laidback and full of energy? A place where the traditional harmonizes with the cutting edge and growth and preservation go hand in hand. A place that's minutes away from Atlanta and all its amenities, yet miles away in its own smalltown charm and personality. Is it possible to mutually evoke an urban and rural vibe while acting both sporty and refined? It is when you've essentially redefined what a suburb can be.

Long before live, work, play was being introduced into the vocabulary of city planners and developers, Smyrna, Georgia was already pursuing and incorporating the model into its vision for the future, setting a benchmark and template for other cities across the south to follow. Which means there's good reason Smyrna is called the Jonquil City beyond the flower's longstanding place in the town's history. As jonquils are the first flowers to bloom in the spring, Smyrna was the first city in the region to initiate and develop a town center based on the live, work, play concept. And as jonquils signal the transition from old to new, representing new beginnings and renewal, Smyrna's evolving town center and ongoing developments have marked the beginning and continuation of the city's flourishing renewal and exponential growth.

As one of the fastest growing cities in the state, Smyrna has taken a progressive approach to development and revitalization projects that capture its heart and soul. At a time when other municipalities were directing attention to their commercial corridors, Smyrna shifted the paradigm by deciding to reinvent its downtown core. Incorporating preservation-minded sustainable living, walkability and community gathering spaces, the city managed to retain its smalltown feel and spirit while accomplishing in less than 15 years what many predicted would take 30 to complete. A major reason others sat up and took notice and chose the city's location for Atlanta's foremost sports and entertainment complex, The Battery.

Just take a walk through the town's tree-lined Market Village and Village Green with their local restaurants and retail shops, library, arboretum and pond, city hall, playground, community center and more to experience what a thoughtfully planned, attractive and highly functional city center should be. Attend one of the many festivals, concerts, family activities and events held there throughout the year to witness the essence and engagement of the community on full display.

Beyond the town's center, Smyrna's distinctive neighborhoods reflect its strong cultural diversity and community heritage, from Williams Park, Forest Hills, Rose Garden and Cheney Woods to the new mixed-use developments surrounding the Chattahoochee River and The Battery. Close and convenient to a major city but just far enough away to avoid its stress and traffic, this is the perfect place to live if you like the urban life, but also cherish your privacy and space, a more laidback pace, close-knit community and proximity to nature with an abundance of parks, access to the river and the Silver Comet Trail. Family-oriented, comfortable and welcoming, service-minded, pro-business and community driven, Smyrna is not only a desirable place to raise a family but a prime location for a commercial or industrial enterprise.

From gristmills and factories to farms and today's Market Village, Smyrna has transformed into a harmonic blend of natural beauty, cultural arts and activities, educational opportunities and major sports and entertainment amenities. From its founding as a campground, Smyrna has been a vibrant gathering place, inviting to anyone seeking a home with a well-balanced lifestyle and better quality of life. With its forward-thinking vision and initiatives, the city will undoubtedly continue to redefine suburban living and be a standard bearer of innovation, planning, preservation and growth.

# BRAND VOICE

Your brand voice refers to the overall personality, character and emotional tone the city of Smyrna uses to speak with your audience. It encompasses the attitude behind your words and should be consistent across all communications, including advertising, social media posts, email, newsletters, video scripts, public relations and internal communications. A unified voice in how you talk about yourself will make Smyrna memorable and nurture connections with your audience. More than ever, the power of a strong brand voice is important in setting Smyrna apart.

The phrases and stylistic choices you use can make all the difference in building brand recognition. In distinguishing your unique brand voice, it's important to consider if the Smyrna municipal brand was a person, what personality traits it would take on.

## The Smyrna Brand Personality Traits and Tone

*Forward-thinking, friendly, welcoming, positive, progressive, confident, energetic*

## Examples of Communicating Smyrna's Brand Voice and Personality

*Laidback, yet full of energy, both historic and new, Smyrna has redefined what a suburb can be.*

*Experience what a thoughtfully planned, attractive and highly functional city center should be.*

*Vibrant, comfortable and welcoming, pro-business and community driven, Smyrna is a highly desirable place for raising a family and a prime location for operating a commercial enterprise.*

*From its friendly small-town vibe and community spirit to its lively town center and major cultural arts, entertainment, sports and family-friendly amenities. . .*

## Your brand voice tone can be also tailored for different content and channels, such as

- Communicating with media: take on a more authoritative, progressive tone
- Communicating on social media: keep it more casual and friendly
- Communicating with residents: be empathetic and helpful, focusing on their needs and challenges
- Communicating with local businesses: be confident and assuring, conveying a positive, progressive attitude

# LOGO USAGE

## FULL COLOR LOGO

The logo may be represented in full color using either spot color or 4-color process printing techniques. The spot colors are PMS 2279, PMS 2177, and PMS 2180.



## ONE COLOR LOGO

The logo may be represented in a single color using PMS 2180, PMS 2279, PMS 2177, or black in either spot color or 4-color process printing techniques.



## LOGO ON COLOR

The contrast must be at least a 2:1 ratio when printing a color version of the logo on a photo or color background.



## REVERSE LOGO

The contrast must be sufficient when reversing the logo on a photo or color background.



# FONTS AND COLOR

## RECOMMENDED COLOR PALETTE

The color palette provides a guide for keeping a consistent color scheme within the city's communications.



PMS 605  
#ece048

R: 237  
G: 224  
B: 73

C: 4  
M: 1  
Y: 100  
K: 4



PMS 1525  
#c45c2f

R: 196  
G: 93  
B: 47

C: 0  
M: 77  
Y: 100  
K: 14



PMS 2279  
#638136

R: 100  
G: 130  
B: 73

C: 49  
M: 2  
Y: 98  
K: 40



PMS 2180  
#466f84

R: 70  
G: 112  
B: 132

C: 74  
M: 34  
Y: 26  
K: 25



PMS 2177  
#85a4b5

R: 133  
G: 164  
B: 182

C: 50  
M: 21  
Y: 18  
K: 4

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## RECOMMENDED TYPEFACE

The following typeface families should be used on all materials.

### HEADLINE/DISPLAY: Capitana

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890  
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890**

### BODY COPY/ ALTERNATE: Avenir LT Std

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890  
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890**

### OFFICE OR WHEN PREFERRED FONTS ARE NOT AVAILABLE: Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890  
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890**

# RECOMMENDATIONS

## RECOMMENDED SPACING

No other object should be placed within the safe area around the logo as specified below.

The safe area is an area identified by the height of the "N" in the name of the logo. (See example)



## MINIMUM LOGO SIZE

Using the logo as a size smaller than .325" is not recommended in order to maintain readability.



## TAGLINE USE

The tagline can be used separately from the logo. The preferred font is Capitana Semibold.

**LIVE WELL CONNECTED.**

# DEPARTMENT LOGOS

## GENERAL DEPARTMENT LOGOS

City department logos should follow all logo guidelines including color usage. The department name font is Termina Demi and should be flush right to Smyrna.

*(All department logos should be approved or created by Smyrna Communications Department)*



## SPECIAL DEPARTMENT LOGOS

Special City department logos should follow all logo guidelines. The department name font is Termina Demi and should be flush right to Smyrna. The color versions of these logos are unique and should follow the examples below.

*(Special department logos have been created and can be accessed from the Smyrna Communications Department)*



*(One color version)*



*(One color version)*

# UNACCEPTABLE



**DO NOT** use any unofficial colors or any combination of colors different than the official logo colors.



**DO NOT** add unofficial copy or graphics covering any part of the logo.



**DO NOT** delete, add or adjust any element of the logo.



**DO NOT** change the proportions of the logo.



**DO NOT** rotate or flip the logo.



**DO NOT** try to recreate this logo. Use only the artwork provided. Elements of the font have been adjusted and should not be typeset or replaced with any other font.

Um eturehentas quiam, conmisimil  
inis et es etur modion pa qui asit, vo  
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orerit lam acidis eusanim si dolor mo  
vel inisto molupta volum invenimpor  
ro cum fugit resecto magnam am atit

**DO NOT** screen the logo or use the logo behind text.



**DO NOT** alter the logo for any other unapproved entity or event.



**DO NOT** print the logo on a dark background or image without sufficient contrast.