



Georgetown

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Georgetown

This guideline describes the foundation of our brand and how assets & typefaces should be used. It provides guidance on how to use the logo mark and logotype, typefaces and color palette.

The Georgetown logo mark represents the spirit of the Georgetown neighborhood past, present and future.

It is essential that our identity is utilized and presented in accordance with these guidelines.

The Logo Mark



Black: For use on white and light backgrounds.



White: For use on black and dark backgrounds.



Color: The Logo Mark can also be used in any of the Georgetown **Primary Colors** on **Black, Grey or White** backgrounds only.

Application

Use only approved artwork.

Use only as directed on this page.

Approved digital files can be provided upon request.

Usage

The Logo Mark can be used alone or along with its complimentary Logotype as a horizontal or vertical lockup.

The Logo Mark is intended for both print and digital use.

For circumstances not noted here, contact Georgetown Arts & Culture Association (GTACA) for potential solutions to exceptions.

Georgetown's Logo Mark and Logotype were created using Saira SemiCondensed . Activate this typeface family from within any Adobe Creative Suite application. Or go to: <https://fonts.adobe.com/fonts/adrianna>



Black: For use on white or grey backgrounds only.



White: For use on black, grey or dark backgrounds only.



Color: The Logotype can also be used in any of the Georgetown **Primary Colors** on **Black, Grey or White backgrounds only.**

Application

Use only approved artwork.

Use only as directed on this page.

Approved digital files can be provided upon request.

Usage

The Logotype can be used alone or along with it's complimentary Logo Mark as a horizontal or vertical lockup.

The Logotype is intended for both print and digital use.

For circumstances not noted here, contact Georgetown Arts & Culture Association (GTACA) for potential solutions to exceptions.

Georgetown's logo and logotype were created using Saira SemiCondensed . Activate this typeface family from within any Adobe Creative Suite application. Or go to: <https://fonts.adobe.com/fonts/adrianna>

Logo Mark & Logotype Vertical Lockup



Georgetown

Black: For use on white or grey backgrounds only.



White: For use on black, grey or dark backgrounds only.

Application

Use only approved artwork.

Use only as directed on this page.

Approved digital files can be provided upon request.

Usage

This vertical lockup is the only approved version.

Do not alter the space between the Logo Mark and Logotype, use as is shown on this page.

The logo is intended for both print and digital use.

For circumstances not noted here, contact Georgetown Arts & Culture Association (GTACA) for potential solutions to exceptions.

Logo Mark & Logotype Horizontal Lockup



Black: For use on white or grey backgrounds only.



White: For use on black, grey or dark backgrounds only.

Application

Use only approved artwork.

Use only as directed on this page.

Approved digital files can be provided upon request.

Usage

This horizontal lockup is the only approved version.

Do not alter the space between the Logo Mark and Logotype, use as is shown on this page.

The logo is intended for both print and digital use.

For circumstances not noted here, contact Georgetown Arts & Culture Association (GTACA) for potential solutions to exceptions.

Logo Mark & Logotype Color Usage Vertical & Horizontal Lockup

The Lockups can also be used in any of the Georgetown **Primary Colors** on **Black, Grey or White backgrounds only.**

Both Logo Mark and Logotype must be used in the same primary color.



Application

Use only approved artwork.

Use only as directed on this page.

Approved digital files can be provided upon request.

Usage

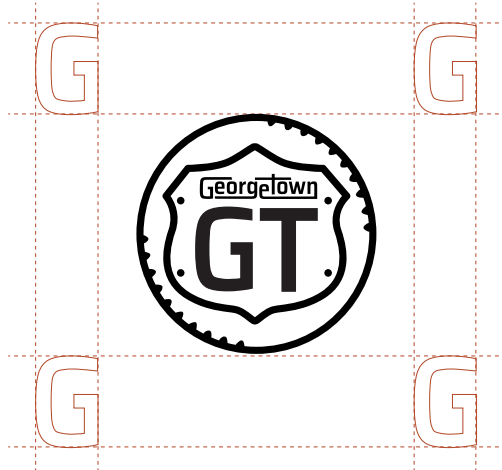
This horizontal lockup is the only approved version.

Do not alter the space between the Logo Mark and Logotype, use as is shown on this page.

The logo is intended for both print and digital use.

For circumstances not noted here, contact Georgetown Arts & Culture Association (GTACA) for potential solutions to exceptions.

Logo Mark & Logotype Minimum Surrounding Space



Application

The minimum space around the Logo Mark and Logotype should be at least equivalent to the height of the G.

If possible more space should be allotted.

Usage

Logo Mark and Logotype should always be placed in a prominent position.

The minimum amount of clear space around each must be at least equivalent to the height of the G.



Logo Mark & Logotype Minimum Logo Size Usage



Application

The minimum size the Logo Mark and Logotype can be used is as follows.

Neither should be reduced in size beyond the specified dimensions.

Always maintain aspect ratio when re-sizing. Do not stretch in any direction.

For circumstances not noted here, contact Georgetown Arts & Culture Association (GTACA) for potential solutions to exceptions.

Usage

Logo Mark and Logotype should always be placed in a prominent position.

Color Palette - Primary

HEX# 43464B C70 M61 Y54 K40		R67 G70 B75 Pantone 446 C
HEX# B44726 C21 M84 Y100 K12		R180 G71 B38 Pantone 7599 C
HEX# 40B4AD C70 M5 Y38 K0		R64 G180 B173 Pantone 7465 C
HEX# C47F2A C21 M53 Y100 K4		R196 G127 B42 Pantone 7571 C
HEX# 939598 C0 M0 Y10 K50		R147 G149 B152 Pantone Cool Gray 8 C

Application

It is vital that our brand appears consistent.
















Always double check that you are using the correct color formula.

Usage

When using colors, the focus should be on the Primary Colors.

Secondary colors should be used only as accent colors for specific purposes approved by GTACA..

Color Palette - Secondary

HEX# 515459 C67 M58 Y51 K30		R81 G84 B89 Pantone Cool Gray 11 C
HEX# 626363 C61 M52 Y52 K22		R98 G99 B99 Pantone Cool Gray 10 C
HEX# 7C7C7C C53 M44 Y44 K9		R124 G124 B124 Pantone Cool Gray 9 C
HEX# C54B2F C17 M84 Y93 K6		R197 G75 B47 Pantone 7599 C
HEX# D8533C C10 M82 Y83 K1		R216 G83 B60 Pantone 7597 C
HEX# F15B47 C0 M80 Y76 K0		R241 G91 B71 Pantone 7417 C
HEX# 27A599 C76 M13 Y47 K0		R39 G165 B153 Pantone 7473 C
HEX# 2EB2A1 C73 M5 Y45 K0		R46 G178 B161 Pantone 7465 C
HEX# 50C1B0 C64 M0 Y38 K0		R80 G193 B175 Pantone 3258 C
HEX# BE6F29 C21 M63 Y100 K7		R190 G111 B41 Pantone 723 C
HEX# D3722F C14 M65 Y95 K2		R211 G114 B47 Pantone 7414 C
HEX# ED813A C3 M60 Y87 K0		R237 G129 B58 Pantone 158 C
HEX# 7D8693 C55 M42 Y33 K3		R125 G134 B147 Pantone 444 C
HEX# 949FA8 C45 M31 Y28 K0		R148 G159 B168 Pantone 443 C
HEX# A9B6BF C34 M21 Y19 K0		R169 G182 B191 Pantone 442 C

Application

It is vital that our brand appears consistent.

Always double check that you are using the correct color formula.

Usage

When using colors, the focus should be on the Primary Colors.

Secondary colors should be used only as accent colors for specific purposes approved by GTACA..

Primary Typeface

Red Hat Display Light

Red Hat Display is the primary typeface for Georgetown.

Red Hat Display Regular

Red Hat Display is the primary typeface for Georgetown.

Red Hat Display Semibold

Red Hat Display is the primary typeface for Georgetown.

Red Hat Display Bold

Red Hat Display is the primary typeface for Georgetown.

Application

It is vital that our brand appears as consistent as possible.

Always double check that you are using the correct typeface..

Usage

Red Hat Display is the primary typeface for all Georgetown's communication.

A combination of the four weights, Light, Regular, Semibold, and Bold are used throughout the identity for headlines, subheads, and body text.

The heavier weights can be used with discretion for smaller headlines, sub-texts, and quotes.

This typeface family is offered through Google Fonts.

<https://fonts.google.com/specimen/Red+Hat+Display>

Secondary Typeface

Arial Regular

**Arial is the secondary
typeface for Georgetown.**

Arial Bold

**Arial is the
secondary typeface
for Georgetown.**

Application

It is vital that our brand appears as consistent as possible.

Always double check that you are using the correct typeface..

Usage

Arial is the secondary typeface for all Georgetown's communication.

A combination of weights Regular and Bold, are used throughout the identity for headlines, subheads, and body text.

The heavier weight can be used with discretion for smaller headlines, sub-texts, and quotes.

This typeface family can be found here.

<https://www.myfonts.com/collections/arial-font-monotype-imaging>

Microsoft Office Software Typeface

Verdana Regular

Verdana is the primary
typeface for Georgetown.

Verdana Bold

**Verdana is the
primary typeface
for Georgetown.**

Application

It is vital that our brand appears as consistent as possible.

Always double check that you are using the correct typeface..

Usage

Verdana is the typeface to be used for all Georgetown's communication created with Microsoft Office Software.

A combination of two weights, Regular and Bold are used throughout the identity for headlines, subheads, and body text.