

GAINESVILLE

Economic Development Corporation

Brand Guidelines



Brand Guidelines

Gainesville Economic Development Corporation

Primary Logo



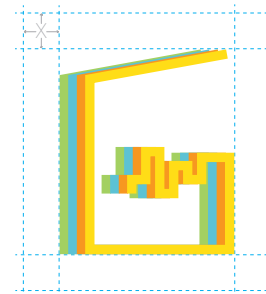
Clear space is developed from the width of the vertical bars in the logo and is defined by "X."

Secondary Logo



Clear space is developed from the width of the vertical bars in the logo and is defined by "X."

Alternate Logo Option



Clear space is developed from the width of the vertical bars in the logo and is defined by "X."

This logo option may be used in version shown or in greyscale or reversed.

Minimum Size Logos

Print



Web



Greyscale Version



Reversed Version



Brand Guidelines

Gainesville Economic Development Corporation

Improper uses of logo

Don't change element position



Don't stretch or distort



Don't change fonts or colors



Color Specifications

Logo



Pantone 367 C
C-40 M-0 Y-80 K-0
#A3CF62



Pantone 2985 C
C-58 M-3 Y-15 K-0
#5EC0D3



Pantone 1375 C
C-0 M-48 Y-98 K-0
#F7971F



Pantone 107 C
C-0 M-10 Y-95 K-0
#FFDD17

Supplementary materials

Any tint or shade of the above logo colors would comprise an acceptable color scheme for any supplementary materials created for this brand.

Brand fonts

Logo

Optima LT Std Roman
1234567890!@#\$\$%^&*()_+
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz

Lane - Narrow
(125% Vertical Scale)
1234567890!@#\$\$%^&*()_+
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Web materials

Myriad Pro (Condensed)
1234567890!@#\$\$%^&*()_+
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro (Bold Condensed)
1234567890!@#\$\$%^&*()_+
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Print materials

DejaVu Serif (Condensed)
1234567890!@#\$\$%^&*()_+
ABCDEFGHIJKLMNPNOPQRST
UVWXYZ
abcdefghijklmnopqrstuvwxyz

DejaVu Serif (Condensed Bold)
1234567890!@#\$\$%^&*()_+
ABCDEFGHIJKLMNPNOPQRS
TUVWXYZ
abcdefghijklmnopqrstuvwxyz

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Design Choices

Overall Look/Feel

In order to meet the client's wants and needs, I made sure the overall look and feel not only gave off a professional vibe, but was also something fresh, clean and exciting to look at with the multi-colored lines making up the "G".

With the simplicity in the design, this logo works well in large and small scale for use on the web and on promotional items the client would like to use such as pens and T-shirts.

I felt this logo would get a lot of attention from new, and current, businesses as it looks very well put together and is clean and professional overall.

Inspiration

A lot of my inspiration for this logo came from the fact that the client wanted the logo to represent growth and development. I wanted people to look at the logo and think of Gainesville when they saw it as well, which is why I used the "G" as a starting point for the design of this logo.

I wanted the "G" to point upwards at an angle at the top, representing growth, while in the middle of the "G" the lines to move up and down, symbolizing buildings, which represents businesses (new and current) and development. The four colorful lines, building up on top of one another also help in the overall representation of growth and development in this logo.

Typography

I chose Optima LT Std Roman for the word "Gainesville" because it has a very refined, yet bold and professional look to it. It complements the sleek lines in the "G" symbol above while also easily grabbing one's attention because of its attractive, clean aesthetic.

I used Lane-Narrow for "Economic Development Corporation." I did increase the vertical height of this font to 125% as I felt this made the words balance better with the largeness of the word "Gainesville" above. This font has very simple lines and complements the bolder, angular lines of the word "Gainesville" above so that everything flows together nicely without looking overdone.

For the web font, I chose Myriad Pro (Condensed and Bold Condensed). This font family works well for just about any purpose and the condensed versions complemented this logo very well with its simple yet professional, clean look.

The font to be used for printed materials is DejaVu Serif (Condensed and Condensed Bold). The condensed versions of this font work well in large blocks of text. They are also easy to read and don't look too bulky or overdone when paired with the logo on a page.

Colors

I chose these four colors not only because they were fresh and exciting, but because they reminded me of bright, sunny Florida.

These colors also give off a happy sort of feel when put together, which is a positive feeling, and positives in the economic world would be akin to growth and development.

When layered on top of one another, these colors work well in showing some depth in the logo, and give it a very fun, yet still professional, look and feel overall.