Spirit of Atlanta Branding and Style Guide

OUR BRAND. MAINTAINING THE STANDARDS.

Spirit of Atlanta’s logo is a valuable asset. It represents 40 years of tradition and heritage and all of the goodwill that our organization has earned in those decades. To protect our branding integrity, it’s important that we create and enforce strong standards of use. Consistent quality is a key value of Spirit of Atlanta, and it applies here in the form of color palette and typography, logo usage and photographic styles. We’ve created this guide to help our partners, vendors, supporters and members make best use of our marks to help us create recognition, loyalty and connection to the Spirit of Atlanta brand.

USING TEXT AND COLOR

Fonts: All graphics created during the 2016 season should be built using the Futura font. This is the only font consistent with our advertising campaign.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The font contained in the logo itself should never be used for any other text (body or headline). When selecting a color to use in conjunction with our logo, the official blue that is the Baby Blue of Spirit of Atlanta is created using these codes:

R:117  G:209  B:247
C:58  M:0  Y:0  K:0
Logo/Mark Usage

Only these official versions of our logo should ever be used on any Spirit of Atlanta documents, graphics, or publications:

HORIZONTAL CONFIGURATION
Full Color/Gradient Blue Delta or Black

In all instances, the full-length horizontal configuration is preferred.

These logos should only be presented on a white background.

In circumstances when a white background is not an option, use the all-white logo against the dark background.
Logo/Mark Usage

Only these official versions of our logo should ever be used on any Spirit of Atlanta documents, graphics, or publications:

STACKED CONFIGURATION
Full Color/Gradient Blue Delta or Black

If space or layout constraints prevent use of the Horizontal Configuration, it is acceptable to use the alternative Stacked Configuration.

These logos should only be presented on a white background.

In circumstances when a white background is not an option, use the all-white logo against the dark background.
Logo/Mark Usage

Only these official versions of our logo should ever be used on any Spirit of Atlanta documents, graphics, or publications:

MARK-ONLY CONFIGURATION
Full Color/Gradient Blue Delta

In certain graphical situations it is appropriate to use the “Delta” mark by itself as a branding icon.

The full-color mark should only be presented on a white background.

In circumstances when a white background is not an option, use either the all-black or the all-white mark against the background.
Improper usage of logos and marks

Examples of incorrect usage of the Spirit of Atlanta logo and marks.

- Do not enlarge the type or mark. Proper proportion should be maintained.

- Do not stretch the logo vertically or horizontally.

- Do not use the logo in any color other than black or white, mix-and-match colors, or use an outline.

- Do not add effects like reflection or perspective changes that alter the look of the logo.

© 2016 Friends Of Spirit, LLC. All rights reserved.
Usage with photographs and images
Examples of proper and improper use in graphic applications

Always keep the mark free of obstruction in either foreground or background

Use only black or white versions, never a colored mark or logo

Always provide clear space around the logo for maximum impact

Do not place other images or text inside or across the mark
Outdated/Legacy logos

Over the course of 40 years, the Spirit of Atlanta brand has seen a variety of interpretations of our logo. Please be aware that these and other variations of these are no longer considered the corps official logo and are not being used for current marketing and promotions pieces.

These logos may occasionally appear in historical or nostalgic context, or in retrospective pieces for special occasions.
General Rules in using the Spirit of Atlanta Name and Logo

1. Approval: Before you may use the Spirit of Atlanta name or logo (all forms thereof are the “Marks”) in connection with any personal fundraising campaign, social media campaign, or any other proposed use, you must obtain the prior review and written approval of the Board of Directors of Spirit of Atlanta, Friends of Spirit, Inc. (the “Board”). The Board may, in its sole discretion, approve, deny, or request modifications to the proposed use. You may not initiate any use of the Marks until you have received formal, written approval.

2. Attribution, Legend, and Notice: You must always give proper attribution to the Board as the owner of the Marks. The logos made available to you by the corps include the proper notice and legend.

3. Improper Use: You may not use the Marks in a manner which, in the Board’s reasonable judgment, may diminish or damage Spirit of Atlanta’s goodwill therein. You will immediately cease any such use(s) upon written notification from the Board. Further, you should not take any action which leads a third party to believe or think the Marks are owned by you, or which might adversely impact Spirit of Atlanta’s or the Board’s reputation. You are expected to use the Marks at all times in a manner consistent with trademark laws.

4. Appearance: You may only use the Marks in the presentation and in the manner as provided herein and as approved by the Board.

5. Questions: If you ever any questions about proper use of the marks, please do not hesitate to contact us directly via e-mail. Send inquiries to media@spiritdrumcorps.org