



# PARTNERSHIP GWINNETT

**BRAND IDENTITY GUIDELINES**

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The Partnership Gwinnett brand is one of the organization's most valuable assets. To maintain the distinctive visual style and integrity of the Partnership Gwinnett brand, this guide will outline the proper usage of the visual elements that make up the PG brand.

Building and protecting our brand by following brand identity standards is everyone's job. Maintaining a strong, consistent organizational identity ensures that people know who we are and what we do.

Our public-facing communications must be a direct reflection of the quality we deliver to our stakeholders through our world-class staff and volunteer leadership. That includes what we say and how we say it through design, imagery, layout, typography and color.

The following guidelines will establish the basic brand elements that we all need to follow to protect, support and strengthen the Partnership Gwinnett brand in everything we do.



# LOGOS

The Partnership Gwinnett logo was designed to depict the three-fold mission of the organization as expressed in its three goals:

- 1. Business Development:** The orange “arm” of the logo represents the primary task of Partnership Gwinnett and harkens to the initiative’s conception and the color scheme of its first logo.
- 2. Talent Development:** The gray “arm” represents our efforts to support the efforts of Gwinnett’s educational institutions to produce world-class talent.
- 3. Community Development:** The blue “arm” represents PG’s efforts in community development and incorporates a color that connects it with the brands of the Gwinnett Chamber of Commerce and Gwinnett County Government.

## PRIMARY LOGO



PARTNERSHIP  
GWINNETT



PARTNERSHIP  
GWINNETT



PARTNERSHIP  
GWINNETT



PARTNERSHIP  
GWINNETT

## SECONDARY LOGO



The Secondary logo is to be used only in cases where a horizontal design will best enhance the visibility of the brand.

**NOTE: All Partnership Gwinnett logos are available for staff at:  
COMMON>Economic Development & Partnership Gwinnett>Logo**

**All logos are available for outside use at:  
<http://www.partnershipgwinnett.com/mediaimages>**










# COLORS










## PARTNERSHIP GWINNETT








### CMYK COLORS

	3•45•97•0
	26•56•100•9
	76•24•0•0
	88•48•17•1
	0•0•0•50
	0•0•0•70
	0•0•0•80

### HEX COLORS

	f19b26
	b37418
	059bd7
	1175a4
	939598
	6d6e71
	58585a

### SPOT COLORS

	PMS 1375
	PMS 7511
	PMS 2925
	PMS 3015
	Cool Gray 7
	PMS 424
	PMS 425



## Color and dark backgrounds:



## File types and appropriate usage

- Vector files (.ai, .pdf): Use for all printing (signage, collateral, etc.)
- JPEG files: Use for web applications where small file size is critical and the background is white.
- PNG files: Use for Microsoft applications (PowerPoint, Word, etc.) or web applications where the background is any color *other* than white (.png files have a transparent background).



# MISUSE

The following are examples of misuse of the Partnership Gwinnett Logo.

Incorrect sizing of elements:



Incorrect logo on dark backgrounds:



Always use .png file with transparent background in PowerPoint or web applications

Use of logo at too low resolution:



Use of logo out of proper proportion:

