SKYVIEW
ATLANTA™

VISUAL IDENTITY SYSTEM

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What is a Visual Identity System?

A brand's visual identity is its style, its look and feel, its brand language.

A visual identity system (VIS) is really just a set of branding elements—a tool box of digital assets that can be mixed together to create an execution.

The way we "mix" the elements of the VIS is completely dependent on the desired marketing strategy. There are times when we want to communicate more of an intrinsic message and other times when a more extrinsic proposition for the brand is appropriate.

The VIS gives us enough flexibility to do both.

The Brand

Brands are icons of our society that reflect personal preferences, values and lifestyles.

A brand is not merely something tangible, such as a label or a logo, consisting of rational features and benefits. A brand is created in the hearts and minds of those we touch. Brands are a emotional connections – beyond reasoning and logic, service superiority or attributes, or net service yield.

The importance of building the SkyView Atlanta brand identity is vital to our success as an organization. It reflects the mood and tone to be captured in presentations, consulting reports, brochures, signs, websites, etc. Branding means that every contact a person has with SkyView Atlanta should create the same meaningful impression.

The Logo

CMYK

C=100 M=17 Y=0 K=10
C=100 M=59 Y=0 K=10
C=100 M=84 Y=0 K=76

RGB

R=0 G=139 B=202
R=0 G=94 B=165
R=0 G=0 B=61

PROCESS

PANTONE P 103-16 C

RGB

R=0 G=139 B=202
R=0 G=94 B=165
R=0 G=0 B=61

1 COLOR

BLACK

1" 1"
SUGGESTED
MINIMUM SIZE
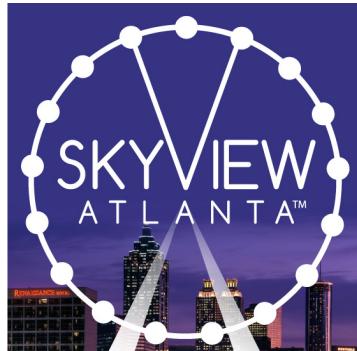
Download SkyView
Logo Pack

The logo should always remain clearly legible. The best way to achieve this is to create as much contrast as possible, particularly where to logotype (the text) is concerned.

The Typography

The SkyView visual identity uses the Comfortaa font family. This TrueType font family is available for free download.

Download Comfortaa Font Family

Comfortaa Bold
This font is used to elevate headlines and large text. In most instances, it is the preferred weight of the SkyView identity.

Comfortaa Regular
This font is used primarily for small text and lengthy body copy.

Substitute Font
When Comfortaa is unavailable, the Calibri font may be used as a replacement. Calibri should only be used for Office documents.

Usage Rights
Comfortaa is free for commercial use and is licensed under the SIL Open Font License, Version 1.1.

Comfortaa Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Comfortaa Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

The best way to view downtown Atlanta

The Imagery

Imagery is an important tool for communicating our positioning. By selecting the right images, you can simultaneously communicate several messages and tones.

Overall, your imagery choices should be guided by the energetic "passion" concept of our brand's visual theme. To convey a passionate mood in communications, the images you select should:

- Have an energized sense of action

- Show human involvement or interaction, focusing on people's actions, personalities, warmth and honesty

- Balance realistic and symbolic imagery

- Be direct, simple and open, with ample "white space" and minimal graphic elements

- Support communications' overall message

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