



Establishing a strong visual identity is crucial to communicating that we are all part of the same family. Below are the logos, marks, colors and fonts that make up St. George Village’s aesthetic. There is a lot of freedom in the way in which these can be used. If you have any questions or would like help with the design of your piece, please contact J.D. Fite, Director of Marketing & Public Relations at jd.fite@wesleywoods.org or by calling 404.973.7804.

TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Baskerville
AaBb

Gotham
AaBb

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

For all official documents or materials, please use the official fonts, Gotham and Baskerville. (Contact the corporate office to get a license.)

COLORS



CMYK %
C:0 M:41 Y:11 K:57
COLOR HEX
6D4061
CMYK to RGB
109, 64, 97



CMYK %
C:3 M:0 Y:17 K:25
COLOR HEX
B9BE9E
CMYK to RGB
185, 190, 158

ELEMENTS USAGE

LIVE WITH SPIRIT

Our tagline is very ASPIRATIONAL. It is directed at the person we are trying to attract to St. George Village. (As in, you are invited to “live” here and be part of and experience our lively community.) Because of this, it is typically used in print or electronic material that has more of an outward-leaning marketing component.

The “ST.” portion of the St. George Village wordmark can be used separately from the complete logo. In such cases, it is usually used in a screened or watermarked fashion to enhance your design. It is also within the brand standards to crop the logo and have it bleed off the page.