


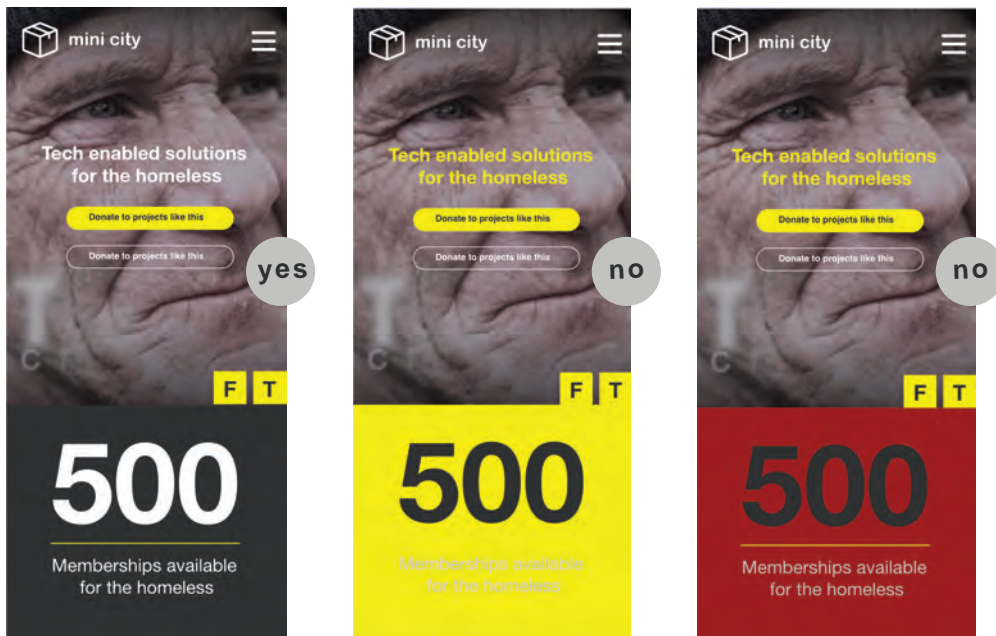


COLOR TREATMENTS: WEB

The primary color treatment for Mini City's digital and print collateral consists of cool greys and deep charcoals, with a chartruese for visual importance. The chartruese establishes hierarchy within a graphic treatment.

PRIMARY TREATMENT

	303233	Charcoal
	F3EA17	City Chartruese
	C3C3C1	Stone Mountain



SECONDARY TREATMENT

	104E56	Transit Teal
	FFFAFC	Dogwood Blossom
	D7DF23	Kudzu Green

LOGO USAGE

The Mini City logo reflects our four core services and a true sense of community inclusion through icon usage. The main logo depicts a container module along with the company name. The four supporting logos depict a core service. The main logo should be used on all front facing, major collateral while the support logos can be used for special events, campaigns, and launches.

PRIMARY LOGOS

HORIZONTAL



VERTICAL



SECONDARY LOGOS

IDENTIFICATION SERVICES



EMPLOYMENT SERVICES



NOURISHMENT SERVICES



WELLNESS SERVICES



LAUNCH EVENT



PROPER LOGO USAGE

Adhere to the proper sizing requirements and guides for the Mini City logo.

PRIMARY LOGOS

HORIZONTAL



IMPROPER USAGE

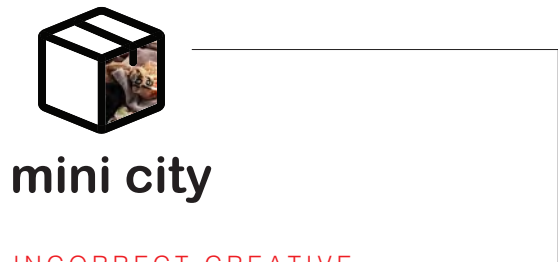


INCORRECT SIZE

VERTICAL



INCORRECT COLOR






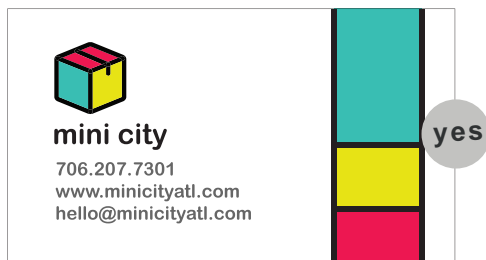
INCORRECT CREATIVE

COLOR TREATMENTS: PRINT

The primary color treatment for Mini City's digital and print collateral consists of cool greys and deep charcoals, with a chartruese for visual importance. The chartruese establishes hierarchy within a graphic treatment.

PRIMARY TREATMENT

	42BFB4	Atlanta Skyline
	E8E115	Cypress
	ED1A51	Deep Tulip



SECONDARY TREATMENT

	303233	Charcoal
	F3EA17	City Chartruese
	C3C3C1	Stone Mountain

DIGITAL COLLATERAL



mini city

Sponsored

Like Page

Xxxxx xxxxxxx xxxxxxx xxxxxxx xx xxx Xxxxx x xxxxxxx xxxxxxx x
xxxxx xxxx.



Xxxxx xxxxxxx xxx

Xxxxx xxxxxxx xxxx xxxxxxx.)

www.minicityatl.com

FACEBOOK AD
DESKTOP VERSION



mini city

Sponsored

Xxxxx xxxxxxx xxxxxxx xxxxxxx xx xxx
Xxxxx x xxxxxxx xxxxxxx xxxxxxx xxxx.



Xxxxx xxxxxxx xxx

Xxxxx xxxxxxx xxxxxxx. . .

www.minicityatl.com

Learn More

MOBILE VERSION

STATIONERY SET

This is the branded stationery for Mini City. All type and color guidelines have been adhered to for this simple but effective business card set.



mini city

706.207.7301
www.minicityatl.com
hello@minicityatl.com



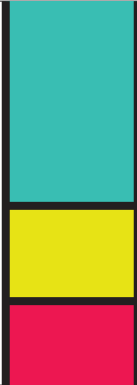
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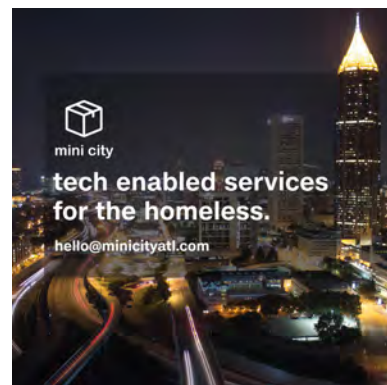
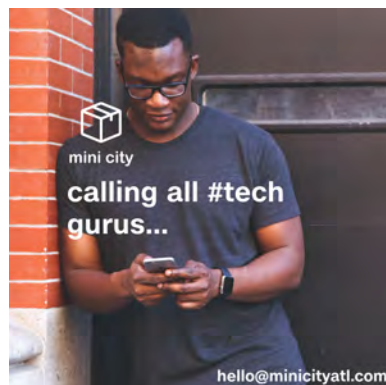
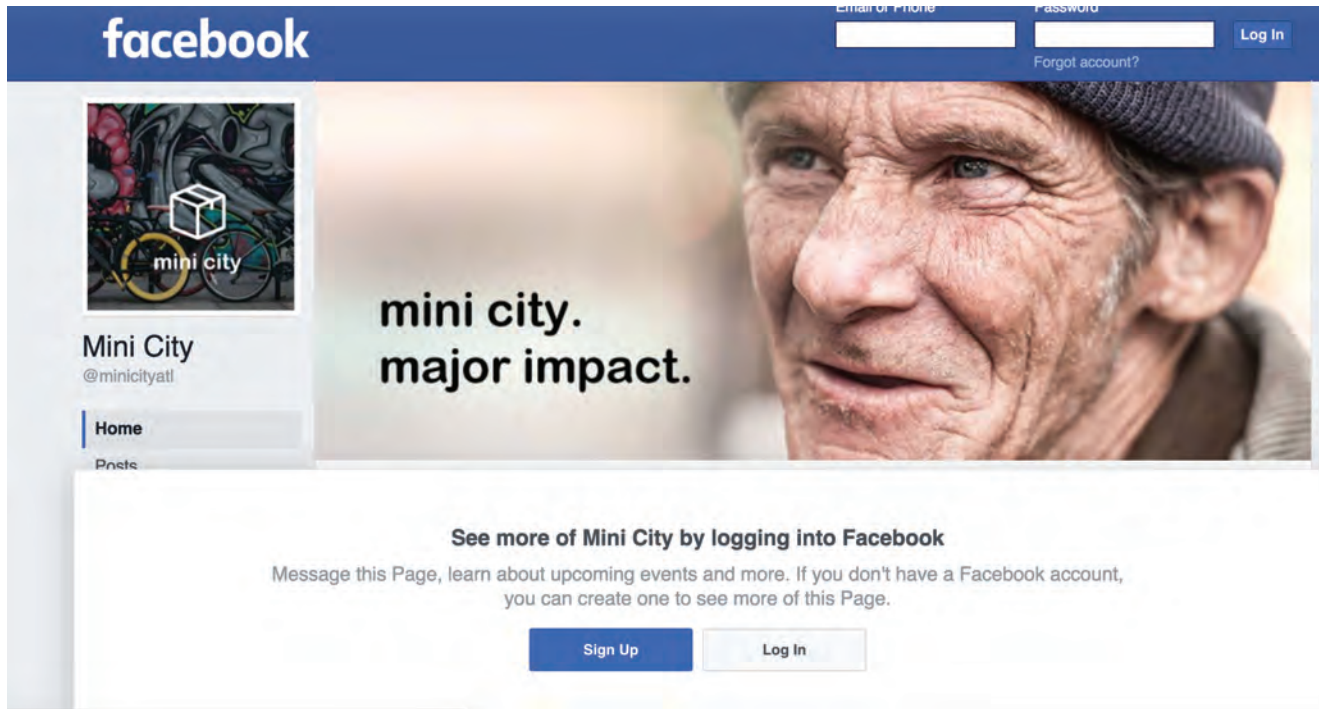
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SOCIAL MEDIA PRESENCE

Social media posts should reflect the tone outlined in this document. It should also be relevant, timely and engaging.



TONES: ILLUSTRATION ASSETS

Mini City illustrations should be done in an engaging, light style of flat icons or freehand vector based illustration. Illustrations are often used on social media accounts.



|| TONE: PHOTO + VIDEO

Mini City video and photo treatments are primarily of the homeless and should be depicted in a positive but mature manner; cool color treatments in a cinematic style. Focus is placed on the individual because we are community centric.



yes

TEXT GUIDELINES

MINI CITY

24-40pts, Arial rounded MT bold **Header**

Mini City, Large Impact.

16-22pts, Helvetica Light **Subhead**

Mini City is seeking to eradicate homelessness. Optatem et etur repudios con et pratia nia por as sit faces sus.

Voluptus nus a nus velis minimpe ditate voluptatur mil in nulparum qui berro opta sint aboreribea voluptatur aut vid ut verfero reperit et quam eria aperchil mosanim dolupta tisseque volupta tionsequi ut laborepel inctum laborepedic to quae. Ovitatus.

10-12pts, Helvetica Light **Body**

MINI CITY

Mini City, Large Impact.

Mini City is seeking to eradicate homelessness. Optatem et etur repudios con et pratia nia por as sit faces sus.

Voluptus nus a nus velis minimpe ditate voluptatur mil in nulparum qui berro opta sint aboreribea voluptatur aut vid ut verfero reperit et quam eria aperchil mosanim dolupta tisseque volupta tionsequi ut laborepel inctum laborepedic to quae. Ovitatus.

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