The brand, on one page.

THE IDEA

Christmas in Crossville and Cumberland County: a broad plateau, classic Christmas bulbs and welcoming script lettering.

Logo 5 is the standard: Allura above Outfit. Use the supplied artwork as one piece.

01 / COLOR

Forest	Cream	Cranberry	Gold	Bulb green
#173F35	#F4ECDD	#A52D42	#D5AB58	#5D8B67

Forest + cream lead. Cranberry and gold add warmth. Bulb green is reserved for the lights. Use forest or cream for small text.

02 / TYPE

Logo / Allura Regular + Outfit Medium. Everyday copy / Outfit Regular. Labels / Outfit Semibold.

Keep script inside the logo. Cormorant Garamond may be used for editorial headings.

03 / LOGO USE

Leave clear space of at least one-quarter of the capital C height. Never stretch, rotate or add effects.

Stacked logo: at least 2 inches or 240 px wide. Use the one-light symbol for tiny spaces, and supplied one-color art for one ink.

04 / PHOTOS & VOICE

Use real local shops, people and performances. Write warmly and simply. Lead with what, where, when and how to join.

05 / PARTNER CREDIT

A joint campaign of Downtown Crossville, Inc. and Explore Crossville. Give both equal prominence; place sponsors separately.