

# The brand, on one page.



*Christmas*  
**ON THE PLATEAU**

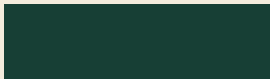
CROSSVILLE, TENNESSEE

## 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  
#173F35

Cream  
#F4ECDD



Cranberry  
#A52D42



Gold  
#D5AB58



Bulb green  
#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.