



innovatl

BRAND
GUIDELINES

LOGO
LOGO

About InnovATL

The InnovATL logo communicates culture through the lens of Atlanta while also symbolizing the brand's story around innovation.

innovatl

innovatl²⁰₂₃

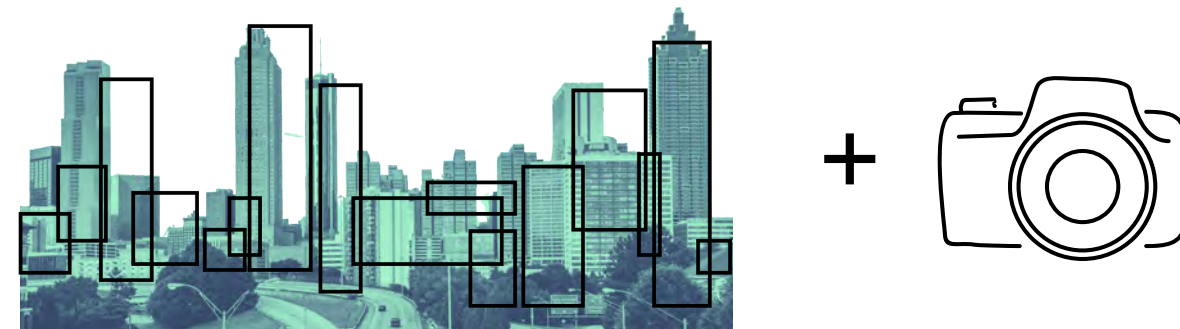
innovatl
2023

LOGO MEANING

The InnovATL logo is a combination of innovation + Atlanta and the lens of a camera.

innovatl

innovation + Atlanta + camera lens



COLOR PALETTE

Our color palette consists of 3 colors following Neon Green, Light Gray, Marina Blue & Deep Blue.

Primary Accent Marina Blue

C 100 R 0 HEX 0000FF
M 100 G 0 PMS 239C
Y 0 B 255
K 0

Primary Base Dawning Mist

C 8 R 219 HEX DBE2E9
M 6 G 226 PMS 649C
Y 6 B 233
K 0

Secondary Palette White

C 0 R 255 HEX FFFFFFFF
M 0 G 255 PMS N/A
Y 0 B 255
K 0

Complementary Accent Neon Green

C 61 R 004 HEX 04FF87
M 0 G 255 PMS N/A
Y 71 B 135
K 0

Secondary Palette Grey

C 0 R 155 HEX 9BAAB9
M 0 G 170 PMS 8201
Y 0 B 185
K 0

Secondary Palette Deep Blue

C 100 R 015 HEX 0F232E
M 44 G 035 PMS 303C
Y 23 B 046
K 78

TYPOGRAPHY **TYPERFACE**

"Averta" font is the official font of the InnovATL brand.

PRIMARY FONT

Aa Aa

AVERTA FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

0123456789

SECONDARY FONT

Aa Aa

LEAGUE SPARTAN FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

0123456789



EVENT PARTNER
LOCK UP


**VENTURE
ATLANTA
2023**

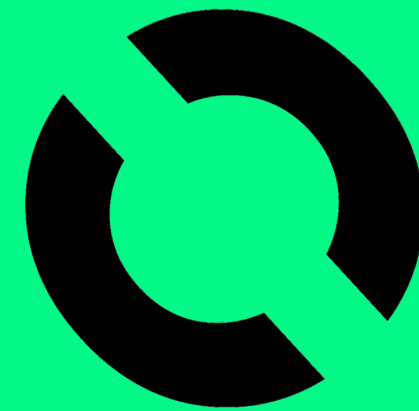
innovatl²⁰₂₃



innovatl²⁰₂₃

THE NEXUS OF INNOVATION

Through the lens of Atlanta



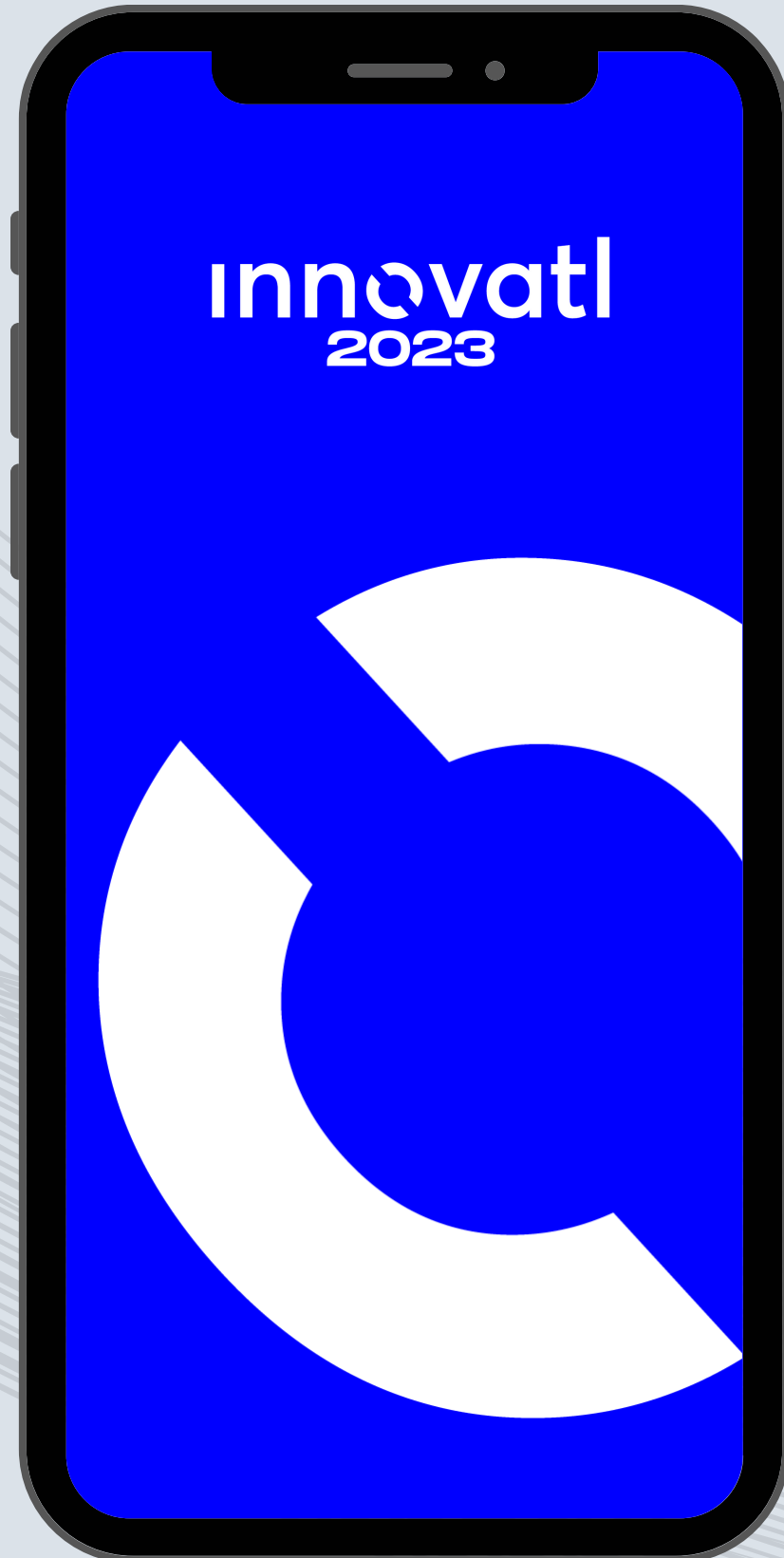
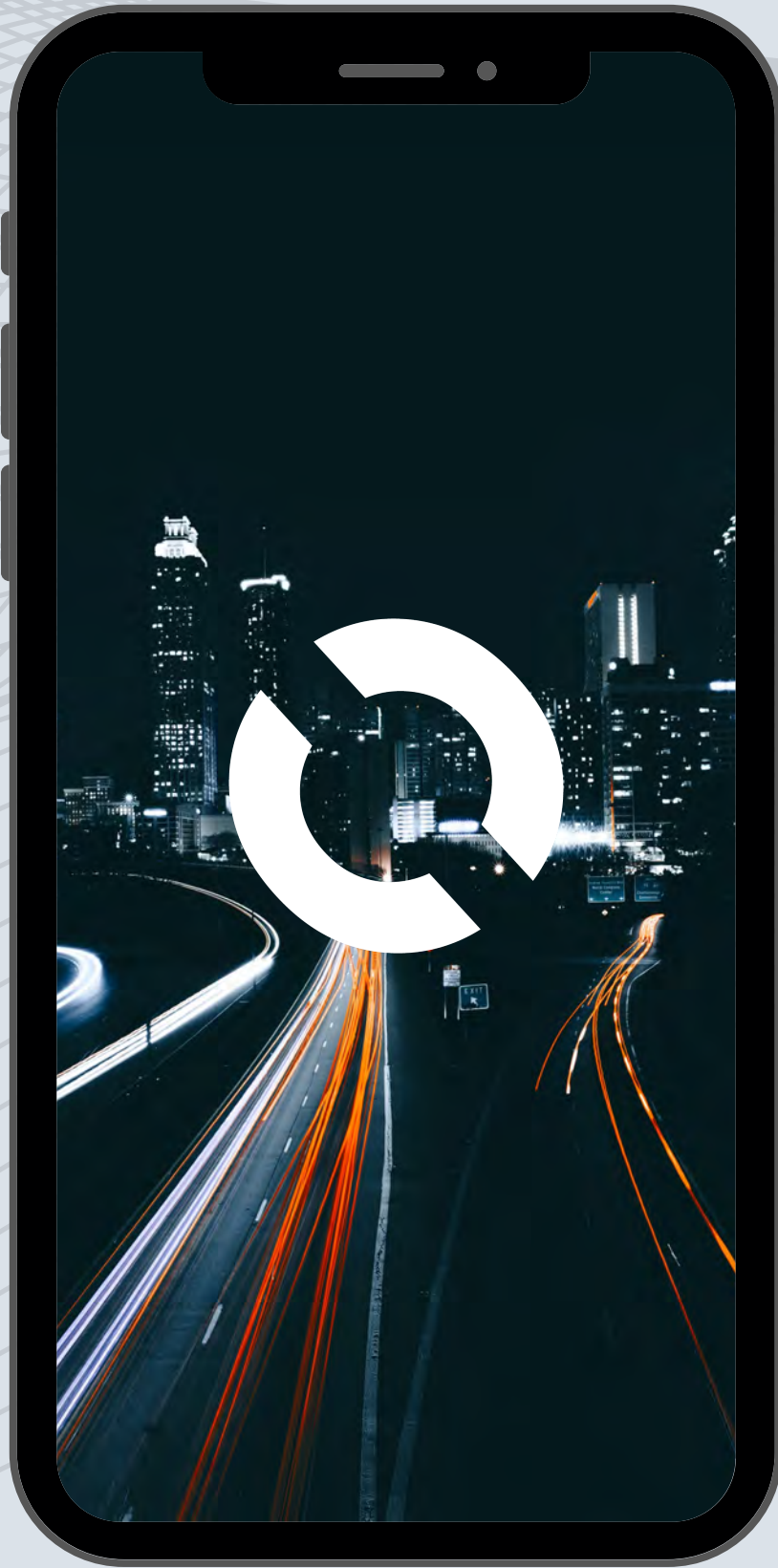


CREATIVE TREATMENTS





innovati2023





innovatl 2023

**METRO
ATLANTA**
C H A M B E R

