

DOWNTOWN VISION BRAND STANDARDS



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DOWNTOWN VISION + INC + ALLIANCE

DOWNTOWN VISION

Use when referring to the organization at large, not specifically the 501(c)6 or 501(c)3 entity. In formal text, use Downtown Vision instead of "DVI."

Logo Files: Server: Marketing > Logos > DVI > Downtown Vision Logo Suite 2019



LOGO COLORS

ORANGE
CMYK: 0-50-100-0

CYAN
CMYK: 100-0-0-0

DOWNTOWN VISION, INC.

Use when referring to our 501(c)6.

Logo Files: Server: Marketing > Logos > DVI > Downtown Vision INC Logo Suite 2010



LOGO FONT

Nantun

TEXT FONTS

Roboto Condensed Light
Roboto Condensed Light Italic
Roboto Condensed Regular
Roboto Condensed Italic
Roboto Condensed Bold
Roboto Condensed Bold Italic

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

Font Files: Server: Marketing >
00 DESIGN ELEMENTS > Fonts

DOWNTOWN VISION ALLIANCE

Use when referring to our 501(c)3, charitable giving arm.

Logo Files: Server: Marketing > Logos > DVI > DVA_Downtown Vision Alliance



BOILERPLATE

About Downtown Vision

Downtown Vision is a not-for-profit organization revitalizing Downtown through clean and safe initiatives, experience creation, marketing and information management. Created by commercial property owners through a self-assessment and governed by a board representing Downtown property owners, DVI administers a 90-block Business Improvement District. For more information, visit downtownjacksonville.com.

DOWNTOWN JACKSONVILLE / DTJAX

Use for references to Downtown as a place, not our organization, Downtown Vision. Select the stacked or horizontal version that best fits the space in which it will be used. For use in small spaces, use the stacked version. In text, spell out "Downtown Jacksonville" in its entirety, or when using "Downtown" without Jacksonville, treat as a proper noun and capitalize the "D." For casual use, use the abbreviation "DTJax" with the "DTJ" capitalized and the "ax" lowercase.

Logo Files: Server: Marketing > Logos > DTJax Logo Suite



Stacked Version



Horizontal Version

DOWNTOWN JACKSONVILLE / DTJAX

PRIMARY COLORS

GRAY
CMYK: 0-0-0-90
Hex: # 414042
RGB: 65-64-66

TEAL
CMYK: 76-4-37-0
Hex: # 00b2ae
RGB: 0-178-74

BLUE
CMYK: 70-14-0-0
Hex: # 21abe2
RGB: 33-171-226

YELLOW
CMYK: 0-22-84-0
Hex: # ffc844
RGB: 255-200-68

ORANGE
CMYK: 0-50-98-0
Hex: # f89522
RGB: 248-149-34

SECONDARY COLORS

GREEN
CMYK: 60-0-99-0
Hex: # 7ac143
RGB: 122-193-68

MAGENTA
CMYK: 0-93-68-0
Hex: # ee364b
RGB: 239-55-76

AUBERGINE
CMYK: 78-62-45-28
Hex: # 3f4f5f
RGB: 64-79-95

LOGO FONTS

Brandon Grotesque Black

Brandon Grotesque Light

Palm Canyon Drive

Font Files: Server: Marketing >
00 DESIGN ELEMENTS > Fonts

ONLINE

Primary URLs: **DTJax.com**
downtownjacksonville.com

(Spell out when clarification is useful, i.e. when writing for outside markets or in formal communications.)

Hashtag: **#DTJax**

Redirects: DTJax.org
downtownjax.com
downtownjacksonville.org
downtownjacksonville.site
discoverdtjax.com
discoverdtjax.org
ilovedtjax.com
ilovedowntownjax.com
ilovedowntownjacksonville.com

Specialty: blogdtjax.com
parkdtjax.com
dtjaxgala.com
dtjaxawards.com
dtjaxlabs.com
dtjaxreports.com

DOWNTOWN JACKSONVILLE / DTJAX (CONT.)

SECONDARY LOGOS WITH “EXTENDED SKYLINE” VERSIONS

Logo Files: Server: Marketing > Logos > DTJax Logo Suite

Logo Files: Server: Marketing > Logos > DTJax Logo Suite

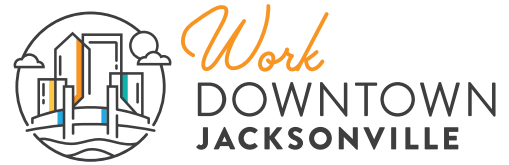
LiveDTJax



ONLINE

Primary URL: LiveDTJax.com*
Secondary: livedowntownjacksonville.com
Note: livedowntownjax.com is owned by JAX Chamber & directs to their campaign site.
Hashtag: [#LiveDTJax](https://twitter.com/LiveDTJax)

WorkDTJax



ONLINE

Primary URL: WorkDTJax.com
Secondary: workdowntownjax.com
workdowntownjacksonville.com
Hashtag: [#WorkDTJax](https://twitter.com/WorkDTJax)

DOWNTOWN JACKSONVILLE / DTJAX (CONT.)

SECONDARY LOGOS WITH “EXTENDED SKYLINE” VERSIONS

Logo Files: Server: Marketing > Logos > DTJax Logo Suite

Logo Files: Server: Marketing > Logos > DTJax Logo Suite

VisitDTJax



ONLINE

Primary URL: VisitDTJax.com
Secondary: visitdowntownjax.com
 visitdowntownjacksonville.com

Hashtag: #VisitDTJax

InvestDTJax



ONLINE

Note: InvestDTJax.com, investdowntownjax.com and investdowntownjacksonville.com will all direct to the DIA's marketing website.

Hashtag: #InvestDTJax

DOWNTOWN AMBASSADORS

Logo Files: Server: Marketing > Logos > Ambassador Logo Suite_2018

LOGO COLORS

ORANGE
CMYK: 0-50-100-0

AUBERGINE
CMYK: 78-62-45-28

LOGO FONT

Nantun

Font Files: Server: Marketing >
00 DESIGN ELEMENTS > Fonts

ONLINE

URL: DTJax.com/cleanandsafe



JACKSONVILLE



JACKSONVILLE



JACKSONVILLE



CLEAN DIVISION



**SAFETY & HOSPITALITY
DIVISION**



**SOCIAL SERVICES
OUTREACH DIVISION**



**PROPERTY MAINTENANCE
DIVISION**

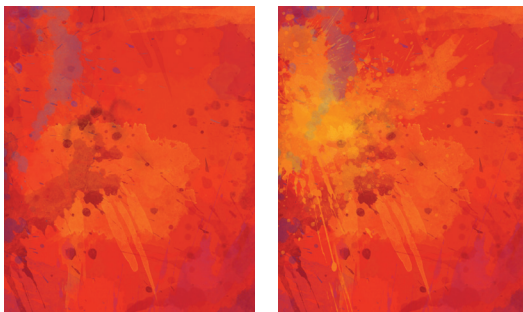
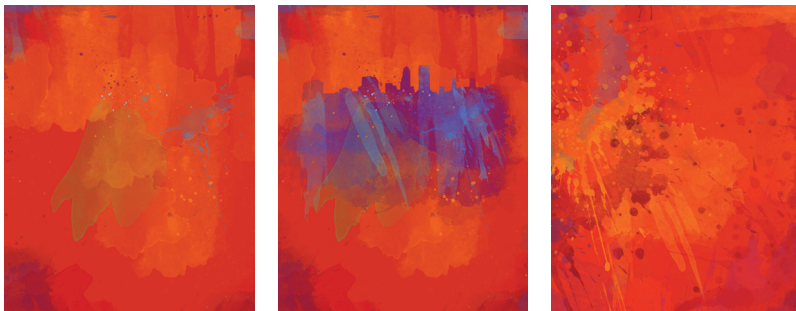
Division Logos

FIRST WEDNESDAY ART WALK

Logo Files: Server: Marketing > Logos > Art Walk > 2017

Background Files: Events and Promos > Art Walk > Branding Files >

Art Walk Website backgrounds



Backgrounds

COLORS

MAGENTA

CMYK: 0-93-68-0

Hex: # ee364b

RGB: 239-55-76

ORANGE

CMYK: 0-50-100-0

Hex: # f7931d

RGB: 247-148-30

LOGO FONT

Nexa Slab Bold

Nexa Slab Heavy

Nexa Slab Black

Have Heart One

TEXT FONTS

Roboto Condensed Light

Roboto Condensed Light Italic

Roboto Condensed Regular

Roboto Condensed Italic

Roboto Condensed Bold

Roboto Condensed Bold Italic

Logo Files: Server: Marketing >

00 DESIGN ELEMENTS > Fonts

ONLINE

Primary:

iloveartwalk.com

Secondary:

jacksonvilleartwalk.com

Hastag:

ArtWalkJax