2024 BRAND GUIDELINES

UPDATED 1.31.24

A brand is more than a logo.

The MAC brand is a symbol, to help metro Atlanta unleash its ambition. This brand book is a resource for creating brand consistency and designed to help MAC employees, investors, partners and stakeholders protect our brand expression. The following pages summarize what the MAC brand stands for and provide guidance on how to bring the brand to life.

OUR BRAND FOUNDATION

UNLEASH ATLANTA'S AMBITION

By being embedded in the community and connected with the region's leaders, **MAC sits in the unique position to unlock Atlanta's power to do good**, so others will prosper, and we all continue to drive forward.

Atlanta's business community is destined for big, bold things, constantly evolving and charting a new path for a brighter future. **MAC stands at the nexus of that future, refusing to be complacent, looking for what's next.**

METRO ATLANTA CHAMBER

PURPOSE	UNLEASH ATLANTA'S AMBITION
MISSION	BE A CATALYST FOR A MORE VIBRANT REGION
FOCUS	GROW AND MARKET METRO ATLANTA'S BUSINESS & TALENT BRAND
VALUE PROPOSITION	POSTION ATLANTA AS A TOP-TIER GLOBAL REGION

MARKETABLE ATTRIBUTES

Skilled & Diverse Talent	Diverse Industries	Nexus of Innovation	Cost of doing business	The ATL Edge

STRATEGIC IMPERATIVES

ECONOMY

Aspire to be the best, most productive, and most inclusive place to do business.

➤ Advocate for pro-business climate policies to drive organic growth
➤ Recruit and retain businesses with primary focus on skilled and knowledge jobs
➤ Grow local industry clusters and scale startup and corporate innovation ecosystem
➤ Promote metro Atlanta to the national and global business community

TALENT

Leverage and grow metro Atlanta's diverse talent advantage.

➤ Facilitate industry and post-secondary collaboration
➤ Advocate for policy and programs to grow Georgia's skilled, diverse talent pool and improve economic mobility
➤ Promote metro Atlanta as a best place to work and live to attract in-demand talent to metro-based companies

COMMUNITY

Catalyze the ecosystem to drive transformative community impact.

➤ Convene stakeholders, drive action at "watershed moments"
➤ Highlight gaps and galvanize action by the right community partners to address systemic topics; orchestrate business engagement and voice

OUR BRANDS

A unified brand structure will provide MAC employees, investors, partners and stakeholders a clear understanding of all our brands and the relationship to MAC.

It also provides brand standards on usage, cross promotion and helps to steer the conversation about the organization and our platforms/initiatives.

Our logo incorporates the image of **the phoenix, the mythological bird that is said to be reborn from its own ashes.**

The feathers of the phoenix represent the 29 counties in the metropolitan area, demonstrating how we are united in our collaborative efforts to grow our region, but are still able to maintain the unique personality and identity of each county.

LOGO AESTHETIC

MERTO ATLANTA CHAMBER

CLEAN / CONTEMPORARY / SOPHISTICATED

Flat design to infer timelessness and professionalism

Thin, angled lines to suggest innovative thinking

01

ARCHITECTURE

MAC HOUSE OF BRANDS ARCHITECTURE

Our brands are organized in two pillars

A portfolio of brands and initiatives owned by MAC and branded with our phoenix.

BUSINESS ADVOCACY ROUNDTABLE

ATLEADERS

INTERNS AFTER 5

METRO EXPORT CHALLENGE

MACPAC

ATLANTA GROWTH COLLECTIVE

GEORGIA BY THE NUMBERS

ATLANTA SPORTS COUNCIL

innovatl

CHOOSEATL

ATL ACTION FOR RACIAL EQUITY

VISUAL IDENTITY LAYOUTS

INTERNS
AFTER 5

STACKED

ATLANTA GROWTH COLLECTIVE

BOXED

ATLEADERS

LINEAR

02

COLOR

COLOR PROFILE

HEX CODE #DD0031	**HEX CODE** #F9F6F1	**HEX CODE** #D9D7D3	**HEX CODE** #4D4A4A	**HEX CODE** #232222
RGB: 221 0 49	**RGB:** 249 246 241	**RGB:** 217 215 211	**RGB:** 77 74 74	**RGB:** 35 34 34
CMYK: 7 100 87 1	**CMYK:** 1 2 4 0	**CMYK:** 14 11 14 0	**CMYK:** 64 59 58 39	**CMYK:** 71 66 65 72

100%

75%

50%

25%
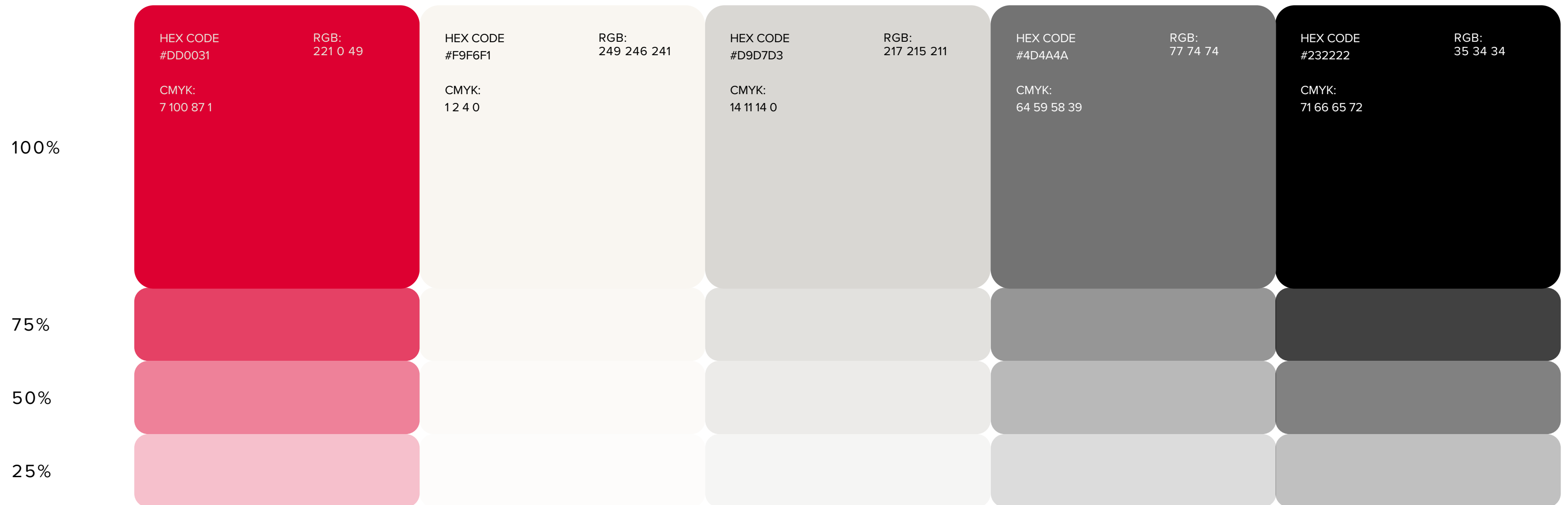
COLOR PROFILE

FOUR
COLOR
Red | C7 M100 Y85 K1
Black | C71 M66 Y65 K72
Wine | C47 M92 Y50 K41

TWO
COLOR
Red | C7 M100 Y85 K1
Black | C71 M66 Y65
K72

ONE
COLOR
Black | C71 M66 Y65
K72

Reversed text versions are to be used on black or dark backgrounds.

03

LOGO USAGE

EXCLUSION ZONE

The exclusion zone means 4x places around this logo. using any graphics within 4x is prohibited. using anything inside these 4x will break the brand guidelines.

DO NOT
Reproduce in a tint, transparency, or screen.

DO NOT
Alter arrangement of type and mark.

DO NOT
Alter the color of the logo.
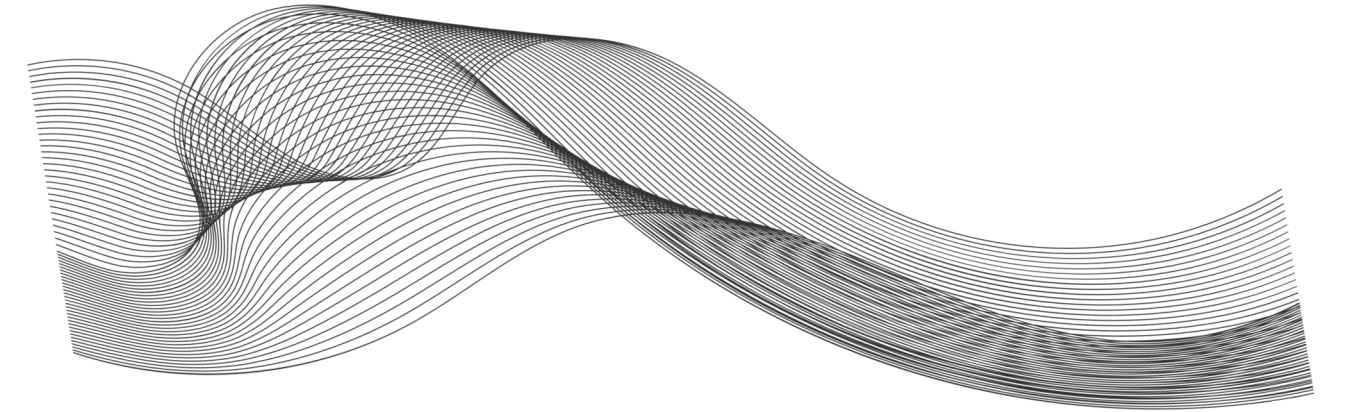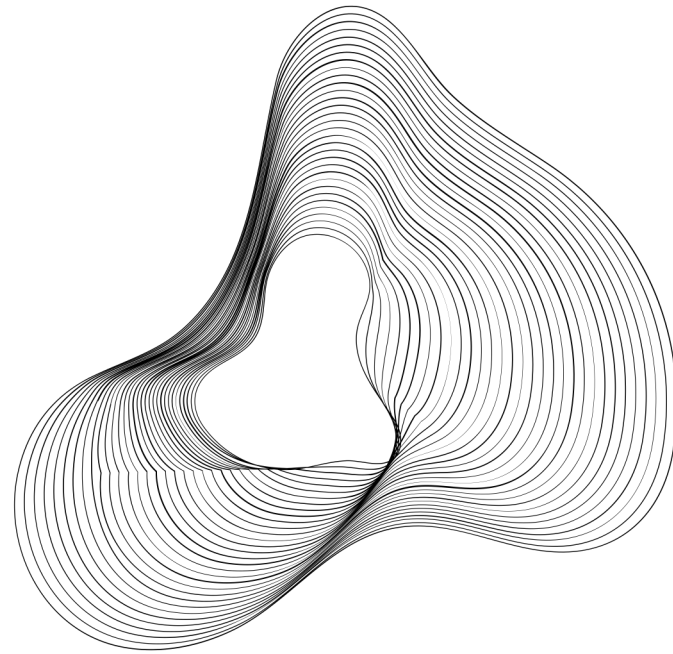
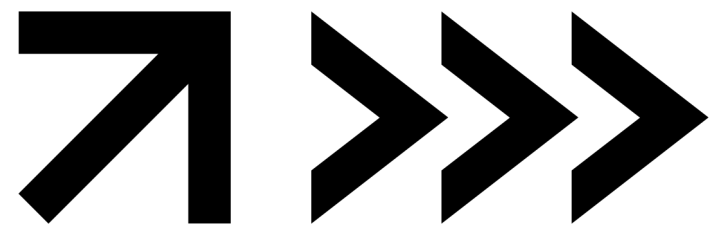# 04

TYPOGRAPHY

MAIN FONT

LEXEND

FONT FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
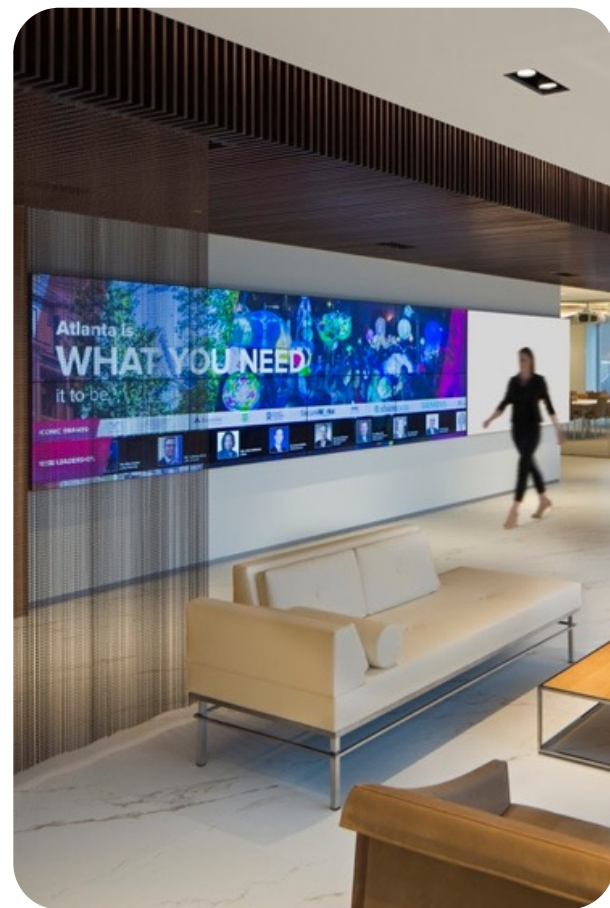abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

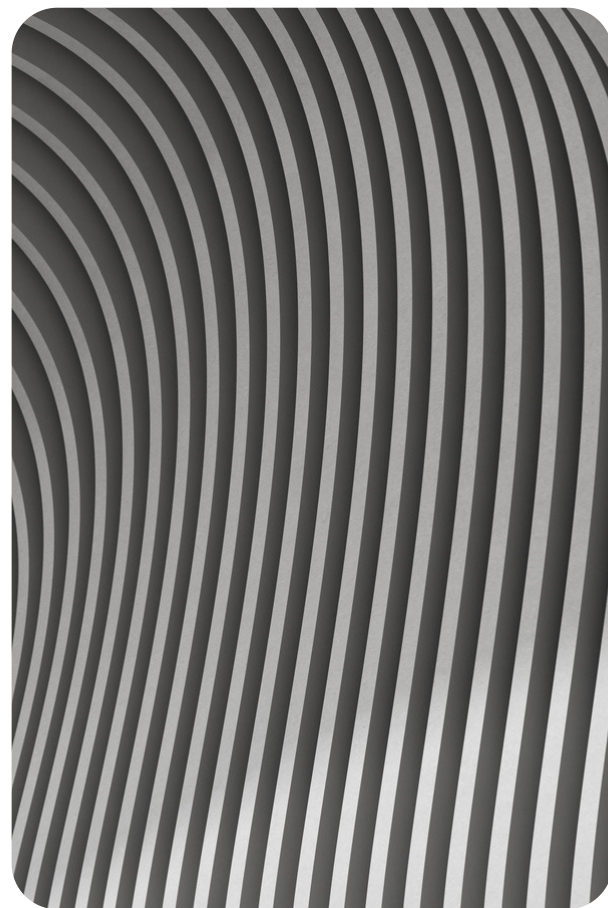ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

COLLATERAL FONT

PROXIMA NOVA

FONT FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

04

BRAND ELEMENTS