THE CITY OF
PIGEON FORGE

STYLE GUIDE

COLORS

Smokey Sand
#fdf2cf
1, 3, 21, 0

Appalachian Almond
#fbf2d3
31, 87, 39, 35

LOGOS
WORDMARKS

THE CITY OF
PIGEON FORGE ✶✶✶

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THE CITY OF
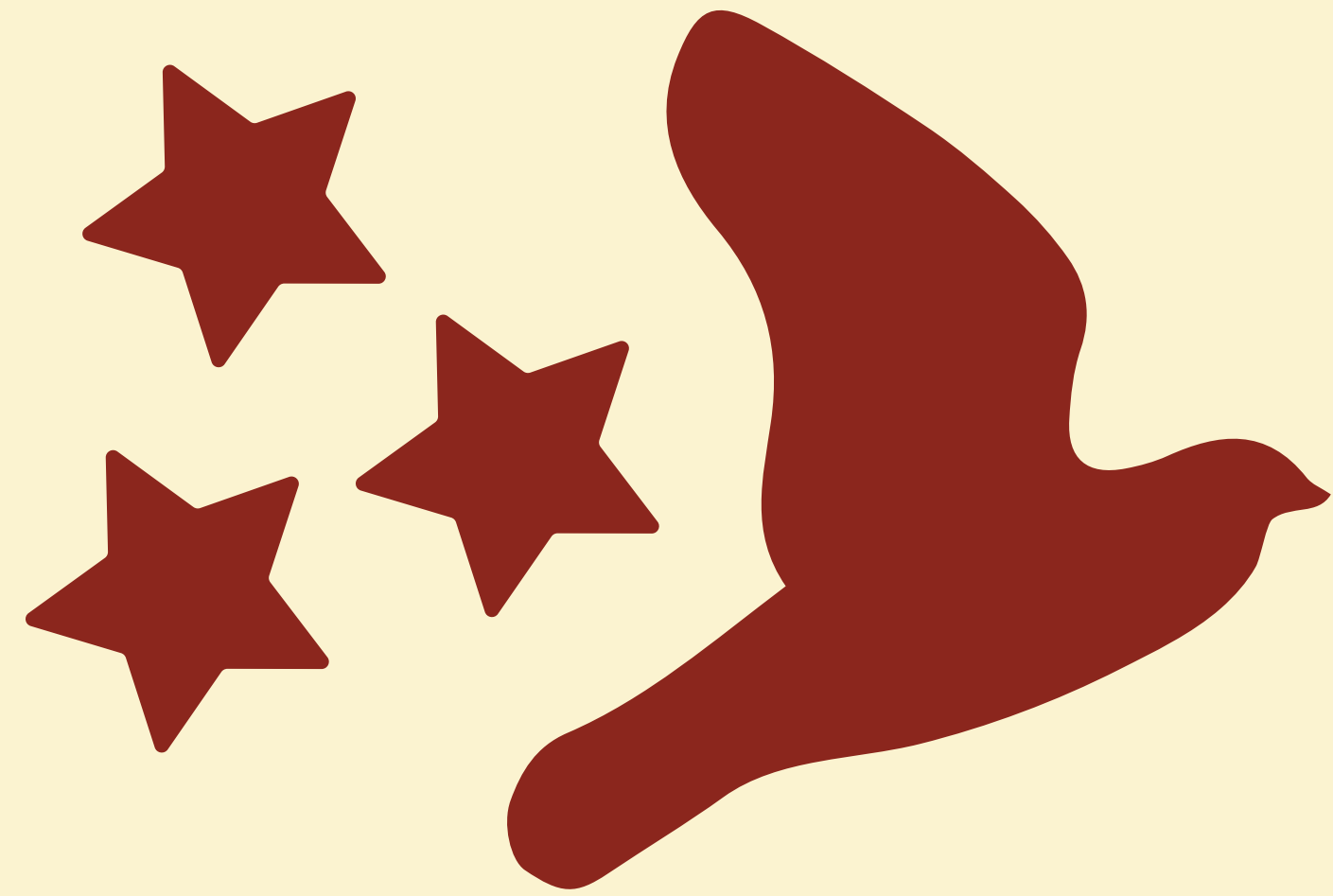## PIGEON FORGE ✶✶✶

THE CITY OF
PIGEON FORGE ✶✶✶

SEAL

FLAG

To be used as an official mark on governmental documents, and/or to otherwise signify that an item is directly from the government of Pigeon Forge.

To be used on the flag of the city of Pigeon Forge, and merchandise of city officials (hats, t-shirts, etc.)

TYPOGRAPHY

Aa

THE ADELLE FAMILY

The Adelle font family is to be used as the oficcial typeface of the city of Pigeon Forge in all use cases. It is a slab serif font which calls back to Pigeon Forge's history and resillience; yet is also aesthetically modern enough to be used for years to come in a timeless manner.

Any weight of the font is acceptable for use depending on the situation.

ELEMENTS TO CONSIDER

When typing out header 1 text, keep the content in all capital letters. This is to ensure consistency with the "THE CITY OF" portion of the logo and unifies the brand as a whole.

Header 2 text is up to the situation as to whether or not it must be capitalized like mentioned above.

Body text must always be lowercase & set in Adelle Regular for maximum legibility of the use case.

Hyperlinks, or other clickable text in digital formats, is to be shown with an underline and be compliant with WCAG standards.

There is not any case in which emojis or wingdings are permitted to be used in documents following the Pigeon Forge style guide.

It is entirely possible to mix different weights of the Adelle Family, but do not mix the Adelle font family with another font family.

TEXTURES

Whenever the use of texture is required, it is to be a wood grain texture similar to those pictured right. This is to harken to Pigeon Forge's natural ties, as well as its rustic nature as a city.

These wooden textures (along with others similar) can be found royalty-free at www.texturelabs.org.

PHOTOGRAPHY

Photos used in any official capacity by the government of the city of Pigeon Forge are to be warm in nature, and lean towards a purple tint.

This is to show the warm, inviting nature of the city; as well as allow the greens of the nature to show through in promotional materials.