



BEL AIR DOWNTOWN ALLIANCE

Brand Guidelines



MISSION STATEMENT

The Bel Air Downtown Alliance is a 501(c)(3) non-profit community development organization whose mission is to mobilize stakeholders to invest in Bel Air's neighborhoods, economy, and quality of life.

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BEL AIR DOWNTOWN ALLIANCE

OUR VISION

We envision Bel Air's future as a sustainable community in which people live, work, and play. We attract and welcome diverse neighborhoods where our parks, schools, and commercial centers are vibrant assets that enrich our quality of life. Our success is based on strong collaborations with our government and economic partners.

TAGLINES

Live, Work, and Play in Downtown Bel Air
Shop, Dine, and Explore Downtown Bel Air
Downtown Bel Air: Where Community Meets Character

APPROVED FONTS

Arial

Arial Narrow and Black are acceptable, as well as the bold and italicized versions of these typefaces.

Arial and all of its iterations are approved fonts for design work and typography. However, creative liberties can be taken with fonts used in design work, especially for infographics for social media; flyers, banners, and other signage for events and programs; and other printed and digital materials.

BRAND COLORS

Color Palette

Hues and shades of these colors are also permitted.

#696E71

#CF3339

#004275

#0055B8

#0011E41

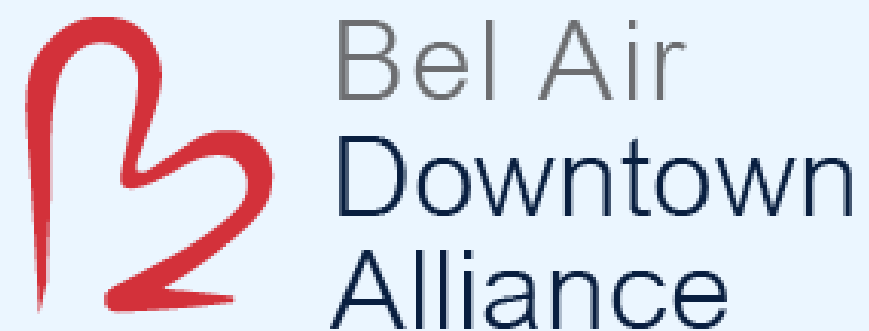
#000000
#FFFFFF

BRAND LOGO

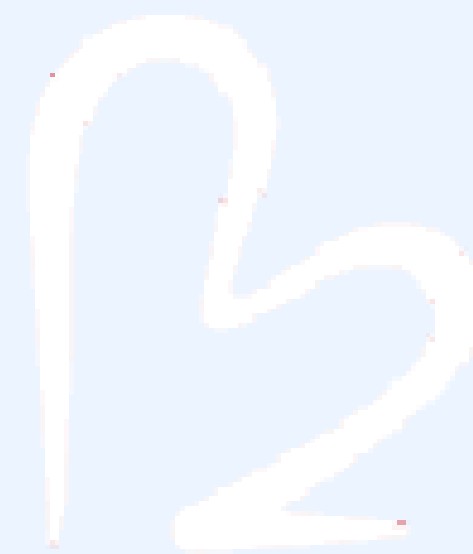
Primary Logos

Logos can be interchanged to best fit into designs.
Adding solid-colored shapes behind and text effects
(such as drop shadows, inner/outer glows, stroke, etc.)
to logos is permitted for visibility purposes.





CONDENSED LOGOS



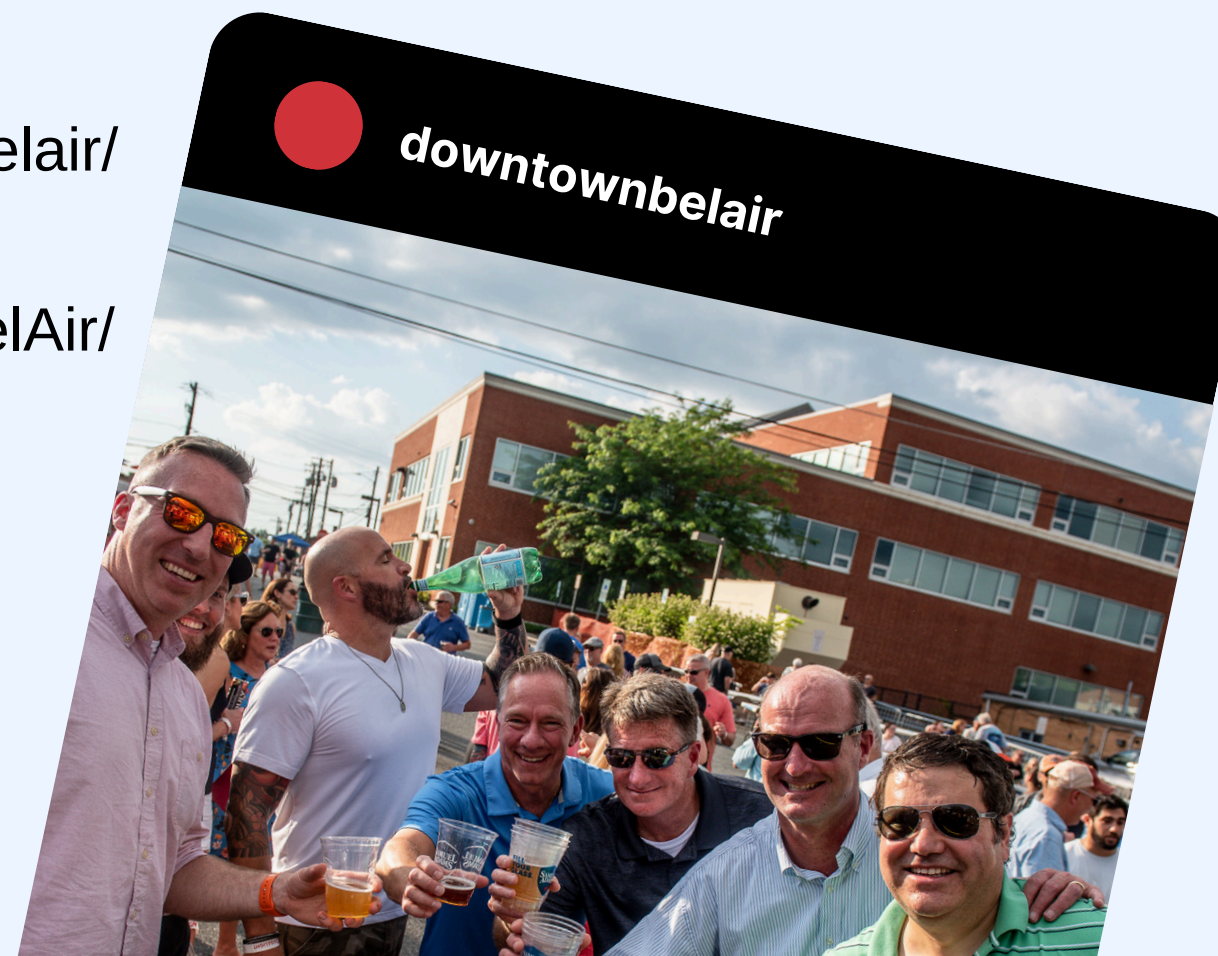
LINKS

Follow Us

Instagram: <https://www.instagram.com/downtownbelair/>

Facebook: <https://www.facebook.com/DowntownBelAir/>

Website: <https://downtownbelair.com/>





Contact Information

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