ABOUT SAVANNAH 912 DAY

912 Day is a citywide celebration culminating in Savannah Day, a vibrant expression of our community's spirit on September 12th. **Established by Mayor Van R. Johnson, II** in 2021, Savannah 912 Day has become an annual tradition that has hopes to grow into an opportunity to strengthen community bonds, drive economic growth, and emphasize Savannah's position as a beloved home.

ABOUT 9 DAYS OF 912

Through nine days of engagement and a day of unity, we aim to spotlight Savannah's diverse neighborhoods, rich history, and thriving local businesses, fostering a deeper sense of belonging and pride among residents.

We want YOU to help spread the word on how to show your love for Savannah!
Your social media platforms will be a great way to help amplify the **912 Day.** Please read on for messaging, brand, logo and content guidelines,

RECOMMENDED COPY

From September 3rd to 12th, we're celebrating all things Savannah! We're talking historic gems to our charming neighborhoods and vibrant local culture, 912 Day is about embracing everything that makes Savannah special. Join us for 9 days of fun, adventure, and community spirit as we showcase our city's unique character and connect with the people who make it home. Let's make this the best #912Day yet!
#SAV912Day #Savannah912Day, #SavannahStrong

Whether you're a lifelong local, a new resident, or just passing through, Savannah has a way of making everyone feel at home. During the 9 Days of 912, we're inviting YOU to share what you love most about our historic city. From the cobblestone streets to the soul food and live music, let's celebrate the diversity, charm, and stories that bring us together.
#912Day #Sav912Day #SavannahStrong

RECOMMENDED COPY (CONT.)

912 Day is more than a celebration; it's a tribute to the people, places, and stories that define our city. From its rich history to its diverse communities, Savannah has so much to offer. Join us as we come together for 9 days of festivities, from local tours and trivia to supporting our amazing small businesses. Let's show the world why Savannah is a place where everyone can feel welcomed and celebrated.
#912Day, #Savannah912Day, #SavannahStrong, and #SAV912Day

Savannah is a city of stories—yours, mine, and ours.
This 912 Day, we're inviting you to be part of the narrative. Whether it's through sharing your favorite Savannah memory, participating in daily social media challenges, or exploring new corners of our historic city, let's come together to celebrate what makes Savannah a true Southern treasure. Follow along and get ready for an unforgettable #912Day!
#Savannah912Day, #SavannahStrong, and #SAV912Day

HASHTAGS

Use #912Day, #Savannah912Day, #SavannahStrong, and #SAV912Day

HOW TO ENGAGE ON SOCIAL

You can learn more about 912 Day at www.savannahga.gov/SAV912Day. To interact with our social media pages please, use the ones listed below:

f @CityofSavannah

⊙ @CityofSavannah

X @CityofSavannah

BRAND STATEMENT

"912 Day" is a celebration dedicated to fostering community connection, unity, and support for local businesses in Savannah, Georgia. This annual event, held on September 12th, derives its name from Savannah's area code "912," symbolizing the unity of the city's neighborhoods, diverse demographics, rich history, and thriving culture. "912 Day" provides inclusive, engaging experiences that amplify Savannah's unique charm and spirit.

BRAND VISION

To foster a deeper appreciation for Savannah's rich tapestry through inclusive and engaging experiences, uniting the community, supporting local businesses, and amplifying the city's unique charm on a global stage.

BRAND VALUES

Inclusivity, Community Connection, Appreciation, Support, History & Charm

MESSAGING GUIDELINES

BRAND PERSONA

The "912 Day" persona embodies the following characteristics:

Fun and Inviting: Energetic, approachable, and designed to engage all age groups.

Charming and Historic: Reflecting the city's southern charm and rich historical background.

Inclusive: Embracing Savannah's diverse population and creating a sense of belonging for all.

Modern with Tradition: Balancing contemporary vibrancy with a nod to historical roots.

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BRAND
GUIDELINES

912
Day

BRAND COLORS

The colors for the 912 Day branding are essential for maintaining a consistent and recognizable look across all materials. Below are the designated colors for all branded materials with CMYK, RGB, and Hex codes for print and web use. **The Primary Color is 912 Green. Secondary Colors are White & Black.**

CMYK:
(84, 0, 83, 34)

RGB
(0, 168, 89)

HEX:
#00A859

CMYK:
(0, 0, 0, 100)

RGB
(0, 0, 0)

HEX:
#000000

CMYK:
(0, 0, 0, 0)

RGB
((255, 255, 255

HEX:
#FFFFFF

LOGOS

The 912 Day logos are used in association with annual 912 Day celebrations hosted by the City of Savannah organization on all forms of communication.
The "912 Day" text cannot be separated from the icon.

The logo should always appear in the correct form and colors as specified in this brand guidelines document.

LOGOS (CONT.)

Primary Logo: The 912 Day logo represents the identity of Savannah's celebration on all forms of communication. "Powered by City of Savannah" is aligned with the main logo in a subtle grey. The 912 Day logo cannot be separated from this text. The 912 Day logo should always appear in the correct form and colors as specified in this brand guidelines document. It should be displayed clearly and in a prominent location, independent of other elements.

Logo Placement: The 912 Day logo should always be prominently displayed in a clear area, independent of other elements. It must be placed on a white or neutral background to ensure visibility and legibility. When placed against a photo background, the logo must remain in a clear, unobstructed area.

Color Variations: The primary logo is green (#00A859), and it can also be used in black and white variations depending on the background and design needs. Use the black logo on lighter backgrounds and the white logo on darker backgrounds for optimal visibility.

LOGOS (CONT.)

Clear Space: Maintain a minimum clear space around the logo equivalent to the height of the "912" in the logo to protect its integrity.

Minimum Size: The logo should never be reduced below 1 inch in width to ensure all elements remain legible.

Incorrect Uses: Do not alter the logo colors, stretch or distort the logo, apply drop shadows, or place it on busy backgrounds. Always use the approved versions provided in this guideline. Do not use in any publications or social media posts without mention of City of Savannah organization.

TYPOGRAPHY

The typography should complement the bold, modern style of the 912 Day logo while maintaining readability across various platforms.

Primary Font:

Playfair Display Bold - This serif font is elegant and modern, mirroring the aesthetic style of the "912 Day" logo text. Use it for headings and main titles.

Supporting Fonts:

Montserrat - A clean and versatile sans-serif font that pairs well with the primary font for subheadings and body text.

Roboto - Another complementary sans-serif font, useful for digital applications like websites or social media graphics, ensuring readability and clarity.

Accent Font:

Open Sans can be used as an accent font for callouts or highlights to add a touch of warmth and friendliness.

912 DAY LOGOS
(SEE FOLDER FOR PNG & EPS FILES)

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PRIMARY LOGO
More stylized, so it's great for social posts or graphics!

SECONDARY LOGO
Use this logo on darker backgrounds.

SECONDARY LOGO
Use this logo on lighter backgrounds.

IMAGERY STYLE

Use high-quality images that showcase Savannah's landmarks, local businesses, diverse communities, and engaging activities. The imagery should feel vibrant, inclusive, and authentic, focusing on real people and places rather than stock photos.

USAGE GUIDELINES AND RESTRICTIONS:

The 912 Day™ logo, name, and all associated materials are provided for use in approved promotional activities related to the 912 Day campaign. Any modification, reproduction, or distribution outside of the intended use is prohibited unless expressly authorized by the City of Savannah.

All partners and affiliates must adhere to the brand guidelines provided in this toolkit. Any misuse of the logo, colors, or other brand elements will result in the immediate revocation of usage rights.

DISCLAIMER:

This material is intended solely for the use of authorized partners and affiliates of the 912 Day campaign. Any unauthorized disclosure, reproduction, or distribution is strictly prohibited and may result in legal action.

CONTACT INFORMATION

CONTACT FOR PERMISSIONS AND INQUIRIES:

For permissions, licensing inquiries, or questions regarding the use of these materials, please contact:

Office of Communications
OPC@savannahga.gov
City of Savannah