



BRAND GUIDELINES



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1.0

THE BRAND

BRAND STATEMENT

The Historic Snuff District is a mixed-use development that brings people together to live, work and play. We strive to be a vibrant neighborhood and connected community with a modern, uptown feel while staying true to the historic roots of the spaces within the Historic Snuff District.



KEYWORDS

The Historic Snuff District is characteried by the following keywords. These keywords drive the direction and vision of the brand design.

Word List

CLASSIC
ESTABLISHED
AUTHENTIC
DEFINED
STRUCTURED
FUNCTIONAL

MINIMAL
TIMELESS
BOLD
EMPOWERING
INSPIRING
MEMORABLE

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PRIMARY LOGO

This is the Primary Logo. The logo must be resized proportionately, never stretched. The Logo can be used in black on light backgrounds, or white on dark backgrounds, or in contrasting brand colours.



PRIMARY LOGO CLEAR SPACE

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out on all our communications. The minimum clear space is 100% of the height of the leaf icon within the logo.

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.



SECONDARY LOGO

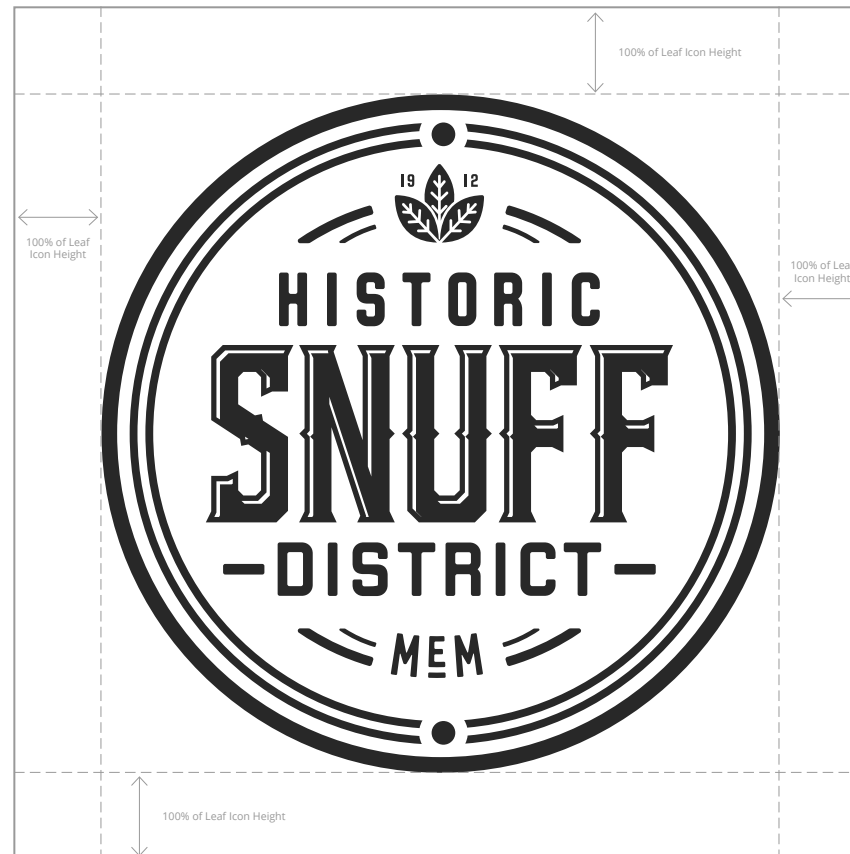
This is the Secondary Logo. The Secondary Logo is designed for use as a supporting element and/or as an identifier for various physical spaces within the Historic Snuff District. The logo must be resized proportionately, never stretched. The Logo can be used in black on light backgrounds, or white on dark backgrounds, or in contrasting brand colours.



SECONDARY LOGO CLEAR SPACE

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out on all our communications. The minimum clear space is 100% of the height of the leaf icon within the logo.

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.



LOCATIONS LOGOS

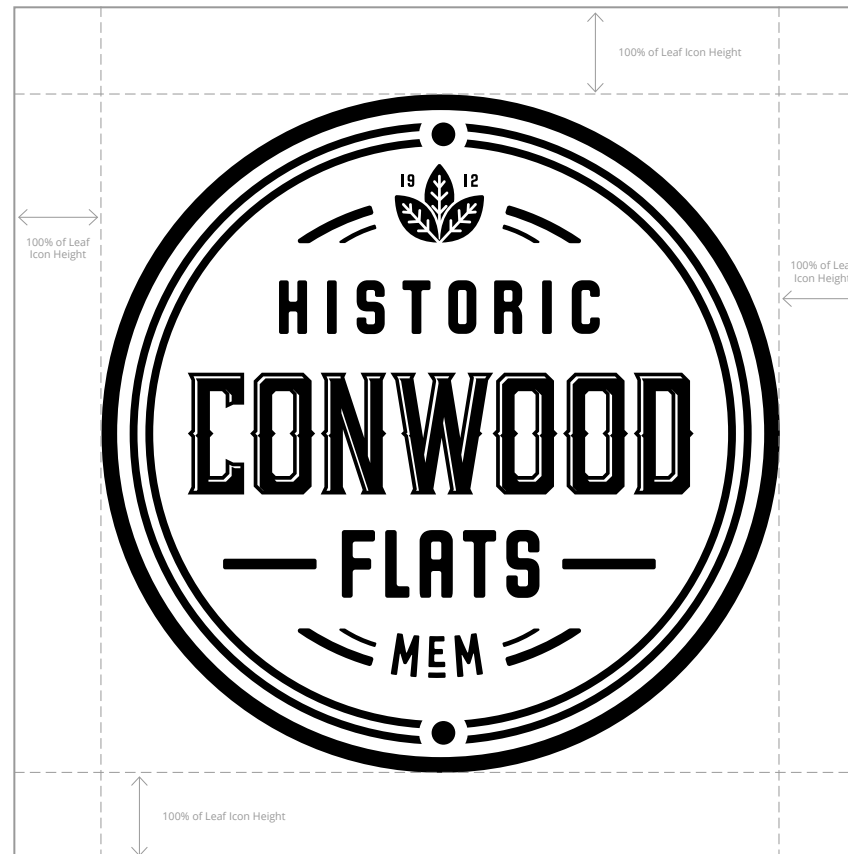
This is an example of the the Locations Logos. The Locations Logos are desgined for use as a supporting element and/or as an identifier for various physical spaces within the Historic Snuff District. The logo must be resized proportionately, never stretched. The Logo can be used in black on light backgrounds, or white on dark backgrounds, or in contrasting brand colours.



LOCATIONS LOGOS CLEAR SPACE

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out on all our communications. The minimum clear space is 100% of the height of the leaf icon within the logo.

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.



BRAND STAMPS

These are the Brand Stamps. The Brand Stamps must be resized proportionately, never stretched. The Brand Stamps can be used in black on light backgrounds, white on dark backgrounds, or in contrasting brand colors.



BRAND STAMP CLEAR SPACE

Clear space is the area surrounding our brand stamps that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out on all our communications. The minimum clear space is 50% of the height of the entire graphic element.

It is sometimes necessary to increase and decrease the element depending on the print area. Always keep in proportion. Always ensure the text is legible.



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3.0

COLOR PALETTE



BRAND COLORS

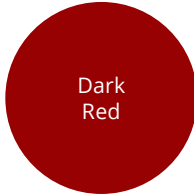
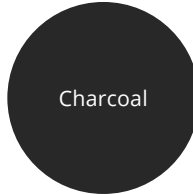
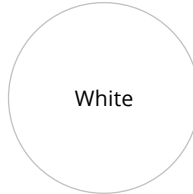
Our brand is underpinned with a color palette designed to be bold and timeless. Different combinations of these colors can dramatically change the tone and appearance of our brand so it is important to consider how they work together. Keeping color consistent is a vital element to our branding. Color is a way we differentiate and identify our brand in a crowded marketplace. To help achieve greater brand recognition it is important that our color palette is applied accurately and consistently.

Print

Pantone colors are used to print the designs, rather than CMYK. Pantone colors will provide the maximum amount of consistency. In instances where this is not possible we have created optimised CMYK values.

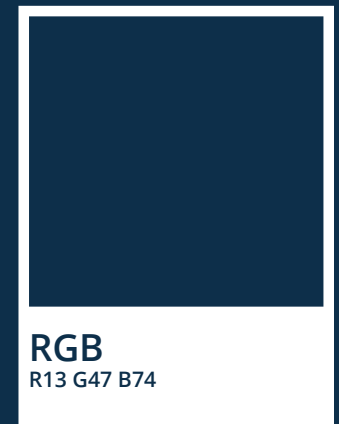
Screens

Not all RGB colours render the same online. Therefore we recommend the use of hexadecimal colors when applying colors to screen.

				
Pantone 7463 C	Pantone 7622 CP	Pantone 7506 C	Pantone 426 C	Pantone N/A
CMYK 82 / 36 / 0 / 71	CMYK 0 / 99 / 99 / 41	CMYK 0 / 6 / 20 / 3	CMYK 0 / 0 / 0 / 84	CMYK 0 / 0 / 0 / 0
RGB 13 / 47 / 74	RGB 151 / 1 / 1	RGB 247 / 231 / 197	RGB 40 / 40 / 40	RGB 255 / 255 / 255
HEX #0D2F4A	HEX #970101	HEX #F7E7C5	HEX #282828	HEX #FFFFFF

HERO COLOR

Prussian Blue is our hero color. Keeping color consistent is a vital element to our branding. Color is a way we differentiate and identify our brand in a crowded marketplace. To help achieve greater brand recognition it is important that our color palette is applied accurately and consistently. The correct color values are specified below. Make sure to use them.



COLOR HIERARCHY

A color hierarchy has been implemented, ranging from Prussian Blue, Dark Red and Dutch White. Prussian Blue is used for conveying importance. Whilst Dutch White is mainly used for background washes.

- **Prussian Blue**

PMS 7463 C

CMYK 0 / 6 / 20 / 3

RGB 13 / 47 / 74

HEX #0D2F4A

- **Dark Red**

PMS 7622 CP

CMYK 0 / 99 / 99 / 41

RGB 151 / 1 / 1

HEX #970101

- **Dutch White**

PMS 7506 C

CMYK 9 / 6 / 8 / 0

RGB 247 / 231 / 197

HEX #F7E7C5



COLOR TINTS

If there is an occasion when you need to create contrast without adding extra colors, you can use incremental tints. Our tints are to be applied in increments of 20%. From 80%, 60%, 40% and 20%. Avoid using any other tints.

- **Prussian Blue**

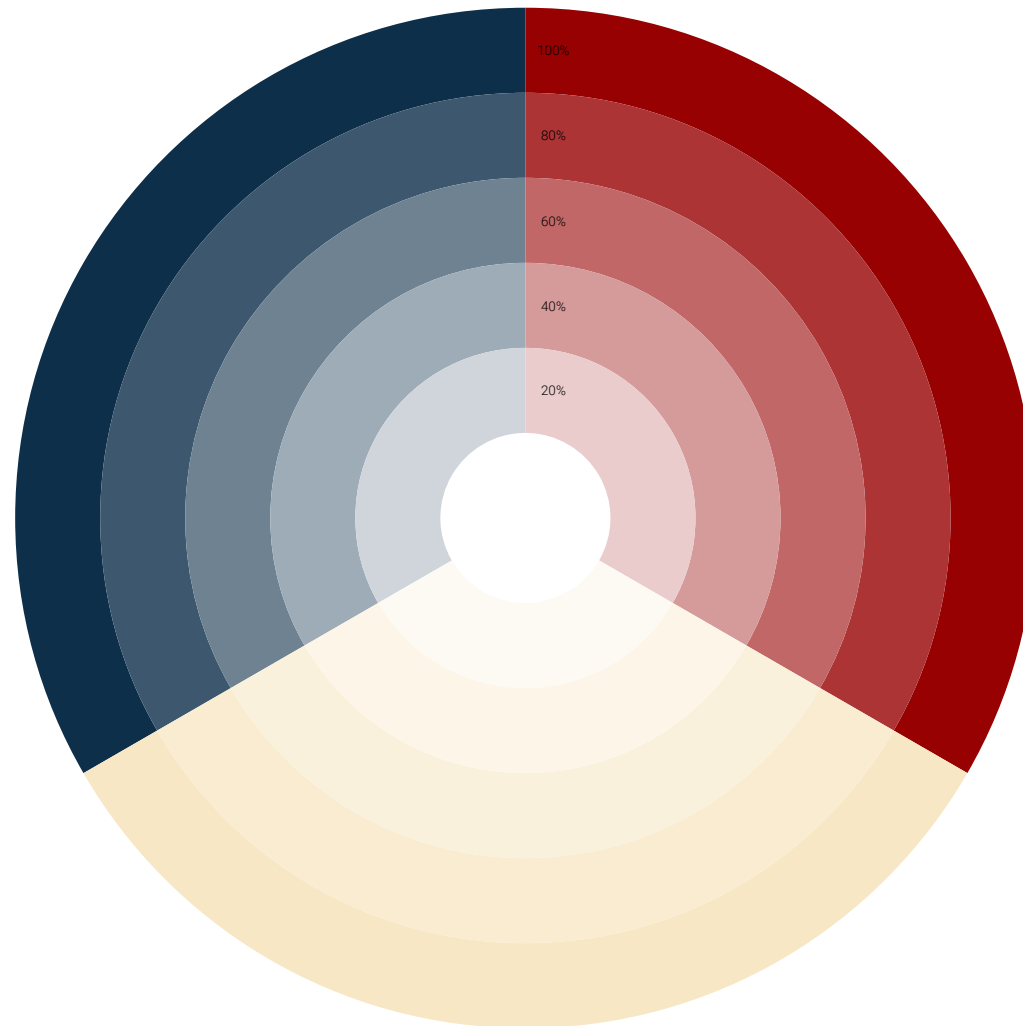
PMS 7463 C
CMYK 0 / 6 / 20 / 3
RGB 13 / 47 / 74
HEX #0D2F4A

- **Dark Red**

PMS 7622 CP
CMYK 0 / 99 / 99 / 41
RGB 151 / 1 / 1
HEX #970101

- **Dutch White**

PMS 7506 C
CMYK 9 / 6 / 8 / 0
RGB 247 / 231 / 197
HEX #F7E7C5



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TYPOGRAPHY



PRIMARY TYPEFACE

Bebas Neue is our primary brand typeface. Our typography is as boldt as we are. Typography is a key element in our brand. It works to maintain consistency, create clarity and provide equity to our brand. It is important to adhere to the typographic hierarchy specified in this document to help achieve brand consistency.

Bebas Neue

À Á Â Ã A B C D E F G H I J K L

M N O P Q R S T U V W X Y Z

À Á Â Ã Ä Å A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () +

Æ Ç È É £ × SS Å Æ Ç

AA

SECONDARY TYPEFACE

Open Sans is our secondary corporate typeface, it should be used in all instances where typography is required. It is a simple, clean and legible typeface that compliments our logo. We use multiple weights of Open Sans: Light, Regular, Semi-Bold and Extra-Bold. Arial and Helvetica can be used as a substitute for Open Sans on digital applications such as websites and email. It is important to adhere to the leading and tracking arrangements specified in this document to help achieve brand consistency throughout.

Open Sans

À Á Â Ã A B C D E F G H I J K L
M N O P Q R S T U V W X Y Z
à á â ã ä å a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () +
Æ Ç È Æ × ß å æ ç A a

USE OF TYPE

One of the most important techniques for effectively communicating content is the use of typographic hierarchy. Typographic hierarchy is a system for organizing type that establishes an order of importance within the data, allowing the reader to easily find what they are looking for and navigate the content. It helps guide the reader's eye to where a section begins and ends, whilst enabling the user to isolate certain information based on the consistent use of style throughout a body of text. It is important to maintain these type pairings. This allows for clarity, consistency and a strong hierarchy for all communications.

Headings

Bebas Neue is to be used for all headings.

Subheadings, Buttons and CTAs

Open Sans Semi-Bold is to be used for subheadings, buttons and CTAs.

Body Copy & Captions

Open Sans Regular is to be used for body copy and captions and when a more delicate font is required.

Pull Quotes

Open Sans Light Italic is to be used for all pull quotes.

Subheading Font

HEADING FONT

Open Sans Regular is to be used for body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Subheading Font

HEADING FONT

Open Sans Regular is to be used for body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

HEADING FONT

Open Sans Regular is to be used for body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Button Font

*“Open Sans Light Italic
is to be used for pull
quotes.”*

5.0

IMAGERY



IMAGE DIRECTION

Brand imagery should always feel both warm and aspirational. Photographs must embody the brand through connection with the brand keywords.



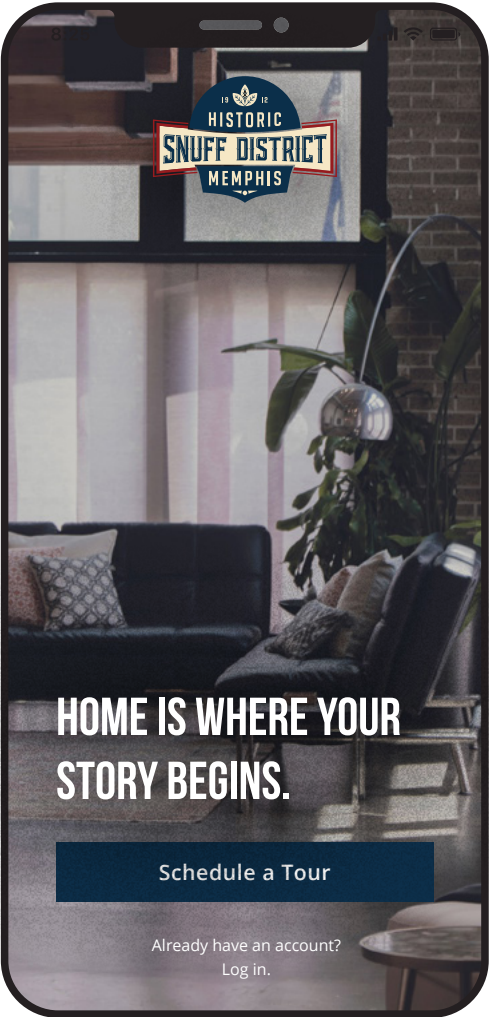
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6.0 APPLICATION



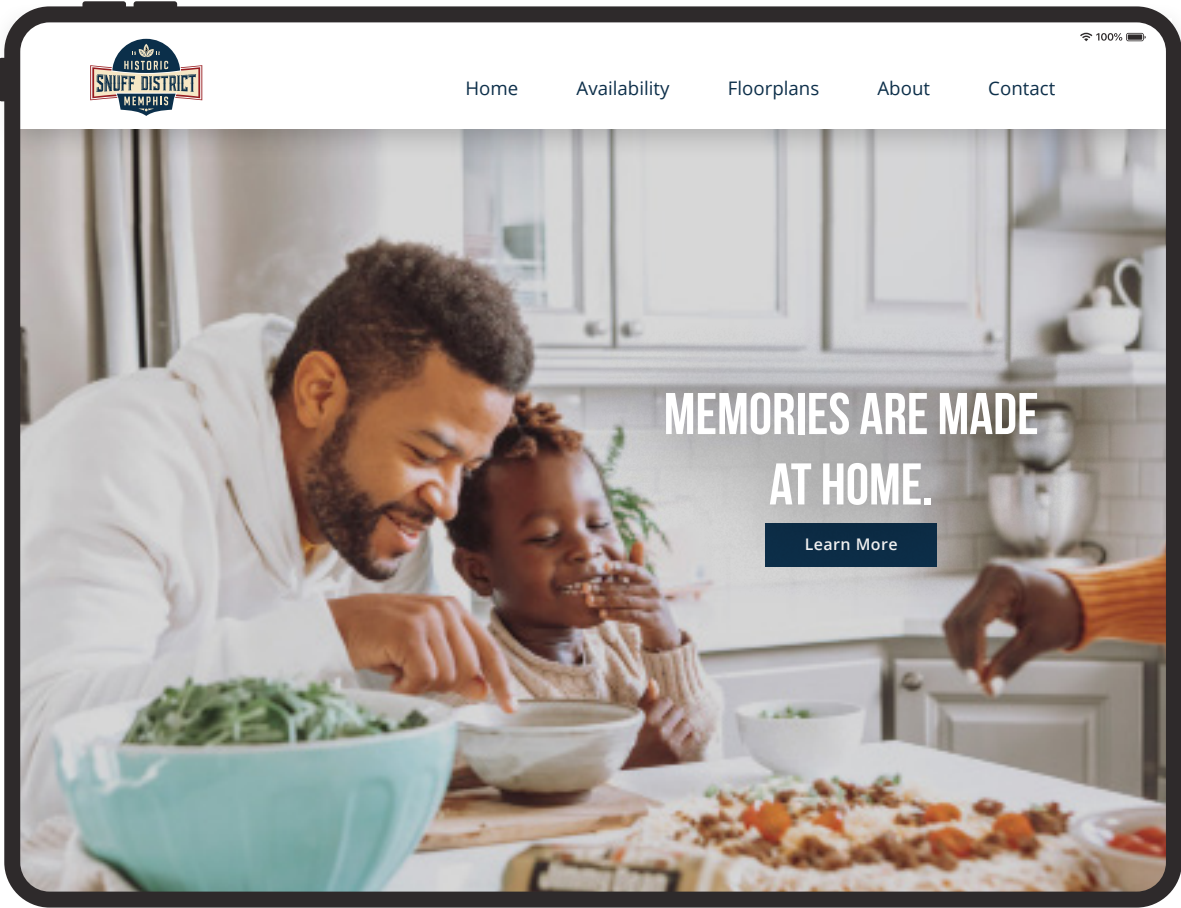
DIGITAL APPLICATION

This is an example of how our branding would be best applied to maintain consistency of look and feel on digital applications.



DIGITAL APPLICATION

This is an example of how our branding would be best applied to maintain consistency of look and feel on digital applications.



STATIONERY

This is an example of how our branding would be best applied to maintain consistency of look and feel on stationery.

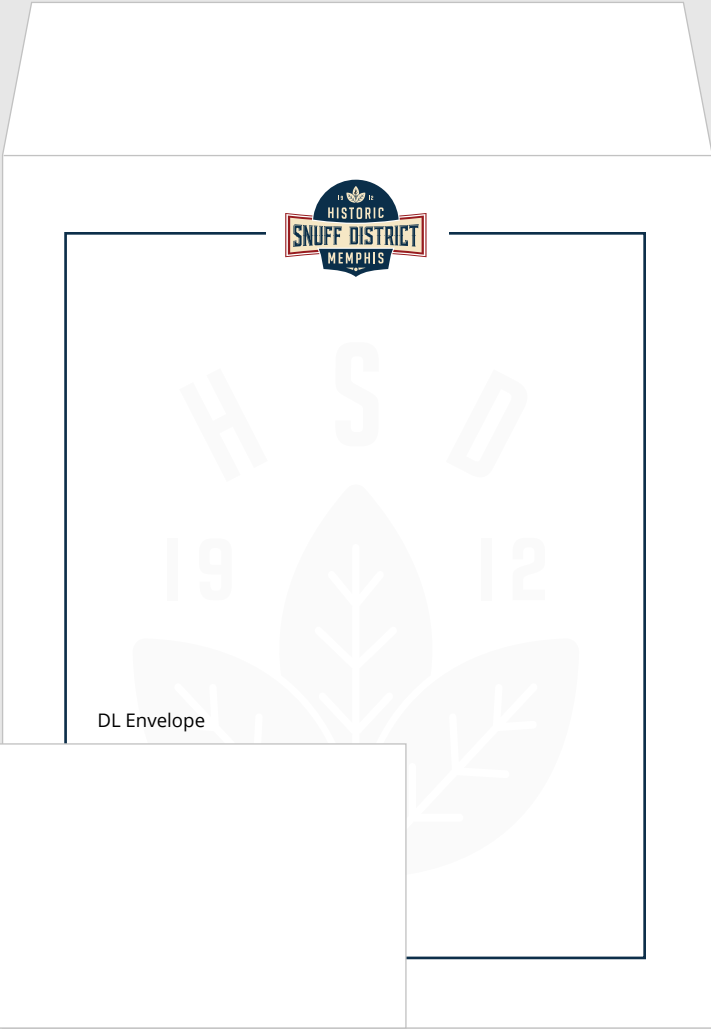
Business Card



Letterhead



Large Envelope



**FOR QUESTIONS REGARDING THE BRAND
GUIDELINES PLEASE CONTACT THE
HISTORIC SNUFF DISTRICT OFFICE.**

