



DOWNTOWN NEIGHBORHOOD BRAND IDENTITY GUIDELINES

2022

Brooklyn Identity Guidelines

FEBRUARY 2022

BROOKLYN

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These guidelines are designed to help you maintain and protect the Brooklyn brand identity. From our logo and color palette, to our typefaces and graphic treatments, everything you need to create engaging and cohesive communications is here.

Brooklyn should be characterized by modern design. Stainless steel and other metals combined with clean lines are recommended for signage. Minimalism is integral to the modern style. Bold accent colors, few additional details, and strong contrast.

Some call me hip. Others, cool. I think they are overused phrases, but if the shoe fits... To me, no one is a stranger. Just someone I haven't met yet. I seem to set trends without even trying. Young at heart, people are simply drawn to me for my positivity (and craft cocktails). I've grown, and people are taking notice.

Logo

Our logo is open to the idea that we are always trying to fill our community with new ideas and be the trendsetters. Brooklyn is structured to look like its always evolving with the open letter form yet bold stance with its block letter font.



BROOKLYN

Logo Usage: Colors

PRIMARY COLOR

The primary logo colors are orange and dark blue and are used depending on the communication.

PRIMARY COLOR: PANTONE 1375

PRIMARY COLOR: PANTONE 300

REVERSE

The reverse logo is for use on darker backgrounds or photographs when using the full color logos it might compromise legibility.

The word "BROOKLYN" in a stylized, outlined font. The letters are orange, and the 'O's are connected.The word "BROOKLYN" in a stylized, outlined font. The letters are dark blue, and the 'O's are connected.

REVERSE

The word "BROOKLYN" in a stylized, outlined font. The letters are white, and the 'O's are connected, set against a solid dark background.

Logo: Clear Space & Minimum Size

CLEAR SPACE

An area of clear space must surround our logo to protect its clarity and integrity. The clear space is equal to 1x the height of the 'b' in our logo. This is consistent no matter what size our logo is placed at. The boundary lines created by this area indicate the closest that our logo can come to other elements.

MINIMUM SIZE

Our logo should never appear smaller than 1.5" wide in printed form or 108 pixels wide in digital form. The minimum size is specified to ensure legibility.

CLEAR SPACE



MINIMUM SIZE

BROOKLYN

1.5" (108 PIXELS)

Logo Application: Misuses

Every element of our logo has been expertly crafted and should not be modified. Here are some examples to avoid when working with our logo.



BUSY BACKGROUNDS

The logo can be used on textured backgrounds and images, but always prioritize legibility of the logo. In some situations, using the reverse logo will create more visual contrast.

The word "BROOKLYN" in a pink/magenta color. A red diagonal line is drawn across it, indicating this is a misuse of the logo's color.

COLOR

Do not manipulate the colors of the logo in any way.

The word "BROOKLYN" in a bold, condensed, sans-serif font. A red diagonal line is drawn across it, indicating this is a misuse of the logo's font.

FONT

Do not alter or change the logo font in anyway. The logo should always maintain type size relationships as defined in the logo.

The word "BROOKLYN" with the "K" and "L" separated from the rest of the letters. A red diagonal line is drawn across it, indicating this is a misuse of the logo's lock-up.

LOCK-UP

Do not break the lock-up in any way.

The word "BROOKLYN" with a dark, blurry shadow effect behind it. A red diagonal line is drawn across it, indicating this is a misuse of the logo's visual effects.

VISUAL EFFECTS

Do not apply any visual effects such as drop shadows, bevel/emboss, glow, blur, etc.

The word "BROOKLYN" in a very tall, narrow, condensed font. A red diagonal line is drawn across it, indicating this is a misuse of the logo's scale.

SCALE

The logo should always be scaled proportionately. Do not stretch or condense the logo.

Color Palette

Our primary colors of orange and dark blue lead our main communications.

To increase the range of design options, our secondary colors can be used with our Brooklyn collateral.

PRIMARY COLORS



PANTONE 1375
CMYK: 0 45 96 0
RGB: 255 159 25
HEX#: FF9F19



PANTONE 300
CMYK: 100 62 7 1
RGB: 0 93 185
HEX#: 005DB9

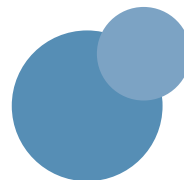
SECONDARY COLORS



PANTONE 716
CMYK: 4 64 100 0
RGB: 237 120 0
HEX#: ED7800



PANTONE 7428
CMYK: 41 87 57 40
RGB: 109 43 61
HEX#: 6D2B3D



PANTONE 377
CMYK: 58 22 100 0
RGB: 121 154 5
HEX#: 799A05



PANTONE 587
CMYK: 13 3 56 0
RGB: 227 226 41
HEX#: E2E28C

Typography:
Headlines

PRIMARY HEADLINE FONT
OPTION 1

Azo Sans Medium inspired by the constructivist typefaces of the 1920's. It's nuances soften the strictness of pure geometry, and makes it more human and pleasant to read in longer texts.

(ADOBE FONTS)

Azo Sans Medium

AaBbCcDdEeFfGgHhIiJj

KkLlMmNnOoPpQqRrSs

TtUuVvWwXxYyZz

0123456789 (&?!/,:;-_*")

Typography: Headlines

PRIMARY HEADLINE FONT OPTION 2

Address Sans indulges in the spirit and aesthetics of mid-century Modern – Italian industrial design, sleek coffee makers, stylish cars, seductive jazz pressed on vinyl – with a charm and charisma that defies time. It evokes history but is decisively created for today. (ADOBE FONTS)

Address Sans Pro

AaBbCcDdEeFfGgHhIiJj

KkLlMmNnOoPpQqRrSs

TtUuVvWwXxYyZz

0123456789 (&?!/,:;-_*")

Light
abcdefghijklm
nopqrstuvwxyz
0123456789

Regular
abcdefghijklm
nopqrstuvwxyz
0123456789

SemiBold
abcdefghijklm
nopqrstuvwxyz
0123456789

Bold
abcdefghijklm
nopqrstuvwxyz
0123456789

Typography: Body Copy

BODY COPY TYPEFACE

Address Sans indulges in the spirit and aesthetics of mid-century Modern – Italian industrial design, sleek coffee makers, stylish cars, seductive jazz pressed on vinyl – with a charm and charisma that defies time. It evokes history but is decisively created for today. (ADOBE FONTS)

Address Sans Pro

AaBbCcDdEeFfGgHhIiJj

KkLlMmNnOoPpQqRrSs

TtUuVvWwXxYyZz

0123456789 (&?!/,:;-_*")

Light

abcdefghijklm

nopqrstuvwxyz

0123456789

Regular

abcdefghijklm

nopqrstuvwxyz

0123456789

Regular Italic

abcdefghijklm

nopqrstuvwxyz

0123456789

SemiBold

abcdefghijklm

nopqrstuvwxyz

0123456789

Bold

abcdefghijklm

nopqrstuvwxyz

0123456789

Typography: Hierarchy

This shows simple combinations of fonts to create a clear hierarchy of information.

PRIMARY HEADLINE OPTION 1 (Address Sans Pro)

Hello, this is a great headline.

SUBHEADING

Pudit omnis ipitam qui officie ndioria. Udignit ex
experferio. Et enita corest esequatis quam qui cor aritam
inciate mposandae porem elicimp oresequaepe reruptium
aruptate veliqui di oditi sitatib uscium rem ulparum
quatem quam rae optae sanihil incte occae nat aspedit
ma sapiaut reperum.

PRIMARY HEADLINE OPTION 2 (Address Sans Pro)

Hello, this is a great headline.

SUBHEADING

Pudit omnis ipitam qui officie ndioria. Udignit ex
experferio. Et enita corest esequatis quam qui cor aritam
inciate mposandae porem elicimp oresequaepe reruptium
aruptate veliqui di oditi sitatib uscium rem ulparum
quatem quam rae optae sanihil incte occae nat aspedit
ma sapiaut reperum.

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experferio. Et enita corest esequatis quam qui cor aritam
inciate mposandae porem elicimp oresequaepe reruptium
aruptate veliqui di oditi sitatib uscium rem ulparum
quatem quam rae optae sanihil incte occae nat aspedit
ma sapiaut reperum.

Hello, this is a great headline.

SUBHEADING

Pudit omnis ipitam qui officie ndioria. Udignit ex
experferio. Et enita corest esequatis quam qui cor aritam
inciate mposandae porem elicimp oresequaepe reruptium
aruptate veliqui di oditi sitatib uscium rem ulparum
quatem quam rae optae sanihil incte occae nat aspedit
ma sapiaut reperum.

Graphic Devices: Sample Brooklyn Pattern

Pattern that evokes the culture and energy of the Brooklyn area. This pattern can be used in the background marketing elements to bring a sense of the area with color and movement.

BROOKLYN PATTERN: PRIMARY COLORS



BROOKLYN PATTERN: SECONDARY COLORS



Sample Application:
Banners



Sample Application:
Signage



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Sample Application:
Tote Bag / Water Bottle / Hat



BROOKLYN



BRAND GUIDELINES

PERSONA

I have a rich heritage. But I've reinvented myself as of late. I was a true melting pot in my past, most notably African American, Jewish and Greek cultures. Once the "Harlem of the South", rich history of entertainment, music, and theatre runs in my veins. **BUT I AM ALSO PART OF A NEW GENERATION OF FORWARD-LOOKERS—DIVERSE AND INCLUSIVE.** I was an afterthought for a while, but now I am blazing a trail to connect this city.

SIGN TREATMENT GUIDANCE

LaVilla should follow a traditional design style. Dark, finished wood, rich color palettes, with a variety of textures and curved, symmetrical lines. Inspired by 18th and 19th century designs. Layered in color and texture, this traditional style brings a sense of history and glamor.

THE LAVILLA LOGO SUITE PROVIDES MANY FILE FORMATS THAT SUIT A VARIETY OF USES:

AI: ADOBE ILLUSTRATOR

This is the native file type that we used to create your logo, and it is saved in the most current version of Adobe Illustrator. Because Illustrator saves the artwork as vector, it can be reproduced at any size without becoming pixelated.

EPS: ENCAPSULATED POSTSCRIPT

This is another widely-used vector file format for reproducing your logo at any size without deteriorating the quality. It is saved down to be compatible with Adobe Illustrator as far back as version CS4 (2008).

PDF: PORTABLE DOCUMENT FORMAT

This file format features the benefits of vector artwork but unlike AI and EPS files requires no expensive design software to open and view. This file format may be viewed with the free Adobe Reader app available at: get.adobe.com/reader/.

JPG: JOINT PHOTOGRAPHIC EXPERTS GROUP

This is the most common file format used on the web, and it is perfect for use on social media or in Microsoft Office documents. Because this file format is raster and not vector, it should never be used for high-quality print production or enlargements. If this file is sized larger than 3.6" wide, it will pixelate. For printing larger than 3.6" wide, one of the vector formats (AI, EPS, or PDF) should be used.

PNG: PORTABLE NETWORK GRAPHICS

This is another file format that is widely used on the web. The benefit of the PNG file format over JPG is that it supports transparency, so if the logo is placed over another image it will not have a white box around the logo. Because this file format is raster and not vector, it should never be used for high-quality print production or enlargements. If this file is sized larger than 3.6" wide, it will pixelate. For printing larger than 3.6" wide, one of the vector formats (AI, EPS, or PDF) should be used.

LOGO DESIGN

Primary Logo



MINIMUM SIZE

Maintaining a minimum size of the logo will ensure optimal legibility and prevent reproduction problems. Never attempt to recreate a logo; always use an original digital or camera-ready logo file.



LOGO DESIGN

Clear Space



CLEAR SPACE

It is important to maintain proper clear space around the logo to avoid overcrowding. The clear space for the LaVilla logo is defined by X.

LOGO DESIGN

Logo Usage

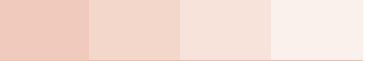


WHITE LOGO:

The white logos are intended for reversing the logo out of a brand color, black, or a dark background image.

LOGO DESIGN

Color Palette

 PMS 1805 C CMYK: 21-96-90-12 RGB: 17-41-46 #B2292E	 PMS 137 C CMYK: 0-42-100-0 RGB: 255-165-0 #FFA500	 PMS 5763 C CMYK: 53-38-78-17 RGB: 117-123-78 #757B4E	 PMS 376 C CMYK: 41-87-57-40 RGB: 109-43-61 #6D2B3D	 PMS 7520 C CMYK: 6-27-26-0 RGB: 236-191-176 #ECBFB0
		 PMS 7402 C CMYK: 7-12-46-0 RGB: 237-216-153 #EDD899	 CMYK: 60-40-40-100 RGB: 0-0-0 #000000	

LOGO DESIGN

Color Usage



LOGO DESIGN

Logo Usage

 DO NOT stretch



 DO NOT rotate



 DO NOT use non-brand colors



 DO NOT change the logo font



 DO NOT use pixelated logo



 DO NOT use on busy background



LOGO DESIGN

Fonts & Weights

Changa One Google Font**Regular****AaBbCc 123****ABCDEFGHIJKLMNOPQRSTUVWXYZ****abcdefghijklmnopqrstuvwxyz****0123456789!@#%&(:*\$^)+-****Raleway** Google FontRegular, Medium, **Bold****AaBbCc 123****ABCDEFGHIJKLMNOPQRSTUVWXYZ****abcdefghijklmnopqrstuvwxyz****0123456789!@#%&(:*\$^)+-**



CityCenter Identity Guidelines

FEBRUARY 2022

CITYCENTER

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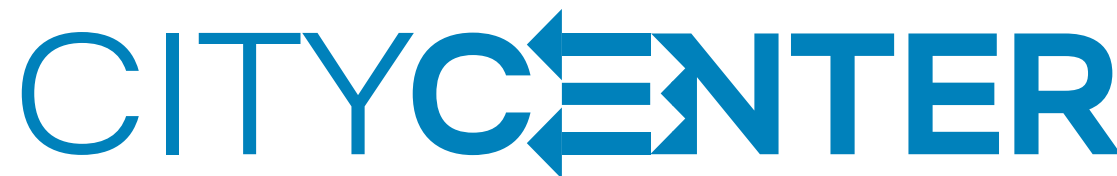
These guidelines are designed to help you maintain and protect the City Center brand identity. From our logo and color palette, to our typefaces and graphic treatments, everything you need to create engaging and cohesive communications is here.

City Center designs should be simple and intentional to avoid disrupting the style of historic architecture. Avoid heavy use of curved lines or overly-elegant designs. Being the center of Downtown, it is essential that design choices incorporate styles of other neighborhoods while complimenting the current architectural design of Jacksonville buildings. Signage could be metal, concrete, or brick.

I've got boundless energy. Resilient, I literally rose from the ashes. I'm a history buff; but live in the here and now. I love the hustle and bustle. And having friends, neighbors and out-of-towners over for a party where they can mix and mingle late into the night. You can find me at an outdoor concert one day, jet skiing on the river the next. I'm warm, welcoming, and up for anything.

Logo

City Center is energetic and moving all the time. We wanted a logo that expressed this movement that we are trying to always bring to the City Center community with arts, culture and entertainment. The font is bold and current that has longevity in design.

The logo for City Center is displayed in a bold, blue, sans-serif typeface. The word "CITY" is followed by a stylized "C" that incorporates a double-headed arrow pointing both left and right. This is followed by the word "ENTER" in the same font style. The entire logo is rendered in a vibrant blue color.

Logo Usage: Colors

PRIMARY COLOR

The primary logo colors are vibrant blue and medium yellow and are used depending on the communication.

PRIMARY COLOR: PANTONE 640

PRIMARY COLOR: PANTONE 130

REVERSE

The reverse logo is for use on darker backgrounds or photographs when using the full color logos it might compromise legibility.

CITYCENTER

CITYCENTER

REVERSE



Logo: Clear Space & Minimum Size

CLEAR SPACE

An area of clear space must surround our logo to protect its clarity and integrity. The clear space is equal to 1x the height of the 'c' in our logo. This is consistent no matter what size our logo is placed at. The boundary lines created by this area indicate the closest that our logo can come to other elements.

MINIMUM SIZE

Our logo should never appear smaller than 1.5" wide in printed form or 72 pixels wide in digital form. The minimum size is specified to ensure legibility.

CLEAR SPACE



MINIMUM SIZE



Logo Application: Misuses

Every element of our logo has been expertly crafted and should not be modified. Here are some examples to avoid when working with our logo.



BUSY BACKGROUNDS

The logo can be used on textured backgrounds and images, but always prioritize legibility of the logo. In some situations, using the reverse logo will create more visual contrast.



COLOR

Do not manipulate the colors of the logo in any way.



FONT

Do not alter or change the logo font in anyway. The logo should always maintain type size relationships as defined in the logo.



LOCK-UP

Do not break the lock-up in any way. It must always be used with both "City" and "Center."



VISUAL EFFECTS

Do not apply any visual effects such as drop shadows, bevel/emboss, glow, blur, etc.



SCALE

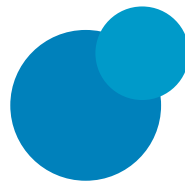
The logo should always be scaled proportionately. Do not stretch or condense the logo.

Color Palette

Our primary colors of vibrant blue and medium yellow lead our main communications.

To increase the range of design options, our secondary colors can be used with our City Center collateral.

PRIMARY COLORS

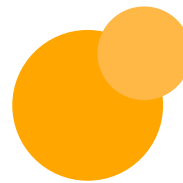


PANTONE 640

CMYK: 100 35 14 1

RGB: 0 129 188

HEX#: 0081BC



PANTONE 130

CMYK: 2 38 100 0

RGB: 246 168 0

HEX#: F6A800

SECONDARY COLORS

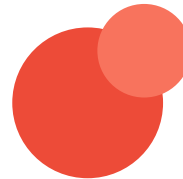


PANTONE 375

CMYK: 47 0 100 0

RGB: 148 214 0

HEX#: 94D600

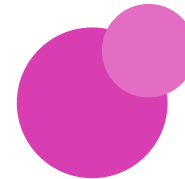


PANTONE 7417

CMYK: 4 85 85 0

RGB: 231 76 57

HEX#: E74C39

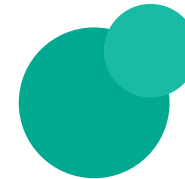


PANTONE 2385

CMYK: 21 85 0 0

RGB: 217 60 180

HEX#: D93CB4



PANTONE 3268

CMYK: 90 3 57 0

RGB: 0 169 144

HEX#: 00A990

Typography:
Headlines

PRIMARY HEADLINE FONT
OPTION 1

Brandon Grotesque Bold is a strong font that pairs well with the logo font but brings some softness with the rounded edges.

(ADOBE FONTS)

Brandon Grotesque Bold

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789 (&?!/,:;-_*")

Typography: Headlines

PRIMARY HEADLINE FONT OPTION 2

Semplicita Pro is a 21st century take on the seminal 1930 Nebiolo design that expertly replaced the cool Teutonic geometry of Futura with the warm, humanist, calligraphic letter forms characteristic of the Italian Renaissance.

(ADOBE FONTS)

Semplicita Pro
AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789 (&?!/,:;-_*")

Light
abcdefghijklm
nopqrstuvwxyz
0123456789

Regular
abcdefghijklm
nopqrstuvwxyz
0123456789

SemiBold
abcdefghijklm
nopqrstuvwxyz
0123456789

Bold
abcdefghijklm
nopqrstuvwxyz
0123456789

Typography:
Body Copy

BODY COPY TYPEFACE

Forma DJR Display is a simple clean font that works well with the main logo font with its more condensed face that helps to contrast the extended nature of the logo.

(ADOBE FONTS)

Forma DJR Micro

AaBbCcDdEeFfGgHhIiJj

KkLlMmNnOoPpQqRrSs

TtUuVvWwXxYyZz

0123456789 (&?!/,:;-_*")

Light

abcdefghijklm
nopqrstuvwxyz
0123456789

Regular

abcdefghijklm
nopqrstuvwxyz
0123456789

Medium

abcdefghijklm
nopqrstuvwxyz
0123456789

Bold

abcdefghijklm
nopqrstuvwxyz
0123456789

Typography: Hierarchy

This shows simple combinations of fonts to create a clear hierarchy of information.

PRIMARY HEADLINE OPTION 1 (Brandon Grotesque Bold)

Hello, this is a great headline.

SUBHEADING

Pudit omnis ipitam qui officie ndioria. Udignit ex experferio.
Et enita corest esequatis quam qui cor aritam inciate
mposandae porem ellicimp oresequeape reruptium
aruptate veliqui di oditi sitatib uscium rem ulparum
quatem quam rae optae sanihil incte occae nat aspedit
ma sapiaut reperum.

PRIMARY HEADLINE OPTION 2 (Semplicita Pro)

Hello, this is a great headline.

SUBHEADING

Pudit omnis ipitam qui officie ndioria. Udignit ex experferio.
Et enita corest esequatis quam qui cor aritam inciate
mposandae porem ellicimp oresequeape reruptium
aruptate veliqui di oditi sitatib uscium rem ulparum
quatem quam rae optae sanihil incte occae nat aspedit
ma sap

Hello, this is a great headline.

SUBHEADING

Pudit omnis ipitam qui officie ndioria. Udignit ex experferio.
Et enita corest esequatis quam qui cor aritam inciate
mposandae porem ellicimp oresequeape reruptium aruptate
veliqui di oditi sitatib uscium rem ulparum quatem quam rae
optae sanihil incte occae nat aspedit ma sapiaut reperum.

Hello, this is a great headline.

SUBHEADING

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Et enita corest esequatis quam qui cor aritam inciate
mposandae porem ellicimp oresequeape reruptium
aruptate veliqui di oditi sitatib uscium rem ulparum
quatem quam rae optae sanihil incte occae nat aspedit
ma sap

Graphic Devices: Sample City Center Pattern

Pattern that evokes the culture and energy of the City Center area. This pattern can be used in the background marketing elements to bring a sense of the area with color and movement.

CITY CENTER PATTERN: PRIMARY COLORS



CITY CENTER PATTERN: SECONDARY COLORS



Sample Application:
Banners



Sample Application:
Signage



Sample Application:
Tote Bag / Water Bottle / Hat



CITYCENTER

Cathedral Hill Identity Guidelines

JUNE 2021

Cathedral
HILL

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These guidelines are designed to help you maintain and protect the Cathedral Hill brand identity. From our logo and color palette, to our typefaces and graphic treatments, everything you need to create engaging and cohesive communications is here.

Cathedral Hill should follow a gothic design style. Gothic style is defined by light and ornate design. Signage should feature turned legs, arched design, and carved details. It should be made from iron, cast iron, or solid wood for effect. Stained glass and arches are a staple of gothic style. Any design or signage should compliment the historic buildings.

I am kind and comfortable. I feel connected to faith, friends, and city. I am open to everyone and welcome families, children, and seniors of all faiths and backgrounds to come see my cathedrals and churches with my spires reaching skyward. I am known and visited for my peaceful spaces, and an unexpected connection to nature. I am community-focused and have a wise, gentle nature."

Logo

The Cathedral Hill logo is the most visible representation of our brand. It is crafted in a strong slab-serif font, giving it an established and trustworthy presence.

Cathedral
HILL

Logo Usage: Colors

PRIMARY COLOR

The primary logo colors are purple and green and are used depending on the communication.

REVERSE

The reverse logo is for use on darker backgrounds or photographs when using the full color logos might compromise legibility.

PRIMARY COLOR: PANTONE 2685

Cathedral
HILL

PRIMARY COLOR: PANTONE 369

Cathedral
HILL

REVERSE



Logo: Clear Space & Minimum Size

CLEAR SPACE

An area of clear space must surround our logo to protect its clarity and integrity. The clear space is equal to 1.5x the height of the 'l' in our logo. This is consistent no matter what size our logo is placed at. The boundary lines created by this area indicate the closest that our logo can come to other elements.

MINIMUM SIZE

Our logo should never appear smaller than 1" wide in printed form or 72 pixels wide in digital form. The minimum size is specified to ensure legibility.

CLEAR SPACE



MINIMUM SIZE



Logo Application: Misuses

Every element of our logo has been expertly crafted and should not be modified. Here are some examples to avoid when working with our logo.



BUSY BACKGROUNDS

The logo can be used on textured backgrounds and images, but always prioritize legibility of the logo. In some situations, using the reverse logo will create more visual contrast.

Cathedral
HILL

COLOR

Do not manipulate the colors of the logo in any way.

Cathedral
HILL

FONT

Do not alter or change the logo font in anyway. The logo should always maintain type size relationships as defined in the logo.

Cathedral

LOCK-UP

Do not break the lock-up in any way. It must always be used with both "South" and "Bank."

Cathedral
HILL

VISUAL EFFECTS

Do not apply any visual effects such as drop shadows, bevel/emboss, glow, blur, etc.

Cathedral
HILL

SCALE

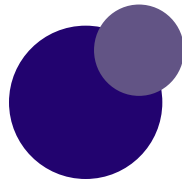
The logo should always be scaled proportionately. Do not stretch or condense the logo.

Color Palette

Our primary colors of purple and green lead our main communications.

To increase the range of design options, our secondary colors can be used with our Leaf Pattern.

PRIMARY COLORS



PANTONE 2685

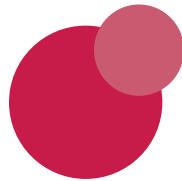
CMYK: 97 100 0 19
RGB: 51 0 114
HEX#: 330072



PANTONE 369

CMYK: 58 0 100 4
RGB: 100 167 11
HEX#: 64A70B

SECONDARY COLORS



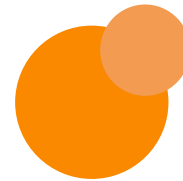
PANTONE 7636

CMYK: 0 100 44 14
RGB: 188 32 75
HEX#: BC204B



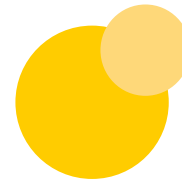
PANTONE 2935

CMYK: 100 63 0 2
RGB: 0 87 183
HEX#: 0057B7



PANTONE 144

CMYK: 0 49 100 0
RGB: 237 139 0
HEX#: ED8B00



PANTONE 116

CMYK: 0 10 98 0
RGB: 255 205 0
HEX#: FFCD00

Typography: Headlines

PRIMARY HEADLINE FONT OPTION 1

Monroe Bold is a contemporary slab-serif font designed. The strong block-shaped serifs give this font the prominence needed for impactful headlines.

Monroe Bold

AaBbCcDdEeFfGgHhIiJj

KkLlMmNnOoPpQqRrSs

TtUuVvWwXxYyZz

0123456789 (&?!/,:;-_*")

Typography: Headlines

PRIMARY HEADLINE FONT OPTION 2

Antique Olive Medium is a more subdued option for our headlines. If the length of headline used is longer than average and/or if the communication tends to be long in format (ie. annual reports, research documents, etc) Antique Olive may be a better choice than Monroe.

Antique Olive Medium

AaBbCcDdEeFfGgHhIiJj

KkLlMmNnOoPpQqRrSs

TtUuVvWwXxYyZz

0123456789 (&?!/ ,.: - _ * ")

Light

abcdefghijklm
nopqrstuvwxyz
0123456789

Regular

abcdefghijklm
nopqrstuvwxyz
0123456789

Medium

abcdefghijklm
nopqrstuvwxyz
0123456789

Bold

abcdefghijklm
nopqrstuvwxyz
0123456789

Typography: Body Copy

BODY COPY TYPEFACE

Antique Olive is our choice for our text typeface. There are 4 weights that can be used to create a hierarchy of fonts for clear communications.

Antique Olive Medium

AaBbCcDdEeFfGgHhIiJj

KkLlMmNnOoPpQqRrSs

TtUuVvWwXxYyZz

0123456789 (&?!/,:;-_*)"

Light

abcdefghijklm
nopqrstuvwxyz
0123456789

Regular

abcdefghijklm
nopqrstuvwxyz
0123456789

Medium

abcdefghijklm
nopqrstuvwxyz
0123456789

Bold

abcdefghijklm
nopqrstuvwxyz
0123456789

Typography: Hierarchy

This shows simple combinations of fonts to create a clear hierarchy of information.

PRIMARY HEADLINE OPTION 1 (MONROE)

Hello, this is a great headline.

SUBHEADING

Pudit omnis ipitam qui officie ndioria. Udignit ex experferio. Et enita corest esequatis quam qui cor aritam inciate mposandae porem elicimp oresequaepe reruptium aruptate veliqui di oditi sitatib uscium rem ulparum quatem quam rae optae sanihil incte occae nat aspedit ma sapit aut reperum.

PRIMARY HEADLINE OPTION 2 (ANTIQUUE OLIVE)

Hello, this is a great headline.

SUBHEADING

Pudit omnis ipitam qui officie ndioria. Udignit ex experferio. Et enita corest esequatis quam qui cor aritam inciate mposandae porem elicimp oresequaepe reruptium aruptate veliqui di oditi sitatib uscium rem ulparum quatem quam rae optae sanihil incte occae nat aspedit ma sapit aut reperum.

Hello, this is a great headline.

SUBHEADING

Pudit omnis ipitam qui officie ndioria. Udignit ex experferio. Et enita corest esequatis quam qui cor aritam inciate mposandae porem elicimp oresequaepe reruptium aruptate veliqui di oditi sitatib uscium rem ulparum quatem quam rae optae sanihil incte occae nat aspedit ma sapit aut reperum.

Hello, this is a great headline.

SUBHEADING

Pudit omnis ipitam qui officie ndioria. Udignit ex experferio. Et enita corest esequatis quam qui cor aritam inciate mposandae porem elicimp oresequaepe reruptium aruptate veliqui di oditi sitatib uscium rem ulparum quatem quam rae optae sanihil incte occae nat aspedit ma sapit aut reperum.

Graphic Devices: Cathedral-scape

Our Cathedral-scape element is a visual representation of our neighborhood. When paired with our Leaf Pattern it gives a feeling of a calm, yet impressive area to visit and live in Jacksonville.



Graphic Devices: Leaf Pattern

Our Leaf Pattern is the visual representation of our tree-lined streets and neighborly feel. When paired with our Cathedral-scape device, it gives our residents and visitors a clear idea of what our neighborhood is all about.

LEAF PATTERN: PRIMARY COLORS



LEAF PATTERN: SECONDARY COLORS



Sample Application: Banners



Sample Application: Billboards



Sample Application: Tote Bag



Cathedral
HILL

SouthBank Identity Guidelines

FEBRUARY 2022

south
bank

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14 BRAND APPLICATIONS

These guidelines are designed to help you maintain and protect the SouthBank brand identity. From our logo and color palette, to our typefaces and graphic treatments, everything you need to create engaging and cohesive communications is here.

Southbank design should follow a modern/futuristic style. This design is mainly characterized by strong chromaticism, long dynamic lines, suggesting motion, urgency, and lyricism. Materials like metal, plastic, and glass should be incorporated. Designs, colors, and lines should reflect audacity, movement and speed. A free and uninhibited approach should be taken.

I'm active, positive and with the majestic St. Johns River, I enjoy life to the fullest. I feel connected with my downtown neighbors as well as my neighbors in San Marco to the south. I love taking walks along the river with families, singles, and hotel guests alike. I'm turning into a bit of a foodie too. I am a picture of health with the nation's' top medical campus right here.

Logo

The SouthBank logo is a flow of lines that represent our wonderful blue river that flows through the heart of our city. The SouthBank is part of this river so the logo needs to of the same motion.

The logo consists of the words "south" and "bank" in a blue, lowercase, sans-serif typeface. The letters are closely spaced, and the "b" in "bank" is positioned directly below the "h" in "south", creating a continuous, flowing vertical line that suggests the movement of water.

Logo Usage: Colors

PRIMARY COLOR

The primary logo colors are deep blue and light blue and are used depending on the communication.

PRIMARY COLOR: PANTONE 2945

PRIMARY COLOR: PANTONE 318

REVERSE

The reverse logo is for use on darker backgrounds or photographs when using the full color logos it might compromise legibility.

The SouthBank logo in deep blue. The word "south" is in a lowercase sans-serif font, and "bank" is in a lowercase sans-serif font. The "b" in "bank" is stylized, with its vertical stroke extending downwards and curving slightly to the right.

The SouthBank logo in light blue. The word "south" is in a lowercase sans-serif font, and "bank" is in a lowercase sans-serif font. The "b" in "bank" is stylized, with its vertical stroke extending downwards and curving slightly to the right.

REVERSE



Logo: Clear Space & Minimum Size

CLEAR SPACE

An area of clear space must surround our logo to protect its clarity and integrity. The clear space is equal to 1x the height of the 'v c' in our logo. This is consistent no matter what size our logo is placed at. The boundary lines created by this area indicate the closest that our logo can come to other elements.

MINIMUM SIZE

Our logo should never appear smaller than 1.5" wide in printed form or 72 pixels wide in digital form. The minimum size is specified to ensure legibility.

CLEAR SPACE



MINIMUM SIZE



Logo Application: Misuses

Every element of our logo has been expertly crafted and should not be modified. Here are some examples to avoid when working with our logo.



BUSY BACKGROUNDS

The logo can be used on textured backgrounds and images, but always prioritize legibility of the logo. In some situations, using the reverse logo will create more visual contrast.



COLOR

Do not manipulate the colors of the logo in any way.



FONT

Do not alter or change the logo font in anyway. The logo should always maintain type size relationships as defined in the logo.



LOCK-UP

Do not break the lock-up in any way. It must always be used with both "South" and "Bank."



VISUAL EFFECTS

Do not apply any visual effects such as drop shadows, bevel/emboss, glow, blur, etc.



SCALE

The logo should always be scaled proportionately. Do not stretch or condense the logo.

Color Palette

Our primary colors of deep blue and light blue lead our main communications.

To increase the range of design options, our secondary colors can be used with our SouthBank collateral.

PRIMARY COLORS



PANTONE 2945

CMYK: 100 73 20 5

RGB: 0 75 152

HEX#: 004b98



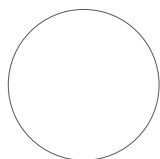
PANTONE 318

CMYK: 44 0 15 0

RGB: 133 218 223

HEX#: 85DADF

SECONDARY COLORS

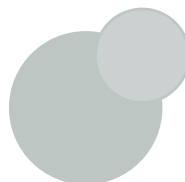


PANTONE WHITE

CMYK: 0 0 0 0

RGB: 255 255 255

HEX#: FFFFFFFF

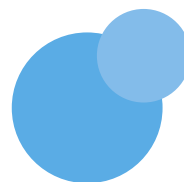


PANTONE 441

CMYK: 27 15 20 0

RGB: 188 199 196

HEX#: BCC7C4

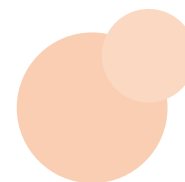


PANTONE 284

CMYK: 55 21 0 0

RGB: 107 171 229

HEX#: 6BABE5



PANTONE 475

CMYK: 3 19 28 0

RGB: 243 208 179

HEX#: F3D0B3

Typography:
Headlines

PRIMARY HEADLINE FONT
OPTION 1

New Order Semibold is a clean complementary font that works well with the logo font and keeps the flow and motion of the river in its form. (ADOBE FONTS)

New Order Semibold

AaBbCcDdEeFfGgHhIiJj

KkLlMmNnOoPpQqRrSs

TtUuVvWwXxYyZz

0123456789 (&?!/,:;-_*")

Typography: Headlines

PRIMARY HEADLINE FONT OPTION 2

Europa is a modern sans serif combining geometric reduction and humanistic vitality. Despite the distinct geometrical touch and characterful roughness, it can be used for both text and headline purposes, due to optical modulation rather than metrical construction. Its name refers to the inspirational origins, two popular European typefaces: the geometrical Futura and the humanistic Gill Sans. (ADOBE FONTS)

Europa
AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789 (&?!/,:;-_*")

Light
abcdefghijklm
nopqrstuvwxyz
0123456789

Regular
abcdefghijklm
nopqrstuvwxyz
0123456789

Bold
abcdefghijklm
nopqrstuvwxyz
0123456789

Typography:
Body Copy

BODY COPY TYPEFACE

Graphie is a modern geometric sans-serif. Their clear-cut-corner, vibrant straight lines and large x-heights give them legibility, readability and keenness.

(ADOBE FONTS)

Graphie Regular
AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789 (&?!/,:;-_*")

Light
abcdefghijklm
nopqrstuvwxyz
0123456789

Regular
abcdefghijklm
nopqrstuvwxyz
0123456789

Medium
abcdefghijklm
nopqrstuvwxyz
0123456789

Bold
abcdefghijklm
nopqrstuvwxyz
0123456789

Typography: Hierarchy

This shows simple combinations of fonts to create a clear hierarchy of information.

PRIMARY HEADLINE OPTION 1 (New Order Semibold)

Hello, this is a great headline.

SUBHEADING

Pudit omnis ipitam qui officie ndioria. Udignit ex experferio. Et enita corest esequatis quam qui cor aritam inciate mposandae porem elicimp oresequaepe reruptium aruptate veliqui di oditi sitatib uscium rem ulparum quatem quam rae optae sanihil incte occae nat aspedit ma sapiat reperum.

PRIMARY HEADLINE OPTION 2 (Europa)

Hello, this is a great headline.

SUBHEADING

Pudit omnis ipitam qui officie ndioria. Udignit ex experferio. Et enita corest esequatis quam qui cor aritam inciate mposandae porem elicimp oresequaepe reruptium aruptate veliqui di oditi sitatib uscium rem ulparum quatem quam rae optae sanihil incte occae nat aspedit ma sap

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Hello, this is a great headline.

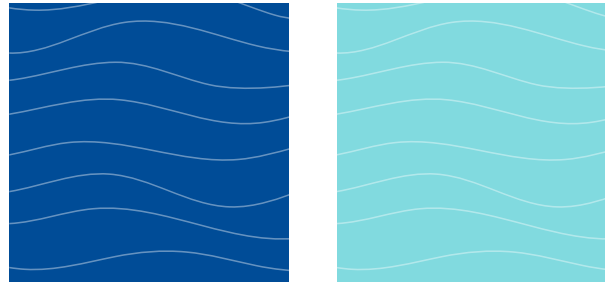
SUBHEADING

Pudit omnis ipitam qui officie ndioria. Udignit ex experferio. Et enita corest esequatis quam qui cor aritam inciate mposandae porem elicimp oresequaepe reruptium aruptate veliqui di oditi sitatib uscium rem ulparum quatem quam rae optae sanihil incte occae nat aspedit ma sap

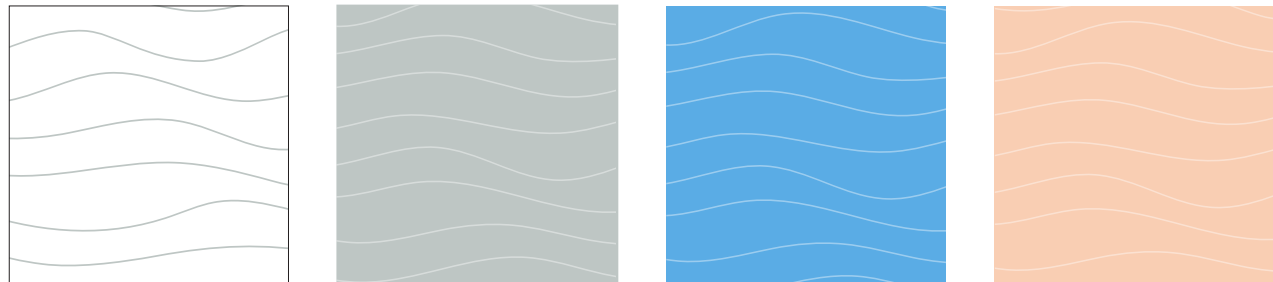
Graphic Devices: Sample SouthBank Pattern

Pattern that evokes the culture and energy of the SouthBank area. This pattern can be used in the background marketing elements to bring a sense of the area with color and movement.

SOUTHBANK PATTERN: PRIMARY COLORS



SOUTHBANK PATTERN: SECONDARY COLORS



Sample Application:
Banners



Sample Application:
Signage



SouthBank
Identity Guidelines
February 2022

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Brand Applications

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Sample Application:
Tote Bag / Water Bottle / Hat



south
bank



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