





Prepared for:  
Charlotte Center City Partners  
on 20171130  
by: Atomic Design Co.



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## Section

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1.0

Section

Brand



These are our brand guidelines which explain how to use the new visual identity with confidence and clarity.

Our guidelines have been designed to ensure consistency within our brand, helping to create strong, recognizable, and innovative communications.

The following pages demonstrate the flexibility within the identity and should be used to inspire and motivate creative expression.

Our unique identity, colour palette, and typographic style creates distinctive frameworks for the FIVE POINTS at Historic West End brand.



# 2.0

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## Section

# Logo



The pentagon logo is an important asset to our organization and should serve as a foundation for all visual communications.

The logo consists of five a sectioned pentagon orbiting an ellipse. The identity can only make a positive impact if used consistently and correctly throughout all brand communications.

To maintain a strong brand image it is important that the logo is always applied consistently wherever it appears. It should never be manipulated or distorted. Its colour, position and size are all specified within this document.

**Primary**

This is the go-to use for the brand mark. It can be represented on both dark and light backgrounds. When the usage creates a situation where text becomes too small to be legible, consider “Primary logo 2”.

**Futura Bold**

Released in 1927, Futura has an appearance of efficiency and forwardness. The design of Futura avoids the decorative, eliminating nonessential elements, but makes subtle departures from pure geometric designs that allow the letter-forms to seem balanced.

**Caslon 3 Roman**

Gaining popularity in 1920, a slighter bolder version of Caslon, released by American Type Founders in 1905.

The pentagon is the primary signature of the FIVE POINTS at Historic West End brand. The identity can only make a positive impact if used consistently and correctly throughout all brand communications.



**FIVE POINTS**  
HISTORIC WEST END



In addition the marque text, logotype, and vertical logo, have been designed to allow a more varied application across digital and print collateral. The Icon can be applied with spot gloss, embossed, or foiled.

### Primary 2

This layout is designed for use when a horizontal application is a better option, and when text size on "Primary 1" become too small for the end user.

### Logotype Icon

The Icon can stand on it's own as a primary usage of the brand mark.

### Marque Text

Text only, can be used when the rare cases arise that the brand name must be emphasized over the icon.

### Vertical Logo

This orientation is an option for thin or tall vertical applications such as banners or ribbons. This option should not be used when Primary 1 or 2 are a better use of the mark.

Logo Primary 2



Logotype Icon



Marque Text

**FIVE POINTS**  
**HISTORIC WEST END**

Vertical Logo





## 3.0

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## Section

# Colour



Our brand is underpinned with a colour palette designed to be fresh, modern and distinctive.

The start was with a primary colour base, that would contrast well against of the flora of the city, but with a twist to evoke a feeling of heritage and maturity.

Different combinations of colour can dramatically change the tone and appearance of a document so it is important to consider how they work together.

To help achieve greater brand recognition it is important that our colour palette is applied consistently.

# Colour Colour Palette

The primary colour palette should be constant throughout all brand communications. Pantone colours should be used when ever possible.

Carbon and Baby Powder are predominately used for text and backgrounds. For extra impact special print techniques such as debossing and spot varnishes can also be applied.

## 1. Spanish Blue

PMS: PANTONE P 106-8 C  
CMYK 88 / 54 / 00 / 00  
RGB 10 / 112 / 185  
HEX #0A70B9

## 2. Verdigris

PMS: PANTONE P 130-5 C  
CMYK 65 / 00 / 39 / 00  
RGB 75 / 192 / 175  
HEX #4BC0AF

## 3. Aero

PMS: PANTONE P 112-4 C  
CMYK 50 / 09 / 00 / 00  
RGB 117 / 192 / 234  
HEX #75C0EA

## 4. Red (Pantone)

PMS: PANTONE P 48-8 C  
CMYK 00 / 98 / 89 / 00  
RGB 237 / 35 / 48  
HEX #ED2330

## 5. Sunglow

PMS: PANTONE P 7-8 C  
CMYK 00 / 18 / 100 / 00  
RGB 255 / 207 / 01  
HEX #FFCF01

## 6. Neon Carrot

PMS: PANTONE P 30-6 C  
CMYK 00 / 52 / 75 / 00  
RGB 247 / 145 / 81  
HEX #F79151

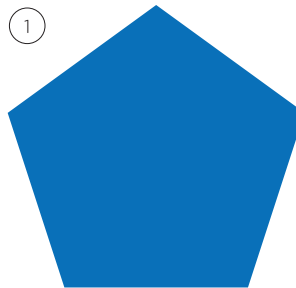
## 7. Carbon

PMS: PANTONE P 179-12 C  
CMYK 00 / 00 / 00 / 78  
RGB 92 / 93 / 96  
HEX #5C5D60

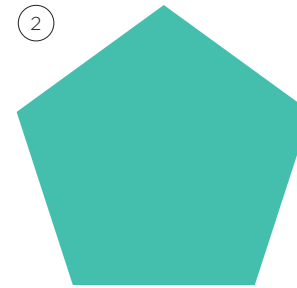
## 8. Baby Powder

PMS: PANTONE P 1-1 C  
CMYK 00 / 00 / 01 / 00  
RGB 255 / 255 / 251  
HEX #FFFFFFB

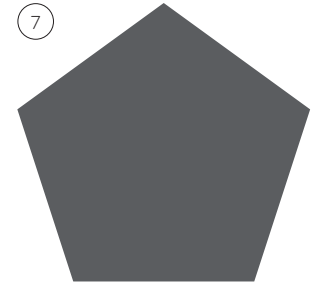
①



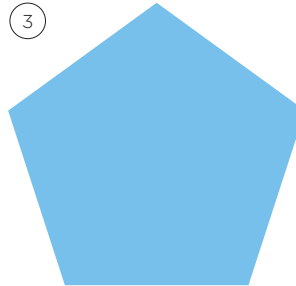
②



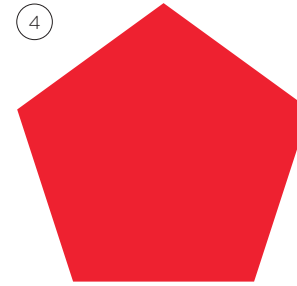
⑦



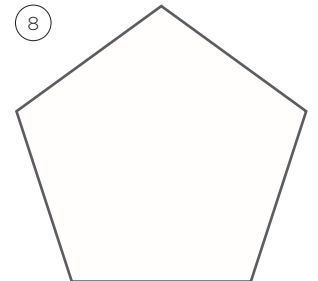
③



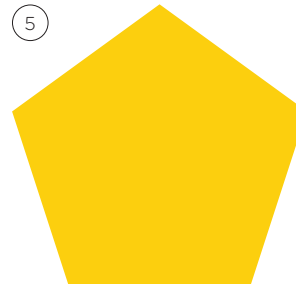
④



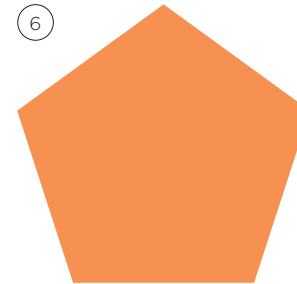
⑧



⑤



⑥



**Background Colour**

Choose background colours wisely. Make an effort to insure contrast between the logo and the background. Be mindful when applying the logo over percentages of black, or photography. If needed, desaturate photography to insure that the brand mark is recognizable.

Our palette has been designed to work well in many situations, and over both lighter, and darker backgrounds.

When working with monotoes, care should be taken to insure that contrast and legibility are paramount. Also, it is important to consider users with visual impairment. Example: A blue monotone logo on red background may not be recognizable to the colour blind user.





## 4.0

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## Section

# Typography



“Open Sans” is our brand typeface, it should be used in all instances where typography is required. It is simple, clean and legible typeface that compliments our logo.

We use five weights of Open Sans. Condensed Bold, Bold Italic, Bold, Regular, and Light. Helvetica can be used as a substitute for Open Sans on digital applications, such as email.

Typography shouldn’t be overlooked as a key element within our toolkit.

It is important to adhere to the tracking, and text arrangement specified in this document to help achieve brand consistency throughout.

# Typography

## Primary

### Typeface

**Open Sans Condensed Bold**  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 01234567890\$&?/+“(.,:;)  
 Character Tracking: +5

Open Sans Regular  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 01234567890\$&?/+“(.,:;)  
 Character Tracking: -10

***Open Sans Bold Italic***  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 01234567890\$&?/+“(.,:;)  
 Character Tracking: -05

**Open Sans Bold**  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 01234567890\$&?/+“(.,:;)  
 Character Tracking: -05

Open Sans Light  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 01234567890\$&?/+“(.,:;)  
 Character Tracking: -10





Headline

Body

*Quotes*

Hyperlinks

Light

**About Open Sans**

Open Sans was developed with an "upright stress, open forms and a neutral, yet friendly appearance" and is "optimized for legibility across print, web, and mobile interfaces."

Featuring wide apertures on many letters and a large x-height (tall lower-case letters), the typeface is highly legible on screen and at small sizes. It belongs to the humanist genre of sans-serif typefaces, with a true italic.

# Bold Condensed is our headline weight.

***"Bold Italic is used for pull quotes," captions, and small bodies of text."***

**Bold is for Hyperlinks. [www.fivepoints.com](http://www.fivepoints.com)**

Regular is our body copy weight.

\*Light can be used when a more delicate weight is needed.



### Tagline

Our tagline is an important ingredient to the messaging of our brand. It can be including in outdoor signage, print collateral, and digital communications.

### Tagline Horizontal

# Proud History, Strong Future.

### Tagline Vertical

# Proud History, Strong Future.

## Proud History, Strong Future.

Lorem ipsum dolor sit amet, ex numquam accusam petentium has. Ut noster alienum imperdiet pri, eu audiam delectus euripidis qui. Suas vitae iriure ea vel, in has laudem voluptatibus. Ad vix utroque minimum, mel ex falli dicunt repudiare, sonet luptatum dissentias vix ad.

***"Lorem ipsum dolor sustainable quis 8-bit."***

Lorem ipsum dolor sit amet, ex numquam accusam petentium has. Ut noster alienum imperdiet pri, eu audiam delectus euripidis qui. Suas vitae iriure ea vel, in has laudem voluptatibus. I

[www.fivepoints.com](http://www.fivepoints.com)

\* Lorem ipsum dolor sit amet, ex numquam accusam petentium has. Ut noster alienum imperdiet pri, eu audiam delectus euripidis qui. Suas vitae iriure ea vel, in has laudem voluptatibusrl.

Type: 10pt. • Leading: 12pt.

Type: 8pt. • Leading: 10pt.



## 5.0

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Section

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Production



When creating new brand collateral, you should aim to engage the end user, and influence them to take the next step in the brand journey.

- Define the purpose, audience, and objectives for the piece.
- Develop key messages.
- Focus your copy primarily on your user, not on your brand.
- Design for eye appeal and comprehension.
- Remember that less is more.

For printed materials, signage, and transportation resources, try to embrace a style that is unique to the organization. Think about the neighborhood. What do they find appealing? What will keep them engaged? Develop products and communications that are focused on their needs and values.

The provided examples are to drive inspiration for the potential for communication materials for the FIVE POINTS at Historic West End Brand.



## Production Collateral

One of the main focuses of the FIVE POINTS at Historic West End brand will be outdoor print materials. These should include way finding signs, billboards, transit kiosks, and promotional items.



## 5.4 Production Signage

Below are examples of possible signage usages and substrates. Care should always be taken to guarantee the strongest brand recognitions possible, whilst considering legibility for the end user.

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Version 3.2.2

FIVE POINTS at Historic West End



### Signage

Considerations when designing signage for the FIVE POINTS at Historic West End Brand:

- Make the Text Large
- Stick to One Message or Idea
- Design With High Contrast

In the end quality is key.

If designed and deployed incorrectly, signage can actually hurt the brand. Users may be frustrated by confusing directions, or bored away from the brand message because the sign took too long to read.



When designing for transit needs, consider the following:

- Do not use photos
- Limit your copy
- Design to stand out, not fit in
- Simple and obvious is good

## Public Transportation

Public transportation includes a wide variety of possible vehicle options. From lightrail to bicycles.

In the following examples we demonstrate 3 possible options:

- Full sized transit bus
- Local sprinter bus
- Paratransit service van





## 6.0

# 6.0

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## Section

# Digital



Always keep your target audience front and center, even when making changes to the design, layout and images. Website design that lacks consistent branding is stressful and confusing.

Effective websites often have simplified layouts that are easy to navigate and enable each design element to shine.

While desktop and laptop displays are in landscape (wider than tall), many mobile devices can be rotated to show websites in both landscape and portrait (taller than wide) orientations. This means that designers and developers, in some cases, must design for these differences. Make sure to design each view to see the differences in each and adjust accordingly.

## 6.2 Digital Web Design

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FIVE POINTS at Historic West End



## Digital Web Design

### Good use of color:

An appropriate color scheme will contain 2 or 3 primary colors that blend well and create a proper mood or tone for the brand.

### Text that is easily read:

The most easily read combination is black text on a white background, but many other color combinations are acceptable if the contrast is within an appropriate range. Keep font size for paragraph text between 10 and 12 pts.

### Meaningful graphics:

Graphics are important, they lend visual variety and appeal to an otherwise boring page of text.

### Quality photography:

A simple way to increase visual appeal is to use high quality photography.

### Simplicity:

Keep it simple and allow for adequate white space. Uncluttered layouts allow viewers to focus on the message.

The site must be visually appealing, polished and professional. Remember, it's reflecting the brand. Along with style, your site must have substance.

Remember that the audience is looking for information that will help them make a decision, so it should be informative and relevant.



## 6.3 Digital Mobile Design

Every component of the site should work quickly and correctly. Broken or poorly constructed components will only leave your visitors frustrated and disillusioned with the brand.

A critical, but often overlooked component of a successful website is its degree of usability. Your site must be easy to read, navigate, and understand.

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### Mobile

Constrained by the device sizes, mobile doesn't always offer the most real estate to work with when it comes to content. So, don't be afraid to remove things on mobile experiences that exist on your desktop big brother. Consider the mobile version of your site as it's own stand-alone website.

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7.0

7.0

7.1 Introduction  
7.2 Inspiration

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Section

Imagery



FIVE POINTS at Historic West End is a vibrant, walkable, and inclusive community. All imagery used for communication materials should reflect these aspects of the area.

Images are important and have a way of eliciting an emotional response from the viewer. Showcase the one-of-a-kind community that surround us every day with FIVE POINTS at Historic West End.

Only use stock photography when completely necessary. Images that are spontaneous will resonate with the user. Avoid photos that seem posed and unnatural. When taking a photograph of a group, select an individual for your audience to focus on.

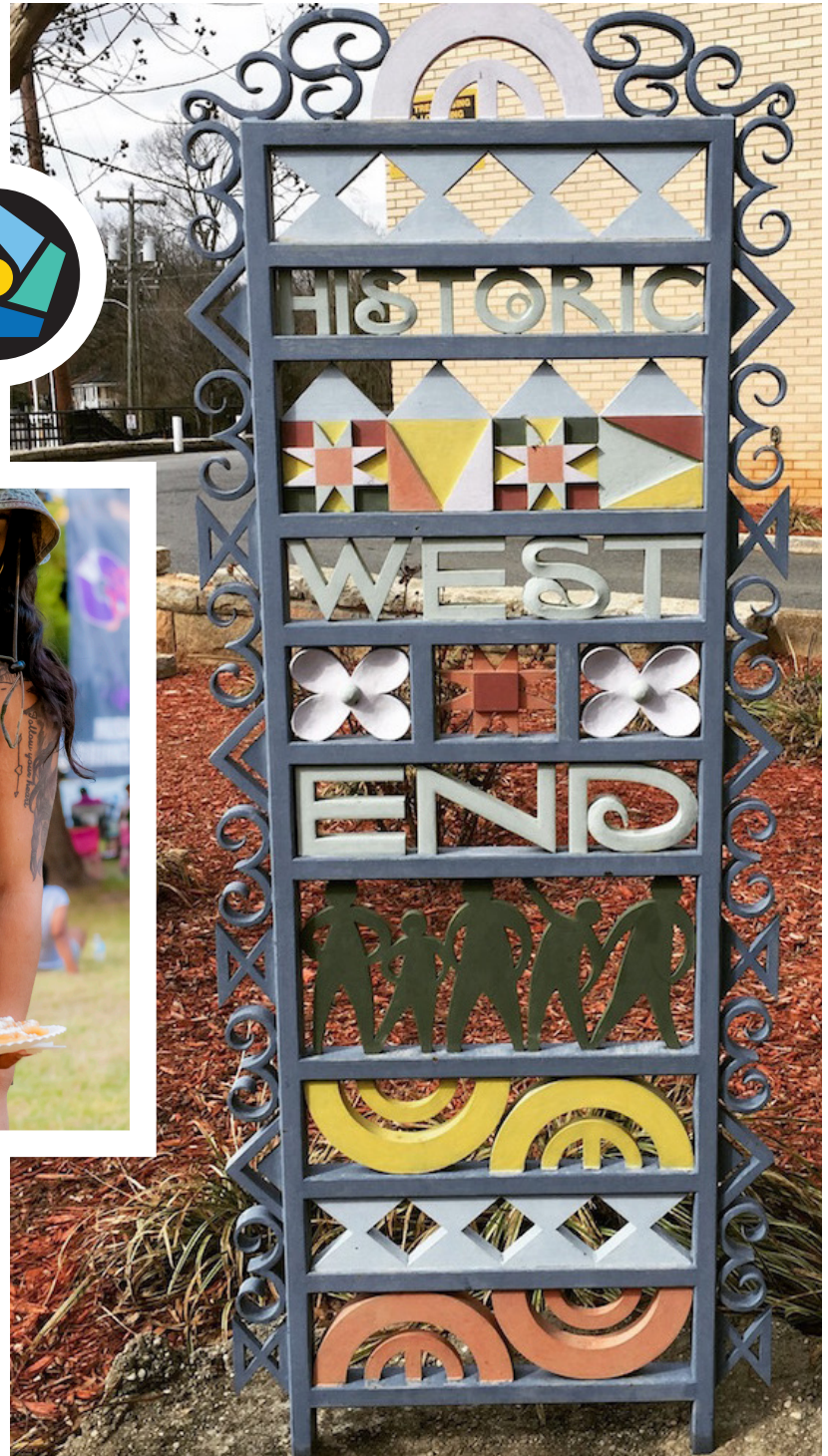
Avoid using photos that are over-complicated or cluttered.

**Imagery**

We are a visual culture. Images capture the imagination and help us understand context without needing to read the fine print. In this age of high mobile-device engagement, having good marketing photos is more important than ever before.

Align imagery with the brand voice. "Proud History, Strong Future."







200 S. Tryon Street, Suite 1600 Charlotte, NC  
28202

**Phone** - (704) 332-2227

**Fax** - (704) 342-1233



**Web** — [atomicdesigncompany.com](http://atomicdesigncompany.com)

**Email** — [info@atomicdesigncompany.com](mailto:info@atomicdesigncompany.com)

