



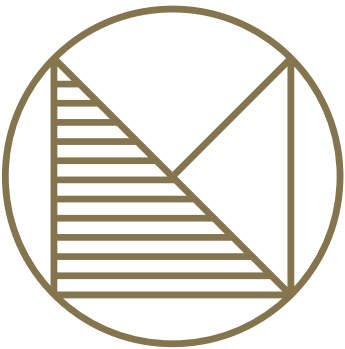
MARKET DISTRICT

BRAND IDENTITY GUIDELINES

OUR LOGO

Our logo represents the multi-faceted experience of shopping, working, and dining in the Market District. The primary stacked version of our logo is the preferred version that should be used across all communications where possible.

The logo is a lockup of the Market District symbol and logotype.



Symbol

MARKET DISTRICT

Logotype



LOGO VARIATIONS

When space restrictions prohibit use of our primary logo, we have secondary and tertiary versions available.

Our secondary logo should be used in horizontal applications.

Our tertiary logo should be reserved for signage and extreme instances where our icon will not reproduce correctly.



SECONDARY LOGO

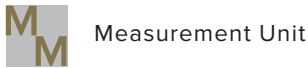
MARKET
DISTRICT

TERTIARY LOGO

CLEAR SPACE

The clear space is the relation of our logo to surrounding elements. Please keep in mind the clear space when using our logos.

The logo should be given an amount of space on each side, equal to at least two times the cap height, no matter the scale the logo is used.



Measurement Unit



PRIMARY LOGO



SECONDARY LOGO



TERTIARY LOGO

BRAND COLORS

Gold and espresso brown have been designated as our official brand colors. These should be used most prominently across all communications.

For added flexibility, secondary colors have been chosen to be intermixed with the primary colors. Never allow the secondary colors to overpower the primary colors.

PMS 871

C: 0 M: 17 Y: 55 K: 50

R: 132 G: 117 B: 78

HEX: 84754E

PMS 7533

C: 40 M: 60 Y: 77 K: 71

R: 71 G: 55 B: 41

HEX: 473729

BLACK

WHITE

GRAY
(40% BLACK)

OUR TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all communications. We have selected Proxima Nova as our primary typeface to impart a sense of sophistication.

Proxima Nova Bold

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

Proxima Nova Regular

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
(! @ # \$ % & + ?) 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

EXAMPLES





Please contact Serena Moyle at serenamoyle@gmail.com with any questions
on the application of these guidelines.