Identity Guidelines

Welcome

to the Creative Enterprize Zone graphic wayfinder!

CEZ logo: CMYK color | overlapping shapes color broken as separate tints

CEZ logo: Pantone color | overlapping transparent colors create secondary tints

CEZ logo: Grayscale | overlapping shapes color broken as separate tints

4-color white and gray logo

**Logo with white mask** | only for rare instances superimposing on dark backgrounds

Minimum logo size

Different printing technologies render text and images at different resolutions and resulting levels of clarity. In order to preserve the integrity and readability of the logo please follow the sizing guidelines below.

.75"
wide

.875"
wide

1"
wide

2"
wide

minimum high
quality print size

minimum office
quality print size

minimum web size
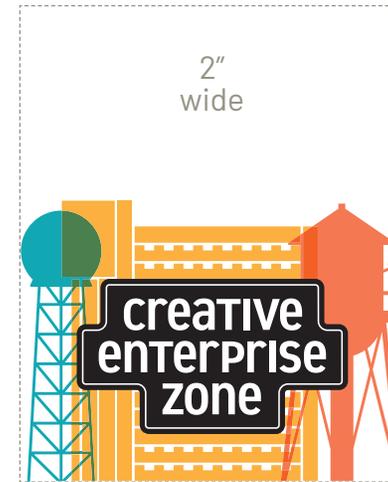
minimum banner printing size

Area of non-interference (logo safe space)
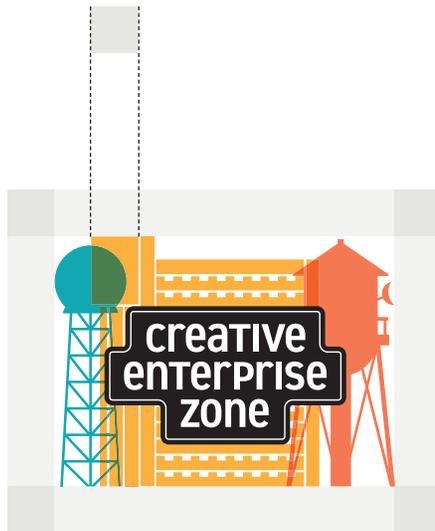
The unit of safe space around the logo into which no type matter nor other graphics should intrude is a square equal to the width of the large gold block in the upper left corner of the Deal Tower graphic in the logo.

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Logo use prohibitions (things not to do because they compromise logo "registration")

DO NOT stretch the logo to fit in a space. It should always appear proportioned 1:1 vertical to horizontal (100%:100%).

DO NOT superimpose the logo on patterns or graphics of any kind.

DO NOT superimpose the logo on solid colors, artwork or photos.

DO NOT crop the logo in a way that would truncate any parts of the logo artwork.

DO NOT reproduce the logo at any tint or transparency value less than 100%.

The CEZ logo and white backgrounds are made for each other

Because the logo is built using 3 vibrant colors well distributed around the color wheel it is perhaps most in its element and impactful when superimposed on a white background. Other hues behind it will tend to subdue one or more of the colors in the logo itself.

The mosaic as a primary design motif

This wayfinding sign is an example of the preferred way of presenting the CEZ logo—on a white field—with accent colors outside the immediate domain of the logo. Design of communications will best serve the branding goals when the logo is placed on a white field. Since the logo funtions like a piece of art mosaic-like layouts similar to the sign below are the recommended approach to featured communication designs such as document covers, posters and signs.

**CEZ nameplates** | in primary (cmyk) colors, black and reverse

CEZ landmark icons | in CMYK and Pantone color

CMYK color

KSTP SkyMax Tower
80-10-30-0
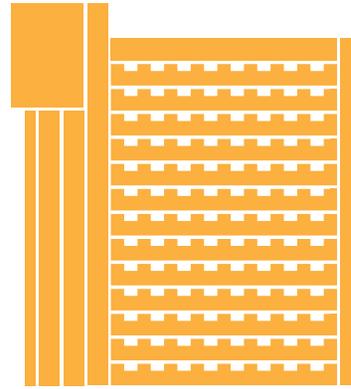
Seal Aparment Building
0-35-85-0

Vandalie Water Tower
0-65-70-0

Pantone color
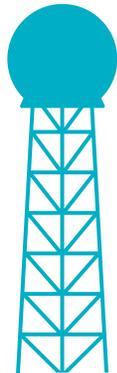
KSTP SkyMax Tower
PMS 7467
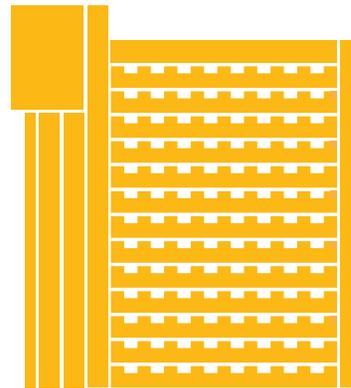
Seal Aparment Building
PMS 130

Vandalie Water Tower
PMS 172

Rules for the CEZ landmark icons when used as artwork:

- Each icon should appear in its entirety, not cropped.
- When shown together they should not overlap.
- They should appear on a white field.
- No other graphics or type matter should be superimposed over the icons.
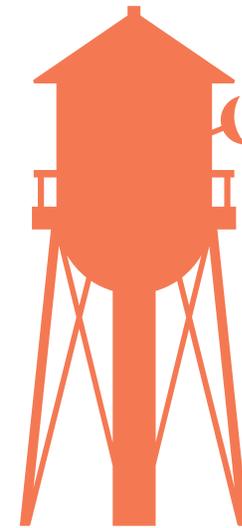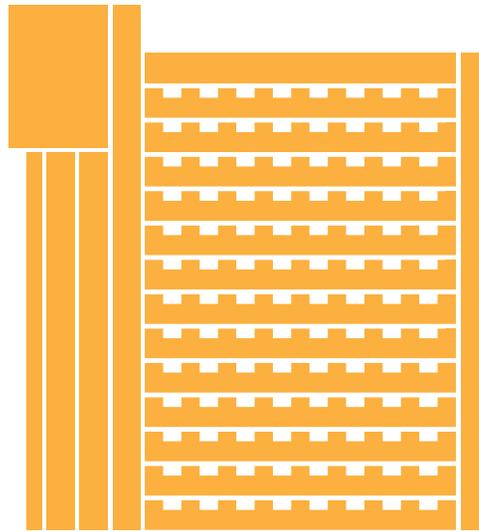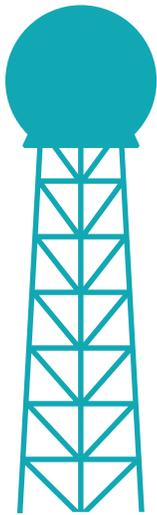
CEZ color palette | Primary set, proposed secondary set, overlap colors

Primary colors

Secondary colors

Overlap colors

80-10-30-0	0-35-85-0	0-65-70-0
PMS 7467	PMS130	PMS 172
0ba9b5	fcb040	f47954
11-169-181	252-176-64	244-121-84

48-43-0-0	5-55-65-10	0-0-15-50
PMS 7446?	PMS 145	Warm Gray 7
8b8dc5	d67f59	959486
131-141-197	214-127-89	149-148-134
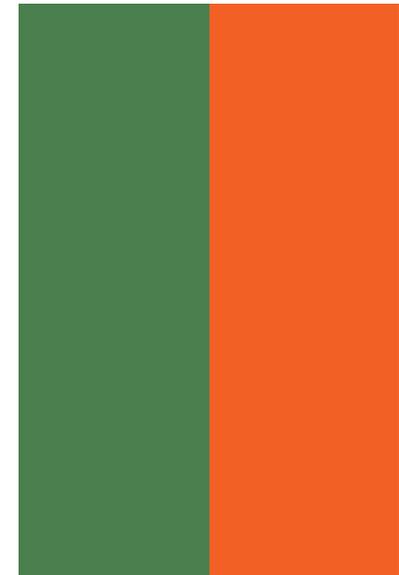
78-39-88-3	0-77-97-0
4c804f	f26127
76-128-79	242-97-39

CEZ logo: The color break includes primary and "overlap" colors

78-39-88-3
4c804f
76-128-79

0-35-85-0
fcb040
252-176-64

0-77-97-0
f26127
242-97-39

80-10-30-0
0ba9b5
11-169-181

0-65-70-0
f47954
244-121-84

creative
enterprise
zone
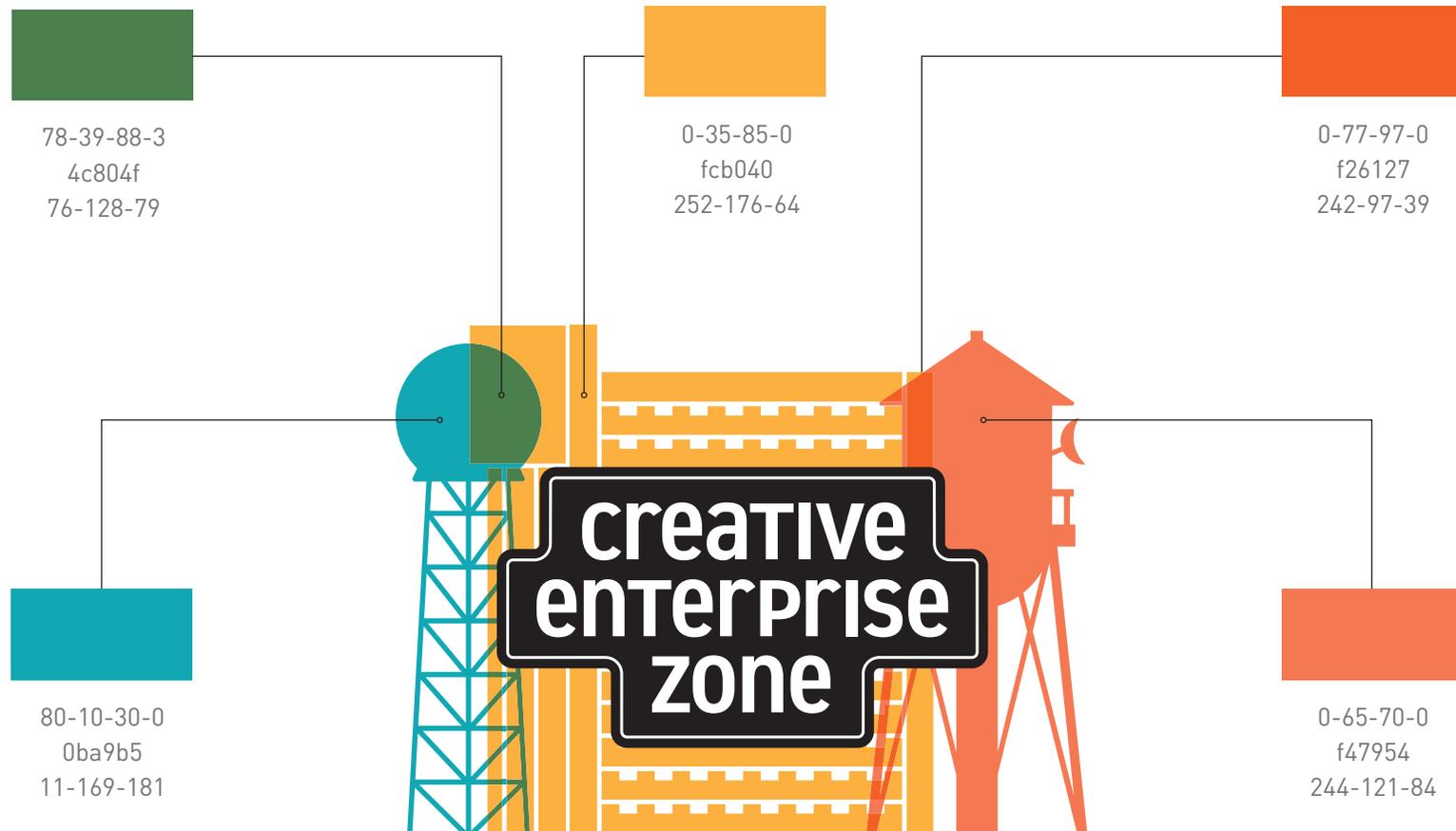
Proposed CEZ fonts: **Google's Barlow and Barlow Condensed**

Barlow Regular

Barlow Italic

Barlow Bold

Barlow Light

Barlow Light Italic

Barlow Black

Barlow Condensed Regular

Barlow Condensed Light Italic

Barlow Condensed Light

Barlow Condensed Light Italic

Barlow Condensed Bold

Sample alphabets with numerals: **Barlow Regular, Italic and Bold**

Barlow Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Barlow Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Barlow Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Sample typographic style

Recommended style and proportions are shown at right.

The proportions of the headline and subhead are such that the capital letters in the smaller subhead are roughly equal in height to the lowercase letters in the headline. This provides modest but sufficient contrast to mark the hierarchical difference.

Similarly, the contrast difference between the subhead and text is modest while sufficient. It relies on the combination of a subtle reduction in size and noticeable reduction in the weight of the text font.

Flush left and ragged right justification fits the creative, informal brand personality. Leading (line spacing) is balanced—tight enough to create smooth, coherent color in larger blocks of type matter, generous enough to make reading easy.

Headline set in 18 point Barlow Bold

Subhead is set in 14 point Barlow Bold

Text is set in 12 point Barlow Regular, leaded 16 points (line spacing). Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tinc idunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ulla mcorper suscipit lobor tis nisl ut aliquip ex ea com modolaoreetconsequat.

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Sample pull quote is set in 13 point Barlow Italic, leaded 17 points. Those specifications allow it—treated in an accent color—to show prominently without competing unduly with the subhead.

Ut wisi enim ad minim veniam, quis nostrud exerci ta tion ullamcorper suscipit lobortis nisl vulputate velit esse moles tie consequat. Vel illum dolore eu feugiat.

Photography guidelines

Types of photos to feature:
• Makers making
• icons from the zone: from a mosaic piece to well known building facades
• Social events in the zone—outside and inside
• Streetscapes
• Places of repose

Types of photos to avoid
• Posed non-professional photos of people smiling at the camera
• Flash photos (non-professional)—natural light is best
• Images that look like slick, vacuous stock photos

Best use technical requirements:
• JPEG file format, maximum quality, minimum compression
• Minimum size 2.5 MB; prefer 6-12MB

Storytelling / aesthetics
• General style of photography is documentary, not stylized
• Asymmetry is more interesting than symmetry, but not to the extent that the image looks clearly unbalanced
• Portraits should show the context as an important character in the photo's "story"

—photography guidelines, continued

- Head shots, when used, should be shot with sufficient space around the face—above and below and from side to side—to allow for flexible use (see figure at right)
- Pay attention to the background—avoid objects in the background that appear to stick out of a person featured in the foreground
- Most richly colorful times of day are the hour after sunrise and before sunset
- Avoid bright cloudless sunlight—it creates glare and hard shadows and makes people you are photographing squint; an overcast day is a photographer's friend
- Avoid people with hats on that put their faces in shadow, providing less to work with even if color correction is performed on the image
- Do your best to not shoot with background glare or strong backlighting—it makes it difficult to get good tone and detail in the subject
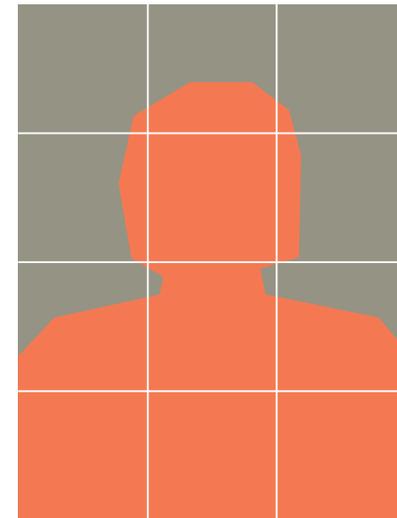
Allow enough space around the face when taking a head shot

Thank you

for your time and consideration!

For questions about CEZ
branding design, contact:
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john@triangleparkcreative.com