Sharing SPACES

BRAND STYLE GUIDE



PRIMARY LOGO

The Sharing Spaces logo is a badge made up of two elements: the house icon and the Sharing Spaces wordmark. These elements should appear together unless a size/ proportion restriction prohibits (read on for details).

WORDMARK

While the Primary Logo acts as our main brand, the wordmark can be used without the house icon.

If using the wordmark, do not include any other elements.



MARGINS

Minimum clear space around the logo and wordmark ensures their visibility and effectiveness.

The minimum clear space around all sides of the logo or wordmark is equal to the height of the word "SPACES," shown as "S" in the diagram. Please keep all other text and graphic elements outside of the minimum clear space.



0.75", 19.05 mm



MINIMUM SIZE

Minimum sizes for the logo and wordmark ensure their visibility and integrity.

The minimum size for any use of the Sharing Spaces logo or wordmark is a width of 0.75 in. or 19.05 mm. Please don't reproduce the Sharing Spaces logo or wordmark at a smaller width.

LOGO DON'TS

Understanding how to use the logos properly will result in a cohesive brand that is recognizable and consistent across all channels. Avoid making these mistakes as they can alter the readability + consistency of the brand.



Never change the proportions of the bridge or text



Never violate the clear space with type or other elements



Never put the logo over a distracting background



Never distort the logo



Never rotate the logo



Never change the color of the text compared to the icon



Never place a drop shadow or glow behind the logo



The icon should always remain above the wordmark, never to the side.

COLOR

The Sharing Spaces brand shares freedom, camraderie and life.

Visually we are warm and fun.

The color pallet chosen for Sharing Spaces is based on color psychology.

Since this logo is a continuous logo that contains no background, it's critical to place colored correctly as seen on the next page.



CMYK 41 17 79 0
RGB 163 180 95
HEX A2B35F

CMYK 4 7 11 0
RGB 242 232 221
HEX F1E7DD

CMYK 0 20 65 0
RGB 255 206 113
HEX FFCD71



CMYK 1 73 77 0
RGB 239 106 71
HEX EF6946



CMYK 53 65 69 51
RGB 80 59 51
HEX 4F3A32

LIGHT BACKGROUND







DARK BACKGROUND



FONT - HEADLINE

Relation is a strong and impactful script headline font.

RELATION BOLD can be used for all headlines, call to action and highlighted text.

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

abcdefghijklmnopqrstuvwxyz

1234567890

FONT - GENERIC COPY

Century Gothic is a strong yet simple copy font that is common to most computers.

This font is to be used in all communications as the standard & go-to font choice since it's easily accessible and can be read on most platforms.

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

abcdefghijklmnopqrstuvwxyz

1234567890

FONT - CUSTOM COPY

Brandon Grotesque is a strong yet simple copy font that is not availble on most computers, so we will use on custom collateral and our website.

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

abcdefghijklmnopqrstuvwxyz

1234567890

STOCK PHOTOGRAPHY

We want to focus on real people - the people that Sharing Spaces helps on a daily basis. Our goal for marketing is to show how Sharing Spaces provides a service that is friendly, so we want images to feature people that are ethnically diverse while smirking, smiling or looking optimistic, and ideally in pairs.

We want to veer away from images that feature male + female as to avoid looking like a dating service.

We can also share images that conjure up feelings of adventure, things friends do together for inspiration, and living spaces.








MARKETING COLLATERAL

Marketing collateral is anything printed to be seen with a purpose of extending awareness of Sharing Spaces.

This is where our branding comes to life, pairing the logo with additional design elements, headlines and photography. Simplicity is key. Refer to given templates for usage guidelines.



BRANDED COLLATERAL

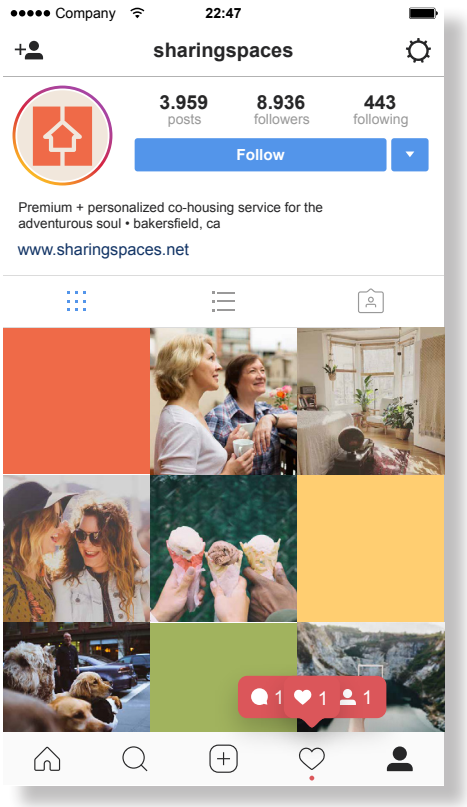
Internal communication + branded collateral give a sense of belonging to employees. Using the templates provided, the brand of Sharing Spaces will retain its consistency through color selection, simple lines and focus on the badge logo.



SOCIAL MEDIA BRANDING

Time to share the new branding of Sharing Spaces with our followers! Our look is simple and refined. It's key that all social profiles mimic each other to retain consistency and immediate recognition from platform to platform.





DEVELOPMENT + DESIGN BY

PURVEYOR house

WWW.PURVEYORHOUSE.COM