

Downtown DC BID Quick Reference Guide

DOWN
TOWN
DC



COMPONENTS OF THE IDENTITY

The Downtown DC BID identity is comprised of two elements, the logo and the descriptor. These elements may appear separately and the star within the logo may be used on its own as a graphic element (example will be shown on the following pages). Ideally the logo should always appear in full colour, but in some applications this may not be possible due to printing restrictions etc. To address this we have created a black logo and a reversed out white logo.

Logo —————



Descriptor —————

Business Improvement District



Business Improvement District

Black logo



Business Improvement District

Reversed out white logo

MINIMUM SIZE

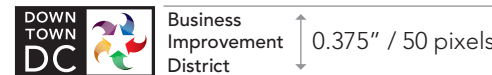
The minimum size is based on height of the logo. For conventional printing use the inch measurement and for digital purposes such as web or PowerPoint use the pixel measurement. A alternate mark has been created if the identity needs to appear less than 0.625" high. (Vertical and horizontal versions). The logo cannot be any smaller than these values, as this would greatly hinder readability.

Minimum size – logo with descriptor



Minimum size – logo only

Minimum size – logo with descriptor appearing smaller than 0.625"



Horizontal version



Business Improvement District

Vertical version

COLOUR PALETTE

To add to the brands visual vocabulary a colour palette was developed based off the star graphic. These colours will apply to printed and electronic materials. Each of these colours are shown in Special colours (PMS), Process colours (CMYK), Digital colours (RGB) and Web Safe colours. To expand the palette range further tints of these colours may be used.



Special Colour : PMS 369
 Process Colour : 59c 0m 100y 7k
 Digital Colour : 109r 179g 63b
 Web Colour : 6DB33F



Special Colour : PMS 186
 Process Colour : 0c 100m 81y 4k
 Digital Colour : 227r 24g 54b
 Web Colour : E31836



Special Colour : PMS 293
 Process Colour : 100c 57m 0y 2k
 Digital Colour : 0r 103g 177b
 Web Colour : 0067B1



Special Colour : PMS 2593
 Process Colour : 61c 89m 0y 0k
 Digital Colour : 124r 65g 153b
 Web Colour : 7C4199



Special Colour : PMS 130
 Process Colour : 0c 30m 100y 0k
 Digital Colour : 253r 105g 19b
 Web Colour : FD8913

TYPEFACE

The corporate typeface for Downtown DC is Avenir. This should be used whenever collateral materials are produced (Ads, brochures etc.). This font family has a robust range of weights in both Roman and Italic. Using Avenir strengthens the visual vocabulary of the Downtown DC brand and creates a consistent look and feel.

Avenir Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Avenir Light Olibque
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Avenir Book
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Avenir Book Oblique
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Avenir Roman
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Avenir Oblique
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Avenir Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Avenir Medium Oblique
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Avenir Heavy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Avenir Heavy Oblique
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Avenir Black
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Avenir Black Oblique
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

IMPROPER LOGO USAGE

The universal rule of thumb is never alter electronic artwork in any way. Here are some examples of what **not** to do with the identity.



Do not alter colours of the logo



Do not alter the colour sequence in the star



Do not alter the descriptor font



Do not rotate the identity



Do not resize elements in the logo



Do not stretch or distort the identity



Do not replace the star with other graphics



Do not use Downtown DC on its own

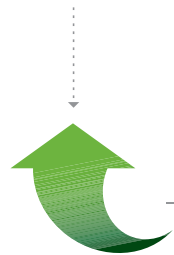


Do not place background colour behind the star

STAR GRAPHIC USAGE

The star graphic is made up of five arrows. The star and the arrow can be used on its own. This helps to expand the visual vocabulary of the identity and creates strong brand recognition. The following are examples of how the star and arrow graphic may be applied.

Star



Arrow can be used on its own as a graphic



Kitfolder cover



Lobby



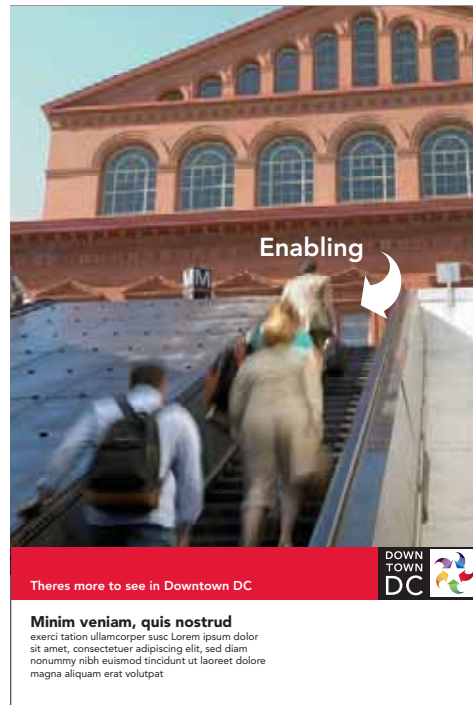
Ball Cap



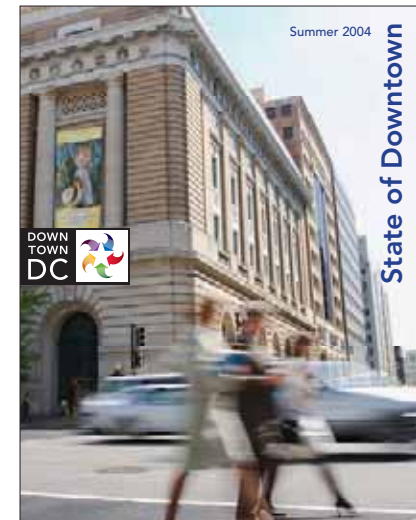
Vest

APPLICATIONS

The following demonstrates how the identity works on printed materials and on a website homepage.



Newspaper ad



Brochure cover



Website homepage