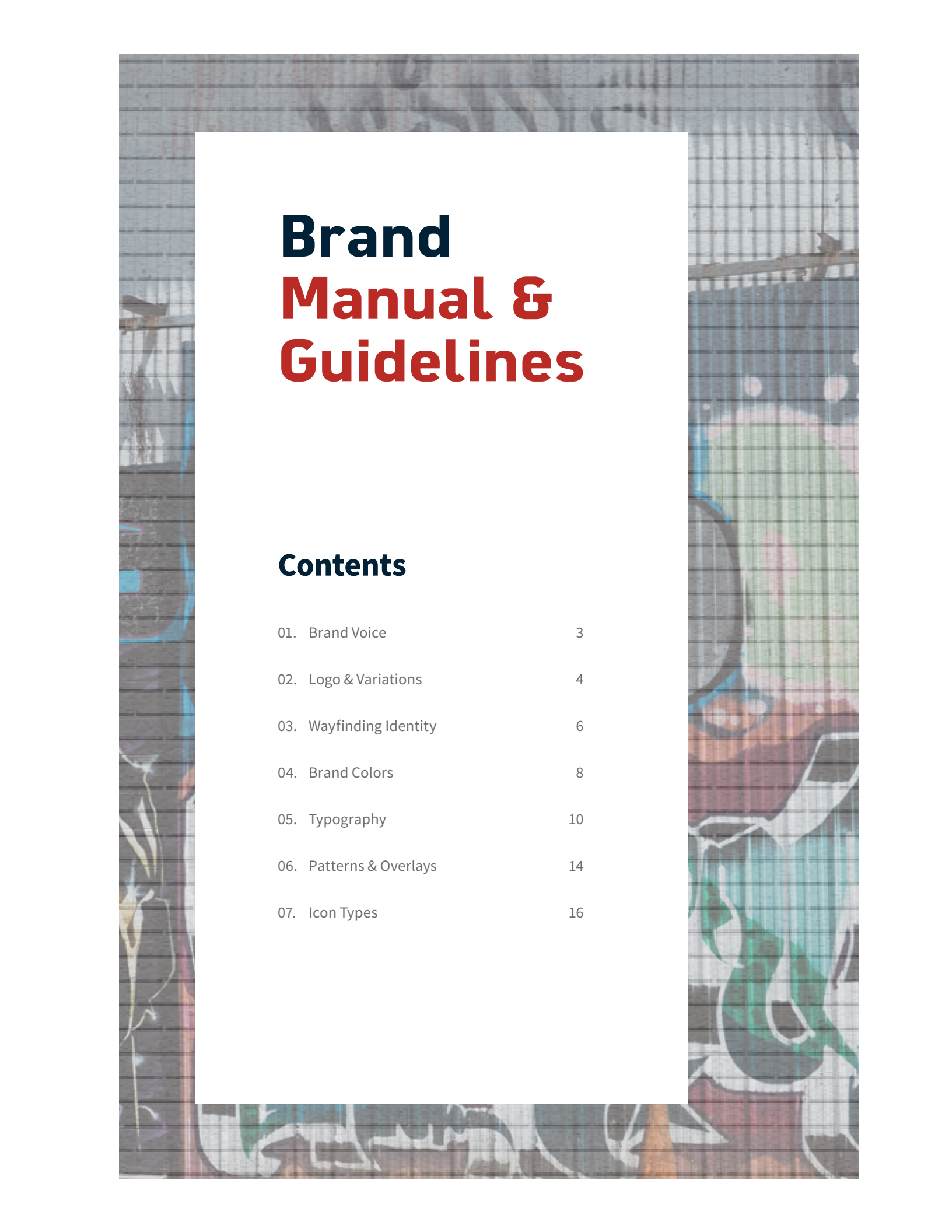




Brand Manual & Guidelines

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Brand Manual & Guidelines

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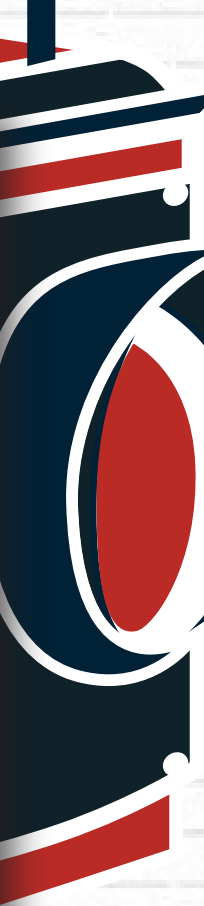


01. Brand Voice

The brand's voice is a group or collective of variously talented misfits. It is the voice of the artists, craftspeople, chefs and business owners who came together to give life to this unique property. The voice is casual yet prideful, like you are coming to their stomping grounds when you visit. The voice is confident yet informative, only speaking when necessary and relevant. Finally, the voice is lightly playful, but professional and industry leading.

**The
Antithesis of
Main Street**





02.

Logo & Variations

The Icon

Drawn from inspiration in the architecture found at Foundy Street, the icon is a direct representation of the step-stacked crown feature topping select buildings around the property.

The Main Logo

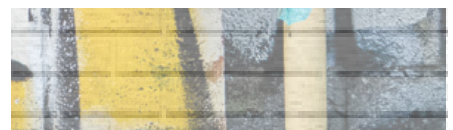
Our main logo was designed to resemble a street sign with the icon tucked behind on top of the logo.

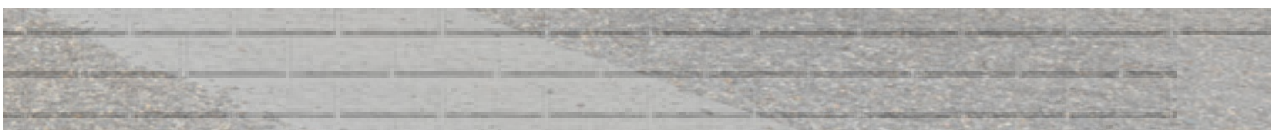
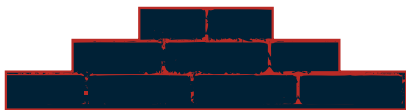
The Full Logo Inline

A variation of the main logo, the full logo inline is used when our nomenclature needs to be spelled out or when formatting is limited to wider and minimal height scenarios.

The Full Logo Stacked

Similar to the Inline Logo, the Stacked Logo is for circumstances when the nomenclature needs to be spelled out or when formatting calls for vertical or stacked alignment.





03. Wayfinding Logos

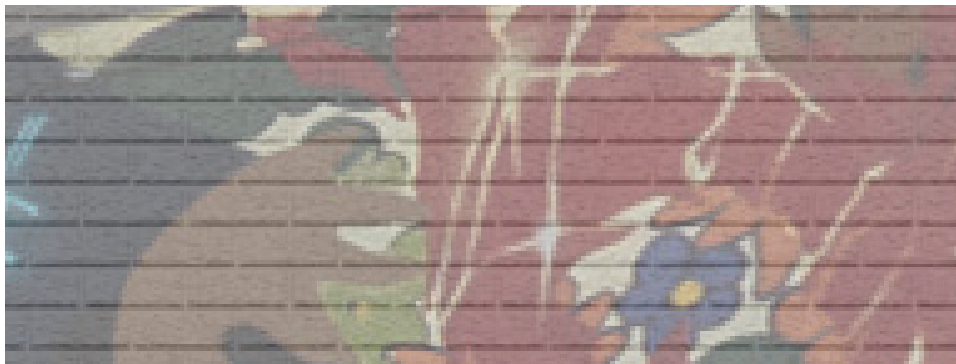
The Icon

Wayfinding and signage is a prominent factor within the ground experience. Thus, the following separate lantern logo variation will represent wayfinding.

The lantern logo pulls direct inspiration from the railroad tracks that make up a large part of Foundy Street and the entire River Arts District area.

The lantern logo variation also symbolizes the community and property merchants “shining a light” on a once forgotten piece of unique property that has become Foundy Street.





Lights On Logo

The lantern logo shines a light on Foundy Street, shown literally with this logo variation to be used in mapping, event promotions, or other variations.



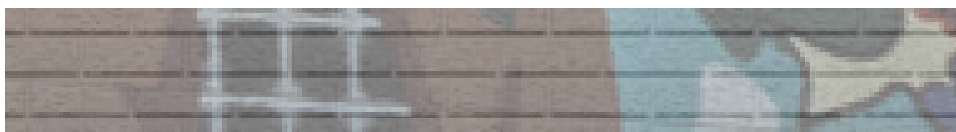
The Badge Logo

Consists of an angled badge shape with the lantern icon situated at the top apex of the badge. Designed for horizontal or landscape use cases.



The Stacked Logo

Similar to the Badge Logo, the Stacked Logo shifts the focal point of the logo to the Lantern icon and creates a taller layout ideal for vertical or large portraite use cases.



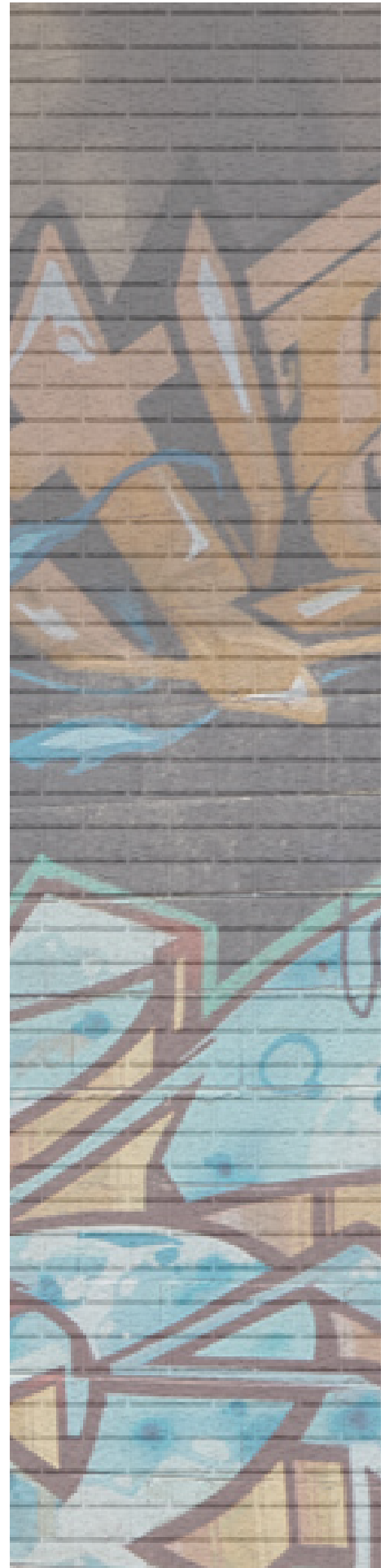
04.

Brand Colors

Foundy Street is full of color, from our graffiti plastered walls to the arts, crafts, and talents of our Merchants.

Color plays an important role in the brand identity of Foundy Street. The color palette created consists of a primary and secondary palette. While the primary palette reflects all major brand identities, the secondary palette can be used interchangeably with the primary palette color navy. However, there should never be an instance where more than one secondary color is used either on its own or with either primary color.

Our secondary palette uses each color to represent a specific characteristic of Foundy Street that is emulated through its diverse offering of merchants. Our yellow color represents the food and bev merchants, green represents our shopping and retail merchants, orange represents our artists and craftsman, while blue represents our unique merchants focused on hobbies or leisure



Primary Palette



Secondary Palette

Yellow	CMYK : C007 M005 Y091 K000 Pantone : 107C	RGB : R247 G225 B020 Web : #F7E114
Green	CMYK : C067 M000 Y073 K000 Pantone : 2420c	RGB : R054 G206 B108 Web : #36CE6C
Orange	CMYK : C009 M055 Y091 K001 Pantone : 2428C	RGB : R224 G132 B040 Web : #E08428
Blue	CMYK : C071 M014 Y000 K000 Pantone : 115C	RGB : R039 G170 B225 Web : #27AAE1

Martian B

Martian B, a sans-serif based typeface, inspired from industrial signs with semi-modular structure, suitable for using in a wide ranged media format. Available in nine weights from Thin to Extra Black.

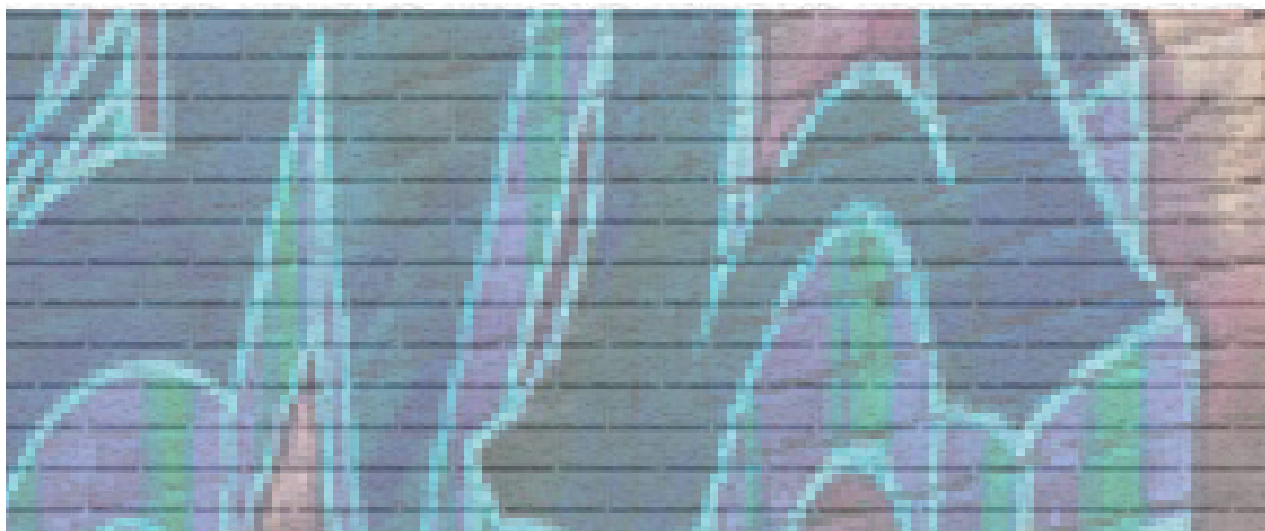
05.A

Heading Typeface



Download Typeface





A collective of variously talented misfits.

Martian B – 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

Martian B – 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

Martian B – Figures

1 2 3 4 5 6 7 8 9 0

Martian B – Special Characters

? ! & % @ - + ÷ / © ® \$ € £ ¥



Source Sans Pro

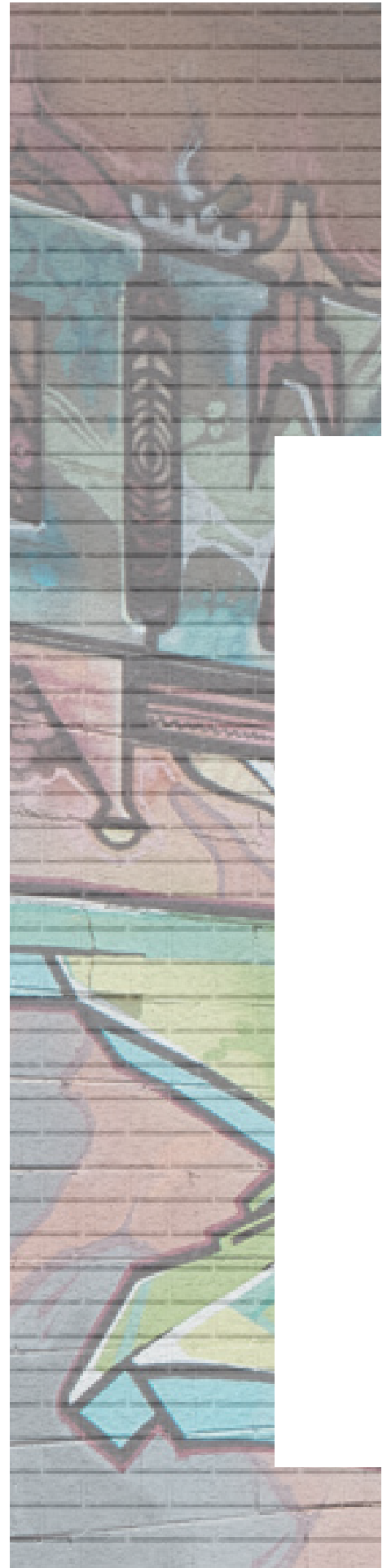
Source Sans Pro, Adobe's first open source typeface family, was designed by Paul D. Hunt. It is a sans serif typeface intended to work well in user interfaces. Source Sans Pro draws inspiration from the clarity and legibility of 20th century American gothic typeface designs, making it perfect for body paragraph copy.

05.B

Paragraph Typeface



Download Typeface





A collective of variously talented misfits.

Source Sans Pro – 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

Source Sans Pro – Light

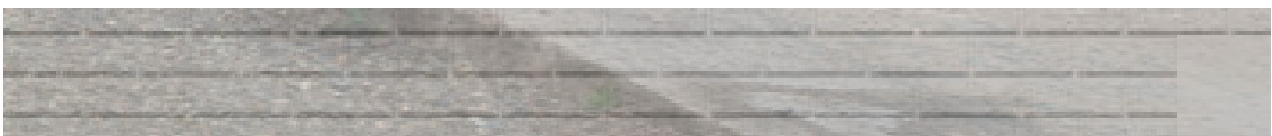
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Source Sans Pro – Figures

1 2 3 4 5 6 7 8 9 0

Source Sans Pro – Special Characters

? ! & % @ - + ÷ / © ® \$ € £ ¥



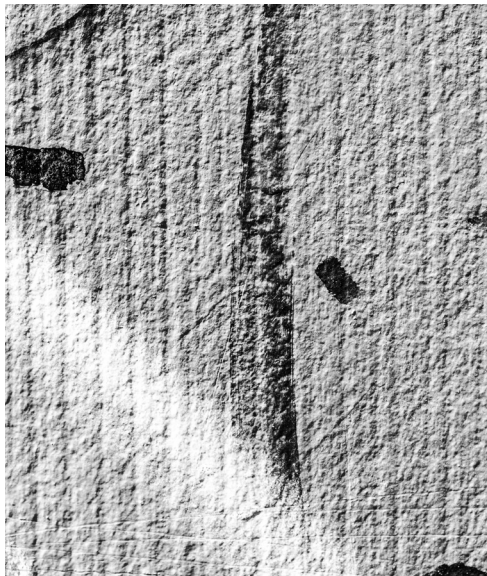
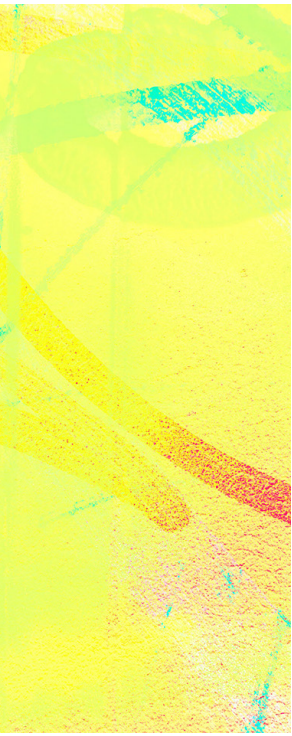


[Download Patterns & Overlays](#)

06.

Patterns & Overlays

Patterns and overlays are used extensively throughout our website and brand materials, and are a great way to accentuate our brand identity.



The brand pattern and overlay system

-

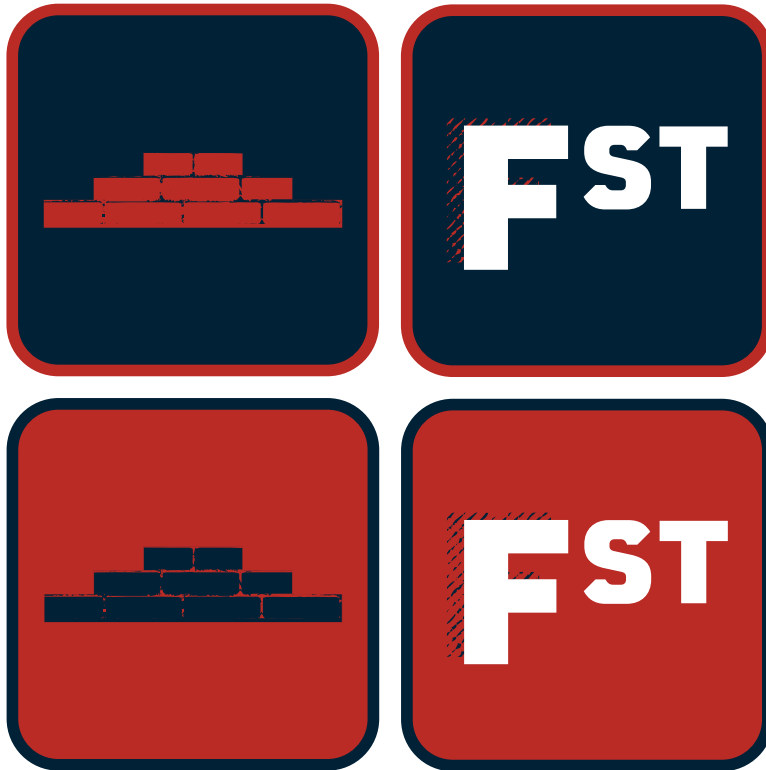
Guidelines:

- Use with or without images
- Brick overlay is used as overlay or background
- Textures used as overlays only
- Graffiti backgrounds should be subbed with actual Foundy St. graffiti when applicable

07. Logo Icons

Iconography

The icons below are used when shorthand logo types are needed such as favicons, social media, etc.



[Download Logo Icons](#)



08. Conclusion

created for:

EDDIE DEWEY
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-

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In conclusion, this manual is to be used as a guide for usage cases for all visual brand identities. This document is the exclusive private property of Foundy Street property owners, merchants, and marketing service providers. The document was created by Dolo Digital for property ownership.

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