



CRYSTALCITY

FULL COLOUR



CRYSTALCITY

POSITIVE BLACK



CRYSTALCITY

REVERSED

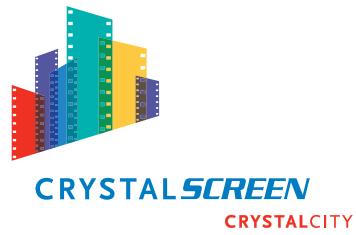
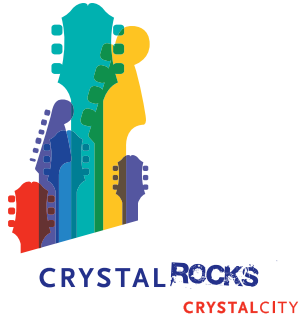
The Crystal City master brand is a graphic file with all fonts in outlines. The graphic and wordmark should NEVER be recreated. Consistent use of the brand is essential. ALWAYS use the graphic files supplied and NEVER alter the electronic artwork in any way.

SUB-BRANDS


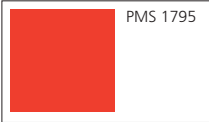



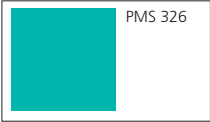



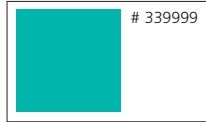





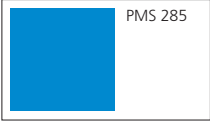



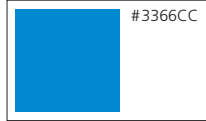
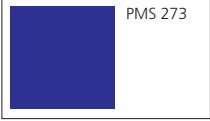
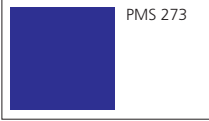


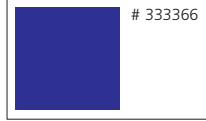
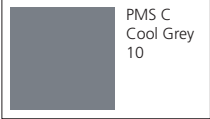
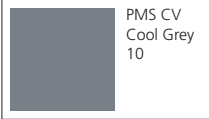





The Crystal City sub-brands are graphic files with all fonts in outlines. Two versions of each sub-brand have been developed for maximum versatility – a vertical and a horizontal format. ALWAYS use the appropriate graphic files supplied and NEVER alter the electronic artwork in any way.

SUB-BRANDS CONTINUED



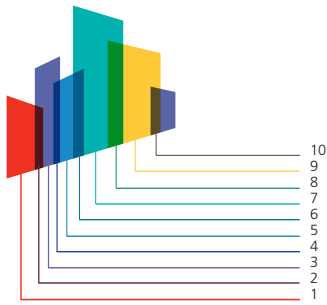
COLOUR PALETTE

PANTONE COATED	PANTONE UNCOATED	PROCESS	RGB	WEB SAFE
 PMS 1795	 PMS 1795	 C 0 M 94 Y 100 K 0	 R 238 G 52 B 36	 #CC3333
 PMS 326	 PMS 326	 C 87 M 0 Y 38 K 0	 R 0 G 177 B 176	 #339999
 PMS 123	 PMS 123	 C 0 M 24 Y 94 K 0	 R 255 G 196 B 37	 #FFCC33
 PMS 285	 PMS 285	 C 89 M 43 Y 0 K 0	 R 0 G 124 B 194	 #3366CC
 PMS 273	 PMS 273	 C 100 M 96 Y 0 K 8	 R 39 G 49 B 139	 #333366
 PMS C Cool Grey 10	 PMS CV Cool Grey 10	 C 55 M 43 Y 38 K 8	 R 0 G 0 B 0	 #6F7175

The swatches above, show the breakdown of the Crystal City colour palette.

The bright colour palette should be used in all collateral for headings and background colours.
Cool Grey 10 should be used for body copy.

CRYSTAL CITY BID LOGO : COMPLETE COLOR BREAKDOWNS



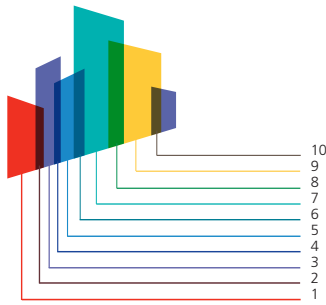
A closer view of the color strips and their corresponding numbers



	PANTONE COATED	PANTONE UNCOATED	PROCESS	
1	PMS 1795 100%	PMS 1795 100%	C 0 M 94 Y 100 K 0	2 C 56 M 86 Y 72 K 32
3	PMS 273 75%	PMS 273 75%	C 66 M 62 Y 2 K 2	4 C 95.35 M 82 Y 0 K 5.75
5	PMS 285 90%	PMS 285 90%	C 80.5 M 34 Y 2 K 0	6 C 97.25 M 38.82 Y 38.04 K 0
7	PMS 326 100%	PMS 326 100%	C 87 M 0 Y 38 K 0	8 C 87.06 M 21.57 Y 90.59 K 0
9	PMS 123 90%	PMS 123 90%	C 0 M 21.58 Y 84.89 K 0	10 C 75.05 M 78.12 Y 85.01 K 2












The swatches above and in the following pages show the complete color breakdown of Crystal City's logo color palette.

Using the Crystal City BID's logo, from left to right each color strip is labeled by a number. Additionally, each color swatch below corresponds to a number from the logo to better identify and track each color's breakdown across color platforms. The pantone coated and uncoated color swatches indicate the color's transparency percentage used in the logo to achieve that specific color value. Unlike your master, or original style guide, here the process, rgb, and web safe color swatches have been chosen to best match the pantone coated and uncoated colors according to each of their transparency levels.



A closer view of the color strips and their corresponding numbers



RGB		WEB SAFE					
1	 R 238 G 51 B 37	2	 R 101 G 52 B 58	1	 #ee3325	2	 #653439
3	 R 105 G 107 B 172	4	 R 37 G 73 B 153	3	 #686aab	4	 #244898
5	 R 28 G 139 B 200	6	 R 0 G 126 B 148	5	 #1c8bc8	6	 #007e94
7	 R 0 G 177 B 176	8	 R 9 G 147 B 85	7	 #00b1af	8	 #069355
9	 R 255 G 202 B 65	10	 R 100 G 83 B 73	9	 #ffca41	10	 #645349

The swatches above and in the following pages show the complete color breakdown of Crystal City's logo color palette.

Using the Crystal City BID's logo, from left to right each color strip is labeled by a number. Additionally, each color swatch below corresponds to a number from the logo to better identify and track each color's breakdown across color platforms. The pantone coated and uncoated color swatches indicate the color's transparency percentage used in the logo to achieve that specific color value. Unlike your master, or original style guide, here the process, rgb, and web safe color swatches have been chosen to best match the pantone coated and uncoated colors according to each of their transparency levels.

Frutiger

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Frutiger Light

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Frutiger Light Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Frutiger Regular

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

Frutiger Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Frutiger Bold

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

Frutiger Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Frutiger Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Frutiger Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Frutiger Bold Condensed

The fonts used in the communications materials form an integral part of the Crystal City brand. Consistent usage of the typefaces improves the effectiveness of Crystal City's communications and recognition in the marketplace.

Frutiger has been selected as the primary typeface for headings, printed communications and core identity implementations. This sans serif font has been selected to complement the logo and is to be used in all graphically-designed materials.

For all cross-platform applications such as PowerPoint and email, use Arial as the default font. This font exists on all Mac and PC platforms, thus ensuring that the text will display consistently.

*This is a sample page layout that shows how the elements may be used in relation to each other.

STYLE SHEET

The colour palette should be used to emphasize headings, sub-headings and solid background colours.



INSIDE:

- Lorem ipsum dolor sit amet consectetur adipiscing elit
- Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna
- Aliquam erat volutpat ut wisi enim ad minim ven miam quis nostrud
- Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna
- Aliquam erat volutpat ut wisi enim ad minim ven miam quis nostrud



NOT JUST SMART BRILLIANT

Title is set in 14 pt. Frutiger Light

Body copy is set in 9 pt. Frutiger Light with 12 pt. leading.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in facit.

Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum. Mirum est notare quam littera gothica, quam nunc putamus parum claram. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril

delenit augue dui dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis.

Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum. Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla

Main headings are set in 30 pt. Frutiger Bold Condensed with 32 pt. leading in colour

Sub headings are set in colour 14 pt. Frutiger Light with 16 pt. leading

Body copy is set in 9 pt. Frutiger Light with 12 pt. leading

TAGLINES

NOT JUST SMART
BRILLIANT

A Bright Place to Be

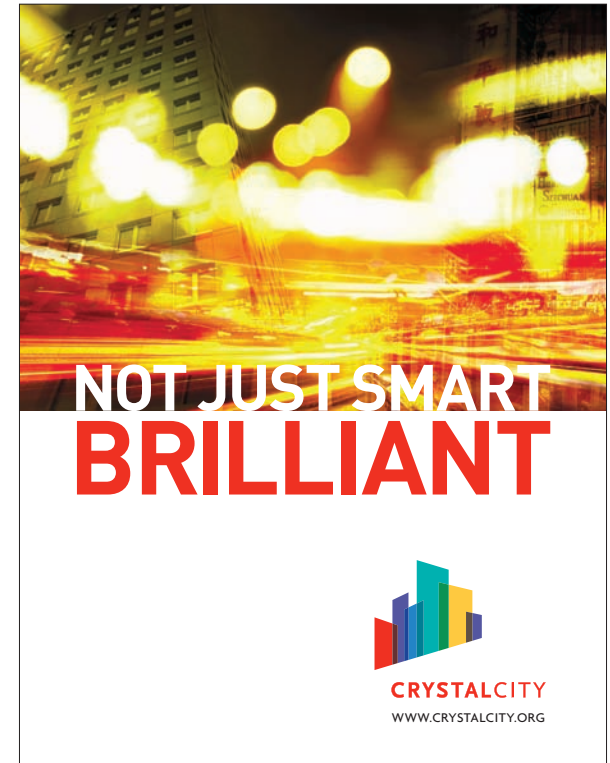
A Bright Place to Be

A Bright Place to Be

SAMPLES



BACK OF BUSINESS CARD



SAMPLE AD

The above are examples of the Crystal City tagline treatment. ALWAYS use the Frutiger font and colours from the brand colour palette to set the taglines.