

GLEN LENNOX



BRAND GUIDE

04/26/18



G L E N

GL

L I N O X

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BRAND VISION



Over more than a decade, through hundreds of events and conversations with thousands of current and former Chapel Hillians, three key themes emerged as priorities guiding the future of Glen Lennox: Character, Culture and Community.

This framework captures the creative expression of the brand and purposefully influences everything—from development principles to the conceptual master plan to the design language of the 15 year project.

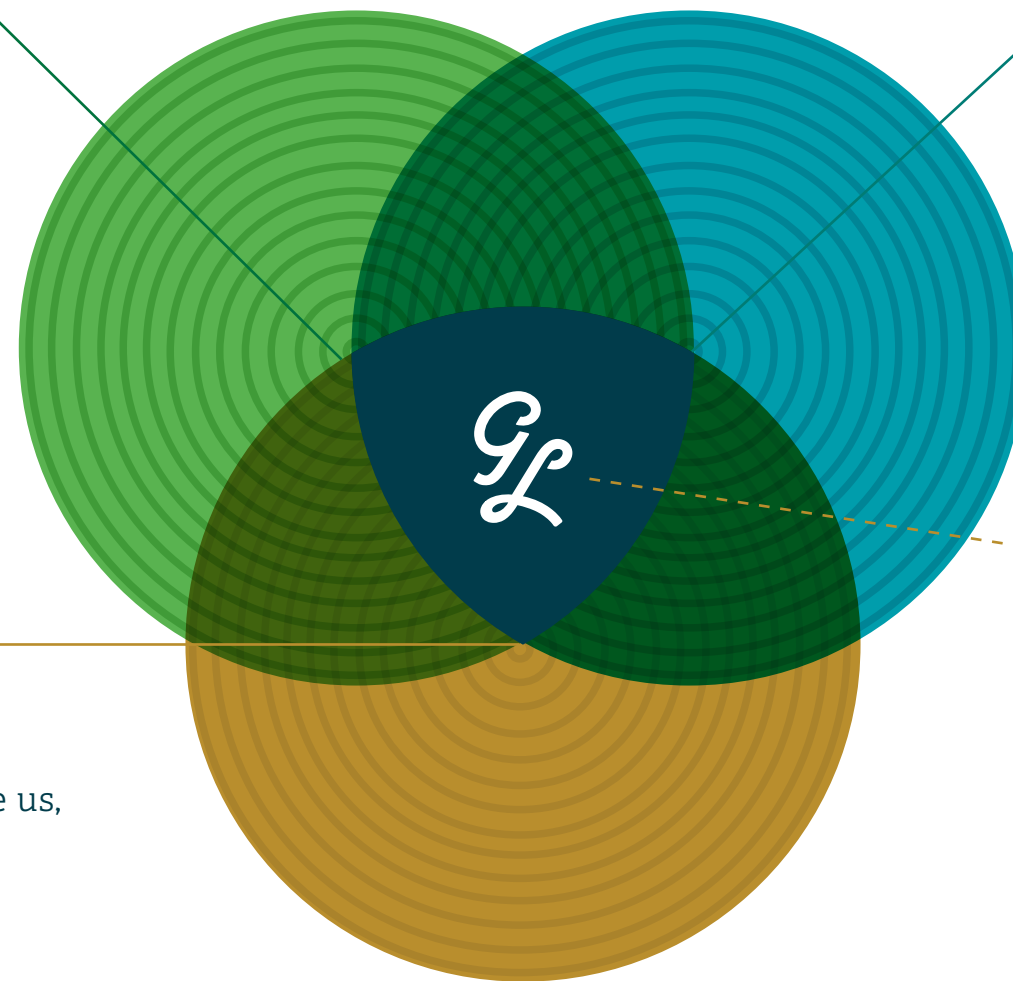
BRAND VISION

CHARACTER

THE LEGACY TO INSPIRE.

Central to our strategy, our positioning promotes the evolution of Glen Lennox's unique history and heritage.

THE THREE C'S



CULTURE

THE EXPERIENCE TO UNDERSTAND.

We draw inspiration from our diversity and reflect the rich cultural mix in our own neighborhood and in the larger community.

COMMUNITY

THE INGENUITY TO SOLVE.

The people in our neighborhood inspire us, and we're prioritizing their experience by improving the quality, look and opportunities at Glen Lennox and by creating a revitalized district our community can be proud of.

GLEN LENNOX BRAND MAGIC

WE BELIEVE THE SUCCESSFUL REDEFINITION OF GLEN LENNOX IS FOUND AT THE INTERSECTION OF THE THREE C'S: CHARACTER, CULTURE AND COMMUNITY.

BRAND ATTITUDE

These attributes contribute to how the re-imagined Glen Lennox looks, sounds, feels and performs. By referring to them, we ensure messaging, communication and design remains on brand.

UPSTANDING

HONEST

INFORMED

PRINCIPLED

WELL-MADE

POSITIVELY REAL

GENUINE

RELATABLE

ARTICULATE,
YET CASUAL

ENGAGING

DYNAMIC

ENERGETIC

IMMERSIVE

RICHLY DIVERSE,
YET ALWAYS
COHESIVE

ADAPTABLE BY
DESIGN

EVOLVED

OPEN-MINDED

ASPIRING

ACCESSIBLE

FORWARD
THINKING



GLX
CHAPEL HILL

GLX
CHAPEL HILL

BRAND ATTITUDE

IS.



INNOVATIVE
INTENTIONAL
VISIONARY
WELCOMING
DYNAMIC
INVITING
NEIGHBORLY
LAID-BACK

ISN'T.



ELITIST
EXPECTED
STUFFY
UNCOMPETITIVE
PRETENTIOUS
RANDOM
UNSUSTAINABLE
PLAN B



BADGE LOGO - PMS 548

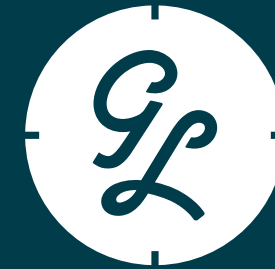


BADGE LOGO - REVERSE





GLEN LENNOX



GLEN LENNOX



GLEN LENNOX





← WATERMARK →

OVERLAY



92



OPEN BADGE - PMS 548



OPEN BADGE - REVERSE



GLEN LENNOX
CHAPEL HILL EST. 1950



BADGE LOGO CLEAR SPACE



MONOGRAM LOGO CLEAR SPACE

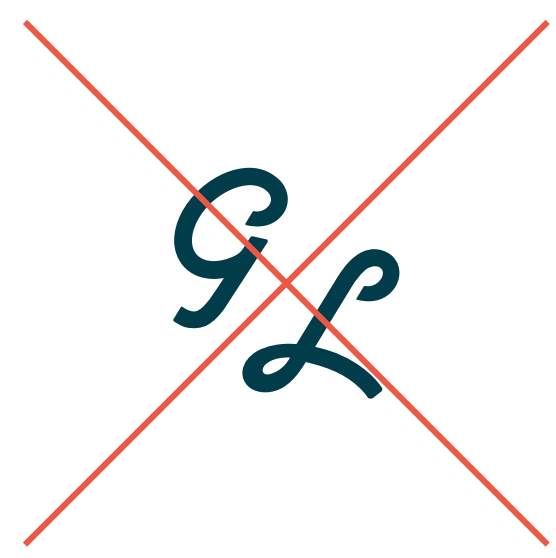
NEVER TWO COLORS*



NEVER TWO COLORS*



NEVER TWO COLORS



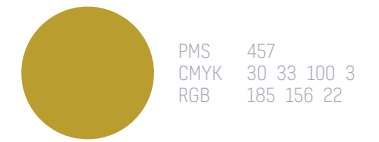
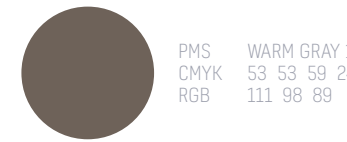
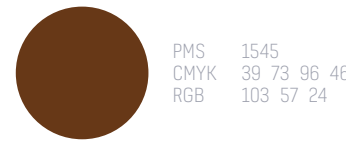
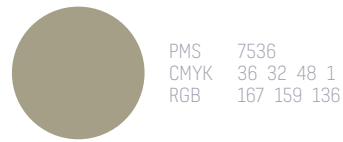
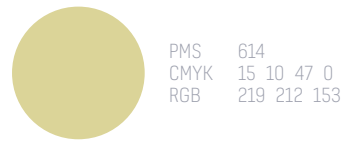
NEVER IN A SHAPE

NEVER ROTATE

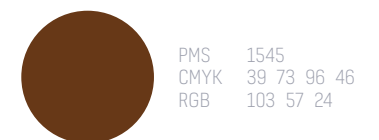
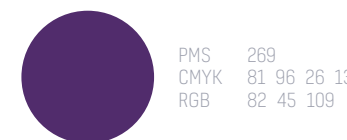
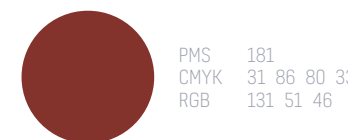
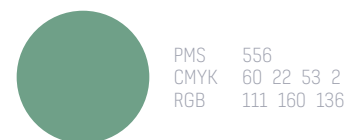
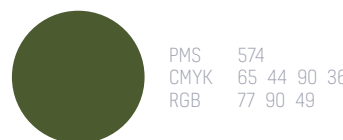
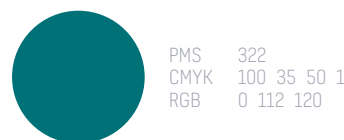
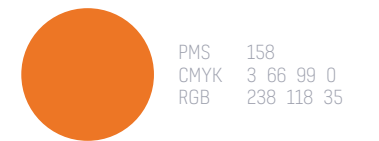
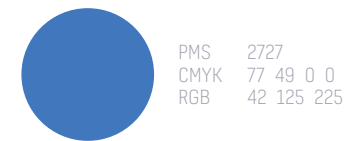
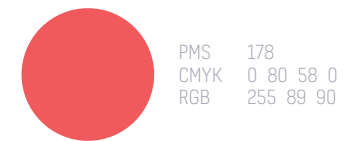
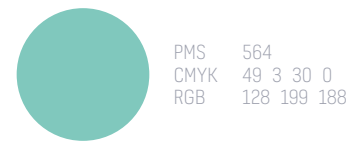
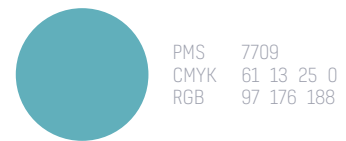
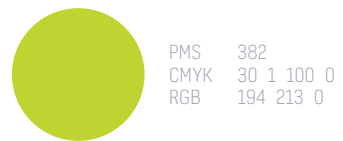
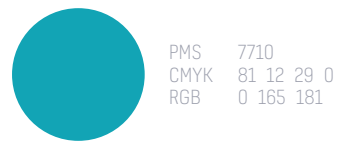
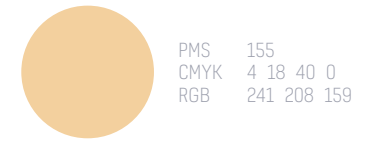
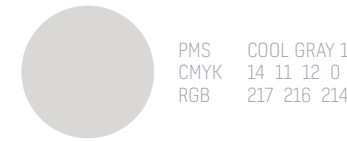
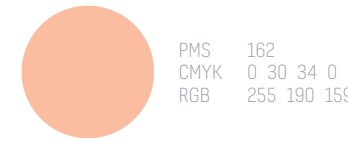
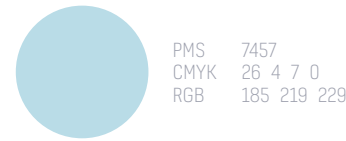
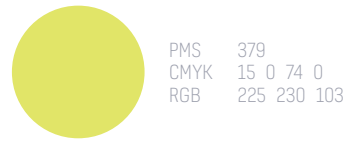
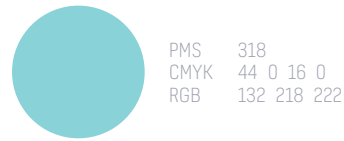
NEVER CHANGE SPACING

*A WHITE BACKGROUND CAN BE ADDED BEHIND INTERIOR BADGE ELEMENTS, IF NEEDED FOR LEGIBILITY

NATURAL



RICH + ACCENT





GLEN LENNOX



GLEN LENNOX



GLEN LENNOX



MASTER - PMS 548



NATURAL



RICH / ACCENT



Kelson Bold
Kelson Bold
KELSON LIGHT

GILROY
EXTRA BOLD
GILROY LIGHT

Adelle Light

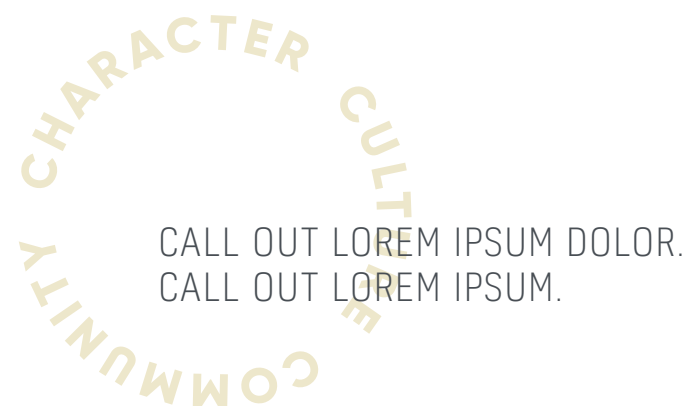


HEADLINE ONE



HEADLINE TWO

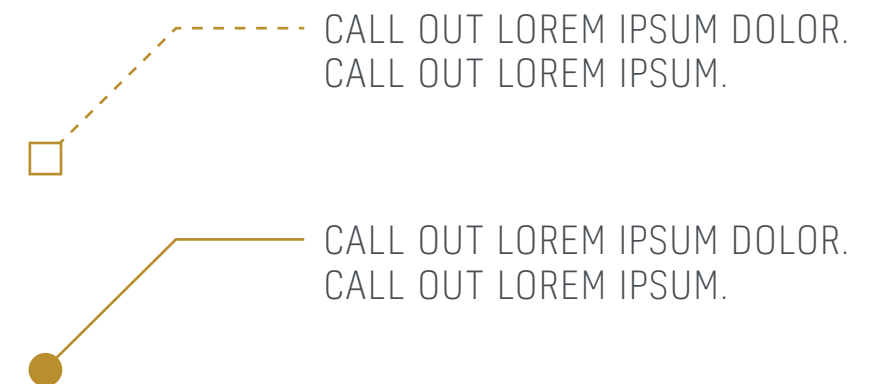
Body copy lorem ipsum dolor.
Body copy lorem ipsum.



HEADLINE TWO



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

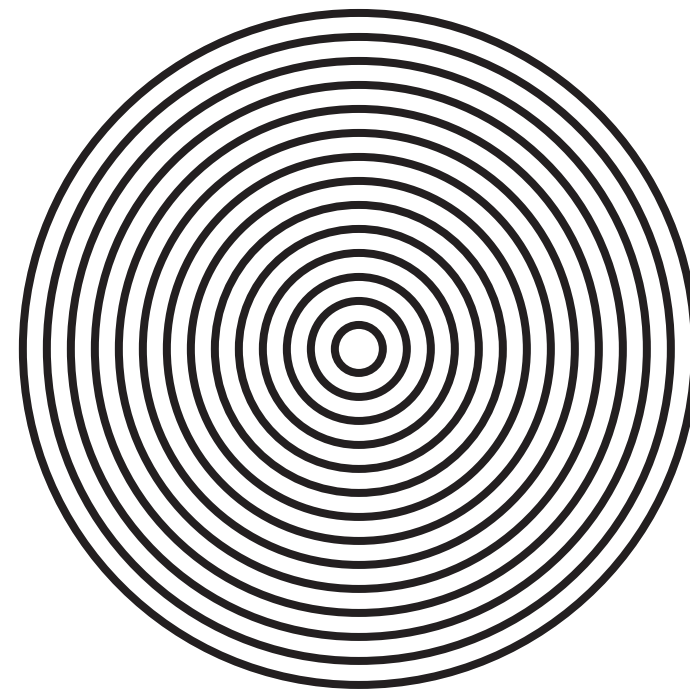
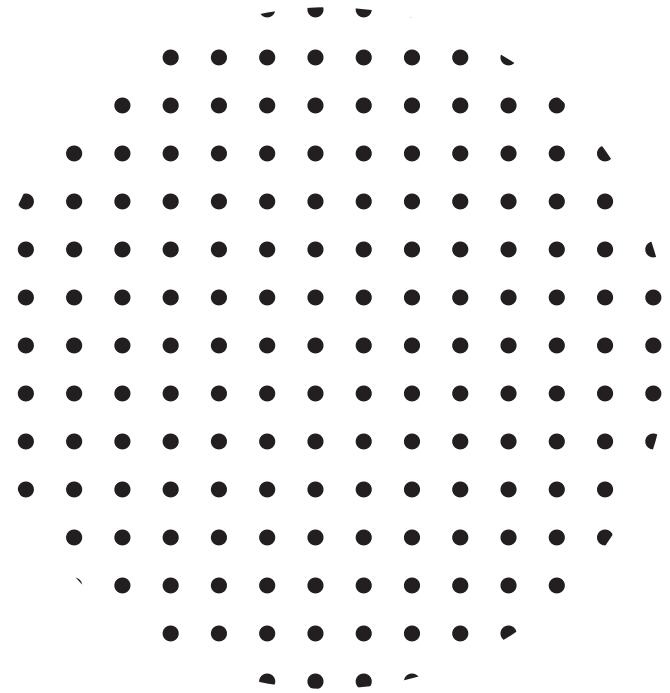
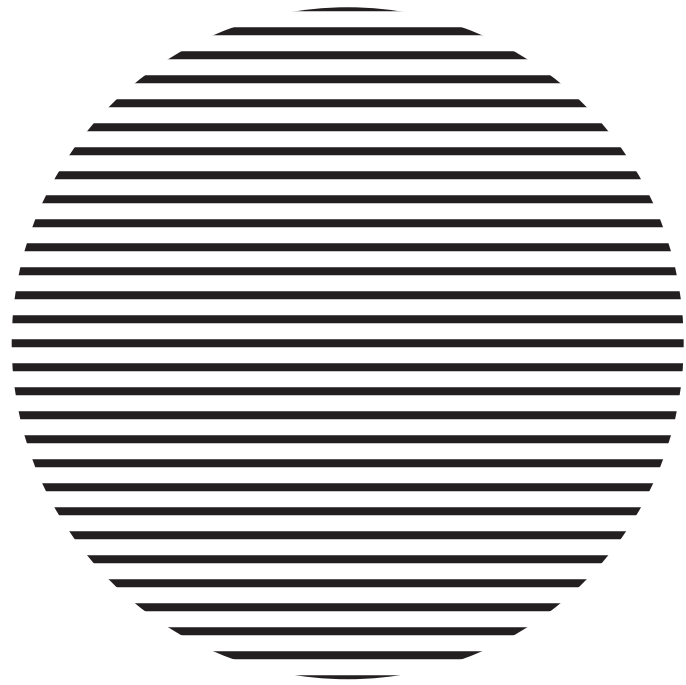




COMMUNITY CHARACTER CULTURE

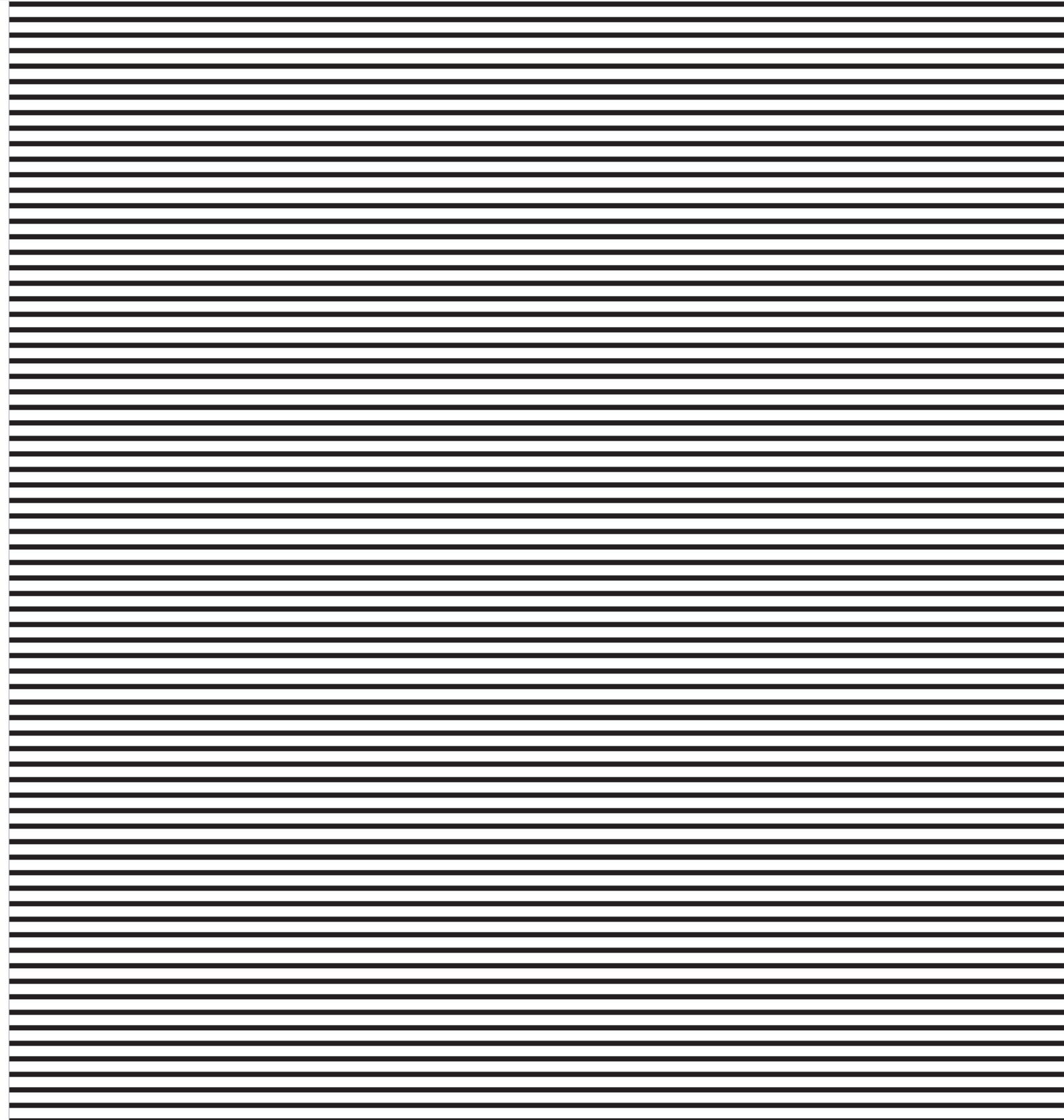
A NEW COLLABORATIVE CENTER

—
MODERN SPACES PROACTIVELY
FACILITATE EMPLOYEE CONNECTIONS.

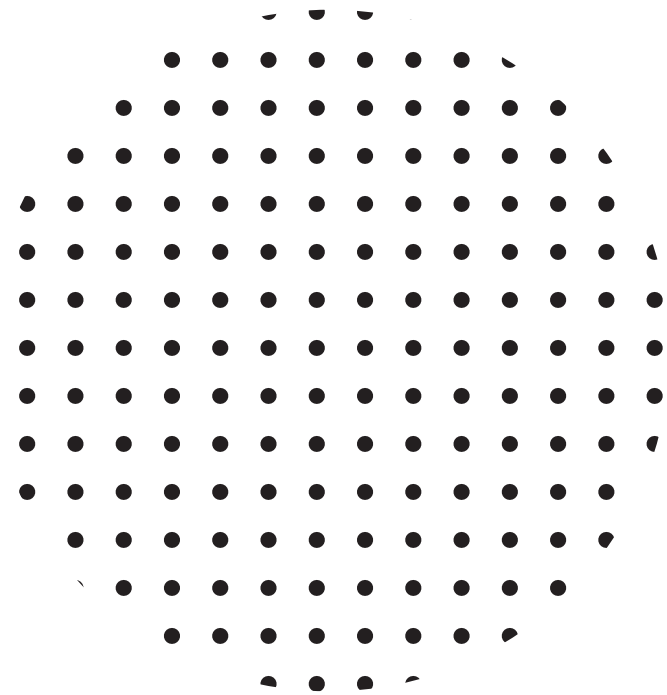




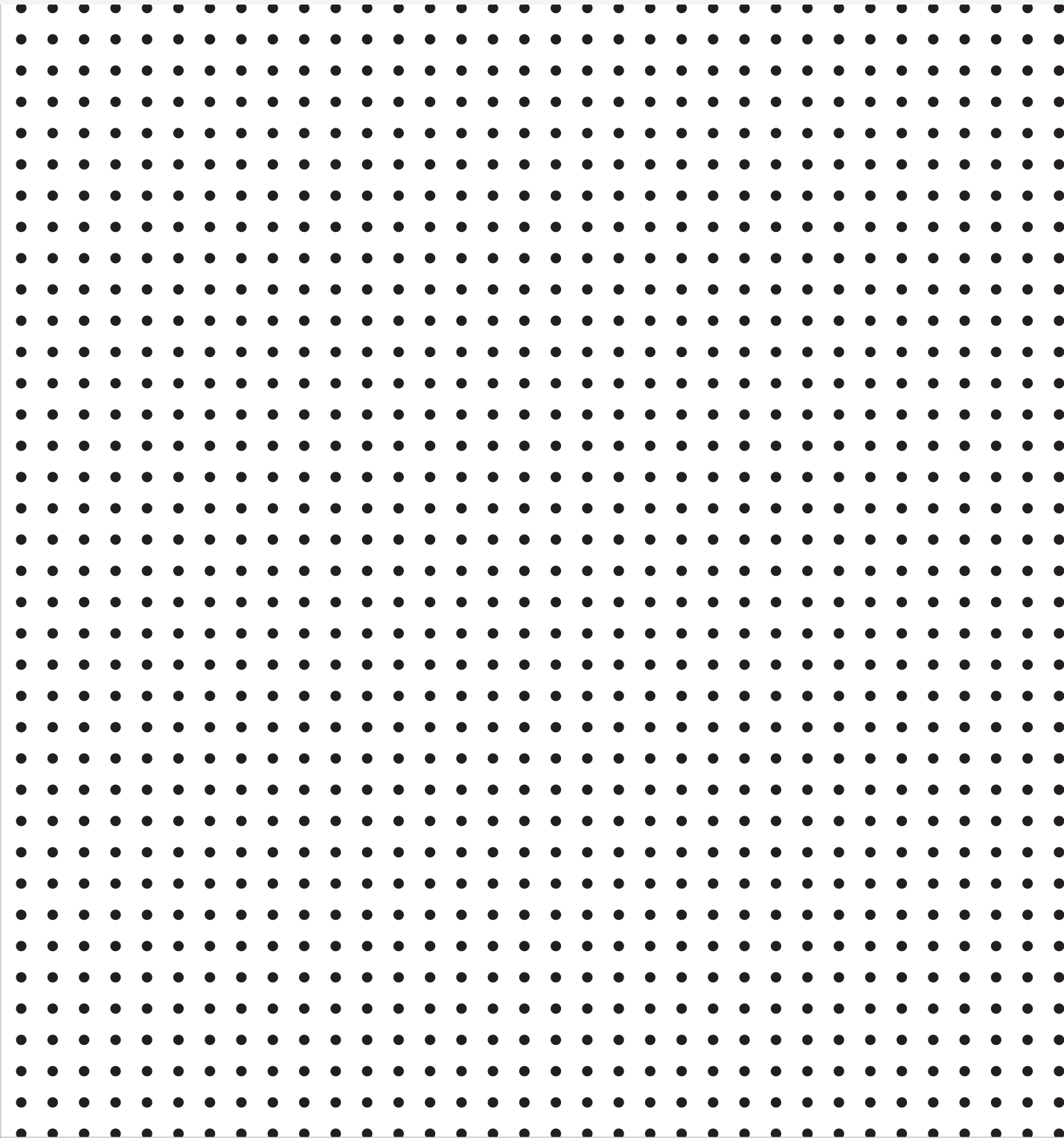
PATTERN IN CIRCLE



PATTERN EXPANDED



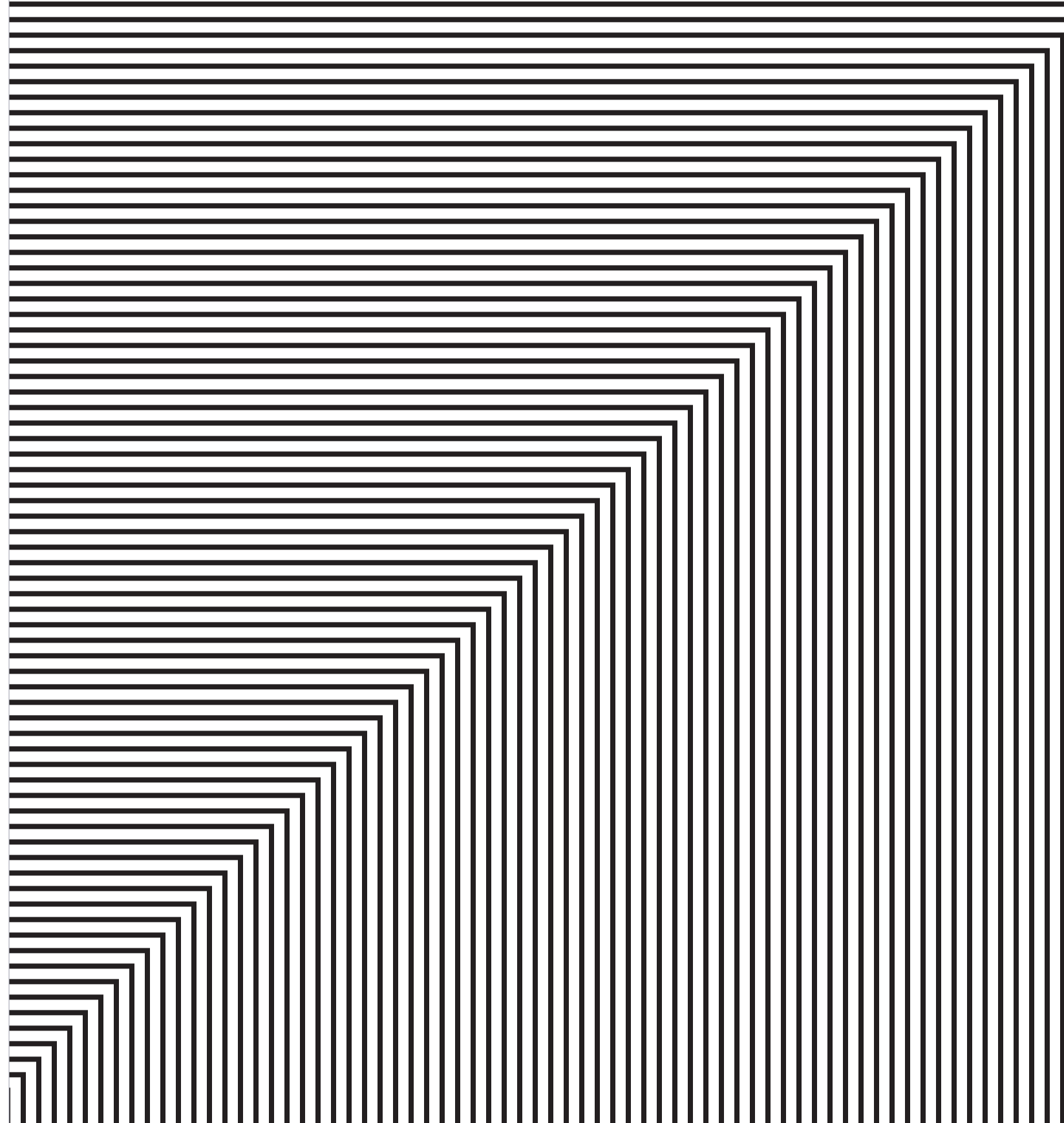
PATTERN IN CIRCLE



PATTERN EXPANDED



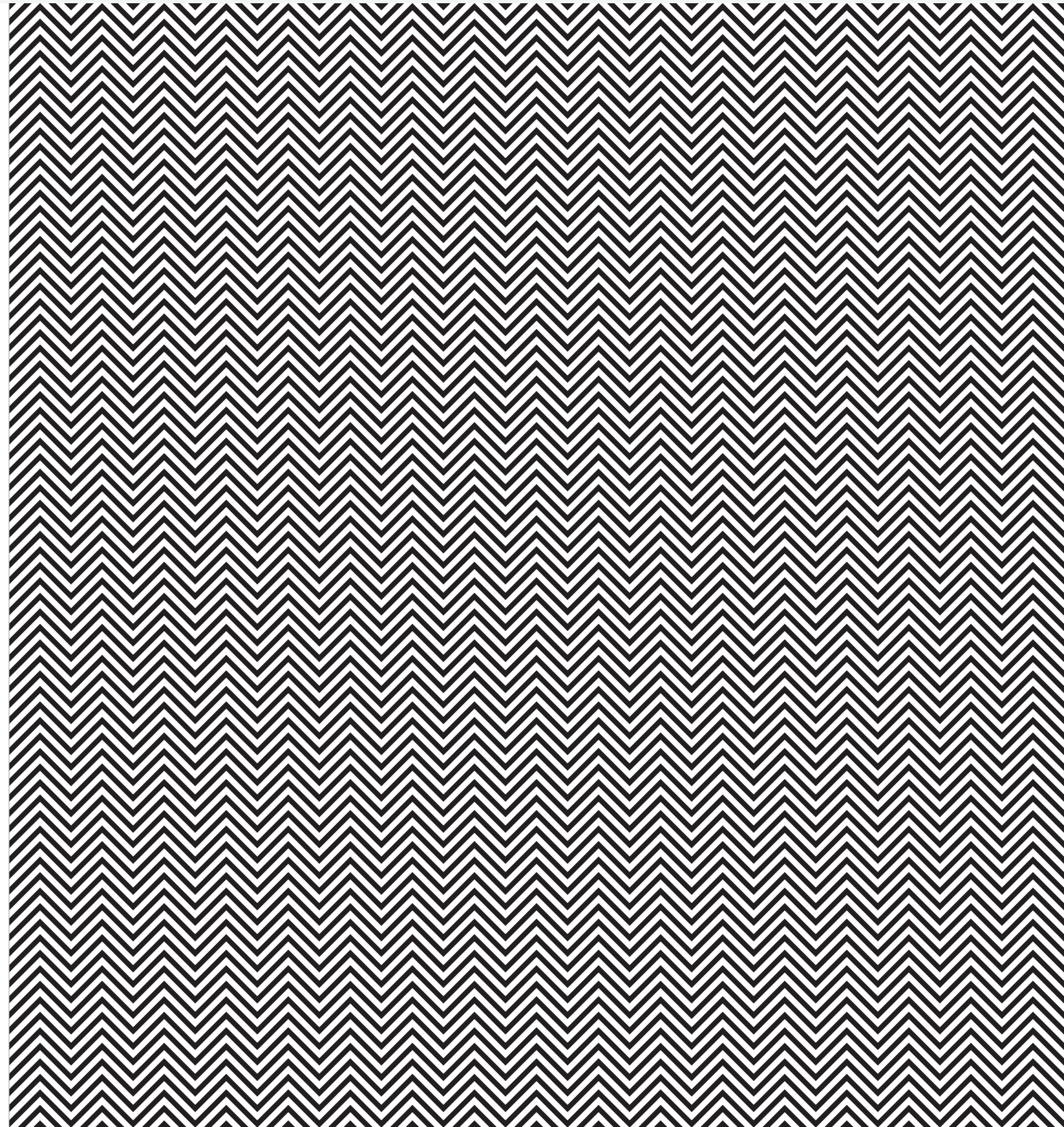
PATTERN IN CIRCLE



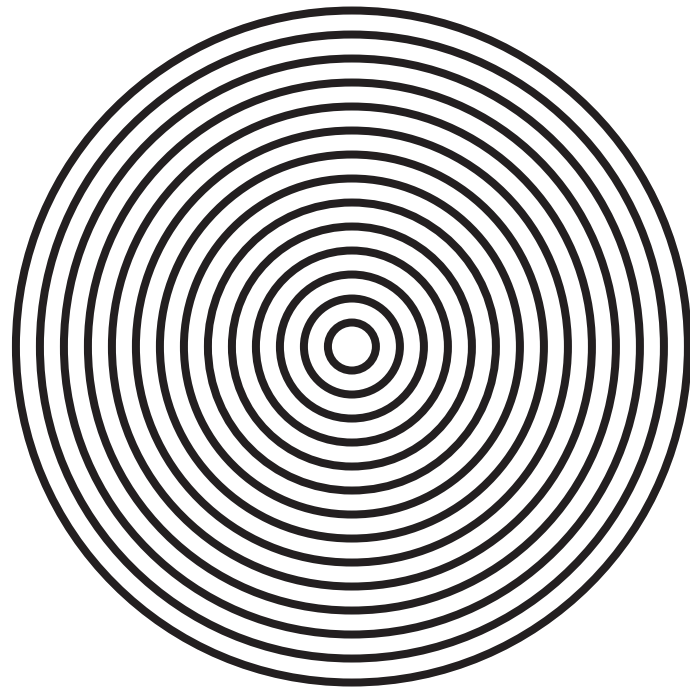
PATTERN EXPANDED



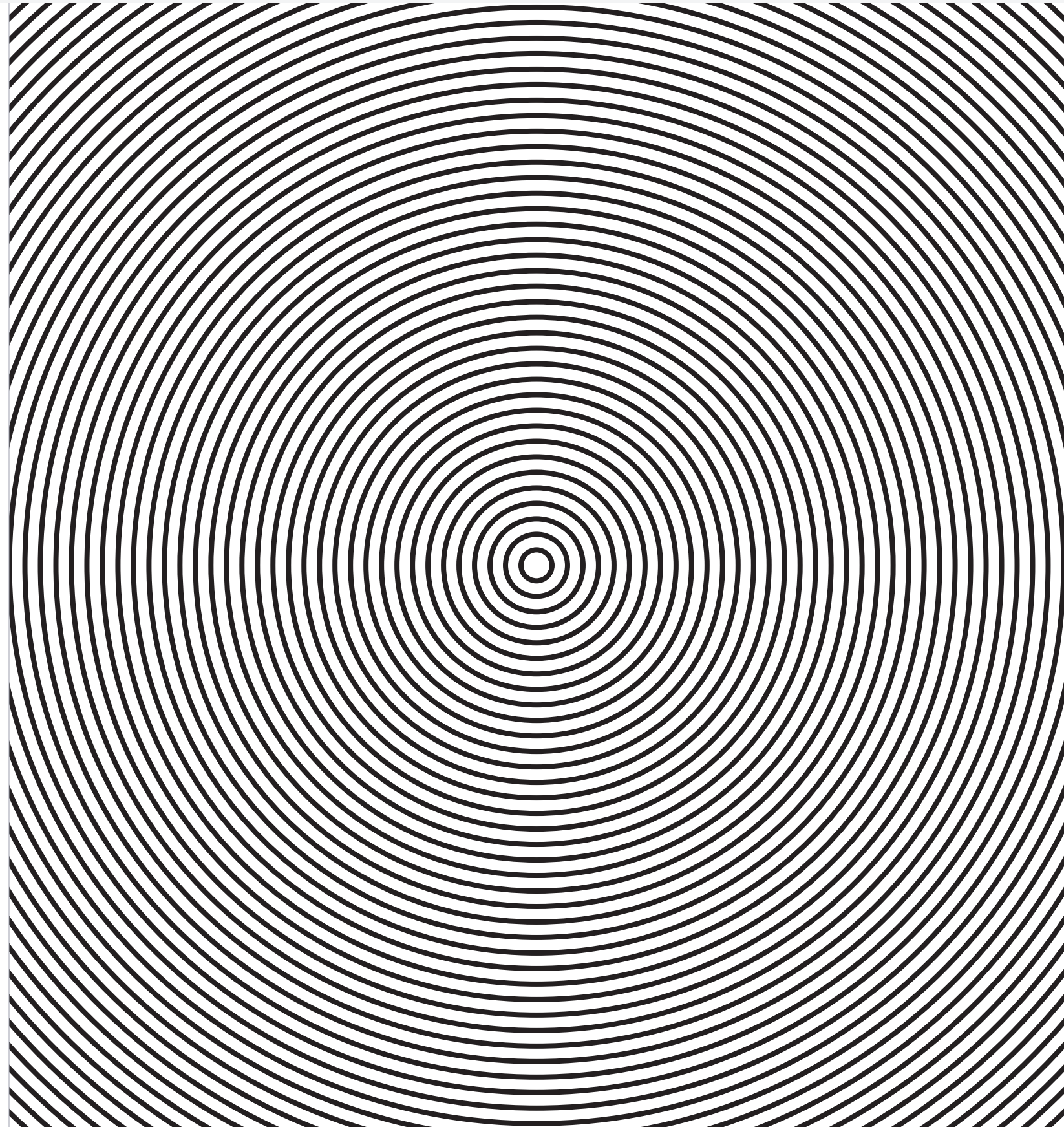
PATTERN IN CIRCLE



PATTERN EXPANDED



PATTERN IN CIRCLE



PATTERN EXPANDED



+ can be used
+ can be used
+ can be used
+ can be used

... impossible to ...

