



Research
Commons

Brand Identity Guidelines



CONTENTS

- 03. Brand Story
- 05. Logo
- 11. Typography
- 12. Palette
- 13. Patterns
- 14. Icons
- 15. Photography
- 18. Applications



Brand Story

Brand Story

Research Commons offers ready-made, ready to move-in workspaces for life science, technology and innovation businesses. Set in the heart of the nation's #2 life science hub, our campus setting within Research Triangle Park provides energizing environments designed for inspiration, motivation and connection.

The Benefits of Research Commons

A cutting-edge location

Future proof your company when you establish it at Research Commons. Located in Research Triangle Park and surrounded by three Tier-1 research universities, colleges and community colleges, Research Commons offers a dynamic talent pool in a region where people want to live and work.

Get to work today

With more than 940K square feet of space available across an 18-acre campus, and manufacturing capabilities across the street for life science tenants, you can start operating at Research Commons today, or build-to-suit for tomorrow.

We're a partner, not a landlord

Helping life science companies grow and prosper is in our DNA. With decades of experience fostering smart, sustainable, healthy communities where professionals can innovate across the entire product lifecycle, we know how to build places where research, development and manufacturing can flourish.

Built-in network and community

Tap into the momentum of Research Commons' lively ecosystem and local manufacturing capabilities. Amongst a community of like-minded companies, the networking and partnership opportunities are limitless.

Feeling good at work

From brain breaks to everyday wellness, Research Commons enriches the workplace with a state-of-the-art fitness center, miles of connected outdoor trails and ample collaboration spaces.

Logo

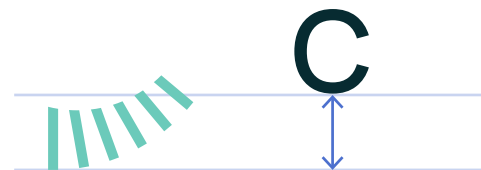
Primary Logo

Our logo is the main identifier of our brand. The primary colors are teal and deep green on a white background or teal and white on dark backgrounds. Use only logo files provided; do not attempt to retype or recreate the logo.



Clear Space

To ensure visibility, no graphic elements should be placed too close to the logo. A clear space surrounding the logo should be maintained and exclude other graphics and typography. The minimum clear space around the logotype is derived from the elements detailed below.



Vertical space between bottom of symbol and baseline of letter C

Minimum Size

To ensure legibility at small sizes, the brand mark should not be scaled below the minimum size shown. When combining brand colors and utilizing the logos on a non-white background, be mindful of legibility. If you can't easily read "Research Commons" you'll need to enlarge the logo or change the background.



Improper Use

To protect the visual identity of Research Commons, the logo must not be altered or distorted in any way. Changes, no matter how small, detract from the consistent image we want to project. Illustrated below are common mistakes to avoid.



✘ Do not stretch or otherwise distort the logo.



✘ Do not use non-brand colors.



✘ Do not change the angle of the logo.



✘ Do not change the logo font.



✘ Do not place the color logo on busy photographs.



✘ Do not place the logo on a brand color that doesn't provide enough contrast.



✘ Do not add anything within the logo's clear space.



✘ Do not alter the proportions of separate logo elements.

Design Elements

Manrope Extralight
Manrope Light
Manrope Regular
Manrope Medium
Manrope Semibold
Manrope Bold

Manrope is our brand typeface. It is based loosely on Neo-Grotesque Swiss typefaces, which have long been used in scientific application due to their clean, minimalist character and legibility.

Manrope is a Google font. It is readily available and works across many digital platforms.

Download it here: <https://fonts.google.com/specimen/Manrope>

Limited webfonts?

In situations where font options are limited, Helvetica Neue or Helvetica can be used as a substitute for Manrope.

The most common scenario where a substitute will be required is in email marketing programs.

Helvetica Extralight
Helvetica Regular
Helvetica Bold

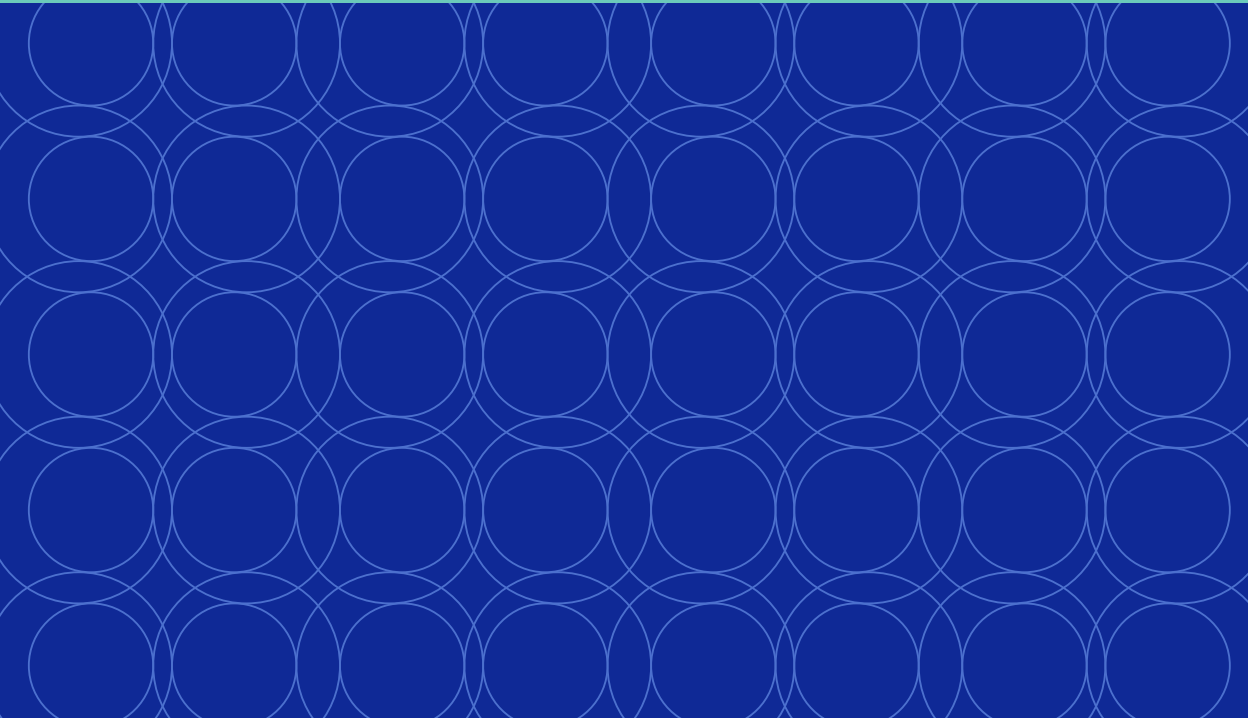
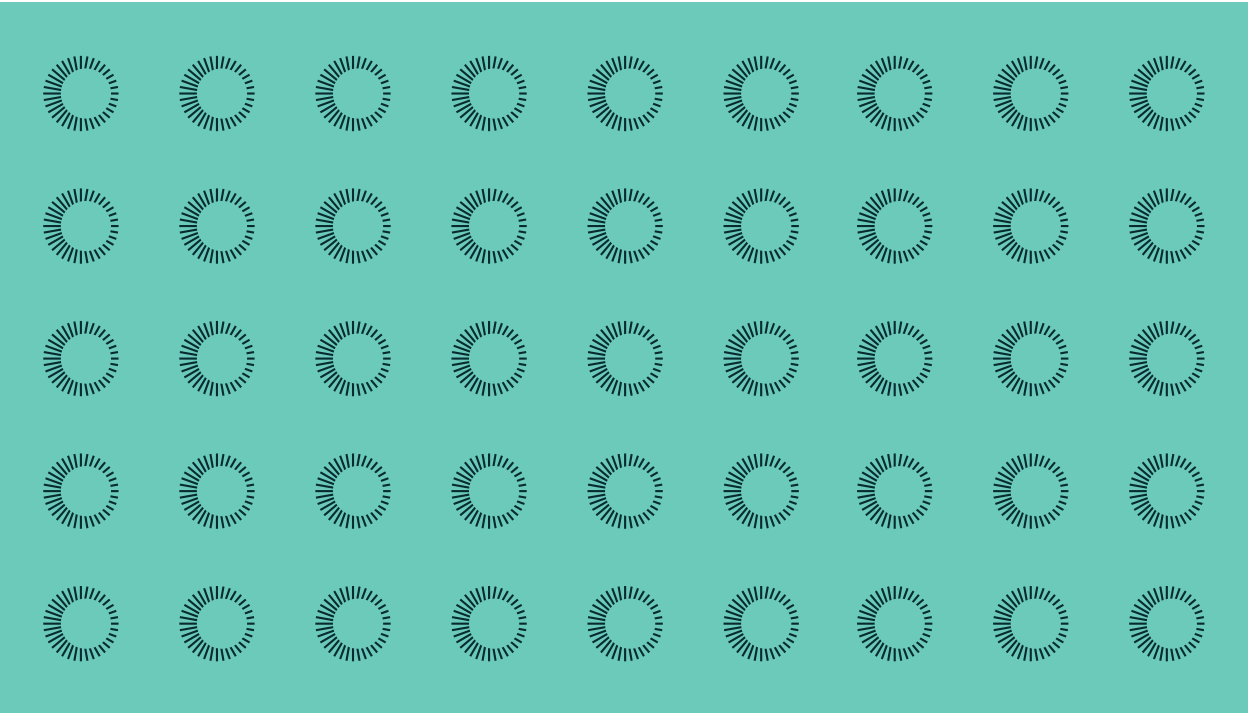
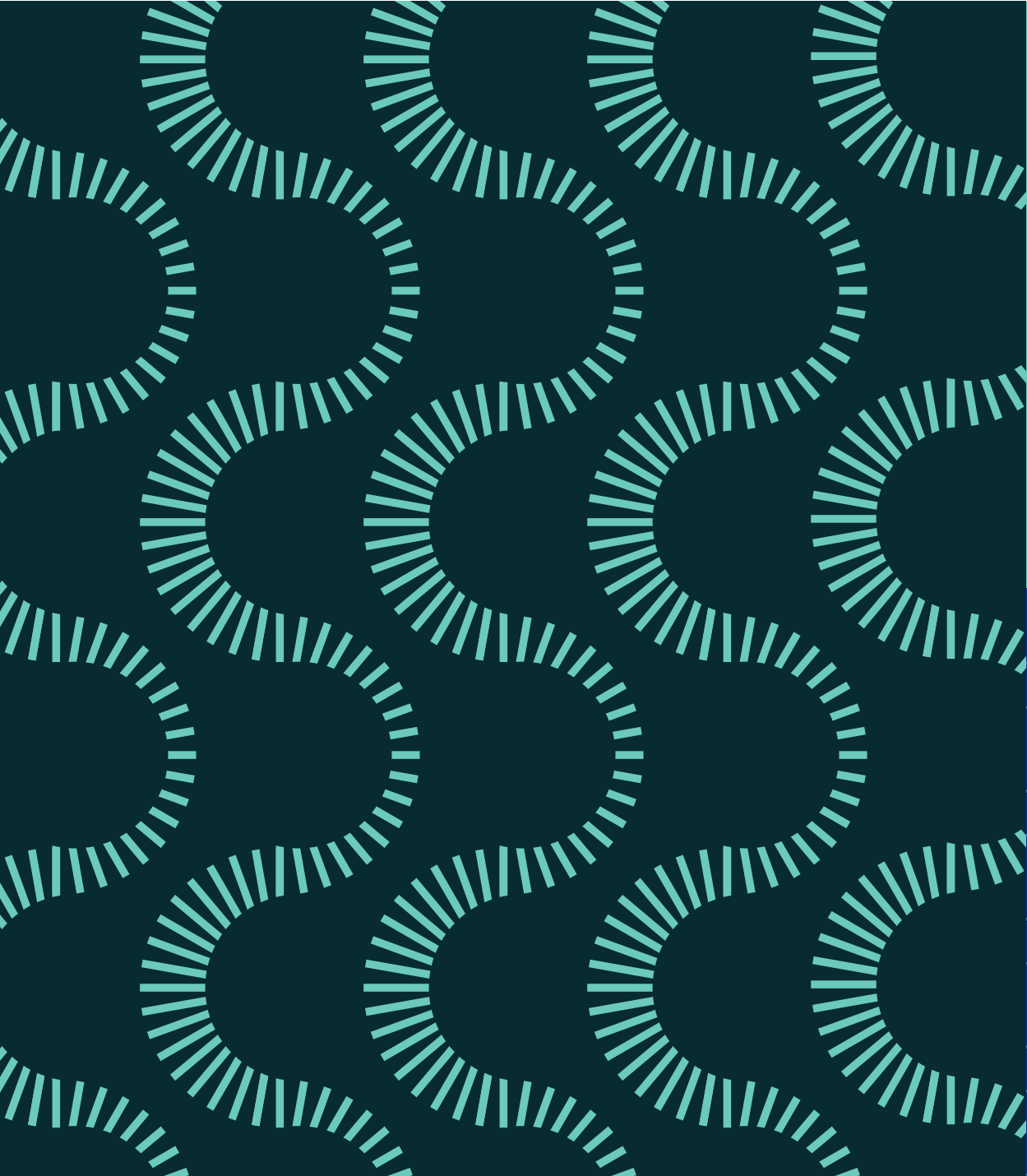
Color Palette

The core colors work together to add boldness and depth to the brand. The primary colors are shown below; tints of the primary colors in values specified below can be used as accents. Colors in the palette can be combined, but be mindful of color contrast, especially when placing text or graphics over color blocks.

<p>CYMK 89, 32, 34, 86 PMS 546 C RGB 7, 43, 49 HEX #072b31</p>	<p>CYMK 54, 0, 30, 0 PMS 570 C RGB 107, 202, 186 HEX #6bcaba</p>	<p>CYMK 100, 0, 41, 51 PMS 323 C RGB 0, 95, 97 HEX #005f61</p>	<p>CYMK 100, 95, 5, 2 PMS 2736 C RGB 15, 42, 151 HEX #0f2996</p>	<p>CYMK 74, 58, 0, 0 PMS 7452 C RGB 76, 112, 206 HEX #4c70ce</p>	<p>CYMK 0, 48, 88, 0 PMS 1375 C RGB 255, 153, 51 HEX #ff9933</p>
70%	70%	70%	70%	70%	70%
50%	50%	50%	50%	50%	50%
30%	30%	30%	30%	30%	30%
10%	10%	10%	10%	10%	10%

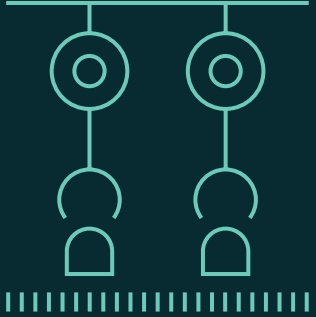
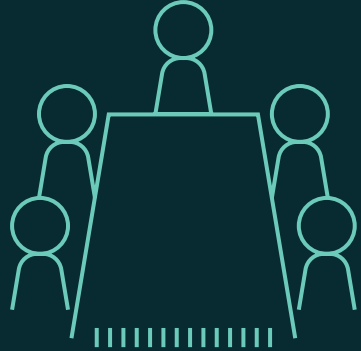
Patterns

The set of patterns connect with the Research Commons logo. The size of the patterns can be scaled bigger or smaller to create a variety of layout options and be used in different applications. Patterns can combine any brand colors.



Icons

Research Commons icons work in harmony with the brand's other visual elements. To give icons a sense of consistency, the same stroke width is used for all. On dark backgrounds, icon lines change to teal or white.



Photography

People are the heartbeat of our places, and that should be represented through candid subjects, well-lit shots, and dynamic and contemporary compositions.



Photography

Abstract photography adds depth and texture to our visual identity. It can represent our innovative tenant base, and also detail interesting architectural finishes of our buildings and spaces.



Photo Treatments

In order to create dynamic, branded compositions, we will sometimes opt to “treat” a photo with brand colors. The following are acceptable treatments for brand photography.



Color Overlay

Completely desaturate the image. Then use a brand color as an overlay. Here we use royal blue at a 55% opacity, with blend-mode multiply.



Gradient Map

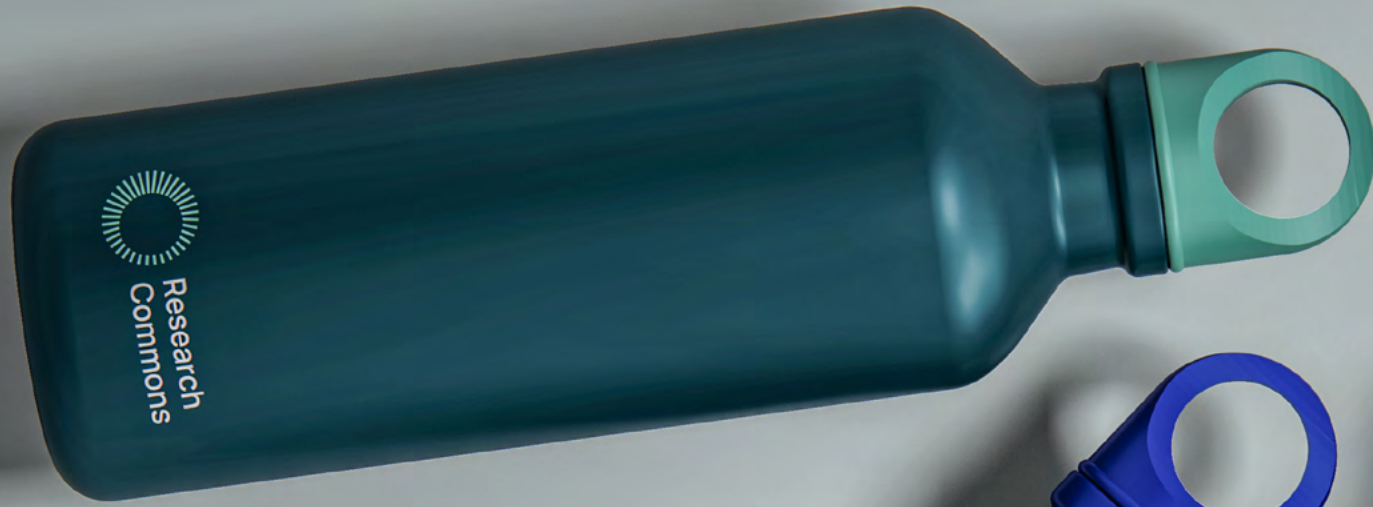
Use the gradient map tool in Photoshop to create high-quality, two-tone brand color overlays. Be careful to not overuse this effect.



Focus Circle

When you want to draw attention to a key aspect of an image, you can use the “focus circle” from the logo as a graphic highlighter.

Applications



Find Your
Focus



Now Leasing



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