GLEN LENNOX

BRAND GUIDE


GLEN
LENNOX

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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.

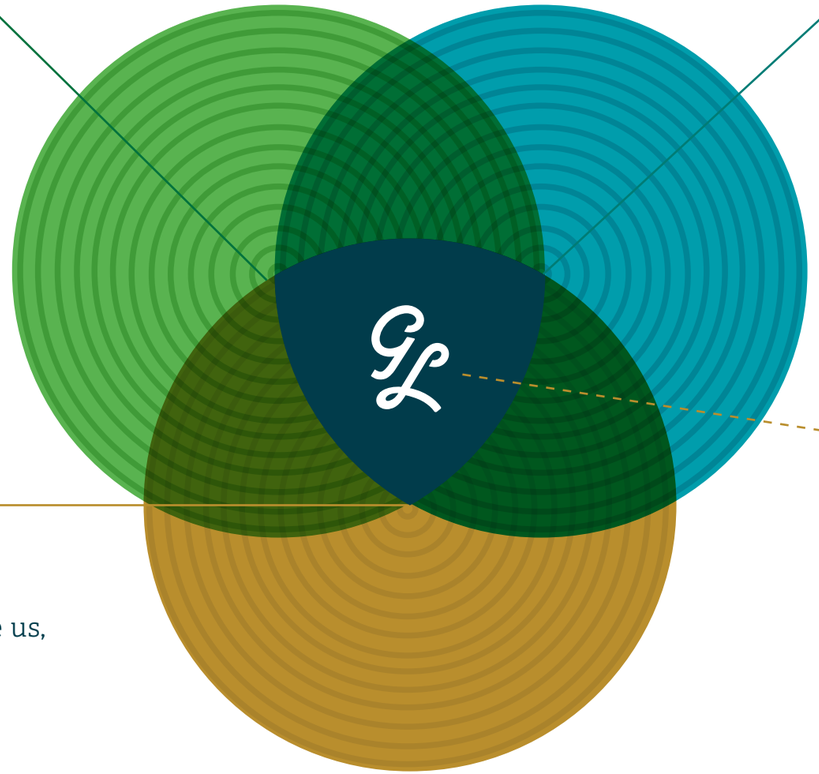
Central to our strategy, our positioning promotes the evolution of Glen Lennox's unique history and heritage.

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.

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.

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

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
GL
LENNOX



GLEN LENNOX

MONOGRAM LOGO - PMS 548



GLEN LENNOX

MONOGRAM LOGO - REVERSE

GLEN LENNOX





WATERMARK

OVERLAY





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

PMS 614
CMYK 15 10 47 0
RGB 219 212 153

PMS 7536
CMYK 36 32 48 1
RGB 167 159 136

PMS 1545
CMYK 39 73 96 46
RGB 103 57 24

PMS 7475
CMYK 76 38 47 11
RGB 68 121 123

PMS COOL GRAY 6
CMYK 36 29 28 0
RGB 167 168 169

PMS WARM GRAY 11
CMYK 53 53 59 24
RGB 111 98 89

PMS 457
CMYK 30 33 100 3
RGB 185 156 22

RICH + ACCENT

PMS 318
CMYK 44 0 16 0
RGB 132 218 222

PMS 379
CMYK 15 0 74 0
RGB 225 230 103

PMS 7457
CMYK 26 4 7 0
RGB 185 219 229

PMS 324
CMYK 38 0 16 0
RGB 153 217 217

PMS 162
CMYK 0 30 34 0
RGB 255 190 159

PMS COOL GRAY 1
CMYK 14 11 12 0
RGB 217 216 214

PMS 155
CMYK 4 18 40 0
RGB 241 208 159

PMS 7710
CMYK 81 12 29 0
RGB 0 165 181

PMS 382
CMYK 30 1 100 0
RGB 194 213 0

PMS 7709
CMYK 61 13 25 0
RGB 97 176 188

PMS 564
CMYK 49 3 30 0
RGB 128 199 188

PMS 178
CMYK 0 80 58 0
RGB 255 89 90

PMS 2727
CMYK 77 49 0 0
RGB 42 125 225

PMS 158
CMYK 3 66 99 0
RGB 238 118 35

PMS 322
CMYK 100 35 50 13
RGB 0 112 120

PMS 574
CMYK 65 44 90 36
RGB 77 90 49

PMS 548
CMYK 100 64 50 43
RGB 0 59 77

PMS 556
CMYK 60 22 53 2
RGB 111 160 136

PMS 181
CMYK 31 86 80 33
RGB 131 51 46

PMS 269
CMYK 81 96 26 13
RGB 82 45 109

PMS 1545
CMYK 39 73 96 46
RGB 103 57 24





GLEN LENNOX



MASTER - PMS 548





GLEN LENNOX



NATURAL





GLEN LENNOX



RICH / ACCENT


GLEN
LENNOX
GL
GLEN
LENNOX
GL


GLEN
GL
LENNOX

Kelson Bold
Kelson Bold
KELSON LIGHT

GILROY
EXTRA BOLD
GILROY LIGHT

Adelle Light

CALL OUT
LOREM IPSUM
DOLOR.

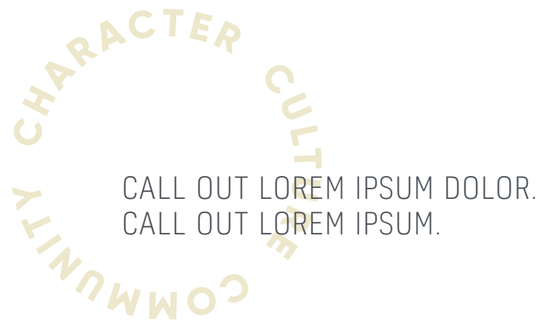
HEADLINE ONE

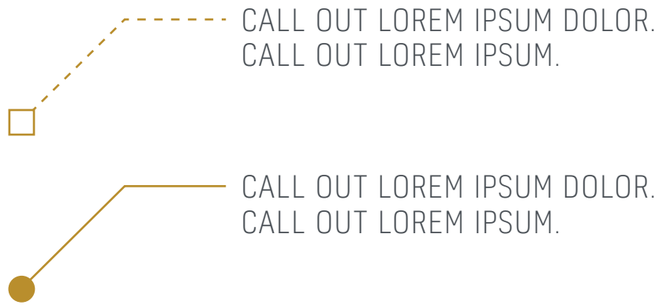
HEADLINE TWO

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.

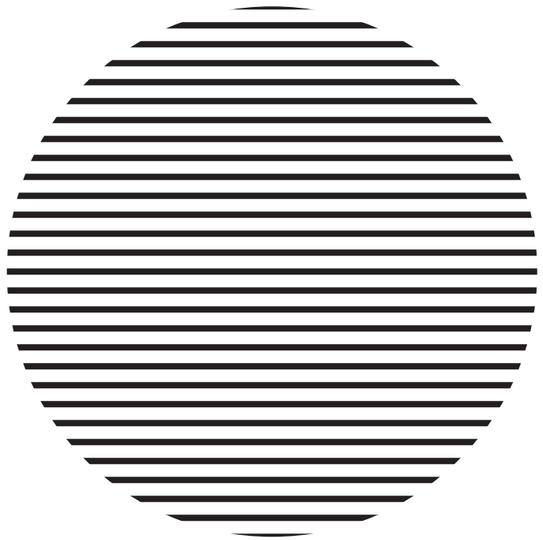


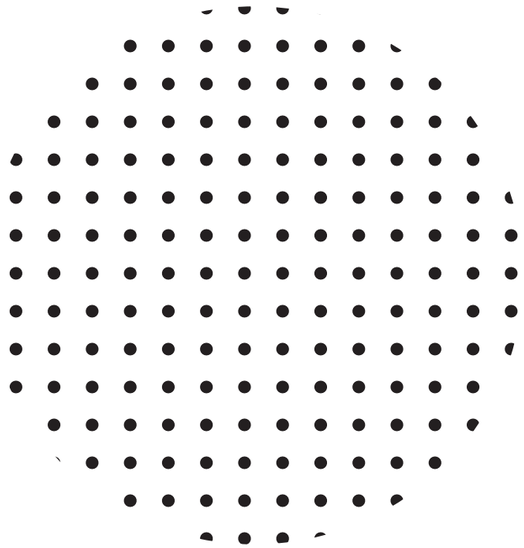


A NEW COLLABORATIVE CENTER

MODERN SPACES PROACTIVELY
FACILITATE EMPLOYEE CONNECTIONS.

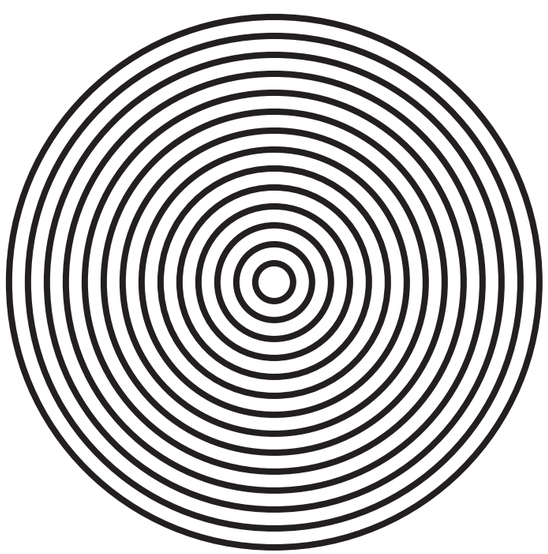
CHARACTER CULTURE COMMUNITY





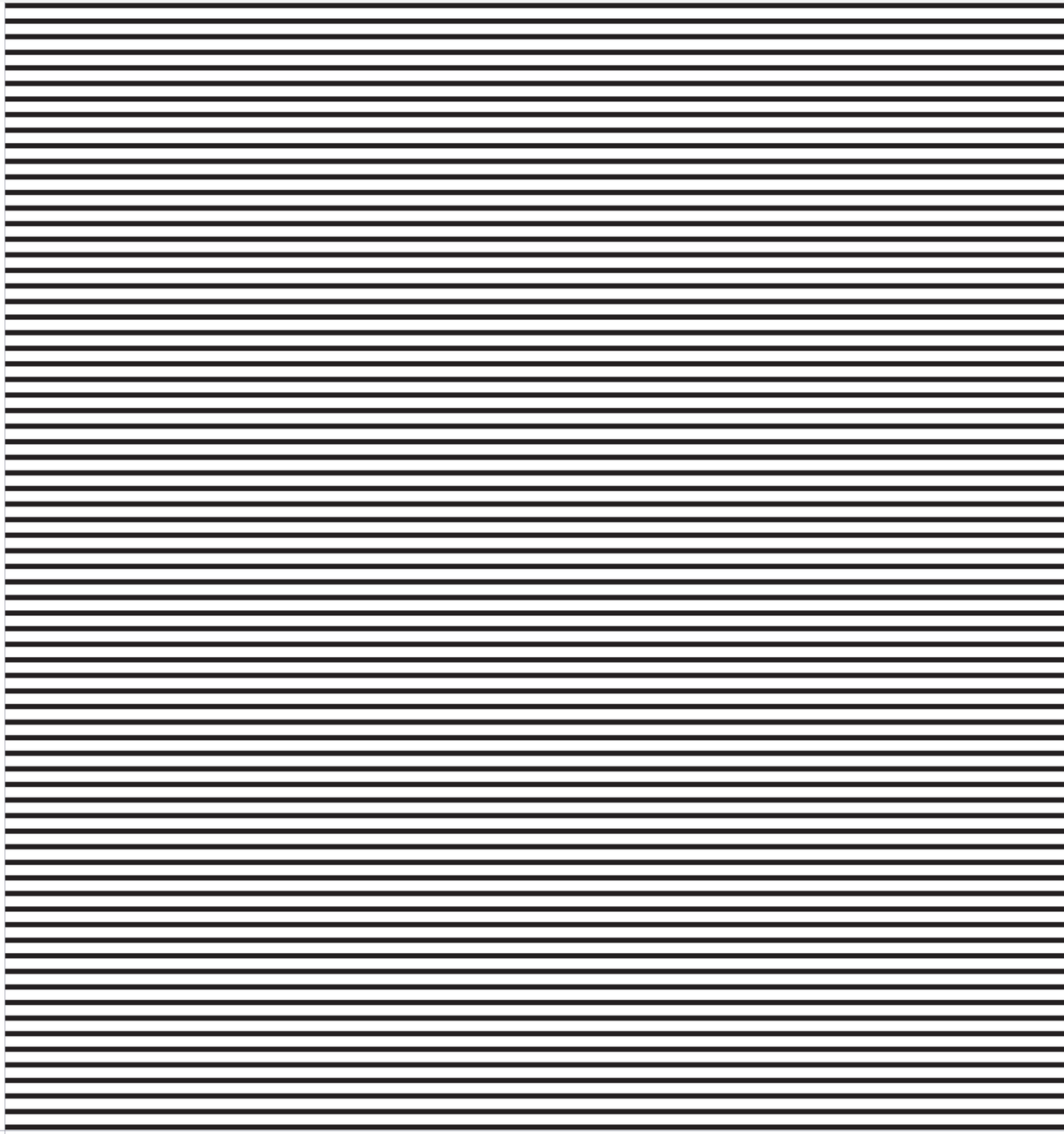




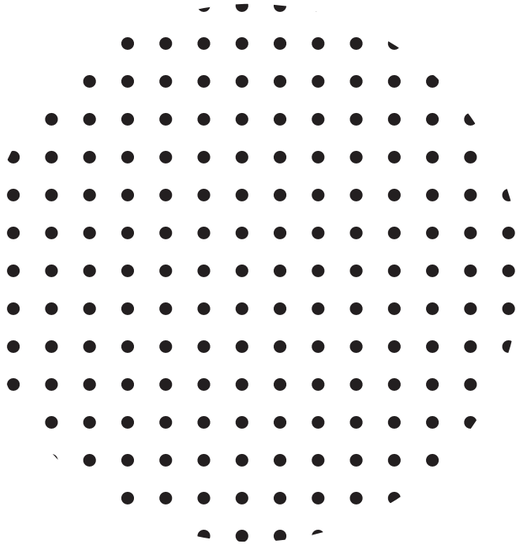




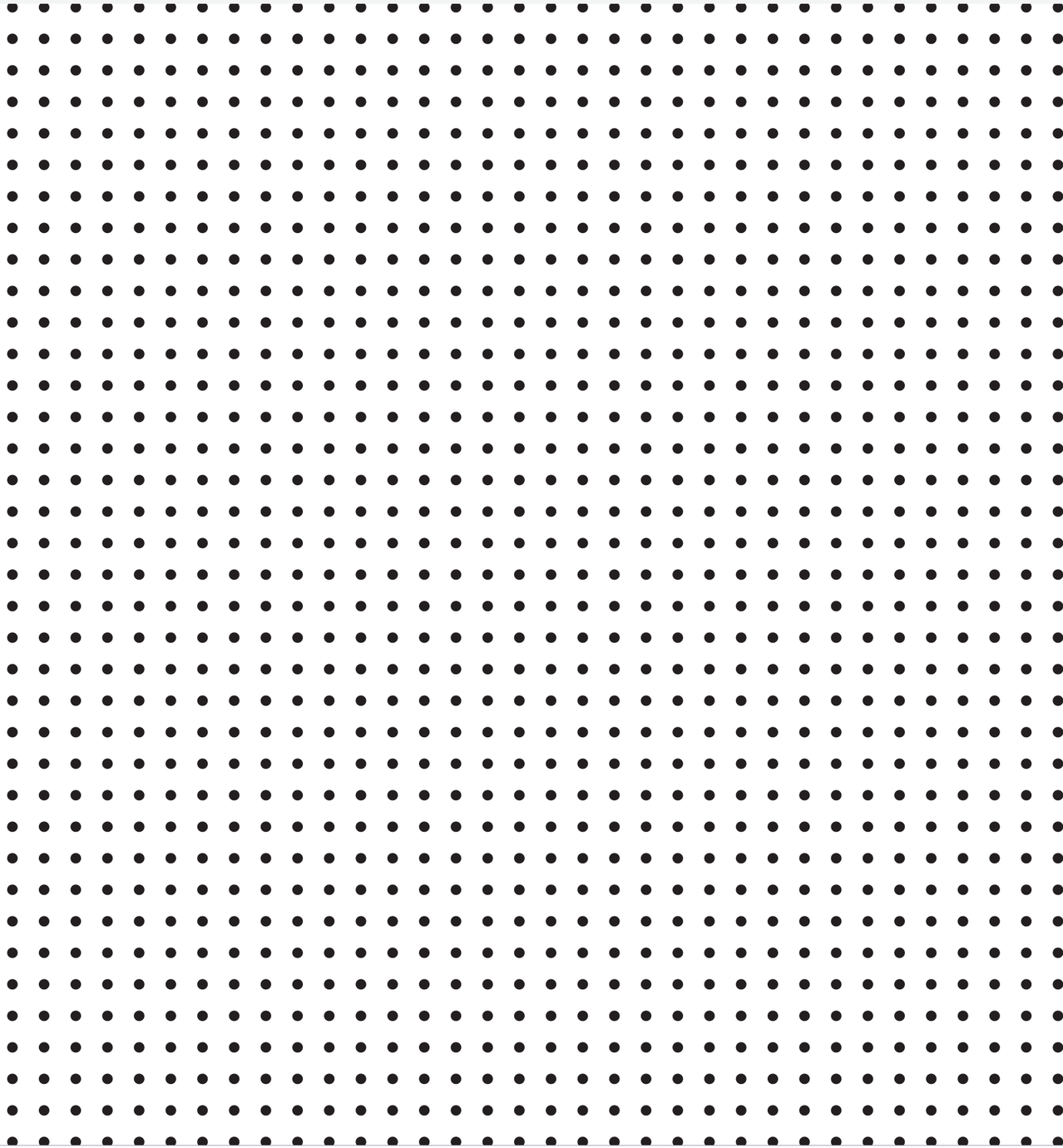
PATTERN IN CIRCLE



PATTERN EXPANDED



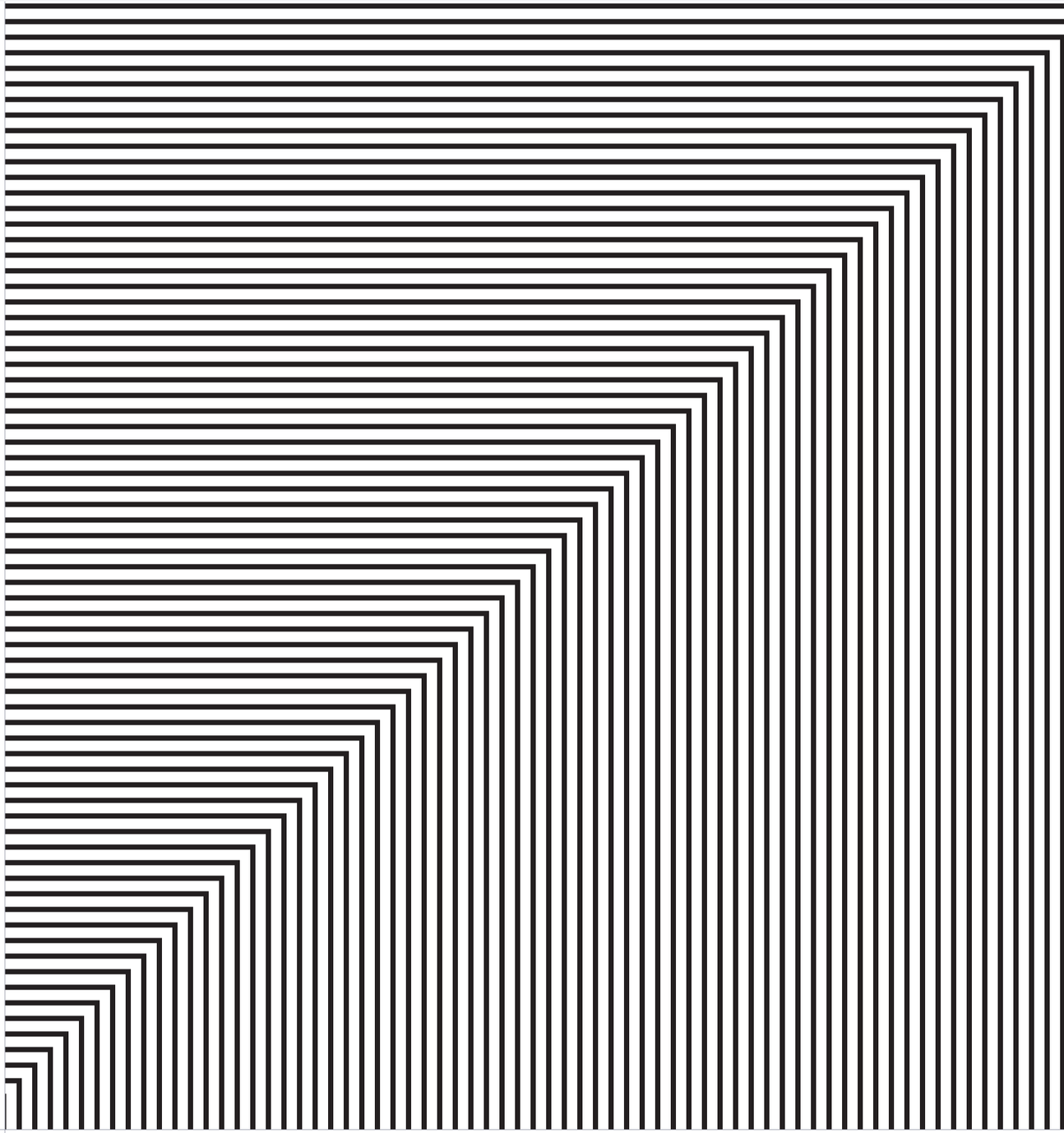
PATTERN IN CIRCLE



PATTERN EXPANDED



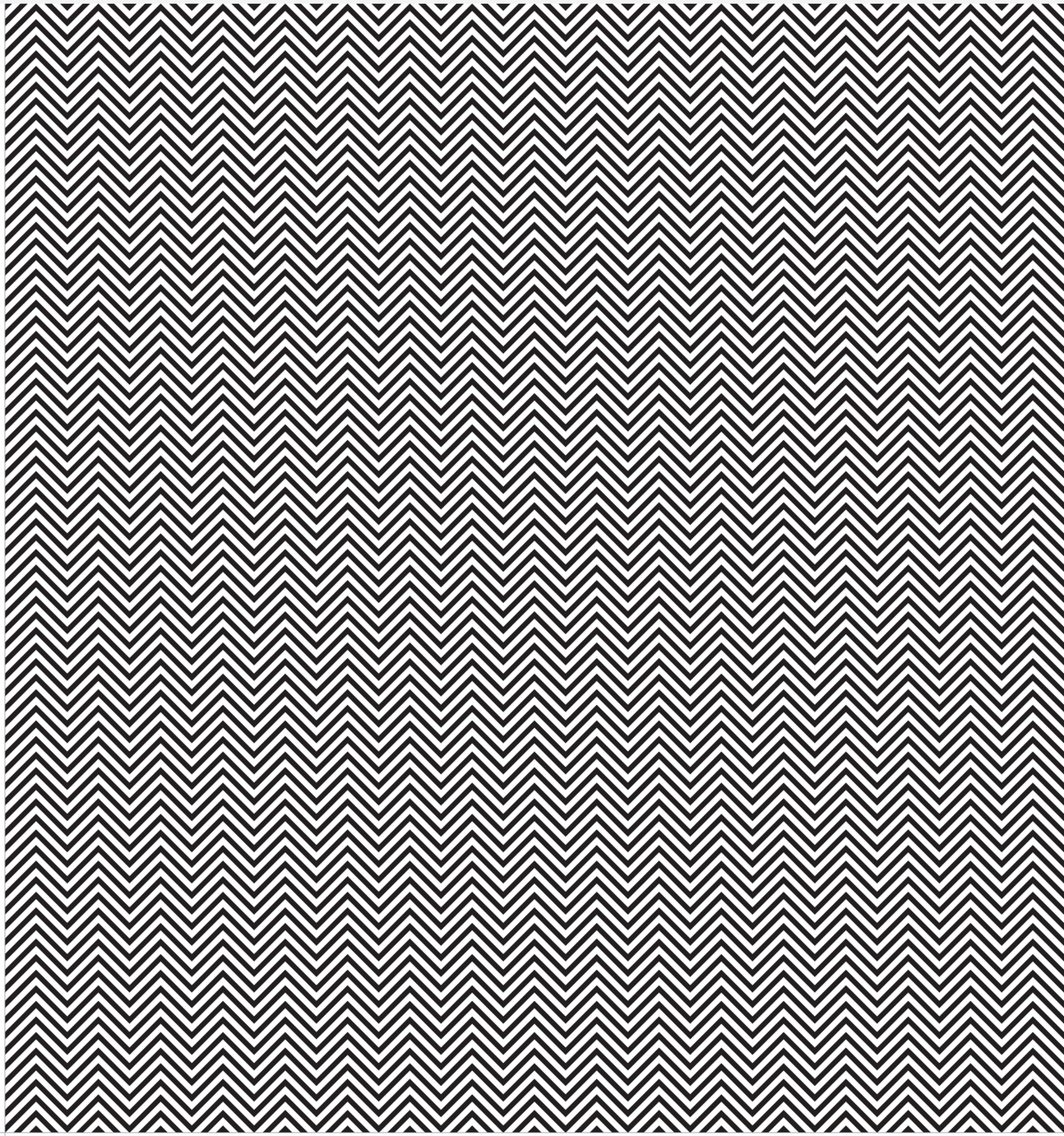
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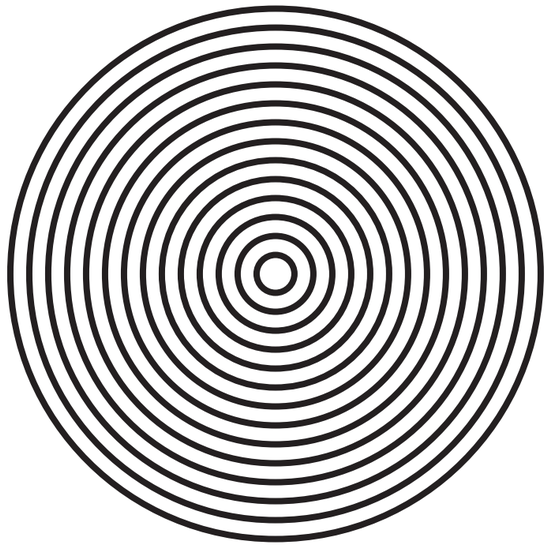
PATTERN EXPANDED



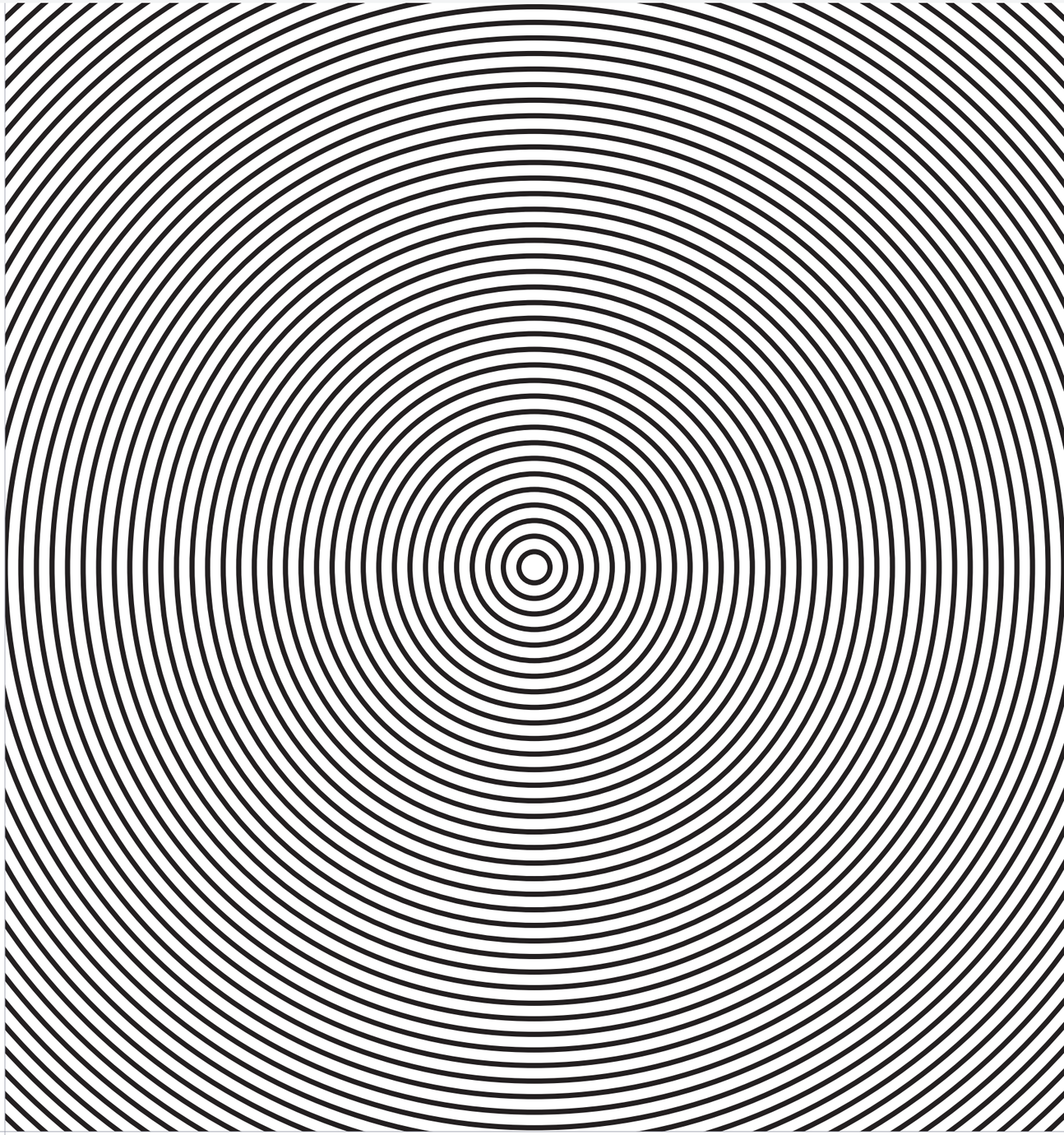
PATTERN IN CIRCLE



PATTERN EXPANDED



PATTERN IN CIRCLE



PATTERN EXPANDED

