900 WILLOW

BRAND GUIDELINES

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Logos

Primary Logo

Our logo is the main identifier of our brand. The stacked variation is well balanced both horizontally and vertically. The primary color is black on white background or white on dark backgrounds. Use only logo files provided; do not attempt to retype or recreate the logo.





Secondary Logo

The wide horizontal logo can be used when vertical space is constrained or when the layout benefits from a wider shape.





Submarks

900 Willow can also be locked up with the University Place wordmark. Location lockups follow the same rules regarding clear space, minimum size and color as the primary 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 equal to the height of the following portions of each logo.







Height of the letter O
in “Willow”



Height of the number 0s
outer ring in “900”

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 "900 Willow," you'll need to enlarge the logo or change the background.



MINIMUM 1 INCH
OR 144 PX



MINIMUM 1.5 INCHES
OR 216 PX

Improper Use

To protect the visual identity of 900 Willow, 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

Typefaces for print are Gilroy and Acumin Pro. Typefaces to be used for web are Outfit and Roboto.

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Print

Headlines: Gilroy
Body Copy: Acumin Pro

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Web

Headlines: Outfit
Body Copy: Roboto

https://fonts.google.com/specimen/Outfit
https://fonts.google.com/specimen/Roboto

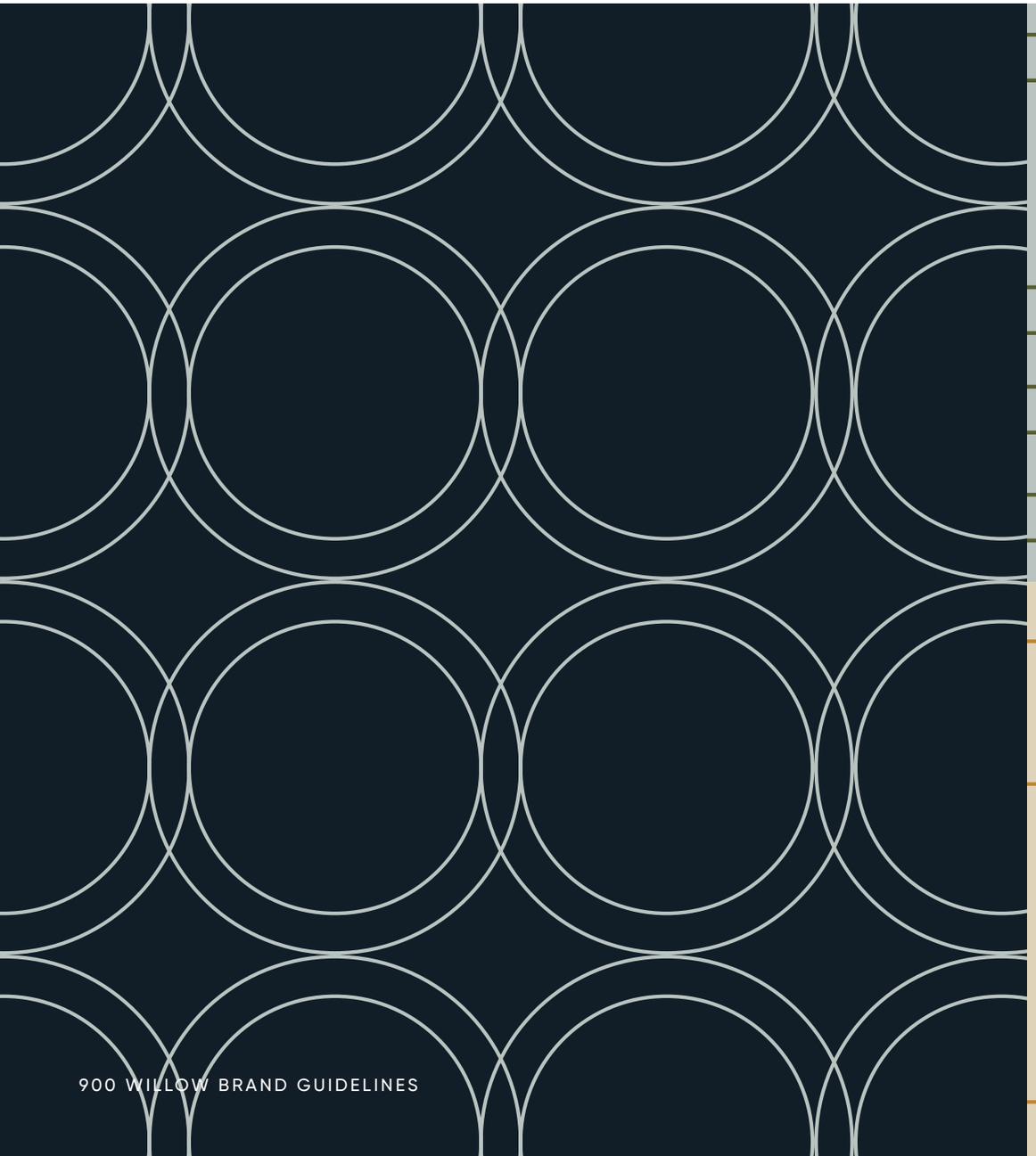
Color Palette

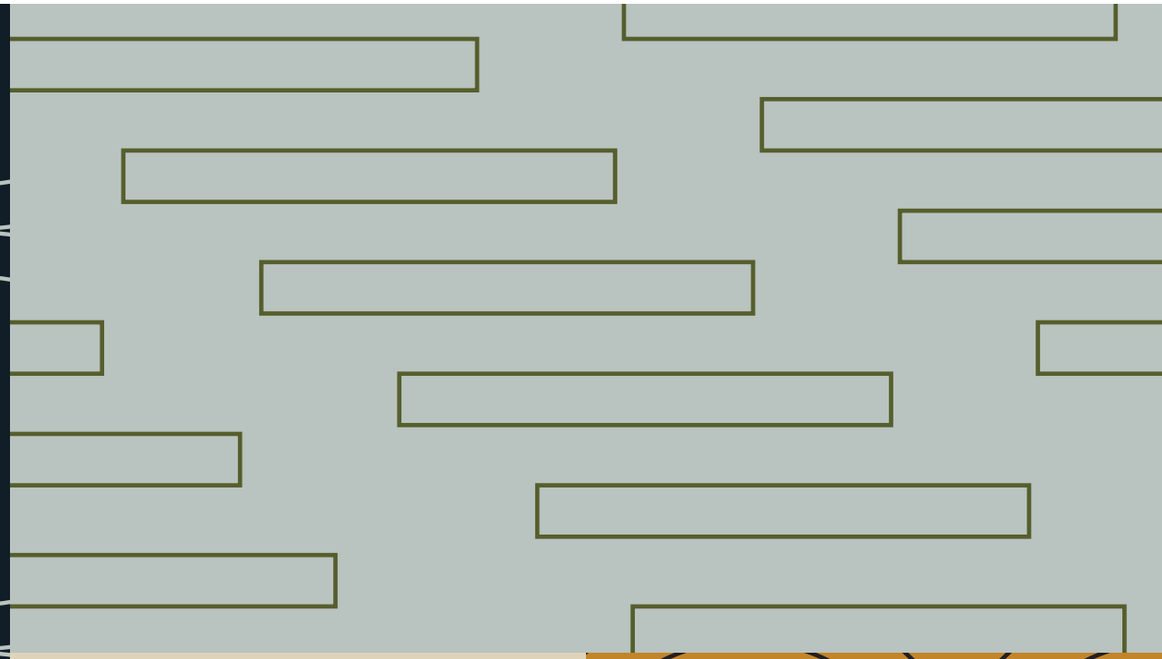
The core colors work together to add sophistication and richness to the brand. The primary colors are shown below; tints of the primary colors in values specified below can be used as accents. Colors in the palette can be combined but be mindful of legibility.

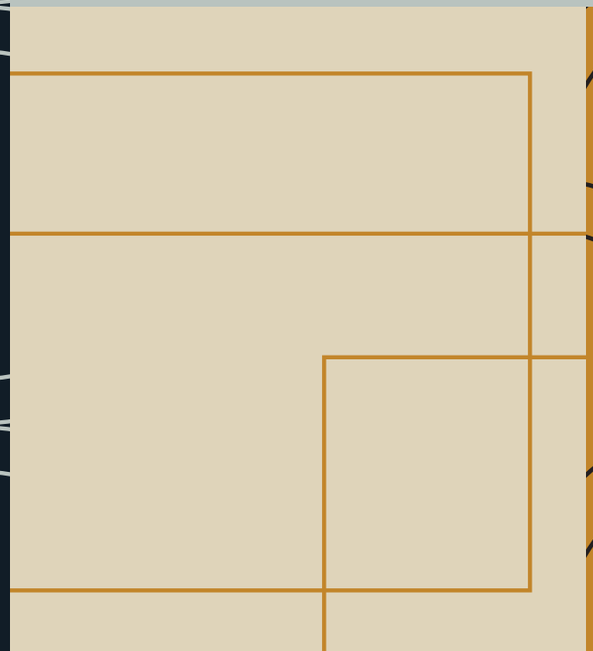
CYMK 83, 71, 58, 69 PMS 7547 C RGB 22, 31, 40 HEX #161F28	CYMK 16, 7, 13, 14 PMS 441 C RGB 185, 194, 190 HEX #B9C2BE	CYMK 61, 44, 95, 33 PMS 371 C RGB 87, 94, 45 HEX #575E2D	CYMK 22, 50, 100, 5 PMS 7570 C RGB 192, 131, 43 HEX #C0832B	CYMK 12, 13, 27, 0 PMS 482 C RGB 223, 211, 186 HEX #DFD3BA	CYMK 0, 0, 0, 100 PMS Black 3 C RGB 0, 0, 0 HEX #000000
70%	70%	70%	70%	70%	70%
50%	50%	50%	50%	50%	50%
30%	30%	30%	30%	30%	30%
10%	10%	10%	10%	10%	10%

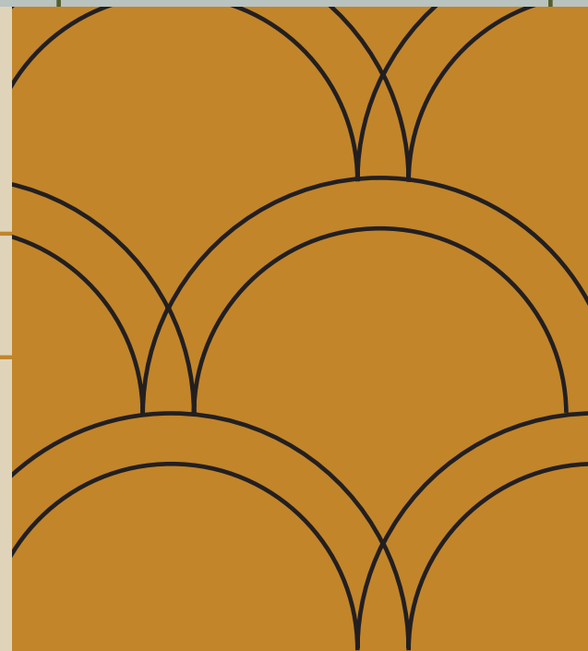
Patterns

The set of patterns connect with the 900 Willow 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.





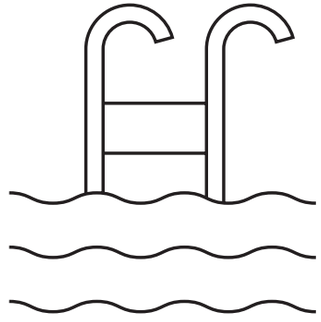


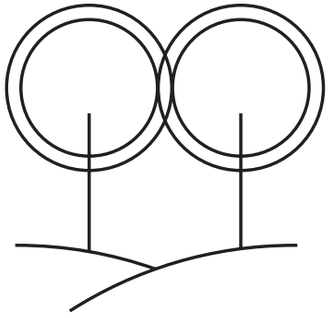


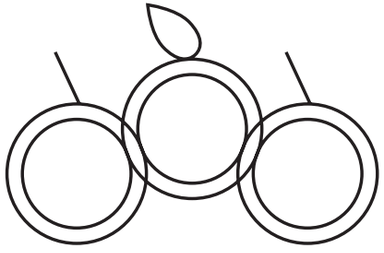
Icons

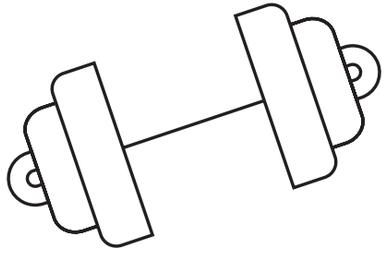
900 Willow icons work in harmony with the brand visual language. To give icons a sense of consistency, the same stroke width is used for all. On dark backgrounds, icon lines change to white.













Photography

Photography should be genuine and dynamic to reflect the vibrant community and modern lifestyle.










In Use


900
WILLOW
LUXURY APARTMENTS 900WILLOWCH.COM
Ultim
and
900 WILLOW


Live
Work
Shop
Eat
900
WILLOW
900
WILLOW
Welcoming
mixed-use
design built
for the 21st
century.

900

900 WILLOW



250+ RESIDENTIAL UNITS

The epitome of
urban Chapel Hill living.

900 WILLOW


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WILLOW


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WILLOW

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