COBALT

BRAND GUIDELINES

Simple guidelines for consistency in the brand image.

COBALT
10601 Washington Blvd.
Culver City 90232

GREYSTAR

ABOUT
THE COMMUNITY

Located in vibrant, metropolitan Culver City, Cobalt is an upscale community in a busy, highly-desirable neighborhood. Its timeless elegance harmoniously blends with the studio culture that surrounds it, evoking a classic luxury that would be at home both in the modern day and during Hollywood's golden age. Sleek and exclusive, Cobalt is a haven from the urban sprawl with elegant finishes that cater to residents who enjoy the finer things in life. For convenience, culture, class and aspirational living, Cobalt is unparalleled.

TABLE
OF CONTENTS

THE
LOGO DESIGN

COBALT

A logo is the visual cornerstone of a brand's identity and is one of its most valuable assets. In order to properly lay the groundwork for how a brand will be perceived across platforms, the logo must be modular and scalable, with established usage rules that ensure consistency across mediums and in all sizes.

01

ABOUT
THE LOGO

Bold and contemporary, the Cobalt logo was carefully designed to ensure strong brand recognition and establish a confident brand identity that seamlessly complements the building's aesthetic. Playing on the contrast between interior and exterior space, the logo is timeless, upscale and distinguished for a polished feel.

Utilizing the Gotham typeface, the logo exhibits classic, yet artful lines that subtly evoke the film industry, an aspirational entity that is essential to the culture of Culver City and the greater city of Los Angeles.

PRIMARY

COBALT

LOGOTYPE

COBALT

VARIANT

C

BLACK, WHITE
& GRAYSCALE

As the mark is created, it goes through a strict process to establish balance, structure and modularity. This ensures that the mark is structurally sound and aesthetically pleasing to the viewer. Developing a logo in black and white guarantees solid usage across multiple platforms and mediums—conveying essential sophistication, quality and poise.
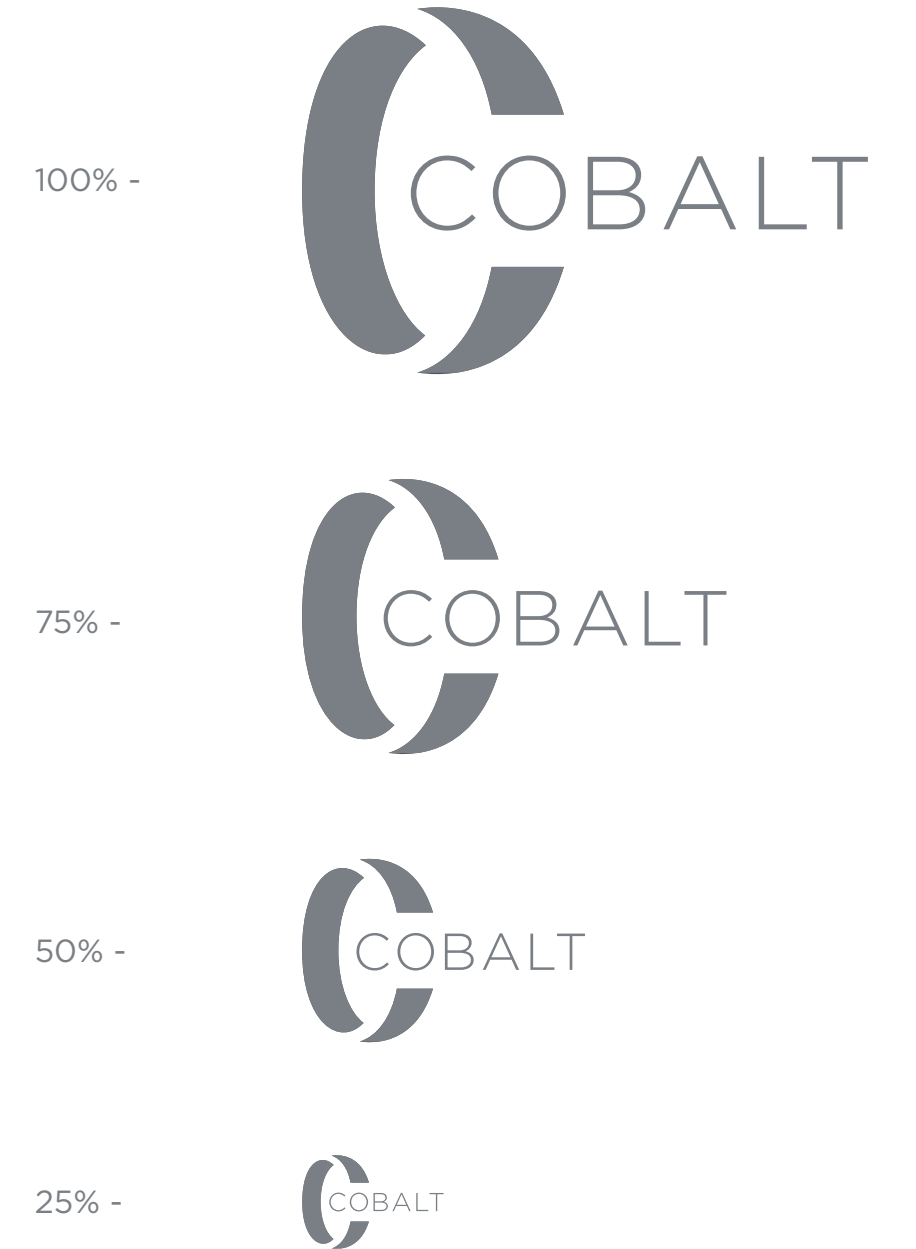
COBALT

COBALT

COBALT

LOGO USAGE
GUIDELINES

In this diagram, the identity is scaled to show the rules of isolation. The identified gray area is the same width as the letter C if it were used horizontally as the measurement for isolation. All items and content should be placed outside the isolation area when using any variation of the identity system.

EQUAL

EQUAL

EQUAL

EQUAL

EQUAL
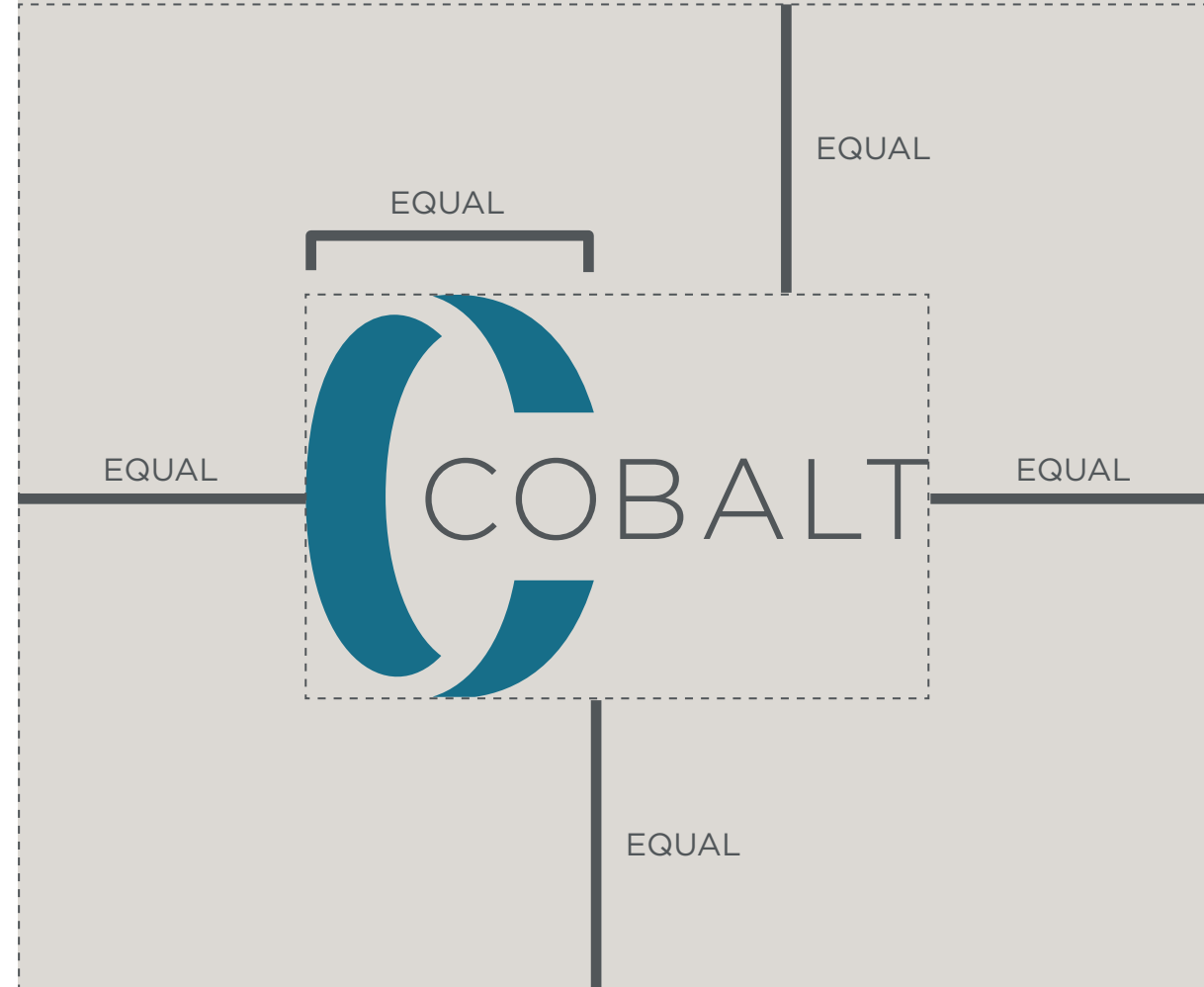
LOGO SCALING
GUIDELINES

To accommodate diverse applications and maintain integrity, the logo may need to be adjusted for a range of sizes and various media. However, it is crucial that the logo scales proportionally and remains legible when reduced or increased in size. The logo scale at the right demonstrates the logo's legibility across sizes. A scale reduction to 25% is the lowest acceptable size for this logo.

100% -

75% -

50% -

25% -

LOGO STYLES
& COLORWAYS

The Cobalt identity should be shown only in the colors on this page. When possible the identity should be shown in one of the three primary palette colorways. The only approved colors for use with the Cobalt identity are in the approved color palette shown in this guide.

Other color combinations that are shown without the logotype can be used, but are not preferred. Use only as an artistic mark where the design makes sense.

PRIMARY PALETTE COLORWAYS

GREYSCALE STYLES

BREAKING
THE RULES

As with all brand logos, the designed mark should never be altered. To ensure consistency across all branding and communications, the Cobalt logo should only be used in the styles illustrated in this guide.

When creating brand elements or marketing materials for various media, refer to this guide for proper usage and use only the logo files provided in the Cobalt brand assets folder.

DO NOT ALTER LOGOTYPE

DO NOT ALTER LOGO ICON POSITIONING

USE CORRECT LOGO COLORS AT ALL TIMES

Gotham

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
the quick brown fox jumps over the lazy dog
1234567890

Museo

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
the quick brown fox jumps over the lazy dog
1234567890

PRIMARY FONT **GOTHAM**

Gotham is the primary font for all text content and general use when creating or communicating for Cobalt. It is also the identity font used for the Cobalt logo. The family consists of various weights for many types of applications. It maintains a confident and masculine look when used in body content, headers and taglines. Italics can also be used on Cobalt materials, along with various weights.

SECONDARY FONT **MUSEO**

Museo is an ultramodern semi-slab serif typeface that harmonizes beautifully with its primary counterpart. Product names and key items should be used in this font only. It is not suggested for use in body copy and other content where there are more than five words. The Museo font family is incredibly versatile and includes a variety of weights for a contemporary, yet functional font.

THIN	BOLD	BLACK
ABCDEFGHIJKLM-NOPQRSTUVWXYZ abcdefghijklm-nopqrstuvwxyz 1234567890 !@#$%^&*()_+-=[] {};':",./<>?	ABCDEFGHIJKLM-NOPQRSTUVWXYZ abcdefghijklm-nopqrstuvwxyz 1234567890 !@#$%^&*()_+-=[] {};':",./<>?	ABCDEFGHIJKLM-NOPQRSTUVWXYZ abcdefghijklm-nopqrstuvwxyz 1234567890 !@#$%^&*()_+-=[] {};':",./<>?

THIN	BOLD	BLACK
ABCDEFGHIJKLM-NOPQRSTUVWXYZ abcdefghijklm-nopqrstuvwxyz 1234567890 !@#$%^&*()_+-=[] {};':",./<>?	ABCDEFGHIJKLM-NOPQRSTUVWXYZ abcdefghijklm-nopqrstuvwxyz 1234567890 !@#$%^&*()_+-=[] {};':",./<>?	ABCDEFGHIJKLM-NOPQRSTUVWXYZ abcdefghijklm-nopqrstuvwxyz 1234567890 !@#$%^&*()_+-=[] {};':",./<>?

THE BRAND
COLOR PALETTE

The Cobalt color palette is designed to evoke calm, quality and luxury. The palette slides from cool tones to warmer tones while maintaining the overall aesthetic of the brand. The colors represented here are shown in tones that range from 100% value of tone at the top and change in value by 10% towards the bottom of each strip.

Adopting tranquil blues and cool hues of gray, these swatches exhibit the primary brand colors. They are the most universal, convey brand image with their tone and should be used above any other color.

PRIMARY COLOR 1
Pantone 2392 C

100%
70%
50%
30%
10%

CMYK: 89, 19, 0, 47
RGB: 15, 110, 136
HEX: #0f6e88

PRIMARY COLOR 2
PANTONE 5783 C

100%
70%
50%
30%
10%

CMYK: 0, 1, 22, 39
RGB: 156, 155, 122
HEX: #9c9b7a

PRIMARY COLOR 3
PANTONE 2033 C

100%
70%
50%
30%
10%

CMYK: 0, 64, 67, 23
RGB: 196, 71, 65
HEX: #c44741

SECONDARY COLOR 1
PANTONE 432 C

100%
70%
50%
30%
10%

CMYK: 25, 12, 0, 77
RGB: 44, 52, 59
HEX: #2c343b

SECONDARY COLOR 2
PANTONE 430 C

100%
70%
50%
30%
10%

CMYK: 9, 4, 0, 48
RGB: 120, 127, 132
HEX: #787f84

SECONDARY COLOR 3
PANTONE Cool Grey 1 C

100%
70%
50%
30%

CMYK: 0, 1, 3, 14
RGB: 219, 217, 212
HEX: #dbd9d4

SECONDARY
COLOR PALETTE

The secondary color palette embodies warm, moody hues that give the building a calming, retreat-like feel. From deep hues of red to subtle shades of gray, the colors represented here are shown in tones that range from 100% value of tone at the top and change in value by 10% towards the bottom of each strip.

The gray tones vary subtly from cool to warm. When selecting gray tones please use these colors as a reference. A cool tone is critical for the balanced feeling of the brand image when used as a background.

THE
BRAND
AESTHETIC

Inspired by the significant impact of motion picture development on this neighborhood as well as the community's vibrant culture and retro Hollywood feel, the Cobalt aesthetic is a faultless blend of wealth and prestige. Fusing rich fabrics, deep lush leathers and warm color palettes, the overall brand aesthetic gives renters an exclusive home they'll want to flaunt.

02

ABOUT
THE INTERIOR

Adopting a lavish, rich interior, warm color palettes and speakeasy-inspired aesthetic, Cobalt evokes culture, wealth and a luxurious mid-century feel and style. Serving as a sanctuary from the chaos of the daily hustle, Cobalt originated a traditional space adorned with lush accents and industrial finishes for an elegantly masculine building that appeals to prestigious professionals and mid-level executives.

MID-CENTURY

EXCLUSIVE

WARMTH

MASCULINITY

RELAXATION

ASPIRATION

LUXURY

RESPECT

WEALTH

URBAN

CLASSIC

CENTRAL

MODERN

CREATIVE

ESTABLISHED

CULTURE

FILM

MEDIA

AMBITION

CONFIDENT

SOCIAL

COMMUNITY

QUALITY

UPSCALE

SERENITY

BALANCE

PRESTIGE

SECURE

TRADITION

ENTERTAINMENT

BRAND
KEYWORDS

These keywords are used to best describe the Cobalt brand. When searching for images, creating the aesthetic or developing content, please confirm that the material is communicating as many of these keywords as possible.

THE CULTURE OF
THE COMMUNITY

Cobalt's centralized location in one of the most sought-after areas in Los Angeles, gives residents immediate access to a bustling downtown with multiple public transportation options as well as legendary film studios and historic landmarks. A vibrant, yet metropolitan neighborhood set amidst technology and entertainment, Culver City is encompassed by rich culture and known as the 'Heart of Screenland.'

The images on the following pages illustrate the visual aesthetic of the Cobalt brand. Each image represents a feeling, focus point, emotion, texture, principal and the overall philosophy that speaks to the Cobalt aesthetic.
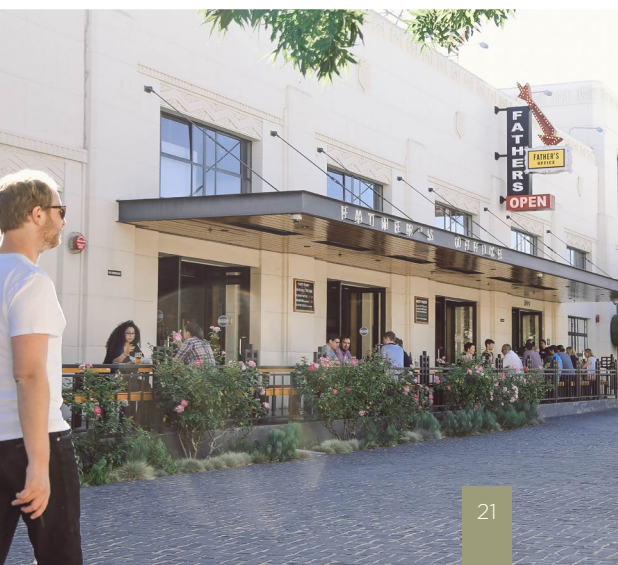
BRAND
EXAMPLES

The following images are examples of the brand aesthetic mocked up in real world environments. These provide a visual reference and a tactile feel for the implementation of the brand and its accompanying design style.

COBALT

COBALT
10601 Washington Blvd.
Culver City 90232

GREYSTAR