



AVILA

GREYSTAR

BRAND GUIDELINES

75 W. WALNUT STREET  
PASADENA, CA 91103



# ABOUT THE COMMUNITY

Merging classic Spanish-style architecture with the modern Mediterranean, Avila is warm and inviting, incorporating an old world aesthetic in a very new way. This new kid on the block also just happens to be the coolest, with unique, funky elements that give it a youthful, vibrant vibe. From the customized co-working spaces to the bright, airy arcade, this is an environment that residents will want to come home to, not to mention a great place for get-togethers.

Nestled against the mountains of sunny Pasadena, Avila is moments away from bustling shops, lively cafés, diverse art galleries and lush parks. With all that Old Town has to offer close at hand, the decision of whether to go out or stay in has never been more difficult. The overall feel of this community is welcoming and modern, bringing new life to this incredible location.

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### 02

#### BRAND VOICE

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# 1.1 THE AVILA LOGO

The clear space around the wordmark is defined by the last capital A (marked in the diagram). This clear space allows for ample breathing room and should always be accounted for in any layout.

All brand colors can be applied to the logo if the logo sits on a neutrally-toned background. If the background is a solid brand color or image, then a white or black version should be used.

## SPACING

AVILA



## REVERSED



## GRAYSCALE



# 1.2 LOGO APPLICATION

In instances where the full logo cannot be used, the Avila symbol can be used in its place. More liberties with cropping and scaling can be taken with this symbol as seen in the example collateral on page 14 of this guide.

Regardless of the version used, always maintain the integrity of the logo by using purposeful anchored placement with high contrast to the background.

## PRIMARY VERSION

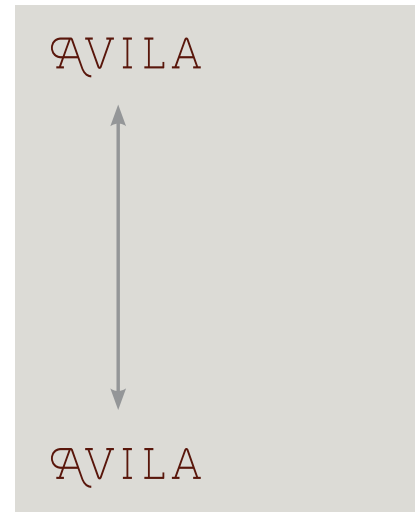
## AVILA SYMBOL

## APPLICATION TO PHOTOGRAPHY

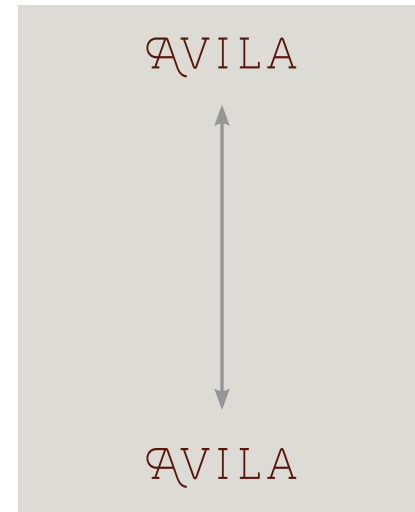


## LOGO PLACEMENT

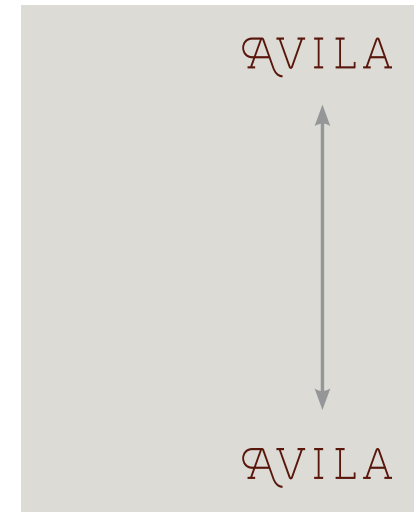
### LEFT-ALIGNED



### CENTERED



### RIGHT-ALIGNED



# 1.3 SCALING THE LOGO

The Avila logo was carefully crafted to work in both large and small contexts, but all logos have their limits. If the logo needs to be scaled below the permitted minimum size, consider using the Avila symbol in its place.

## 100%

## 75%

## 50%

## 25%

## >25%

## PRINT MINIMUM SIZE



## SCREEN MINIMUM SIZE





# 1.4 THE BRAND FONTS

Brandon Grotesque Text is the primary font for all text content and general use when creating or communicating for Avila. The family consists of various weights for many types of applications. It maintains an elegant, modern look when used as body content, headers and taglines. Italics can also be used on Avila materials, along with various weights. In instances where Brandon is not available, Trebuchet MS is to be used.

Brownstone Slab is the Identity font used for Avila. Large headlines, 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. Because this font includes a unique decorative style that appears thin, it is important that it not be overused.

## BRANDON GROTESQUE TEXT BOLD

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## BRANDON GROTESQUE TEXT MEDIUM

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## BRANDON GROTESQUE TEXT REGULAR

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## WEB SAFE | TREBUCHET MS

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## USING BROWNSTONE SLAB

Because of its thin and decorative nature, Brownstone Slab is only to be used for headlines and title treatments at a minimum point size of 30. This font may also require specific kerning values and should not be kerned too close together or below a value of 100.

Part of what makes this headline font unique is the set of alternate characters available for use in titling treatments. These alternates should be used sparingly, on capital letters only, to add subtle flair. A good rule of thumb is to restrict alternate character use at the beginning and end of words, though there can be exceptions.

## HEADLINE FONT | BROWNSTONE SLAB LIGHT

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## HEADLINE ALTERNATES | BROWNSTONE SLAB LIGHT

---

A A A B B C D D E E E F F F G G  
H H I J K K L L M M M N N O P  
P Q R R R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

## ALTERNATES EXAMPLE 1

---

NOW  
LEASING  
HOMES

## ALTERNATES EXAMPLE 2

---

SLEEK  
INTERIOR  
DESIGN

# 1.5 TYPOGRAPHY IN USE

HEADLINES &  
HERO MESSAGING  
ALT HEADLINES &  
HERO MESSAGING

Sub Headlines and  
Secondary Copy

Commune adipiscing qui in, duo dicta consul ornatus no, adhuc facilis eloquentiam at eum. His dictas bonorum postulant id, no dicit percipit cum, qui an ullum debitis denique. Olescide voluptatur. Omnisitet maionse sum et laborro ratque nis min plaboescius consed maxim porem.

AVILA  
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**HEADLINES**  
Brownstone Slab Light and/or Brandon Grotesque Text Bold, depending on scale. Headlines are always in all caps. Combining the two fonts can be used to create playful weight shifts.

**SECONDARY COPY**  
Brandon Grotesque Text Regular

**BODY COPY**  
Brandon Grotesque Text Regular

**MICROTYPE**  
Tracked out Brandon Text Bold can be used for small details or moments of subtle boldness.

# 1.6 COLOR PALETTE

Avila's warm and inviting palette presents a great opportunity to play off the quiet neutrals found throughout the building interiors. Creating contrast with bright color, this palette was chosen to ensure that Avila's collateral and signage won't ever be overlooked.

PRIMARY COLORS		
<b>SUNSHINE</b>  PANTONE 7563C CMYK 14 41 93 0 RGB 220 157 53 HEX #DC9D35	<b>MATADOR</b>  PANTONE 7626C CMYK 16 94 100 0 RGB 195 51 38 HEX #C33326	<b>MAHOGANY</b>  PANTONE 4625C CMYK 10 10 10 10 RGB 88 25 13 HEX #58190D
80%	80%	80%
60%	60%	60%
40%	40%	40%
SECONDARY COLORS		
<b>AQUA</b>  PANTONE 7465C CMYK 68 0 30 0 RGB 54 191 190 HEX #36BFBE	<b>SHADOW</b>  PANTONE 547C CMYK 68 0 30 90 RGB 0 47 47 HEX #002F2F	<b>SANDSTONE</b>  PANTONE COOL GRAY 1C CMYK 13 10 13 0 RGB 219 218 214 HEX #DBDAD6
80%	80%	80%
60%	60%	60%
40%	40%	40%





2.0

BRAND  
TONE

## 2.1 BRAND KEYWORDS

This set of keywords helps to establish the feel and tone of Avila.

- CULTURAL
- COLORFUL
- VIBRANT
- CHIC
- OASIS
- WALKABLE
- RELAXING
- BRIGHT
- HIP
- SCENIC
- FUN
- BOHEMIAN
- INVITING
- WARM
- CLASSIC
- LOCAL
- CONTEMPORARY
- ARTFUL
- ESTABLISHED
- DIVERSE
- CONVENIENT
- CHARMING
- LIGHT
- SOCIAL
- ROMANTIC
- COMMUNAL
- FUNKY
- MODERN
- SUNNY
- CRAFTY
- AIRY
- PANORAMIC

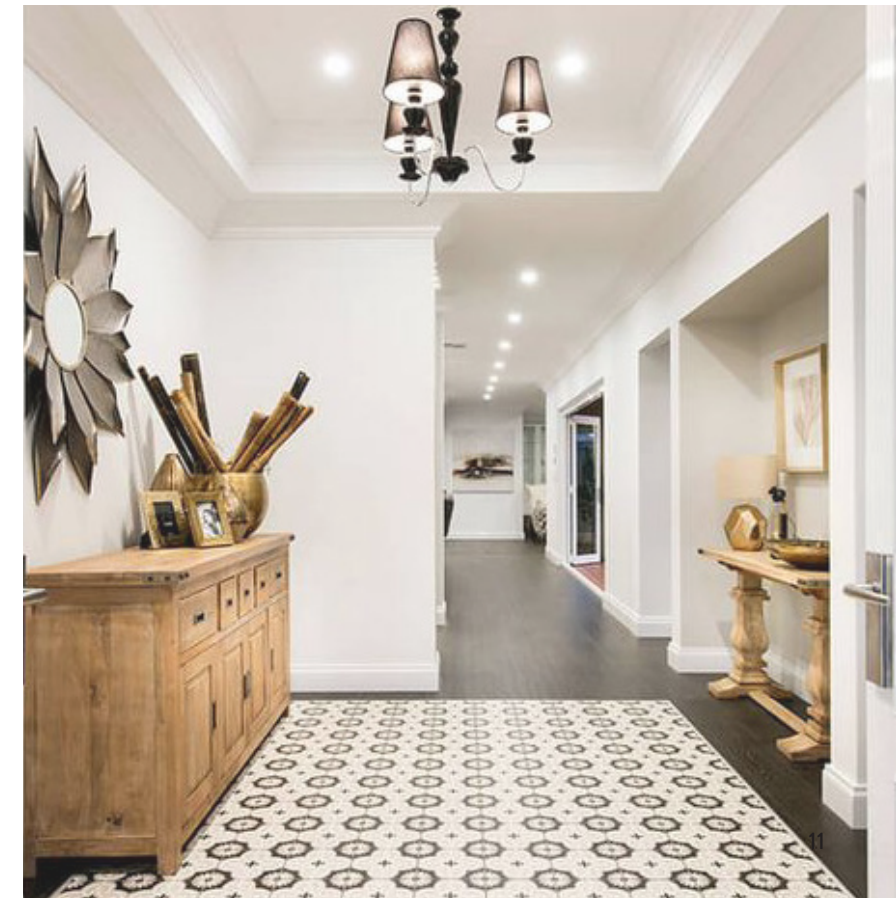


## 2.2 INTERIOR STYLE

Avila's interiors are a fun and funky mix of contemporary modern style combined with classic Spanish and Mediterranean influences.

The clean forms in Avila's blueprint playfully combine with ornate patterns and textures to help make Avila feel light and romantic. Furthermore, industrial lighting and furniture keep things from feeling too soft and out of place.

Buzzwords: clean, light, classic, ornate, industrial and contemporary.





## 2.3 COMMUNITY CULTURE

Pasadena is a diverse wonder with a unique mix of high and low, expensive and affordable, suburban and counter-cultural. These binary business models create an all-inclusive community that has something to offer for any type of resident.

Nearby Colorado Boulevard is home to a mix of high quality, contemporary shops and boutiques that live in tandem with cafés. Its laid back local feel and sustainably-sourced mentality have proven popular with residents and tourists alike. Off the beaten path, residents can enjoy a cheap but tasty meal from Pie n' Burger, a neighborhood favorite since 1963, before heading the the Norton Simon Museum to view one of the most remarkable private fine art collections ever assembled.

This mix is what makes Pasadena what it is, and Avila only adds to the inspiring landscape of the neighborhood.





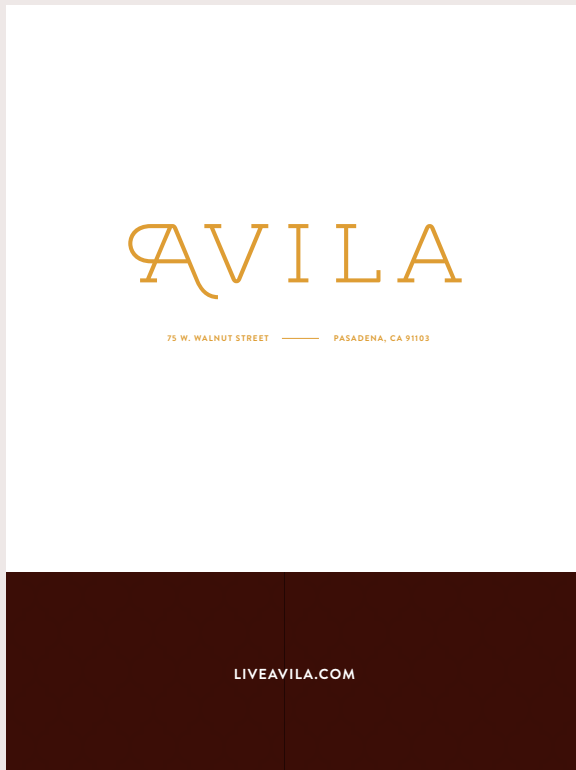
# 2.4 EXAMPLE BRAND COLLATERAL

Here are some examples of how the visual language of the Avila brand comes across in collateral creation. Less is definitely more as collateral should match the feeling of Avila itself—light, sunny, airy and playful.

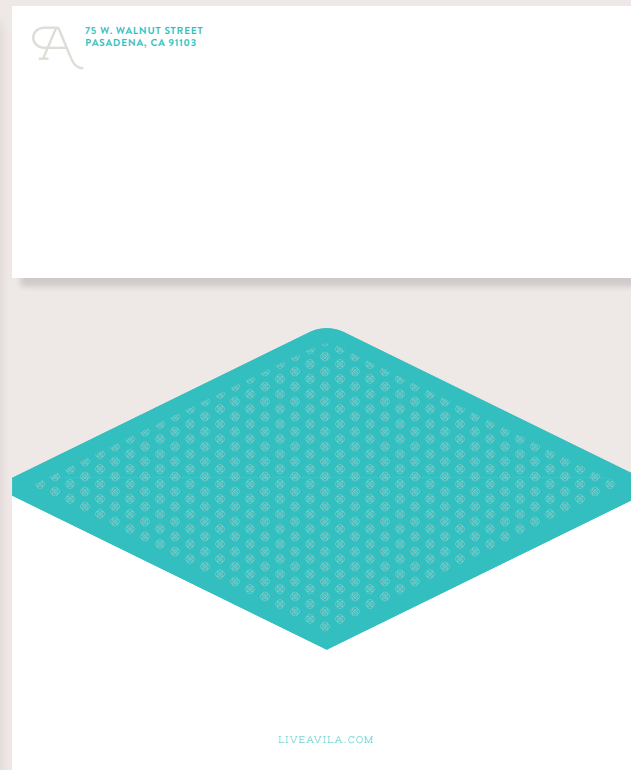
## BUSINESS CARDS



## FOLDER ENVELOPE



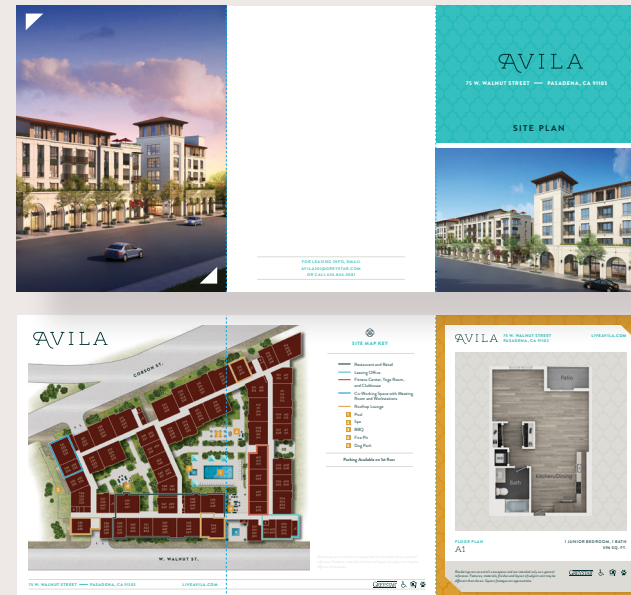
## MAILING ENVELOPE



## RACK CARD



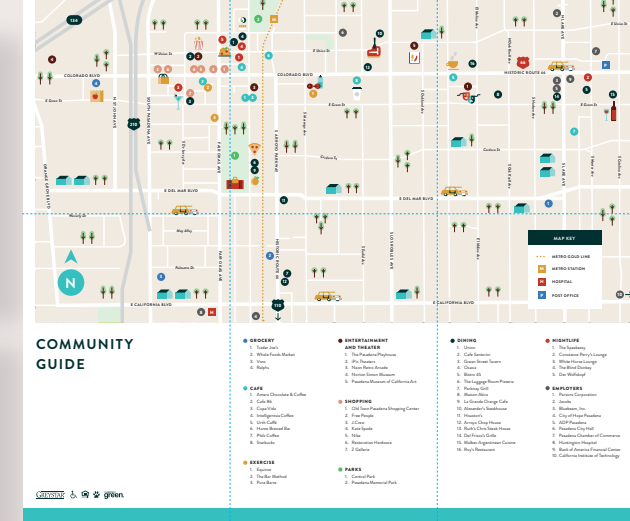
## SITE AND FLOOR PLANS



## BROCHURE



## COMMUNITY GUIDE



## WEBSITE HOME PAGE







GREYSTAR