



# THE HARRISON COLLECTION

300 SOMERSET 330 ANGELO CIFELLI THE EDDY

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## BRAND GUIDELINES

PREPARED BY:  
QB AGENCY | 2020

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# BRAND STORY

The Harrison Collection  
Brand Guidelines

2020



Prepared by:  
QB Agency

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# THE HARRISON COLLECTION

Harrison is a town in the midst of a renaissance. Once dubbed the “Beehive of industry”, Harrison’s new chapter has arrived thanks to a spate of new luxury developments and state-of-the-art transportation links, together forming a vibrant new neighborhood in Harrison.



# LOGO MARKS

The Harrison Collection  
Brand Guidelines

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## PRIMARY AND SECONDARY LOCKUP

The primary lockup consists of the icon, The Harrison Collection wordmark and the property wordmarks. The icon must always be above the wordmark and the property wordmarks must always be placed below the wordmark.

The secondary lockup consists only of the icon and The Harrison Collection wordmark.



THE HARRISON  
COLLECTION

300 SOMERSET 330 ANGELO CIFELLI THE EDDY



THE HARRISON  
COLLECTION



## PRIMARY WORDMARK

The primary wordmark is the most important element to The Harrison Collection brand. It's a mark that must live either within its' lockups or with the wordmark alone.

THE HARRISON  
COLLECTION



## ICON

The icon is an important design accessory to The Harrison Collection brand. It's a mark that can live alone or above the brand's lockups.





# TYPOGRAPHY



# Address Sans Pro

<div>AaBbCc123</div> <div>Light</div>	<div>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</div>	<div>Estem aut ducimus, sum quas molorro odicabor a ent poribus ella dit derspel ea nosandit velit, to officip sapedi reserch illatis simporrum samusam repre voluptatur sunt officab ius di siti rem quo officime aceatur, sant esequ quatum.</div>
<div>AaBbCc123</div> <div>Regular</div>	<div>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</div>	<div>Estem aut ducimus, sum quas molorro odicabor a ent poribus ella dit derspel ea nosandit velit, to officip sapedi reserch illatis simporrum samusam repre voluptatur sunt officab ius di siti rem quo officime aceatur, sant esequ quatum.</div>
<div>AaBbCc123</div> <div>SemiBold</div>	<div>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</div>	<div>Estem aut ducimus, sum quas molorro odicabor a ent poribus ella dit derspel ea nosandit velit, to officip sapedi reserch illatis simporrum samusam repre voluptatur sunt officab ius di siti rem quo officime aceatur, sant esequ quatum.</div>



# Urbane

<div>AaBbCc123</div> <div>Light</div>	<div>ABCDEFGHIJKLMNOPQRSTUVWXYZ</div> <div>abcdefghijklmnopqrstuvwxyz</div> <div>1234567890</div>	<div>Estem aut ducimus, sum quas molorro odicabor a ent poribus ella dit derspel ea nosandit velit, to officip sapedi reserch illatis simporrum samusam repre voluptatur sunt officab ius di siti rem quo officime aceatur, esequ quatum.</div>
<div>AaBbCc123</div> <div>Medium</div>	<div>ABCDEFGHIJKLMNOPQRSTUVWXYZ</div> <div>abcdefghijklmnopqrstuvwxyz</div> <div>1234567890</div>	<div>Estem aut ducimus, sum quas molorro odicabor a ent poribus ella dit derspel ea nosandit velit, to officip sapedi reserch illatis simporrum samusam repre voluptatur sunt officab ius di siti rem quo officime aceatur, esequ quatum.</div>
<div>AaBbCc123</div> <div>Demi Bold</div>	<div>ABCDEFGHIJKLMNOPQRSTUVWXYZ</div> <div>abcdefghijklmnopqrstuvwxyz</div> <div>1234567890</div>	<div>Estem aut ducimus, sum quas molorro odicabor a ent poribus ella dit derspel ea nosandit velit, to officip sapedi reserch illatis simporrum samusam repre voluptatur sunt officab ius di siti rem quo officime aceatur, quatum.</div>



# COLOR



## HC PURPLE

Pantone 2765 C

C 97 M 99 Y 38 K 45  
R 31 G 32 B 70  
#1F1646

## HC GRAY

Pantone Warm Gray 1 C

C 15 M 14 Y 17 K 0  
R 214 G 209 B 202  
#D6D1CA

## SOMERSET YELLOW

Pantone 110 C

C 16 M 31 Y 100 K 00  
R 218 G 169 B 00  
#DAA900

## ANGELO CIFELLI RED

Pantone 179 C

C 4 M 91 Y 91 K 00  
R 228 G 61 B 48  
#E43D30

## THE EDDY BLUE

Pantone 2935 C

C 100 M 68 Y 04 K 00  
R 00 G 85 B 184  
#0055B7



# PATTERN

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**PATTERN**

The brand pattern consists of all 3 colors within the brand’s property color palette. The pattern must always display The Harrison Collection Purple or Gray as the background color.



# USAGE





SPACING

Spacing for each should go as follows:

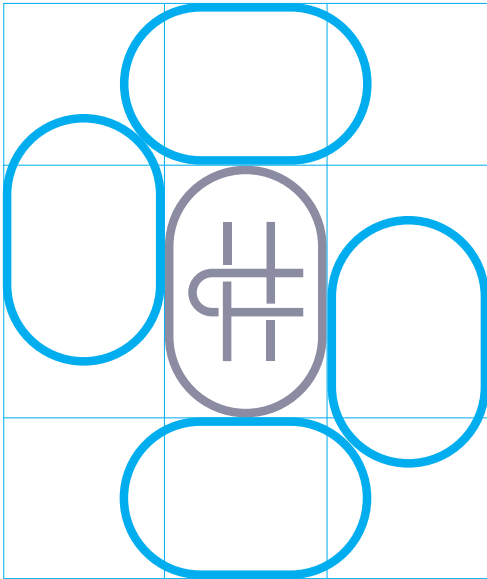
PRIMARY WORDMARK

Spacing around the primary wordmark needs to be at least the the X-height and Y-space added together.



ICON

Spacing around the icon needs to be no less than the width of the outer oval shape.



PRIMARY LOCKUP

Spacing around the primary lockup needs to be at least the width of the outer oval shape.



WHAT NOT TO DO

The primary wordmark, primary and secondary lockups and icon are not to be used or modified in any way shown here:

DO NOT

use the primary wordmark or primary and secondary lockup in any other color other than The Harrison Collection purple or gray.



DO NOT

stretch the primary wordmark, primary and secondary lockup or icon horizontally or vertically



DO NOT

switch the arrangement of the Harrison Collection and establishment date or place them at either side of the primary wordmark



DO NOT

place The Harrison Collection wordmark below the property lockups or use the icon with only the property lockups



DO NOT

manipulate the weight of the primary wordmark, primary and secondary lockup or icon



DO NOT

add gradient coloring to the primary wordmark, primary and secondary lockup or icon



HEIRARCHY OF TYPE

The type placement is globally placed with centered paragraph styles as follows:

Address Pro Sans Regular – 50	Header
Address Pro Sans SemiBold – 50	SUBHEAD 1
Urbane Light - 0	Subhead 2
Urbane Medium - 0	Body Copy

EXAMPLE 1

Luptatem  
Oluptatiost

Giat dolorep rovidebis  
modi rerspīs am, quas modi  
bearumquiae net.

In re et quates eium unt. Atis dia si sam quae ne  
offic torem quatur, odite id unt et reperfe ristio. Ut  
accus a accum aut iligene min nus dolorio inusdae  
dollendita vendand ignimillabo.

EXAMPLE 2

Luptatem  
Oluptatiost

Giat dolorep rovidebis  
modi rerspīs am, quas modi  
bearumquiae net.

In re et quates eium unt. Atis dia si sam quae ne  
offic torem quatur, odite id unt et reperfe ristio. Ut  
accus a accum aut iligene min nus dolorio inusdae  
dollendita vendand ignimillabo.



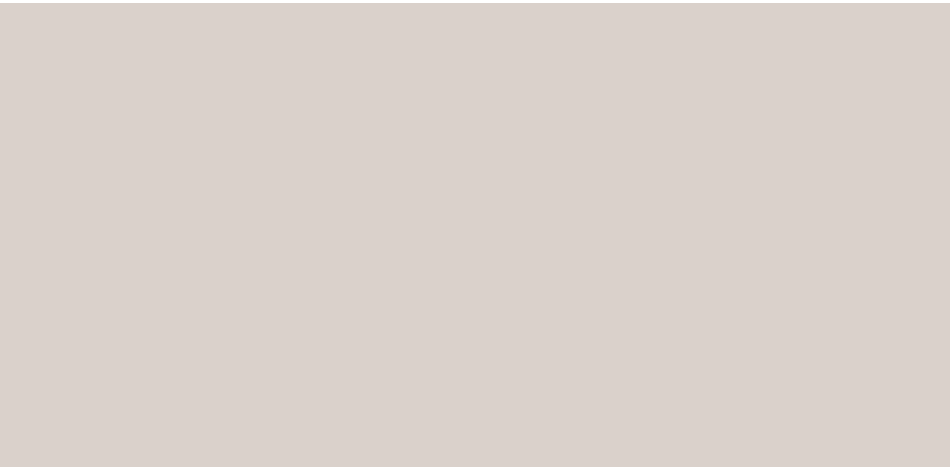
BRAND COLORS

Palette Usage Overview



HC PURPLE

Lockup/Wordmark	Yes
Background	Yes
Copy	Yes
Wayfinding	Yes



HC GRAY

Lockup/Wordmark	Yes, preferred on HC purple
Background	Yes
Copy	Yes, preferred on HC Purple
Wayfinding	Yes



SOMERSET YELLOW

Lockup/Wordmark	Only for property name when used alone
Background	No
Copy	No
Wayfinding	In Pattern, to distinguish its location



ANGELO CIFELLI RED

Lockup/Wordmark	Only for property name when used alone
Background	No
Copy	No
Wayfinding	In Pattern, to distinguish its location



EDDY BLUE

Lockup/Wordmark	Only for property name when used alone
Background	No
Copy	No
Wayfinding	In Pattern, to distinguish its location



For questions about branding or art  
direction regarding The Harrison  
Collection, please contact:



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