



# No 18

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BRAND IDENTITY & STYLE GUIDE

V1.0

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## I.I BRAND CONSISTENCY

*“A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another.” – Seth Godin*

Great brands are built through the consistent delivery of the brand messages through all touchpoints – a strong, unified message reinforces not only who we are and why we exist, it also drives recognition, trust, success, and of course ultimately: business growth.

This document is a guide to how we visually communicate the No18 brand. It covers graphic design and layout related topics as well as sections on photography and merchandise. It is best used together with our brand book, as a rulebook for creating all No18 visual elements.

## 1.2 OUR MANIFESTO

### THE HOME FOR A REWARDING BUSINESS LIFESTYLE

*We are a cosmopolitan members club for businesses with beautifully designed lounges, meeting rooms and high-end workspaces tailored to support all our members' needs.*

*It's a truly rewarding setting for both work and leisure, and a place to call home.*

No 18 venues are a blend of workplace and residence, with a unique eclectic aesthetic. It's an aspirational environment, with a friendly and inspiring atmosphere. We combine professional service, a high attention to detail, and state of the art technology to create a truly enriching experience.

Our holistic philosophy, with a focus on community and well-being, helps our members toward a happier, healthier and more productive lifestyle.



OUR VISUAL IDENTITY

### OVERVIEW

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LOGO



LOGO WITH BRAND TAGLINE



PRIMARY COLOUR PALETTE



ACCENT COLOUR PALETTE



TYPEFACES

**Gill Sans Std**  
**Adobe Garamond Pro**

IMAGERY



*Brand*



*Iconography*

## 2.2 OUR LOGO

### LOGO

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#### MAIN LOGO



*Figure 1.*  
Primary logo.

#### SUPPORTING FORMATS



*Figure 2.*  
Reversed logo.



*Figure 3.*  
Reversed logo to be used in case  
of, for example, frosting.

#### PRIMARY

This logo is the preferred option to be used whenever possible. It is always used in 100% black.

#### REVERSED

The reversed version is to be used on a black or very dark backgrounds.

*Our brand logo should only be reproduced from master artwork files and should not be redrawn, reset or altered in any way.*

The master artwork files are available in various electronic formats, for both Mac and PC. To obtain files, or for further guidance and queries, please contact the marketing team.

## 2.2 OUR LOGO

### CLEAR SPACE

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Figure 4. Clear space guidelines.

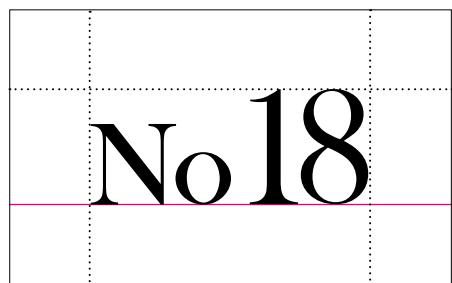


Figure 5. Application of clear space.

#### PRIMARY

To ensure prominence and legibility, the logo is always surrounded by an area of clear space which remains free of other design elements, such as type and other logos. This is also the minimum distance the logotype can be placed from the edges of the page. The construction of the exclusion zone is based on the height of the 'N' from the No18 logo. The clear space is implemented from the left and right edges of the logo and from the number height and baseline of the logo on top and bottom.

#### MINIMUM SIZE - PRINT

The minimum size is defined by the width of the logo. To ensure maximum clarity the minimum size is 12mm (width) when used for print.

#### MINIMUM SIZE - DIGITAL

When used in digital formats, the logo has a minimum size of 35px (width).

## 2.2 OUR LOGO

### LOGO LOCK-UP WITH TAGLINE

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No18

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THE HOME FOR A REWARDING BUSINESS LIFESTYLE

#### INFORMING WITH OUR IDENTITY

Occasionally we may want to communicate the essence of the brand in concise writing to the onlooker; and we do this by complementing the logo with our tagline - "The home for a rewarding business lifestyle".

*Figure 6. Our logo with our brand tagline.*

## CREATING THE LOCK-UP

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Figure 7. Mark up for logo lock-up.

### MISUSE

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No18

*Don't use any other colours.*

No18  
No

*Don't use the logo at an angle.*

No18

*Don't use the reverse logo on light backgrounds*

No18

*Don't alter the logo in any way.*

No18  
No18  
No18  
No18  
No18  
No18

*Don't create wallpaper patterns or repeat patterns.*

No18

*Don't use the logo over busy areas of imagery.*

No18

*Don't use any effects such as a drop shadow, glow or blur.*

No18

*Don't use the logo on dark backgrounds.*

### LOGO MISUSE

Our brand logo should only be reproduced from master artwork files and should not be redrawn, reset or altered in any way.

The master artwork files are available in various electronic formats, for both Mac and PC, and are available from the Marketing Team.

Please ensure that logo is used correctly at all times.

Figure 8. Incorrect application of logo placement.

## 2.2 OUR LOGO

### PLACEMENT

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Figure 9. Centered placement on advert.



Figure 10. Right aligned placement on skyscraper banner.

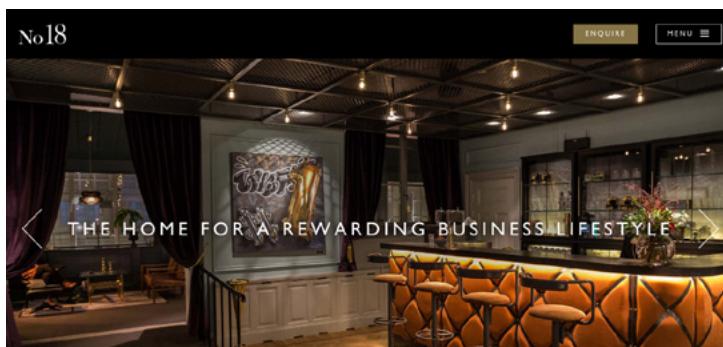


Figure 11. Left aligned placement on website.

#### CENTERED PLACEMENT

The majority of marketing materials will use centered placement; for example adverts, posters, leaflets and powerpoint presentations. This is a prominent position which strengthens the brand image.

#### RIGHT ALIGNED PLACEMENT

Right aligned placement is used when vertical space is at a minimum, for example skyscraper banners.

#### LEFT ALIGNED PLACEMENT

Left align placement should mainly be used for online application, or cases when the top right hand corner can be obscured e.g. the browser window not being large enough.

### OUR NAME AS PART OF A TEXT

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*No18 is a cosmopolitan members club for businesses with beautifully designed lounges, meeting rooms and high-end workspaces tailored to support all our members' needs.*

*Figure 12. Correct spelling of No18.*

~~No.18 is a cosmopolitan members club for businesses with beautifully designed lounges, meeting rooms and high-end...~~

~~#18 is a cosmopolitan members club for businesses with beautifully designed lounges, meeting rooms and high-end...~~

~~NO18 is a cosmopolitan members club for businesses with beautifully designed lounges, meeting rooms and high-end...~~

*Figure 13. Incorrect spelling of No18.*

### THE CORRECT SPELLING

The correct spelling of our brand name is No18 which is simple and elegant. The 'N' is in uppercase and the 'o' is in lowercase with no additional punctuation applied.

## 2.3 BRAND COLOURS

### PRIMARY COLOURS

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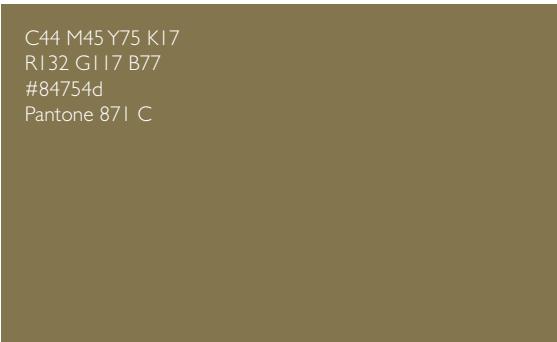
C0 M0 Y0 K100  
C50 M50 Y50 K100 (Rich black)  
R0 G0 B0  
#000000  
Pantone Process Black



C0 M0 Y0 K0  
R255 G255 B255  
#ffffff  
White



C44 M45 Y75 K17  
R132 G117 B77  
#84754d  
Pantone 871 C



### PRIMARY COLOURS

Our colour palette is an essential tool in building a distinctive and recognisable brand identity.

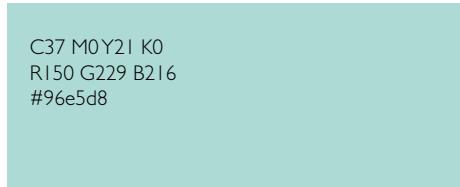
Since our pictures often feature bold colours and distinctive environments, our primary brand colour palette is limited to black and white in order to present a calm background so that our imagery can speak for itself.

*No 18 black and gold must always be used at 100% tint value.*

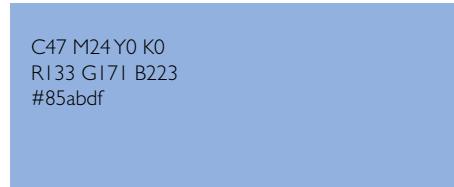
Figure 14. Primary brand colour palette.

### ACCENT COLOURS

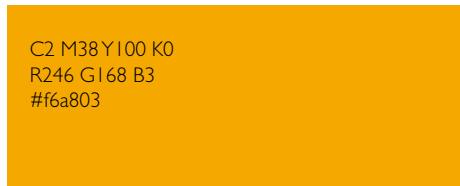
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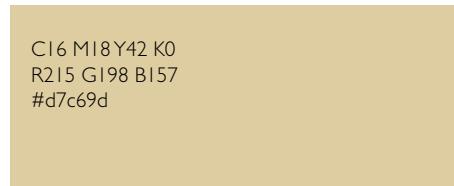
C37 M0 Y21 K0  
R150 G229 B216  
#96e5d8



C47 M24 Y0 K0  
R133 G171 B223  
#85abdf



C2 M38 Y100 K0  
R246 G168 B3  
#f6a803



C16 M18 Y42 K0  
R215 G198 B157  
#d7c69d

### ACCENT COLOURS

Accent colours are to be used only when additional colours are required, for example on graphs, charts and tables.

Accent colours are not to be as backgrounds but are there to create distinctive highlights and motifs when a hint of colour is required to obtain the desired effect.

Figure 15. Accent colour palette.

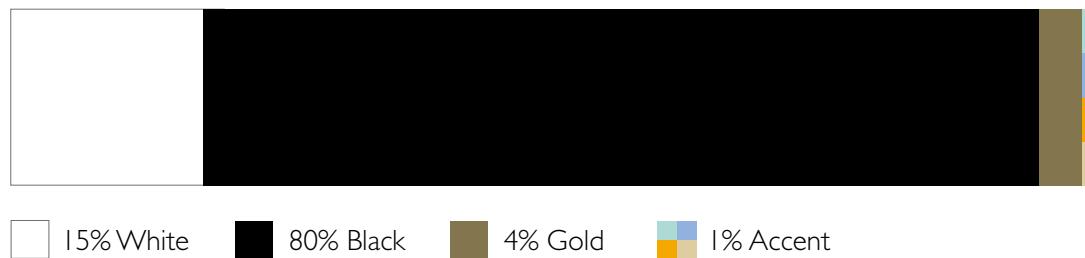
## APPLICATION

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### USAGE

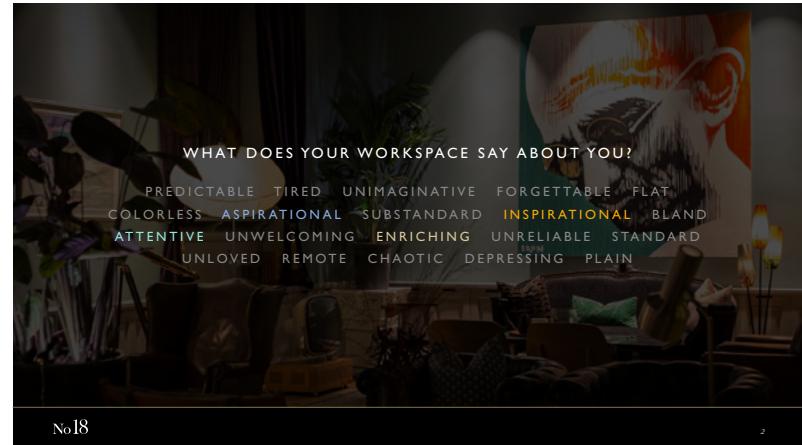
Designs should be primarily black and white, with black as the dominant colour. Secondary colours should be used only when absolutely necessary as accents or for colour coding key information i.e graphs; never as a main featured colour.

### USAGE IN PERCENTAGES



### BASE COLOUR

Black should always be used as the base colour for No18 designs unless it poses a problem or leads to poor results (for example: certain printing situations). In such cases, the black/white ratio may be reversed.



*Figure 16. Sales presentation utilising primary, secondary and accent colours.*



*Figure 17. Animated MPU banner using primary colour palette only.*

### BRAND TYPEFACES

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#### Gill Sans Std

##### Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

##### Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

#### Adobe Garamond Pro

##### Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

##### *Italic*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

##### *Semibold Italic*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

#### FONTS

Our brand typefaces are the Sans Serif font Gill Sans Std and the Serif font Adobe Garamond Pro Italic.

They are to be used for all our printed communications and online whenever possible.

We use two fonts for Gill Sans Std; Light and Regular (no italics).

We use three fonts for Adobe Garamond Pro; Regular, Italic, and Semibold Italic.

### SUPPORTING TYPEFACES

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Noto Sans / Noto Serif

**做你一生中最好的工作**

*Noto traditional Chinese script*

**당신의 인생 의 최고의 작품  
작업을 수행합니다**

*Noto Korean script*

**あなたの人生の最高の仕  
事をする**

*Noto Japanese script*

**ทำผลงาน ที่ดีที่สุด ใน  
ชีวิตของคุณ**

*Noto Thai script*

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

#### LANGUAGE SCRIPTS

When Gill Sans Std or Adobe Garamond Pro Italic cannot support a language script, we use the typeface Noto – a free font developed by Google. The following link will take you to the Noto website, which allows you to select a country and download the relevant language script:

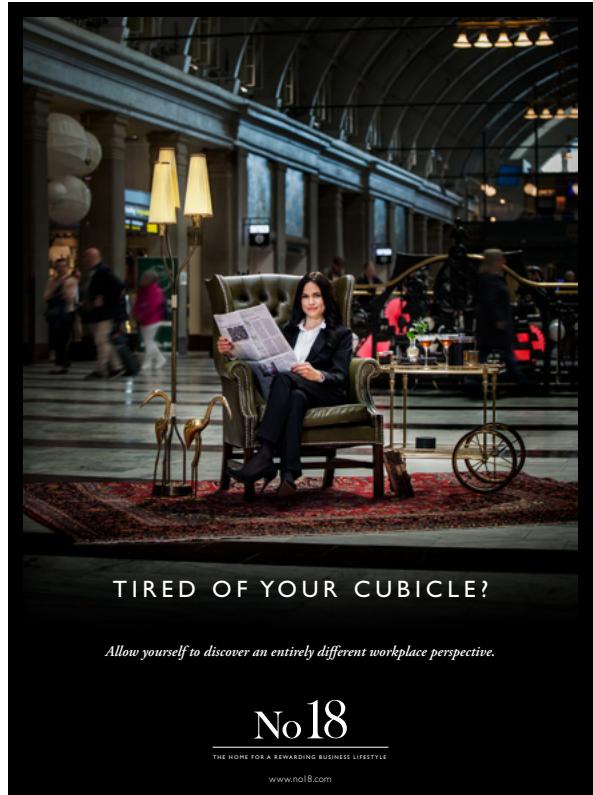
[www.google.com/get/noto](http://www.google.com/get/noto)

#### DEVICE RELIANT FONTS

For applications where we have to rely on a devices font set such as email campaigns, we use Arial as an alternative for Gill Sans Std and as an alterniive to Adobe Garamond Pro we use Georgia. Both Arial and Georgia are common to PC and Mac.

### USAGE EXAMPLE - PRINT ADVERT

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*Figure 18.*  
Headline *Gill Sans Std Regular, Tracking 200.*  
Tagline *Adobe Garamond Pro Semibold Italic.*  
(Body *Gill Sans Std Light*).

#### PUNCTUATION

Headlines use punctuation such as apostrophes and question marks, but not full stops.

Subheaders and body copy use full punctuation with full stops.

Bullet points do not use full stops.

## HEADLINE TRACKING

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*Figure 19.* Correctly formatted version of headline with 200 tracking.

All headlines should be formatted using the font Gill Sans with 200 tracking applied.

For online digital tracking use the css property and value 'letter-spacing: .2em'.



*Figure 20.* Incorrectly formatted headline without tracking applied.

### CASING EXAMPLES

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*Figure 21.*  
Layout correctly using sentence case and uppercase.



*Figure 22.*  
Incorrect use of title case.

#### CASING

We use upper case and sentence case in our communications.

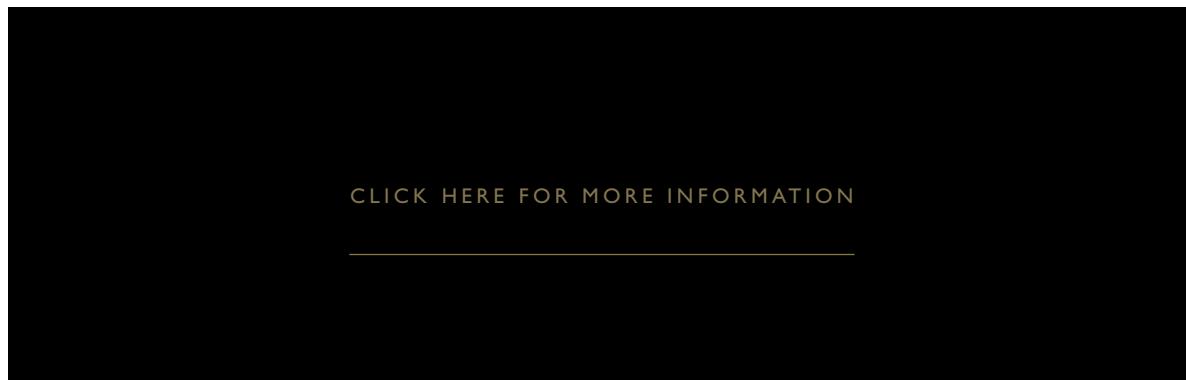
Title case should only be used when a name is in the sentence.

### BUTTONS FOR DIGITAL COLLATERAL

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*Figure 23.  
Button.*



*Figure 24.  
Text based hyperlink button.*

#### BUTTON DESIGN

Digital CTA button's are set in a simple square design to draw attention, allowing the user to quickly understand that there is a hyperlink available to them.

Usually the buttons will be white text on a gold background, if the design calls for another colour; black or white can be used if necessary.

Leave plenty of padding around the text to allow the buttons to breathe.

## ICONS



*Figure 25.* Brand icons.

## BRAND ICONS

The No18 icons are elegant and efficient in their design. They should always be used in a single colour and share the same line width. To ensure consistency all icons must be approved by the No18 brand team before use.

## APPLICATION

Icon usage should be kept to a minimum. Usually our icons will be gold on a black background, another colour may be used if necessary to help the icons stand out from a busy or gold background.



*Figure 26.* Usage.

## BRAND SYSTEM OVERVIEW



STUREPLAN



GRAND CENTRAL



GREENWICH VILLAGE



HEALTH CLUB



RESTAURANT



CINEMA



*Figure 27.*  
Print/digital location logo.

Gill Sans Std Regular, tracking 200. Break line equal to logo width.  
Long text sized to fit logo width.

*Figure 28.*  
Print/digital product or service logo.

Gill Sans Std Light, tracking 200.

*Figure 29.*  
Signage logo.

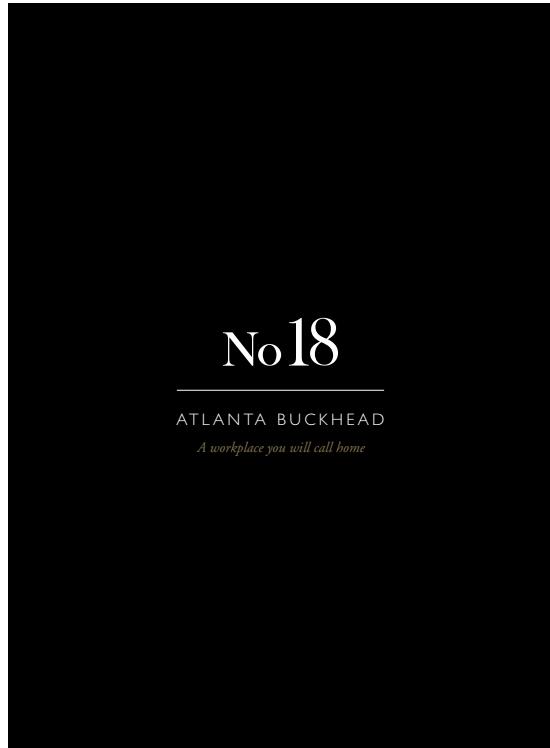
## LOGO SUPPLEMENTS

We use a logo & tagline layout similar to our pay off lock-up.

The location logos feature the underline. The product / service logo do not use the underline.

## 2.7 LAYOUT

### EXAMPLES - PRINT



The brochure includes several interior pages:

- A page featuring a large, ornate ceiling fixture with a central '18' and the text 'THE HOME FOR A REWARDING BUSINESS LIFESTYLE'.
- A page with a large image of a room and text from a member.
- A page titled 'UNIQUE BENEFITS' showing icons for service, bar, tea/coffee, breakfast, networking, and concierge.
- A page titled 'PROFESSIONAL WORKSPACE' with icons and statistics.
- A page titled 'DESIRABLE NEIGHBOURHOOD' showing images of the area.
- A page titled 'TAILORED PRODUCTS' with icons.
- A contact details page with a QR code.

Figure 30. Brochure design.

### EXAMPLES - PRINT

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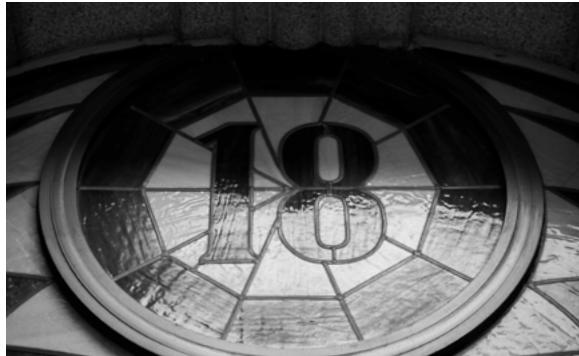
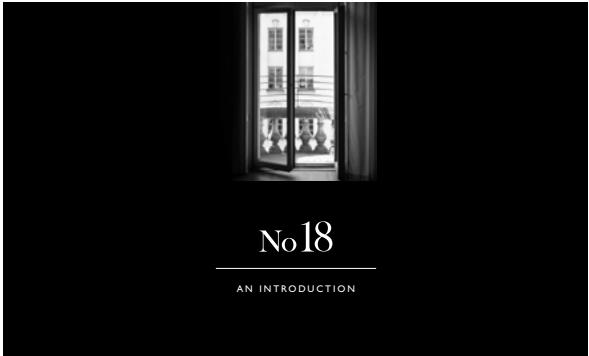
Figure 31. Building wrap.



Figure 32. Outdoor poster.

## 2.7 LAYOUT

### EXAMPLES - PRINT



*An Enchanting Story*

The origin of No18 dates back to 2012, when company's founder – an energetic and visionary entrepreneur by the name of Michel Gorlin – set off to create the workplace he had always dreamed of. Rather than being a place of necessity, he felt it should be a place worth longing to every day – a social and inspiring place with a sense of magic where people could come together.

Inspired by the pleasant feel and service-oriented model of members clubs, cosmopolitan restaurants and high-end hotels, Michel felt that such a place needed to incorporate more than just functional office space; it needed atmosphere – a relaxed atmosphere in a beautiful setting. At that time though, there was no available office space in the building he had his eye on. The decisive moment came at a point when he was presented with the opportunity to rent an entire floor of a characteristic old building at the heart of Stockholm's famous Djurgården area (the former residence of King Gustaf V, now featuring a beautiful marble floor). Seeing the possibility to make a dream come true, the deal was done and just like that, the journey was on.



*The Concept*

No18 is a cosmopolitan members' club for businesses with beautifully designed lounges, meeting rooms, and high-end workspaces tailored to support all our members' needs. It's a truly rewarding setting for both work and leisure, and a place to call home.

Our venues are akin to a blend of workplace and residence, with common areas featuring a unique eclectic aesthetic – serving as spectacular co-working spaces and casual meeting spots – and offices featuring a mix of traditional and modern elements. The most important thing for us is that the majority of our members who rent private office space are to a great extent at liberty to decorate it as they see fit, since we want everyone to feel genuinely at home. All our venues also feature a multitude of smaller meeting rooms and a range of different types of arrangements of larger parts of our public member spaces in order to host larger events, both day and night.

What greets visitors first and foremost is what lies beyond mere office space. At its core, it is about atmosphere. It is always our goal that no one is left untouched after a visit to No18, and that those who call it their daily workplace can feel genuinely proud to do so. We recognise both the need for well-being and the need for professional development, which is why we are spreading through representative location and stimulating, attractive work environments. So much so in fact, that it sets the stage for good business opportunities and positive outcomes for our members.

Figure 33. Storybook.

## 2.7 LAYOUT

### EXAMPLES - PRINT

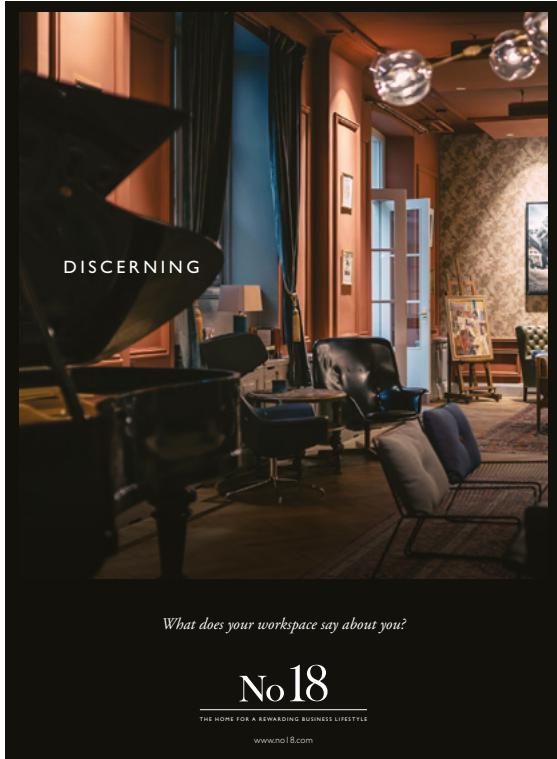


Figure 34. Poster designs.

## 2.7 LAYOUT

### EXAMPLES - PRINT

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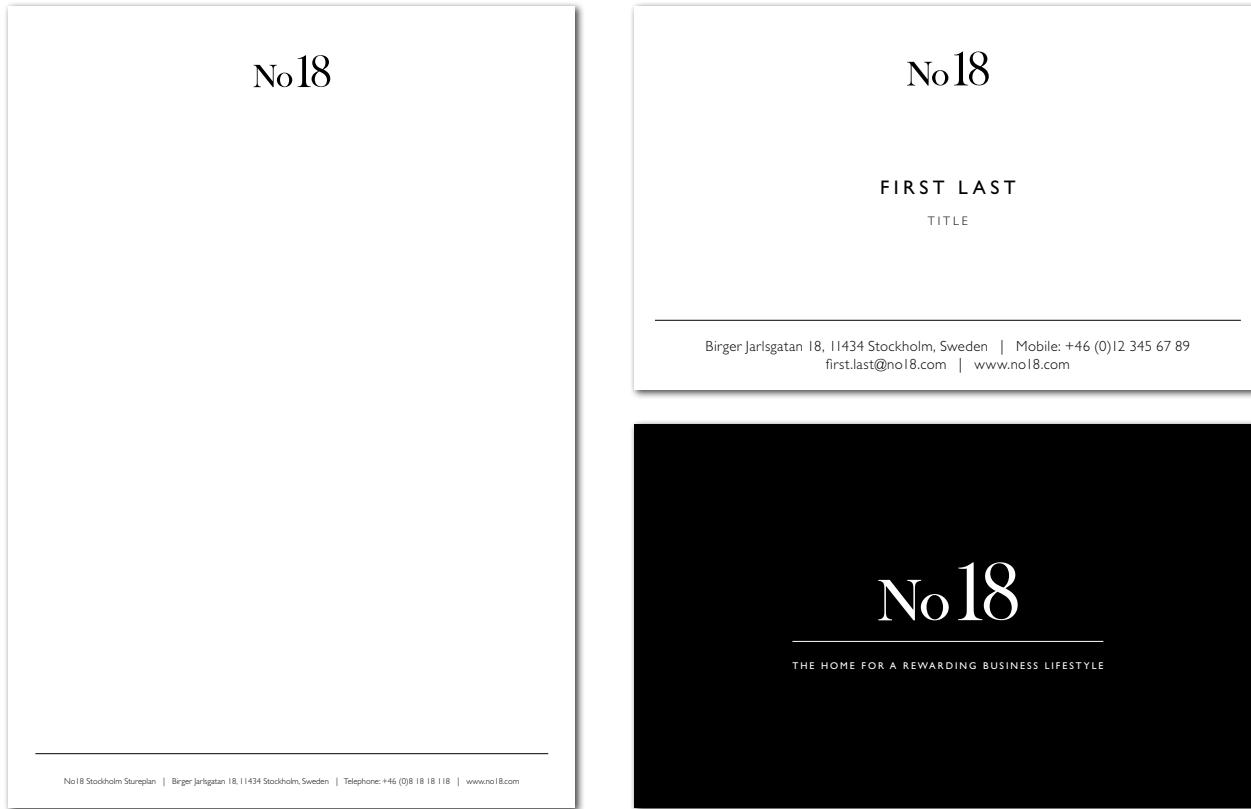


Figure 35. Stationery set.

### EXAMPLES - PRINT

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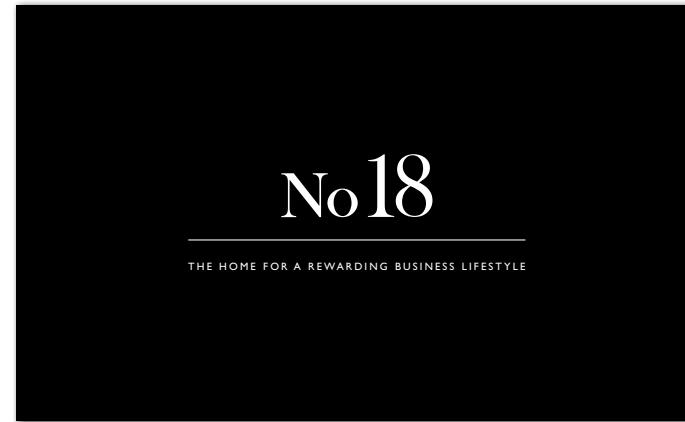


Figure 36. Meal card design.

## 2.7 LAYOUT

### EXAMPLES - DIGITAL

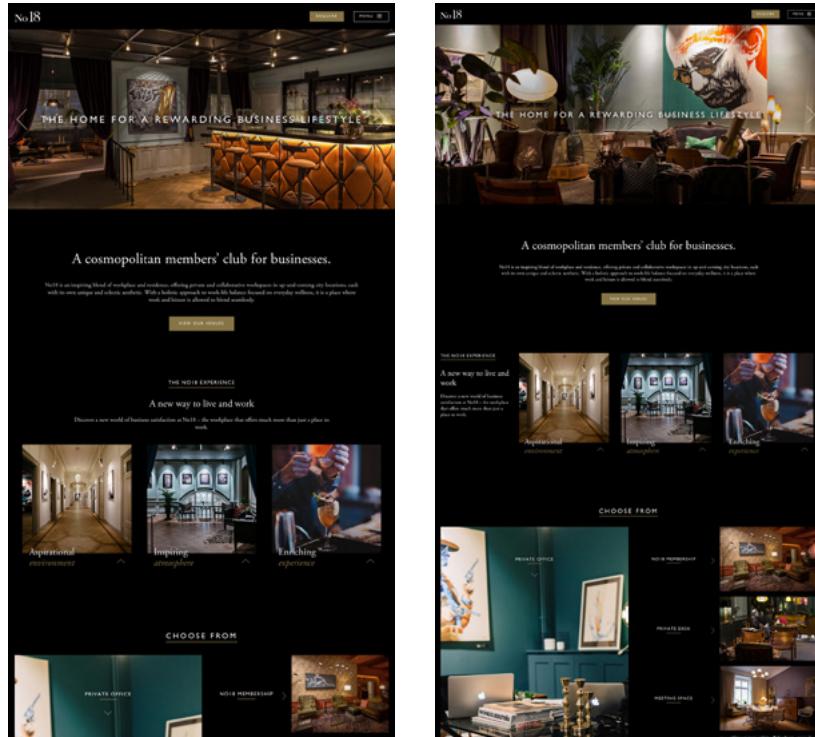


Figure 37. No18 website.



Figure 38. Animated leaderboard.

### EXAMPLES - DIGITAL

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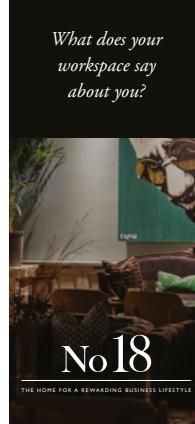
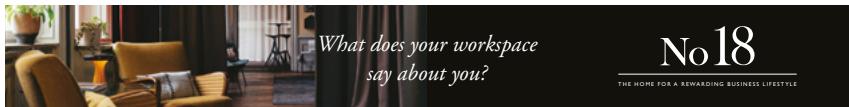
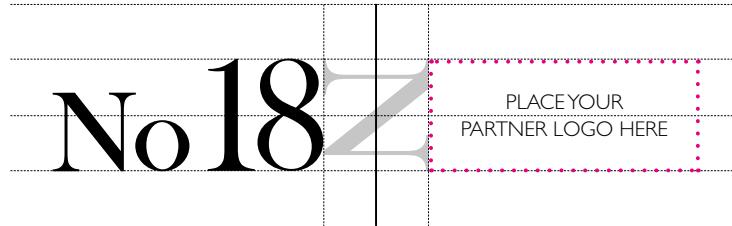


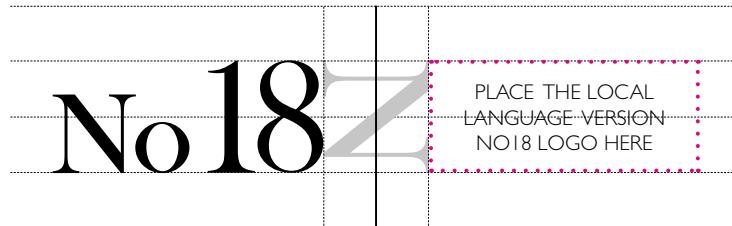
Figure 39. Static banners.

## LOGO LOCKUPS

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*Figure 42.* The dual branding lockup uses a 100% black dividing line centered according to the "8" to separate the two identities.



*Figure 40.* The No18 logo and language logo dual lockup. In countries where we are legally bound to use the full company name or partner name, this should be positioned left as above and right in the local language using the Noto font if necessary.

### PARTNER LOGO SIZE

As a rule the partner logo should be of equal weight and space to that of the No18 logo. The partner must never be closer than a distance equal to the height of the No18 'N'.

### EXAMPLES OF MERCHANDISE

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Figure 41. Merchendising examples.



No 18  
RECEPTION



OUR PHOTOGRAPHY

## OUR IMAGERY

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Our photography needs to tell a story about how people use our spaces and our products. Regardless of whether you are shooting an office, meeting room or open space, to make these convincing and natural we use techniques such as a shallow depth of field to focus on the part of the image that tells the story.

### CUSTOMERS AND OUR PRODUCTS

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As well as capturing wider views of people working in our environments, we also capture detailed portraits of people at work, or otherwise enjoying our venues

We want brief moments, which when combined, help to tell a bigger story about the experiences of people use No18.

## 3.2 PRODUCTS AND THE ENVIRONMENT

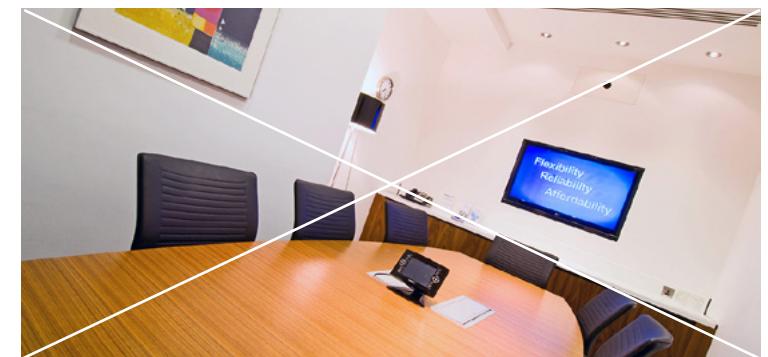
### SHOWCASING OUR SPACES

Beautiful photography presenting our products at their best.

WE WANT IMAGES LIKE THIS



NOT LIKE THIS



## 3.2 PRODUCTS AND THE ENVIRONMENT

**COMPOSITIONS** Photography that tells a story with moments captured in an interesting way.

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WE WANT IMAGES LIKE THIS



### 3.3 CUSTOMERS

**AUTHENTIC PEOPLE** Using our meeting spaces, offices and amenities.

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WE WANT EVERYDAY PEOPLE DOING EVERYDAY THINGS



#### VENUE PHOTOSHOOTS DO'S AND DON'TS



**Do** take your shoots with clean windows and on days with good weather.



**Do** occasionally use portrait lenses to create captivating compositions



**Do** declutter your compositions removing objects such as fire extinguishers and office supplies etc.



**Don't** use effects such as distortion with a wide-angle lenses.



**Don't** take shoots on days of bad weather and overcast skies.

# BRAND IDENTITY & STYLE GUIDE

V1.0 - APRIL 2019