

THE SOURCE

BRAND GUIDE AND ASSET GROUP

Space can inspire, imbue and enhance, but it's the people and processes inside The Source that define what this space is really all about. Local retailers, food producers, distilleries, bars, offices and restaurants come together here to share in their artisanal process and commitment to the highest standards. This concentration of craft par excellence makes The Source becomes the perfect catalyst for an assorted community to come together for collaboration, inspiration and, of course, some fun times. The result is a truly unique sensory experience beyond that of any retail space in Denver.

3350 Brighton Blvd
Denver, CO 80216

Designed by Wunder Werkz
AUGUST 2013

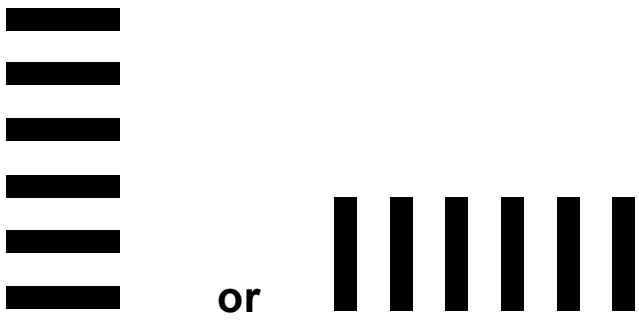
VISUAL IDENTITY

The Source logo was developed with the idea of space and vertical integration in addition to the utilitarian first use of the original building. The logo should only appear in black and white. The secondary logo can be used vertically or horizontally and utilizes the stacked lines of the E's from the main logo as a graphic mark to be used as an accent. The secondary logo can be used with any approved colors from the below palette

logo primary

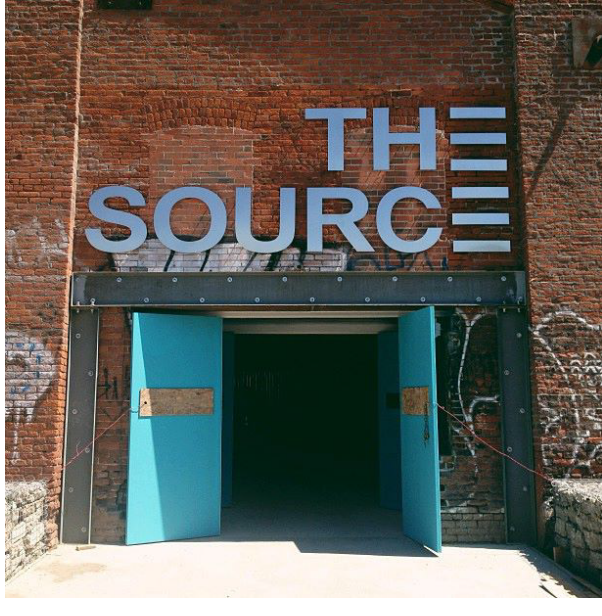
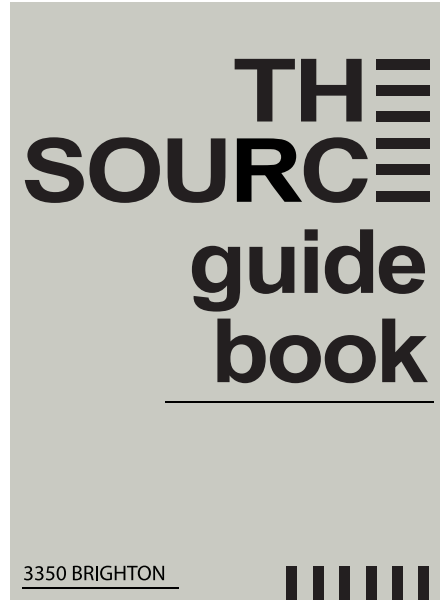


logo secondary



LOGO USAGE

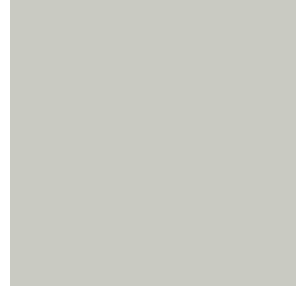
The logo should not be rotated and NO CHANGES MAY BE MADE TO EXISTING LOGO (COLOR OR LAYOUT) WITHOUT PRIOR APPROVAL. Also maintain ample margins between the logo and other elements.



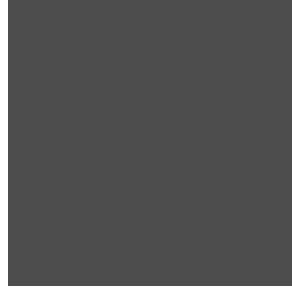
COLOR PALETTES

The color pallet is utilitarian and minimalist and should be used judiciously. Blacks, whites and greys make up the foundation with a bright blue as the highlight.

NOTE: Ensure proper usage of RGB and CMYK values by referencing the proper Asset Sheet (Digital or Print).



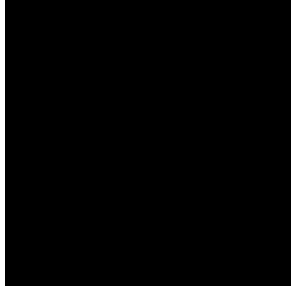
666666
R: 102
G: 102
B: 102



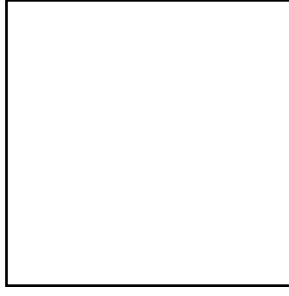
333333
R: 51
G: 51
B: 51



83E5EE
R:131
G: 229
B: 238



000000
R: 0
G: 0
B: 0



FFFFFF
R: 255
G: 255
B: 255

TYPEFACES

Modern Sans-serif typefaces convey the clean aesthetic as well as the utilitarian nature of the The Source. Point sizes are at the discretion of the designer.

Primary Copy

Helvetica Neue 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
1 2 3 4 5 6 7 8 9 0

Headline

Arial bold

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

BRAND IDENTITY

The Source is on the edge, it is on the edge of Denver, of design and of spatial efficiency. As a project The Source is designed with the idea of vertical integration and the elimination of extraneous elements to produce a truly functional and unique food project, the design reflects this, and the building's initial use as a 1800s foundry by having simple palettes, iconic fonts and utilitarian design. Use bright colors sparingly.