# THE OFFICES AT OAKMONT

# GRAPHIC STANDARDS

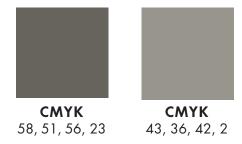
# **LOGO COLORS**



### PRINT AND WEB COLOR PALETTE

When reproducing The Offcies at Oakmont colors, always match approved swatches.

Slate Grey	Brown Grey
CMYK 58 / 51 / 56 / 23	CMYK 43 / 36 / 42 / 2
RGB 102 / 100 / 93	RGB 152 / 149 / 140
HEX 66645d	HEX 98958c



## LOGO USAGE



STANDARD LOGO





BLACK & WHITE LOGO

When used on dark backgrounds, logo resverse in white.

# LOGO APPEARANCES (STANDARD)

#### **SPACE REQUIREMENTS**

To ensure The Offcies at Oakmont logo is free from visual distraction, elements such as other logos, images, copy, etc., it must be positioned at a minimum distance from the logo with consistent distance to all edges, as shown. This is defined as "clear space."

Clear space for The Offcies at Oakmont logo is identified in terms of the X HEIGHT measurement, as shown below. The X HEIGHT is measured from the height of the secondary logotype.

The minimum clear space above, below and to the sides of the logo is the X HEIGHT. The only elements that can violate this space are the URL and the mailing address.



#### SIZE REQUIREMENT

The minimum size of The Offcies at Oakmont logo should appear no smaller than 1 inch tall.



## **TYPOGRAPHY**

The primary typeface to be used for The Offcies at Oakmont is the Avenir family, which will give all communication materials a consistent, professional appearance. For headlines we recommend Mrs. Eaves Bold, and for body copy, Avenir Medium. As a secondary font, Avenir Next Medium will add more interest to layouts when used in subheads or body copy.

The typefaces are available from reputable fontographers including www.fonts.com or www.fonts.adobe.com/fonts.

Other fonts may also be used to distinguish unique items or programs, however all font usage must be pre-approved by the agency or by The Offices at Oakmont.



ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

MRS. EAVES



**BOOK** 

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

**MEDIUM** 

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

**HEAVY** 

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

## **EXAMPLES OF FONTS**

MRS. EAVES FOR HEADLINES & SUBHEADS, AVENIR FOR BODY COPY

MRS. EAVES BOLD A FIVE-STORY CLASS A OFFICE BUILDING LOCATED IN WESTMONT

MRS. EAVES ROMAN

A FIVE-STORY CLASS A OFFICE BUILDING LOCATED IN WESTMONT

AVENIR MEDIUM Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

MRS. EAVES FOR HEADLINES, AVENIR NEXT FOR SUBHEADS & BODY COPY

MRS. EAVES BOLD

A FIVE-STORY CLASS A OFFICE BUILDING LOCATED IN WESTMONT

AVENIR NEXT DEMIBOLD

A FIVE-STORY CLASS A OFFICE BUILDING LOCATED IN WESTMONT

AVENIR NEXT REGULAR

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo conseguat.