

THE OFFICES AT OAKMONT

GRAPHIC
STANDARDS

LOGO COLORS



PRINT AND WEB COLOR PALETTE

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

Slate Grey

CMYK 58 / 51 / 56 / 23
RGB 102 / 100 / 93
HEX 66645d

Brown Grey

CMYK 43 / 36 / 42 / 2
RGB 152 / 149 / 140
HEX 98958c



CMYK
58, 51, 56, 23



CMYK
43, 36, 42, 2

LOGO USAGE



STANDARD LOGO



BLACK & WHITE LOGO

When used on dark backgrounds, logo reverse 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 Offices 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.

E

MRS. EAVES

ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

A

AVENIR

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 consequat.