

999 OAKMONT PLAZA

GRAPHIC
STANDARDS

LOGO COLORS



PRINT AND WEB COLOR PALETTE

When reproducing 999 Oakmont Plaza colors, always match approved swatches.

Graphite Grey

CMYK 17 / 13 / 13 / 61
RGB 105 / 106 / 108
HEX 696a6c

Light Grey

CMYK 17 / 13 / 13 / 0
RGB 210 / 210 / 210
HEX d2d2d2

Grey

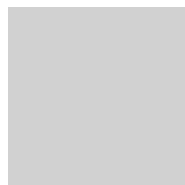
CMYK 5 / 3 / 0 / 56
RGB 128 / 130 / 137
HEX 808289



CMYK
17, 13, 13, 61



CMYK
5, 3, 0, 56



CMYK
17, 13, 13, 0

LOGO USAGE



STANDARD LOGO



HORIZONTAL LOGO



BLACK & WHITE LOGO

When used on dark backgrounds, logo reverse in white.

LOGO APPEARANCES (STANDARD)

SPACE REQUIREMENTS

To ensure 999 Oakmont Plaza 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 999 Oakmont Plaza logo is identified in terms of the X HEIGHT measurement, as shown below. The X HEIGHT is the distance found between the border of the logo and the 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 999 Oakmont Plaza logo should appear no smaller than 1.25 inch tall.



LOGO APPEARANCES (HORIZONTAL)

SPACE REQUIREMENTS

To ensure 999 Oakmont Plaza 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 999 Oakmont Plaza logo is identified in terms of the X HEIGHT measurement, as shown below. The X HEIGHT is the distance found between the horizontal line of the logo and the 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 999 Oakmont Plaza logo should appear no smaller than 1.25 inch tall.



TYPOGRAPHY

The primary typeface to be used for 999 Oakmont Plaza is the DIN family, which will give all communication materials a consistent, professional appearance. For headlines we recommend **DIN Medium** or **DIN Regular**, and for body copy, **DIN Medium**. As a secondary font, Ropa Sans 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.google.com.

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 999 Oakmont Plaza.

FOR PRINT

D

DIN

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

FOR WEB AND EMAIL

R

ROPA SANS

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

EXAMPLES OF FONTS

DIN FOR ALL HEADLINES, SUBHEADS & BODY COPY

REGULAR

A FIVE-STORY CLASS A OFFICE BUILDING LOCATED IN WESTMONT

MEDIUM

A FIVE-STORY CLASS A OFFICE BUILDING LOCATED IN WESTMONT

LIGHT

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.

DIN FOR HEADLINES, ROPA SANS FOR SUBHEADS & BODY COPY

**DIN
REGULAR**

A FIVE-STORY CLASS A OFFICE BUILDING LOCATED IN WESTMONT

ROPA SANS
REGULAR

A FIVE-STORY CLASS A OFFICE BUILDING LOCATED IN WESTMONT

ROPA SANS
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.