

BRAND GUIDELINES



01 LOGO COLOR TYPOGRAPHY APPLICATIONS



THE LOGO

The QCDG logo is a unique and distinctive visual representation of your brand, carefully crafted to evoke building structures, a target, a clover, and the coming together of four unique partners to form a greater whole.





THE SYMBOL



Where useful, the symbol can be broken out as a standalone icon for applications like social media avatars, app icons, and graphic treatments.

It should always maintain its proportions and be treated as a bold touch of brand recognition.



CLEAR SPACE

We want to make sure that our logo is always looking sharp. To ensure legibility and clear communication, we need to allow a certain amount of clear space surrounding the logo.

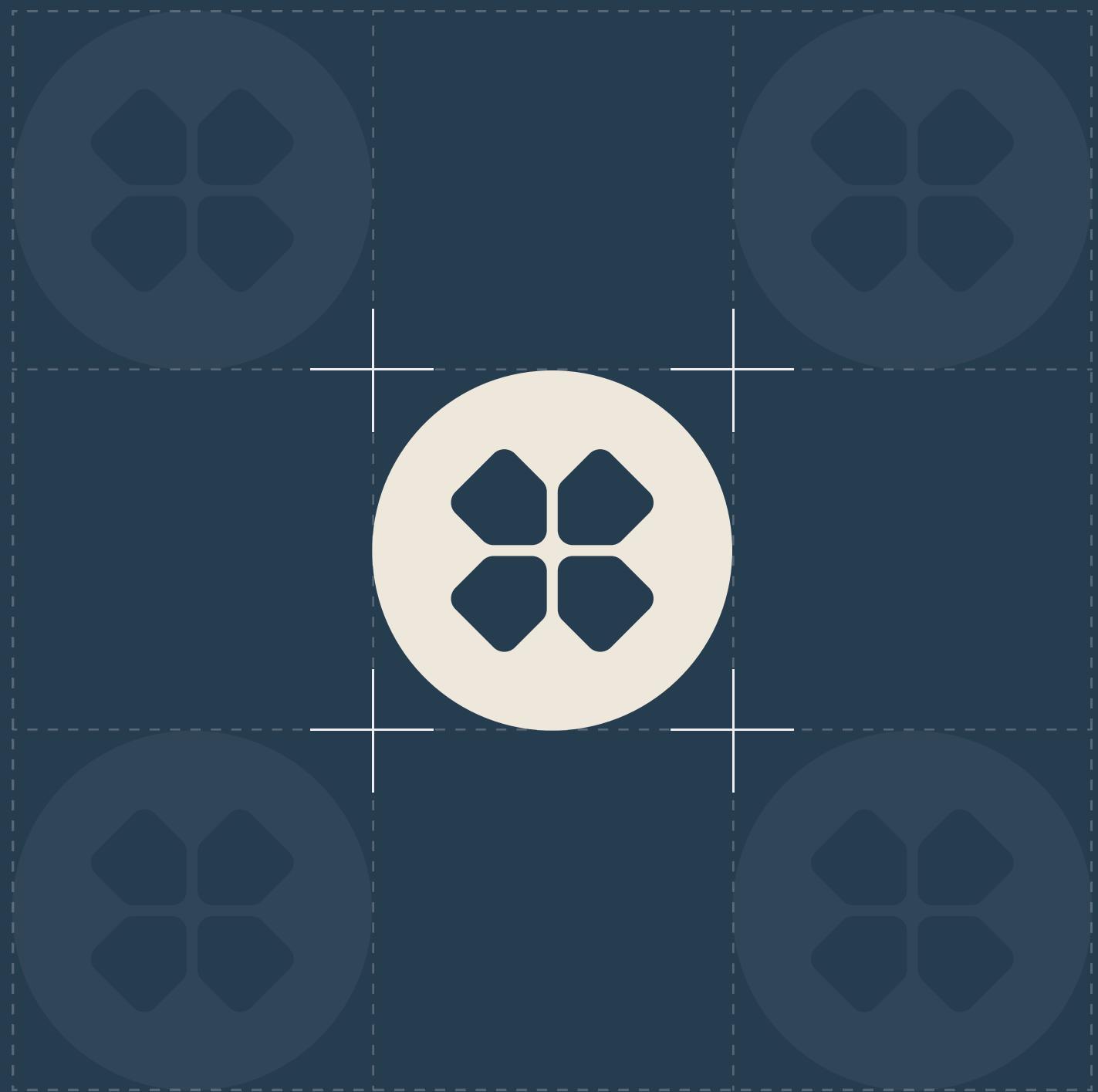
When in doubt, leave extra space. We use the size of the symbol to create the clear space all around the logo.





CLEAR SPACE

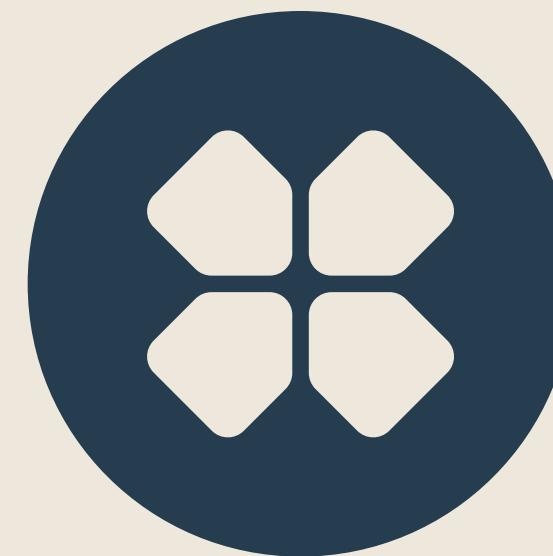
When the symbol is used on its own, it should always have ample space around it and never being obscured by surrounding objects.



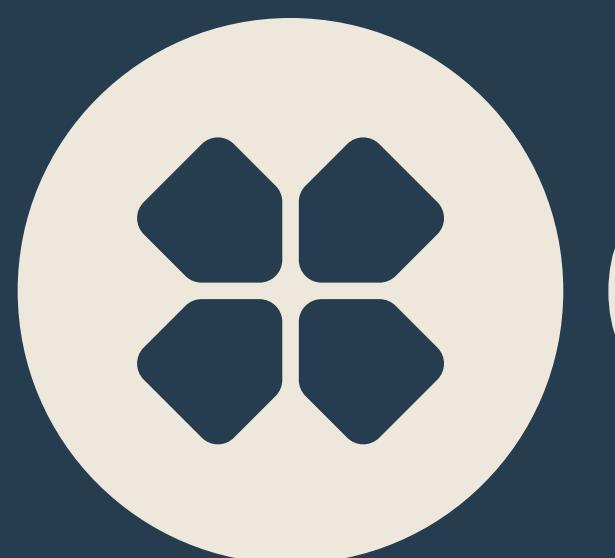


COLOR USAGE

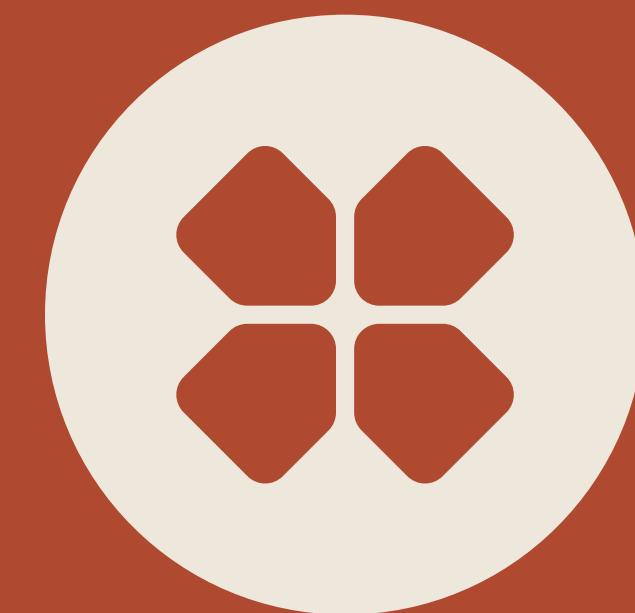
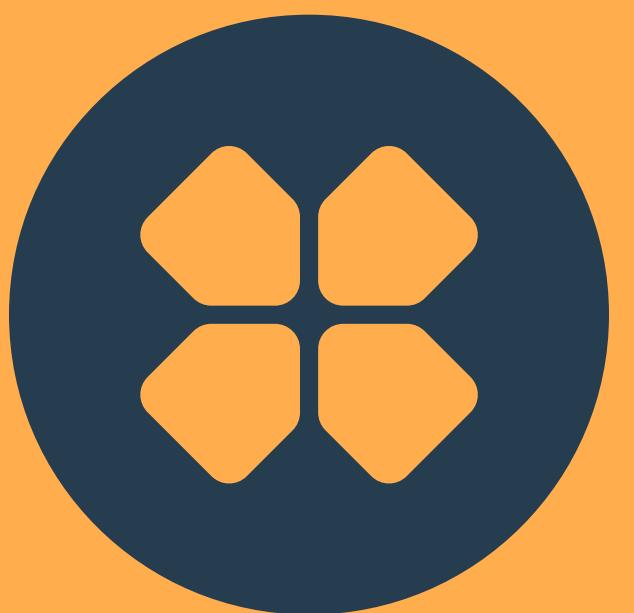
Always ensure there is sufficient contrast between the background color and the logo.



QCDG



QCDG





USAGE RULES

Consistent logo presentation is an important part of keeping our brand identity recognizable. The following are examples that highlight a variety of improper uses of the logo.

- ✖ Different typeface



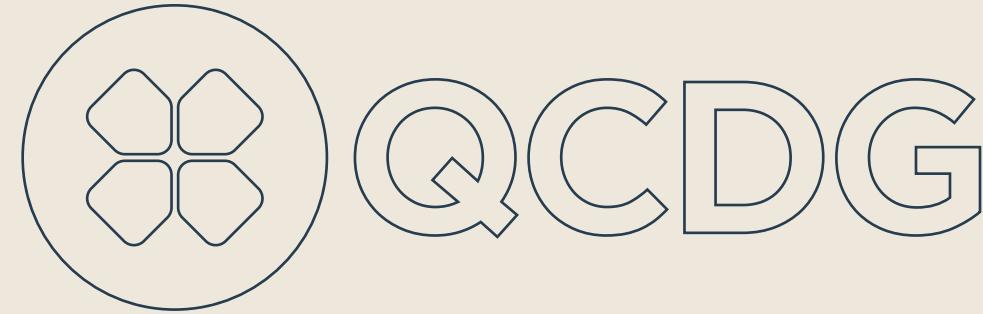
- ✖ Resize elements



- ✖ Outside of the color palette



- ✖ Outline the logo



- ✖ Distort the logo



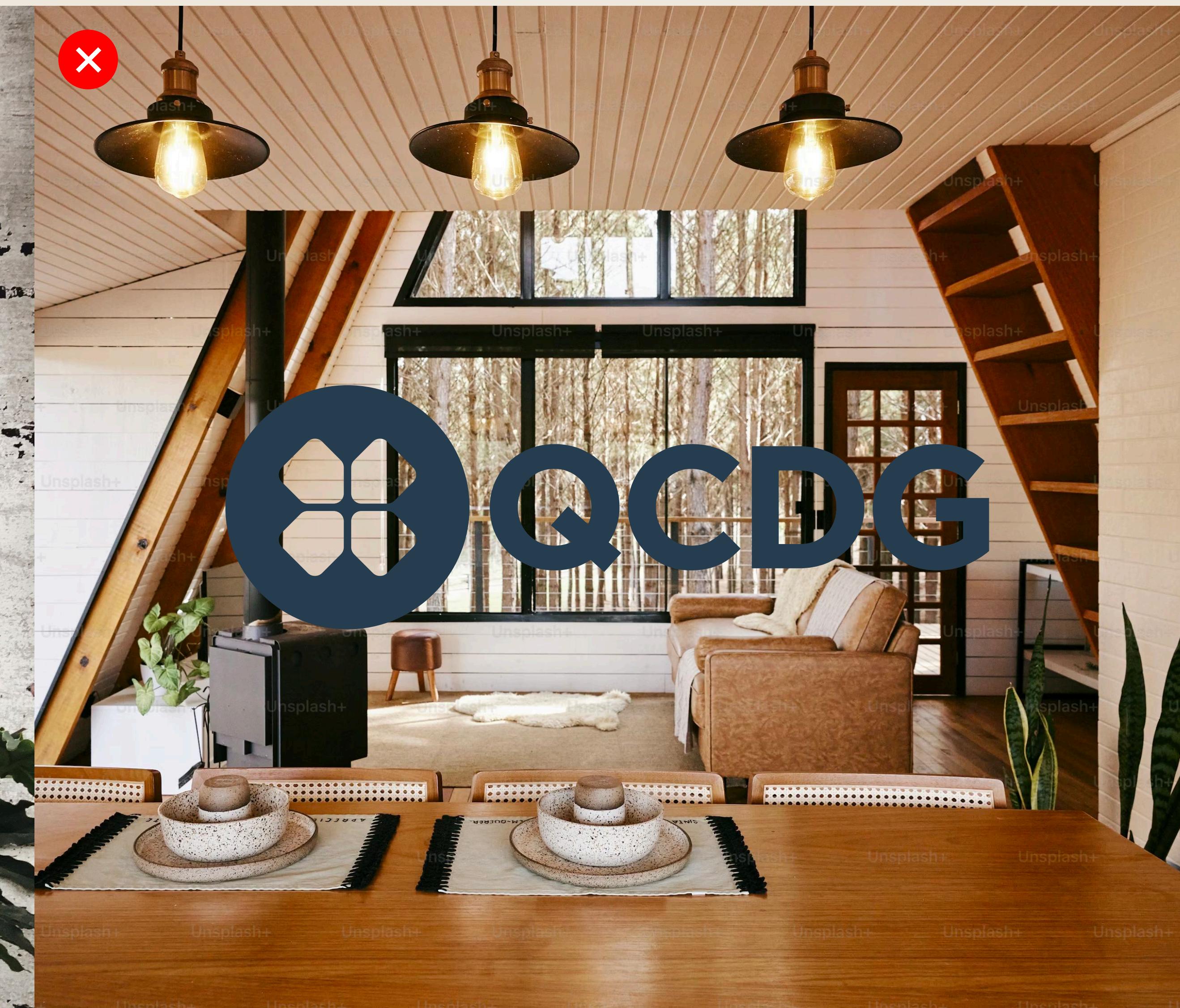
- ✖ Use a drop shadow





LEGIBILITY RULES

Always ensure there is sufficient contrast with any background imagery the logo sits on top of. Busy and complicated imagery with high contrast should never be used behind the logo.





SMALLER USE CASES

At very small scales, utilize the symbol as a shorthand for the full logo.

The image displays two side-by-side screenshots illustrating the use of the logo symbol at very small scales.

Left Screenshot: A mobile phone screen showing a social media profile for "queencitydg". The profile picture is a circular icon featuring the logo symbol (a stylized four-petaled flower or leaf design) inside a blue circle with a red and gold double-line border. The profile information shows 129 posts and 69.9k followers. The bio reads: "Our vision is to be the premier real estate and management company in Burlington" followed by the website "queencitydg.com". The phone's status bar indicates the time is 09:27.

Right Screenshot: A screenshot of a web browser window. The address bar shows the URL "queencitydg.com". To the left of the URL is a small placeholder image consisting of three colored dots (red, yellow, green) arranged horizontally, which is a common way to represent a logo icon when it's too small to be legible.



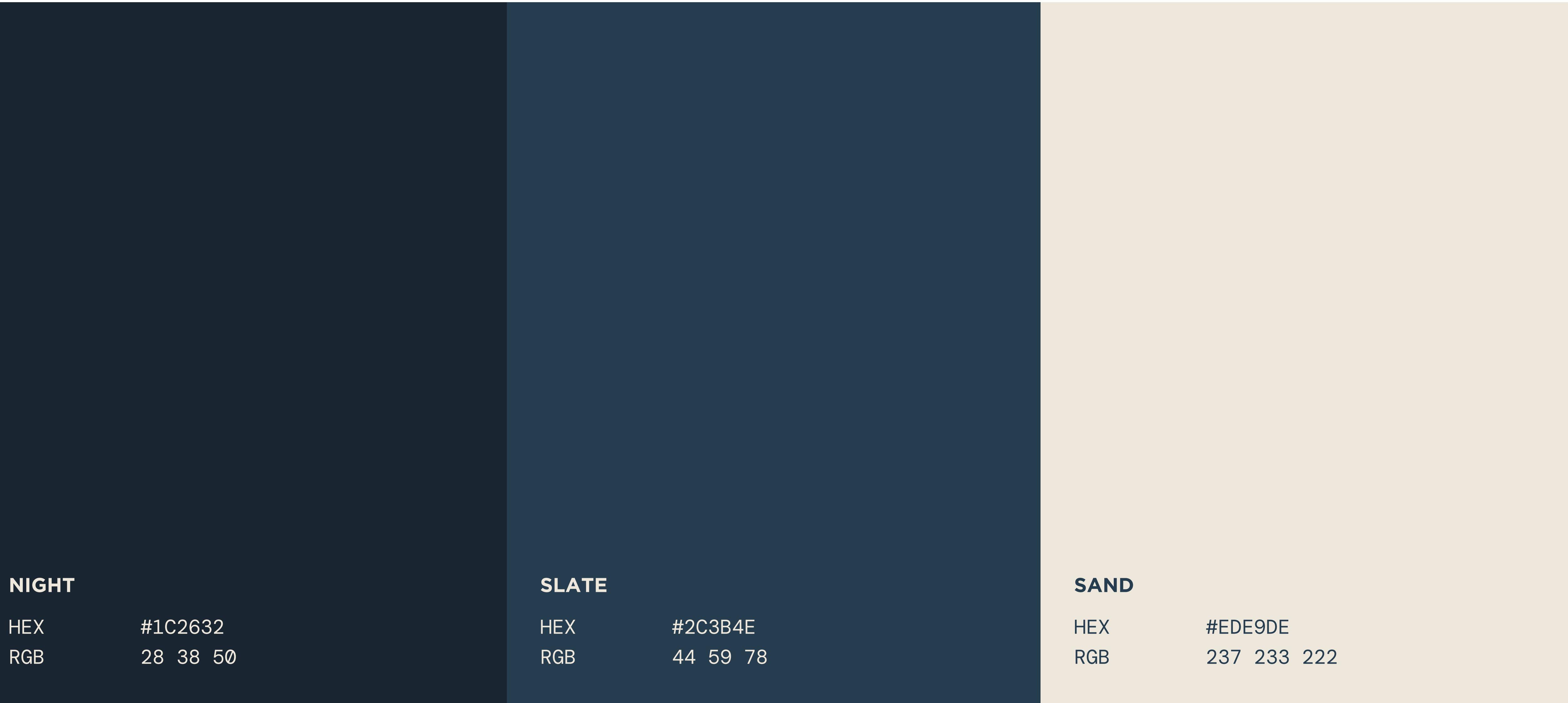
LOGO 02 COLOR

TYPOGRAPHY APPLICATIONS



PRIMARY COLORS

The QCDG color palette is a modern interpretation of earth tones and building materials. Where possible, utilize the primary colors for backgrounds and typography throughout brand touchpoints.





SECONDARY & ACCENTS

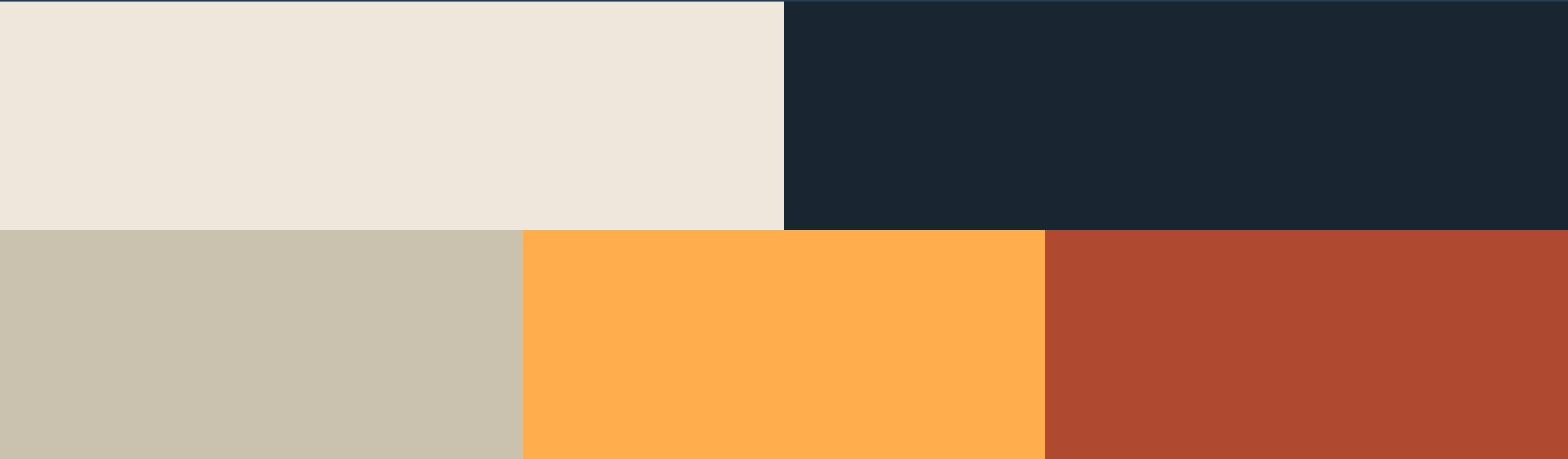
The secondary palette is an area where a bit more dimension and energy can be injected into the brand.





COLOR PROPORTION

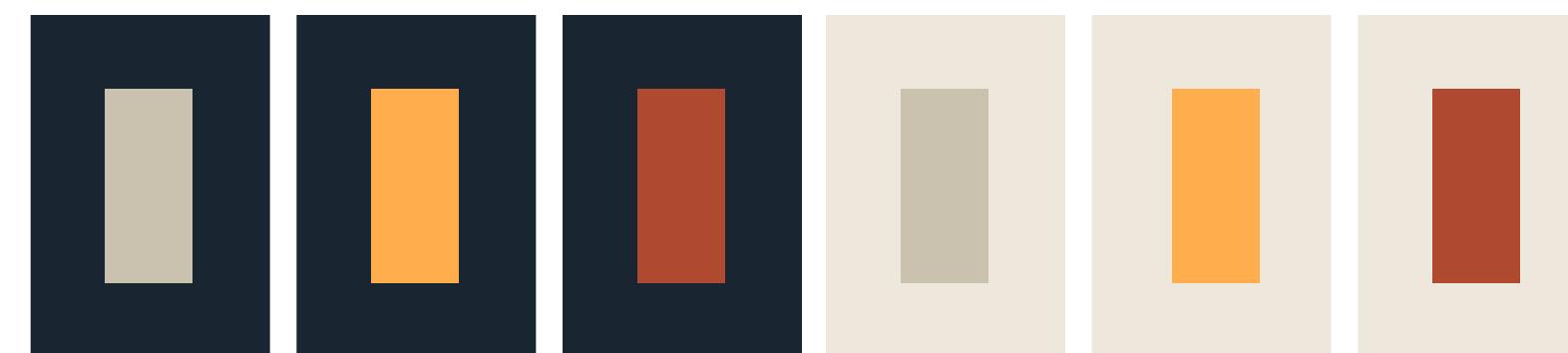
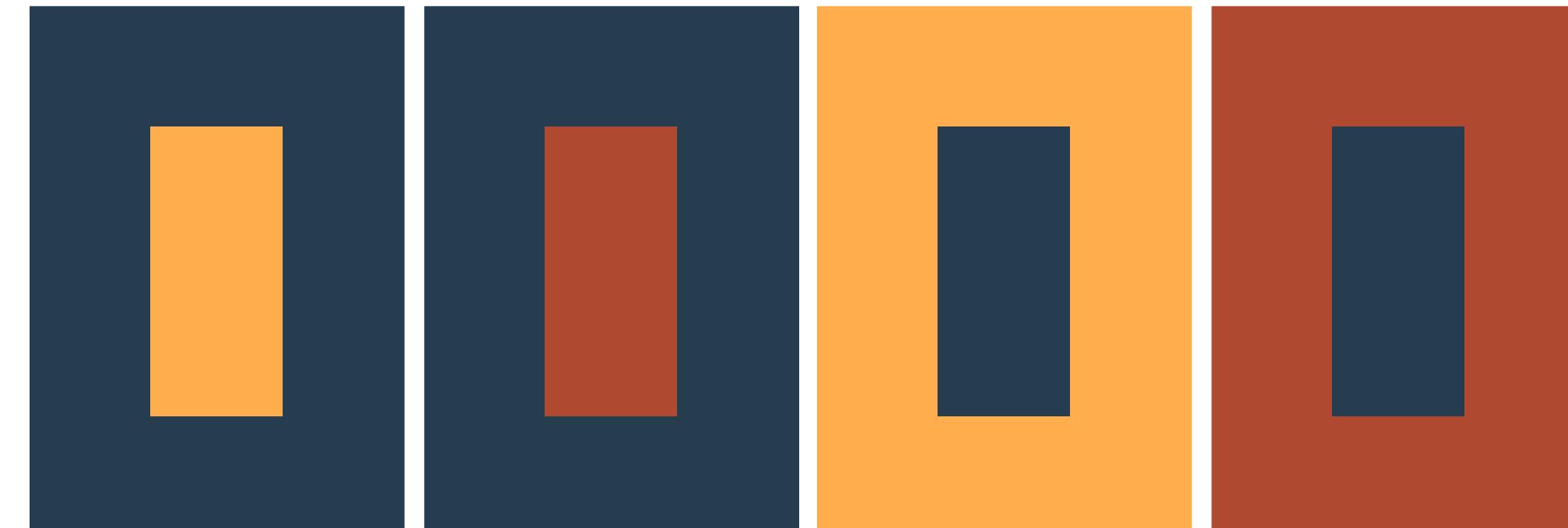
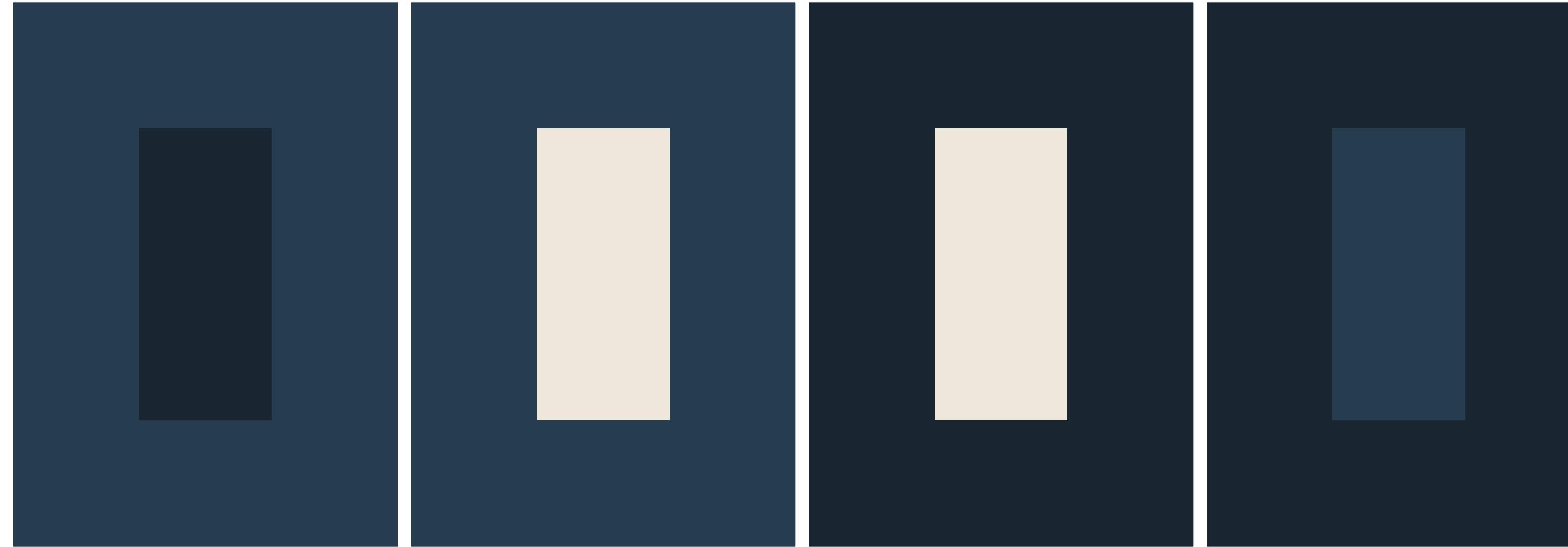
The primary color palette should always be present and our secondary palette should be used as accent colors that compliment the primary palette.





COLOR COMBO

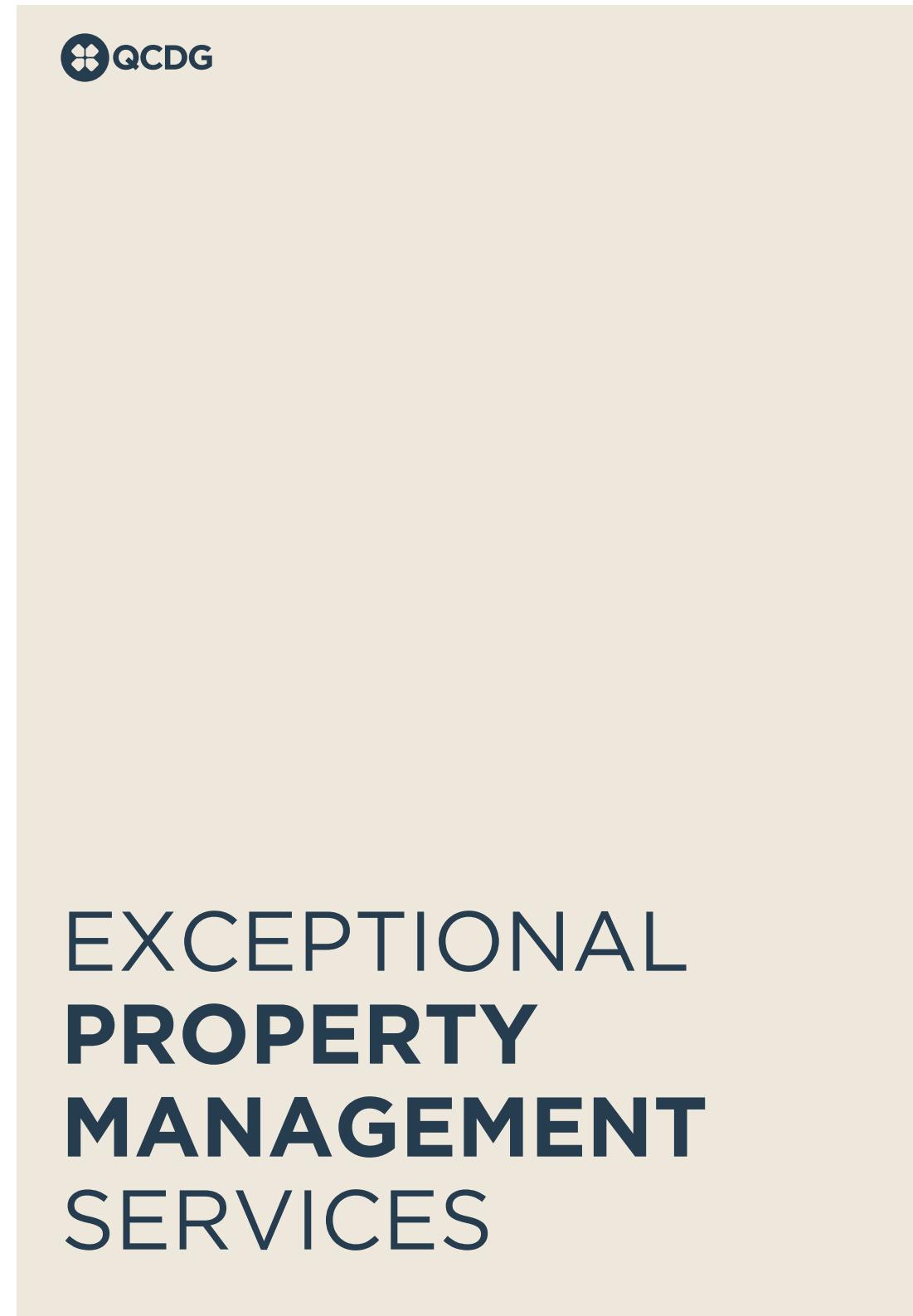
The primary color palette should always be present and our secondary palette should be used as accent colors that compliment the primary palette.





COLOR RULES

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LOGO
COLOR
03 TYPOGRAPHY
APPLICATIONS



EXCEPTIONAL PROPERTY MANAGEMENT SERVICES



TYPOGRAPHY HEADINGS

Gotham Bold should be used for headings to reinforce the connection to the brand. A combination of regular and bold weights can be used to emphasize certain words.

GOTHAM

Book
Bold

Aa,Bb,Cc,Dd,Ee,Ff,
Gg,Hh,Ii,Jj,Kk,Ll,Mm,
Nn,Oo,Pp,Qq,Rr,Ss,
Tt,Uu,Vv,Ww,Xx,Yy,Zz
0123456789
!@#\$%^&*()_+



TYPOGRAPHY HEADINGS

Gotham Bold should be used for headings to reinforce the connection to the brand. A combination of regular and bold weights can be used to emphasize certain words.

GOTHAM BOOK

Aa,Bb,Cc,Dd,Ee,Ff,Gg,Hh,Ii,Jj,Kk,Ll,Mm,Nn,
Oo,Pp,Qq,Rr,Ss,Tt,Uu,Vv,Ww,Xx,Yy,Zz

GOTHAM BOLD

**Aa,Bb,Cc,Dd,Ee,Ff,Gg,Hh,Ii,Jj,Kk,Ll,Mm,Nn,
Oo,Pp,Qq,Rr,Ss,Tt,Uu,Vv,Ww,Xx,Yy,Zz**



TYPOGRAPHY

BODY COPY

DM Sans should be used for body copy and other long passages of text. The geometric properties match well with Gotham for visual consistency, while the condensed letterforms and slightly heavier weight improve readability at small sizes.

DM SANS

Regular
Bold

Aa,Bb,Cc,Dd,Ee,Ff,
Gg,Hh,Ii,Jj,Kk,Ll,Mm,
Nn,Oo,Pp,Qq,Rr,Ss,
Tt,Uu,Vv,Ww,Xx,Yy,Zz
0123456789
!@#\$%^&*()_+



TYPOGRAPHY

BODY COPY

DM Sans should be used for body copy and other long passages of text. The geometric properties match well with Gotham for visual consistency, while the condensed letterforms and slightly heavier weight improve readability at small sizes.

DM SANS REGULAR

Aa,Bb,Cc,Dd,Ee,Ff,Gg,Hh,Ii,Jj,Kk,Ll,Mm,Nn,
Oo,Pp,Qq,Rr,Ss,Tt,Uu,Vv,Ww,Xx,Yy,Zz

DM SANS BOLD

Aa,Bb,Cc,Dd,Ee,Ff,Gg,Hh,Ii,Jj,Kk,Ll,Mm,Nn,
Oo,Pp,Qq,Rr,Ss,Tt,Uu,Vv,Ww,Xx,Yy,Zz



TYPOGRAPHY DETAILS

DM MONO

Medium

DM Mono can be used as a complement to DM Sans to indicate more technical content such as dimensions and specifications.

As the name suggests, DM Mono is a monospaced font where each character is the same width. This improves legibility for tabular data and technical specs by maintaining consistent vertical alignment.

Aa, Bb, Cc, Dd, Ee, Ff,
Gg, Hh, Ii, Jj, Kk, Ll, Mm,
Nn, Oo, Pp, Qq, Rr, Ss,
Tt, Uu, Vv, Ww, Xx, Yy, Zz
0123456789
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TYPOGRAPHY DETAILS

DM Mono can be used as a complement to DM Sans to indicate more technical content such as dimensions and specifications.

As the name suggests, DM Mono is a monospaced font where each character is the same width. This improves legibility for tabular data and technical specs by maintaining consistent vertical alignment.

DM MONO MEDIUM

Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll, Mm, Nn, Oo, Pp, Qq, Rr, Ss, Tt, Uu, Vv, Ww, Xx, Yy, Zz



TYPOGRAPHY HIERARCHY

We crafted our typography hierarchy to guarantee that our brand materials maintain a clear and effective visual communication and hierarchy.

The screenshot shows a web browser window with a dark blue header bar. In the header, there are three colored dots (red, yellow, green), the logo for 'Queen City Development Group' with the text 'queencitydg.com' next to it, and standard browser controls (back, forward, refresh, search). The main content area has a dark blue background. At the top, the text 'EXCEPTIONAL PROPERTY MANAGEMENT SERVICES' is displayed in a large, bold, orange font. Below this, a white paragraph describes the company's vision. Further down, another white paragraph states their aim. At the bottom left, there is an orange button with the text 'BOOK A CALL' in white. To the right of the text blocks, four horizontal red lines extend from the text to the right edge of the slide, each aligned with a specific font specification.

**EXCEPTIONAL PROPERTY
MANAGEMENT SERVICES**

Our vision is to be the premier real estate development and management company in Burlington, Vermont.

We aim to lead the industry in value-add investments, sustainable construction practices, and exceptional property management services.

BOOK A CALL

Gotham Bold
72px

DM Sans Regular
36px

DM Sans Regular
18px

DM Mono Medium
20px



LOGO
COLOR
TYPOGRAPHY
04 APPLICATIONS



APPLICATIONS SIGNAGE





APPLICATIONS PRINT



At Queen City Development Group, our vision is to be the premier real estate development and management company in Burlington, Vermont. We aim to lead the industry in value-add investments, sustainable construction practices, and exceptional property management services.



APPLICATIONS DIGITAL

QCDG

QUEEN CITY DEVELOPMENT GROUP

We aim to lead the industry in value-add investments, sustainable construction practices, and exceptional property management services.

TÄLTA LODGE, STOWE, VT



APPLICATIONS

APPAREL



**THANK
YOU!**