

Identity System: Introduction

This system provides a guideline for the Brickhouse identity. It's sole purpose is to define and maintain the visual presence of the brand.

The identity for Brickhouse is the expression of it's core principles. It's foundation is built on strengthening relationships through the business it conducts.

Identity System: Logos

The identity for Brickhouse starts with a standard logo. It has two variations: the primary logo and secondary lockup.

Artwork provided for both logo versions.

Primary Stacked Logo



This is the primary logo. It can be used at small to large scales across brand collateral and should never be sized below 0.7 inches.



Secondary Stacked Lockup



This is the secondary lockup. It should be used at medium to large scales across brand collateral and not be used at smaller sizes.



Identity System: Logos

The identity for Brickhouse also includes variations of the standard logo designed to accommodate situations that require specific orientation and/or size.

Artwork provided for both logo versions.

Primary Horizontal Logos



These logos can be used at small to large scales across brand collateral and should never be sized below 0.7 inches.



Secondary Horizontal Lockup



This lockup should be used at medium to large scales across brand collateral and not be used at smaller sizes.

RESOURCES

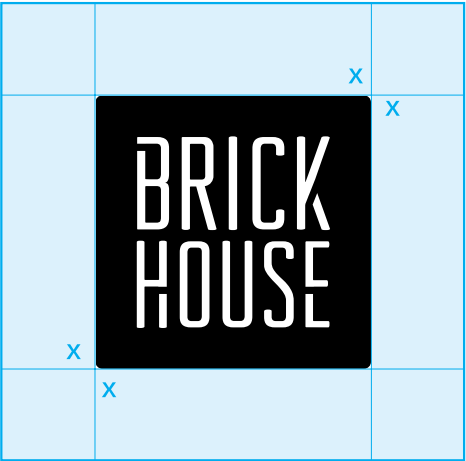
Identity System: Clear Space

In order to maintain clarity, it is important to keep a clear, unobstructed area surrounding the primary logo. This area, known as clear space, is intended to eliminate visual disruption and clutter across all applications.

Solid Lockup



The clear space required around the primary logo is 1x the height of the first letter set inside the enclosure device.



Identity System: Color Palette

The color palette sets the mood.
Vibrant choices help express the positive momentum of the organization while maintaining recognition of the brand.

Onscreen color picked versions are RGB.

Primary Color



R - 233	C - 3
G - 101	M - 75
B - 70	Y - 77
#E96546	K - 0

Secondary Colors



R - 255	R - 255
G - 153	G - 211
B - 102	B - 124
#FF9966	#FFD37C
R - 68	R - 170
G - 68	G - 170
B - 68	B - 170
#444444	#AAAAAA

Identity System: Typography

The typeface accents the voice of the brand. There are two fonts that are chosen to compliment each other: Arvil Sans (headlines) and Avenir (body copy).

Avenir can be purchased online at:
www.myfonts.com/fonts/linotype/avenir

Arvil Sans can be downloaded at:
<http://www.losttype.com/font/?name=arvil>

Primary Typeface

ARVIL SANS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Use Arvil Sans for headlines.

Secondary Typeface

Avenir Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Use Avenir Roman for body copy and Avenir Black for bold text.

Avenir Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890