

**FLUENT  
CITY**

## COMMON GROUND FOR UNCOMMON EXPERIENCES

Fluent City is a modern day culture school that teaches you how to be a more well-rounded, global human being through immersive courses in food and drink, art and design, language and beyond.

# FLUENT CITY

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# STRATEGY

OBJECTIVE

Create a signature Fluent City brand that positions it as the experience-driven company enriching our lives in meaningful ways—from food to language and beyond—ultimately building a dynamic, inspired community that deepens our connections to ourselves, each other and the world around us.

SOLUTION

The place where people come together to explore and develop passions that deepen connections.

**ENRICH YOUR DAYS,  
EXPAND YOUR WORLD**

PURPOSE

TO ENRICH PEOPLE’S LIVES  
AND EXPAND THEIR WORLDS

Our reason for existing is built on the belief that endless curiosity brings enrichment to our lives, leading to better connections to each other, ourselves, and the world.

VISION

TO BE THE DRIVING FORCE  
FOR SELF-ENRICHMENT.

With our purpose of enriching people’s lives and expanding their worlds, our vision is to become synonymous with self enrichment, and the catalyst for passion all around the world.

VALUES

FIND THE COMMON GROUND

We believe in the inherent value of other perspectives, and that empathy and communication lay the foundation for greatness.

LIVE YOUR PASSIONS

We believe in endless adventure, always developing ourselves through exploring our curiosities and nurturing new interests.

VICTORY IS FUEL

We believe in celebrating achievements and in using that energy to fuel our continuous pursuit of excellence.

COMMIT BEYOND YOURSELF

We believe in being proactive, contributing, and accountable members of our communities.

WRITE YOUR OWN STORY

We believe in individuality—blaze your trail, take responsibility, and inspire others to do the same.

# OUR TONE OF VOICE IS EXCITING, BOLD, AND SURPRISING.

It reflects our unconventional nature, speaking with knowledge on the subject combined with a hint of irreverence, making our messaging real, clever, and always relatable. Fluent City messaging reflects the passion that runs through our experiences, from immersions to popups, and people, from instructors to students, and our need for endless exploration and discovery.

MESSAGING

Our messaging should reflect our tone of voice. We should always demonstrate how Fluent City experiences enrich the everyday lives of people in every city, from one-night-only Popups that expose people to new passions led by inspiring creatives, to month-long immersions that truly expand people's world through language, art and design, global cuisines, cocktails and beverages, film, and beyond.

FLUENT CITY IS

A modern day culture school that teaches you how to be a more well-rounded, global human being through immersive courses in food and drink, art and design, language and beyond.

The place to find out what you’re all about.

A new way to experience your city through popups and immersions.

A cure for the curious.

A common ground for uncommon experiences.

GENERAL HEADLINES

Don’t get lost in the daily grind. Get lost in French Film.

Know the right Italian words to get in the right Italian situation.

Come for the Italian cocktails. Stay for the Italians.

Develop a dirty martini habit.

An Italian espresso for tired routines.

Finally have an answer for the dreaded “what do you do outside of work” question.

When you know the difference between a Chianti and a Barolo, visiting your Italian in-laws won’t be so painful.

Explore more. Discover more. Know more.

See your path unfold at Fluent City.

Meeting the new delivery guy shouldn’t count as expanding your network.

Meet the people that make your city Fluent City.



FLUENT CITY IS

**INVITING**  
**BOLD**  
**CHARISMATIC**  
**OPEN-MINDED**  
**GLOBAL**  
**IRREVERENT**  
**SPIRITED**

FLUENT CITY IS NOT

~~**EXCLUSIVE**~~  
~~**PASSIVE**~~  
~~**BUTTONED-UP**~~  
~~**BY-THE-BOOK**~~  
~~**HIGHBROW**~~  
~~**EXPECTED**~~  
~~**RESERVED**~~

# PASSIONATE

IMMERSIVE COLORFUL SPIRITED

# HOSPITABLE

CONSIDERED CONNECTIVE PERSONAL

# UNCONVENTIONAL

IRREVERENT FRESH ENTERTAINING

# REAL

PRACTICAL GROUNDED SOLID



A photograph of two women in a social setting. The woman on the left has long dark hair in a braid and is wearing a peach-colored lace top with a chunky necklace. The woman on the right has blonde hair in a bun and is wearing a dark blue sleeveless top with a polka-dot scarf. They are both looking down at a black camera held by the blonde woman. In the background, there are warm white string lights against a blue wall. A man's face is partially visible on the right edge.

# FLUENT CITY IS A MODERN DAY CULTURE SCHOOL

Fluent City is a modern day culture school that teaches you how to be a more well-rounded, global human being. We're redefining enrichment learning by inspiring new passions and creating a place for the insatiably curious. You'll learn things like how to invent your own signature cocktail, flirt in French (or Arabic) with confidence, spruce up your urban apartment, and generally live like a local wherever you go. We create month-long immersions and one-off popup events led by influential experts across food and drink, art and design, language and beyond.



# BRAND ELEMENTS

**FLUENT  
CITY**

ANATOMY

The Fluent City logo is a custom, condensed sans-serif wordmark in the grotesque style. It has a ready-made, no frills aesthetic. Its tone is bold and confident. The letterforms are closely spaced and the counters have tight negative spaces.



BRAND ELEMENTS

LOGO

CLEAR SPACE

Our logo should be surrounded by a minimum area of space to maintain clarity and visual recognition. An invisible boundary of .5x is used to define the clear space around the logo. In this case, X is the height of the letter F.

SMALL SIZES

A small size logo with more open counters has been provided to be used at the following sizes:

Screen: 100px and below  
Print: 1.25" and below



BRAND ELEMENTS  
LOGO VARIATIONS

FLUENT  
CITY

Logo over brand yellow

FLUENT  
CITY

Logo over brand blue

FLUENT  
CITY

Logo over brand pink

FLUENT  
CITY

Logo over brand orange

FLUENT  
CITY

Logo over black

FLUENT  
CITY

Logo over white



Logo over image



BRAND ELEMENTS

LOGO

LOGO LAYOUT

Alternate logo variations have been provided. They can be used in secondary applications to add fun and excitement. Always lead with the primary expression of the brand and do not overuse this technique. These configurations have been tested for legibility. Avoid creating configurations other than ones provided.

Primary logo configuration

FLUENT  
CITY

FLUENT CITY

FLUENT  
CITY

FLUENT  
CITY

INCORRECT USAGE

Take care to observe the following rules when using our logo:



Do not alter the forms of the logo.



Do not stretch or warp the logo.



Do not rotate the logo.



Do not add transparency or effects to the logo.



Do not create additional logo lockups.



Do not use the logo in colors other than black or white.



Do not place the logo over busy images.



Do not use the logo in instances that lack sufficient contrast.

The following diagrams provide general guidance for creating a visually balanced partnership lockup. Optically scale the partner logo to be equal in weight to the Fluent City Logo.

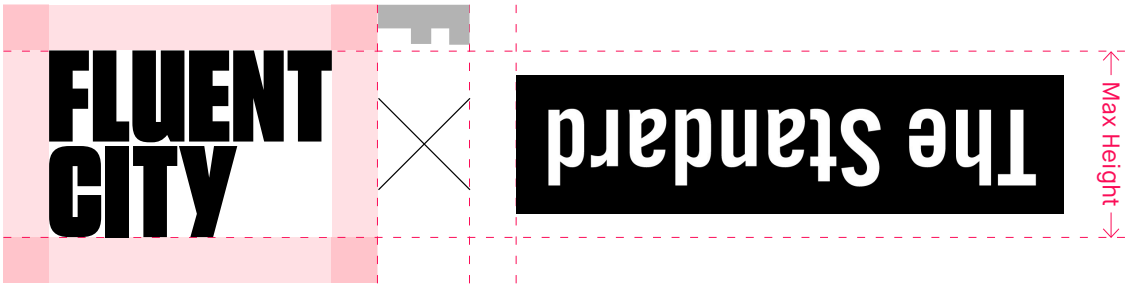
For horizontally-orientated logos, do not exceed the height of the Fluent City Logo.

For square or vertically-orientated logos, do not exceed the clear space height of the Fluent City logo.

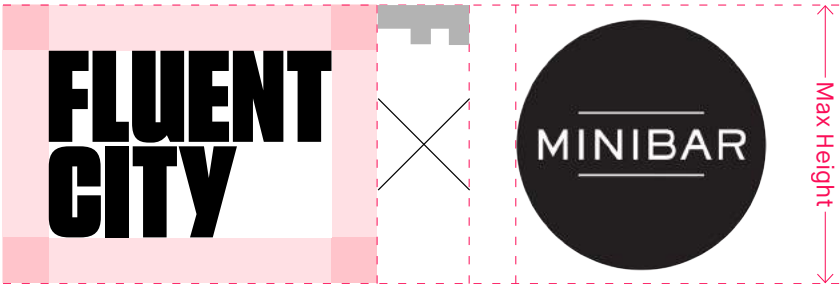
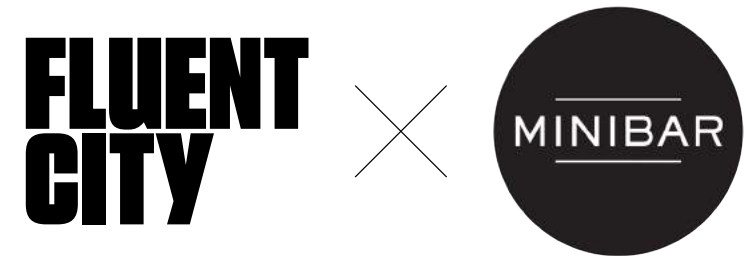
Rotate the F in our logo 90° to determine the size of the 'X' device. Use the clear space of the Fluent City logo to determine the padding between the logos.

These diagrams provide general guidance, use your best judgment.

1. Horizontal Partner Logo

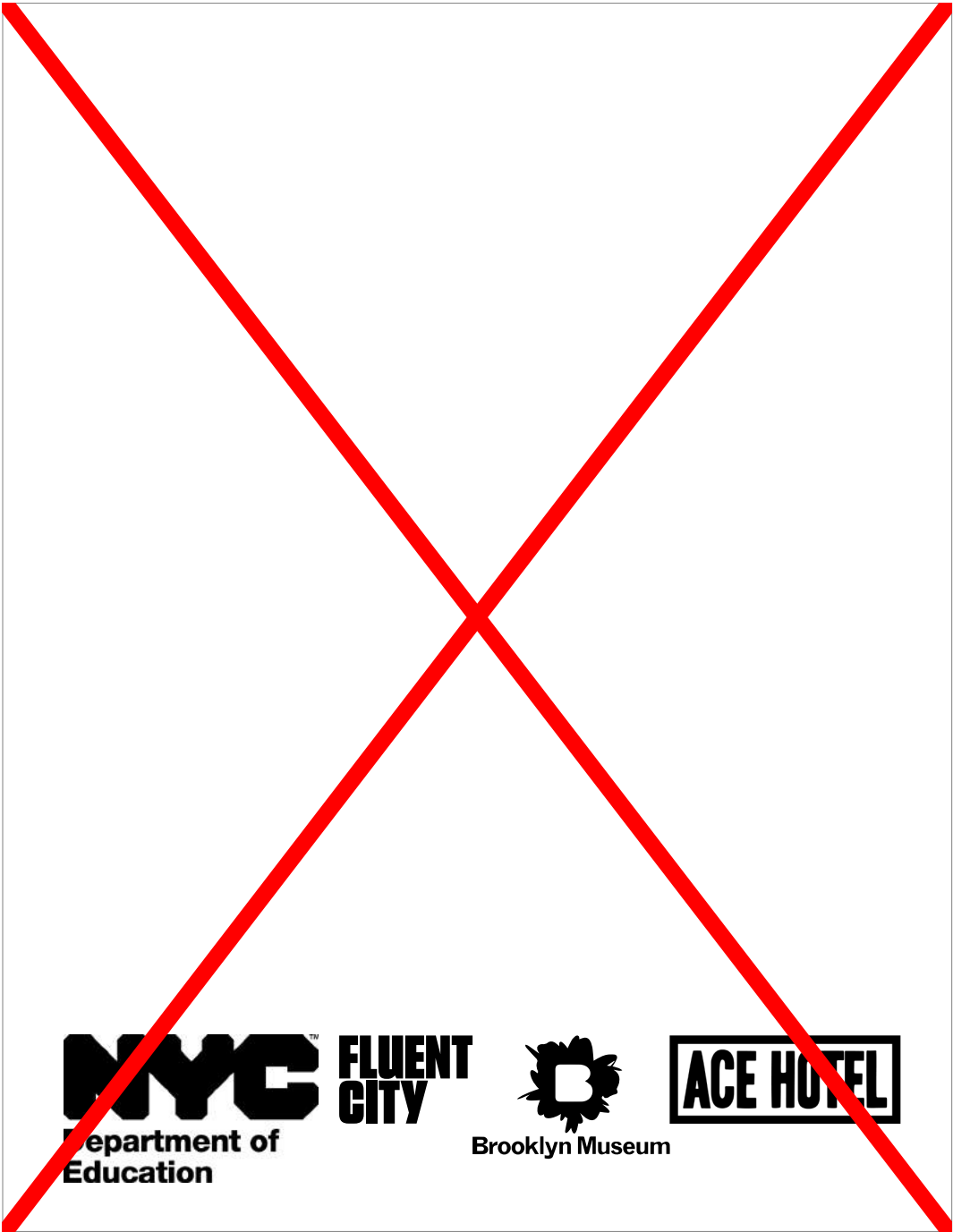


2. Square/Vertical Partner Logo



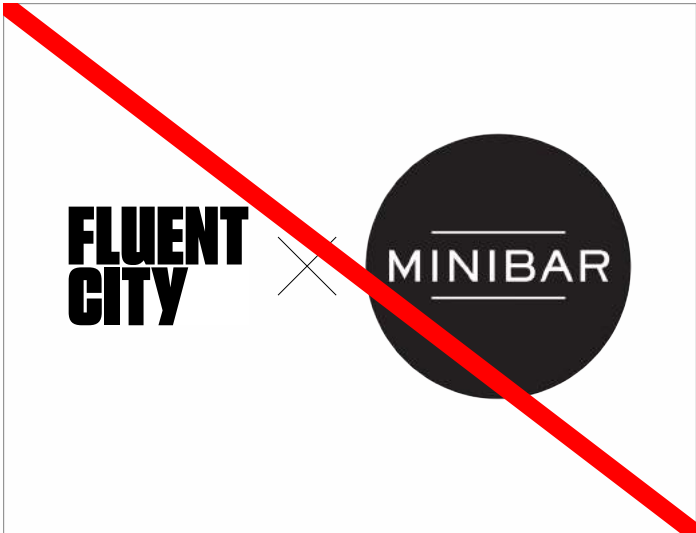
GROUPING

When using the Fluent City logo with multiple partner logos, honor the logo clear space requirements and ensure even optical spacing and sizing.



INCORRECT USAGE

Take care to observe the following rules when creating partnership lockups:



Do not scale the partner logo beyond the maximum heights specified.



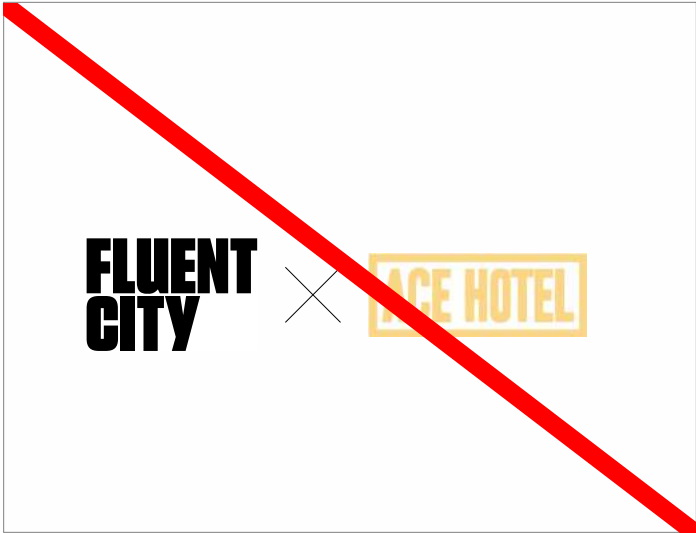
Do not alter the partnership logo 'X' device.



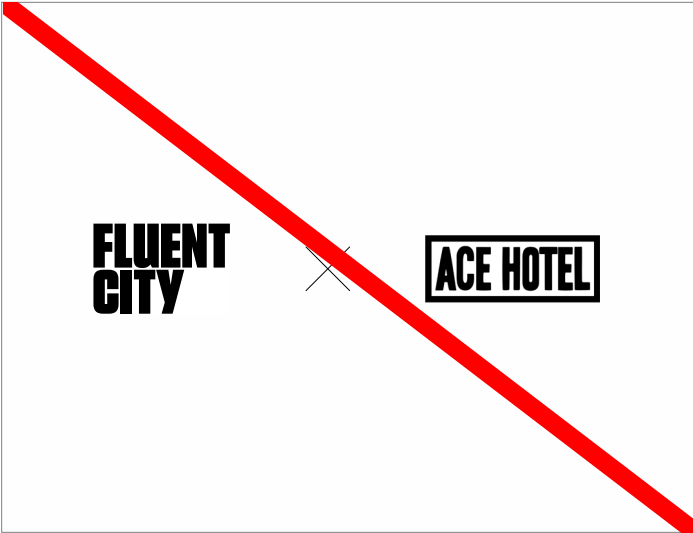
Do not distort the logos in the lockup.



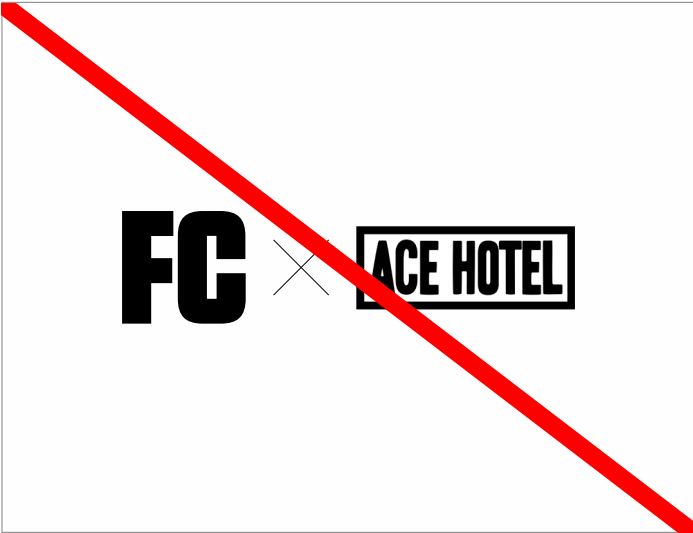
Do not alter the lockup positioning.



Do not re-color the partner logo.



Do not alter the lockup spacing specified.



Do not use the FC shorthand in partnership lockups.



Do not use the 'X' device with more than one partner logo.

BRAND ELEMENTS  
LOGO

APP ICON



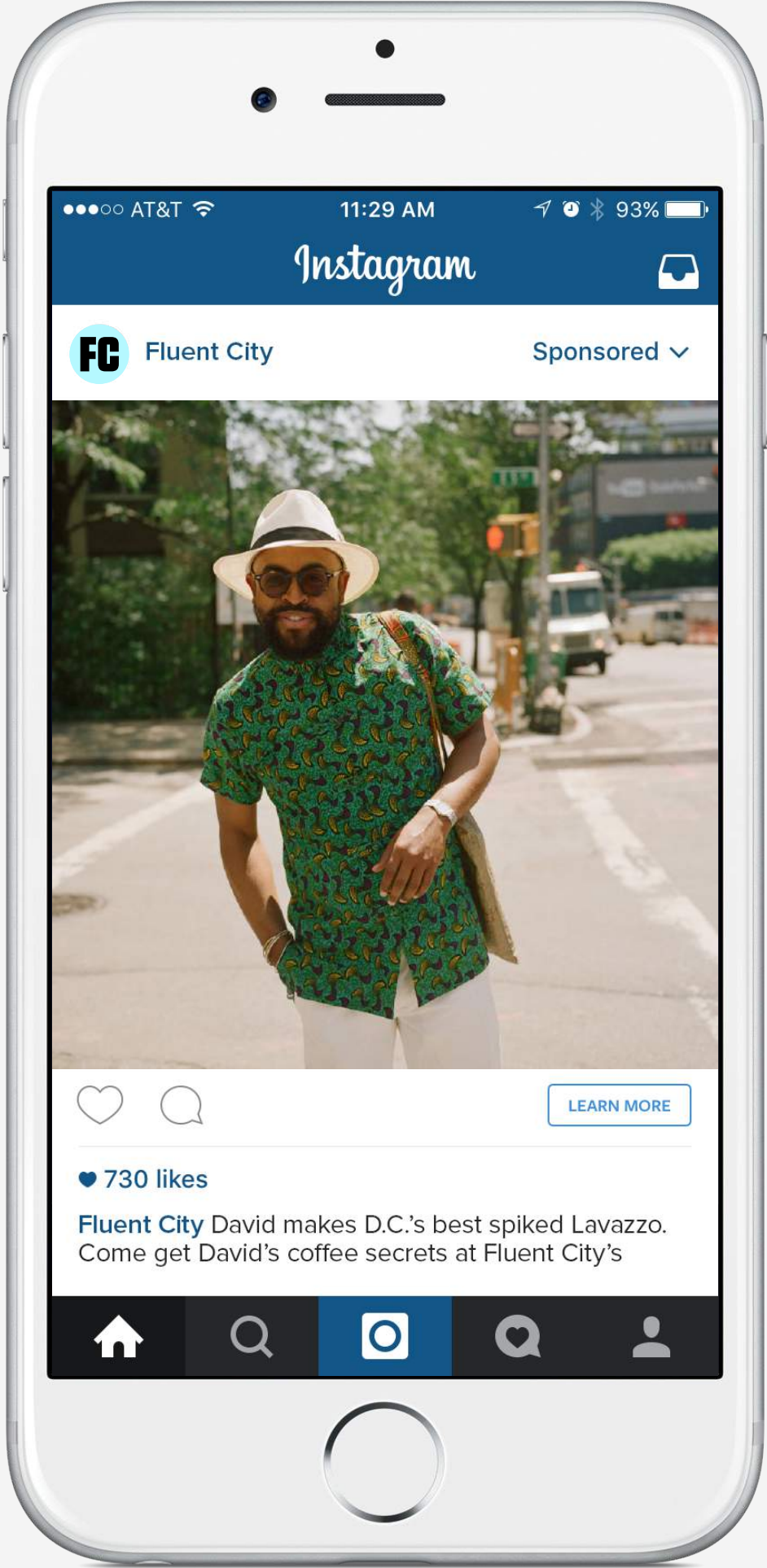


BRAND ELEMENTS

LOGO

SMALL SIZE ICON

For spaces that do not allow for the full logo, such as Instagram, use the FC shorthand.



# TYPOGRAPHIC APPROACH

Two distinct typefaces, Bureau Grotesque and Maison Neue, have been chosen to reflect our brand voice. Bureau Grotesque is a bold sans-serif typeface in the grotesque style. It works best at large sizes and is used in capital letters for headlines. Maison Neue is a well-crafted sans-serif font that maintains good legibility across all mediums. It is used for body copy and CTAs.



Bureau Grotesque Condensed Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**0 1 2 3 4 5 6 7 8 9 % ? ! @ # &**

Maison Neue 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**  
**0 1 2 3 4 5 6 7 8 9 % ? ! @ # &**

Maison Neue 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  
0 1 2 3 4 5 6 7 8 9 % ? ! @ # &

**Headlines**  
Bureau Grotesque Condensed Bold  
Tracking: Optical, 20  
Leading: 100% of point size

**Category Headlines**  
Maison Neue Bold  
Tracking: Optical, 20  
Leading: 110% of point size

**Body Copy**  
Maison Neue Book  
Tracking: Optical, 20  
Leading: 130% of point size

**CTA**  
Maison Neue Bold  
Tracking: Optical, 20  
Leading: 120% of point size  
Style: Underline

Headlines

DO MORE THAT  
INTERESTS YOU.

Category Headlines

All Shook Up: Cocktailing with Maxwell Britten

Body Copy

Fluent City is an experience company inspiring people to discover passions in food and drink, art, language, and beyond. Through pop-up events and month-long immersions, Fluent City brings people together in unconventional ways that expands perspectives and creates connections. Led by influential creatives and local experts, Fluent City happens all throughout the city, from downtown warehouses to artist studios, always bringing people to new and unexpected places.

CTA

CHECK IT OUT

BRAND ELEMENTS

COLOR

COLOR HIERARCHY

Primary Colors

The colors in the primary palette are based upon classic ephemeral stock colors. They are used mainly as large fill areas or background colors and are never used for typography or our logo.

Black

Black is used for our logo and typography.

White

White is used for our logo and typography over black backgrounds or photography.

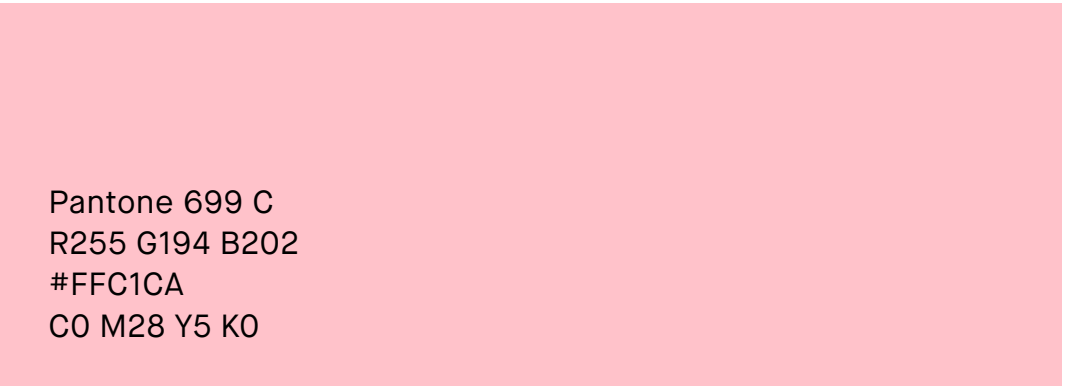
Accent Colors

Red is used for class categories and icon backgrounds. Green is used minimally in digital for CTAs. CTAs are black or white when used in print.

\* Custom mixing may be required to maintain legibility of a white logo.

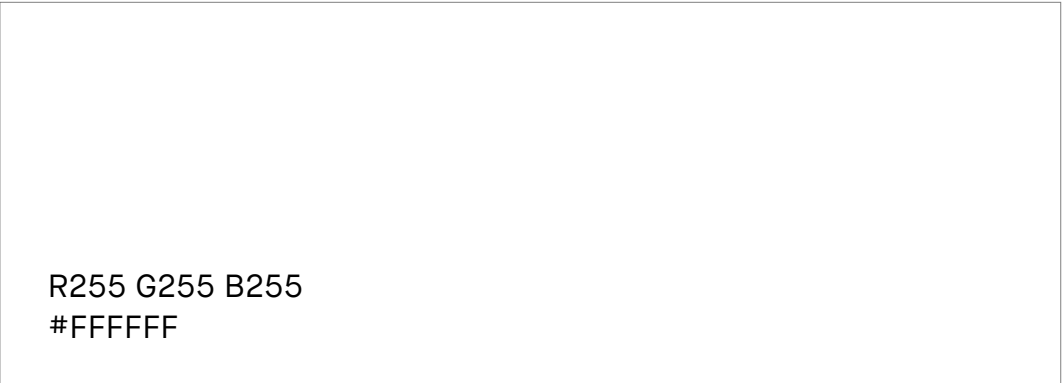
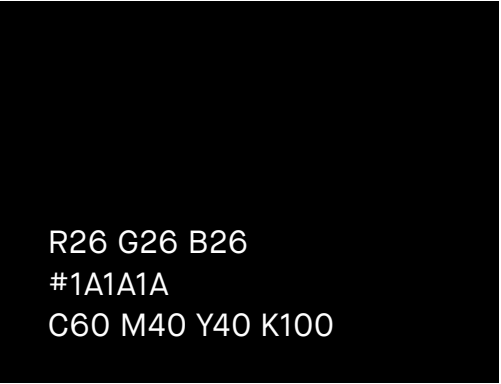
Primary Brand Colors

Backgrounds



Primary Brand Colors

Typography & Backgrounds



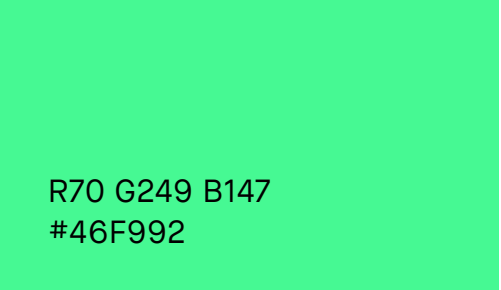
Accent Color

Sub-headlines & Icons



Accent Color

Digital CTAs



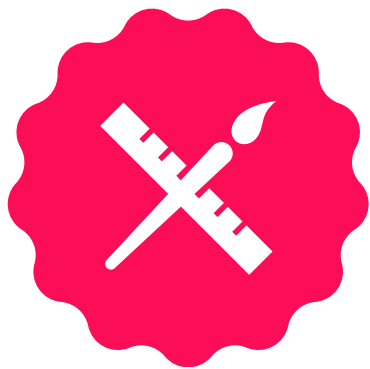
BRAND ELEMENTS  
ICONOGRAPHY

ICON STYLE

Icons are used throughout the system to represent class categories. They always have a red background and a white foreground.



Cocktails



Art & Design



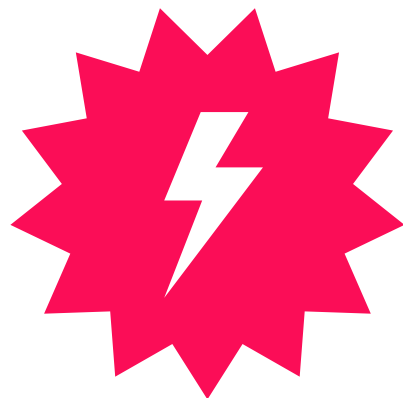
Language



Globetrotting



Pop Up





Intensive

ICON USAGE

Icons can be used overlapping content in featured instances (ex. 1) and aligned to type in functional instances (ex. 2).

Example 1



FEATURED


**COCKTAIL SHAKEUP**

Know what to drink, up your home bar game, and shake things up.

[VIEW DETAILS](#)

Example 2

SEPTEMBER 07



FOOD & DRINK

**ART SCHOOLED**

Know what to drink, up your home bar game, and shake things up.  
**5 Sessions, 7pm - 9pm**

FOOD & DRINK

**INTERIOR IDENTIFIED**

Know what to drink, up your home bar game, and shake things up.  
**5 Sessions, 7pm - 9pm**

BRAND ELEMENTS  
GRAPHIC SYSTEM

Achieving Our Look and Feel

Consider the following guides when creating layouts:

Logo

Our logo is usually aligned to the top-left or bottom-left of the page. The logo may be partially covered in instances where the brand is already established (ex. 2).

Typography

Text is always left-aligned within the holding box.

Layering

Layering is used throughout the system to create energy and depth within layouts. When layering, be sure that the subject matter remains recognizable.

Example 1: Simple Layout



Example 2: Layered Layout



INCORRECT USAGE

Take care to observe the following rules when creating layouts:



Do not create layouts that are too cluttered or messy.



Do not layer in a way that makes elements unrecognizable.



Do not create layouts that have more than 2 primary colors.



Do not use accent colors as background colors.



Do not layer images over text.



Do not center align text in layouts.



BRAND ELEMENTS  
PHOTOGRAPHY







WIP





WIP



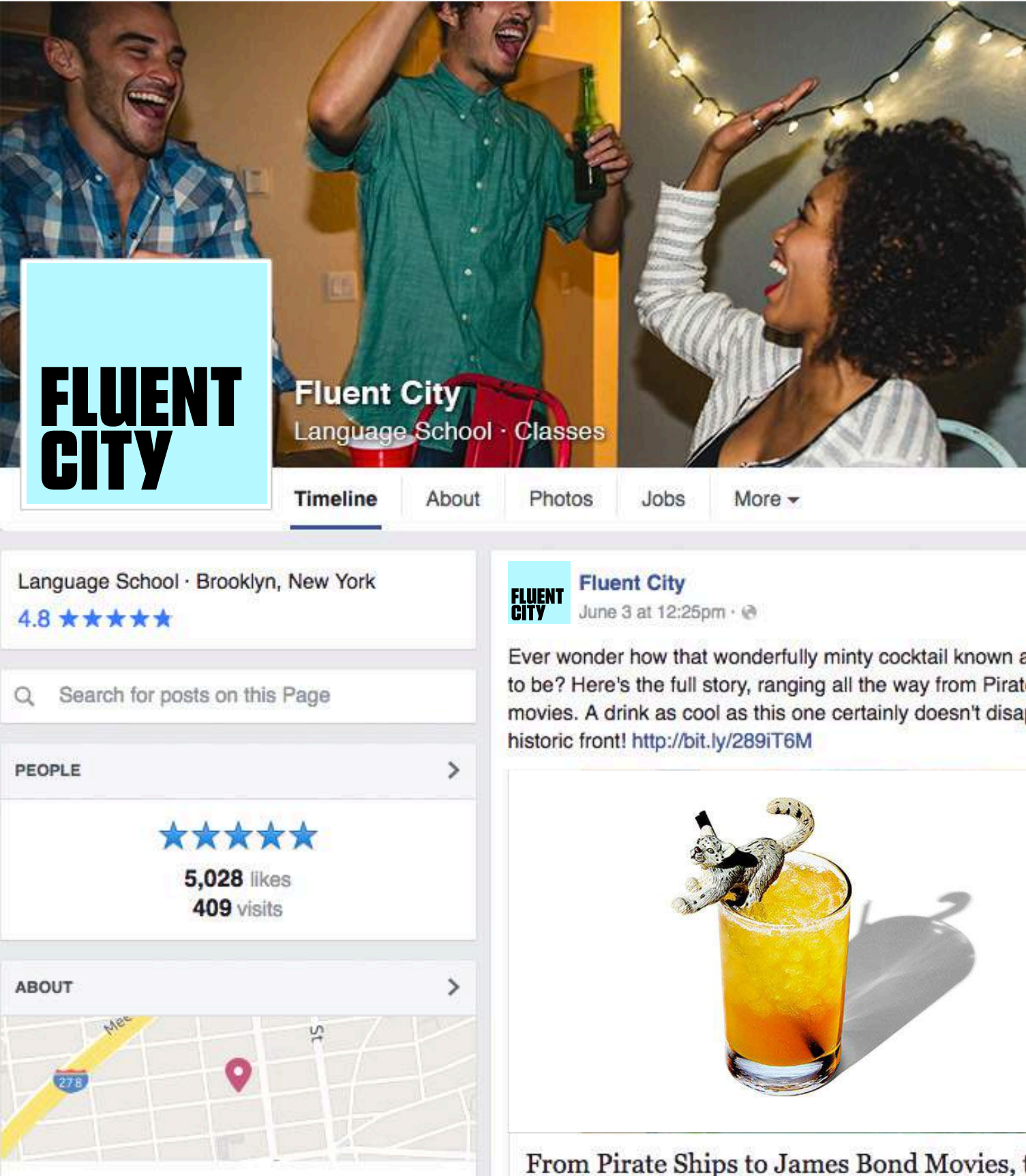
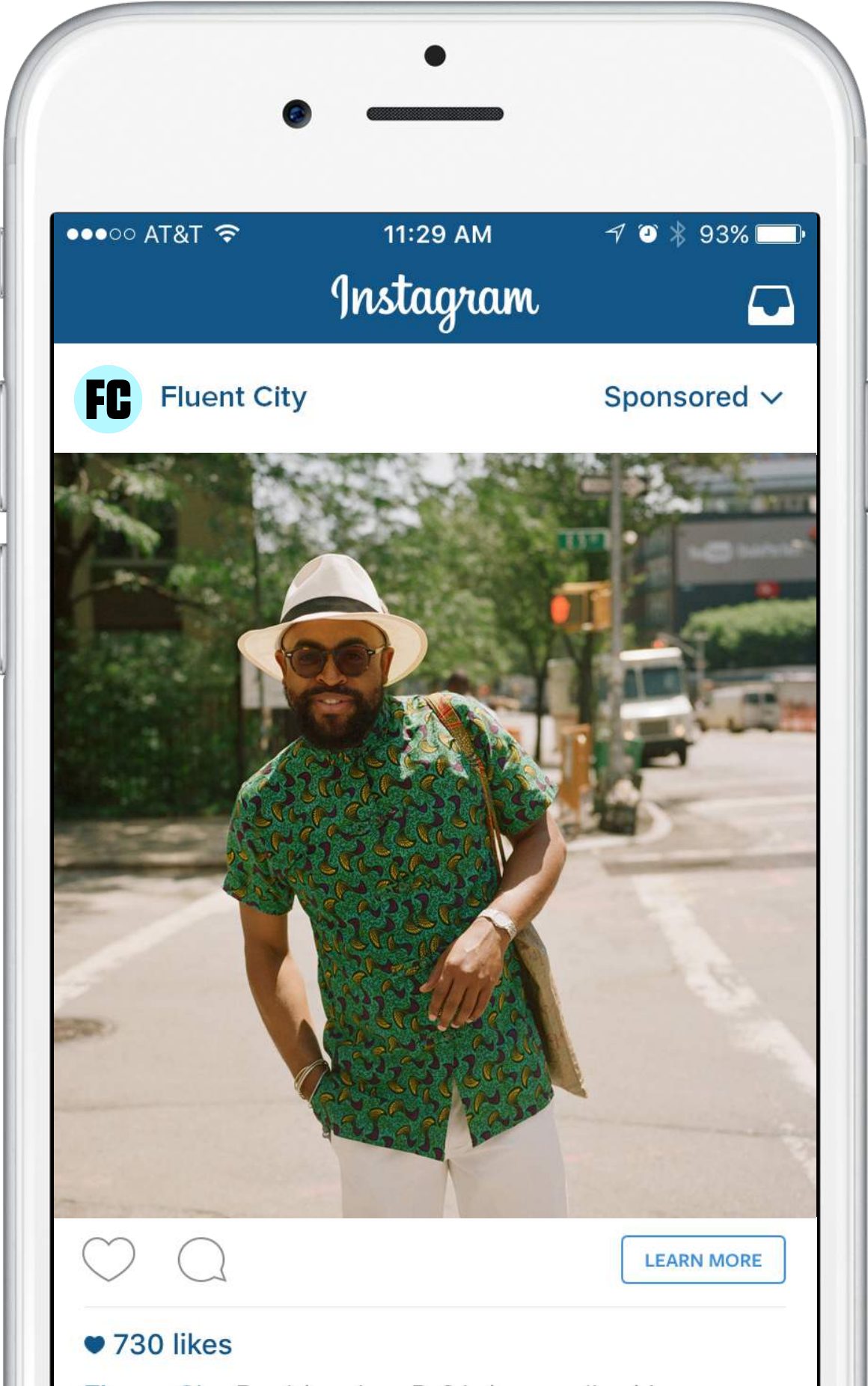
BRAND ELEMENTS  
PHOTOGRAPHY

TEACHER PORTRAIT



# APPLICATIONS







HAPPENING  
THIS WEEK AT

# FLUENT CITY

FLUENTCITY.COM

FOOD & DRINK



## HEAT THINGS UP: PEPPER POWER

September 06, 7-9PM  
127 Orchard Street, New York, NY 10009



# FLUENT CITY

#OUTFLUENT

ART



## ART SCHOoled

September 06, 7-9PM  
127 Orchard Street, New York, NY 10009



# FLUENT CITY

#OUTFLUENT

FOOD & DRINK



## COCKTAIL SHAKE-UP

September 06, 7-9PM  
127 Orchard Street, New York, NY 10009



# FLUENT CITY

#OUTFLUENT

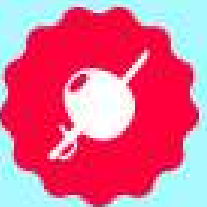




**FLUENT  
CITY**



**FLUENT  
CITY**



**FLUENT  
CITY**











For questions about branding or art direction  
regarding Fluent City, please contact:

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Brooklyn, NY 11201 USA  
+1 212 677 5690  
[info@redantler.com](mailto:info@redantler.com)

