

The Market at Malcolm Yards

Brand Style Sheet

NOTE: All logos and icons included in this Style Sheet have been created in the primary Brand Colors.

Primary Marks

TheMarket_Main_Logo_Pantone_Black

TheMarket_Wordmark_Pantone_Black

TheMarket_Monogram_Pantone_Black

Secondary Marks

TheMarket_Badge_Pantone_Black

TheMarket_Tagline_Pantone_Black

Clearspace & Minimum Size

Main Logo Clearspace
Utilize the height of the "M" in Market for padding around main logo.

Main Logo Minimum Size
DO NOT scale logo smaller than .1" in width

Icons

Typography

UNICLO (ALL CAPS, FOR HEADLINES)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Proxima Nova Regular (FOR BODY COPY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Colors

Primary

BLACK

PMS: Neutral Black
C: 100 M: 100 Y: 100 K: 100
HEX: 000000

CONCRETE

PMS: Warm Gray 1 C @ 60%
C: 9 M: 8 Y: 10 K: 0
HEX: D6D1CA

Secondary

MINT

PMS: 621 C
C: 18 M: 4 Y: 15 K: 0
HEX: CEDFD7

DARK GREEN

PMS: 350 C
C: 80 M: 43 Y: 83 K: 42
HEX: 295135

LIGHT GREEN

PMS: 5793 C
C: 32 M: 20 Y: 46 K: 0
HEX: B3B795