

v1.0 | November 2017

VISUAL IDENTITY SYSTEM

& MESSAGING

GUIDELINES

EAST WORKS DISTRICT

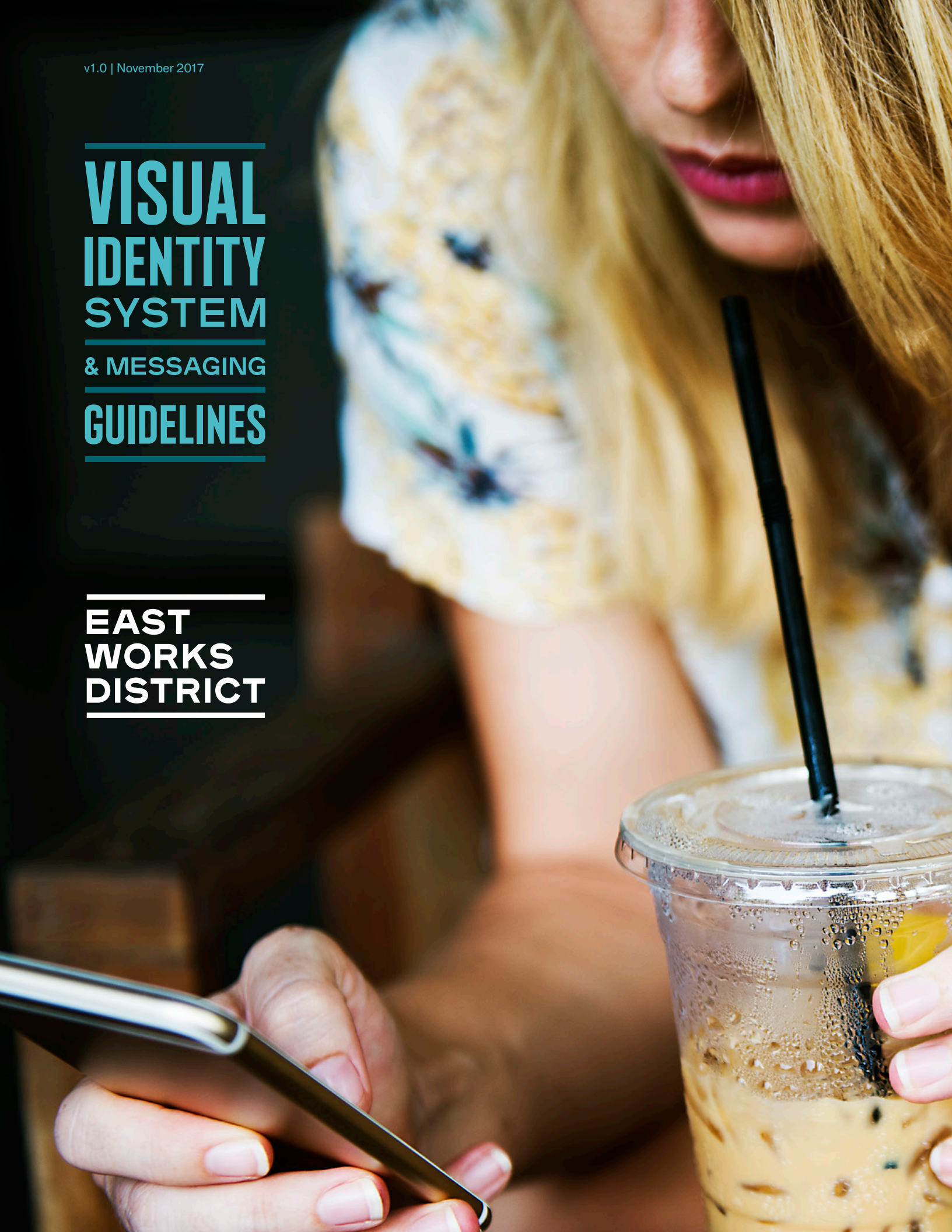


Table of Contents

MESSAGING

Key Message	02
Magic Paragraph	03

VISUAL IDENTITY SYSTEM

Logo/Primary	05
Logo/Horizontal	06
Logo/Clear Space	07
Color Palette	08
Logo/Color	09
Logo/Backgrounds	10
Typeface/Primary	11
Typeface/Display	12
Typeface/Digital	13
Primary Type Treatment	14
Display Type Treatment	15
Typeface/Body Copy	16
Display Type Treatment/Rules + Type	17
Display Type Treatment/Examples	18
Photography Styles	19
Sample Applications	20
Contact Information	32

Messaging

Center of Energy

Center of Culture

Center of Fun

Center of Productivity

Center of Everything, Cool Springs

Magic Paragraph

The magic paragraph describes the vision, purpose and relevance of East Works District in a way that is comprehensive and compelling.

Located in Cool Springs, just minutes from Historic Downtown Franklin, **East Works District** sits at the heart of both the past and future of its bustling commercial zip code. Anchored by the very first office building in Cool Springs, this mixed-use development ignites the area with a dynamic, 2.5m square-foot community hub made for connectivity and productivity. **Here, you'll live and work at the center of energy, in a walkable, connected community.** Work in creative, flexible office spaces steps from dining, fitness and every day-essential services—workspaces that spark with possibility and innovation. Live in a close-knit community that makes meeting new friends and meeting up with neighbors easy. Stay at the center of it all in full and select-service hotels perfect for business or pleasure. Explore unique boutiques and enjoy new culinary experiences in chef-driven restaurants. **Welcome to the dynamic core of Cool Springs—a vital, walkable place for productive people, where residents and visitors alike come to center themselves, circulate, connect, charge and re-charge, workday to evening, weekday to weekend.**

Visual Identity System

Logo/Primary

The East Works District logo is the primary signifier of the brand, and the stacked version of the logo on this page is the primary version for use.

**EAST
WORKS
DISTRICT**

**EAST
WORKS
DISTRICT**

Logo/Horizontal

The horizontal version of the East Works District logo is shown here. It should be used when space requires it or when it works well in a layout. This version **may** be used turned 90° on applications as a design option. Do not use at an angle or upside down.



EAST WORKS DISTRICT

The logo consists of the text "EAST WORKS DISTRICT" in a bold, dark blue, sans-serif font. The text is centered and flanked by two horizontal dark blue lines, one above and one below.

EAST WORKS DISTRICT

The logo consists of the text "EAST WORKS DISTRICT" in a bold, white, sans-serif font. The text is centered and flanked by two horizontal white lines, one above and one below.

Logo/Clear Space

To preserve clarity, no other graphic element should intrude upon the logos. A clear area equal to or greater than the relative height of the “E” must surround each logo. Do not allow any other type or any element to infringe upon the Clear Space as shown below.



Color Palette

Three pairs of colors, a dark and a light, comprise the primary palette: a blue pair, a teal pair and a brown/warm grey pair. Two accent colors are provided: a green and an orange. These should be used sparingly and not in large fields of color. Exception: EWD Green may be used for signage and in that context the logo can be used in white on the green in that context.

PRIMARY COLORS

EWD BLUE

Pantone® 2188
C100 M39 Y0 K63
R0 G59 B100
003B64

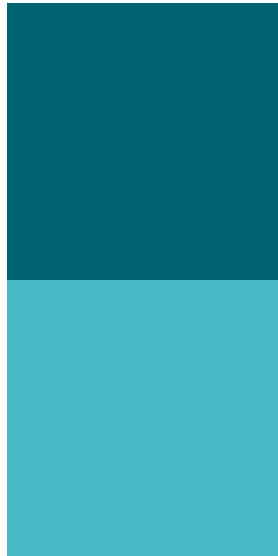


EWD LIGHT BLUE

Pantone® 292
C59 M11 Y0 K0
R88 G182 B231
58B6E7

EWD TEAL

Pantone® 3155
C100 M9 Y29 K47
R0 G100 B114
006472

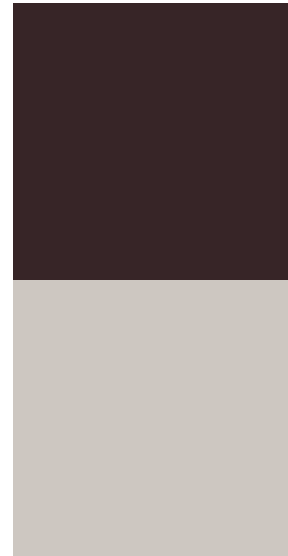


EWD LIGHT TEAL

Pantone® 7709
C62 M0 Y18 K6
R72 G185 B199
48B9C7

EWD BROWN

Pantone® 438
C42 M56 Y47 K77
R56 G39 B40
382728



EWD LIGHT BROWN

Pantone® 408
C5 M8 Y10 K16
R205 G198 B193
CDC6C1

ACCENT COLORS



EWD GREEN

Pantone® 2272
C86 M0 Y100 K2
R0 G169 B75
00A94B



EWD ORANGE

Pantone® 2027
C0 M76 Y75 K0
R242 G100 B73
F26449

Logo Color

The logos are provided in three colors: blue, white and black. The white will probably be the workhorse of the visual identity system as it can be used knocked out of any of the dark primary palette colors or photography.

**EAST
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Logo Backgrounds

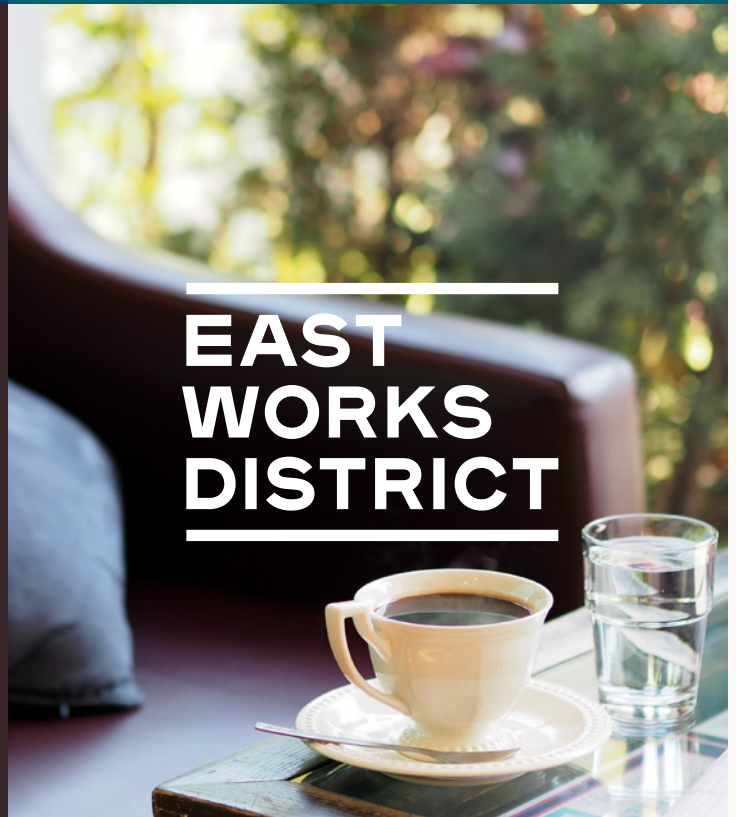
As mentioned on the previous page, the white versions of the primary and horizontal logos may be knocked out of the dark colors in the primary palette or used on photography. When used on photography, make sure that the logo has sufficient contrast and doesn't lose readability. Exception: the logo can be used in white on EWD Green on signage.

**EAST
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Typeface/Primary

F Grotesk is “...notable for its boldly drawn forms that are adaptable to a wide range of type sizes and applications. Its singular and lively appearance links F Grotesk to ‘anonymous’ late nineteenth-century sans serif typefaces.”

F Grotesk is the primary typeface and should be used most often and for most needs: headlines/display, subheads, accents, caption and so on.

F Grotesk

THIN

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

THIN ITALIC

*AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz*

BOOK

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

BOOK ITALIC

*AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz*

DEMI

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

DEMI ITALIC

*AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz*

BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

BOLD ITALIC

*AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz*

Typeface/Display

Two weights of the typeface Plaak are provided for use as high-level headlines and the Display Type Treatment (see page 14), as well as for some subheads and accent copy.

Do not use for large amounts of body copy. These typefaces are only caps, and do not provide lowercase or italic letterforms. (Do not create an artificial italic by slanting the letterforms: use F Grotesk instead.)

PLAAK 6 NEY

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PLAAK 3 PRADEL

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

These typefaces are to be used primarily for display type and headlines in higher-profile external-facing applications. As its usage is limited, most users will not need a license for this font.

Plaak 6 Ney and Plaak 3 Pradel may be purchased through 205TF.
<http://www.205.tf/>

Use the Helvetica typeface for applications such as PowerPoint. It is a system font for both Mac and PC, and is readily available to all users. Helvetica should not be used instead of the primary typography for print applications. The ubiquity of this typeface makes it an ideal substitution but it should not replace the main fonts as it doesn't exhibit the same style, character, and visual meaning as those chosen to support the brand look and feel.

Helvetica

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

OBLIQUE

*AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz*

BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

BOLD OBLIQUE

***AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz***

Primary Type Treatment

F Grotesk is the primary typeface, and can be used in all caps or upper and lowercase. Any of the four weights (Thin, Book, Demi or Bold) may be used. Bold is shown below.

**Centered &
Connected**

**CENTERED &
CONNECTED**

Work Connected

WORK CONNECTED

Display Type Treatment

A proprietary type treatment has been developed for use with the Plaak typefaces. Create a visual hierarchy by mixing the narrow and wide typefaces to emphasize or de-emphasize different words. Align left and right visually and space lines equally from each other.



COFFEE
NOW OPEN
MON-SUN
9AM-10PM



WORK
CONNECTED

Typeface/Body Copy

F Grotesk should be used for all body copy and subheads. Plaak should be used only for display type: it's not an optimal choice for large bodies of copy.

F Grotesk Book is the best choice for text, and F Grotesk Demi is the better choice when type is reversed to white out of a color. Subheads should be all caps in Book, or may be either all caps or upper and lowercase in Demi or Bold.

BODY COPY/POSITIVE TYPE: F GROTESK BOOK
SUBHEAD AS SHOWN: F GROTESK BOLD

Center of Energy

Located in Cool Springs, just minutes from Historic Downtown Franklin, East Works District sits at the heart of both the past and future of its bustling commercial zip code. Anchored by the very first office building in Cool Springs, this mixed-use development ignites the area with a dynamic, 2.5m square-foot pedestrian focused community made for walkability and productivity. Here, you'll live and work at the center of energy, in a walkable, connected community. Work in creative, flexible office spaces that spark with possibility and innovation just steps from dining, fitness and every day-essential services. Live in a close-knit community that makes meeting new friends and meeting up with neighbors easy. Stay at the center of it all in modern hotels perfect for business or pleasure. Explore unique shops and enjoy new culinary experiences in chef-driven restaurants. Welcome to the dynamic, productive core of Cool Springs—a lively, walkable place where people come to center themselves, circulate, connect, charge and re-charge, workday to evening, weekday to weekend.

BODY COPY/NEGATIVE TYPE: F GROTESK DEMI
SUBHEAD AS SHOWN: F GROTESK BOLD

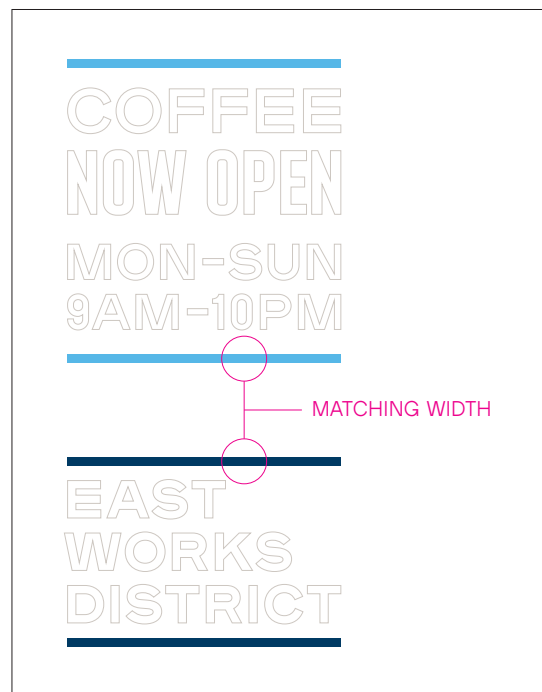
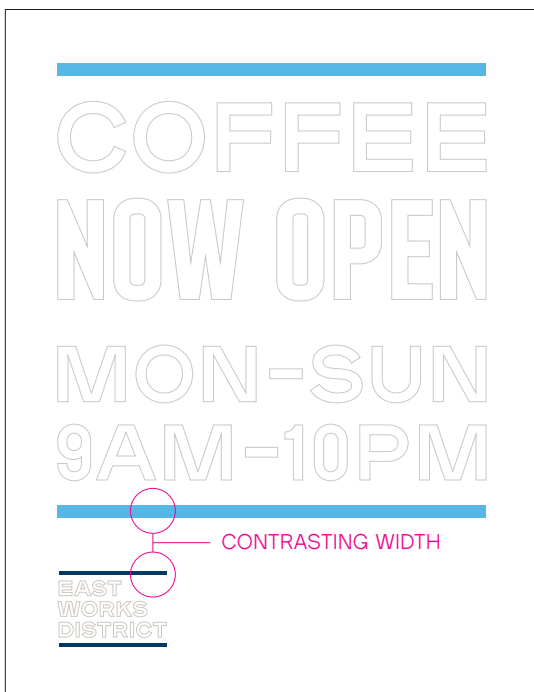
Center of Energy

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Display Type Treatment

Rules + Type

Rules can be added to the display text as a design element. If the logo is smaller than the display text the rules shouldn't match: make sure the width isn't uncomfortably close. If the logo width matches the display type then match the rule widths.



Display Type Treatment Examples

Here are some examples of the Display Type Treatment (there are more in the Sample Application pages). The primary and horizontal logos can both be used within the stacked treatments as long as the Clear Space rules are followed. Both rules and the horizontal logo can be used at 90° in tandem with horizontal rules.



Photography Style

Photography will reflect the brand pillars (Alive, Connective, Human, Real, Modern, Unaffected) by depicting human moments where people are connected to and truly inhabiting their environments. Faces should not be the focus of the photography. Images should not be overly styled. The images will distinguish themselves by reflecting the EWD color palette, with brown, teal and blue primary and splashes of green or orange secondary.



Sample Applications

* These photographs are for internal use as look and feel examples only. EWD does not own these images.

**COFFEE
NOW OPEN**

**MON-SUN
9AM-10PM**

**EAST
WORKS
DISTRICT**

3 300-325

2 200-225


1 100-125

G 600-615

B PARK

**EAST
WORKS
DISTRICT**

EAST WORKS DISTRICT



**CENTERED &
CONNECTED**

OFFICE SPACE & WORKPLACES

SMALL TOWN CONNECTION | BIG CITY MAGIC

EAST WORKS DISTRICT

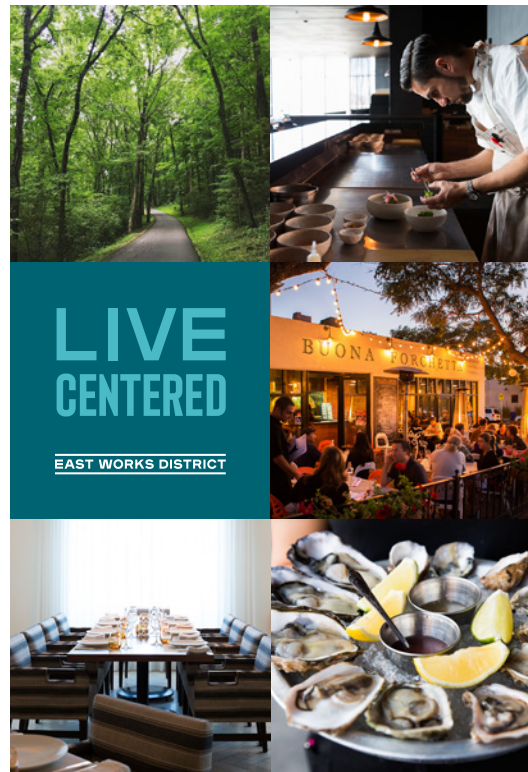
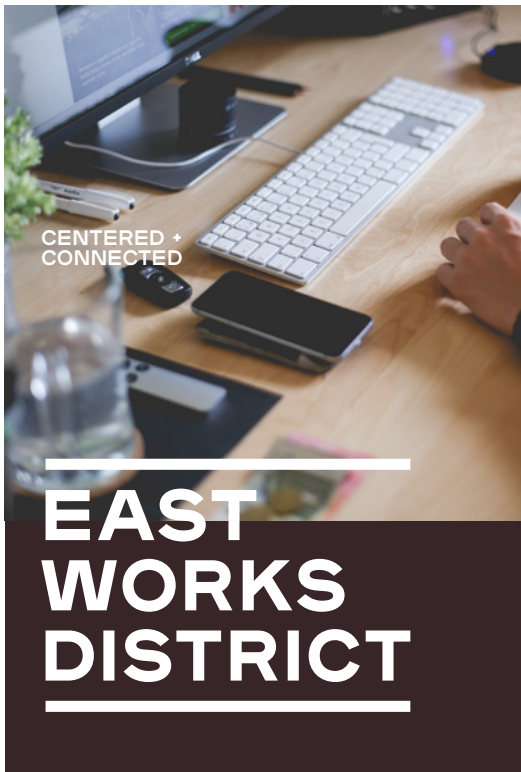
Sample Applications

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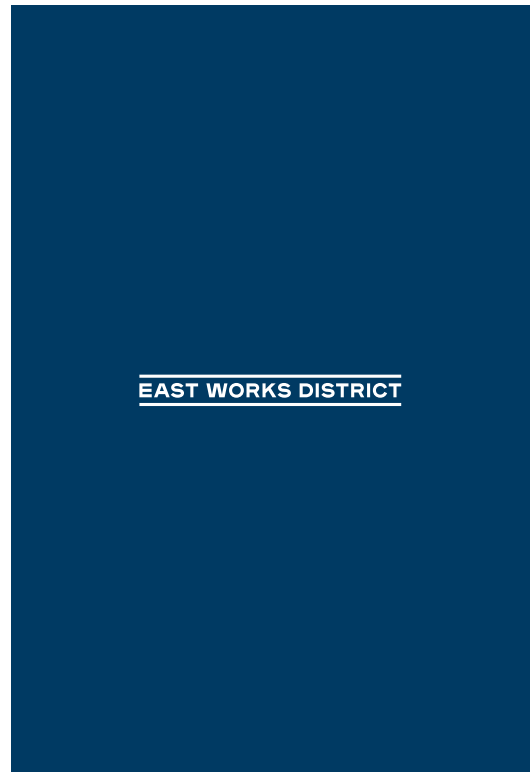
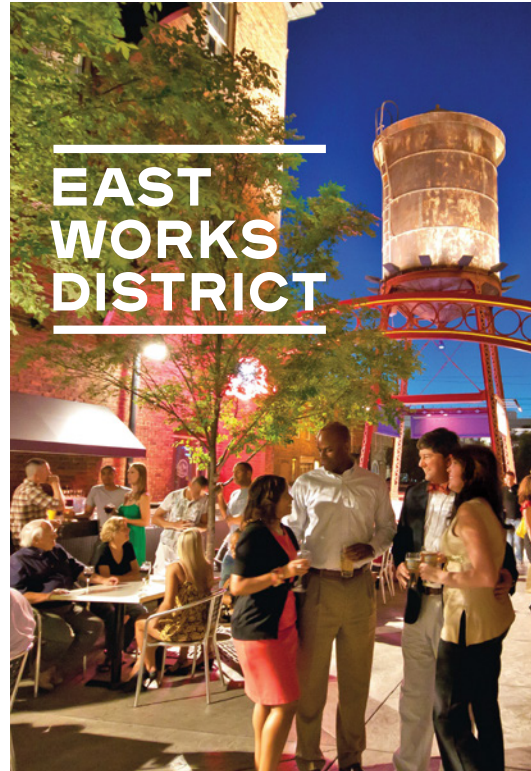
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Sample Applications



Applications



Sample Applications



Sample Applications





Sample Applications





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