



**Visual Identity System  
& Brand Guidelines**

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# Brand Strategy & Messaging

**Brand Position**

*The Brand Position is the focused creative concept upon which the Galleria brand is built, the DNA of the brand. The brand position should be an internal guidepost, not an external message.*

**A Working Hub-Urb**

A hub-urb is a former suburb that has developed into a “hub” in its own right—a gathering place and community heart with a core of activity typically centered on transit or retail.

At Galleria, the hub-urb comes to life for the first time ever in a modern, business-centric way as a **Working Hub-Urb**.

A place that connects rather than corrals people into single-path trajectories.

Where work is awakened and people open their eyes, raise their heads, and are energized by an experience designed to gently jostle them from their patterns.

And the destiny of the Cumberland (sub)market as a corporate all-star is fulfilled, bringing Galleria full circle to be a first-of-its-kind, prestigious office experience once again.

**Brand Methodology**

*Brand Methodology is the thoughtful and strategic action that defines the path to building the Galleria brand.*

**Agile Community Building**

While agile project management is an ethos of short-burst activity that results in MVPs that are tested and iterated upon, incorporating the feedback of real people, for Galleria, it’s a philosophy purpose-built for a Working Hub-Urb: A mental model of iteration, listening and response that tracks with the changing face of work and the changing needs of workforces.

**Brand Pillars**

*Brand Pillars are the central ideas, the legs of the table upon which the Galleria brand stands. Decisions made in marketing, experiences and other executions should be measured against these Pillars.*

**Purposeful**

Made for work, for humans, and for making the many hours and days passed in employed productivity better, brighter and more doable.

**Connective**

Designed to gently nudge people together—eyes up, senses engaged—toward interacting and enjoying the energy that comes from being in the presence of paths crossing and ideas sparking.

**Modern & Constructive**

Not trendy or self-absorbedly on the cusp. Cool, but moreover relevant, smartly conceived for what’s important to companies today with a clear directive to anticipate meeting tomorrow’s needs.

**Alive**

Dynamic and iteratively experimental. Drawing energy from feedback, growing in small but meaningful ways and possessed of both energy and rest (as all life is).

## External Messaging—Magic Paragraph

There is a super-productive secret plugging away in plain sight at the nexus of I-75 and I-285 north of downtown Atlanta. Just out of earshot of the summer sports crowd, in the heart of the city's vibrant northern arc, **Galleria** is a place where for decades the South's Fortune 500 have unequivocally, unceasingly *gotten work done*. From cubicles and corner offices to open concepts, breakout rooms and communal town halls, this collection of buildings has clocked in through every new tech, trend, twist and turn of the last few decades. Today, Galleria is coming of age alongside the modern office itself, becoming a new type of place purpose-made to support the health and everyday needs of the modern office worker. **Work works here.** But it also *plays*. *Work connects* here. And it *recharges*, it *hustles*, and it *thrives*. Here, work is *awakened* and workers open their eyes, raise their heads and are energized by an amenity-rich experience that fulfills its destiny as a corporate all-star. Welcome to a modern office hub made for making hours passed in productivity better and brighter; where work works today, tomorrow and for the future.

*A comprehensive description of the Galleria property and brand, the Magic Paragraph is boilerplate copy intended for use in marketing and PR for all target audiences. It may be used in any external-facing material, from print to web.*

*The Magic Paragraph tells the vision, purpose and relevance of the Galleria story. It states the benefits and needs the brand fulfills for the target audience.*

## External Messaging—Elevator Pitch

Just out of earshot of the summer sports crowd, in the heart of Atlanta's vibrant northern arc, **Galleria** brings a new type of modern workplace to life, one purpose-made to support the productivity, health and everyday needs of the modern office worker. **Work works here**, and so do Atlanta's best and brightest organizations.

*The Elevator Pitch is a compelling and short-yet-succinct description of the Galleria brand intended for both internal- and external-facing audiences.*

*The Galleria tagline(s) sum up the brand's positioning and identity into a series of memorable lines that encapsulate the Galleria experience. Any one of these lines may be used as it best applies, or the entire series of lines may be used together.*

*The Galleria tagline is both internal- and external-facing.*

**work works here.**  
work plays here.  
work hustles here.  
work recharges here.  
work refuels here.  
work connects here.  
work sweats here.  
work reflects here.  
work thrives here.

## Visual Identity System & Guidelines



The Galleria logo is the primary signifier of the brand. The horizontal version of the Galleria logo is shown here. It consists of the symbol (left) and the logotype (right). This version may be used turned 90° on applications as a design option. Do not use at an angle or upside down.

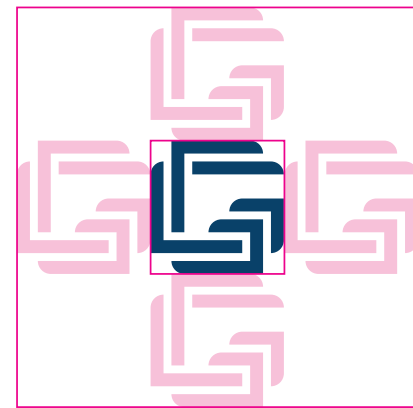
When used vertically, rotate the logo so that the symbol is at the bottom instead of rotating it so that the symbol is on top. Limiting the orientation of the logo in this way will create consistency and balance.



The Galleria logo is the primary signifier of the brand. The stacked version of the Galleria logo is shown here. It consists of the symbol (top) and the logotype (bottom).



The Galleria symbol should be used in applications in which the Galleria logo has already been used at least once. The symbol alone may be used on the property as there is an assumption that the full logo would have been seen and the symbol alone would be recognizable.



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



For promotional items and some other applications, a live area may be provided by a vendor. There is an instinct to maximize the logo's size within the space provided, but question that tendency: sometimes a smaller or judiciously placed logo can feel more crafted and bespoke.



# Galleria



The Spaces In Between is a concept that shows how people work and interact within Galleria. For some limited and judicious high-end uses, the logotype may be used without the symbol (or pulled apart and following the rules on the previous page) with space created in between the two 'L' letterforms. This space can hold imagery or create negative space to show human interaction. Keep all letterforms on the same baseline.

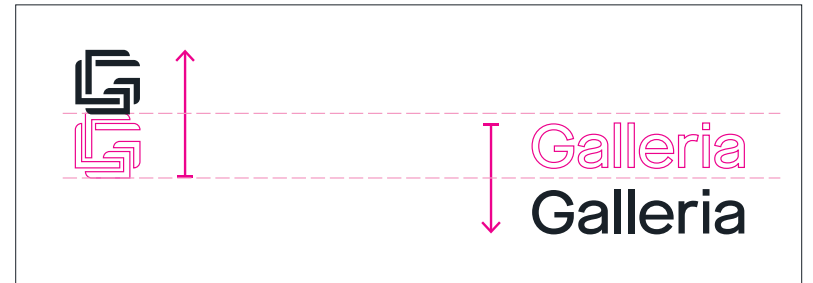
## Galleria

These rectangles denote one surface of an application, whether a document or a wall.



DO NOT

Do not change the horizontal orientation of the symbol and logotype. Keep the symbol and the logotype on the same plane.



Do not change the size relationship of the elements. Scale the symbol and the logotype as a unit.



For some limited applications, the symbol and logotype may be pulled away from each other as long as they maintain the same relationship horizontally and in size.



**Galleria Dark Grey**  
 Pantone 433  
 C80 M69 Y58 K68  
 R23 G35 B42  
 17232A



**Galleria Dark Blue**  
 Pantone 7694  
 C100 M77 Y34 K21  
 R12 G66 B106  
 0C426A



**Galleria Dark Orange**  
 Pantone 2349  
 C13 M92 Y100 K4  
 R205 G57 B39  
 CD3927



**Galleria Dark Red**  
 Pantone 1955  
 C9 M100 Y54 K43  
 R141 G0 B52  
 8D0034



**Galleria Grey**  
 Pantone 431  
 C67 M52 Y44 K17  
 R91 G103 B113  
 5B6771



**Galleria Blue**  
 Pantone 7690  
 C93 M47 Y14 K1  
 R0 G117 B169  
 0075A6



**Galleria Orange**  
 Pantone 158  
 C3 M66 Y99 K0  
 R236 G118 B37  
 EC7625



**Galleria Red**  
 Pantone 185  
 C2 M100 Y92 K0  
 R232 G29 B45  
 E81D2D



**Galleria Light Grey**  
 Pantone 429  
 C38 M27 Y27 K0  
 R163 G170 B173  
 A3AAAD



**Galleria Light Blue**  
 Pantone 2141  
 C49 M9 Y0 K0  
 R120 G192 B235  
 78C0EB

**Color Combinations**

**Galleria Neutral Grey Colorway**



**Galleria Cool Blue Colorway**



**Galleria Warm Orange Colorway**



**Galleria Warm Red Colorway**



Color is a primary signifier of the Galleria brand, and is crucial in establishing the look and feel of the brand. Used consistently and correctly, this color palette will build brand recognition. Always use the color breakdowns provided to create and maintain a consistent appearance across all visual communication and across various media types and materials.

Four colorways comprise the color palette for the Galleria brand: Grey, Blue, Orange and Red. Minimize using all these colors together and use one colorway at a time. The Orange and Red colorways (the warm colors) may be used together or separately, but not interchangeably (using Galleria Orange with Galleria Dark Red instead of Galleria Red, for instance.)

Galleria Dark Blue



White



Galleria Dark Grey



There are three primary color variations for the Galleria logo: Dark Blue, Dark Grey and White. These colors are the only colors provided for use, and no other color variations of the logo should be created. A black version of the logo has been provided for applications that are entirely black and white, such as newspaper ads.



The logo should only be placed on solid fields of color from the color palette. The logo should be reversed to white out of the colors, except for the Galleria Light Grey (where the Dark Grey variation of the logo may be used) and Galleria Light Blue (where the Dark Blue version of the logo may be used).

Primary

Maison Neue Book

*Maison Neue Book Italic*

**Maison Neue Bold**

***Maison Neue Bold Italic***

Secondary

Maison Neue Light

*Maison Neue Light Italic*

**Maison Neue Medium**

***Maison Neue Medium Italic***

Maison Neue is the primary typeface for the Galleria brand. It is designed to have "...a stronger focus on optical criteria to create a distinct grotesque paying greater attention to harmony, rhythm and flow." It is both warm and humanistic as well as simple and clean.

The Book and Bold weights should be used for the majority of applications. Body copy should primarily be in the Book weight (for body copy on fields of color Medium may be a better choice as it may be less likely to break up at small sizes than the Book weight). When needed, Light and Medium may be used very intentionally to add variation for accents, pull quotes or captions.

Maison Neue may be purchased at [www.milieugrotesque.com](http://www.milieugrotesque.com).

Substitute (Microsoft PowerPoint and Microsoft Word)

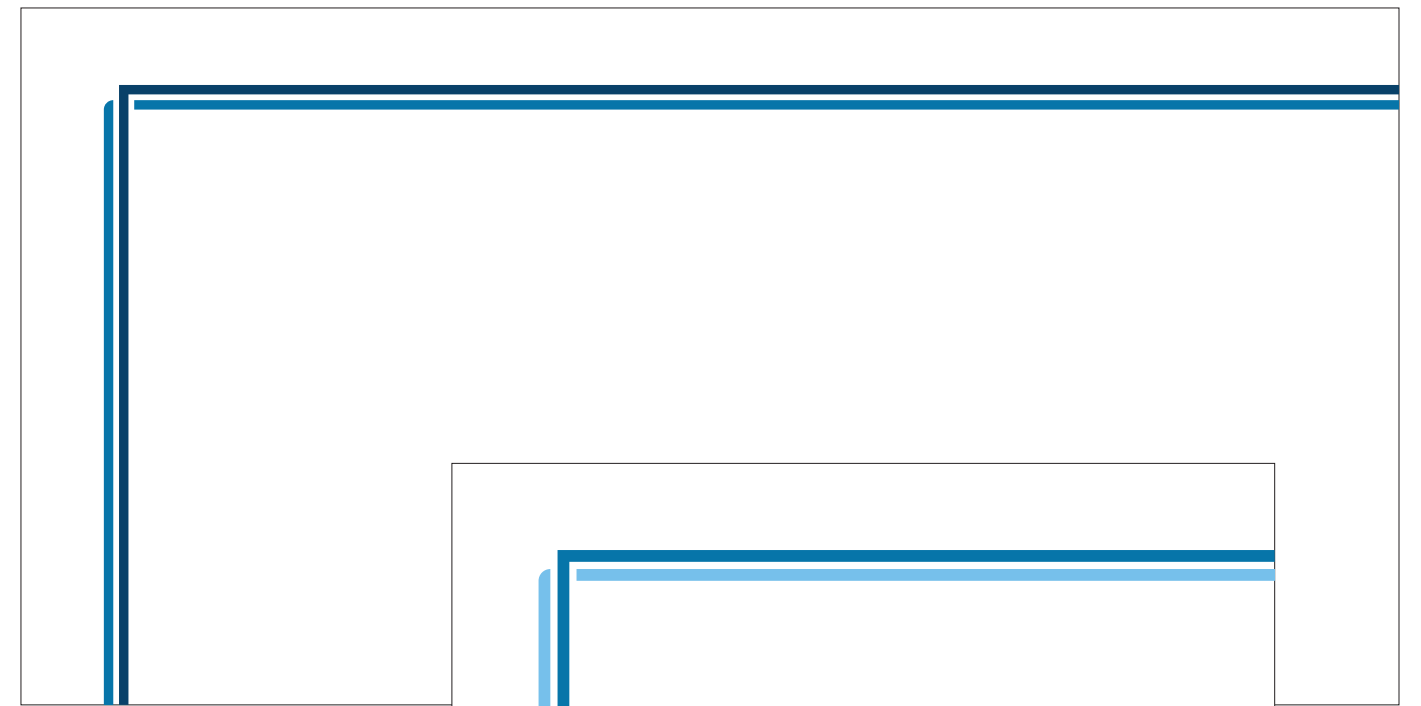
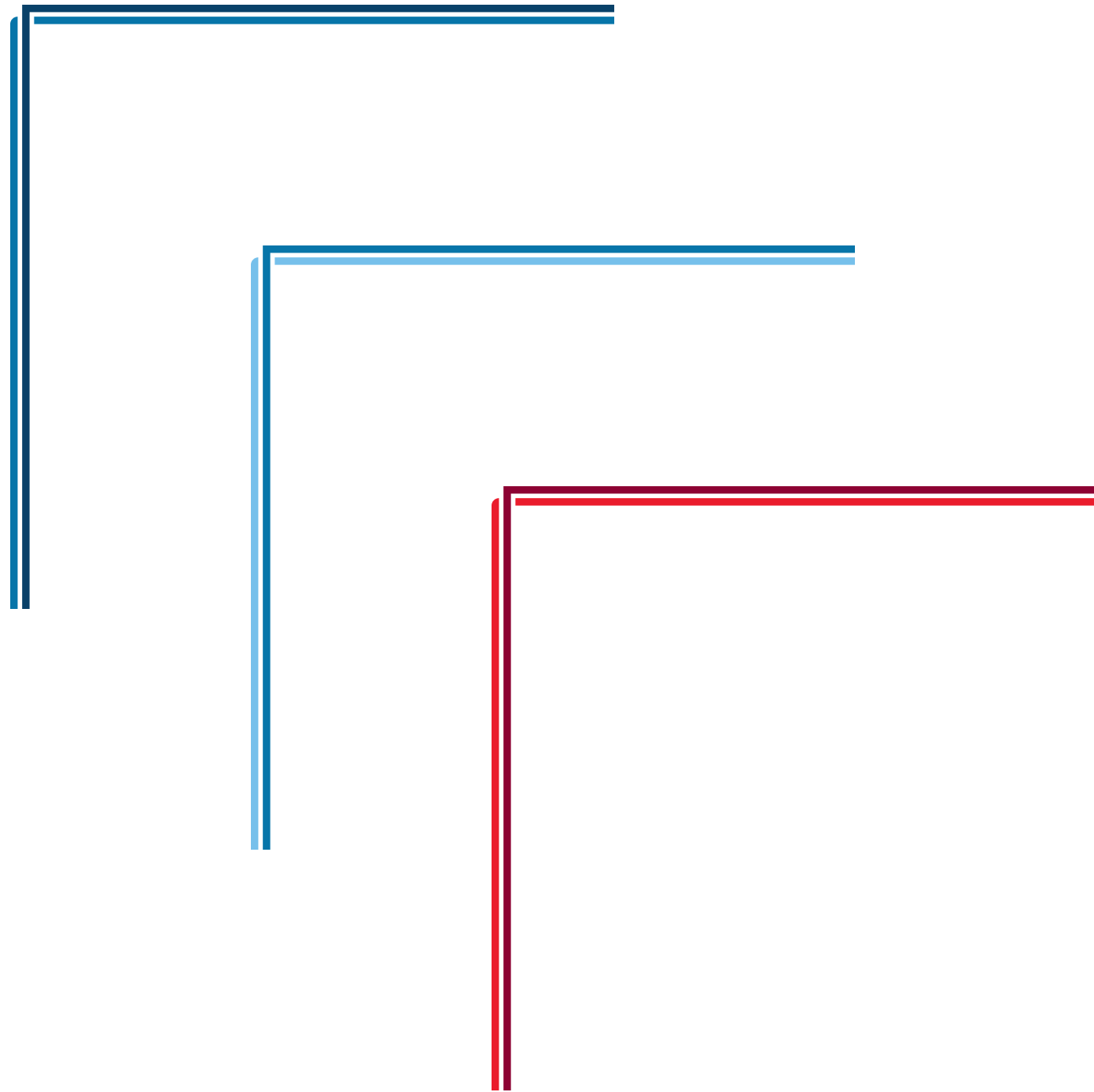
Arial Regular

*Arial Italic*

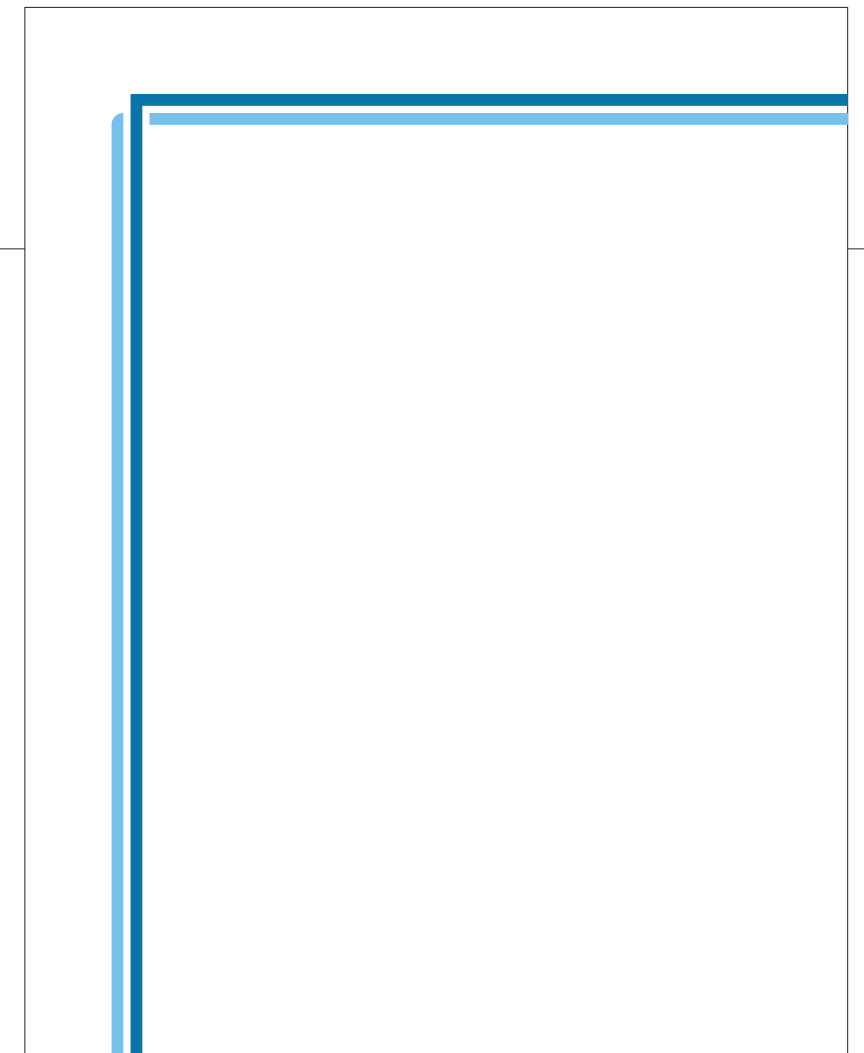
**Arial Bold**

***Arial Bold Italic***

For digital applications such as PowerPoint where a default typeface must be chosen, use Arial. For all print or web applications where Maison Neue can be used it should be used.



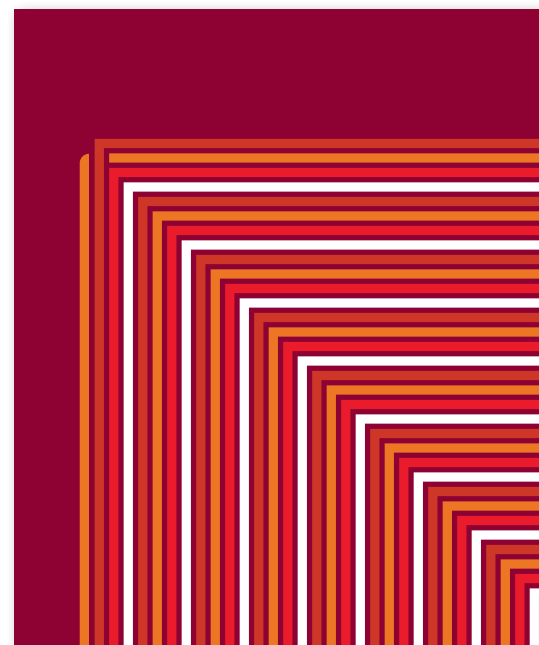
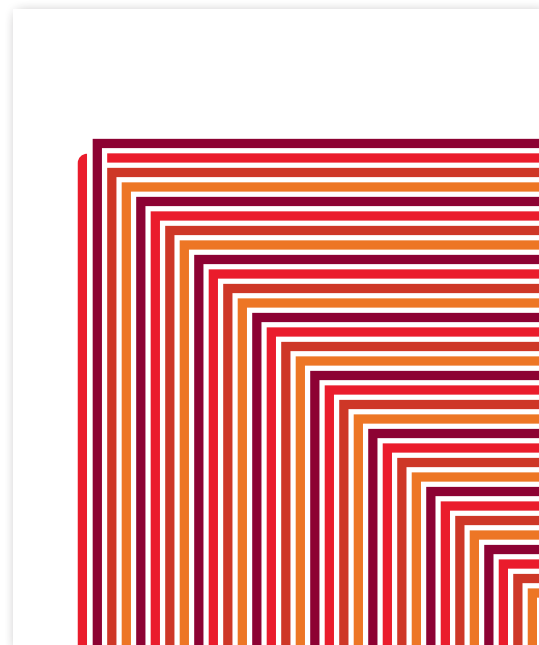
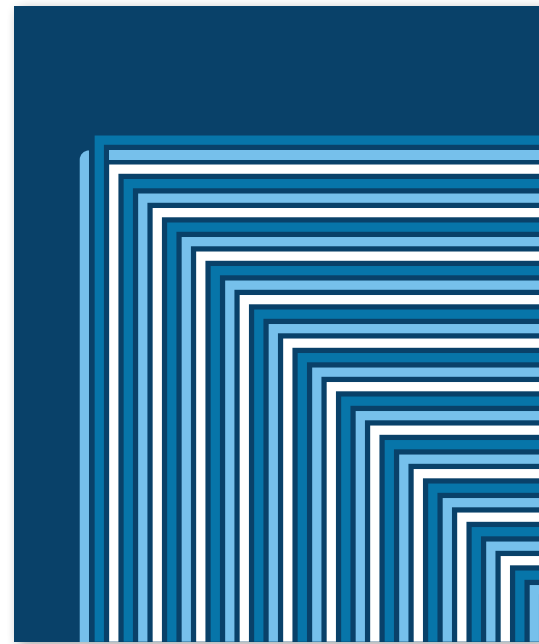
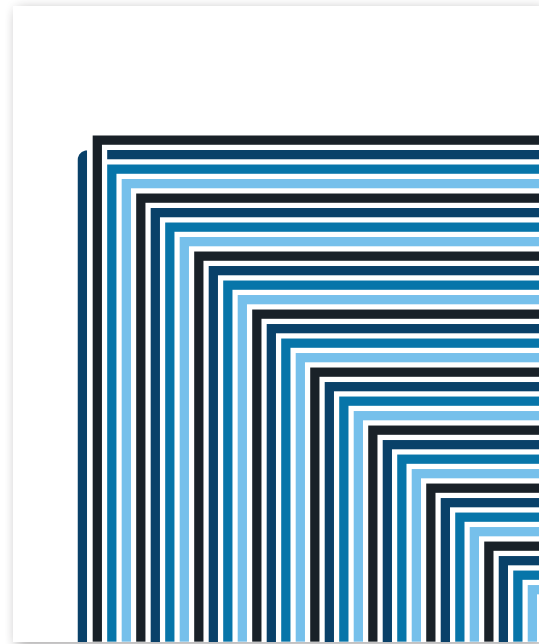
Wide Version



Standard Version

Two variations of design elements have been created for use in creating proprietary designs for the brand. This element is a frame, meant to accent photography or add visual interest to fields of color. Please see applications throughout these guidelines to see various ways these elements may be used.

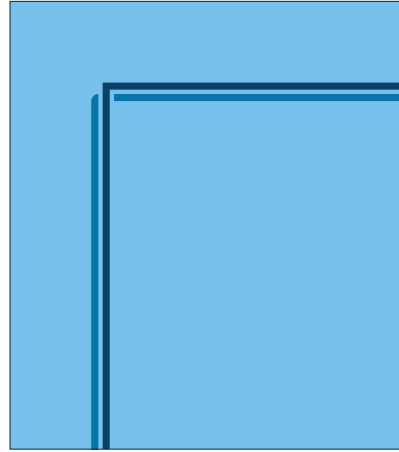
For each frame, a standard and a wide variation has been created for use.



Two variations of design elements have been created for use in creating proprietary designs for the brand. This element is the frame pattern. There are versions for use on white backgrounds (or light-colored photographic backgrounds) and light versions for use on dark backgrounds.



The white versions may be used on photography, either solid or with some transparency. The less opaque usage allows more of the photograph to be seen and is more subtle, while the solid version is more graphic and dynamic.



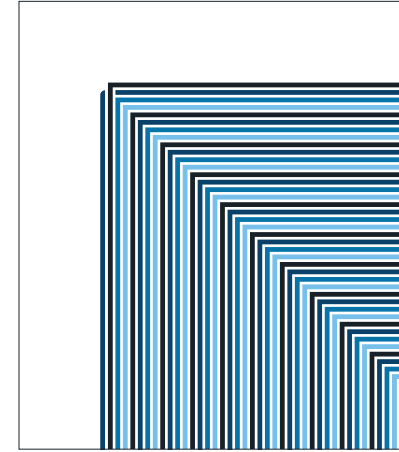
**Frame Blue A**  
Frame is Galleria Dark Blue + Galleria Medium Blue. It may be used on Galleria Light Blue, on white or on photography.



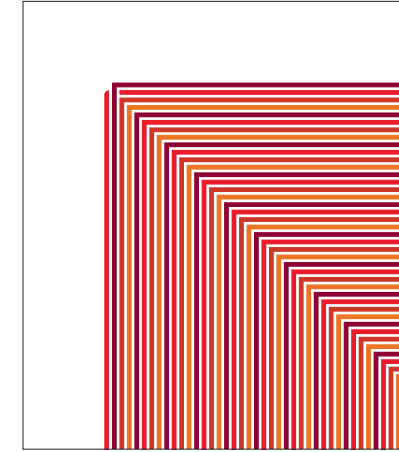
**Frame Grey A**  
Frame is Galleria Dark Grey + Galleria Medium Grey. It may be used on Galleria Light Grey, on white or on photography.



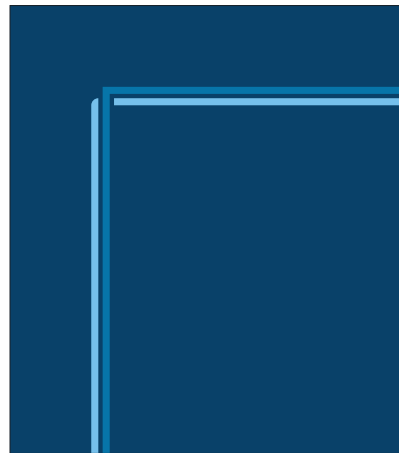
**Frame Orange**  
Frame is Galleria Dark Orange + Galleria Orange. It may be used on Galleria Dark Red, on white or on photography.



**Frame Pattern Cool A**  
This pattern consists of Galleria Dark Blue, Medium Blue + Light Blue. It may be used on white or on photography.



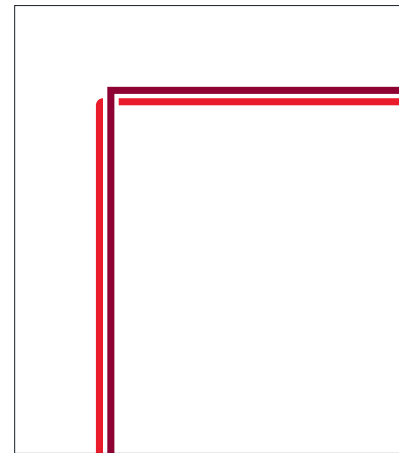
**Frame Pattern Warm A**  
This pattern consists of Galleria Dark Red and Galleria Red, plus Galleria Dark Orange and Galleria Orange. It may be used on white or on photography.



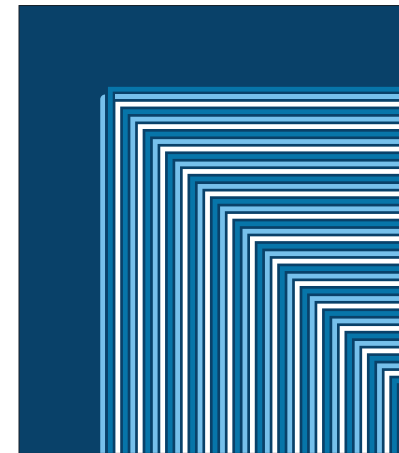
**Frame Blue B**  
Frame is Galleria Medium Blue + Galleria Light Blue. It may be used on Galleria Dark Blue, on white or on photography.



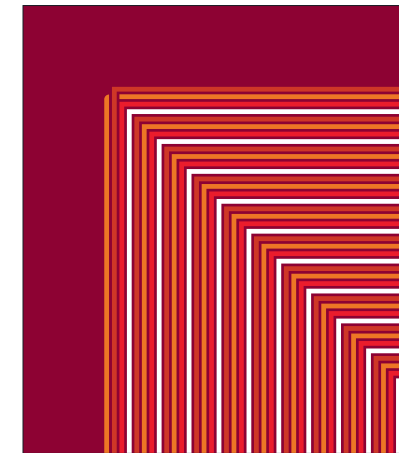
**Frame Grey B**  
Frame is Galleria Medium Grey + Galleria Light Grey. It may be used on Galleria Dark Grey, on white or on photography.



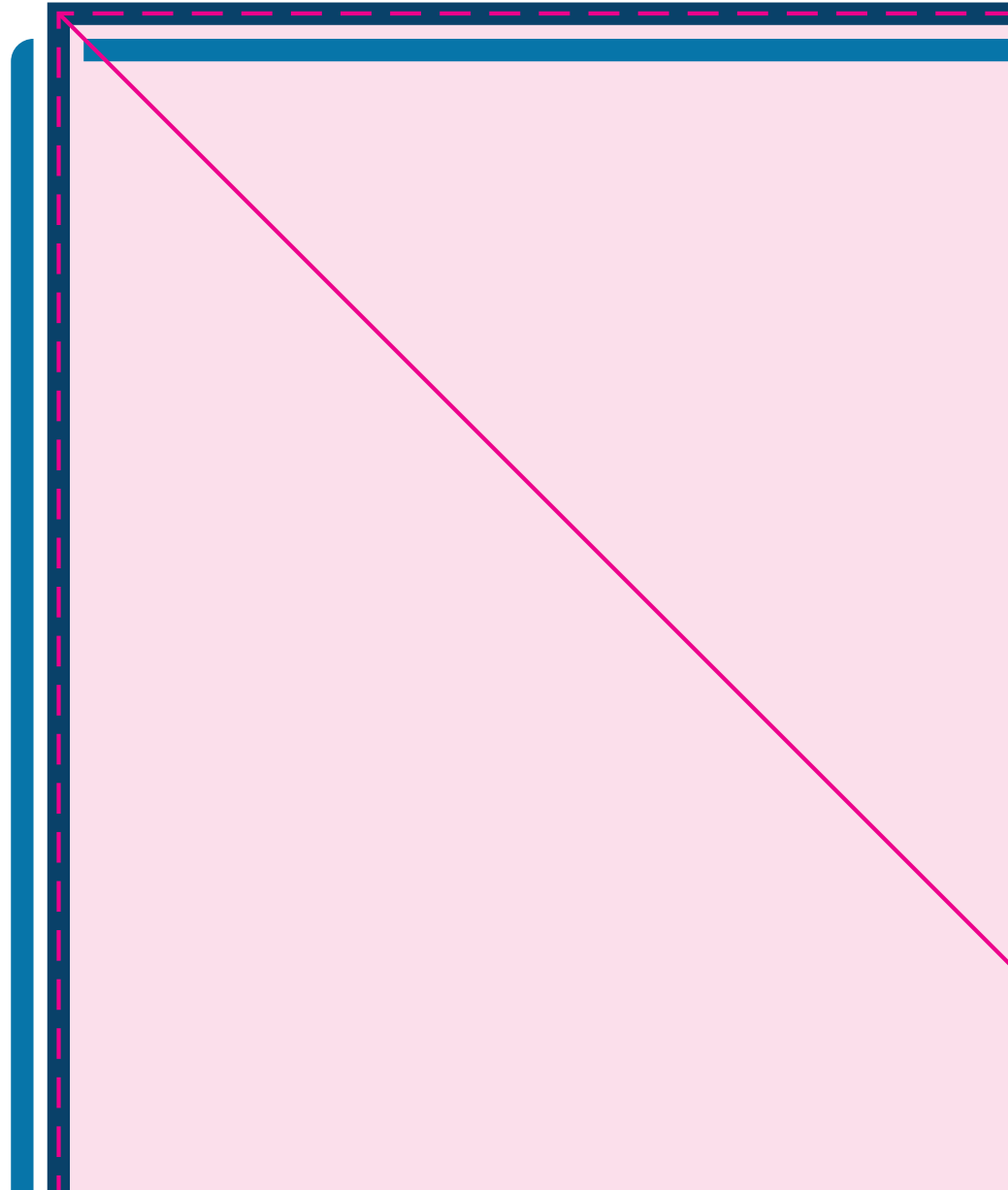
**Frame Red**  
Frame is Galleria Dark Red + Galleria Red. It may be used on white or on photography.



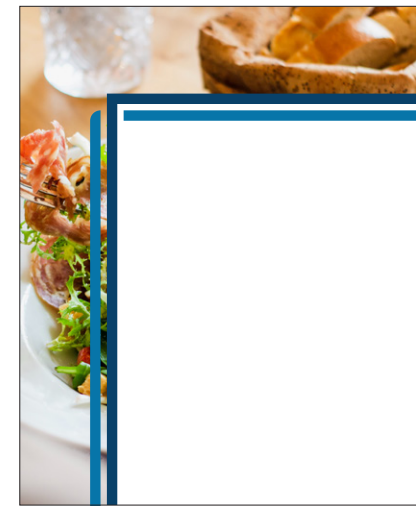
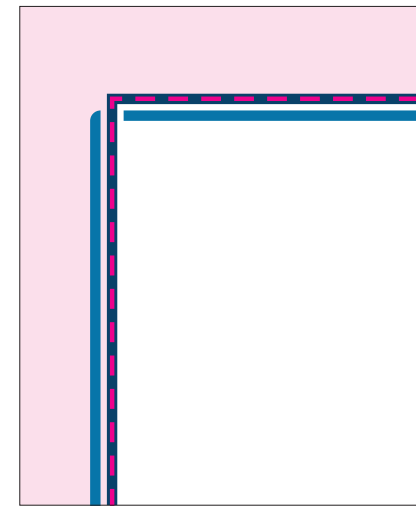
**Frame Pattern Cool B**  
This pattern consists of Galleria Medium Blue, Light Blue and white. It may be used with Galleria Dark Blue, on white or on photography.



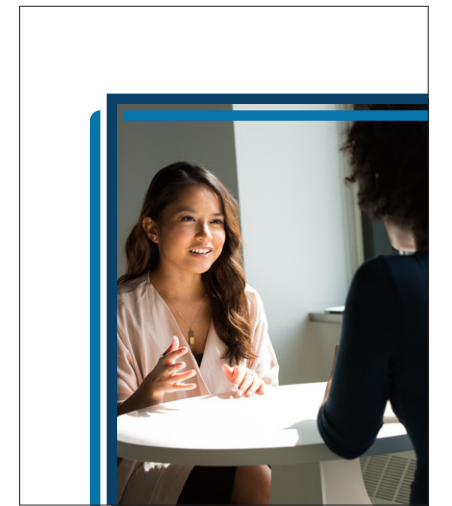
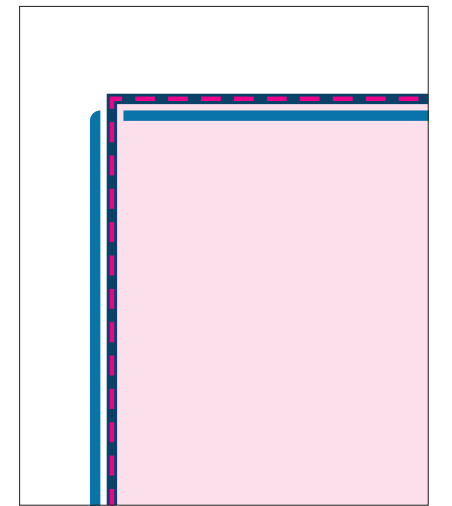
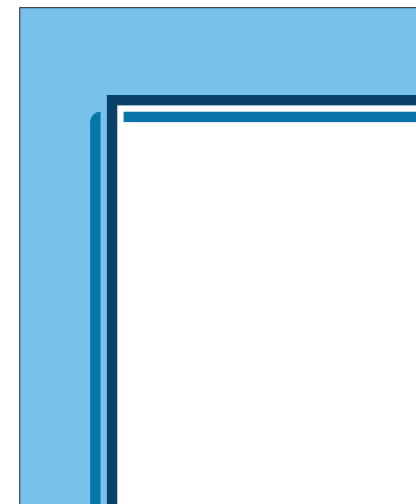
**Frame Pattern Warm B**  
This pattern consists of Galleria Dark Orange and Galleria Orange, plus Galleria Red and white. It may be used on Galleria Dark Red, on white or on photography.



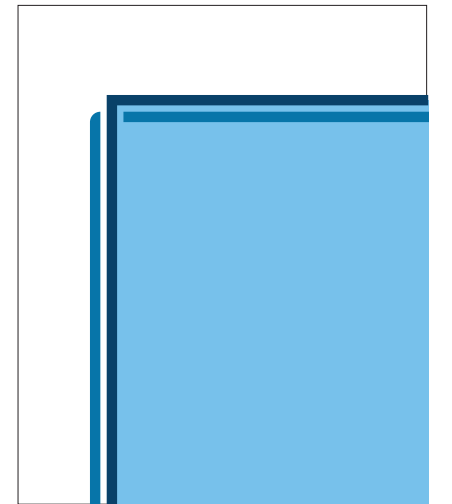
Images or fields of color should be aligned in the solid part of the frame device instead of the visually separated part. The outer part of the frame may be used in addition to the inner part as a device for color or for holding imagery.



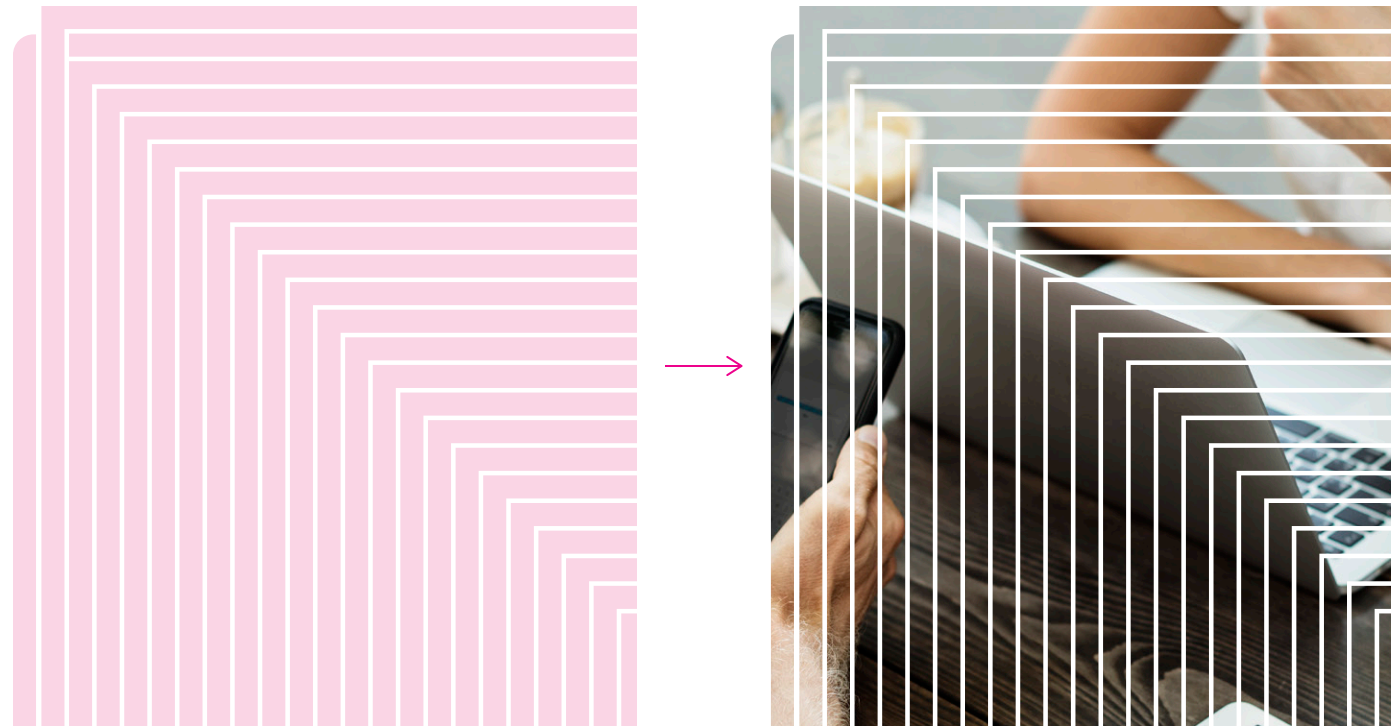
or



or







DO NOT

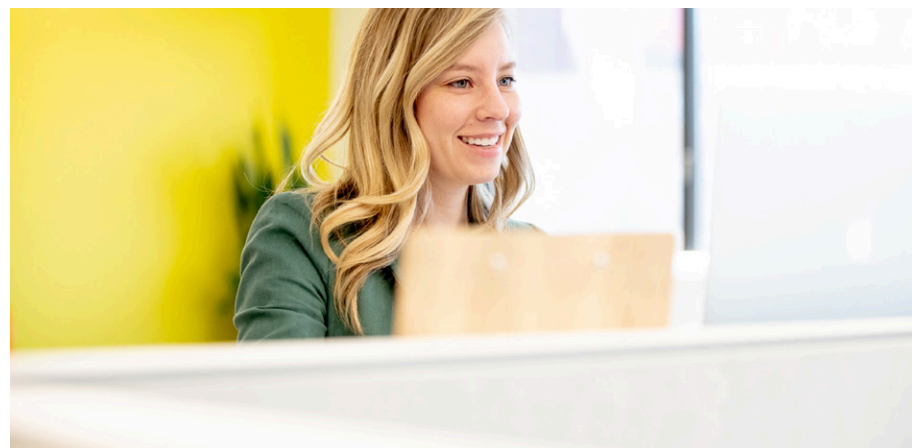


**Do not** use the regular frame pattern as a masking device. The spacing of the stripes creates an unpleasant vibrating effect: the mask version was created to avoid that.

A separate variation of the frame pattern has been created for use in masking photographs. It has been redrawn so that the spacing in between the stripes is smaller so more of the image may be seen. Use of this element needs designer software to accomplish.




Another pattern has been created based on different elements from the Galleria logo. The Monogram Pattern is meant to be used when more richness and complexity is required. It may also be used for environmental applications such as cement stamping.



Photography should reflect the brand pillars (Purposeful, Connective, Modern & Constructive and Alive) and show human moments where people are connected to and supported by Galleria. Faces should not be the focus of the photography so more people can identify with the people in the imagery. Images should not be overly posed or stiff, and subjects should avoid looking into the camera. The images should distinguish themselves by bringing in the Galleria color palette when possible and by using rich and tactile materials such as wood.

## Design Elements in Sample Applications

These sample applications are intended for internal use as examples to show the look-and-feel of the Galleria brand elements. *These are not finalized or print-ready designs.* Additionally, Galleria does not own the images used.



work  
works  
here

 Galleria

A close-up photograph of a person's hands holding a clear glass filled with iced coffee. The coffee is topped with a layer of white foam and several ice cubes. A white straw is inserted into the drink. The person holding the glass is wearing a black watch on their left wrist. The background is a soft, out-of-focus blue-grey color.

work  
recharges  
here

 Galleria

A top-down photograph of a person sitting on a light-colored floor. The person is wearing a white long-sleeved shirt, blue denim jeans, and black sneakers with white laces. They are holding a large, multi-layered burger with both hands. The burger has a golden-brown bun, a beef patty, melted cheese, pickles, lettuce, tomato, onion, and a dollop of red sauce. The background is a plain, light-colored wall.

work  
refuels  
here

The logo for Galleria, consisting of a stylized 'G' icon made of three overlapping rectangular shapes.

**Galleria**



work  
sweats  
here

 Galleria

Directory 2022

 Galleria



Work works here

 Galleria



 Galleria



 Galleria

Work works here

 Galleria

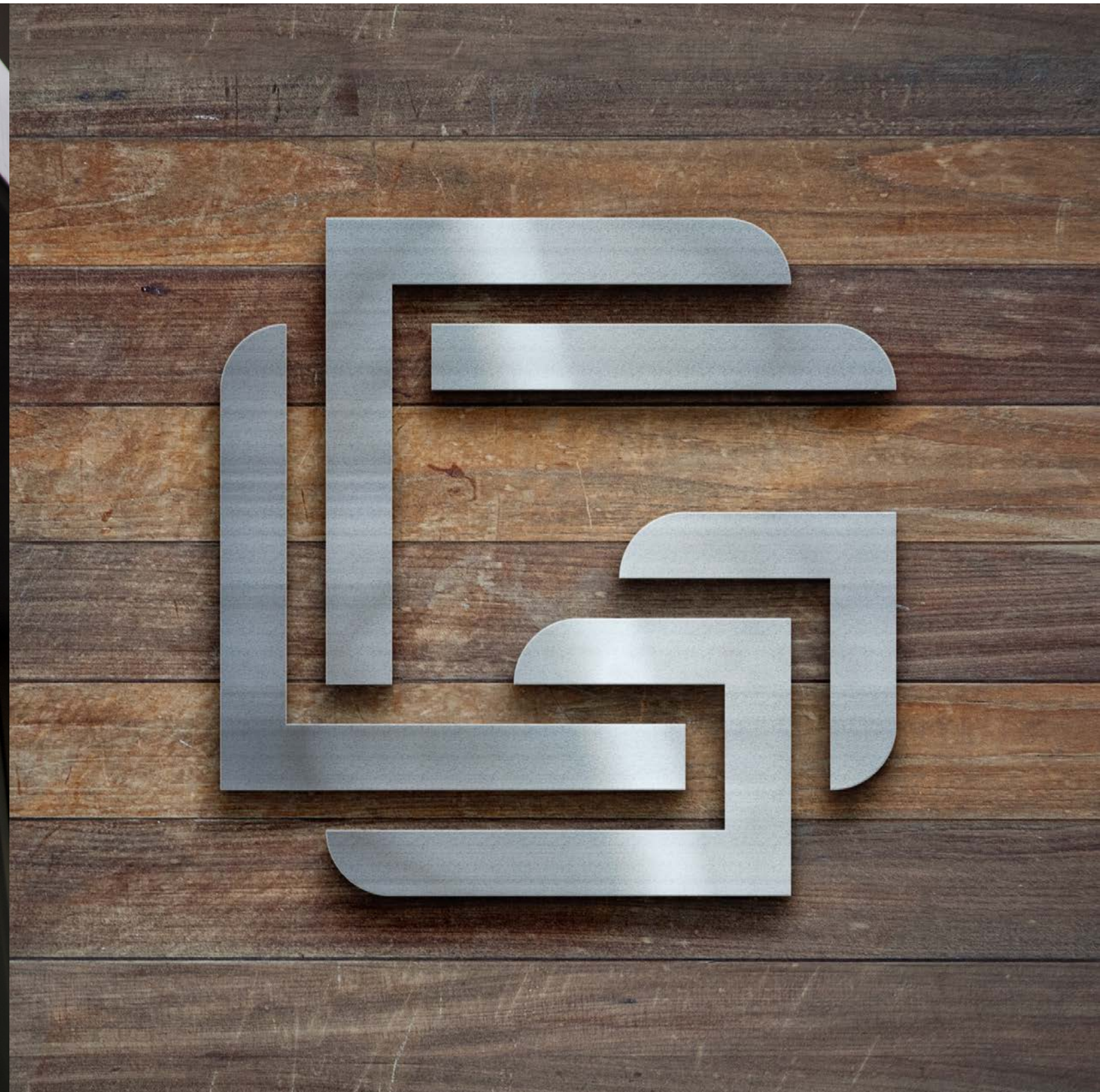
 Galleria

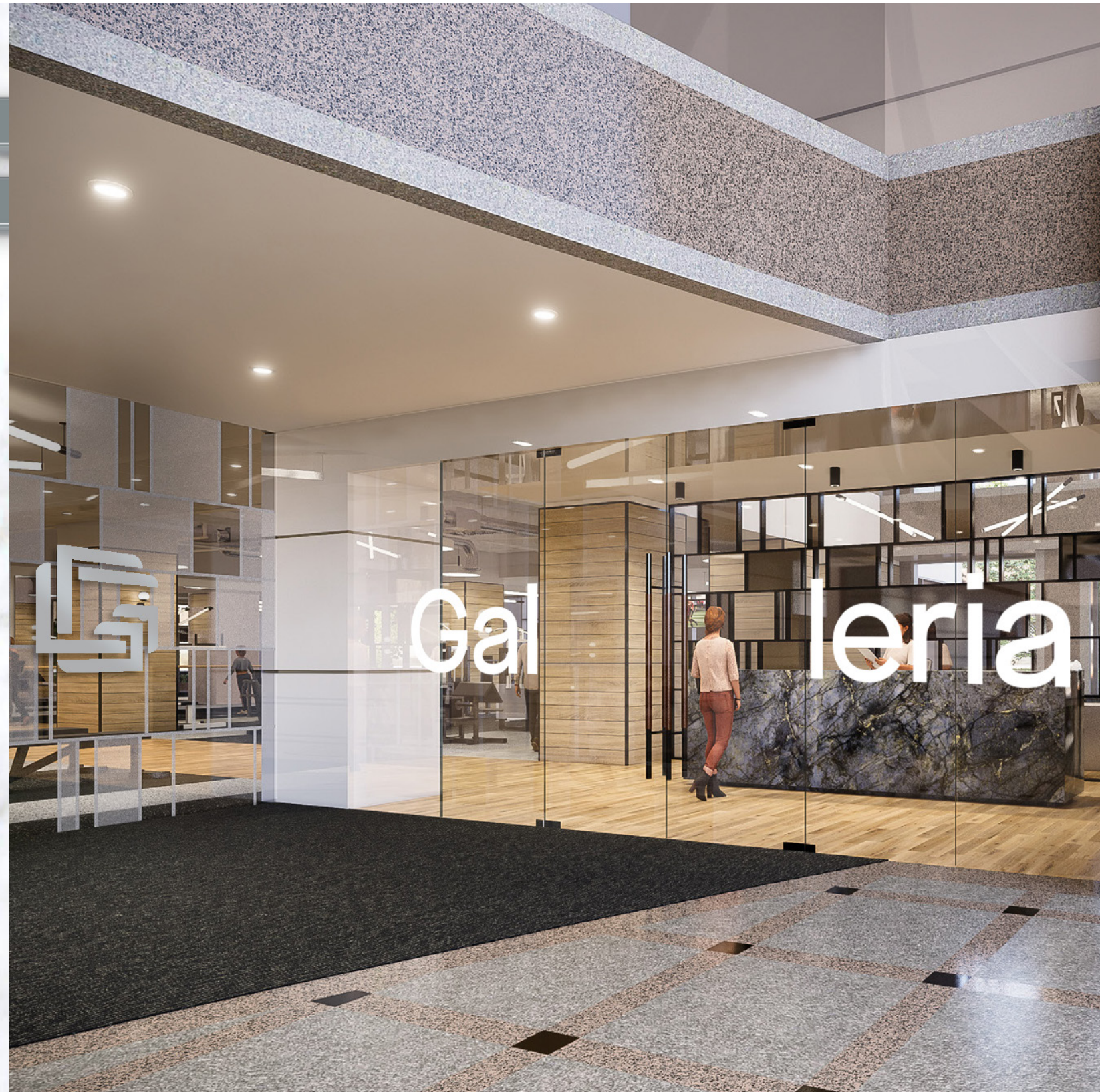






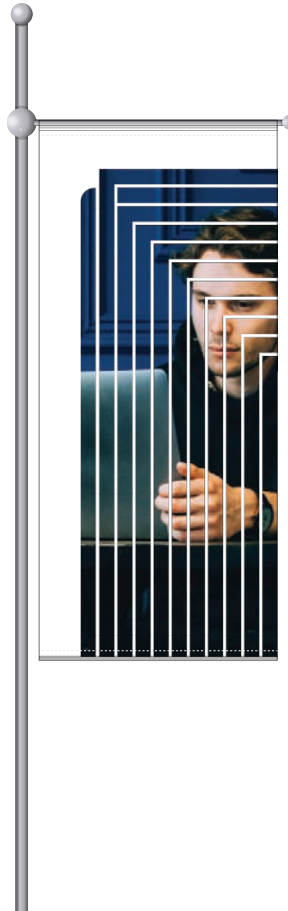


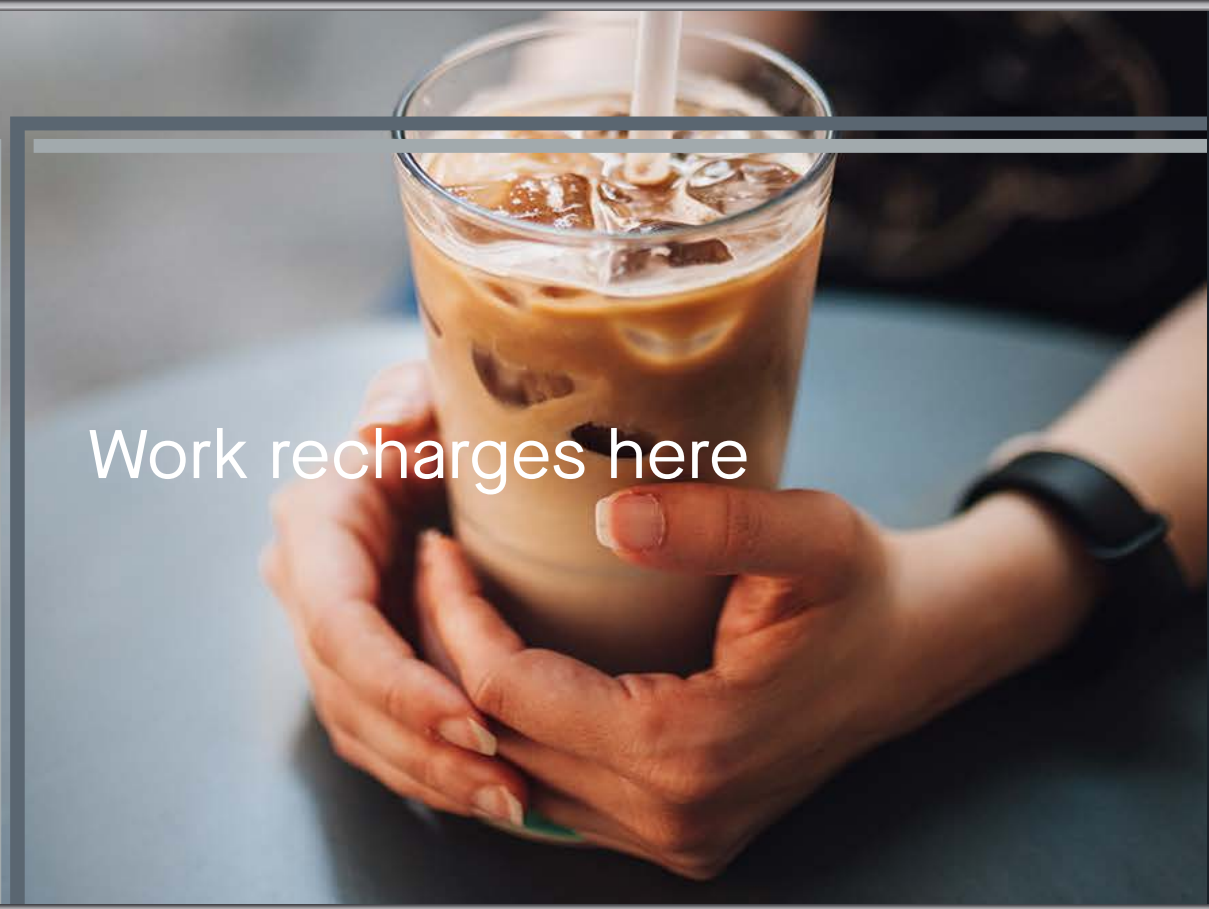












Work recharges here



Galleria



Work works here

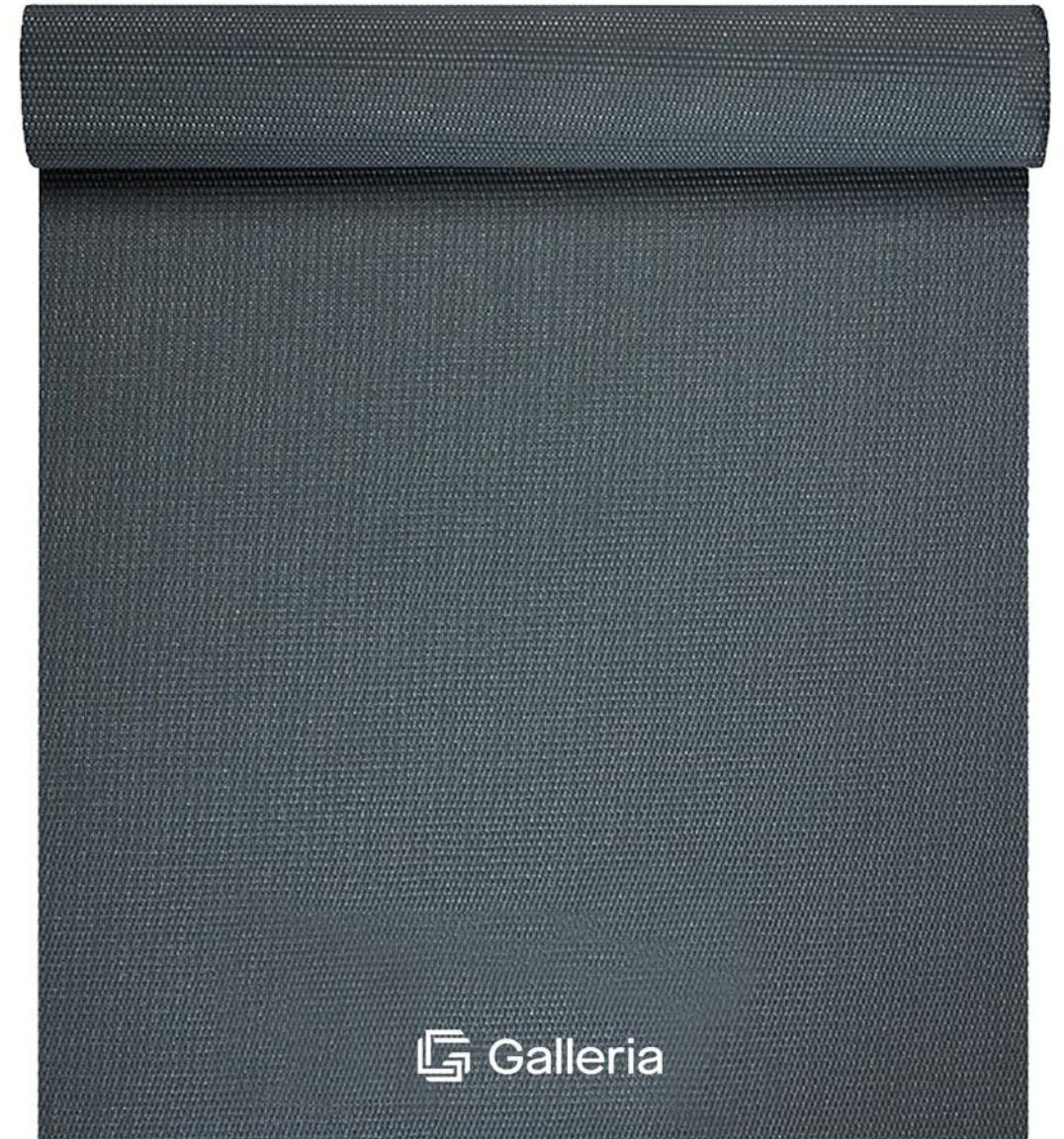
















## File Formats & Nomenclature

### Image File Formats

#### Raster Images

Raster images are pixel-based images that are resolution dependent (must be used at sizes with adequate pixel size), primarily photography and digital art. File formats that are raster images: JPG, GIF, PNG, TIFF, and PSD.

Files have been provided in JPG and PNG format. PNG files have transparency and are for digital uses only. JPG files are provided in CMYK (for printing) and in RGB (for digital).

#### Vector Images

Vector images are algorithm-based images that are resolution independent (can be endlessly scaled). Logo and other design elements are vector images.

Types of vector files: AI, EPS, and PDF. Files have been provided in all three of these formats. Third-party vendors such as designers and printers will prefer one format over another, so all three are provided. All AI, EPS, and PDF files are provided in both CMYK and RGB.

### Image Color Formats

#### CMYK

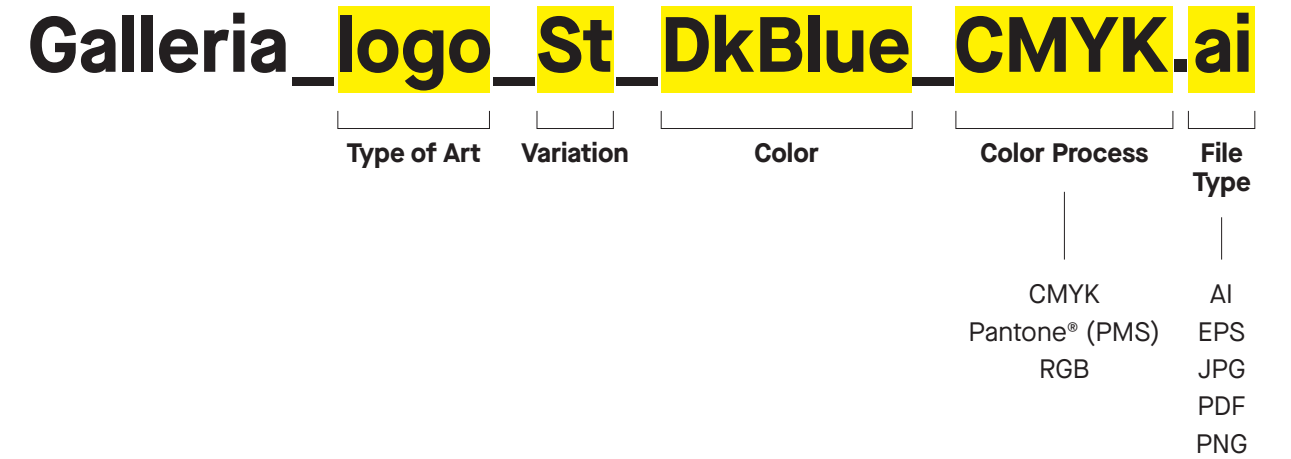
CMYK files are for printing, both for offset and digital. The acronym stands for Cyan, Magenta, Yellow and Key (Black) which are the four colors used in combination to create colors. CMYK process is pigment based.

#### Pantone® (PMS) Process

Pantone® printing takes precise mixes of ink to create an exact color. This is a more exact color match but each color used is a separate ink, so it can be more expensive.

#### RGB

Digital assets are provided in RGB for use in all digital applications (for web or for anything that lives on-screen). Red, Green and Blue are the three colors of light combined to make all colors. RGB process is light-based.



### Abbreviations in File Names

- CMYK** = See previous page
- DkBlue** = Dark Blue
- DkGrey** = Dark Grey
- H** = Horizontal
- PMS** = Pantone® / see previous page
- RGB** = See previous page
- St** = Stacked



**For More Information**



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