

November 2019

# BRAND STRATEGY & VISUAL IDENTITY STANDARDS



HIGH STREET

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# PART ONE DESIGN STRATEGY

## BRAND ESSENCE INTERNAL FACING

The brand essence is the central characteristic of a brand. It is an intangible attribute, and is both emotional and intuitive. With time, the brand essence will resonate with our audience as the essential feeling evoked when they hear our brand name, combining both the attributes and benefits of our brand.



## BRAND PILLARS

### INTERNAL FACING

These words define the legs of the table our brand stands upon and should guide decisions made in marketing, experiences and other executions as we bring the High Street brand to life.

#### SOPHISTICATION

Urbane and cultured, refined and subtle. Embodying the energy, activity and diversity of thought and ideas of a city, but not its crassness or chaos.

#### FLOW

Complex and more than meets the eye. Able to contain multitudes of experience – day to night, medium to high, analog and digital, functional and purely entertaining. Surprising and multidimensional.

#### REFUGE

Rejuvenating and enlivening, with a feeling of respite and the ability to truly, meaningfully recharge. Safe to explore and experience, no matter age, walk of life or home zip code.

#### MOVEMENT

Active and energizing. Always connecting, producing energy, feeding an internal, insatiable fire.

## MAGIC PARAGRAPH INTERNAL AND EXTERNAL FACING

The Magic Paragraph is a comprehensive yet succinct description of the High Street property and brand. It is boilerplate copy for marketing and PR purposes for all target audiences, from future tenants to lessees to the public in Dunwoody and Metro Atlanta. It may be used in the eventual breadth of materials, from print to web.

The focus of the Magic Paragraph is to tell the High Street story—its vision, purpose and relevance—and to voice the benefits and needs it fulfills for the individuals in our target audience.

### CHARGE YOUR SPIRIT

Thoughtfully designed around a pedestrian-friendly street grid, High Street Atlanta represents a convergence of commerce, culture and community, where lively days give way to sparkling nights. Here, in the heart of Central Perimeter’s booming commercial enclave, **High Street** will be a place to **charge your spirit**: to both unplug, buffered from the daily grind, and to plug in – to the energy of fresh culinary experiences and surprising retail therapy, to inspiration at every turn that fuels workdays and evenings, weekdays to weekends. A walkable, hospitality-infused destination that balances rest and replenishment with entertainment and engagement, High Street is alive with opportunity, forever changing the way we will live, work and connect in Central Perimeter.

## TAGLINE EXTERNAL FACING

The tagline is a succinct description of the messaging around High Street and its vision, and captures its primary point of difference. It can be used on its own in text applications for both internal and external audiences. Please see page 21 for tagline art and its usage.

CHARGE  
YOUR SPIRIT

# PART TWO DESIGN ELEMENTS



## LOGO/VERSIONS PRIMARY/STACKED

The High Street logo is the most important signifier of the brand. There are five total versions for use. This Primary/Stacked version should be the first choice.



**HIGH STREET**

**LOGO/VERSIONS**  
SECONDARY/  
HORIZONTAL

This Secondary/Horizontal version is intended for use when a horizontal logo works better in layout/application.



**LOGO/VERSIONS**  
SYMBOL DOMINANT

This Symbol Dominant version is intended for use when a better fit into a square space or application is desired.

**HIGH STREET**

## LOGO/VERSIONS

### SYMBOL ONLY

The Symbol Only version can be used in applications which are strongly High Street-branded or in a location where the Primary/Stacked, Horizontal and/or Symbol Only are otherwise visible.



## LOGO/VERSIONS

### LOGOTYPE ONLY

The Logotype Only version can be used in applications which are strongly High Street-branded or in a location where the Primary/Stacked, Horizontal and/or Symbol Only are otherwise visible.

**HIGH STREET**

## LOGO/VERSIONS COLOR OPTIONS

The logo versions are provided in three colors: STREET (see page 15 for the High Street Color Palette), reversed to white and black. The black versions should only be used in print applications that are fully black and white, and never for digital applications.

Primary/Stacked version in High Street STREET (Deep)



Primary/Stacked version reversed to white



Primary/Stacked version in black



## CLEAR SPACE

To preserve clarity, create a clear space around the logo. Do not allow any other type or any element to infringe upon the clear space as shown.

For the Primary and Secondary versions, the clear space should be equal to (or greater than) the relative height of the symbol within the logo.

For the Symbol Dominant and Symbol Only versions, the clear space should be equal to (or greater than) half of the relative height of the symbol within the logo.

For the Logotype Only version, the clear space should be equal to (or greater than) the relative height of the letter 'H' within the logo.

Primary/Stacked version



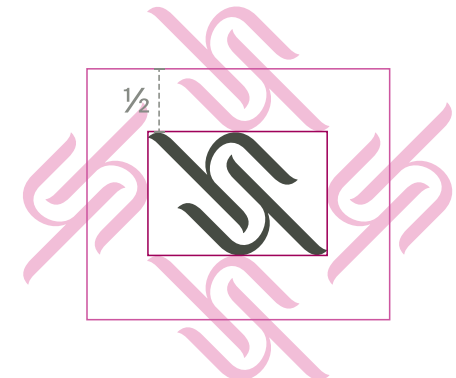
Symbol Dominant version



Secondary/Horizontal version



Symbol Only version



Logotype Only version



## COLOR PALETTE

The High Street color palette is comprised of two primary groups of colorways: “street” and “charge.” Each colorway consists of three tones of a single color that work together: a Deep, a Medium and a Light.

The Street colorway contains the primary neutrals for use in the High Street identity. The four Charge colorways are vibrant and rich. Four options are provided: Avocado, Sun, Sky and Bloom.

Never mix colorways from the Charge group in a single layout. For example, use one or all of the Sun colors instead of Sun Deep along with Bloom Light.

### Street Colorway



Pantone® **418**  
C38 M26 Y40 K69  
R86 G87 B76  
**56574C**



Pantone® **415**  
C22 M14 Y23 K38  
R146 G147 B136  
**929388**



Pantone® **413**  
C11 M6 Y14 K21  
R199 G198 B187  
**C7C6BB**

### Charge Colorways



Pantone® **2280**  
C61 M00 Y100 K55  
R72 G106 B36  
**486A24**



Pantone® **2277**  
C63 M00 Y97 K20  
R89 G148 B60  
**59943C**



Pantone® **2274**  
C15 M00 Y34 K00  
R217 G226 B180  
**D9E2B4**



Pantone® **126**  
C11 M31 Y100 K36  
R167 G134 B29  
**A7861D**



Pantone® **110**  
C02 M22 Y100 K08  
R219 G178 B22  
**DBB216**



Pantone® **7401**  
C00 M07 Y45 K00  
R248 G233 B190  
**F8E9BE**



Pantone® **7694**  
C100 M57 Y09 K45  
R15 G74 B112  
**0F4A70**



Pantone® **7690**  
C95 M41 Y10 K00  
R005 G127 B175  
**057FAF**



Pantone® **291**  
C35 M02 Y01 K00  
R161 G205 B234  
**A1CDEA**



Pantone® **676**  
C09 M100 Y14 K33  
R160 G29 B85  
**A01D55**



Pantone® **674**  
C16 M80 Y00 K00  
R196 G88 B153  
**C45899**



Pantone® **671**  
C02 M31 Y00 K00  
R229 G195 B216  
**E5C3D8**

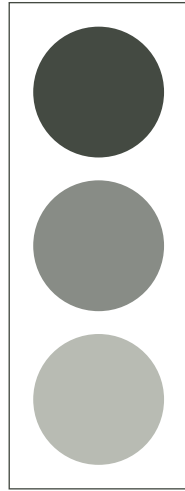


## COLOR PALETTE IN COMBINATION

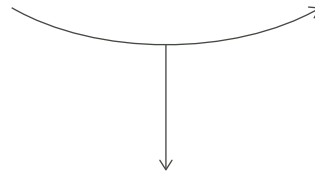
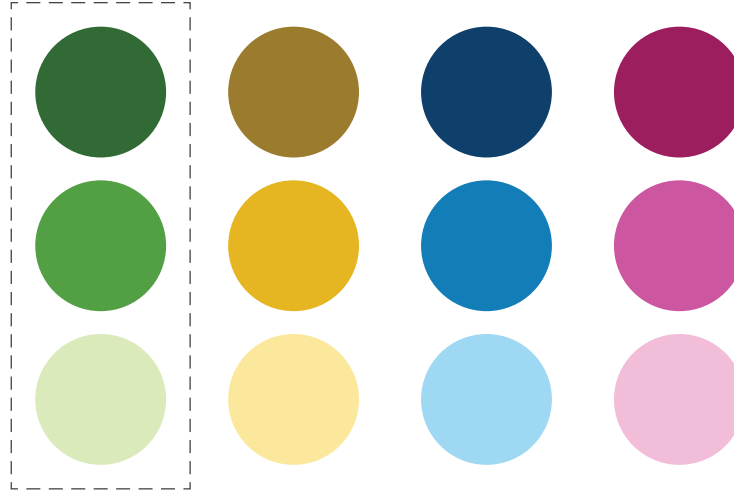
Each colorway has a triad of shades that can be used together for color blocking. It is recommended that in most layouts the street colorway and one colorway from the charge colors should be used together.

*Exception: colors from various colorways can live together **in text only** (not with fields of color) for infographics or color coding. See the Table of Contents as an example for this type of usage.*

### Street Colorway Primary neutral



### Charge Colorways Choose only one colorway per application



## TYPOGRAPHY PRIMARY

New Paris is a modern Didot-like typeface, described by the type foundry as being “...rooted in the tradition of the French modern faces as cut by the Didots in the late 18th and 19th century. As such, it is distinguished by a high contrast between thick and thin strokes.” New Paris Text (not New Paris Display) should be used for headlines: there is less disparity between thick and thin which helps with legibility.

New Paris Skyline is a sans serif typeface built to complement New Paris. According to the foundry, New Paris and New Paris Skyline “...share the same vertical proportions and can be combined harmoniously even within the same line.”

Buy New Paris and New Paris Skyline at [www.swisstypefaces.com/fonts/](http://www.swisstypefaces.com/fonts/).

### New Paris Text Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### New Paris Skyline Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### New Paris Skyline Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## TYPOGRAPHY BUILDING HEADLINES

Because these two typefaces are built to complement each other, they can be combined even within a single line. Using them in combination creates a cohesive and almost proprietary type treatment for headlines. The shift in typefaces within the line should complement and emphasize the meaning of the words.

Bringing in the darker tone for the New Paris typeface on white/light backgrounds or white on darker backgrounds in headlines creates further play on word emphasis.

### Headline Treatment

NEW PARIS SKYLINE  
AND NEW PARIS TEXT  
IN COMBINATION

### Headline Treatment

NEW PARIS SKYLINE  
AND NEW PARIS TEXT  
IN COMBINATION

## TYPOGRAPHY HEADLINE TREATMENT

When possible, turn headlines so that they run vertically with the beginning of the line at the bottom. The verticality of this proprietary type treatment is a nod to all the plays with height and perspective in the VIS.



## TYPOGRAPHY SECONDARY

New Paris and New Paris Skyline have too many idiosyncratic details and disparity in thicks and thins to be used at small sizes for body copy. Suisse International should be the workhorse typeface for the brand, used for body copy, subheads, emphasis and captions. Buy Suisse International at [www.swisstypefaces.com/fonts/](http://www.swisstypefaces.com/fonts/).

### Suisse International Regular

Imagine yourself in a place where shady nooks languish just around the corner from bustling thoroughfares in a convergence of commerce, culture and community where lively days give way to sparkling nights. High Street will be such a place: A destination that proves that life at the heart of Atlanta's Perimeter can hold within it the character of a city and the soul of a sanctuary, connecting people to each other and to the inspired vibe of Atlanta's core. Here, in the midst of Central Perimeter's booming commercial enclave, will be a place to charge your spirit: to both unplug, buffered from the daily grind, and to plug in – to the energy of fresh culinary experiences and surprising retail therapy; to community and culture igniting; to sparks of inspiration that fuel workdays and evenings, weekdays to weekends. A walkable, everyday amenity-rich environment that offers rest and replenishment alongside entertainment and engagement, High Street is alive with opportunity, forever changing the way we will live, work and connect in Central Perimeter.

### Emphasis and Subheads: Suisse International Bold

Imagine yourself in a place where shady nooks languish just around the corner from bustling thoroughfares in a convergence of commerce, culture and community where lively days give way to sparkling nights. **High Street will be such a place: A destination that proves that life at the heart of Atlanta's Perimeter can hold within it the character of a city and the soul of a sanctuary, connecting people to each other and to the inspired vibe of Atlanta's core.** Here, in the midst of Central Perimeter's booming commercial enclave, will be a place to **charge your spirit:** to both unplug, buffered from the daily grind, and to plug in – to the energy of fresh culinary experiences and surprising retail therapy; to community and culture igniting; to sparks of inspiration that fuel workdays and evenings, weekdays to weekends. A walkable, everyday amenity-rich environment that offers rest and replenishment alongside entertainment and engagement, High Street is alive with opportunity, forever changing the way we will live, work and connect in Central Perimeter.

**TAGLINE ARTWORK**

The High Street Tagline is provided as art in both a horizontal version and a stacked version, in both positive and negative versions. Use the art as provided and do not replace with text.

For smaller applications where the thicks and thins of the New Paris serif typeface become hard to read, use the small-use version made up of a heavier weight of the New Paris Skyline typeface. It is also provided in positive and negative versions.

**Primary Version—Positive**

CHARGE  
YOUR SPIRIT

CHARGE YOUR SPIRIT

**Small Use Version—Positive**

CHARGE YOUR SPIRIT

**Primary Version—Negative**

CHARGE  
YOUR SPIRIT

CHARGE YOUR SPIRIT

**Small Use Version—Negative**

CHARGE YOUR SPIRIT

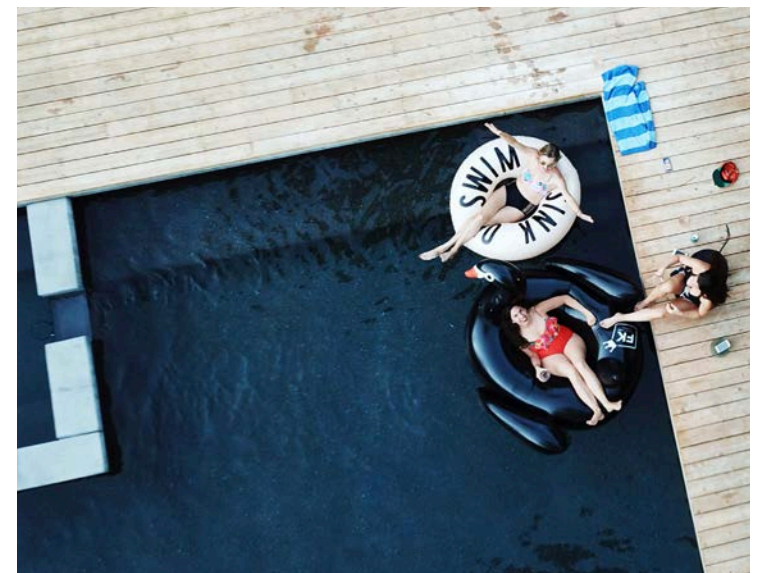
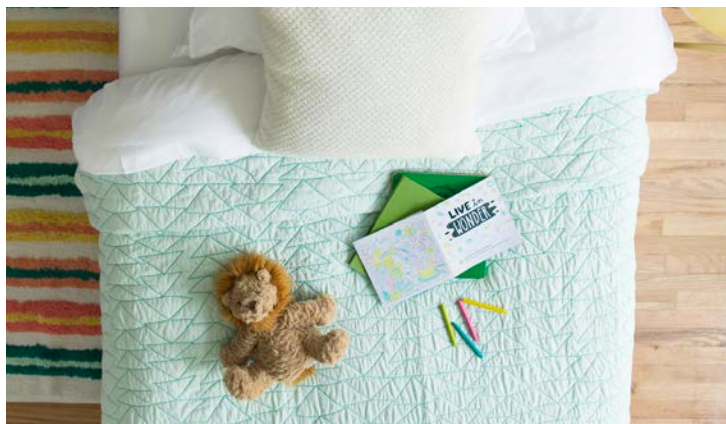
## PHOTOGRAPHY STYLE “HIGH”

“High” images are photographed from above. This unique perspective creates a cohesive look across photographs, whether shot or bought as stock. This overhead view provides a unique perspective to observe the environment.

When possible, choose photography that includes colors from the High Street color palette, or highlight these colors when styling custom photography.

Content of the photography should feature lifestyle and property details shot in a photojournalistic style.

**Please note:** these images are not owned by GID or High Street and may not be used without obtaining proper rights. These photographs are intended as examples.



## PHOTOGRAPHY STYLE “STREET”

“Street” images are photographed at eye level. This immediacy creates a sense of being present for the viewer. The subject(s) of the photograph has the option of looking into the camera to engage with the viewer.

When possible, choose photography that includes colors from the High Street color palette, or highlight these colors when styling custom photography.

Content of the photography should feature lifestyle and property details shot in a photojournalistic style.

**Please note:** these images are not owned by GID or High Street and may not be used without obtaining proper rights. These photographs are intended as examples.





## PHOTOGRAPHY STYLE IN COMBINATION

Use both “high” and “street” photography to create the High Street imagery style. Ideally, each imagery style should comprise 50% of the image library.

**Please note:** these images are not owned by GID or High Street and may not be used without obtaining proper rights. These photographs are intended as examples.

Overhead Perspective (High)



Front Perspective (Street)



## PATTERN/H.S. SINGLE COLOR

Two patterns are provided for use. This version is based on the symbol from the High Street logo versions: the convergence of the symbols creates the “H” of High Street. Shown are the single-color versions for use: white and the three (deep, medium and light) tones of the street colorway.

These should be used on a white/paper-colored background or on a photograph. Do not use on solid colors: approved combinations of colors for this pattern are provided as ready-to-use art. Please see the following pages for the color-on-color variations of this art and its use.

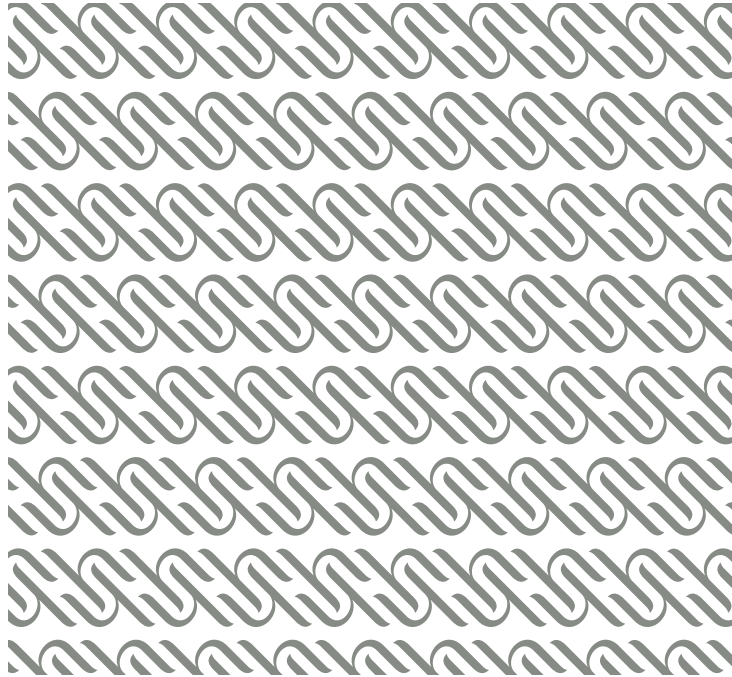
White



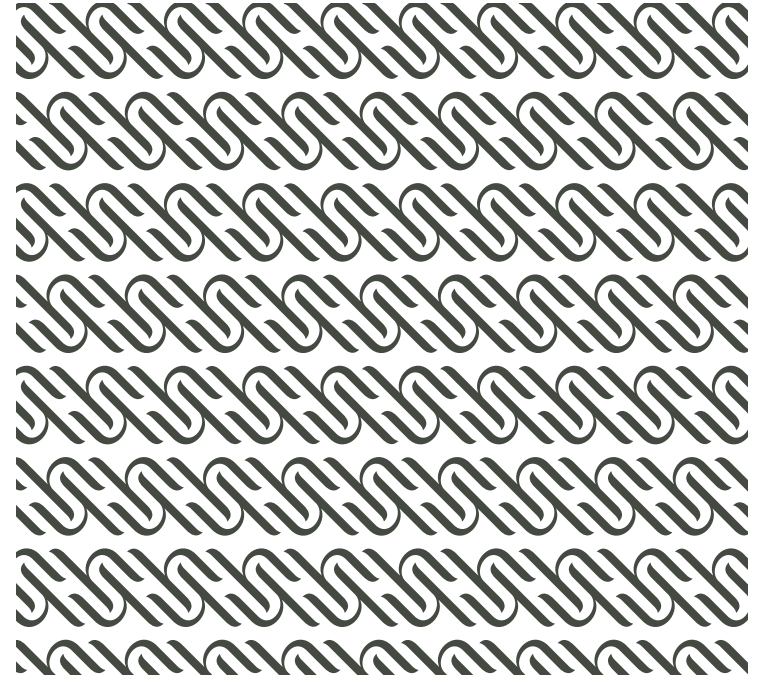
Street/Light



Street/Medium

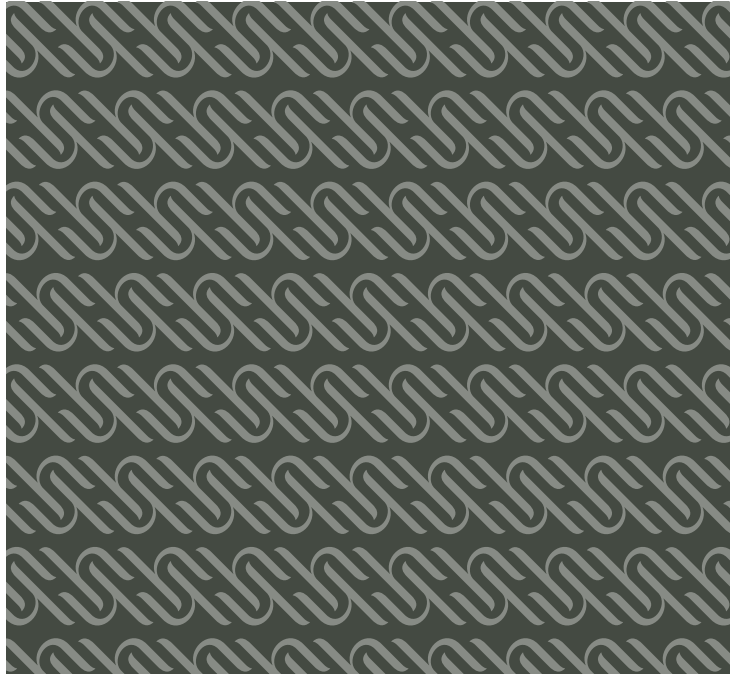
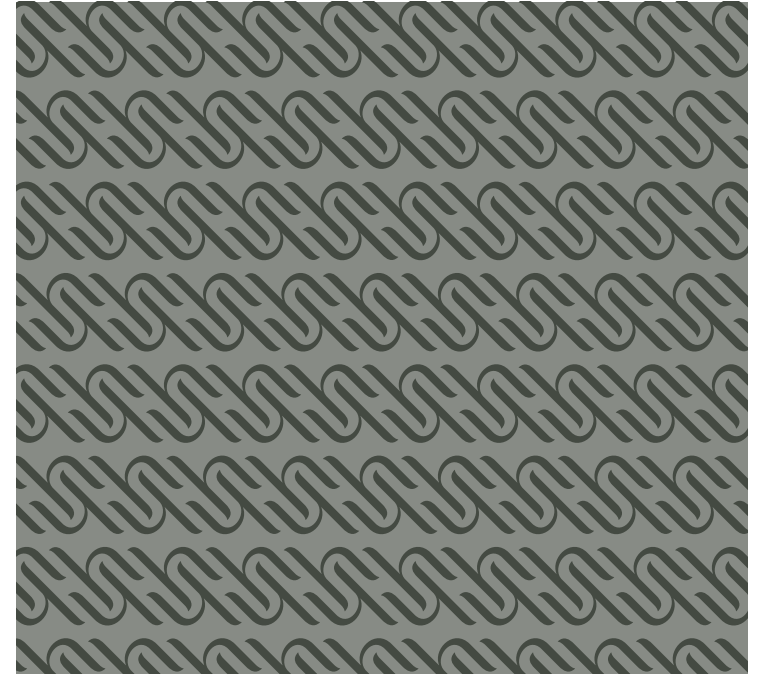
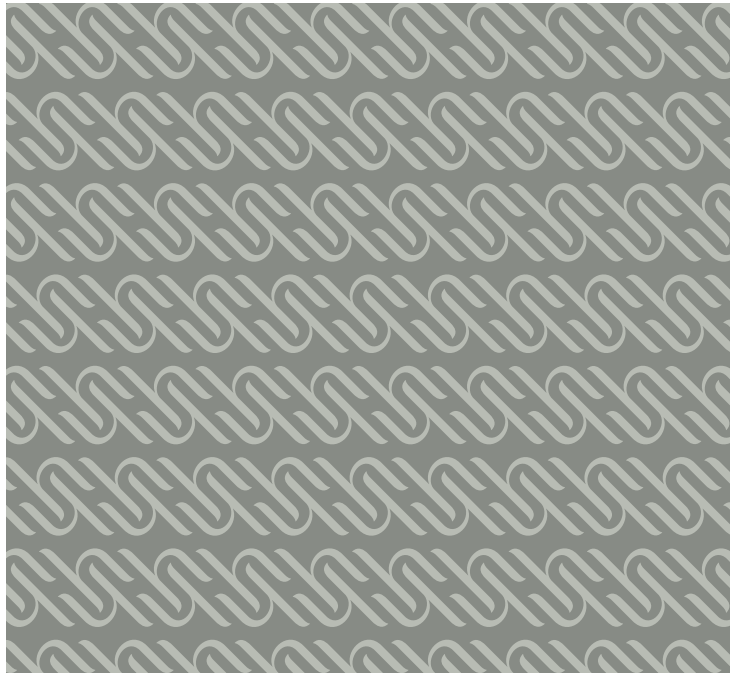
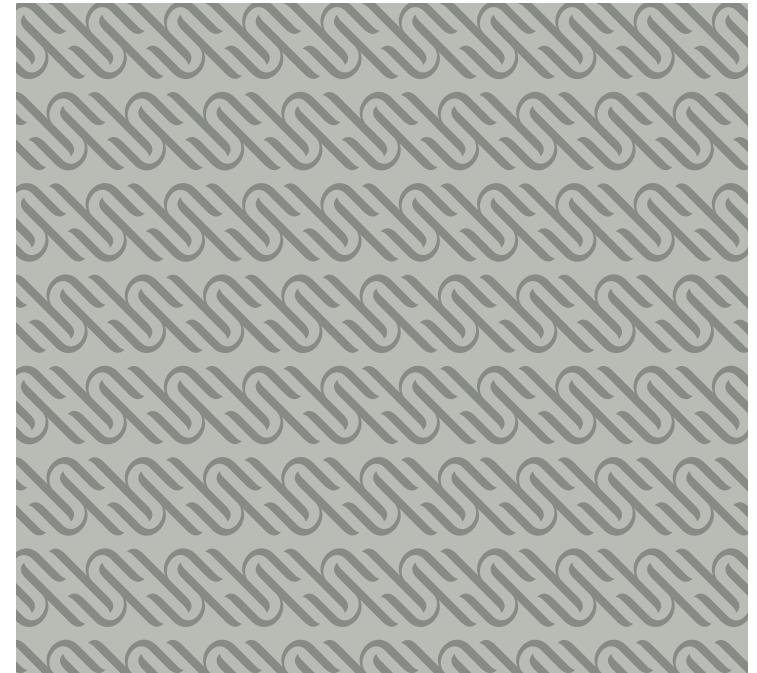


Street/Dark



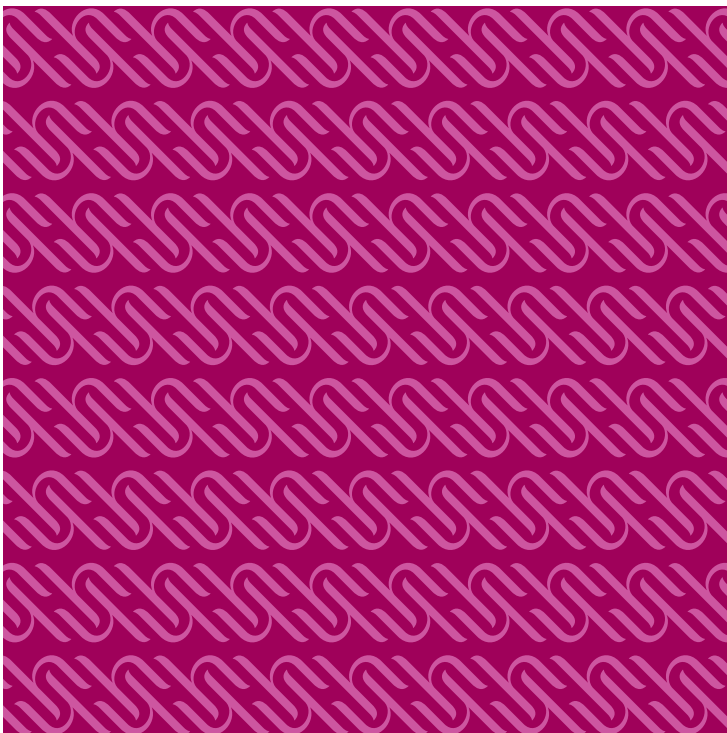
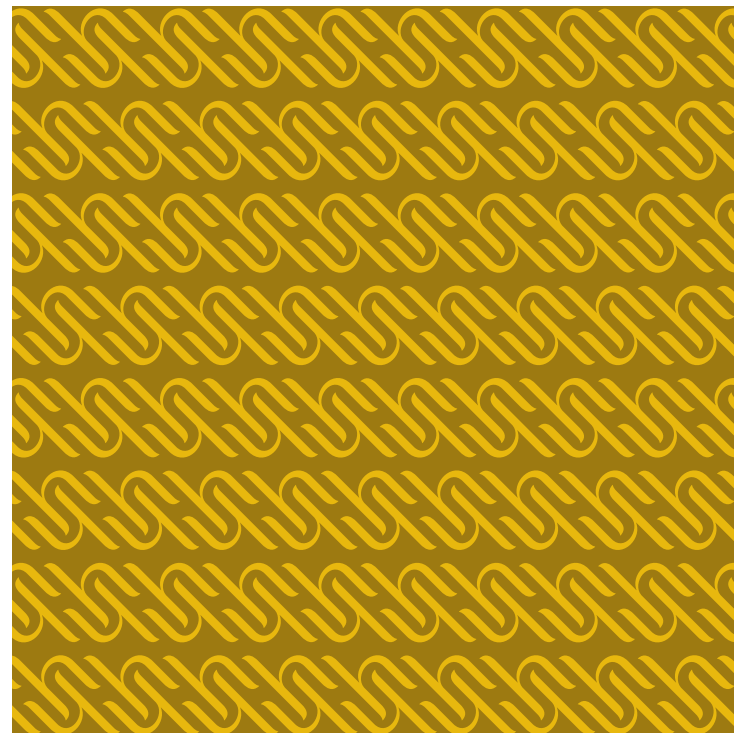
## **PATTERN/H.S.** COLOR-ON-COLOR/ STREET COLORWAY

Color-on-color versions of the H.S. pattern are provided for use. Each colorway comes in four variations as shown here for the Street colorway: medium on deep and deep on medium, as well as light on medium and medium on light. Use only the patterns provided: do not use the single color version to create additional patterns.

**Medium on Deep****Deep on Medium****Light on Medium****Medium on Light**

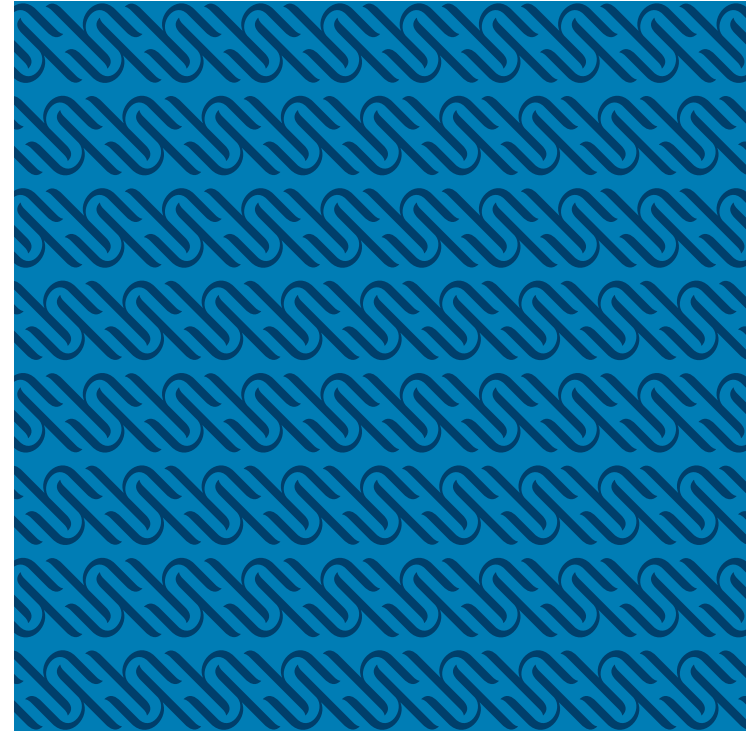
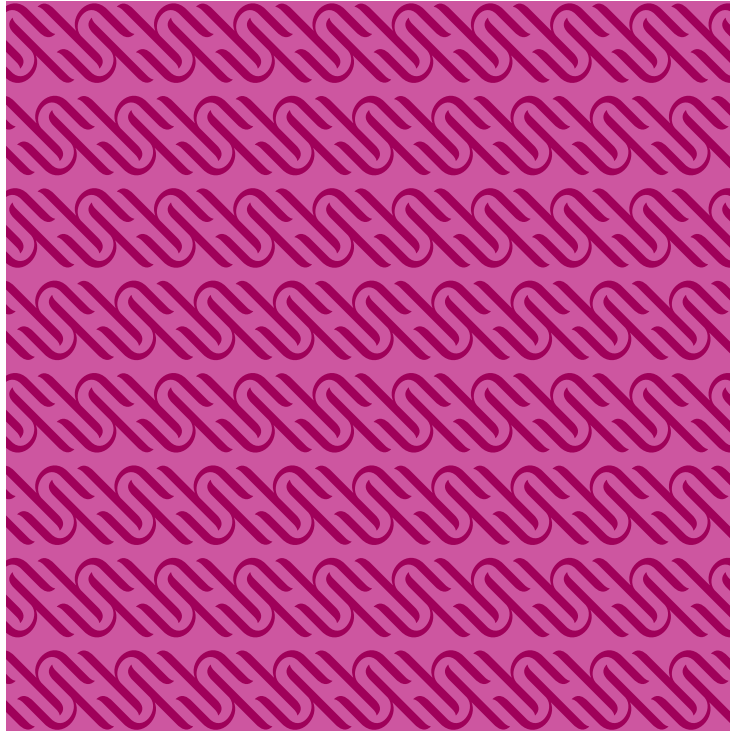
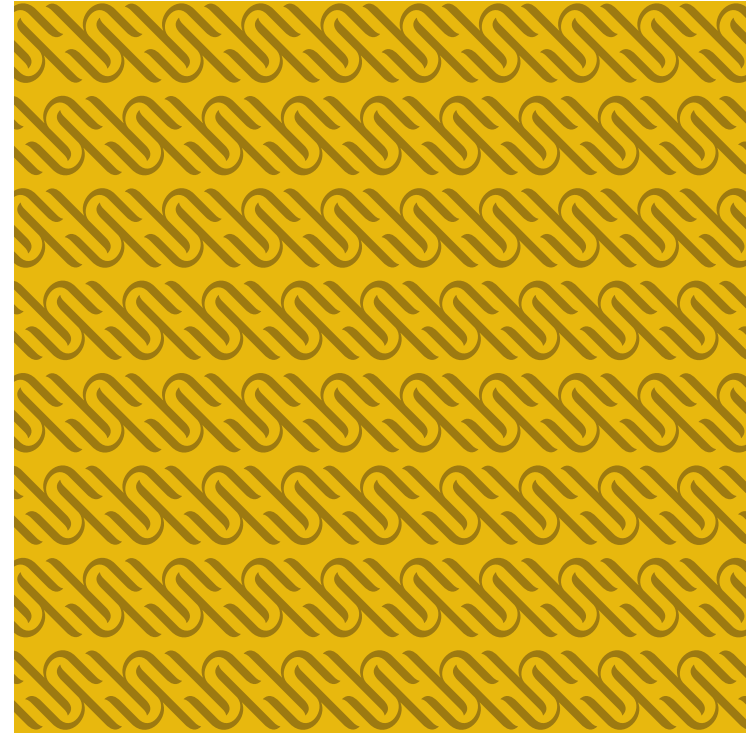
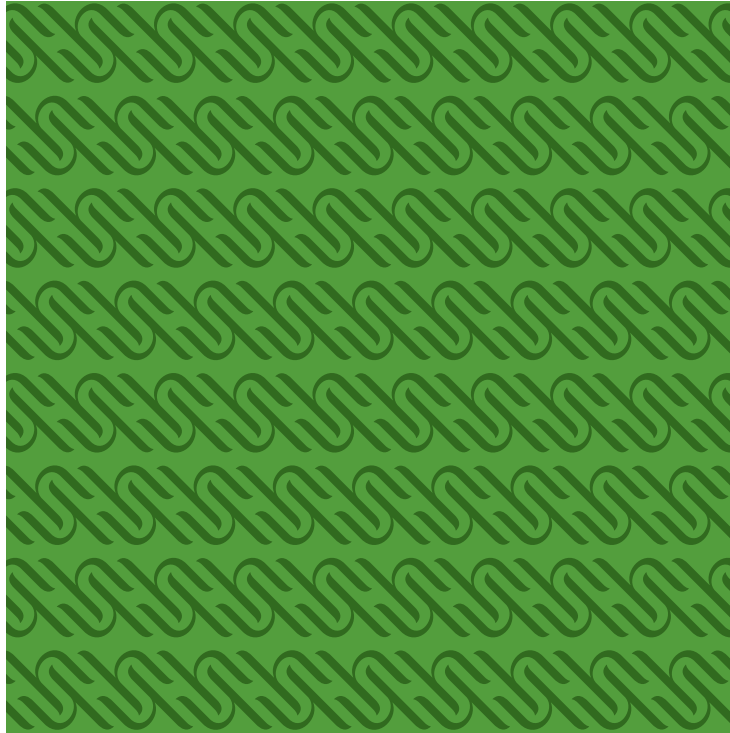
**PATTERN/H.S.**  
COLOR-ON-COLOR/  
CHARGE COLORWAYS/  
MEDIUM ON DEEP

Color-on-color versions of the H.S. pattern are provided for use. As shown here, the pattern is provided in medium on deep for each of the Charge colorways.



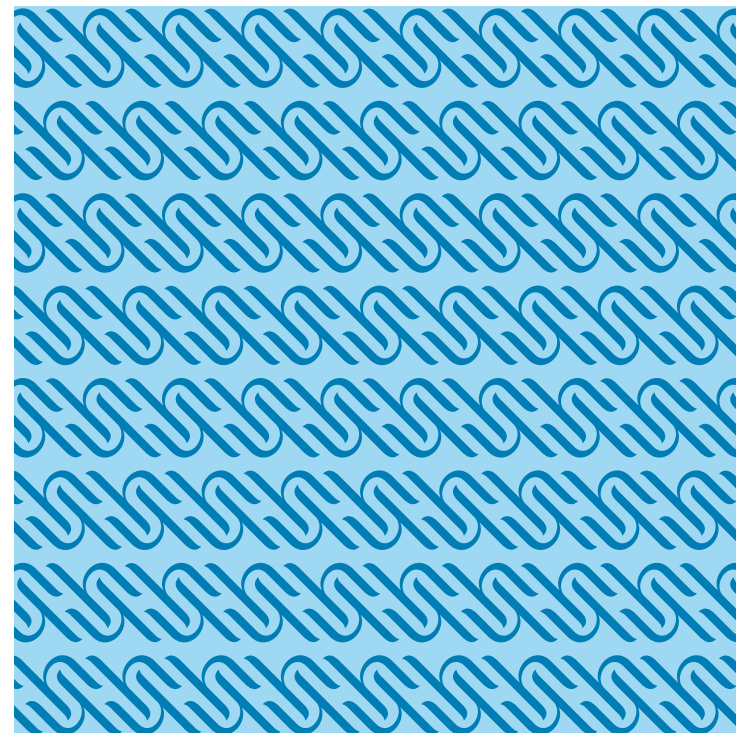
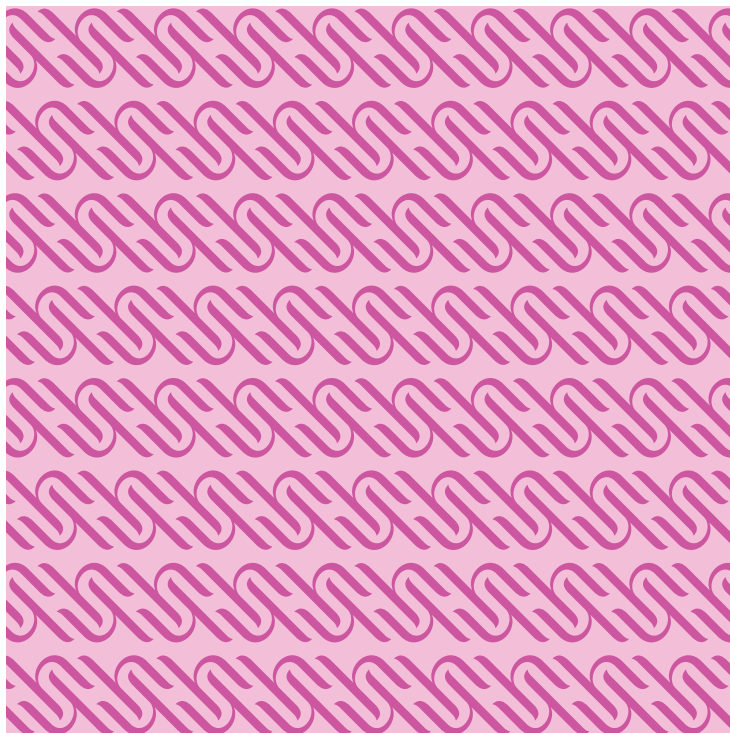
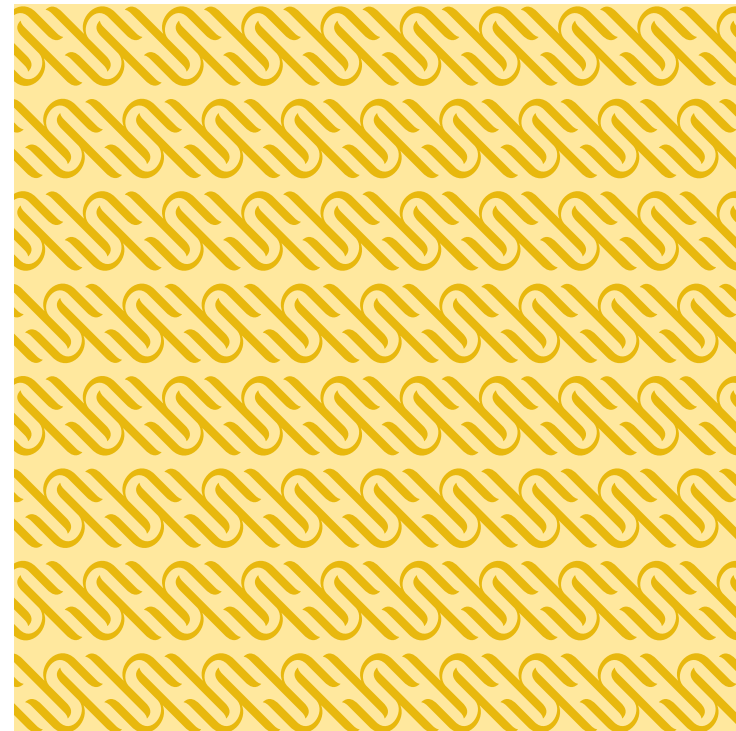
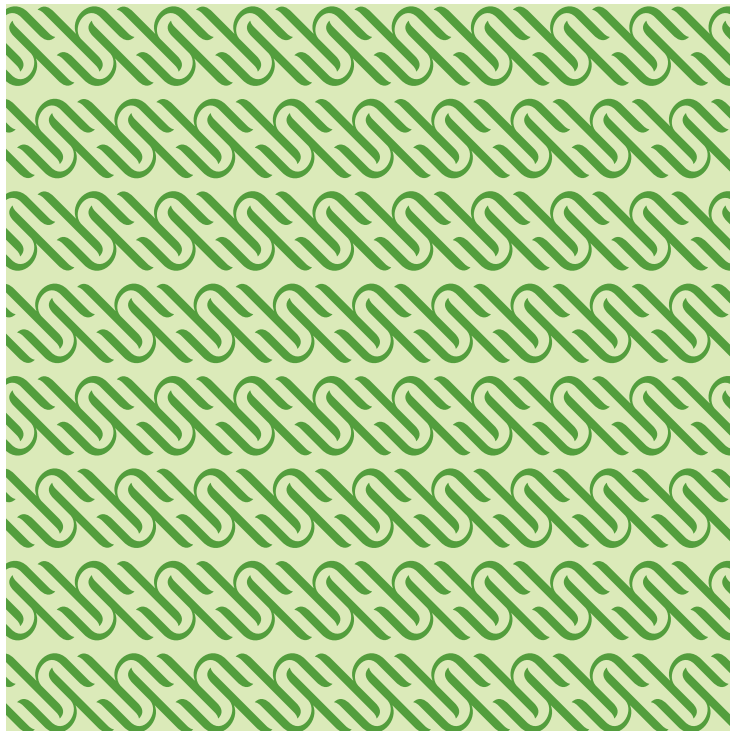
**PATTERN/H.S.**  
COLOR-ON-COLOR/  
CHARGE COLORWAYS/  
DEEP ON MEDIUM

Color-on-color versions of the H.S. pattern are provided for use. As shown here, the pattern is provided in deep on medium for each of the Charge colorways.



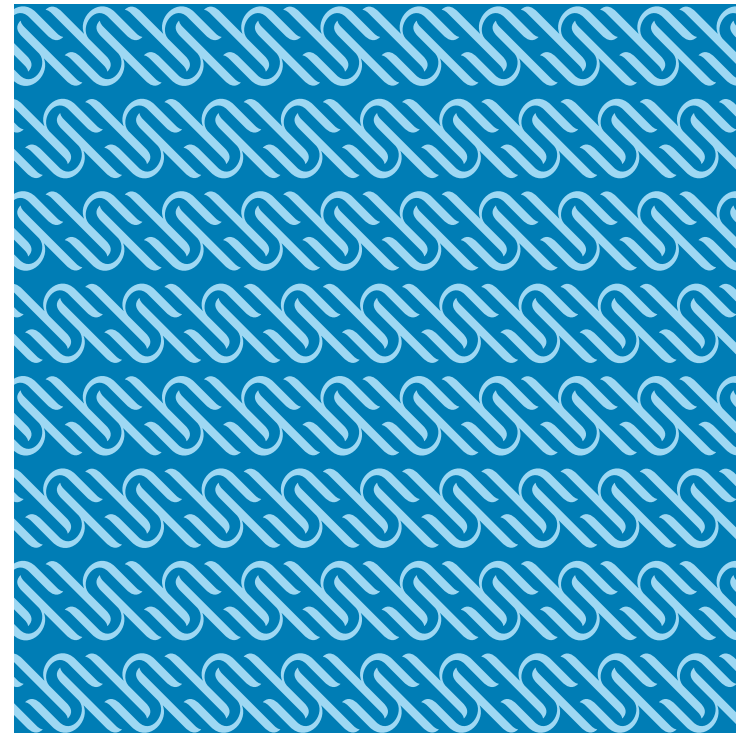
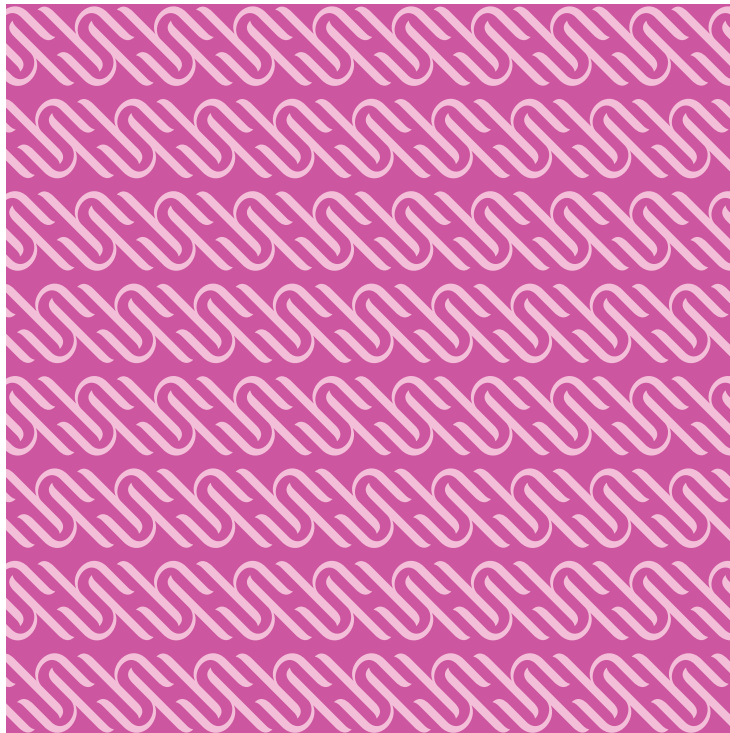
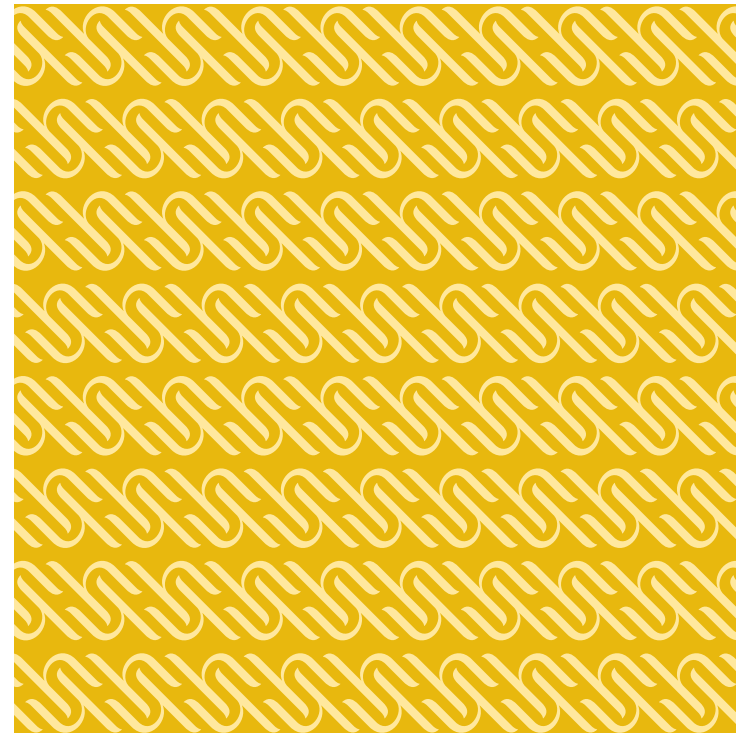
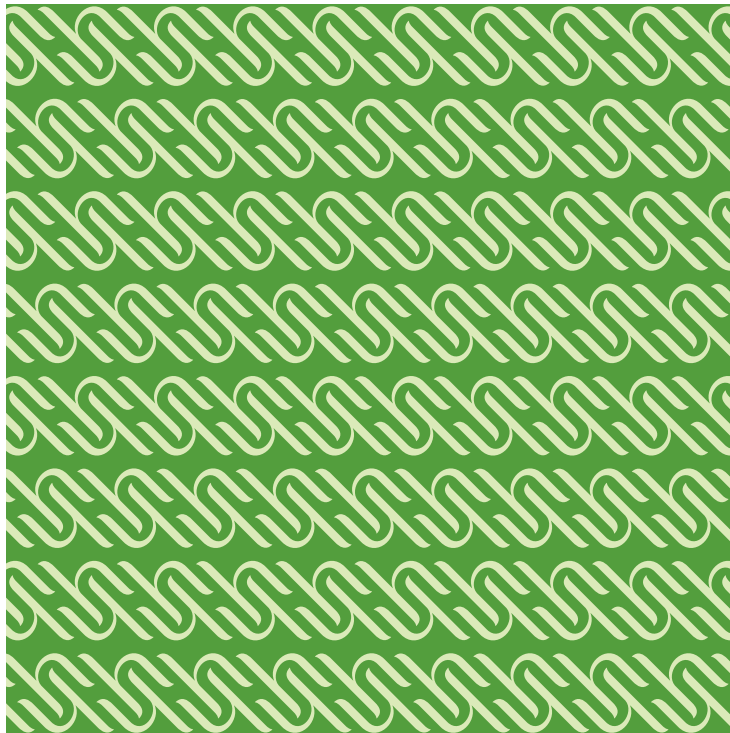
**PATTERN/H.S.**  
COLOR-ON-COLOR/  
CHARGE COLORWAYS/  
MEDIUM ON LIGHT

Color-on-color versions of the H.S. pattern are provided for use. As shown here, the pattern is provided in medium on light for each of the Charge colorways.



**PATTERN/H.S.**  
COLOR-ON-COLOR/  
CHARGE COLORWAYS/  
LIGHT ON MEDIUM

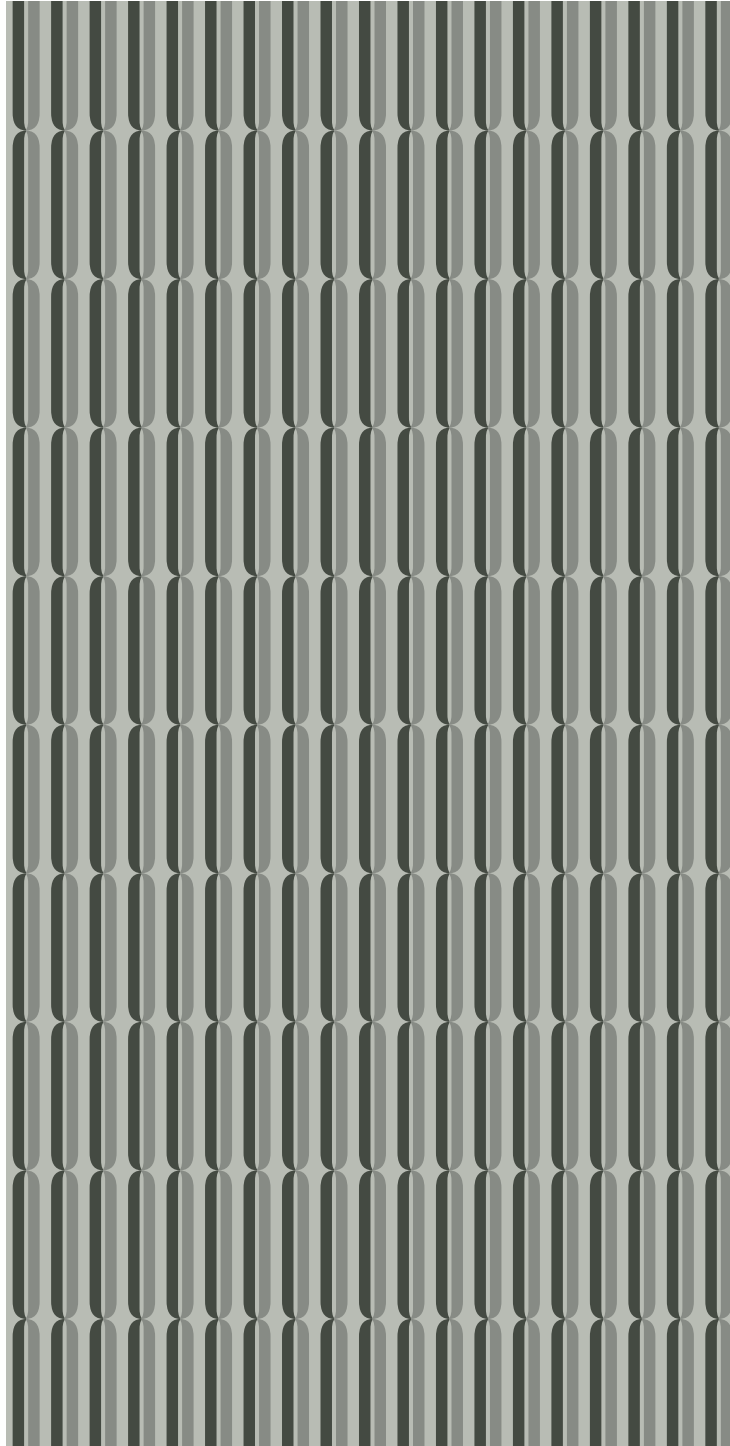
Color-on-color versions of the H.S. pattern are provided for use. As shown here, the pattern is provided in light on medium for each of the Charge colorways.



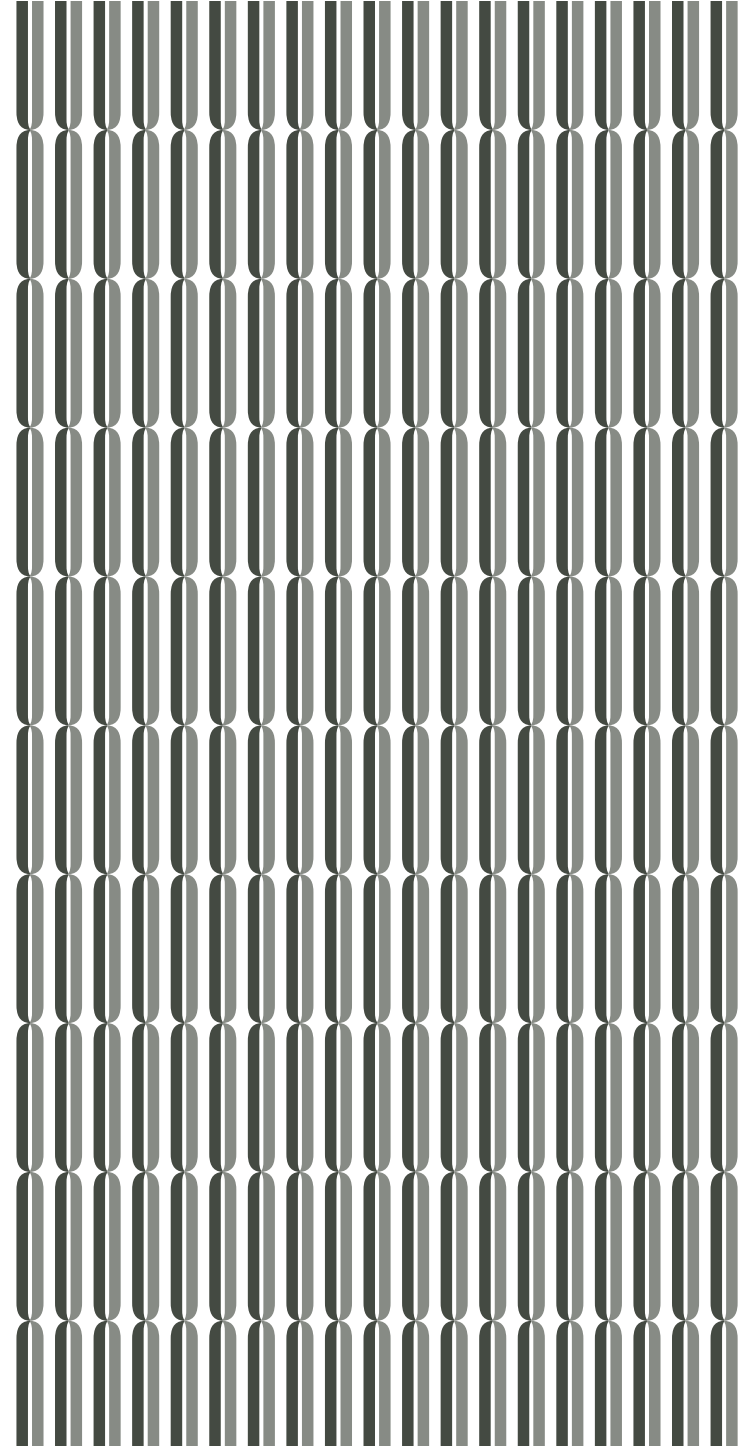
## PATTERN/FLOW STREET COLORWAY

The Flow Pattern is created with shapes derived from the symbol from the High Street logo. There are two variations: on a solid background color and on a transparent background for use on photography or on a white/paper-colored background. Do not use the versions without backgrounds on solid colors: use only the art provided. Shown here is the Street colorway.

Light Background



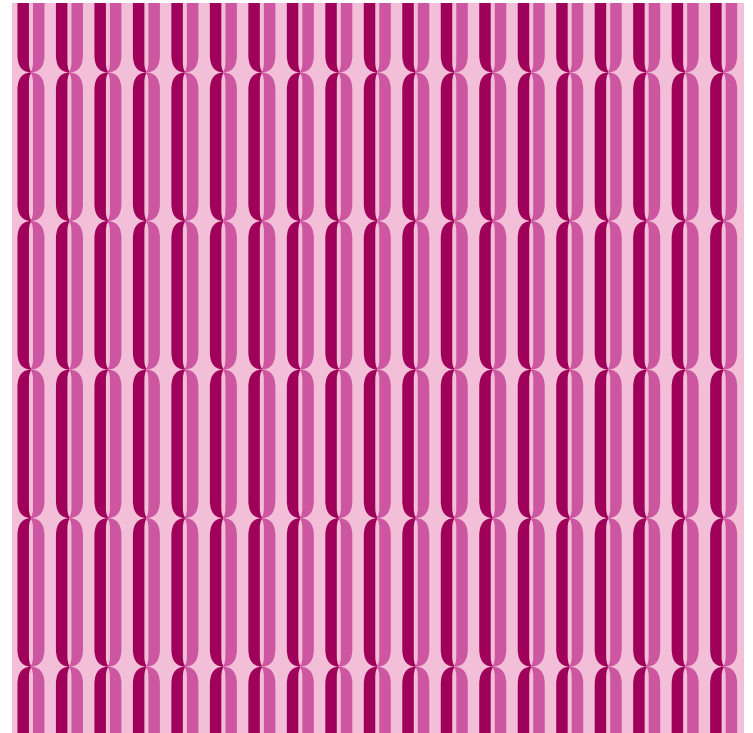
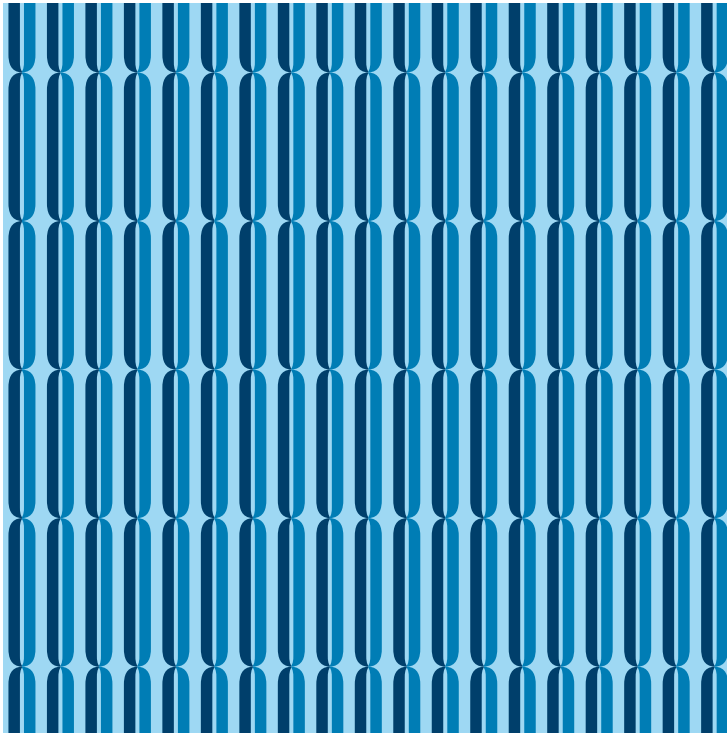
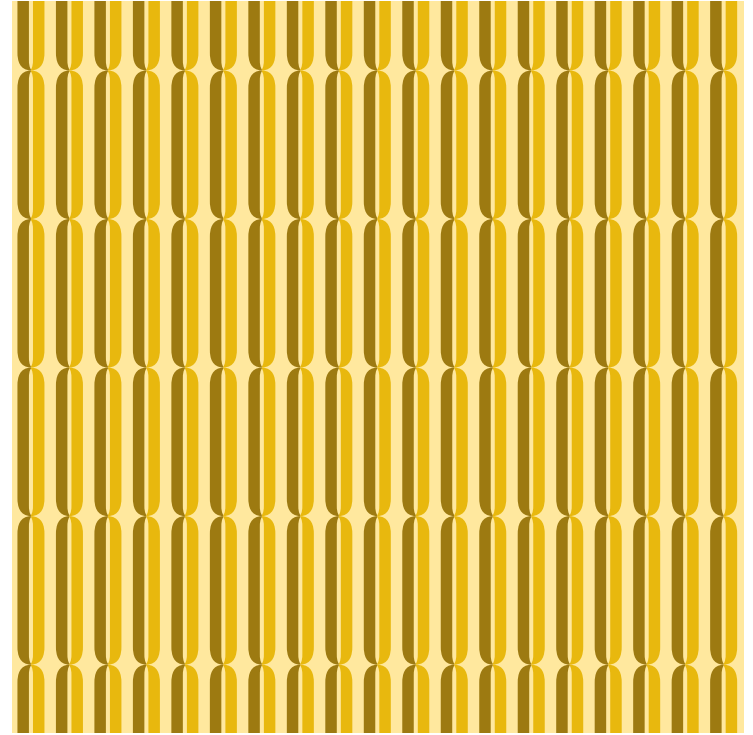
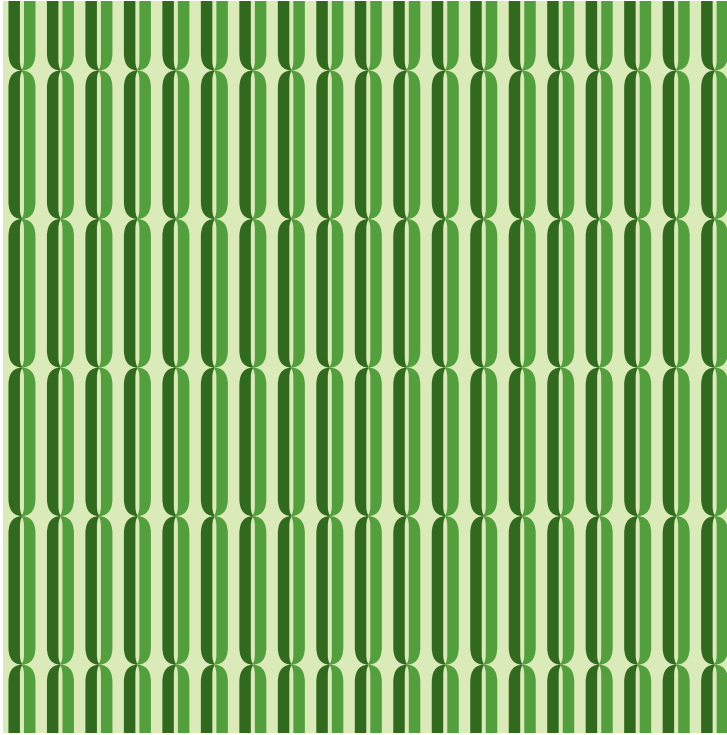
No Background





## PATTERN/FLOW CHARGE COLORWAYS/ LIGHT BACKGROUND

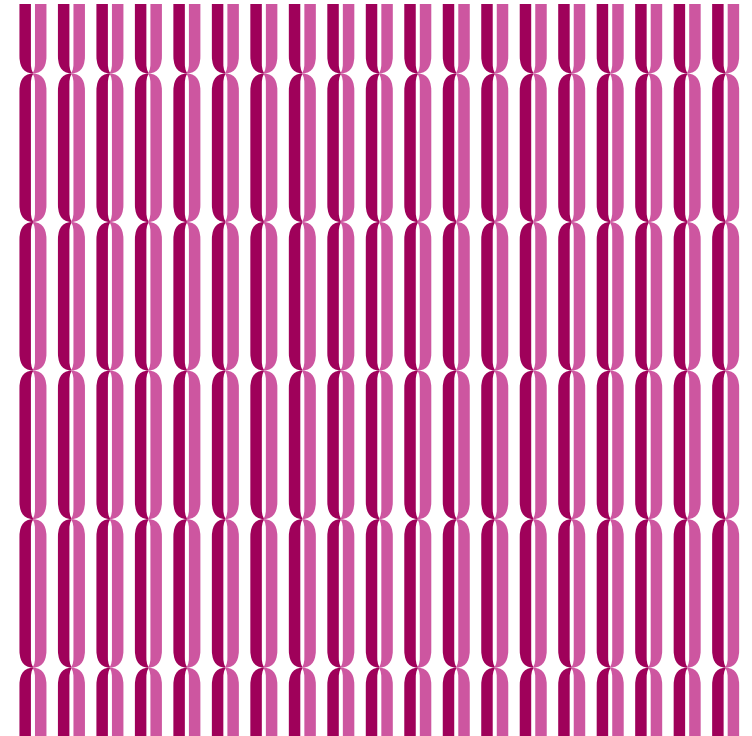
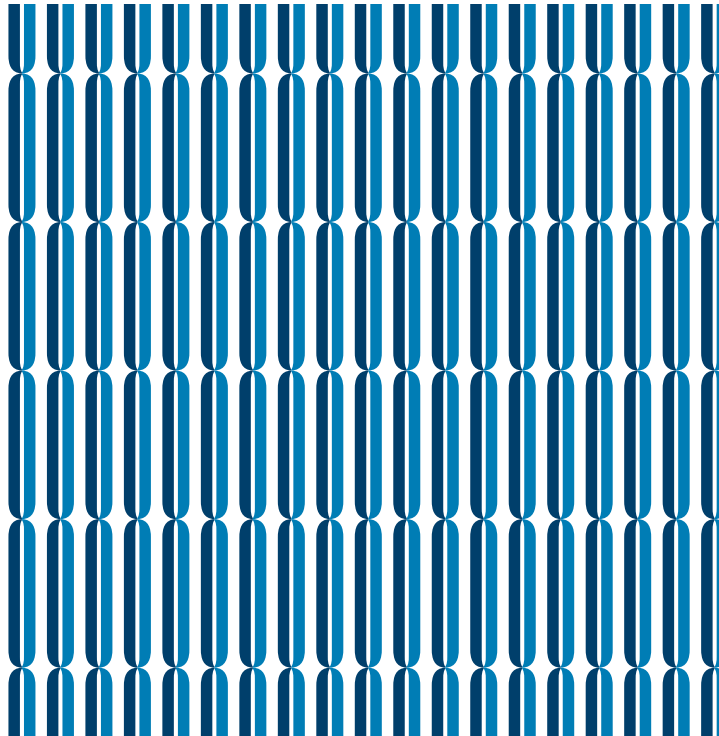
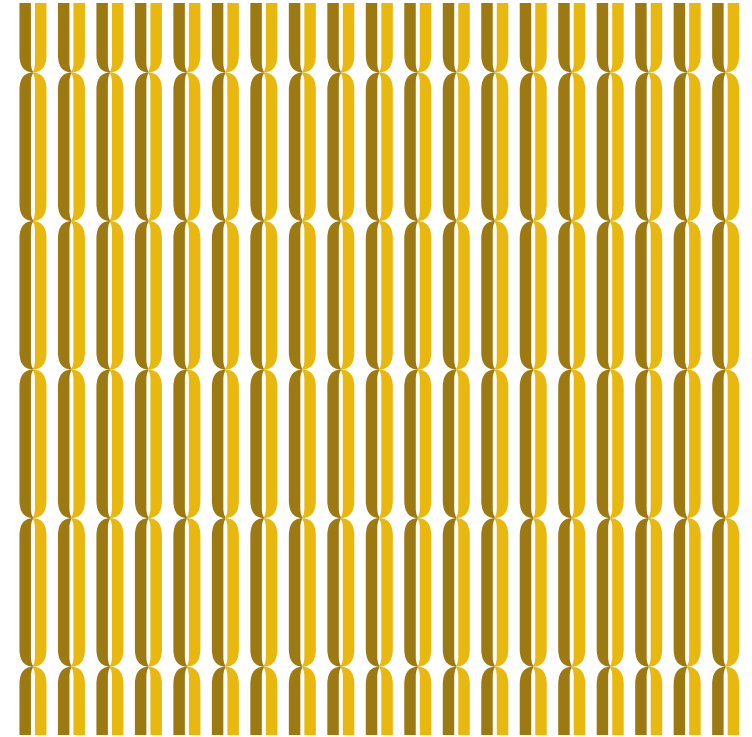
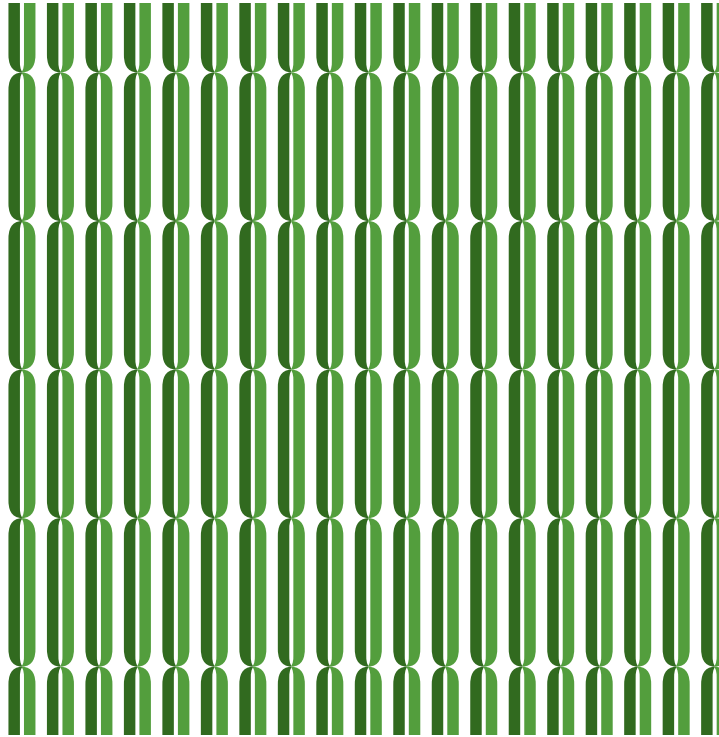
The Flow Pattern is created with shapes derived from the symbol from the High Street logo. It is provided on a solid background color as well as with no backgrounds for use on photography or on a white/paper-colored background. Do not use the versions without backgrounds on solid colors: use only the art provided. Shown are the versions with backgrounds from the Charge colorways. These pattern variations utilize all three tones (deep, medium and light) for each colorway.



## PATTERN/FLOW CHARGE COLORWAYS/ NO BACKGROUND

The Flow Pattern is created with shapes derived from the symbol from the High Street logo. There are two variations: on a solid background color and on a transparent background for use on photography or on a white/paper-colored background.

Do not use the versions without backgrounds on solid colors: use only the art provided. Shown are the versions without backgrounds. These pattern variations utilize two tones (deep and medium) from each colorway.



# PART THREE IN APPLICATION

# LAYOUT/APPLICATION



# LAYOUT/APPLICATION



High Street logo (stylized 'H')  
HIGH STREET

9 · 23 · 19

STREETEATS



High Street logo (stylized 'H')

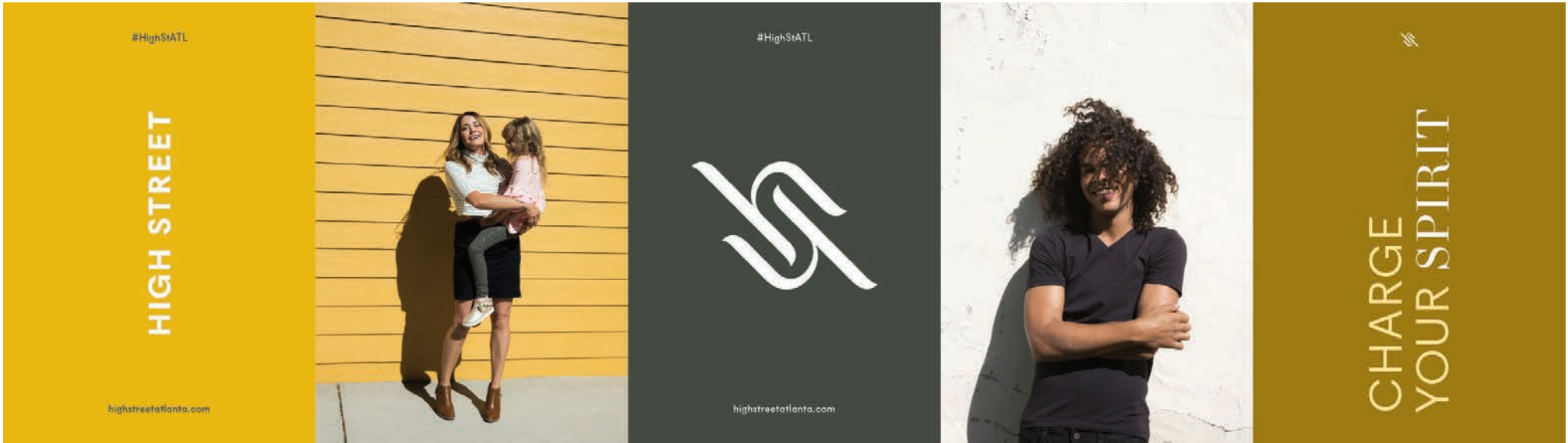
9 · 23 · 19

STREETEATS

highstreetflintia.com

CHARGE  
YOUR SPIRIT

# LAYOUT/APPLICATION



# LAYOUT/APPLICATION



# LAYOUT/APPLICATION





LAYOUT/APPLICATION



LAYOUT/APPLICATION



⚡

CHARGE  
YOUR SPIRIT

# LAYOUT/APPLICATION SOCIAL MEDIA



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### High Street Atlanta

High Street #Atlanta is a cosmopolitan, vertical, transit-oriented "city" in the thriving Central Perimeter.

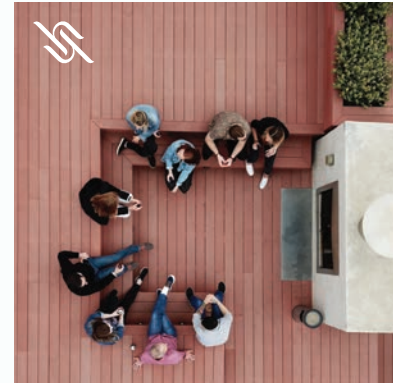
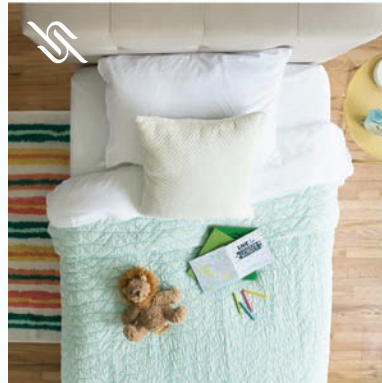
#HighStATL #CRE

[highstreetatlanta.com](http://highstreetatlanta.com)

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# ENVIRONMENTAL SALES CENTER



**ENVIRONMENTAL  
SALES CENTER**



**ENVIRONMENTAL**



**ENVIRONMENTAL**



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ENVIRONMENTAL



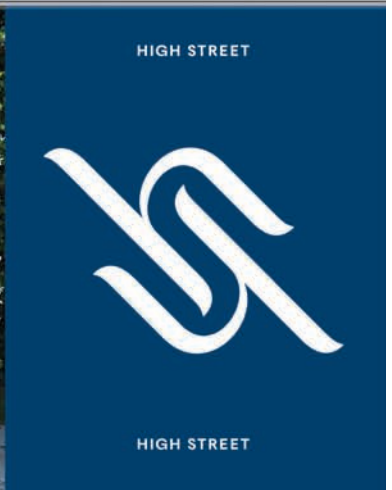
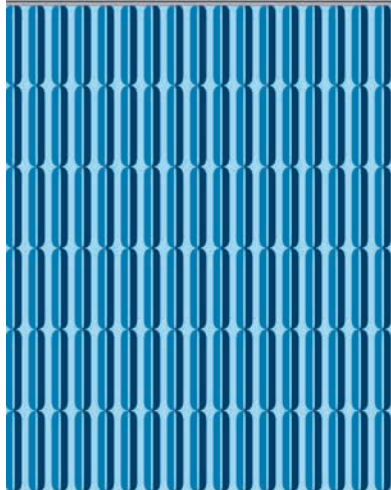
  
HIGH STREET

SAVOR  
THE STREET

5  
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19



# ENVIRONMENTAL



# ENVIRONMENTAL TABLE & TENT



**ENVIRONMENTAL**  
POP-UP BANNERS



**ENVIRONMENTAL**  
POP-UP BANNERS



**ENVIRONMENTAL  
POP-UP BANNERS**



**APPAREL**  
TIE



**APPAREL**  
TIE





**APPAREL**  
SCARF



**APPAREL**  
SCARF



**APPAREL**  
SCARF



**APPAREL**  
SHIRT



## PROMOTIONS



**PROMOTIONS**  
JOURNAL/METAL &  
CUSTOM PEN



**PROMOTIONS**  
JOURNAL/CLOTH &  
CUSTOM PEN



**PROMOTIONS**  
BAR WARE: WINE GLASSES

OPTION A



OPTION B



OPTION A



OPTION B





**PROMOTIONS**  
BAR WARE: HI BALL

OPTION A



OPTION B



**PROMOTIONS**  
BAR WARE: PUB/BEER

OPTION A



OPTION B



**PROMOTIONS**  
BAR WARE: CURVED LIP



**PROMOTIONS**  
COCKTAIL NAPKIN



# PROMOTIONS STACKABLE MUGS



**PROMOTIONS**  
WATER BOTTLE



**PROMOTIONS**

TRAVEL COFFEE CUP



**PROMOTIONS**  
LAPEL PIN & NAME TAGS





# PROMOTIONS MINTS



**PROMOTIONS**  
NOTE PADS



**PROMOTIONS**  
ECO-FRIENDLY TOTE



**PROMOTIONS**  
YETI CUP



# PART FOUR ART FILES

## LINKS

Click the links on the right to access the final art files for High Street.

<b>Folder Name</b>	<b>Contents</b>
<b>High_Street_Logos</b>	All logo files
<b>COLOR</b>	Color palette ASE files
<b>ART_TAGLINE</b>	Tagline art files
<b>ART_PATTERNS</b>	Pattern art files

**For more information:**

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G|I|D

IMBIBE