

VISUAL IDENTITY SYSTEM & BRAND GUIDELINES

REVISED MARCH 2021



**JONES
ON MAIN**

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BRAND ELEMENTS



The Jones on Main logo is the primary signifier of the brand. This stacked version is the primary version for use.

Blue, but in limited use on JOM/FH Saffron) or on photographic backgrounds with sufficient contrast.

Two versions are provided: one with the logotype in blue and one with the logotype in white. The version with type in white should be used on solid fields of color from the color palette (usually JOM





The Jones on Main logo is the primary signifier of the brand. This horizontal version is the secondary version for use (it should be selected when it better fits the space available).

Two versions are provided: one with the logotype in blue and one with the logotype in white. The version with type in white should

be used on solid fields of color from the color palette (usually JOM Blue, but in limited use on JOM/FH Saffron) or on photographic backgrounds with sufficient contrast.



COLOR PALETTE

PRIMARY



JOM Blue
 Pantone 280
 C100 M93 Y27 K29
 R31 G41 B95
 1F295F



JOM/FH Brass
 Pantone 7407
 C20 M36 Y78 K1
 R198 G159 B85
 C69F55

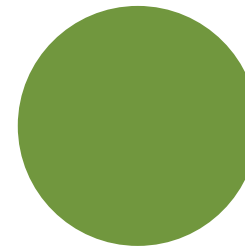


JOM/FH Cream
 Pantone 7499
 Co M3 Y39 Ko
 R255 G240 B172
 FFFoAC

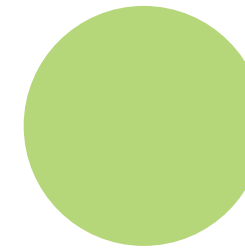
The Jones on Main color palette has evolved for an updated look and feel. The colors have been inspired by the beautiful Art Deco-era architectural features of the property. A few colors (marked JOM/FH) have been chosen from the Finn Hall brand identity. With these shared colors, the brand identities of Jones on Main and Finn Hall can be integrated when desired but also co-exist nicely when not.

Please note: the breakdowns for JOM/FH Brass have been updated to be a better interpretation of Pantone 7407 for CMYK and RGB.

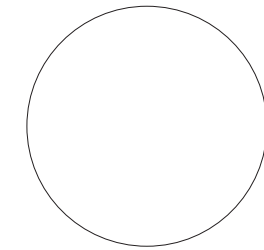
SECONDARY



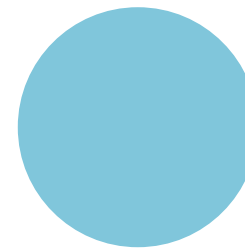
JOM Dk. Green
 Pantone 7490
 C61 M23 Y100 K5
 R113 G151 B62
 71973E



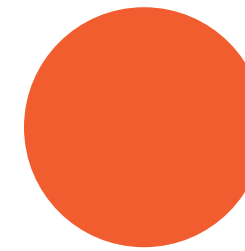
JOM Lt. Green
 Pantone 366
 C32 Mo Y68 Ko
 R181 G214 B122
 B5D67A



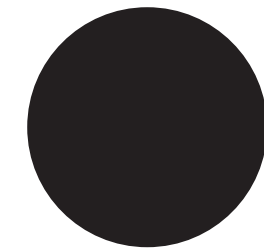
White



JOM Lt. Blue
 Pantone 636
 C44 M1 Y7 K5
 R128 G198 B219
 80C6DB



JOM/FH Saffron
 Pantone Warm Red
 Co M79 Y91 Ko
 R240 G92 B47
 Fo5C2F



Black

PRIMARY

NEUTRAFACE TEXT BOLD
NEUTRAFACE TEXT BOLD ITALIC
 NEUTRAFACE TEXT BOLD
NEUTRAFACE TEXT BOLD ITALIC
 NEUTRAFACE TEXT LIGHT
NEUTRAFACE TEXT LIGHT ITALIC

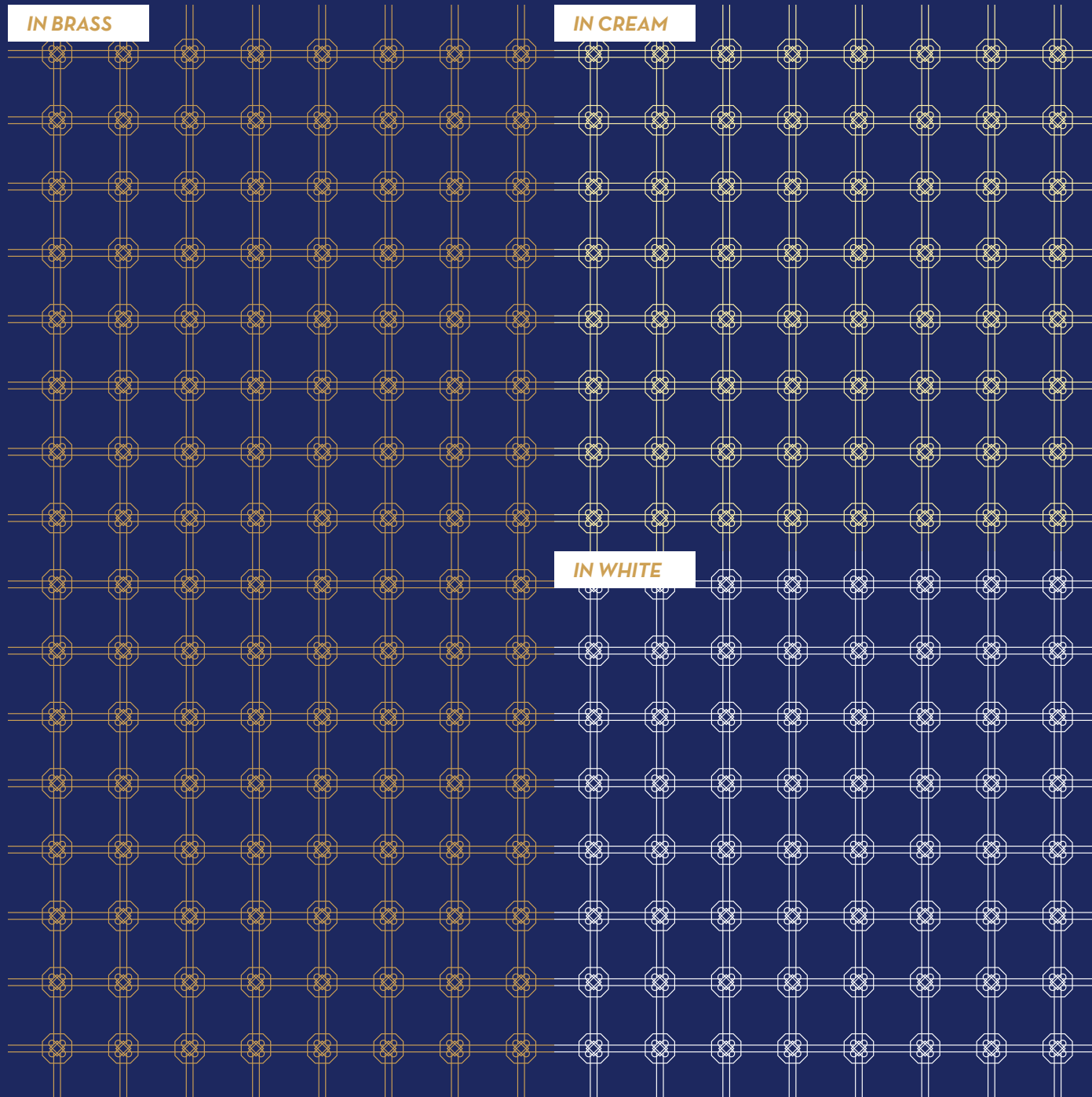
The Neutraface typeface has been selected for use. It is based on 1920s architecture and is updated and optimized for today. It is Art Deco-inspired with lowered crossbars and pointed apexes but has been modernized: a perfect fit for the Jones on Main brand. It can be purchased for use from House Industries: <https://houseind.com/hi/neutraface>.

Please note: Neutraface Text is a better fit for the brand and has been selected for most uses; however, the typeface is not optimized for larger sizes. If printing at 72pts or above, especially for uses such as environmental signage, switch to Neutraface Display.

X-LARGE

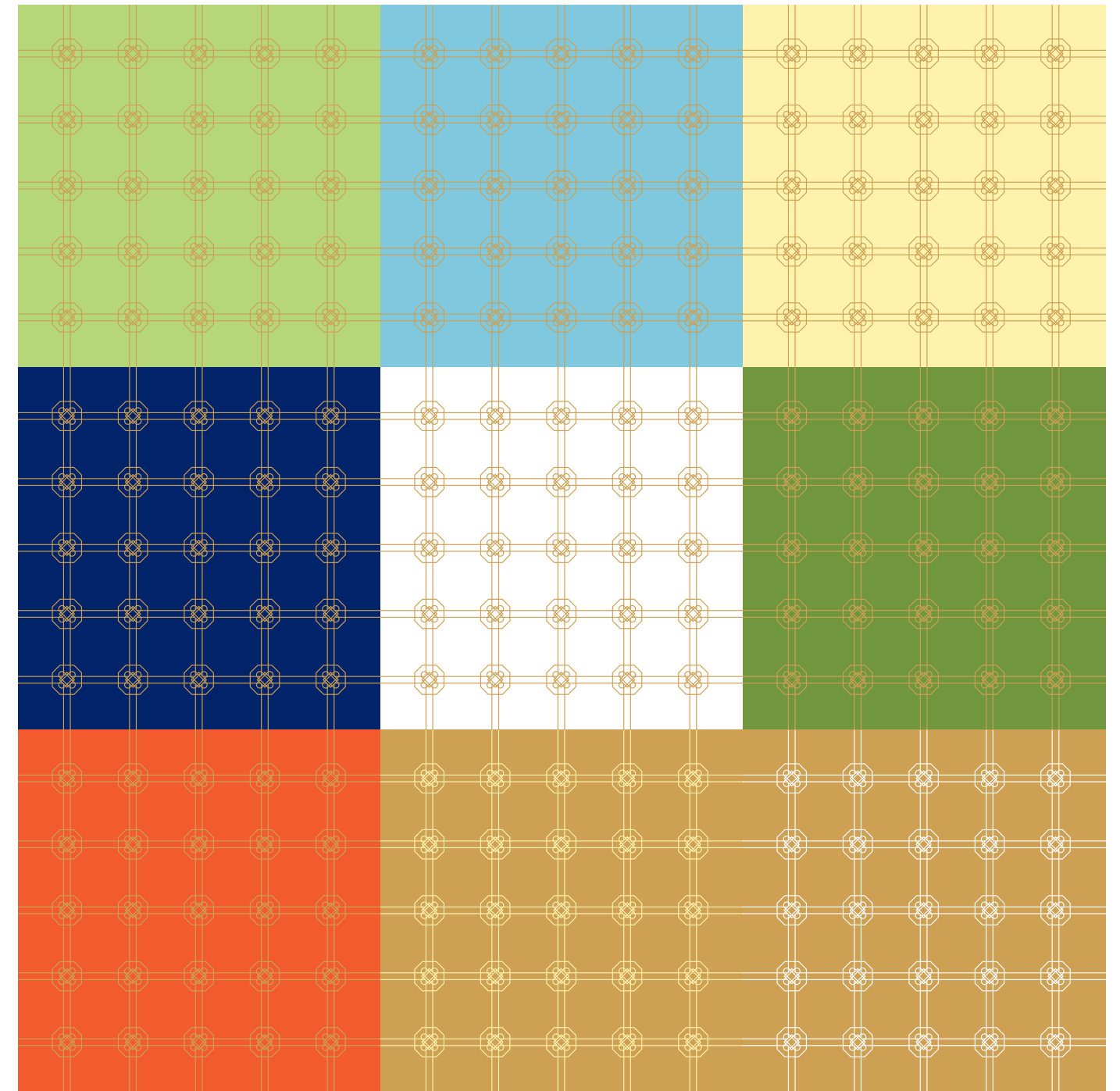
**NEUTRAFACE
 DISPLAY BOLD**
 NEUTRAFACE
 DISPLAY LIGHT

PATTERN



A proprietary pattern has been created for use. It is based on architectural features of the property. It is vector-based so it can be endlessly scaled for use. Three colors are provided: JOM/FH Brass, JOM/FH Cream and white.

BRAND ELEMENTS

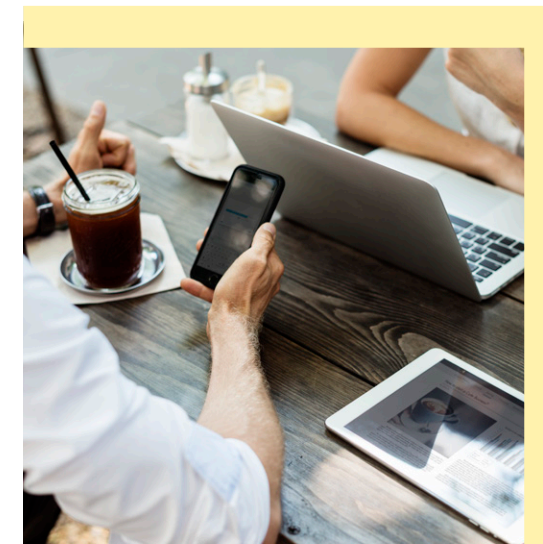
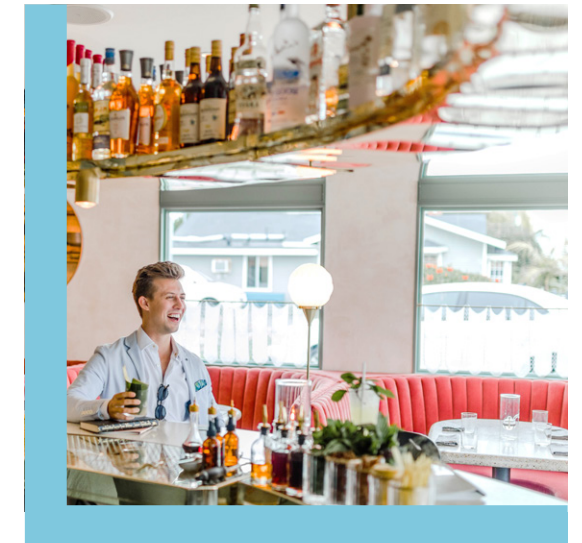


JOM/FH Brass is the primary color for the pattern and looks great on all other colors in the palette. JOM/FH Cream and white are most on-brand when placed on the JOM/FH Brass but other colors in the color palette may be used. These patterns should only be used on colors from the color palette or on photography.

FRAME DEVICE

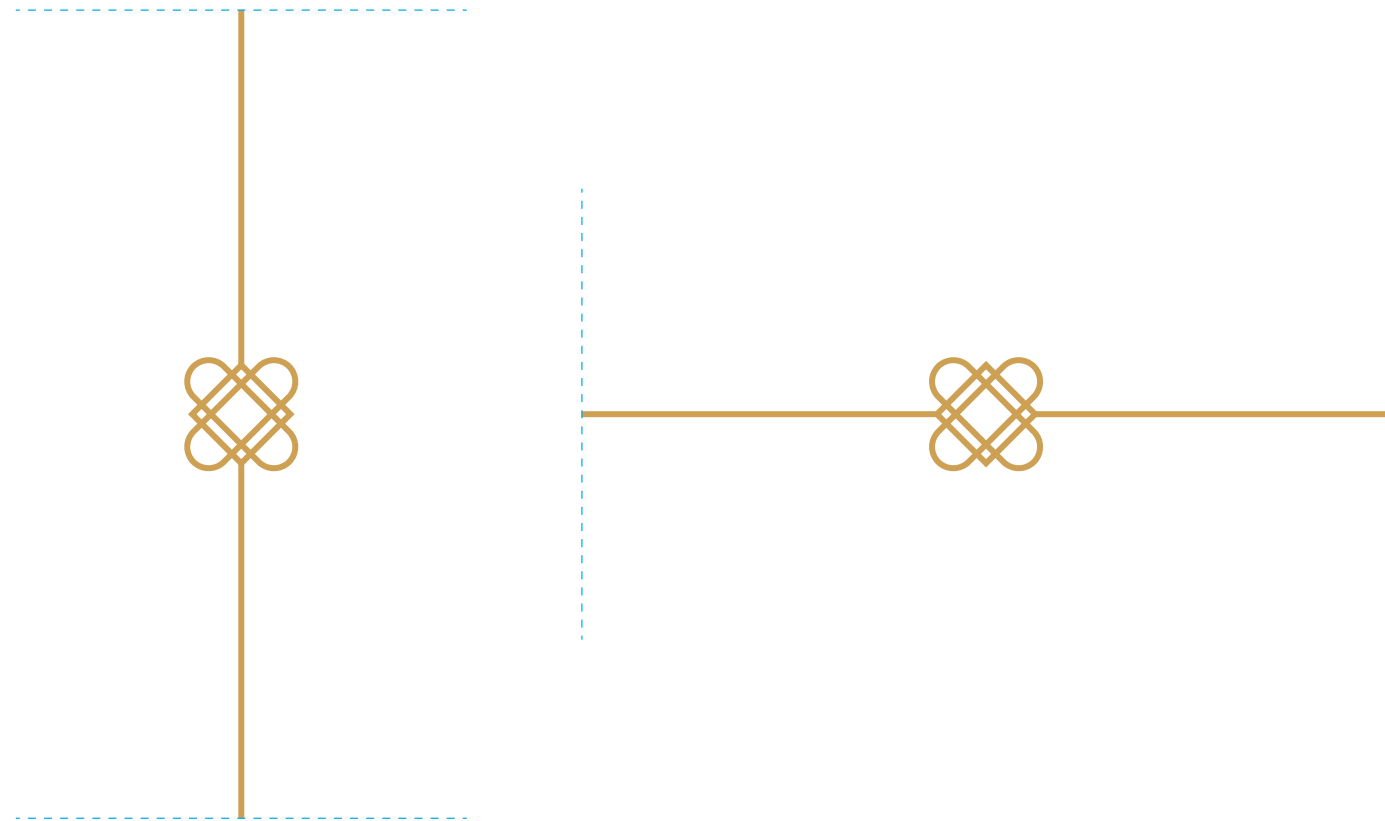


A Frame Device based on the Jones on Main logo may be used to separate color fields and photography. The frame can be any thickness, and should bleed off two sides of the page or application. The Frame Device may be rotated or flipped. Use it to separate an image from a color field, or two images from each other.



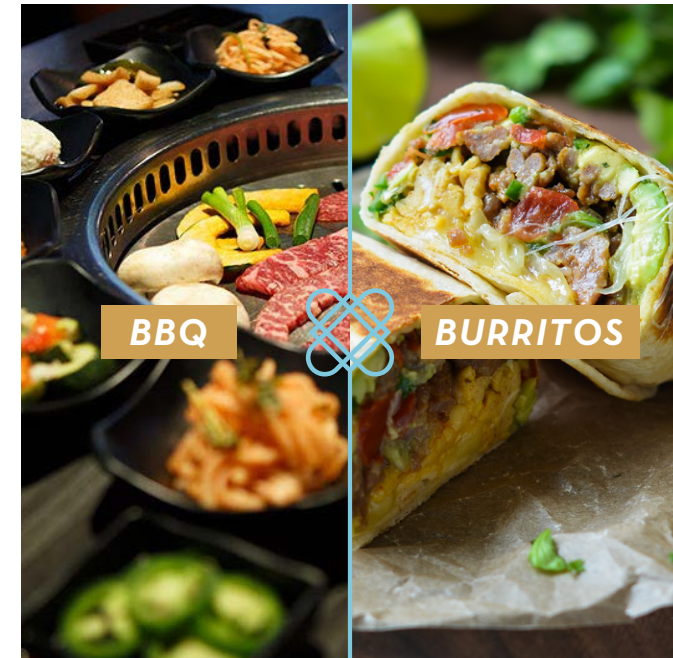
For most applications, the Frame Device should be in JOM/FH Brass. For more playful applications, such as social media, the frame may be in other colors from the palette.

BETTER TOGETHER ELEMENT



Better Together is brand positioning message for Jones on Main: the internal North Star that guides the brand. It celebrates the magic that happens when two or more things collide, collaborate and come together in a surprising way. This element is the graphic representation of that idea and should be used to separate and bring together two disparate images.

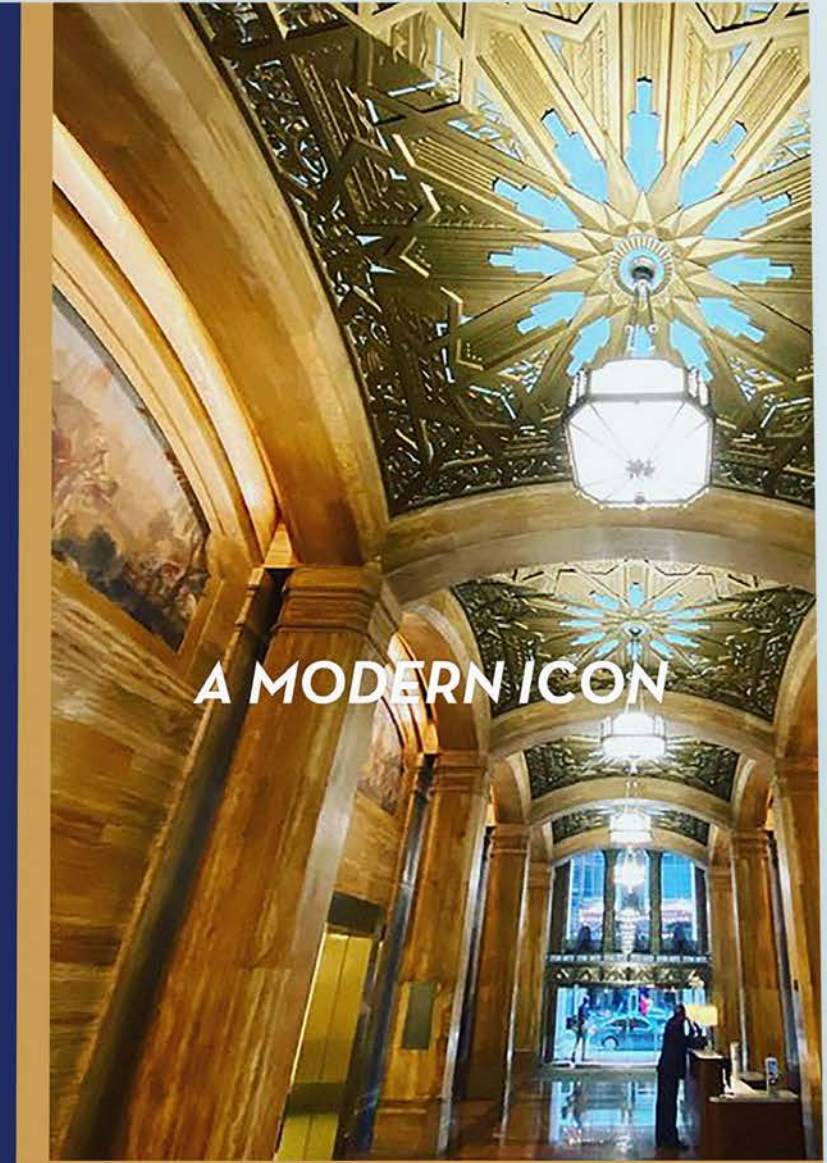
This element is derived from the brand pattern (which is derived from the architecture of the property). The rule radiating out from the center element should be cropped so that it extends to the edge of the image or application. The element is provided in JOM/ FH Brass and white but it may be changed to any other color in the brand palette.



IN APPLICATION

PLEASE NOTE

The art in this section is not intended to be fully fleshed out designs ready for use. These designs are intended for use as a starting point when utilizing the Brand Elements.



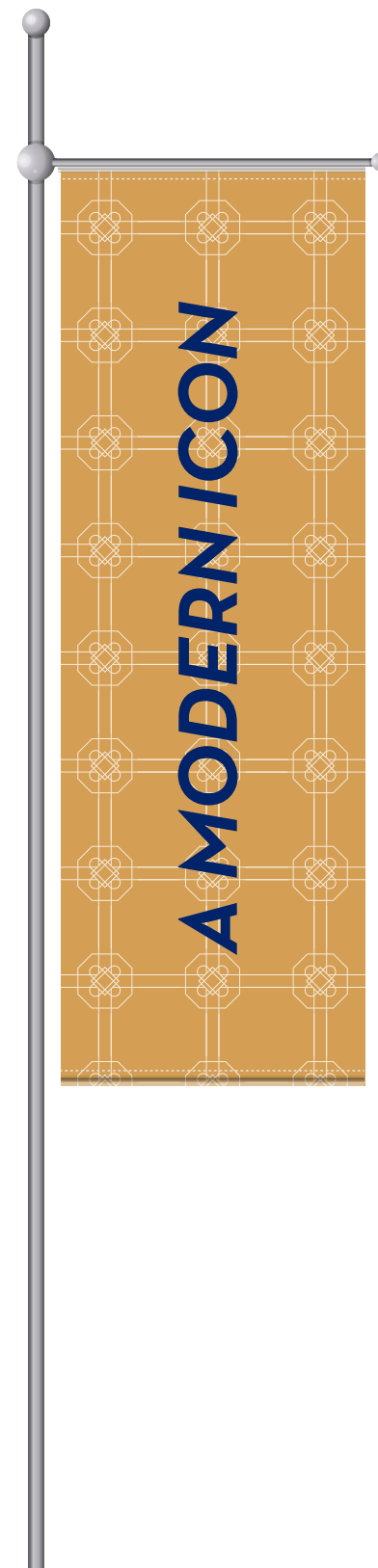
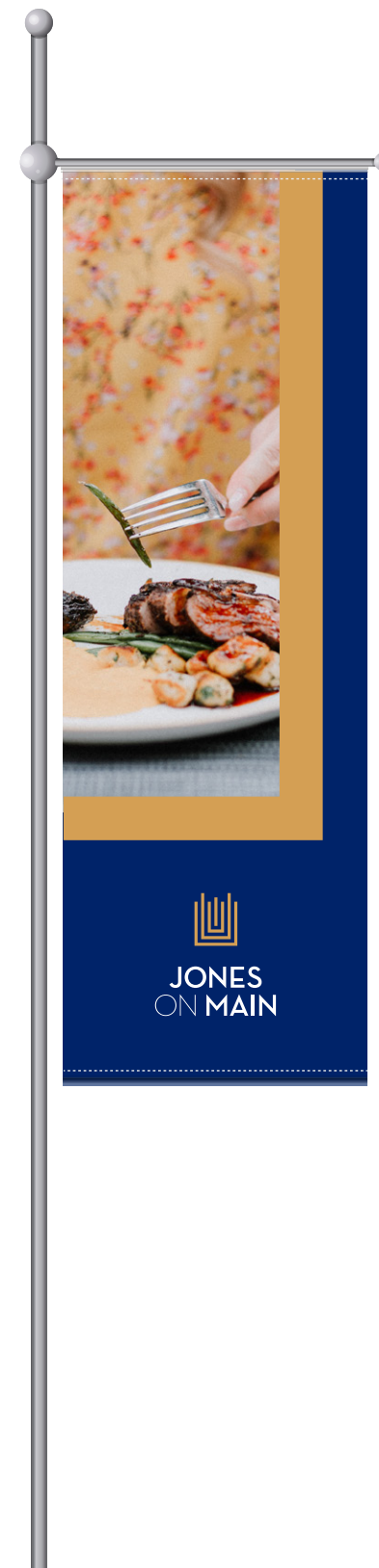
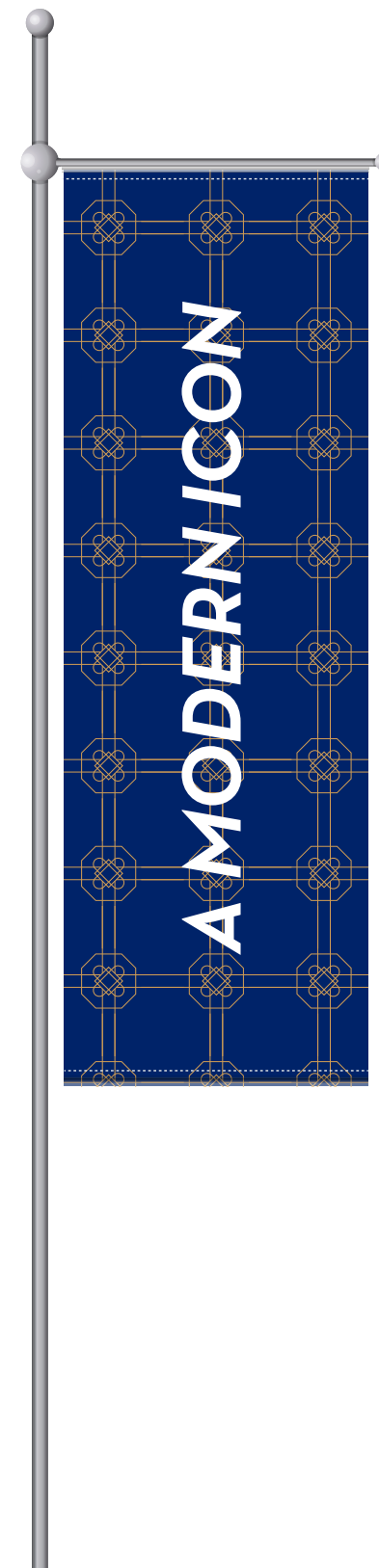
 **JONES
ON MAIN**

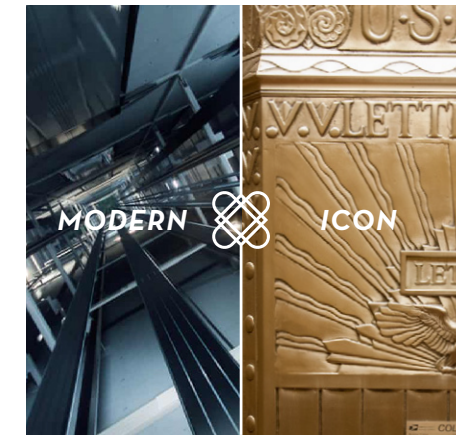
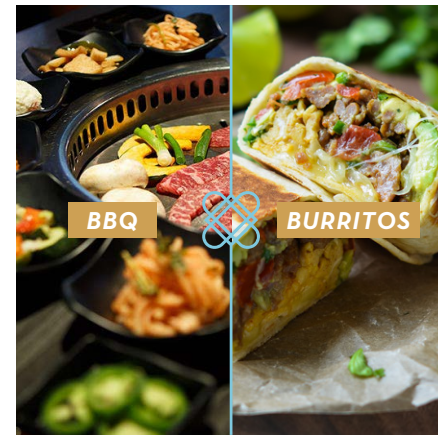
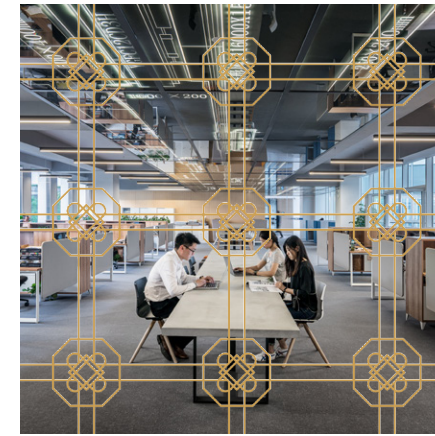


A MODERN ICON



A N







**St. Patrick's
Block Party**

MARCH 17, 2022 | 5PM - 8PM

BEER & WINE | AT THE GREAT HALL

This graphic features a green background with a repeating geometric pattern. The main image shows two women wearing green hats and sunglasses, smiling. The text is in white and gold.



**GALLERY
WALK**

MAY 1, 2022

This graphic has an orange background. The main image shows a person wearing a white hat and a floral shirt, looking at a colorful abstract artwork. The text is in white and gold.



**Event
Name**

MARCH 17, 2022

5PM - 8PM

This graphic has a yellow background with a repeating geometric pattern. The main image shows hands holding glasses and a plate of sushi. The text is in white and gold.



**THE PATIO
COMING SOON**

JONES
ON MAIN

This graphic has a dark blue background. The main image shows hands holding glasses and a plate of food. The text is in white and gold. The Jones on Main logo is in the bottom right corner.

JONES ON MAIN

**CHRISTMAS
IN THE HALL**

DECEMBER 2022 | DAILY
AT THE GREAT HALL

This graphic features a photograph of a grand, ornate hall with a Christmas tree on the right. The background is a dark blue pattern of small white circles. The text is in white and gold. The Jones On Main logo is in the top right corner.

JONES ON MAIN

**Lorem
Ipsum**

EVENT PLACE | JULY 2022

This graphic features a close-up photograph of hands eating food at a table. The background is a solid green color. The text is in white. The Jones On Main logo is in the top right corner.

JONES ON MAIN

**Event
Name**

MARCH 17, 2022
5PM - 8PM

This graphic features a photograph of a social gathering with food and drinks on a table. The background is a green pattern of small white circles. The text is in white and gold. The Jones On Main logo is in the bottom right corner.

JONES ON MAIN

**THE PATIO
COMING SOON**

COMING SOON

This graphic features a photograph of two women sitting on a patio and talking. The background is a solid dark blue color. The text is in white and gold. The Jones On Main logo is in the top left corner.



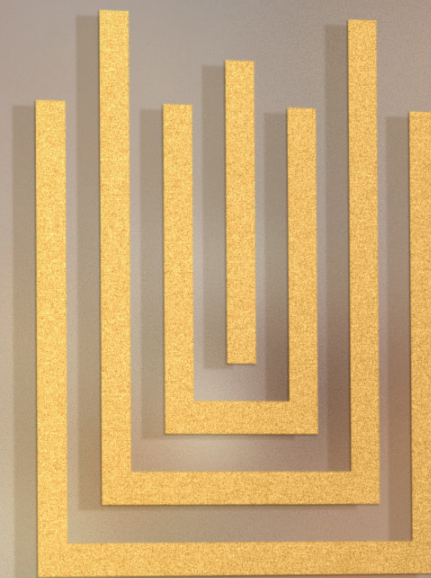








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*FOR MORE INFORMATION ABOUT USING
THE JONES ON MAIN BRAND, CONTACT:*

Jones on Main

Lionstone Investments

www.lionstoneinvestments.com

Brand & Design

The Wilbert Group

www.thewilbertgroup.com