PENNANT PARK
BRAND IDENTITY GUIDELINES

PENNANT
PARK

01
LOGOS AND DESIGN ELEMENTS

**PENNANT
PARK**

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PENNANT PARK

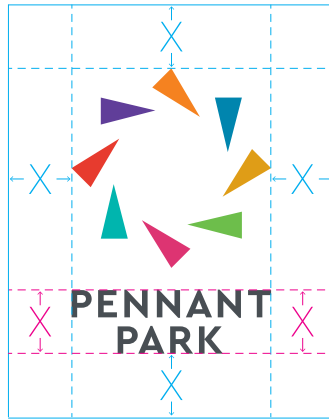# MULTI-COLORED, GREY AND WHITE

The Logo/Symbol Only should be used judiciously as it assumes knowledge of the brand identity that the viewer may not have. It should always be used in conjunction with the Pennant Park name or URL within a document or application that has overall consistent branding and uses the entire logo elsewhere.

It would work well for limited very iconic uses, such as a baseball hat or a shirt, or for uses on the property, such as a manhole cover or insignia for architectural details.

This may also be used as a favicon for social media.

Do not use this art at a large size proportional to the application on which it is used. See pages 18–21 for the supergraphic element and rules for its use.
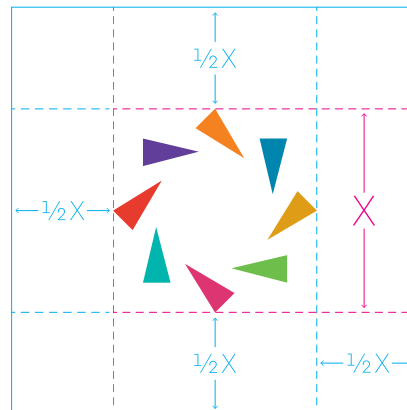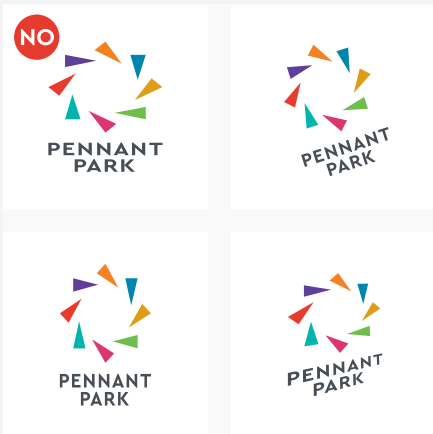
When using any version of the
Pennant Park Logo or Logo/Symbol
Only, do not allow any type or
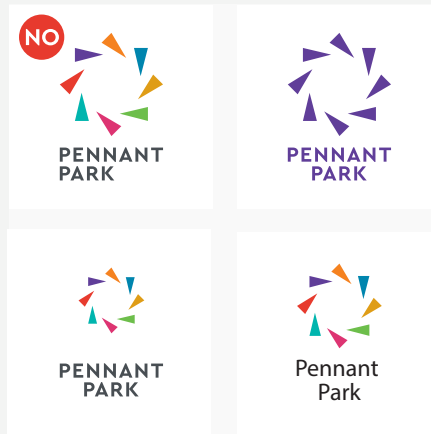element to infringe upon the clear
space as shown.

VERTICAL

HORIZONTAL

SYMBOL ONLY

Logo/Symbol ONLY
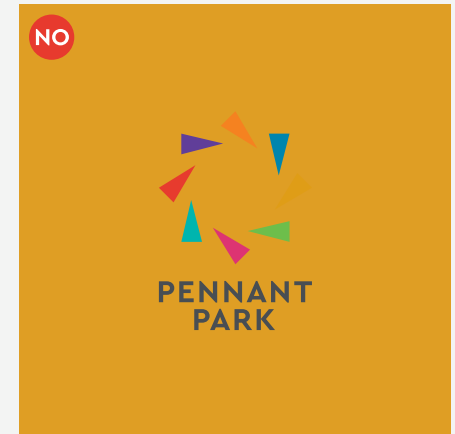## MULTI-COLORED, GREY AND WHITE

Do not stretch, rotate, distort or attempt to add perspective to the logo.

Do not alter the art in any way, including creating new lockups, new color versions, changing the typography or changing the relationship of the symbol and logotype.

Do not add a drop shadow or any effects to the logo.

Do not use any version of the logo on a color that is not in the primary palette (including those in the secondary palette: see page 12).
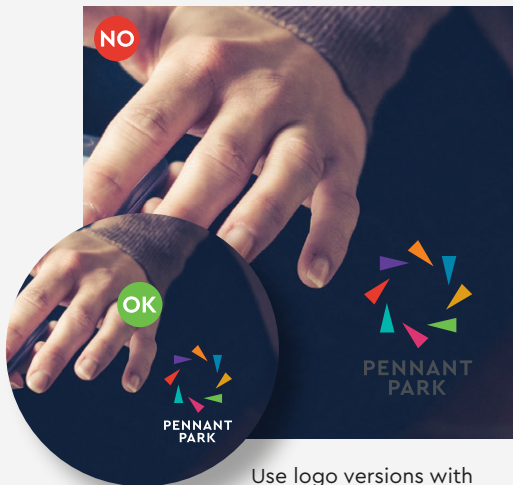
Use logo versions with light type on dark backgrounds, and vice versa.
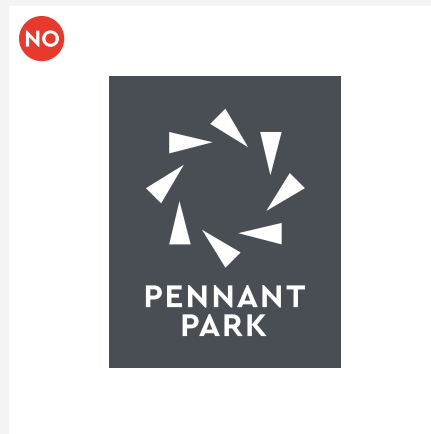
Do not place any version of the logo in a containing shape.

Do not add elements to the logo or otherwise break the clear space requirements.

Do not use multiples of the Logo/Symbol Only (or multiples of the supergraphic).

COLOR PALETTE
PRIMARY & SECONDARY

PRIMARY PALETTE

**Pennant Park
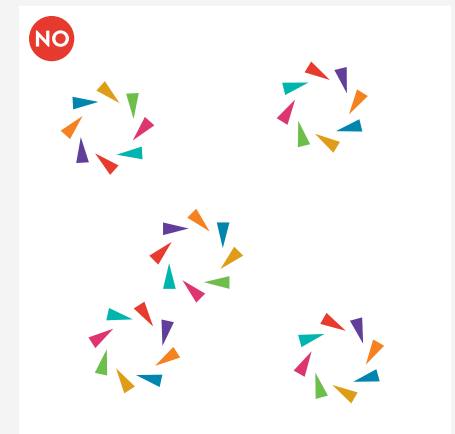DARK GREY**
Pantone® 7540
C69 M59 Y53 K34
R74 G78 B84
#4A4E54

**Pennant Park
BACKGROUND GREY**
Pantone® Cool Grey 2 @ 25%
C1.5 M1 Y1.5 K2.75
R240 G240 B239
#F0F0EF

**Pennant Park
DARK TEAL**
Pantone® 7707
C100 M55 Y35 K12
R0 G96 B127
#00607F

**Pennant Park
MEDIUM GREY**
Pantone® Cool Grey 6
C38 M29 Y29 K0
R163 G166 B168
#A3A6A8

**Pennant Park
LIGHT GREY**
Pantone® Cool Grey 2
C5 M3 Y5 K11
R215 G216 B214
#D7D9D6

SECONDARY PALETTE

**Pennant Park
PURPLE**
Pantone® 266
C76 M90 Y0 K0
R96 G63 B153
#603F99

**Pennant Park
LIGHT TEAL**
Pantone® 7704
C97 M33 Y21 K0
R0 G132 B173
#0084AD

**Pennant Park
TURQUOISE**
Pantone® 326
C81 M0 Y39 K0
R0 G181 B175
#00B5AF

**Pennant Park
GREEN**
Pantone® 360
C61 M0 Y96 K0
R108 G192 B74
#6CC04A

**Pennant Park
MAGENTA**
Pantone® 7635
C0 M90 Y25 K8
R220 G57 B114
#DC3972

**Pennant Park
WARM RED**
Pantone® 179
C4 M91 Y91 K0
R230 G60 B47
#E63C2F

**Pennant Park
ORANGE**
Pantone® 151
C0 M60 Y100 K0
R245 G130 B32
#F58220

**Pennant Park
GOLD**
Pantone® 7550
C0 M34 Y98 K12
R224 G158 B25
#E09E20

PRIMARY PALETTE

**Pennant Park
DARK GREY**

**Pennant Park
BACKGROUND GREY**

**Pennant Park
DARK TEAL**

**Pennant Park
MEDIUM GREY**

**Pennant Park
LIGHT GREY**

The primary palette is the real workhorse of the Pennant Park brand identity. Large fields of grey or white ground the more vibrant colors of the secondary palette.

Use Pennant Park Dark Grey, Pennant Park Background Grey, and White for backgrounds. In the vast majority of cases, all multi-colored logo variations should be limited to placement on these three colors (along with photographic backgrounds of sufficient contrast.)

The other three colors (Pennant Park Dark Teal, Pennant Park Medium Grey and Pennant Park Light Grey) may be used as fields of color, but only white versions of the logo may be used on backgrounds of these three colors.

SECONDARY PALETTE

**Pennant Park
PURPLE**

**Pennant Park
LIGHT TEAL**

**Pennant Park
TURQUOISE**

**Pennant Park
GREEN**

**Pennant Park
MAGENTA**

**Pennant Park
WARM RED**

**Pennant Park
ORANGE**

**Pennant Park
GOLD**

The secondary palette is primarily intended for use in the Logo/Symbol Only art and the supergraphic art. Other uses are for typography for subheads, captions and accent copy. It should not be used for large blocks of copy.

The secondary palette may also be used for maps, information graphics and other kinds of iconography.

The secondary palette should not be used for large fields of color; further, none of the logo versions should be used on backgrounds of these colors.

The Pennant Park Logo variations may be rendered in a metallic material. Choose metals which work within the palette: use shades of silver which align to the grey tones in the Primary Palette. Dark, medium or light silver are all appropriate—choose the tone that works within the background or environment where they'll appear.

Do not use warm metals, such as gold or brass.

Do not attempt to render the multi-colored logo in metal. Use only the single-colored logo variations.

Cera Bold
Cera Bold Italic
Cera Regular
Cera Regular Italic

CERA LIGHT
CERA LIGHT ITALIC

Correct and consistent use of the brand typography creates cohesion and strengthens the brand identity.

Cera—a clean, friendly and geometric typeface—has been chosen as the primary font family to be used for all Pennant Park branding materials.

By largely limiting the use of the font to a few weights within the font family, there is improved consistency and a consistent hierarchy (and also keeps costs down by having to buy fewer weights of the font).

Cera Bold and Regular, along with the accompanying Italics, should be chosen for the majority of uses.

For additional needs such as emphasis and for accents, Cera Light (and Cera Light Italic) may also be used.

Arial Bold
Arial Bold Italic
Arial Regular
Arial Regular Italic

For digital applications or for internal applications, Arial may be used. It is a default font provided in all operating systems and is the best fit in that category to use in place of the Cera family when necessary.

External-facing materials and the vast majority of printed materials should not use Arial—the Cera family should be used instead.

RAISE YOUR FLAG
SOMEWHERE READY TO WORK

To provide consistency, a simple headline treatment has been devised. It may be used for a single sentence with a return to form two lines, or alternatively for a primary line and a secondary line (or head and subhead). One line should be selected to be bolded to create emphasis, both contextually and visually.

PENNANT PARK
LEASING OFFICE

EASY ON, EASY OFF
FIVE WAYS TO ACCESS PENNANT PARK

SOMEWHERE AT THE CENTER OF ATTENTION
AMENITIES

14 PT. TYPE / 14 PT. LEADING

RAISE YOUR FLAG
SOMEWHERE READY TO WORK

To create the proprietary treatment, the headline or headline/subhead should be:
— All caps
— One line Cera Regular, one line Cera Bold
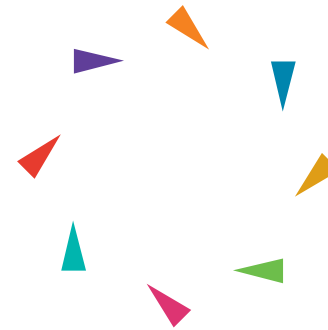— Type size and leading (the space between lines) should be equal.

20 PT. TYPE / 20 PT. LEADING

RAISE YOUR FLAG
SOMEWHERE READY TO WORK

28 PT. TYPE / 28 PT. LEADING

RAISE YOUR FLAG
SOMEWHERE READY TO WORK

LOGO/SYMBOL ONLY

A supergraphic is a design element which is provided for use at a large scale, generally as a background element. It is derived from the Pennant Park Logo/Symbol Only, but is not the same. The actual logo symbol should not be used in the same way as the supergraphic. Use only the three variations of the supergraphic.

Each version relates to the Logo/ Symbol Only but each varies in scale, and each works a little differently in application.

The supergraphic may be used in most applications, including signage, print, web, video, PowerPoint decks, and various other digital applications.

SUPERGRAPHIC 1

SUPERGRAPHIC 2

SUPERGRAPHIC 3

The supergraphic is shown here in use: (top row, left to right: Supergraphic 1, Supergraphic 2 and Supergraphic 3). The supergraphic should never be used in its entirety: it should always be cropped.

CROPPING
The supergraphic should be cropped either left and/or right or top and/or bottom—not three or four sides.
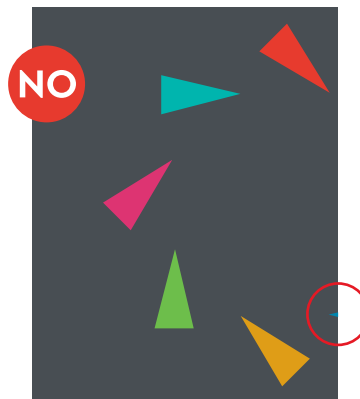
BACKGROUNDS
Use the art only on solid color backgrounds of Pennant Park Dark Grey, Pennant Park Background Grey or White. It may also be used on a photographic background.

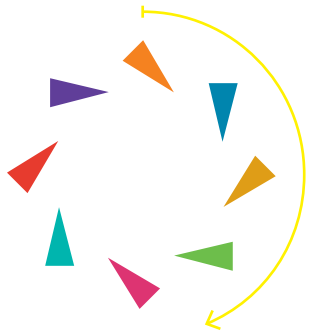Do not use the supergraphic art without cropping it on at least one side.

Do not crop the supergraphic on all four sides.

Do not crop without ensuring that the cropped aren't too small or are distracting.
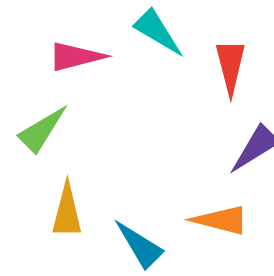
The supergraphic art may be rotated clockwise for use in 2D applications. For video/motion applications, it may be shown in rotation.

0°

45°

90°

135°

180°

225°

270°

315°

COLOR

The supergraphic should not be used with the multi-colored logo. Choose either the white or grey/silver versions of the logo.
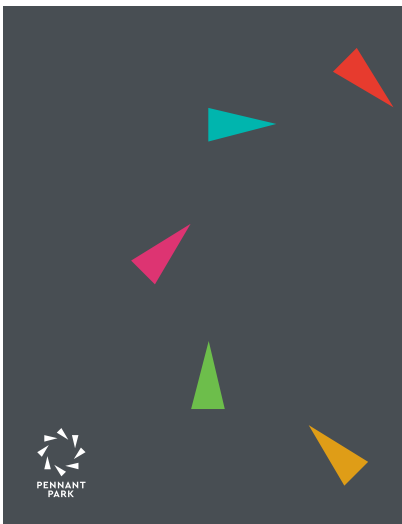
SCALE

Use the supergraphic device at a scale that fills the available space.

The logo and supergraphic should not be scaled so that the individual pennants in the art are similar in size.

02
SAMPLE APPLICATIONS

RAISE YOUR FLAG
SOMEWHERE SPECIAL

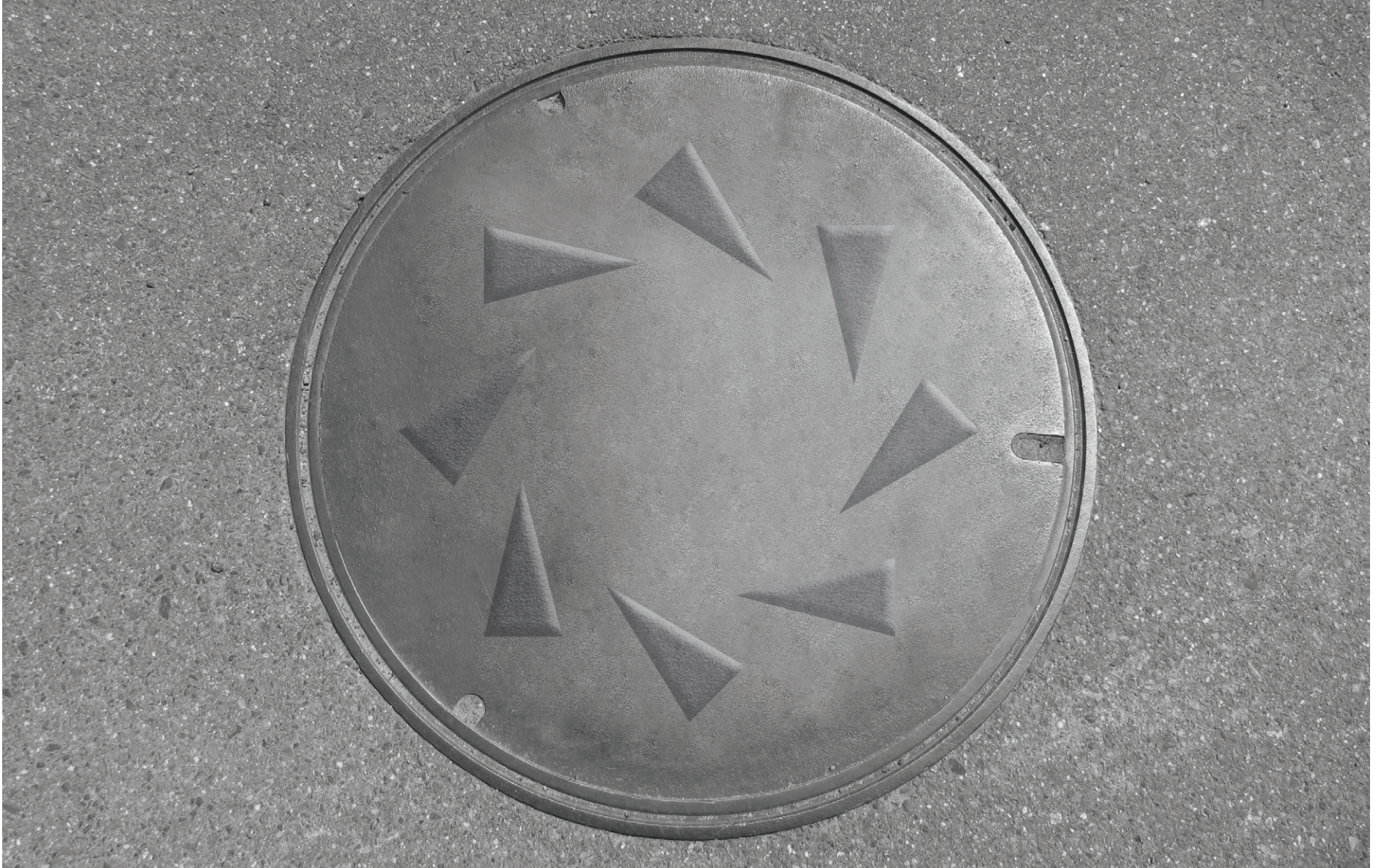With an uncommon combination of proximity and possibility, situated at the center of attention, Atlanta's booming NW submarket, Pennant Park is close to everything in Cumberland and nestled within some of Atlanta's most beautiful green spaces. Alive with potential within a thriving community. Peppered with parkland and walkable to both major-league nightlife and workday necessities. The right place for organizations ready to step into the spotlight: primed, well-positioned and wide open for business.

Welcome to Pennant Park. Do not hold your applause.

HIGHLIGHTS

▸ **Up to 240,000 square feet contiguous available**

▸ **Unique branding opportunities with monument and top of building signage**

▸ Superior access to I-75 and I-285

▸ Mid-day and evening dining, entertainment and nightlife a short walk away

▸ Pedestrian bridge to SunTrust Park, The Battery and the Cobb trail system

FEATURES

▸ New tenant lounge and café

▸ Vibrant indoor spaces to gather, meet or work solo

▸ Collaborative, multipurpose outdoor spaces with communal tables and seating

▸ A 7,400 square foot upscale fitness center

Owned by
RUBENSTEIN PARTNERS
www.rubensteinpartners.com

Leased by
CUSHMAN & WAKEFIELD
www.cushmanwakefield.com

BOB CALLAN—
ROTTENWOOD CREEK
TRAIL EXTENSION

BOB CALLAN—
ROTTENWOOD CREEK
TRAIL EXTENSION

CHATTAHOOCHEE
RIVER NATIONAL
RECREATION AREA

WILDWOOD
TRAIL

INTERSTATE
NORTH PARKWAY
TRAIL

PENNANT PARK

AKERS MILL
TRAIL EAST

WINDY RIDGE
EXTENSION

BOB CALLAN—
ROTTENWOOD
CREEK TRAIL

TRAIL
EXTENSION

AKERS MILL
TRAIL WEST

KENNESAW MOUNTAIN
TO CHATTAHOOCHEE
TRAIL

TRAIL
CONNECTOR

CHATTAHOOCHEE
RIVER NATIONAL
RECREATION AREA

SILVER COMET
CUMBERLAND
CONNECTOR

CHATTAHOOCHEE RIVER

CHATTAHOOCHEE RIVER

QUESTIONS

IMBIBE, a brand design firm
www.imbibe.info
brand@imbibe.info

Rubenstein Partners
Taylor Smith
VP, Regional Director—Southeast
tsmith@rubensteinpartners.com