



No18

BRAND IDENTITY & STYLE GUIDE

VI.0

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I.1 BRAND CONSISTENCY

“A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another.” – Seth Godin

Great brands are built through the consistent delivery of the brand messages through all touchpoints – a strong, unified message reinforces not only who we are and why we exist, it also drives recognition, trust, success, and of course ultimately: business growth.

This document is a guide to how we visually communicate the No18 brand. It covers graphic design and layout related topics as well as sections on photography and merchandise. It is best used together with our brand book, as a rulebook for creating all No18 visual elements.

THE HOME FOR A REWARDING BUSINESS LIFESTYLE

We are a cosmopolitan members club for businesses with beautifully designed lounges, meeting rooms and high-end workspaces tailored to support all our members' needs. It's a truly rewarding setting for both work and leisure, and a place to call home.

No18 venues are a blend of workplace and residence, with a unique eclectic aesthetic. It's an aspirational environment, with a friendly and inspiring atmosphere. We combine professional service, a high attention to detail, and state of the art technology to create a truly enriching experience.

Our holistic philosophy, with a focus on community and well-being, helps our members toward a happier, healthier and more productive lifestyle.



OUR VISUAL IDENTITY

2.1 VISUAL ELEMENTS OVERVIEW

OVERVIEW

LOGO

No18

LOGO WITH BRAND TAGLINE

No18

THE HOME FOR A REWARDING BUSINESS LIFESTYLE

TYPEFACES

Gill Sans Std

Adobe Garamond Pro

PRIMARY COLOUR PALETTE



ACCENT COLOUR PALETTE



IMAGERY



Brand



Iconography

LOGO

MAIN LOGO

The primary logo consists of the text "No18" in a large, black, serif typeface. The "No" is in a standard weight, while the "18" is slightly larger and more prominent.

Figure 1.
Primary logo.

SUPPORTING FORMATS



Figure 2.
Reversed logo.



Figure 3.
Reversed logo to be used in case of, for example, frosting.

PRIMARY

This logo is the preferred option to be used whenever possible. It is always used in 100% black.

REVERSED

The reversed version is to be used on a black or very dark backgrounds.

Our brand logo should only be reproduced from master artwork files and should not be redrawn, reset or altered in any way.

The master artwork files are available in various electronic formats, for both Mac and PC. To obtain files, or for further guidance and queries, please contact the marketing team.

CLEAR SPACE

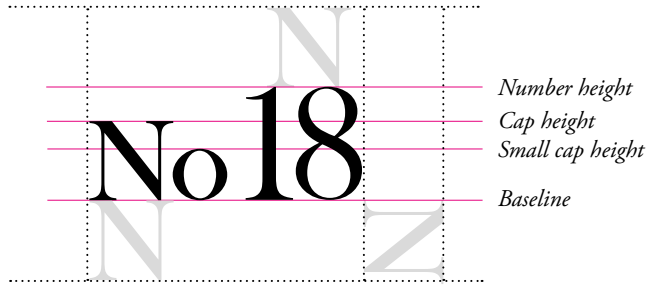


Figure 4. Clear space guidelines.

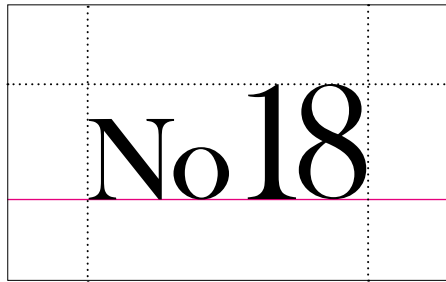


Figure 5. Application of clear space.

No 18

Figure 6.

Print minimum size 12mm width.

No 18

Figure 7.

Digital minimum size 50px width.

PRIMARY

To ensure prominence and legibility, the logo is always surrounded by an area of clear space which remains free of other design elements, such as type and other logos. This is also the minimum distance the logotype can be placed from the edges of the page. The construction of the exclusion zone is based on the height of the 'N' from the No 18 logo. The clear space is implemented from the left and right edges of the logo and from the number height and baseline of the logo on top and bottom.

MINIMUM SIZE - PRINT

The minimum size is defined by the width of the logo. To ensure maximum clarity the minimum size is 12mm (width) when used for print.

MINIMUM SIZE - DIGITAL

When used in digital formats, the logo has a minimum size of 35px (width).

LOGO LOCK-UP WITH TAGLINE

No18

THE HOME FOR A REWARDING BUSINESS LIFESTYLE

Figure 6. Our logo with our brand tagline.

INFORMING WITH OUR IDENTITY

Occasionally we may want to communicate the essence of the brand in concise writing to the onlooker, and we do this by complementing the logo with our tagline - “The home for a rewarding business lifestyle”.

CREATING THE LOCK-UP



Figure 7. Mark up for logo lock-up.

MISUSE

No18

Don't use any other colours.

No18

Don't use the logo at an angle.

No18

Don't use the reverse logo on light backgrounds

No18

Don't alter the logo in any way.

No18
No18
No18
No18
No18

Don't create wallpaper patterns or repeat patterns.

No18

Don't use the logo over busy areas of imagery.

No18

Don't use any effects such as a drop shadow, glow or blur.

No18

Don't use the logo on dark backgrounds.

LOGO MISUSE

Our brand logo should only be reproduced from master artwork files and should not be redrawn, reset or altered in any way.

The master artwork files are available in various electronic formats, for both Mac and PC, and are available from the Marketing Team.

Please ensure that logo is used correctly at all times.

Figure 8. Incorrect application of logo placement.

PLACEMENT



Figure 9. Centered placement on advert.

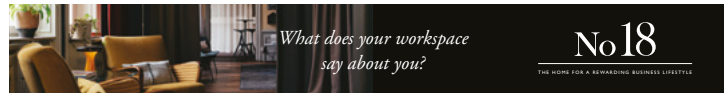


Figure 10. Right aligned placement on skyscraper banner.



Figure 11. Left aligned placement on website.

CENTERED PLACEMENT

The majority of marketing materials will use centered placement; for example adverts, posters, leaflets and powerpoint presentations. This is a prominent position which strengthens the brand image.

RIGHT ALIGNED PLACEMENT

Right aligned placement is used when vertical space is at a minimum, for example skyscraper banners.

LEFT ALIGNED PLACEMENT

Left align placement should mainly be used for online application, or cases when the top right hand corner can be obscured e.g. the browser window not being large enough.

OUR NAME AS PART OF A TEXT

No18 is a cosmopolitan members club for businesses with beautifully designed lounges, meeting rooms and high-end workspaces tailored to support all our members' needs.

Figure 12. Correct spelling of No18.

~~*No.18 is a cosmopolitan members club for businesses with beautifully designed lounges, meeting rooms and high-end...*~~

~~*#18 is a cosmopolitan members club for businesses with beautifully designed lounges, meeting rooms and high-end...*~~

~~*NO18 is a cosmopolitan members club for businesses with beautifully designed lounges, meeting rooms and high-end...*~~

Figure 13. Incorrect spelling of No18.

THE CORRECT SPELLING

The correct spelling of our brand name is No18 which is simple and elegant. The 'N' is in uppercase and the 'o' is in lowercase with no additional punctuation applied.

2.3 BRAND COLOURS

PRIMARY COLOURS

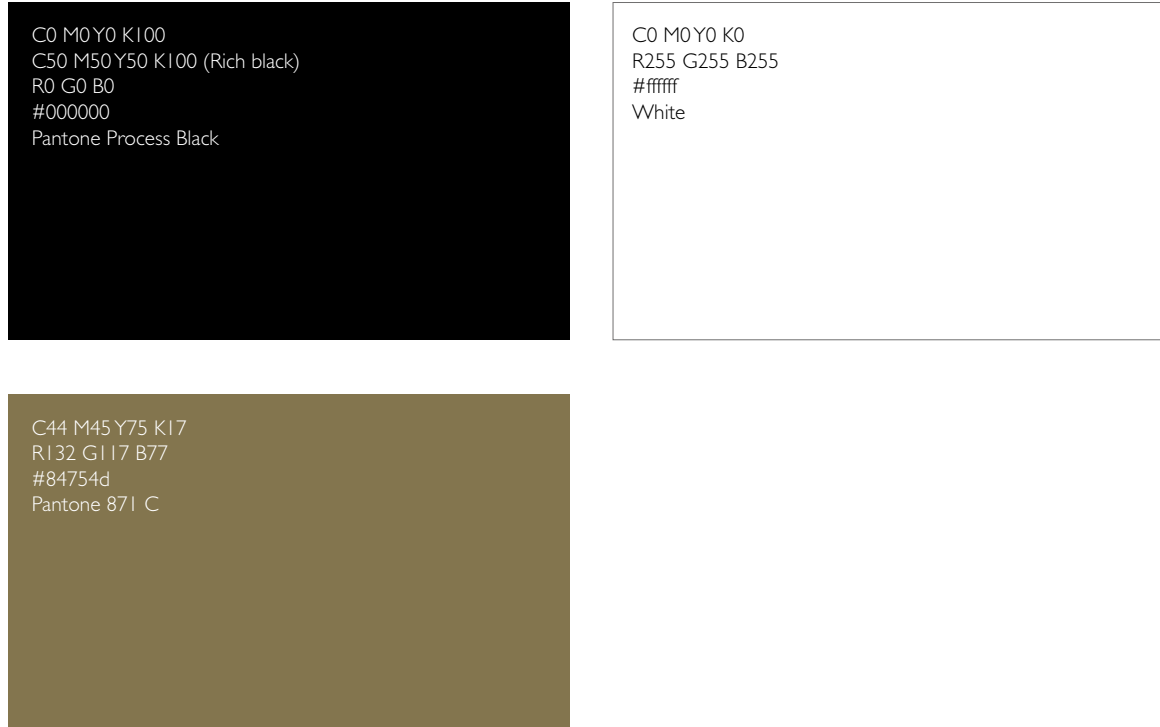


Figure 14. Primary brand colour palette.

PRIMARY COLOURS

Our colour palette is an essential tool in building a distinctive and recognisable brand identity.

Since our pictures often feature bold colours and distinctive environments, our primary brand colour palette is limited to black and white in order to present a calm background so that our imagery can speak for itself.

No18 black and gold must always be used at 100% tint value.

ACCENT COLOURS



Figure 15. Accent colour palette.

ACCENT COLOURS

Accent colours are to be used only when additional colours are required, for example on graphs, charts and tables.

Accent colours are not to be as backgrounds but are there to create distinctive highlights and motifs when a hint of colour is required to obtain the desired effect.





APPLICATION

USAGE

Designs should be primarily black and white, with black as the dominant colour. Secondary colours should be used only when absolutely necessary as accents or for colour coding key informations i.e graphs; never as a main featured colour.

USAGE IN PERCENTAGES



 15% White  80% Black  4% Gold  1% Accent

BASE COLOUR

Black should always be used as the base colour for No18 designs unless it poses a problem or leads to poor results (for example: certain printing situations). In such cases, the black/white ratio may be reversed.

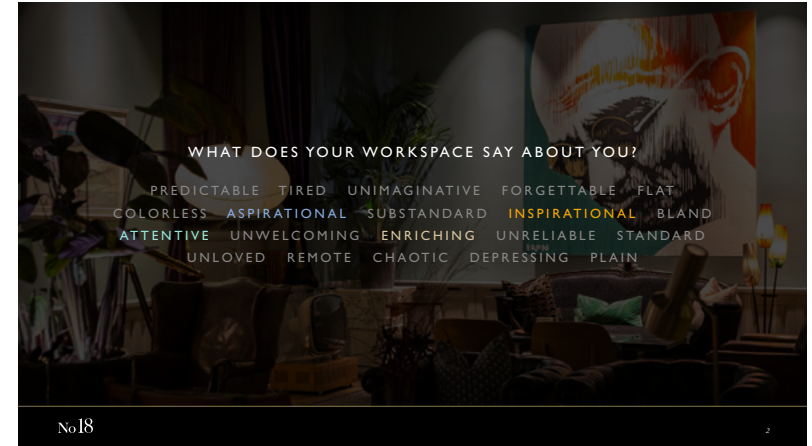


Figure 16. Sales presentation utilising primary, secondary and accent colours.

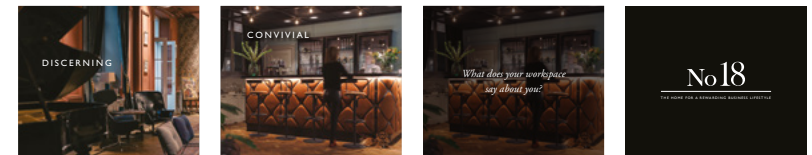


Figure 17. Animated MPU banner using primary colour palette only.

BRAND TYPEFACES

Gill Sans Std

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Adobe Garamond Pro

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

FONTS

Our brand typefaces are the Sans Serif font Gill Sans Std and the Serif font Adobe Garamond Pro Italic.

They are to be used for all our printed communications and online whenever possible.

We use two fonts for Gill Sans Std; Light and Regular (no italics).

We use three fonts for Adobe Garamond Pro; Regular, Italic, and Semibold Italic.

SUPPORTING TYPEFACES

Noto Sans / Noto Serif

做你一生中最好的工作

Noto traditional Chinese script

**당신의 인생 의 최고의 작품
작업을 수행합니다**

Noto Korean script

**あなたの人生の最高の仕
事をする**

Noto Japanese script

**ทำผลงาน ที่ดีที่สุด ใน
ชีวิตของคุณ**

Noto Thai script

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

LANGUAGE SCRIPTS

When Gill Sans Std or Adobe Garamond Pro Italic cannot support a language script, we use the typeface Noto – a free font developed by Google. The following link will take you to the Noto website, which allows you to select a country and download the relevant language script:

www.google.com/get/noto

DEVICE RELIANT FONTS

For applications where we have to rely on a devices font set such as email campaigns, we use Arial as an alternative for Gill Sans Std and as an alternative to Adobe Garamond Pro we use Georgia. Both Arial and Georgia are common to PC and Mac.

2.4 TYPOGRAPHY

USAGE EXAMPLE - PRINT ADVERT

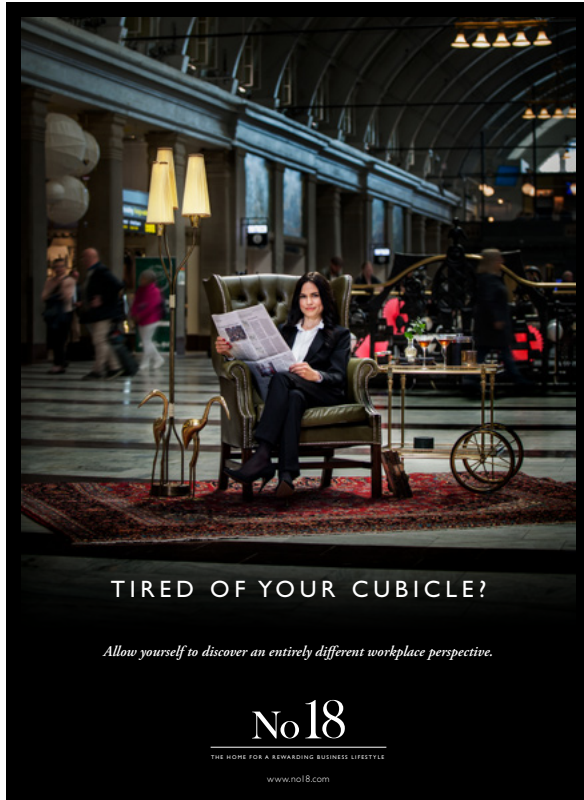


Figure 18.
Headline Gill Sans Std Regular, Tracking 200.
Tagline Adobe Garamond Pro Semibold Italic.
(Body Gill Sans Std Light).

PUNCTUATION

Headlines use punctuation such as apostrophes and question marks, but not full stops.

Subheaders and body copy use full punctuation with full stops.

Bullet points do not use full stops.

HEADLINE TRACKING



Figure 19. Correctly formatted version of headline with 200 tracking.

All headlines should be formatted using the font Gill Sans with 200 tracking applied.

For online digital tracking use the css property and value 'letter-spacing: .2em'.



Figure 20. Incorrectly formatted headline without tracking applied.

CASING EXAMPLES



Figure 21.
Layout correctly using sentence case and uppercase.



Figure 22.
Incorrect use of title case.

CASING

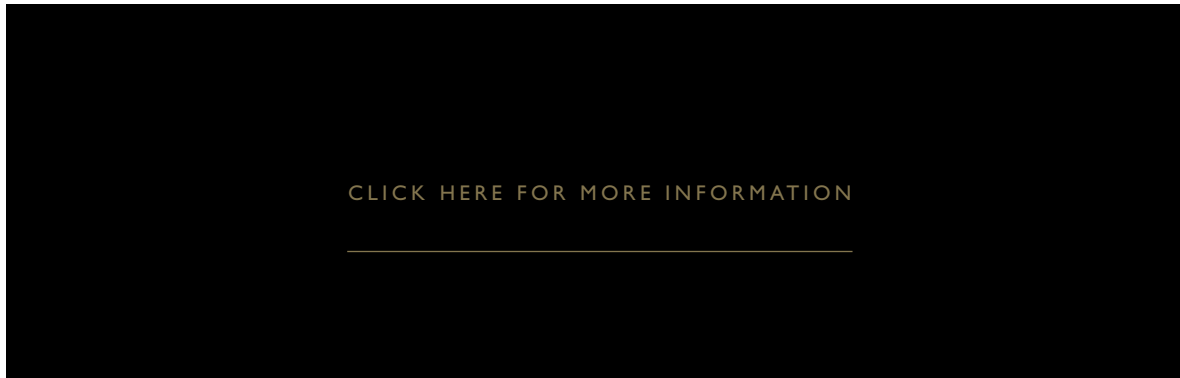
We use upper case and sentence case in our communications.

Title case should only be used when a name is in the sentence.

BUTTONS FOR DIGITAL COLLATERAL



*Figure 23.
Button.*



*Figure 24.
Text based hyperlink button.*

BUTTON DESIGN

Digital CTA button's are set in a simple square design to draw attention, allowing the user to quickly understand that there is a hyperlink available to them.

Usually the buttons will be white text on a gold background, if the design calls for another colour, black or white can be used if necessary.

Leave plenty of padding around the text to allow the buttons to breathe.

ICONS



Figure 25. Brand icons.

BRAND ICONS

The No18 icons are elegant and efficient in their design. They should always be used in a single colour and share the same line width. To ensure consistency all icons must be approved by the No18 brand team before use.

APPLICATION

Icon usage should be kept to a minimum. Usually our icons will be gold on a black background, another colour may be used if necessary to help the icons stand out from a busy or gold background.

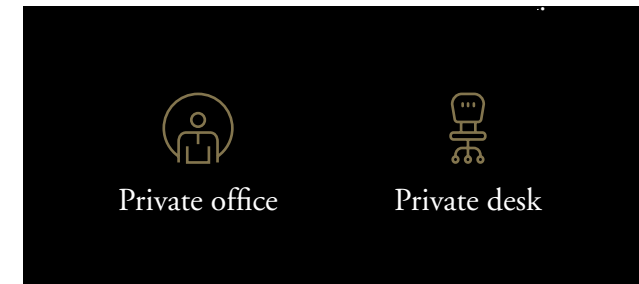


Figure 26. Usage.

BRAND SYSTEM OVERVIEW

No18
STUREPLAN

No18
HEALTH CLUB



LOGO SUPPLEMENTS

We use a logo & tagline layout similar to our pay off lock-up.

The location logos feature the underline. The product / service logo do not use the underline.

No18
GRAND CENTRAL

No18
RESTAURANT



No18
GREENWICH VILLAGE

No18
CINEMA

Figure 27.
Print/digital location logo.

Gill Sans Std Regular, tracking 200. Break line equal to logo width.
Long text sized to fit logo width.

Figure 28.
Print/digital product or service logo.

Gill Sans Std Light, tracking 200.

Figure 29.
Signage logo.

EXAMPLES - PRINT

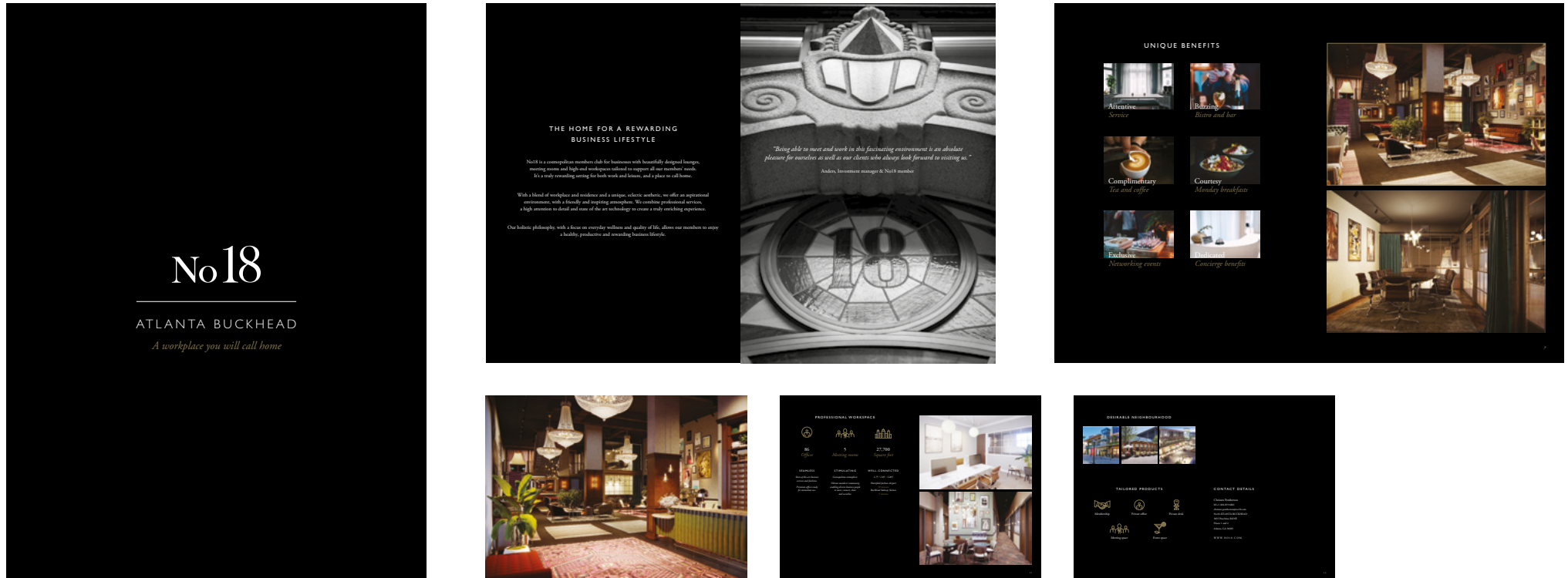


Figure 30. Brochure design.

EXAMPLES - PRINT



Figure 31. Building wrap.



Figure 32. Outdoor poster.

EXAMPLES - PRINT

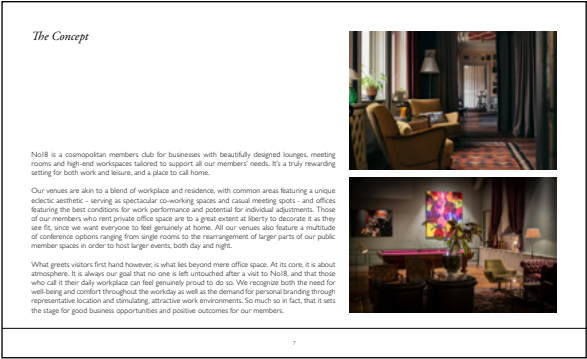
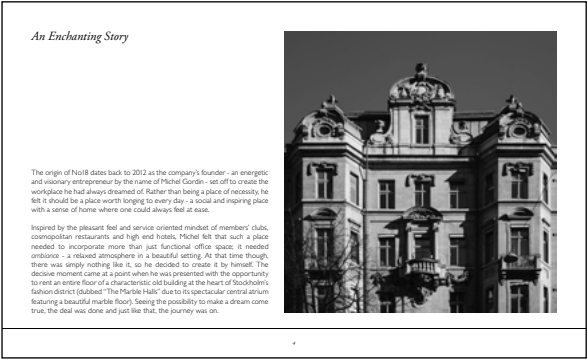
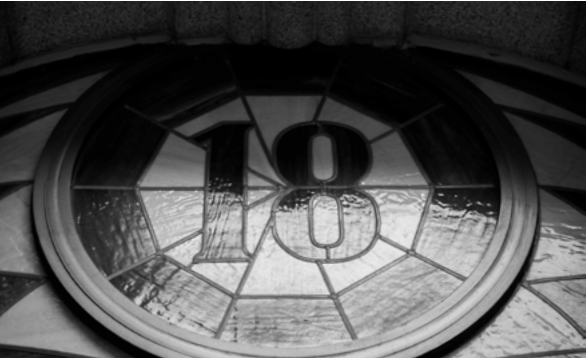
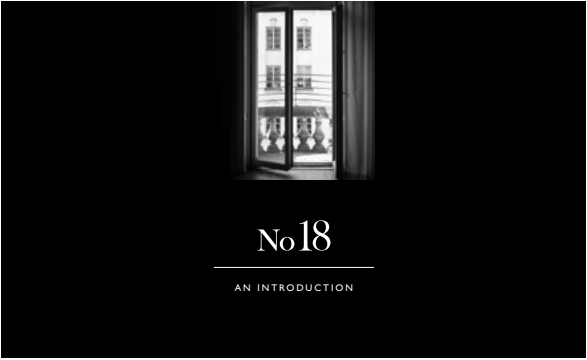


Figure 33. Storybook.

2.7 LAYOUT

EXAMPLES - PRINT



Figure 34. Poster designs.

2.7 LAYOUT

EXAMPLES - PRINT

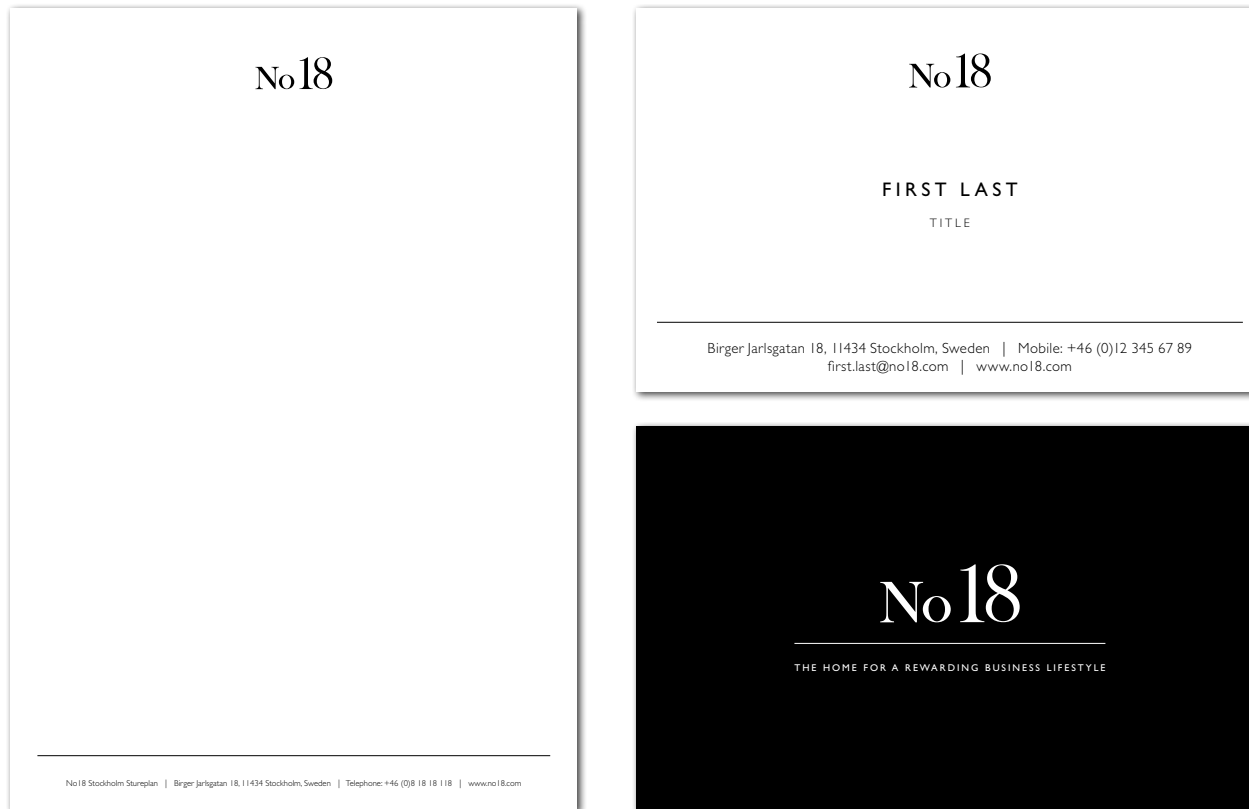
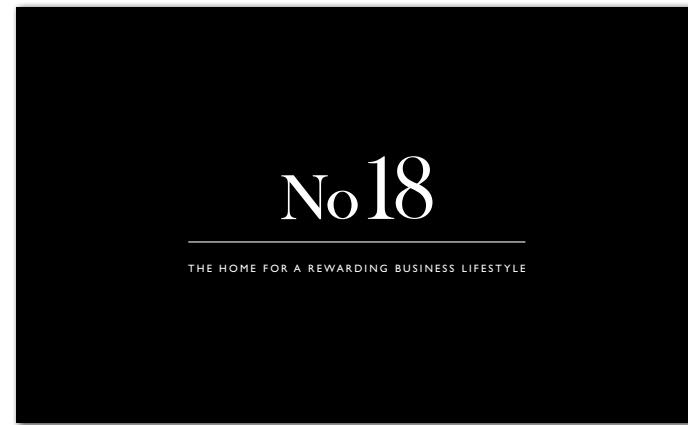


Figure 35. Stationery set.

EXAMPLES - PRINT



Figure 36. Meal card design.



EXAMPLES - DIGITAL

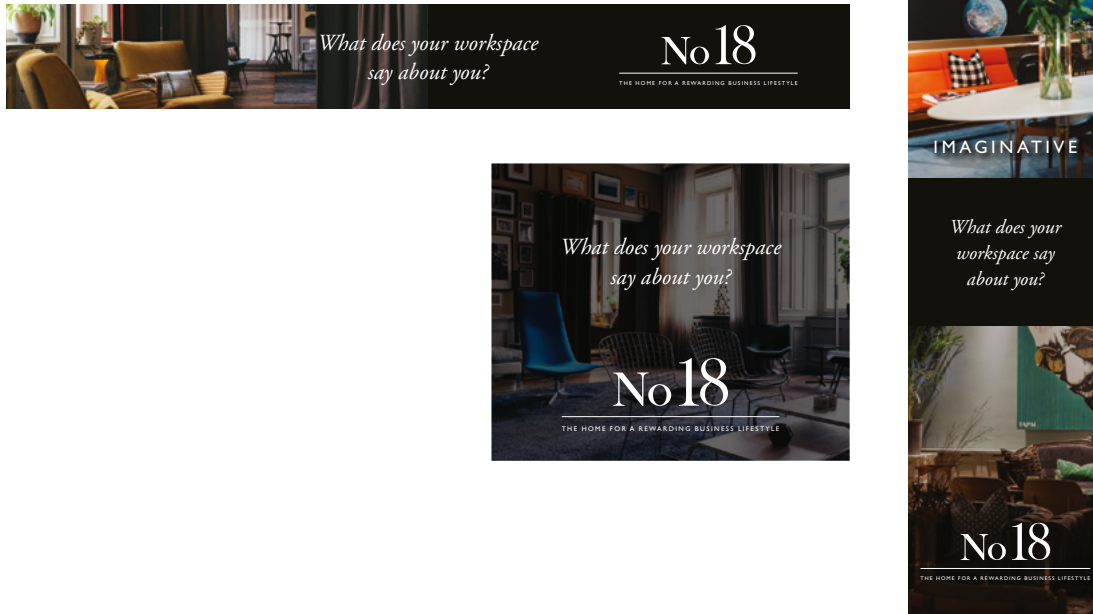


Figure 39. Static banners.

LOGO LOCKUPS

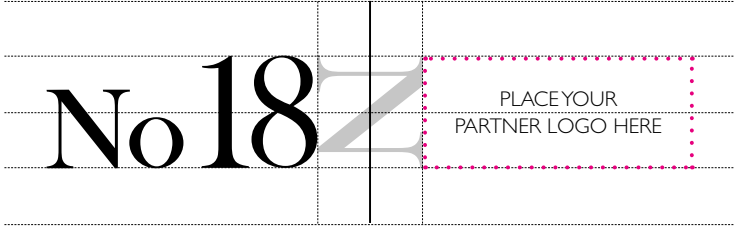


Figure 42. The dual branding lockup uses a 100% black dividing line centered according to the “8” to separate the two identities.

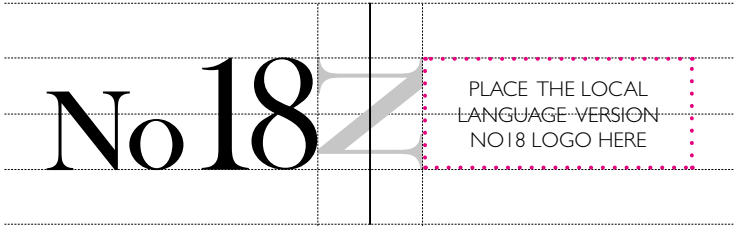


Figure 40. The No18 logo and language logo dual lockup. In countries where we are legally bound to use the full company name or partner name, this should be positioned left as above and right in the local language using the Noto font if necessary.

PARTNER LOGO SIZE

As a rule the partner logo should be of equal weight and space to that of the No18 logo. The partner must never be closer than a distance equal to the height of the No18 ‘N’.

EXAMPLES OF MERCHANDISE



Figure 41. Merchandising examples.



OUR PHOTOGRAPHY

OUR IMAGERY



Our photography needs to tell a story about how people use our spaces and our products. Regardless of whether you are shooting an office, meeting room or open space, to make these convincing and natural we use techniques such as a shallow depth of field to focus on the part of the image that tells the story.

CUSTOMERS AND OUR PRODUCTS



As well as capturing wider views of people working in our environments, we also capture detailed portraits of people at work, or otherwise enjoying our venues

We want brief moments, which when combined, help to tell a bigger story about the experiences of people use No18.

3.2 PRODUCTS AND THE ENVIRONMENT

SHOWCASING OUR SPACES Beautiful photography presenting our products at their best.

WE WANT IMAGES LIKE THIS



NOT LIKE THIS



3.2 PRODUCTS AND THE ENVIRONMENT

COMPOSITIONS Photography that tells a story with moments captured in an interesting way.

WE WANT IMAGES LIKE THIS



3.3 CUSTOMERS

AUTHENTIC PEOPLE Using our meeting spaces, offices and amenities.

WE WANT EVERYDAY PEOPLE DOING EVERYDAY THINGS



3.4 CENTRE PHOTOGRAPHY

VENUE PHOTOSHOOTS DO'S AND DON'TS



***Do** take your shoots with clean windows and on days with good weather.*



***Do** occasionally use portrait lenses to create captivating compositions*



***Do** declutter your compositions removing objects such as fire extinguishers and office supplies etc.*



***Don't** use effects such as distortion with a wide-angle lenses.*



***Don't** take shoots on days of bad weather and overcast skies.*

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