

ATL *Assembly* GA

BRAND GUIDE

The Assembly identity was carefully crafted to convey the inherent value of the space and to resonate with each person that encounters it. The ensuing pages provide a toolkit of assets, guidelines and examples to safeguard the integrity of the brand and maintain a cohesive experience across any application or medium.

BRAND GUIDELINES TO FOLLOW 

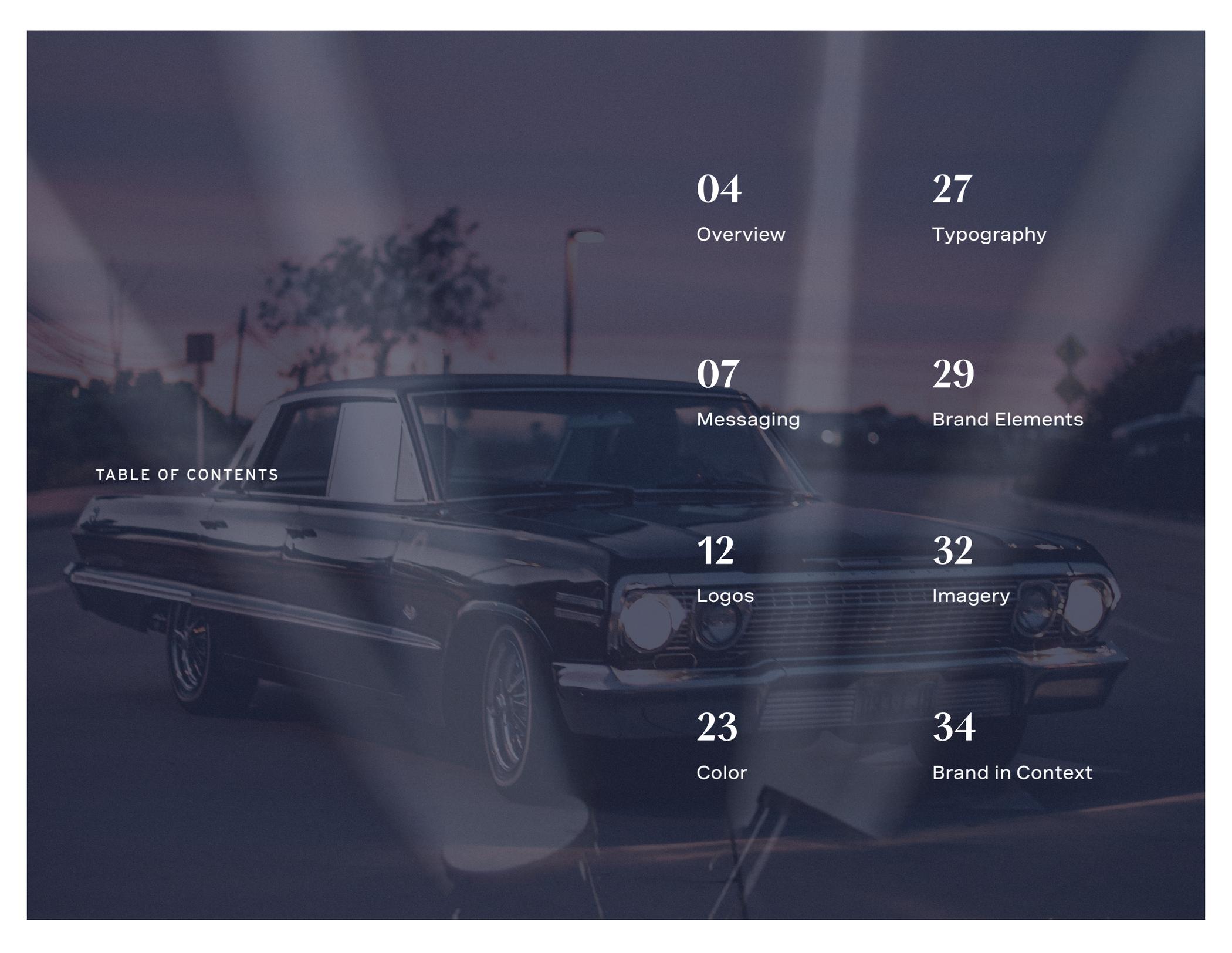


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OVERVIEW

WHY ASSEMBLY?

The idea of an assembly is often at the heart of cultural shifts throughout history. Whether it was the Ancient Greek philosophers assembling to discuss ideology or Henry Ford's assembly line propelling the world into the modern era, a gathering of exceptional pieces can coalesce to form something even greater.

The spirit of Assembly remains true to this sentiment. A magnificent collection of art, architecture, experience and energy culminate in a dynamic community that delightfully surprises with each visit. Where vignette views immerse you in a new world at every turn of the corner and alleyways let you in on the secret. Where buildings are transformational and every wall is a canvas. Here, each component is remarkable on its own, but it is the combination of these parts that form a brilliant mosaic.

Come discover what is destined to be the next cultural shift at what can only be called Assembly.



BRAND MANIFESTO

THE SPIRIT OF ASSEMBLY

- We are the very embodiment of diversity in art and architecture.
- We are more than 80 acres that celebrate transit and culture, sound and color.
- We are bound by walls but limited only by imagination.
- We are a place for interaction, invention and invitation.
- We are an environment that sparks curiosity and creativity.
- We are a stage, a scene, a discovery and a destination.
- We are created for uncommon purpose and designed to gather greatly.
- WE ARE ASSEMBLY.

BRAND ATTRIBUTES

These are the defining characteristics of the brand that serve as a foundation for both visual and verbal brand expression.

- **PIONEERING** - inventive, independent, ambitious
- **IMAGINATIVE** - inspired, innovative, a spirit of curiosity
- **ARTFUL** - vibrant, visual, one-of-a-kind
- **COLLABORATIVE** - active, social, welcoming, diverse
- **CONNECTED** - dynamic, mobile, biophilic

MESSAGING

BRAND VOICE

This is the filter for writing on-brand content in order to speak with clarity and consistency across all platforms.

THE INVITING VISIONARY

Imaginative and Unexpected

Gracious and Conversational

Captivating but not Overwhelming

Confident but not Boastful

Eloquent but not Verbose

Poetic but not Out of Touch

KEY MESSAGES

These are the key aspects of Assembly. At least one of these points should be included when writing copy.

LOCATION

Easy access to I-85, I-285, MARTA, PDK, and the Beltline means there's a multitude of ways to arrive at Atlanta's new iconic destination.

STUDIOS

The new home of Georgia's film industry is at Assembly and the creative energy of filmmaking can be felt throughout the development.

DESIGN

Stunning architecture, integrated art and a diverse array of sights and sounds make even a walk through Assembly an awe-inspiring experience.

EXPERIENCE

A fully mixed-use community where shopping, dining, and entertainment are energized by an innovative spirit.

INTRODUCTION

The introduction is how Assembly is presented to the world in one succinct statement. It incorporates key brand attributes and captures the unique brand voice.

A pioneering and ambitious development is emerging at Atlanta's intersection of transit and culture. One that brings together an impressive array of attractions from a spectacular scene of film and tv studios to distinctive retail, residential, and entertainment. All of it set within an imaginative and dynamic mixed-use development and culminating in a community that delights with each discovery. It's a destination that celebrates diversity and is designed to gather greatly. Welcome to Assembly Atlanta.

HEADLINES

Headlines are the best opportunity to present the brand's personality. As a general rule, headlines are title case unless style dictates all caps and should not contain a period unless required by two separate statements.

Gather Greatly

A Radiant Rendezvous

A Symphony of Experience

Experience the Power of Connection

Where Art Meets Ambition

Excitement Around Every Corner

Dreams Are Bigger Here

There's a New Star in Town

Where the Stars Align

An All-Star Destination

A Stage for the Unexpected

Transit & Culture. Sound & Color.

Come Together

LOGOS

ASSEMBLY PRIMARY

PRIMARY LOGO

This is the primary logo mark for Assembly. Out of all the flexible logo marks, the primary logo should be the most frequently used.

This mark may be used in the brand color palette across all media types.



PRIMARY LOGO- REVERSED

This is the primary logo mark for Assembly. Out of all the flexible logo marks, the primary logo should be the most frequently used.

This mark may be used in the brand color palette across all media types.

PRIMARY LOGO - REVERSED

ATL *Assembly* GA

SECONDARY LOGO

In addition to the primary logo, the Assembly identity has a toolkit of additional brand marks that may be used. These brand marks allow for cohesive flexibility throughout all branded applications and varying needs.

This mark may be used in the brand color palette across all media types.

A stylized, handwritten logo for 'Assembly' in black ink. The word is written in a cursive, flowing script. A horizontal line is drawn across the middle of the word, and another horizontal line is drawn below the word, creating a frame-like effect. The 'A' is particularly large and has a prominent loop.

TERTIARY LOGOS

In addition to the primary logo, the Assembly identity has a toolkit of additional brand marks that may be used. These brand marks allow for cohesive flexibility throughout all branded applications and varying needs.

These marks may be used in the brand color palette across all media types.

ASSEMBLY BADGE



ASSEMBLY STAMP



SHARED LOGOS

Within the flexible family, the Assembly and Assembly Studios brands have the ability to share the Assembly Star. These marks may be used to represent one of, or both of the brands within the same application. This allows for cohesive flexibility throughout all branded applications and varying needs.

These marks may be used in the brand color palette across all media types.

ASSEMBLY STAR



ASSEMBLY STAR WITH LOCATION



SPECIALTY LOGOS

Within the flexible family, the Assembly brand also features two marks that can be used in specialty situations. These marks may be used in lieu of the primary and secondary marks, primarily for signage or small scale applications where legibility of the primary mark is compromised, or none of the secondary or tertiary marks can be used.

These marks may be used in the primary brand color palette across all media types.

ASSEMBLY SPECIALTY LOGO

ASSEMBLY

ATLANTA

ASSEMBLY SPECIALTY DIAGONAL LOGO

ATL
ASSEMBLY
GA

SIGNAGE LOGO

In addition to the horizontal lockups of the specialty logos, there is a vertical lockup that may only be used for signage applications, such as blade signage.

This mark may be used in the primary brand color palette, and may be stylized (i.e. outlined, or in-line stroke) as needed for signage design, so long as legibility is maintained. Designer discretion is advised.

ASSEMBLY VERTICAL SIGNAGE LOGO

ATL

A

S

S

E

M

B

L

Y

GA

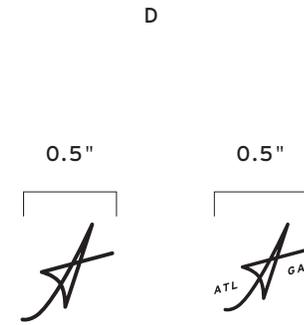
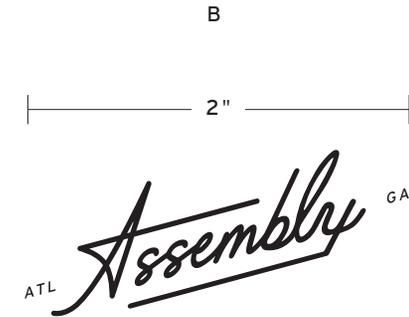
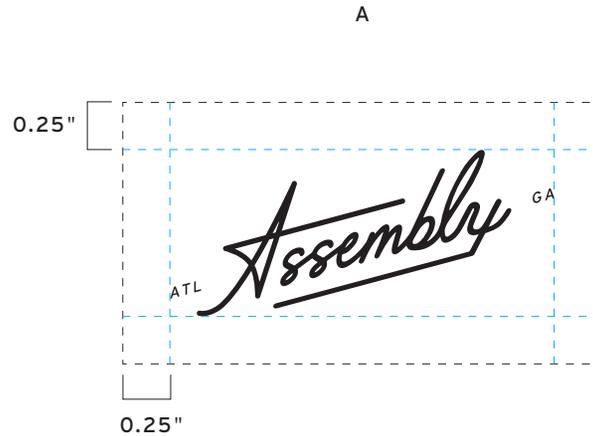
SIZING & SPACING

A. The primary logo should maintain a clear space around it that no other type or graphic elements should invade. This clear space is equal to .25" wide, as shown in diagram A.

B. To ensure proper legibility on most printed communications, the primary and secondary logos should be displayed at a minimum of 2" wide, as seen in diagram B.

C. To ensure proper legibility on most printed communications, the tertiary logos should be displayed at a minimum of 1.25" wide, as seen in diagram C.

D. To ensure proper legibility on most printed communications, the shared logos also have size restrictions. The Assembly Star and Assembly Star with Location should be displayed at a minimum of 0.5", as seen in diagram D. In special instances (such as small specialty items i.e. promotional pens), the shared logos should be used, and may be reduced in order to fit. Designer discretion is advised.



USAGE

To preserve proper weights and spatial relationships of all elements, redrawing or other adjustments to any of the logo marks are never acceptable. Avoid colorizing, breaking, bleeding or otherwise manipulating the logos.

A. The logos should never be re-typeset.

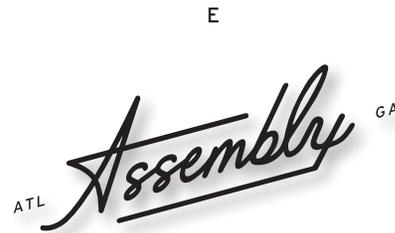
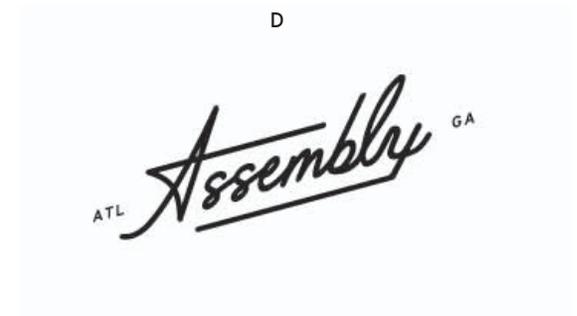
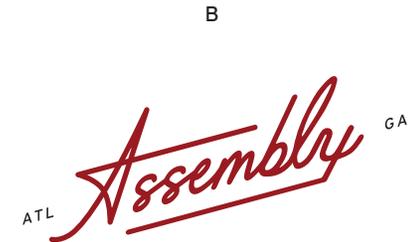
B. Never choose alternative colors or incorrect combinations of the existing colors.

C. The logos should never be disproportionately scaled or skewed.

D. Low resolution files and second-hand reproductions (i.e. copies, scans) damage the integrity and legibility of the logos; use only the provided logo files.

E. The logos should not be altered in any way. Additional elements such as drop shadows, effects, etc. weaken the consistency and recognizability of the brand.

F. The logos should never be rotated or tilted at an angle that differs from its original format.



USAGE (cont.)

G. Contrast between the logos and background must be visible. Lack of contrast damages the integrity and legibility of the brand.



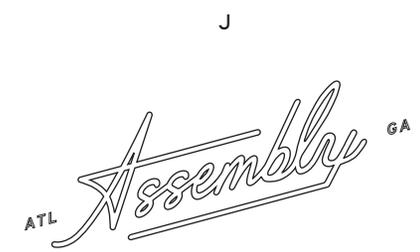
H. Do not remove any aspects of the logos unless authorized otherwise.



I. Do not make edits or additions to the logos. Additional elements weaken the consistency and recognizability of the brand.



J. The logos should never be converted to outlines, unless authorized otherwise (such as the specialty logos).



K. Do not alter the proportions of the logo components; the sizing of each element has been carefully studied.



L. Do not alter the spacing of the logo components; the surrounding spatial relationships have been carefully studied.



COLOR

COLOR PALETTE

The brand colors serve as a foundational palette that works across all media. These colors will anchor and balance the brand visually.

PANTONE® (PMS) are spot colors for use on printed brand collateral. CMYK values should be used for print applications only when spot colors are not an option.

Brand collateral is to be produced on coated paper stock using the coated PMS colors (PMS C) in order to maintain color integrity across various items.

Uncoated PMS colors (PMS U) may be used only on a case-by-case basis as needed.

RGB and HEX values should be used for digital applications, like the Assembly website or in digital advertisements.

*color build shown

In a perfect world, colors would look identical on print and screen, on coated and uncoated paper stocks. However, that's often not the case. These colors have been specified to be cohesive across brand collateral, but there will be slight variations in color across various mediums.

PRIMARY PALETTE



BLACK
PMS C: 100% BLACK
PMS U: 100% BLACK
CMYK: 0/0/0/100
RGB: 0/0/0*
HEX: #000000



WHITE
PMS C: 100% WHITE
PMS U: 100% WHITE
CMYK: 0/0/0/0
RGB: 255/255/255*
HEX: #FFFFFF

ACCENT PALETTE



SAPPHIRE
PMS C: 282 C
PMS U: 282 U
CMYK: 100/72/0/73
RGB: 26/31/59*
HEX: #1A1F3B



RUBY
PMS C: 3517 C
PMS U: 3517 U
CMYK: 0/100/96/6
RGB: 154/28/33*
HEX: #9A1C21



EMERALD
PMS C: 3298 C
PMS U: 335 U
CMYK: 100/0/67/40
RGB: 4/89/64*
HEX: #045940



PEARL
PMS C: COOL GRAY 1 C
PMS U: COOL GRAY 1 U
CMYK: 10/7/5/0
RGB: 231/226/218*
HEX: #E7E2DA

SPECIALTY FOIL



**INFINITY FOILS
METALLIC SHADES 80**

COLOR USAGE

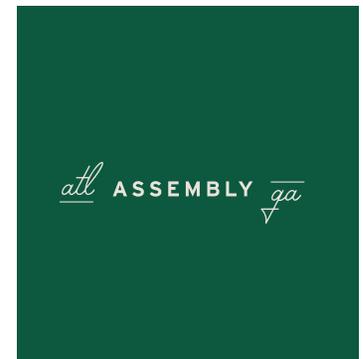
To maintain the integrity of the Assembly logos and icons, be sure the colors have enough contrast for optimal legibility.

For secondary brand elements, more subdued, tonal treatments are acceptable.

For typography, color usage should be of appropriate scale and contrast to maintain optimal legibility.

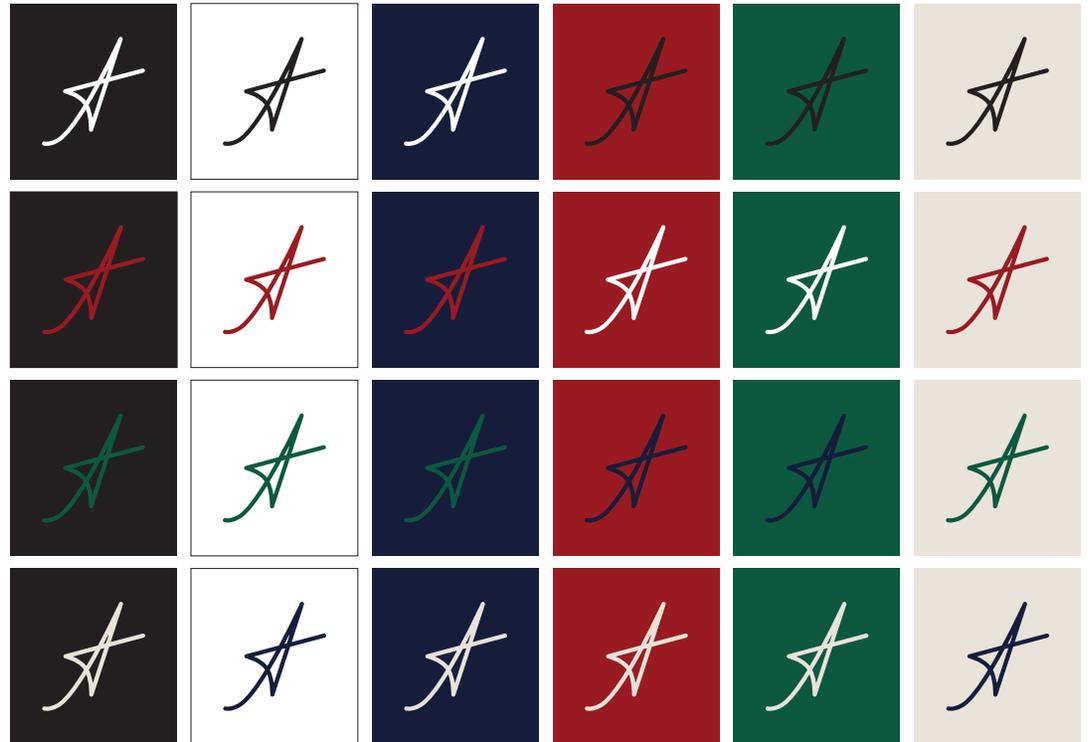
Full color imagery is recommended. When layering logos or text upon imagery, a darker color overlay should be used.

A gold foil treatment should be used with the Assembly brand.



COLOR USAGE

When layering solid color, only contrasting colors should be utilized to ensure maximum legibility. Approved layering combinations can be seen in the examples to the right.



TYPOGRAPHY

BRAND FONTS

Interstate Regular should be used in all uppercase for primary headline treatments or smaller callout details.

Albra Semi should be used for secondary subhead treatments, also in all uppercase.

Spezia Wide Medium should be used as the primary body copy font.

Palm Canyon Drive Thin should only be used as a specialty type treatment for pull quotes or accents. Designer discretion is advised.

INTERSTATE REGULAR

ALBRA SEMI

INTERSTATE REGULAR

Spezia Wide Medium / Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam. Lorem ipsum dolor Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam. Lorem ipsum dolor Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam.

Palm Canyon Drive Thin

BRAND ELEMENTS

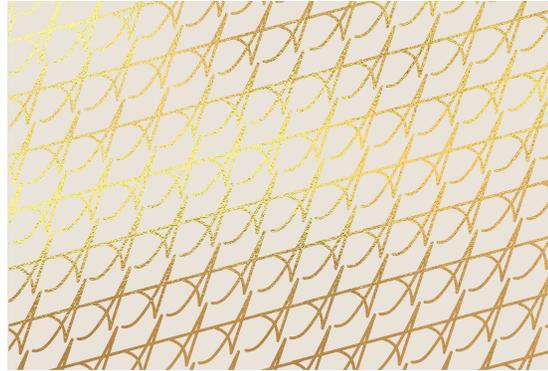
BRAND PATTERNS

The Assembly brand patterns are to be used sparingly as specialty finishes on marketing materials, promotional items, and environmental graphic applications. Each is meant to be used subtly as a textural element. These patterns must be used in a horizontal orientation to preserve the orientation of the Assembly Star icon, from which they are derived.

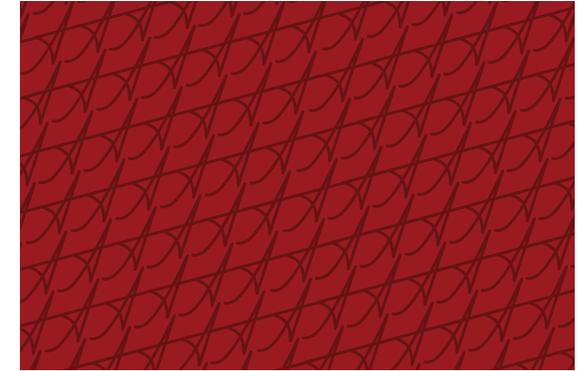
For print or digital items, these patterns should only be used in a foil or tonal application, and can be layered with a solid color background of any color in the brand palette.

For environmental graphic executions, these patterns should only be used in a tonal application of any color in the brand palette. Designer discretion is advised.

FOIL EXAMPLE



TONAL EXAMPLE



CROPPED LOGO

The Assembly Star has the ability to be cropped to serve as a graphic element. In usage, the crop should appear in a solid contrasting color, tonal layering, or in a foil application, as seen in the examples to the right. The crop should not be paired with additional logos.

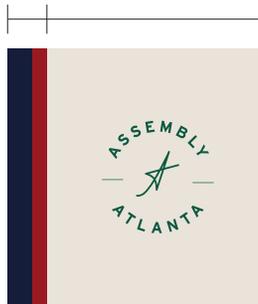


COLOR BLOCKING

Color blocking of the brand palette is permitted for graphic expressions and should feature contrasting colors. Blocking is allowed in 2 forms as seen in the examples to the right:

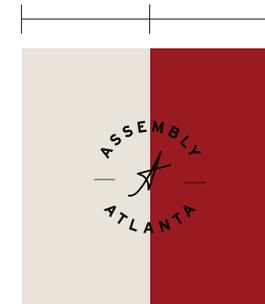
- 2-Color striping, totaling 15% of coverage, with a third color field totaling 85% of coverage. With this method, any logo marks used must be placed on the largest color field.
- An equal 50% split of color. With this method, any logo marks should be centered on the split.

15% 85%



STRIPING

50% 50%



BLOCKING

IMAGERY

IMAGERY

Imagery for Assembly should be full color, with a hint of moodiness. It should include human interaction, evoke emotion, and/or relate back to the physical environment of the site.



BRAND IN CONTEXT

HYPOTHETICAL EXECUTIONS

Please note that the following are hypothetical executions, and serve to demonstrate general impressions of how the brand elements would interact with each other across different applications.



THANK YOU

atl ASSEMBLY *ga*