# OnHavana
## Brand Manual

**01** **Primary Horizontal Logotype**

The first way we signify the presence of On Havana Street is with our Primary Logotype. It's the clearest way we can identify our community visually. We should be signing off all of our communications with the logotype; our partner messages must be identified as coming from us.

# Logotype

Our logo is the most visible element of our identity—a universal signature across all On Havana Street communications. It's a guarantee of familiarity that unites our diverse community. We use the same version in print, on screen, and on our posters. It's simple. Easy to understand. No drop shadows, no glossy reflections, no flashy graphic effects. Our logo is a bold, simple, graphic statement. It signifies a touchpoint, and a connection. The logo is made up of 3 elements conjoined to make one typographic element: the logotype. While it is a simple logo, we must protect it. The following pages cover the correct usage to ensure the logo always looks its best.



**1. The Logotype**

Consists of three words, two lower case (on havana) and one capital case (STREET). The word "on" sits at a 90° angle to "havana" on the 1st line and together they serve as the focus of the logotype. "STREET" sits below on the 2nd line, right justified to the words above.

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## CLEARSPACE



0.5 X

In order to preserve the integrity of the Primary Logotype, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace around the logotype is equivalent to 0.5 of the height of the logotype.

**1**



**2**



1) Color Logo on light background

2) Color logo on dark background

**3**



**4**



3) Black logo on blue background

4) White logo on brown background

**5**



**6**



5) Black logo on white background

6) White logo on black background

## 02 Logotype Don'ts

To maintain the integrity of the On Havana Street logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines. The examples shown here illustrate possible misuses of the logo.

**1**   **2**   **3** 

**4**   **5**   **6** 

**7**   **8**   **9** 

**10**   **11**   **12** 

1. DON'T create a logo lockup with text
2. DON'T rearrange the logo elements
3. DON'T change the proportions of the logotype elements
4. DON'T rotate the logo
5. DON'T stretch the logo
6. DON'T create a gradient logo
7. DON'T use non-approved colors
8. DON'T outline the logo
9. DON'T add a drop shadow to the logo
10. DON'T use our logo against similarly-colored bkgd
11. DON'T place the logo on a color without sufficient contrast
12. DON'T use over a busy image

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# Color Palette

Titanium Yellow is our hero colour. We use it to clearly signify the positivity of On Havana Street represented in our community's businesses, and to help our constituents immediately identify us. Use this color generously for background elements, mapping elements, and in our website. We have a select set of supporting colors which help our color palette to sing. In the majority of uses, we want strong contrast between all of the colors used. Solid colors work best in printed applications and for text.

**PANTONE 7526 C**

**BOLE BROWN**

CMYK  : 36 / 84 / 100 / 51
RGB    : 101 / 35 / 0
Web    : #652300

**PANTONE 379 C**

**TITANIUM YELLOW**

CMYK  : 13 / 0 / 71 / 0
RGB    : 228 / 231 / 109
Web    : #E4E76D

**PANTONE 312 C**

**MUNSELL BLUE**

CMYK  : 100 / 0 / 31 / 23
RGB    : 0 / 140 / 153
Web    : #008B98

**PANTONE 7546 C**

**DARK GRAY**

CMYK  : 69 / 63 / 62 / 58
RGB    : 51 / 51 / 51
Web    : #333333

## Headline Typeface

# Pluto Sans Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) – + = : ; ” ’ > < ? /

# Typeface

Typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive aesthetic. The typography usage examples on the following pages should be followed to ensure all of our communications appear consistent.

Our headline typeface for any materials is Pluto Sans Black. Our primary supporting typeface for any materials is Montserrat. We use the Regular weight for standard copy and the Bold weight for anything more important than that.

*Tip: Keep Pluto Sans Black tightly kerned for best results.

## Supporting Typeface

# Monterrat, Regular & Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! @ # $ % ˆ & * ( ) – + = : ; ” ’ > < ? /