



Brand Guideline

Introduction

Welcome to 3 Dots brand guideline.

This document was established to provide simple yet robust brand guidelines that can be easily understood and communicated to users, and applied to all internal and external collateral while leaving room for creative expression.

The following pages are designed to guide you through some of the basic identity elements such as the logo, typeface, and colors. Additional graphic elements can be added to this document as needed to provide further clarity.

Design Brief

The inspiration for the 3 Dots brand was initially established from a set of baseline values and attributes put forth from the 3 Dots team.

Values and attributes that would capture a sense of (Luxury, Light, Casual, Exotic, Ground Breaking, Modern, Bright and Colorful).

This gender-neutral design needed to be simple in it's visual identity while maintaining a complex nature of metaphors and flexibility. Both for the 3 Dots team and for the community at large.

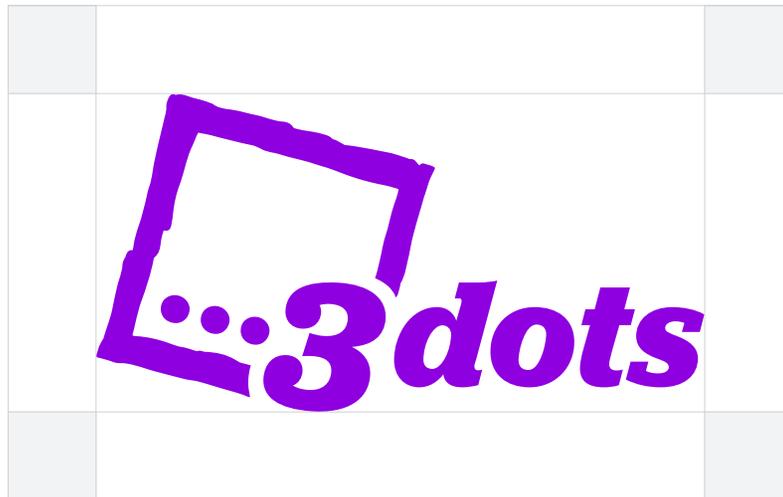
The 3 Dots brand explored over 400 different design directions, ultimately landing on a simple mark that can be expanded upon or further simplified depending on the nature of the project. A truly local logo designed for community members of all ages and interests. It speaks volume to the bold and progressive nature of the space without losing the modest approachability locals need to feel comfortable.

Read on for more insights...

Brand Coloration

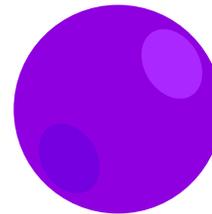
Spacing Considerations

When using the logo in any capacity, keep an adequate white space around the logo as suggested below.



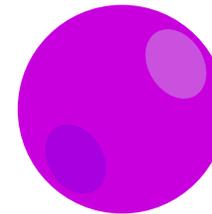
Colors

Clean white canvasses with pops of color from below, grounded with a deep charcoal gray. These 3 colors (bright purple, pink and blue) act as the base for 3 Dots. Additional colors may be added to compliment this initial standard to further emphasize collateral material.



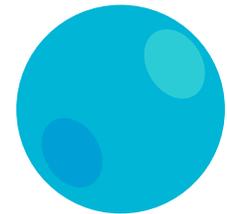
PURPLE

WEB: #8E00E0
CMYK: 37, 100, 0, 12
RGB: 142, 0, 224



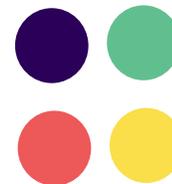
PINK

WEB: #CA00DD
CMYK: 9, 100, 0, 13
RGB: 202, 0, 221



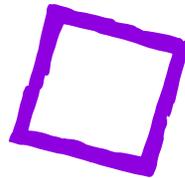
BLUE

WEB: #00B6D7
CMYK: 100, 15, 0, 16
RGB: 0, 182, 215



Additional, fun and energetic pops of color will be added to give an energetic feeling to the brand as needed for various events, holidays and other unique needs.

Brand Meaning



Frame

This sketchy, hand-drawn frame symbolizes a sense of space. Be it the blank canvas of an artist, the downtown, or the physical open space of 3 Dots. It can be either inclusive or exclusive (if the corner is broken open like in the standard logo). It's sketchy nature gives a sense of approachability, quirkiness and playfulness. **The bold frame was designed to be "bold" with ample space, to provide future flexibility in allowing the public to play and experiment with it's use.*

Ellipsis

The core of inspiration for the arts & innovation space. A simple metaphoric icon of pending, to-come, curiosity and ambiguity. These 3 clean, evenly-spaced circles are placed in the bottom of the frame (reinforcing the DOWN in DOWNTOWN) as they connect to the name 3 Dots. This bridge symbolizes both coming in and out of the frame mentioned above.



Tilt (italics)

Although grounded on an even plain, everything has a tilt. A sense of "off-center" that became a powerful metaphor through the naming exploration. This progressive, forward-motion gives an immediate sense of drive and "something different happens here"!

3dots

Purple?

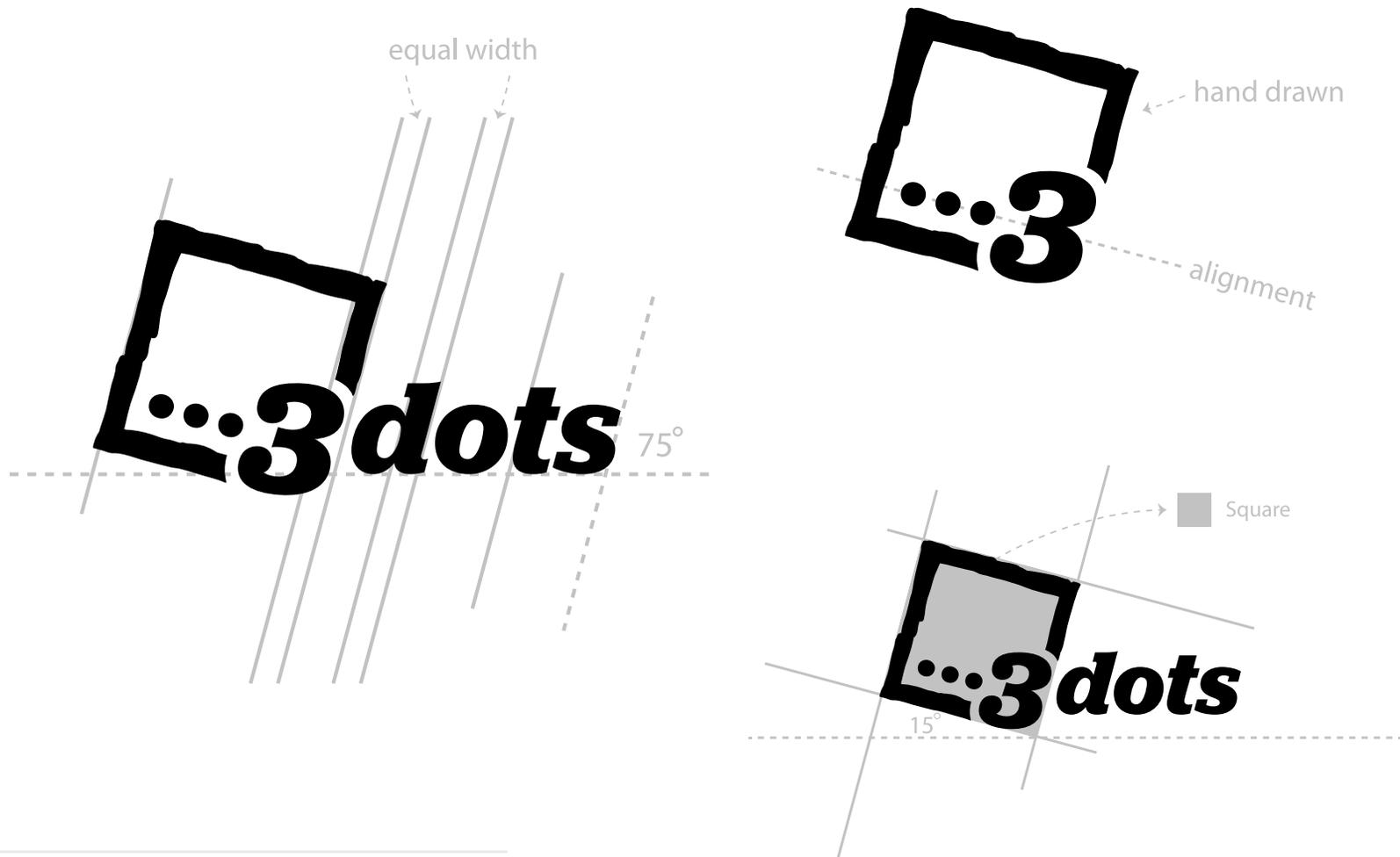
By a process of elimination, purple was a consistent color in the branding exploration. Orange has become a popular local color. Pink became too playful... Blue (as a leading color) felt too corporate. Yellow is not a strong enough color for a successful flexible brand. Green gave a sense of sustainability and safety. Finally, Red was simply too intense of a color for a space designed for creativity and exploration.



The Badge

A key part of the branding design was to provide the ability to continuously simplify the logo, and still have it recognizable. The more the mark is simplified, the more exclusive and underground it could become within a transient community. **An ellipsis at a 15 degree angle is likely as far as you could push it.*

Brand Layout



Why?

This page provides a snapshot of some of the angles and alignments used to weight the logo just right. using a similar angle in other marketing materials will help tie everything together, giving a consistent look and feel.

Brand Versions

Primary Logo

The solid purple logo will be used as often as possible to build brand recognition and maintain a level of consistency.



Alternatives

Alternative logo variations provide contextual flexibility, providing more information (3 Dots Downtown) or simplifying the standard logo into a stand-alone badge.

FULL NAME



BADGE



Brand Variations

Primary

Primary logo to be used as often as possible.



Gradient

Used sparingly in situations to give a more energetic feeling, a sense of light + space.



Black

Used sparingly in situations that the standard purple isn't dark enough.



White

Used almost as often as the purple logo. Making the background the focus over the brand.



Typefaces

Jubilat

Jubilat Black Italic	<i>Jubilat Light Italic</i>
Jubilat Black	Jubilat Light
Jubilat Bold Italic	<i>Jubilat Thin Italic</i>
Jubilat Bold	Jubilat Thin
Jubilat Semibold Italic	<i>Jubilat ExtraLight Italic</i>
Jubilat Semibold	Jubilat ExtraLight
Jubilat Medium Italic	<i>Jubilat ExtraThin Italic</i>
Jubilat Medium	Jubilat ExtraThin
<i>Jubilat Italic</i>	<i>Jubilat SuperThin Italic</i>
Jubilat Regular	Jubilat SuperThin
<i>Jubilat Book Italic</i>	<i>Jubilat Hairline Italic</i>
Jubilat Book	Jubilat Hairline

Lato

Lato Black Italic	<i>Lato Light Italic</i>
Lato Black	Lato Light
Lato Heavy Italic	<i>Lato Thin Italic</i>
Lato Heavy	Lato Thin
Lato Bold Italic	<i>Lato ExtraLight Italic</i>
Lato Bold	Lato ExtraLight
Lato SemiBold Italic	
Lato SemiBold	
Lato Medium Italic	
Lato Medium	
Lato Italic	
Lato Regular	

***If user has Adobe Creative Cloud, use Jubilat.
Otherwise, you must install Claredon (provided) onto each computer for use. Web use varies depending on program/
plugins. (Find similar if neither are provided/accessible)

Type Assignments

Typefaces

Placement

Jubilat Bold

← Header - H1

Jubilat Bold Italic

← Sub Header - H2

LATO BLACK

← Sub Header H3

Lato Regular or Lato Light will be used for the majority of Body Text. Lato Regular or Lato Light will be used for the majority of Body Text. Lato Regular or Lato Light will be used for the majority of Body Text. Lato Regular or Lato Light will be used for the majority of Body Text. Lato Regular or Lato Light will be used for the majority of Body Text.

← Body Text

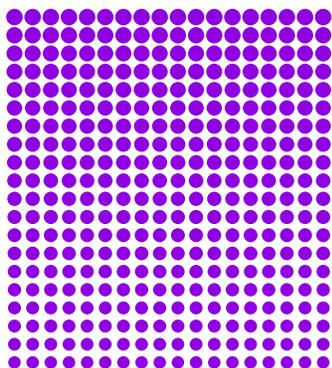
Brand Assets

Patterns

The elements below will work seamlessly together to act as brand assets for establishing a consistent visual identity for 3 Dots.

Halftones

Leveraging the (dots) in the logo in a known and accessible way, provides tremendous flexibility with graphics



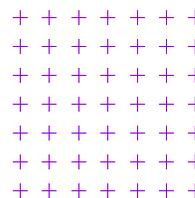
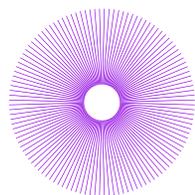
Sketchy Shapes

Inspired by the hand-drawn frame of the logo, the use of common shapes done in a sketchy/rough format.



Linear Shapes

The use of clean, linear shapes will give structure and balance to the more abstract shapes.



Frames

Apply similar textures to the existing logo "frame" to give diversity to the brand as needed.

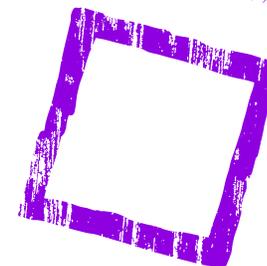
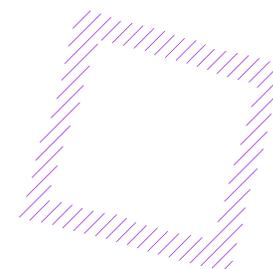
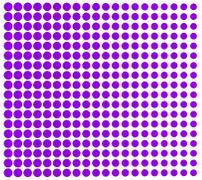


Image Treatment (example)

halftone block
(color burn)



linear circle (dot)



sketchy block



Use of Font
Families

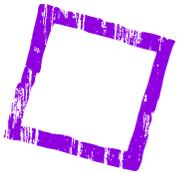


logo



Image Treatment (example)

sketchy frame
(color burn)



logo

...3 dots

Imagery

The use of imagery is a powerful tool that can make or break a brand. Please see below for some recommendations for how to consider imagery in advertising and branding direction.

Professional

Whenever possible, leverage professional photography to legitimize 3 Dots experiences.



Fun

Use fun, quirky, colorful and experimental photography to grab someone's attention.



Abstract

In the case there is no existing imagery, it's recommended to use a colorful, abstract background.



Clean

Never underestimate the power and opportunity with a clean background.

Gradient

A smooth gradient based on the two primary colors of the brand.

Stickers

