

THE  
VIEW  
ON PULLEN CIRCLE

Brand Standards 6.18.18

## Standards Overview

This Brand Standards Manual provides the steps and background needed for use of **The View On Pullen Circle** identity and how it should be applied. It gives guidelines, specifications and instructions necessary for correct and consistent use of the logo.

We understand that not everyone who applies the logo is a graphic designer and so have put great efforts into explaining as best we could the basic framework that goes into color, typography, communication, and the relationship between these elements and the optimum aspects of design.

Please read this manual carefully and look closely at how the individual parts of the View identity relate to each other.

NOTE: This Standards Manual is in its infancy and will be updated periodically in order to reflect current developing iterations of the brand.



## Our Story

Hillsborough Street has a rich history that has come 'full circle'. THE VIEW brings a touch of modern influence to the captivating past of Raleigh, NC.

The circle is a call to the many roundabouts that make HBS unique. It is one of the most profound symbols and can be interpreted in many ways.

It symbolizes:

- Time.
- Mobility.
- Infinity.
- Perfection.
- Revolution.
- Inclusion.

a new perspective

Enjoy a breath-taking view of Downtown, Raleigh, on Pullen Circle, just across from the NC State Bell Tower.

THE  
VIEW  
ON PULLEN CIRCLE



## Logo Overview

This section of your brand style guide ensures your logo is used in the way you intended. It also prevents mistakes—like stretching, altering, condensing or re-aligning—that could send the wrong message.

We will focus on the following:

- Clear Space.
- Sizing.
- Colors.
- Usage Guidelines.

Primary Logo:

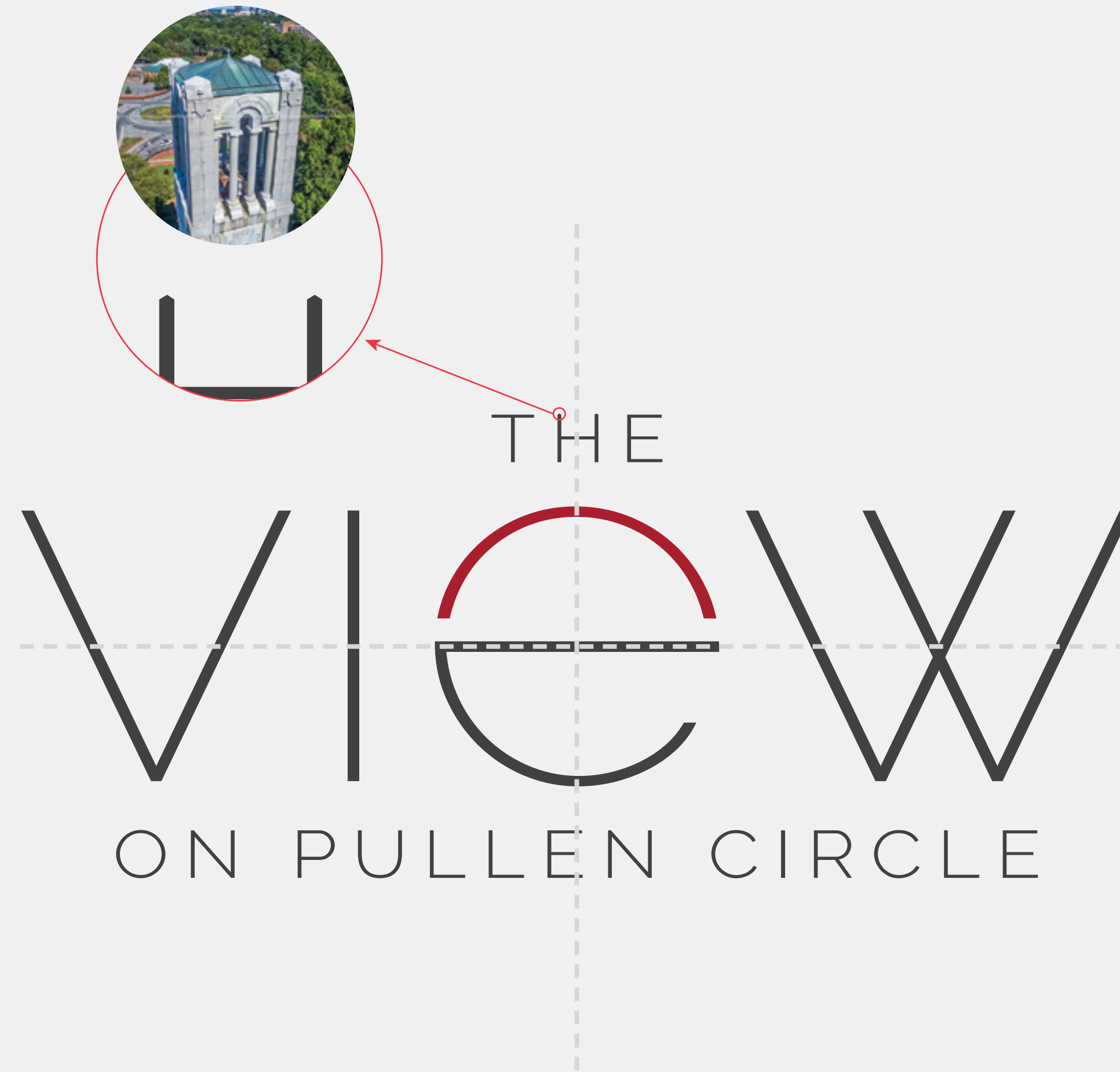


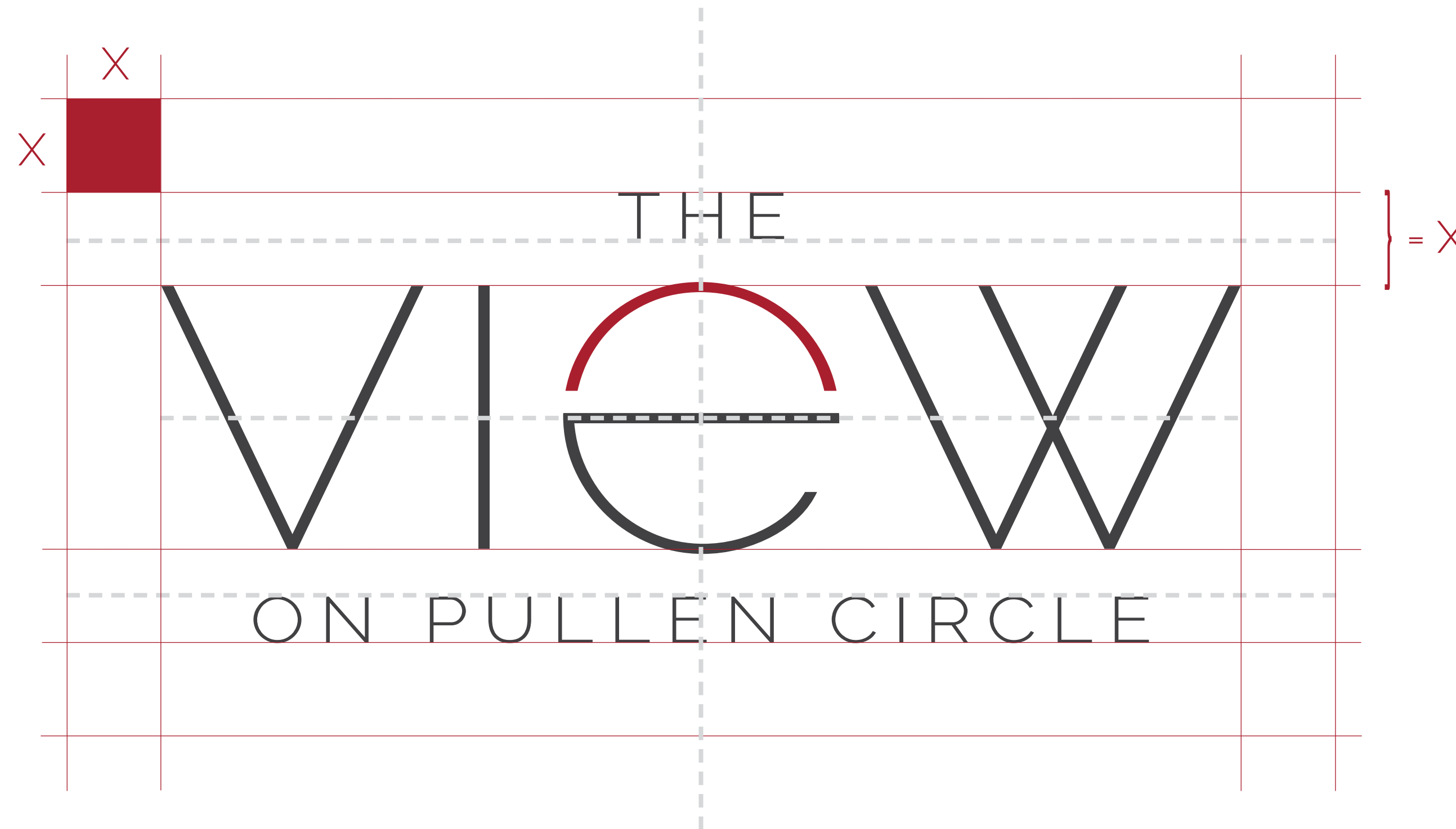
Alternate Lettermark:



Clear Space:

The View logo was carefully conceptualized. Each letter has a purpose. The 'e' is perfectly semetrical within the mark and inspired by the semicircular structure of the building itself, each letter. Even the tops of the 'H' are uniquely capped as a reference to the historic Bell Tower located nearby.



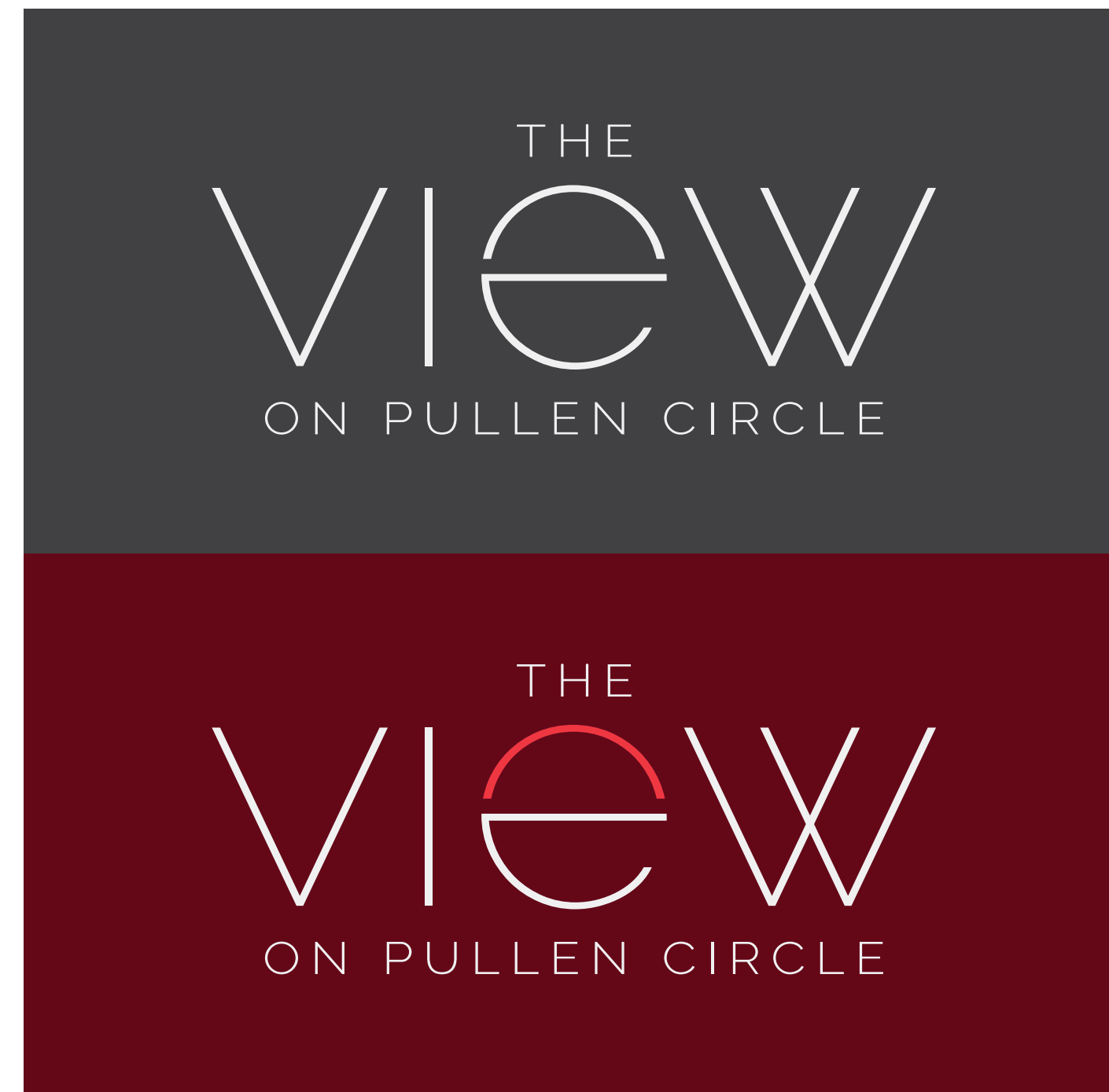
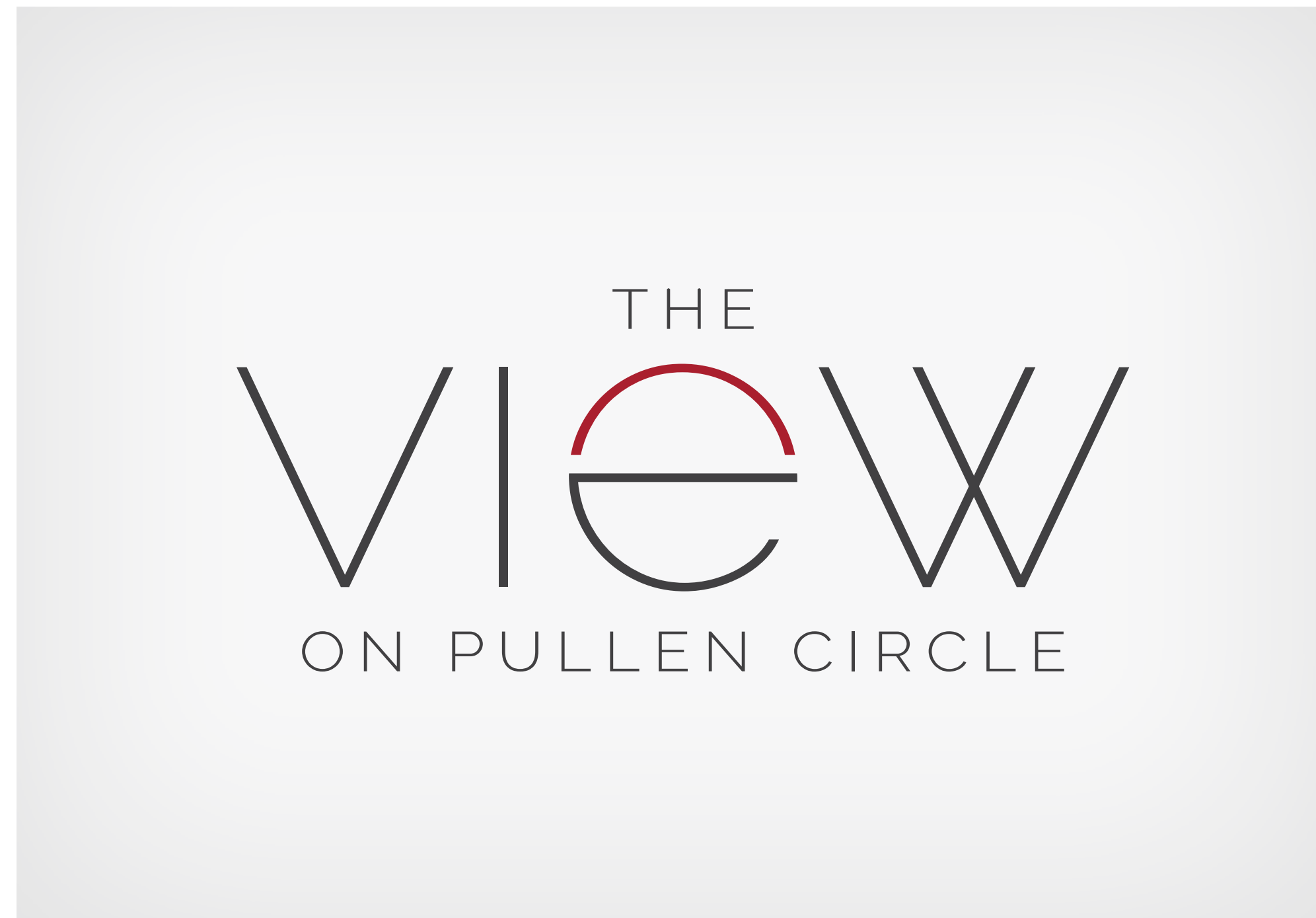


### Clear Space:

To create maximum impact, keep the space around THE VIEW logo free from text and other graphics that will interfere with the composition.

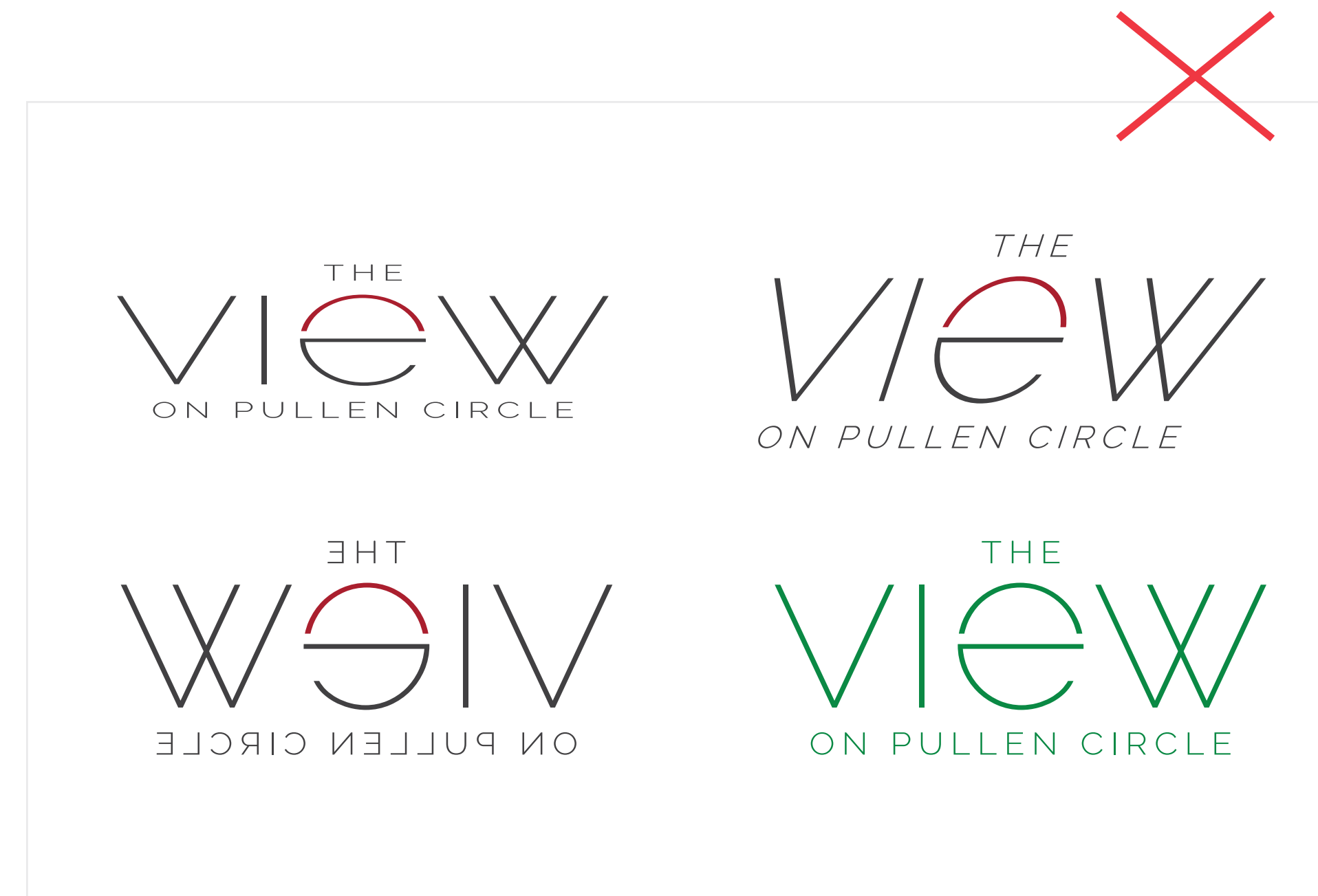
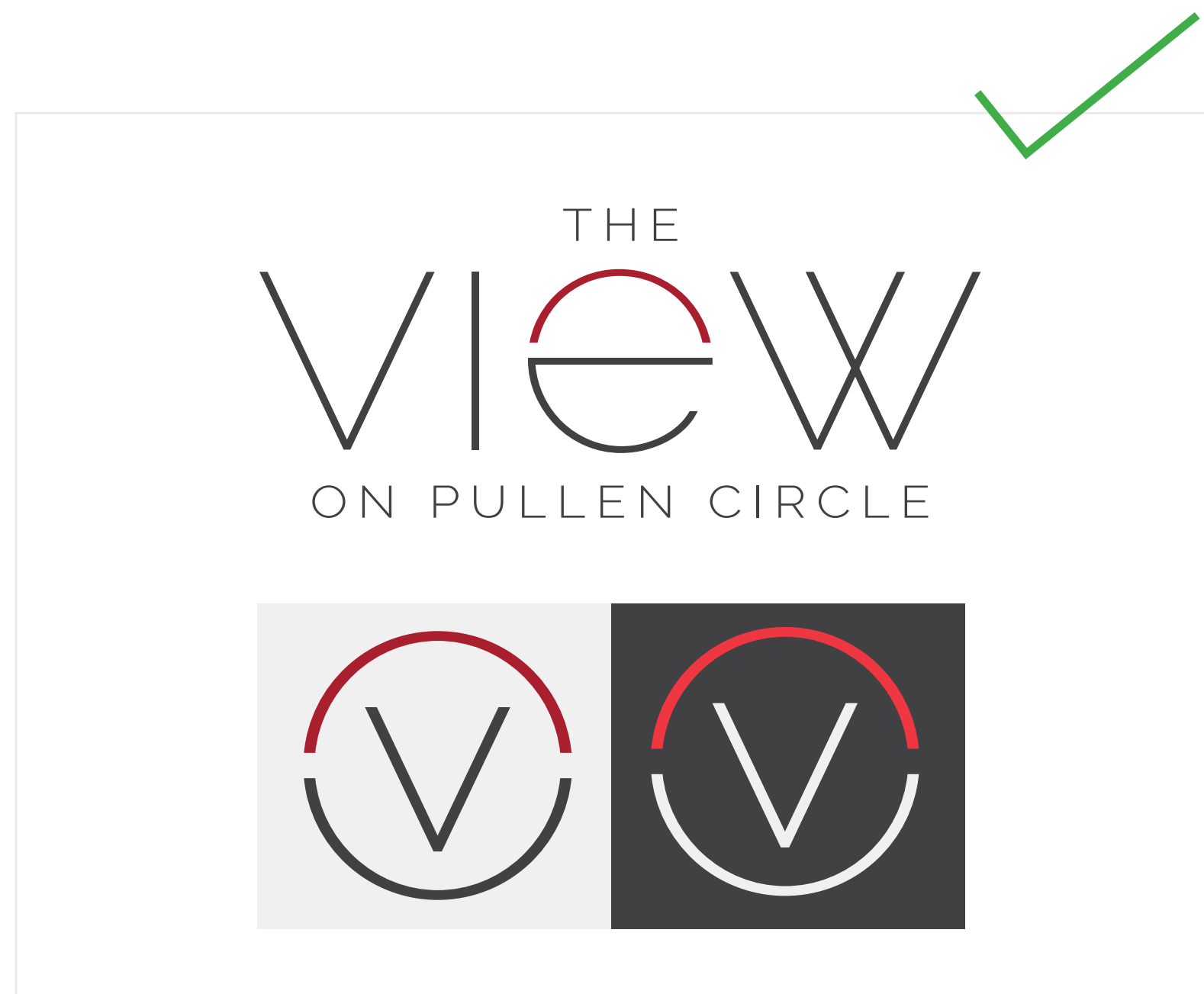
### Minimum Size Requirements:

To ensure the integrity of THE VIEW logo, do not reproduce it's height less than 1 inch for print usage. Be sure to use a vector (eps) version of the



**Use the Appropriate Colors:**

There are two distinct logo colorations for THE VIEW. The left version should be used in situations where it is displayed on a light colored background, and the right version should be used on darker backgrounds. Be sure to always use the exact colors in every reproduction, as specified in the brand colors section. When reproduced in one color, choose either 5% grey or dark slate for maximum contrast.



Usage Guidelines:

To retain the integrity of THE VIEW logo and brand only reproduce the logo or lettermark as-is, using the appropriate version for the background color. Never distort, change colors, modify, or otherwise compromise the original design of the logo.



## Brand Elements

Using elements of old and new, we bring the brand together through shape, color, patterns, typography and imagery.

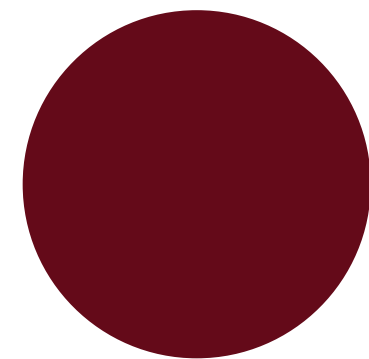
We will focus on the following:

- Colors.
- Patterns.
- Frames
- Typography.

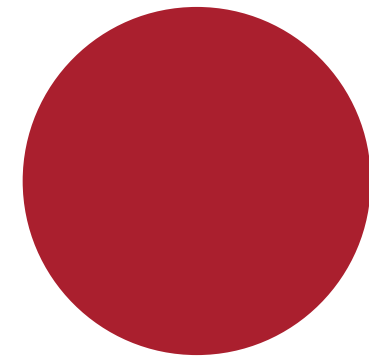
Modern Style  
Historic Living



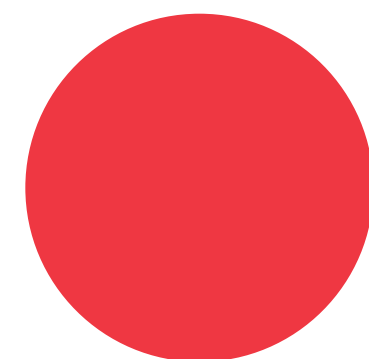
Primary Color Palette:



Medium Burgandy:  
• C: 34 M: 100 Y: 84 K: 52  
• #650818



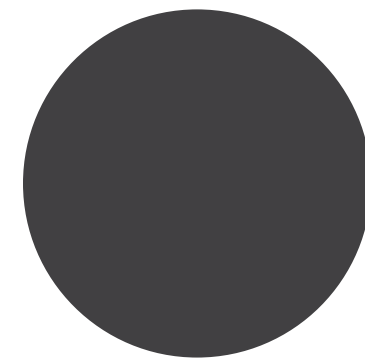
Deep Red:  
• Pantone 187c.  
• C: 23 M: 88 Y: 100 K: 15  
• #aa1f2e



Bright Red:  
• Pantone Red 132c.  
• C: 0 M: 93 Y: 76 K: 0  
• #ef3742



Grey:  
• 5% black  
• #f1f1f1

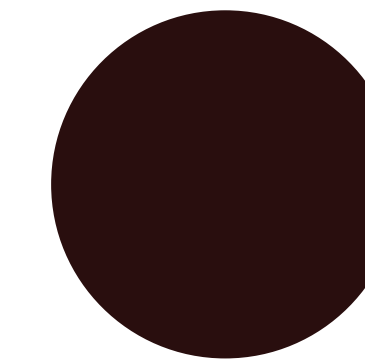


Dark Slate:  
• 90% black  
• #414042

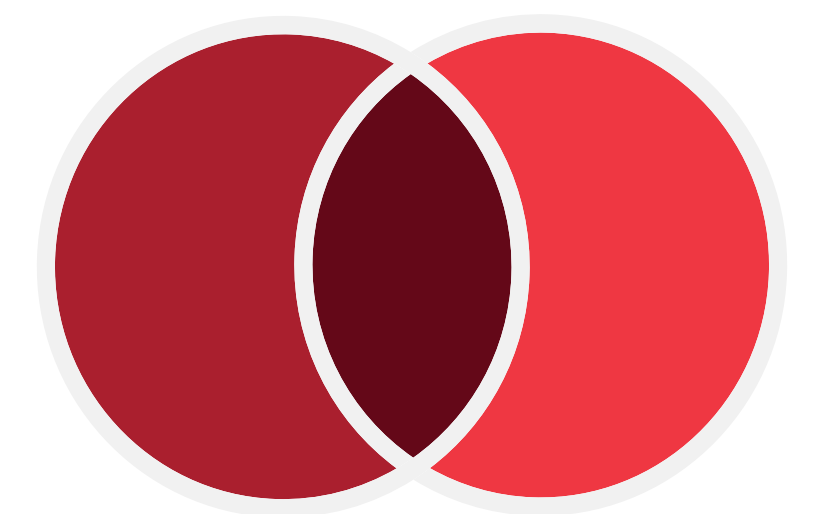
Secondary Color Palette:



White:  
• C: 0 M: 0 Y: 0 K: 0  
• #ffffff



Deep Burgandy:  
• C: 64 M: 100 Y: 91 K: 77  
• #290000



## Typography

Raleway is an elegant sans serif typeface that features both old style and lining numerals, standard and discretionary ligatures, a pretty complete set of diacritics, as well as a stylistic alternate inspired by more geometric sans-serif typefaces than it's neo-grotesque inspired default character set. We chose this font for its seamless combining of classic and modern characters, as well as its 'rounded' nature as a whole, which is a direct tie in to the circular 'roundabout' theme.

The fonts used for THE VIEW are:

- Raleway Extralight.
- Raleway Light.
- **Raleway Medium.**
- Gotham Light as an alternate sans serif.
- Roboto Slab Light as a complementary serif.

## Raleway Light.

This is Raleway extralight, to be used as body copy throughout the brand. Whenever possible, tracking should generally be set to 20-50 to allow the letters to breathe.

**This is Raleway medium, to be used when bolder style is needed.**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

A few rules to follow:

- All main headers should be Title Case.
- All paragraph headers should be sentence case.
- All body copy should be sentence case.
- Main headers must be larger than body copy.

## Raleway Light.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

## Gotham Light.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

## Roboto Slab Light.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

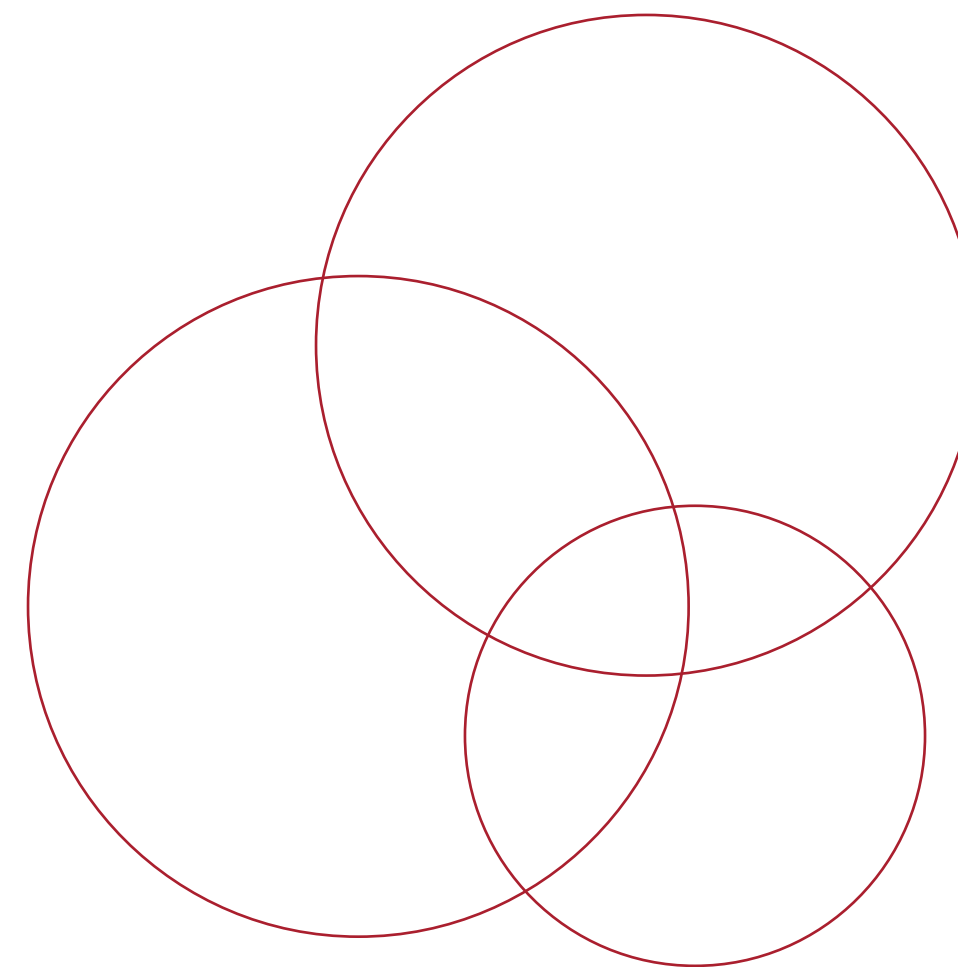
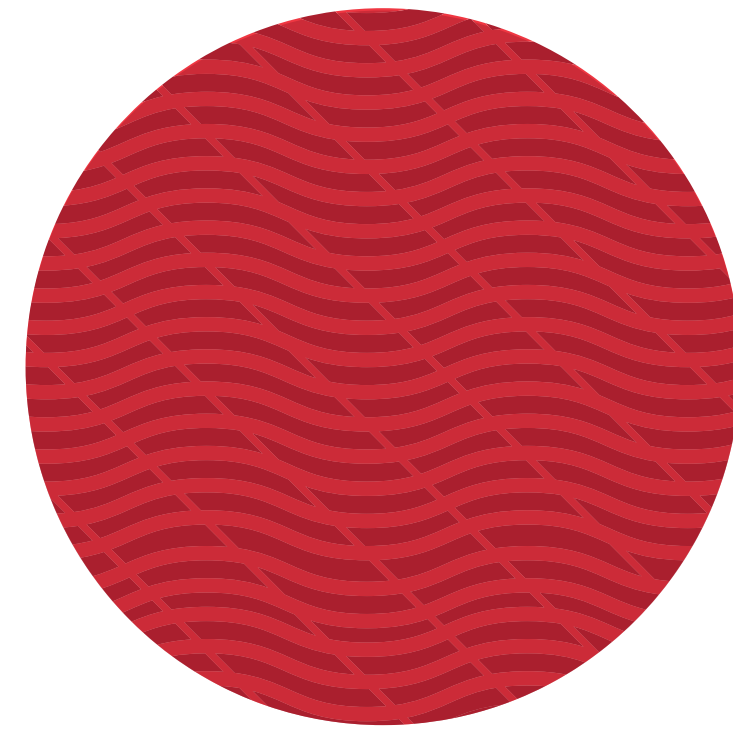
1 2 3 4 5 6 7 8 9 0



---

123  
pullen circle







\*Abide by the rule of thirds when framing

Imagery Guidelines:

Imagery for THE VIEW revolves around several different styling options. Using our circular frames and brand colors, we will allow featured images to be showcased effectively. Images may be full color, or overlaid/multiplied onto a solid color at a reduced opacity. Any secondary images that are not framed will be full color.

*a new perspective*

MONARCH REALTY CO.

**Innovative Design. Striking Views. Iconic Neighborhood.**

The View on Pullen Circle offers contemporary Raleigh living, while perfectly capturing the history and unique essence of its legendary Hillsborough Street surroundings. The distinctive design lets you enjoy dynamic views in every season. Enjoy the added convenience of its close proximity to the NC State campus, Cameron Village, Pullen Park and many popular downtown destinations.

info@monarchrealty.co  
919.606.2905

**THE VIEW**  
ON PULLEN CIRCLE

1 & 2 Bedroom Luxury Condominiums  
theviewraleigh.com

*a new perspective*

MONARCH REALTY CO.

**Exceptional Living. Conveniently Located.**

Located directly across from the historic Bell Tower off the iconic Hillsborough Street, The View on Pullen Circle offers the finest of Raleigh living with convenient access to NC State, Cameron Village, Pullen Park, and popular downtown destinations.

info@monarchrealty.co  
919.606.2905  
theviewraleigh.com

**THE VIEW**  
ON PULLEN CIRCLE

1 & 2 Bedroom Luxury Condominiums

**THE VIEW**  
ON PULLEN CIRCLE

*revolving around hillsborough street*

**A New Perspective**

Natiis dolor rehenih ilique nobitatat dist. accusandamus rectem eaquistioria se dolum iderum aut etur sitassitate velibus. Untiatem volorepraeporit molecus explia quat facil imodis adis est. natecum net quia

Experience Hillsborough Street:

- Eture sitassitate.
- Eture net quet.





