



THE GREENWAY

GRAPHIC DESIGN STYLE GUIDE

version.1



COLOURS

3 colours are synonymous with The Greenway. Green, Brown and White. In order to provide a consistent message only these 3 colours are to be used in the creation of project related marketing materials,



PANTONE 369 - CMYK C=59% M=0% Y=100% K=7%
PAINT= Benjamin Moore 2031-20



PANTONE N/A - CMYK C=0% M=0% Y=0% K=0%
PAINT= Benjamin Moore CC-20



PANTONE 469 - CMYK C=0% M=52% Y=100% K=62%
PAINT= Benjamin Moore 2103-20

TYPE

The Greenway marketing materials primarily uses the typeface "Century Gothic". It is to be used in the regular weight. Headings are to be in all Caps and tracked out to 250. Body copy is to be upper and lower case and tracked out to 150. Type should be white on a green background whenever possible.

CENTURY GOTHIC - UPPERCASE

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9

CENTURY GOTHIC - LOWERCASE

a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9

WORDMARK - VERSION 1

This “Full” version of the mark is to be used in advertising applications where the project location is not obvious. A website homepage, or direct mail piece would be an appropriate application as well as an introductory full or half page advertisement.



WORDMARK - VERSION 2

This "Standard" version of the mark is to be used in most advertising applications where the project location is stated. We feel this will be the most used version of the mark. It is simpler and more elegant but does require the address to be communicated within the marketing piece. This mark will work well in most display advertising, exterior banners and collateral material



WORDMARK - VERSION 3

This “Legacy” version of the mark is to be used on any permanent signage or structure on the building. The simple, clean typographic mark will work perfectly etched on glass or incorporated into the building directory or as a design element on a brass plaque on the exterior of the building.



PHOTOGRAPHIC IMAGERY

All photographic imagery used for advertising The Greenway is to be treated with the "Brown" PMS 469 colour. This will tie all the supporting imagery together and help to create a recognizable / memorable campaign.



MOOD BOARDS - A

These preliminary "Mood" boards were designed to help create the personality for The Greenway. Over time they will evolve into the display advertising and collateral materials that will be produced for the project.



WWW.THEGREENWAY.CA

24 UNIQUE URBAN FLATS IN GASTOWN
VANCOUVER'S FUTURE BUILT ON VANCOUVER'S PAST

Along Carrall Street.
THE Greenway
CARRALL | CORDOVA | BLOOD ALLEY

MOOD BOARDS - B

These preliminary "Mood" boards were designed to help create the personality for The Greenway. Over time they will evolve into the display advertising and collateral materials that will be produced for the project.



MOOD BOARDS - C

These preliminary "Mood" boards were designed to help create the personality for The Greenway. Over time they will evolve into the display advertising and collateral materials that will be produced for the project.



MOOD BOARDS - D

These preliminary "Mood" boards were designed to help create the personality for The Greenway. Over time they will evolve into the display advertising and collateral materials that will be produced for the project.



WWW.THEGREENWAY.CA

GASTOWN'S LATEST DEVELOPMENT

24 BOUTIQUE FLATS CENTRALLY LOCATED BETWEEN
THE PAST, THE PRESENT AND THE FUTURE

2045 Carrall Street
THE Greenway
CARRALL | CORDOVA | BLOOD ALLEY

