Brand Guidelines

CONTENTS

03.

GOALS

ABOUT

St. Joe's Sailortown is a new community space that showcases events and runs extra-circular activity.

St. Joe's exists for the people for Sailortown as it remains the heart of the Sailortown community.

These are the design guidelines for St. Joe's, Sailortown. This will be used to help keep the St. Joe's brand consistent and improve the longevity of its image.

05. IDENTITY

LOGO MISUSE

To ensure the St. Joe's logo always looks its best, we need to follow the brand guidelines. The logo is a combination of a simple and modern wordmark with the icon. It represents a historical iconic feature of the venue. The primary logo is black. This creates a striking bold aesthetic. Use the St. Joe's 'S' as a guide to maintain the correct space around the logo.
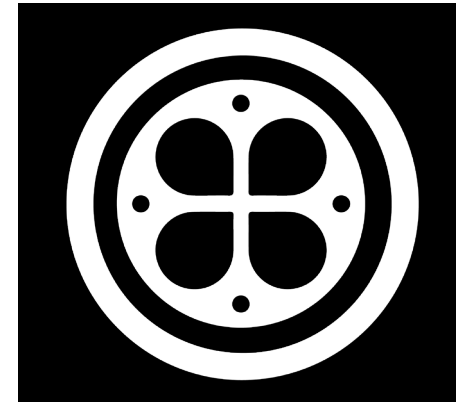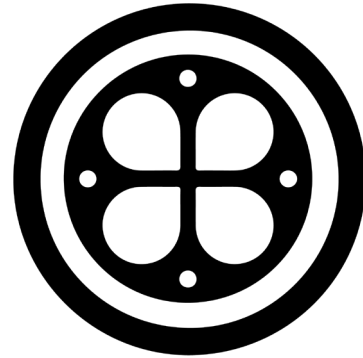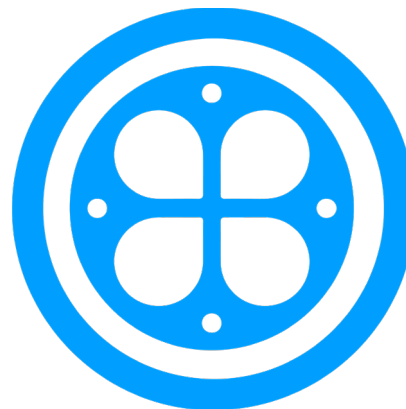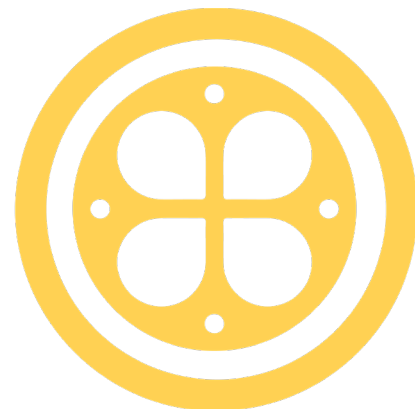
PRIMARY LOGOS

SECONDARY LOGOS

ICON

The St. Joe's icon can be used where our St. Joe's brand has already been established.

The icon can exist without the wordmark but the wordmark should never exist without the icon.

PRIMARY ICONS

Black and white is our primary colourway, It can be used on black, white and non-duotoned photography

SECONDARY ICONS

The secondary icons can be used for photography backgrounds and promotional content.

LOGO MISUSE

To keep the St. Joe's brand professional there are a few key points necessary to maintain a great standard.

Don't modify transparency

Don't modify transform or distort in anyway - e.g. skew, rotate,

Don't apply outlines / shadows

Don't alter any elements - e.g. The icon and don't change the colour unless its the St. Joe's colours


Don't modify or contain within a shape

09.

PHOTOGRAPHY

LOGO USE IN PHOTOGRAPHY

When using the St. Joe's logo on black and white images the primary logos should be used. For graphics and coloured photography use primary or secondary logos with the highest contrast e.g. the white logo will compliment dark backgrounds. For lighter backgrounds, the primary black logo can be used or the secondary coloured logos.
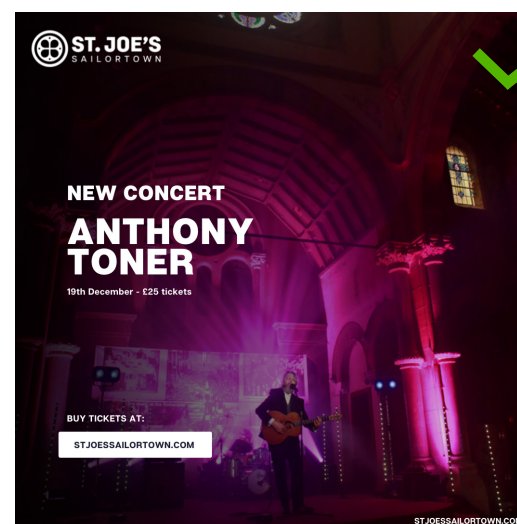
11.

COLOUR

BRAND COLOURS

St. Joe's has 4 main colours. This is the St. Joe's theme.

Primary - Antique Gold

#FFD153
R255 G209 B83
C0 M19 Y75 K0

Secondary - Sailortown Blue

#009FFF
R0 G159 B255
C71 M30 Y0 K0

Black

#000000
R0 G0 B0
C0 M0 Y0 K100

White

#ffffff
R255 G255 B255
C0 M0 Y0 K0

13.

FONTS

Heavy

TYPOGRAPHY

- Margin MVB & Articulat CF is St. Joe's logo font.
- Monotype Grotesque Extended is the website heading font.
- Halyard Text is the website paragraph font.

MARGIN MVB

Medium

WEBSITE FONTS

ARTICULAT CF

MONOTYPE GROTESQUE

HALYARD