

# STYLE GUIDE

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Version 1.0

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Spring 2017

**UPTOWN**

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# WORD-MARKS

The wordmarks for Uptown and its sub-neighborhoods were designed to capture the vibrant community. The alternate letter styles and dynamic layouts reflect Uptown's rich cultural diversity and allow for each piece designed within the system to convey a unique feelings.

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## Uptown Wordmarks



Flexible and dynamic, Uptown's wordmarks reflect the vibrant and diverse community behind the brand. Available in multiple layouts in both sans-serif and serif alternates, the wordmark can adapt to complement or supplement the tone and content of various pieces and scenarios, providing subtle contrast or richer feeling where needed.

The upward angled underline becomes a symbol for Uptown. It also becomes a framing device for layout, type and image.

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## Sub-Neighborhoods



Sub-neighborhoods follow suit with the Uptown wordmarks. Each sub-neighborhood has a foundational static wordmark that can transform into a variety of dynamic layouts. Akin to the Uptown wordmarks, all arrangements can switch between both sans-serif and serif alternates. The dynamic layouts pull in the angled underline from the Uptown wordmarks.

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## Uptown United & Business Partners



Taking into consideration the need to maintain the separation of Uptown United and Business Partners, The Chamber for Uptown, this sections purpose is to guide integration of these two entities within the identity.

For situations where the presence of an Uptown organization is needed to be in the forefront, wordmarks for Uptown United and Business Partners exist to maintain the continuity of the Uptown brand.

## Uptown Primary Static Wordmarks

Uptown's primary static wordmarks are the foundation of the Uptown brand and are used for all standard use cases. The two style alternates allow the wordmark to adapt to each and every situation. Each style nods to the history of Uptown while being reimagined in a more contemporary space. Subtle influences of art deco are visible throughout the circular letters and through the dramatic contrast of letter widths. The serifs transform the more minimal sans-serif with sign-painter-inspired flares.

Sans-Serif

UPTOWN

Serif

UPTOWN

## Uptown Dynamic Wordmark

Uptown's dynamic wordmarks instill a sense of play and excitement into the piece. They can be used when Uptown as a whole is the primary focus of the piece and a sub-neighborhood isn't being featured. The arrangements, while endless in possibilities, contain many alignments allowing each to create energy with purpose rather than feeling purely random or chaotic.



UPTOWN



UPTOWN



UPTOWN



UPTOWN



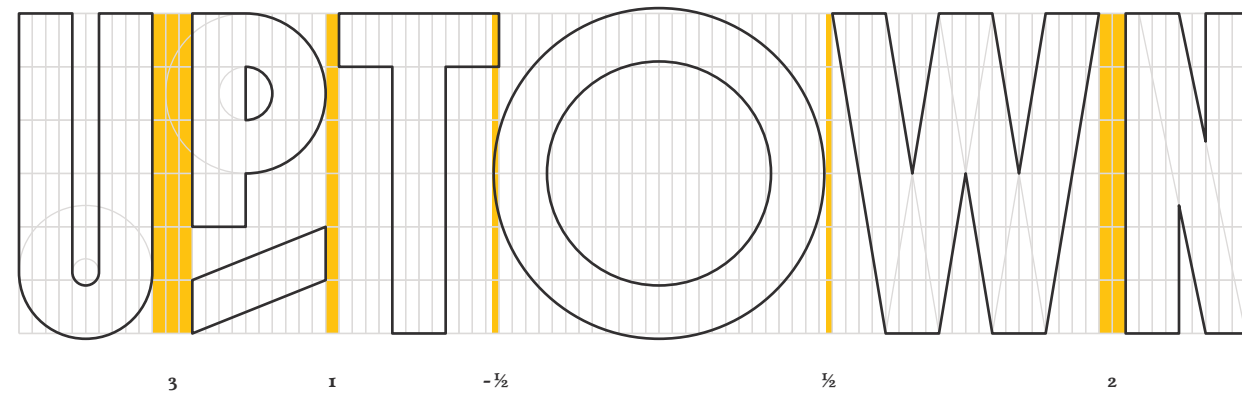
UPTOWN



UPTOWN

## Construction & Spacing

The letters within Uptown's wordmarks were built on a minimal grid that establishes consistencies in geometry throughout the forms along with straight forward units of spacing to simplify physical applications of the wordmarks. Consistent widths of terminals throughout all letters allows for naturally occurring alignments when stacked or arranged in playful compositions.



### Sub-Neighborhood Static Wordmarks

The static wordmarks for the sub-neighborhoods follow suit with Uptown's primary static wordmark — they are set in the custom display font designed for the Uptown brand. Each sub-neighborhood wordmark is followed by a smaller identifier that allows for conciseness in order to maintain impact of scale.

**ARGYLE**  
Street

**UPTOWN**  
Square

**ARGYLE**  
Street

**UPTOWN**  
Square

**SHERIDAN**  
Park

**BUENA**  
Park

**SHERIDAN**  
Park

**BUENA**  
Park

### Sub-Neighborhood Sample Dynamic Wordmarks

The sub-neighborhoods' dynamic wordmarks also follow suit with Uptown's dynamic wordmarks. They are flexible and can respond to each layout's needs. They can be used when the sub-neighborhood is meant to be the focus of the piece.

UP  
TO  
WN  
Square

BU  
ENA  
Park

AR  
GYL  
E  
Street

SH  
ER  
IDAN  
Park



# Identifier Size & Placement

Uptown's display font was designed to be impactful at large sizes. The identifiers are scaled and placed in order to accent that consideration without making everything within the layouts feel overwhelming or clunky. Two size considerations were made for scenarios where the logos are larger and smaller. The tracking of the identifiers has been slightly shifted to allow for alignments to happen with the letters above.

Large



Small



## Uptown United Lockup

The Uptown United lockup establishes a standard for how organizations and entities under Uptown's umbrella can be locked up with the Uptown "Up" mark to create ties to the overarching brand. The spacing and alignment diagram creates a template for any additional lockups that may be needed in the future.

Lockup



Spacing + Alignments



## Business Partners Lockups

The Business Partners lockups follow the standard established by the Uptown United lockup. The primary shorthand version should be used in all cases where the official full name is not necessary and where any one of Uptown's wordmarks are also present. The secondary shorthand version should be used in cases where the official full name is not needed and where Uptown's brand is not present. The full name version can be used when it is vital that the full name be present.

Primary



Secondary



Full Name



# TYPO- GRAPHY

Typography plays a critical role in establishing Uptown's brand expression. The type-forward system features a new custom display font that embodies the lively community.

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## Uptown Display

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A custom display typeface was designed as an extension of the Uptown and sub-neighborhood wordmarks to be used within Uptown brand materials. It was designed to bring out the energy within each piece — heightening the underlying emotion through dramatic contrast of character widths and playful arrangements.

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## Brand Typefaces

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Uptown's brand typefaces were chosen to capture and supplement the personality within the custom display typeface. Humanist serifs add a depth of character to the brand that feels both warm and approachable with an added sense of play.

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## Paragraph Styles

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Paragraph styles have been established to quickly pick up and use in any hand-held sized print materials. In order to maintain consistencies within the brand, do not create additional styles — these styles are designed to cover all needs.

## Uptown Display

Uptown's custom display typeface was designed to be the foundation of the Uptown identity. The two style alternates allow the type to adapt the subject of each piece. The lowercase characters are sans-serif and the uppercase characters are serif. Basic punctuation and ligatures were added to allow the font to be usable for any display headline need.

Sans-Serif (Lowercase)

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

Serif (Uppercase)

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

Punctuation

# & + " ! ? ' - - - - / ,

Ligatures

UP UP TT TT

## Brand Typefaces

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Two humanist old style serif typefaces were chosen to carry the written voice of Uptown. They establish a sense of relaxed confidence and play. Timeless by nature without taking feeling too serious. They supplement a voice that is intriguing and approachable.

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### Primary — Young Serif

Young Serif is used as the primary typeface within the Uptown brand. Its letters are full of character which lends itself to be used in a variety of title cases along with larger set body copy. Young serif shouldn't be used at the standard body copy size as its characteristics are better suited to larger text.

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### Secondary — Plantin

Plantin is Uptown's secondary typeface. It was chosen to pick up the personality and characteristics of Young Serif while maximizing readability at smaller sizes. It comes in a variety of weights and italics allowing for emphasis to be added when needed within body copy. Plantin should only be used within small body copy.

Young Serif

A a B b C c D d E e F f G g  
0 1 2 3 4 5 6 7 8 9

Plantin Roman

A a B b C c D d E e F f G g  
0 1 2 3 4 5 6 7 8 9

## Paragraph Styles

A hierarchy was established to create a usable set of paragraph styles that can accommodate every need. All styles are based on a 5pt baseline which becomes the base for every standard print piece. All styles can be scaled up by 200% (10pt baseline) for web. They can also be scaled up for larger print application.

12x	<b>DISPLAY</b>	Font: <b>Uptown Display</b> Font Size: <b>100 pt</b> Leading: <b>70 pt</b> Kerning: <b>Metrics</b> Tracking: <b>0</b>
3x	<b>Headline One</b>	Font: <b>Young Serif</b> Font Size: <b>20 pt</b> Leading: <b>25 pt</b> Kerning: <b>Metrics</b> Tracking: <b>150</b>
2x	<b>Headline Two</b>	Font: <b>Young Serif</b> Font Size: <b>13 pt</b> Leading: <b>20 pt</b> Kerning: <b>Metrics</b> Headline Tracking: <b>150</b>
	<b>“Pull quote donec ullamcorper nulla metus auctor fringilla.”</b>	Pull Quote Tracking: <b>50</b>
1.5x	<b>Headline Three</b>  Large body duis mollis, est non commodo luctus, nisi erat porttitor ligula. Vivamus sagittis lacus vel augue laoreet.	Font: <b>Young Serif</b> Font Size: <b>9.75 pt</b> Leading: <b>15 pt</b> Kerning: <b>Metrics</b> Headline Tracking: <b>150</b>  Body Tracking: <b>50</b>
1x	<b>Details / Inline Titles</b>	Font: <b>Young Serif</b> Font Size: <b>6.5 pt</b> Leading: <b>10 pt</b> Kerning: <b>Metrics</b> Tracking: <b>150</b>
1x	Body aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Aenean lacinia bibendum nulla sed consectetur. Sed posuere consectetur est at lobortis. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Nullam id dolor id nibh ultricies vehicula ut id elit.	Font: <b>Plantin Roman</b> Font Size: <b>7 pt</b> Leading: <b>10 pt</b> Kerning: <b>Metrics</b> Tracking: <b>35</b>

# SANS & SERIF

## Hi Porta Fusce Malesuada

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Pull-Quote **Lorem ipsum dolor sit amet, consectetur adipiscing elit.**

Details **Martin Sorge**  
Executive Director  

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msorge@  
uptownunited.org  
773.878.1064

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4753 N Broadway  
Suite 822  
Chicago, IL 60640

Large Body **Sed posuere consectetur est at lobortis. Maecenas sed diam eget risus varius blandit sit amet non magna. Integer posuere erat a ante venenatis dapibus.**

H2 **Vestibulum Porta Ligula Vehicula**

H3 **Pharetra Ligula Cursus Vulputate Ultricies**

## H2 Vestibulum Porta Vehicula

Body Aenean lacinia bibendum nulla sed consectetur. Etiam porta sem malesuada magna mollis euismod. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus.

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Inline Title

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# COLOR PALETTE

A unique set of colors reflect the vibrant and diverse community of Uptown while setting Uptown apart from other neighborhoods within Chicago.

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## The Palette

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The colors within Uptown's palette were chosen to augment the energy of its type based identity. A dynamic range of saturation and brightness allow for layering of colors while maintaining legibility and readability.

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## Colorways

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The colors within Uptown's palette are able to be mixed and matched to create many unique colorways that all feel entirely Uptown. These combinations allow for the palette to adapt to each and every piece and subject — allowing sub-neighborhoods, events, etc. to all have their own feel while maintaining consistencies with the system.

# The Palette



<b>CYMK</b>	75, 35, 90, 35	0, 90, 100, 0	0, 50, 50, 0	0, 25, 100, 0	100, 75, 0, 0	0, 0, 0, 95	0, 1, 2, 15
<b>RGB</b>	56, 98, 54	239, 65, 35	247, 150, 121	255, 194, 14	0, 84, 166	40, 40, 40	220, 218, 215
<b>HEX</b>	386135	ef4023	f69679	fec10d	0054a6	282828	dcd9d7

## Colorways

The color palette becomes most dynamic when the colorways are layered and illustrative. These examples show how the colors within the palette can be mixed and matched to create many different colorways which allow each piece to fully reflect its subject.



# PHOTO- GRAPHY

Uptown's photography should capture real moments of energy and excitement — a photojournalistic style that tells the story in a tangible way.

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## Photo Treatment

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Photo treatments allow all photography that will come from a variety of sources and uncontrollable qualities to feel unified. Use of these treatments helps to maintain consistencies within every piece that is produced within the Uptown system.

## Photo Treatment

A duo-tone treatment has been applied to the photos in which the pieces background color transitions to another color within the palette. The treatment should always adapt to the colorway of the piece. The upward angled underline from the Uptown wordmark can be used as a frame for the images.

Photos shown were pulled from Flickr searches for Uptown. Flickr can be a great asset when use rights can be requested from the photographer.



# APPLICA- TIONS

This section shows a variety of materials and pieces that have been created using the Uptown brand system. They can be used as references for how the flexible system reacts to each piece.

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## Streetscape

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The brand applications to Uptown's streetscapes are meant to establish a sense of place. The Uptown wordmark is always present on all sub-neighborhood pieces.

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## Stationery

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The stationery pieces exhibit the flexible and dynamic nature of the Uptown brand — creating a diverse system of colors and type.

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## Campaign

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An adaptation of past campaigns, the new campaign is centered around the dynamic headline, "\_\_\_ it Up." The "Up" mark is instantly tied to Uptown rather than needing to spell out the entire word.

Street Pole  
Banners



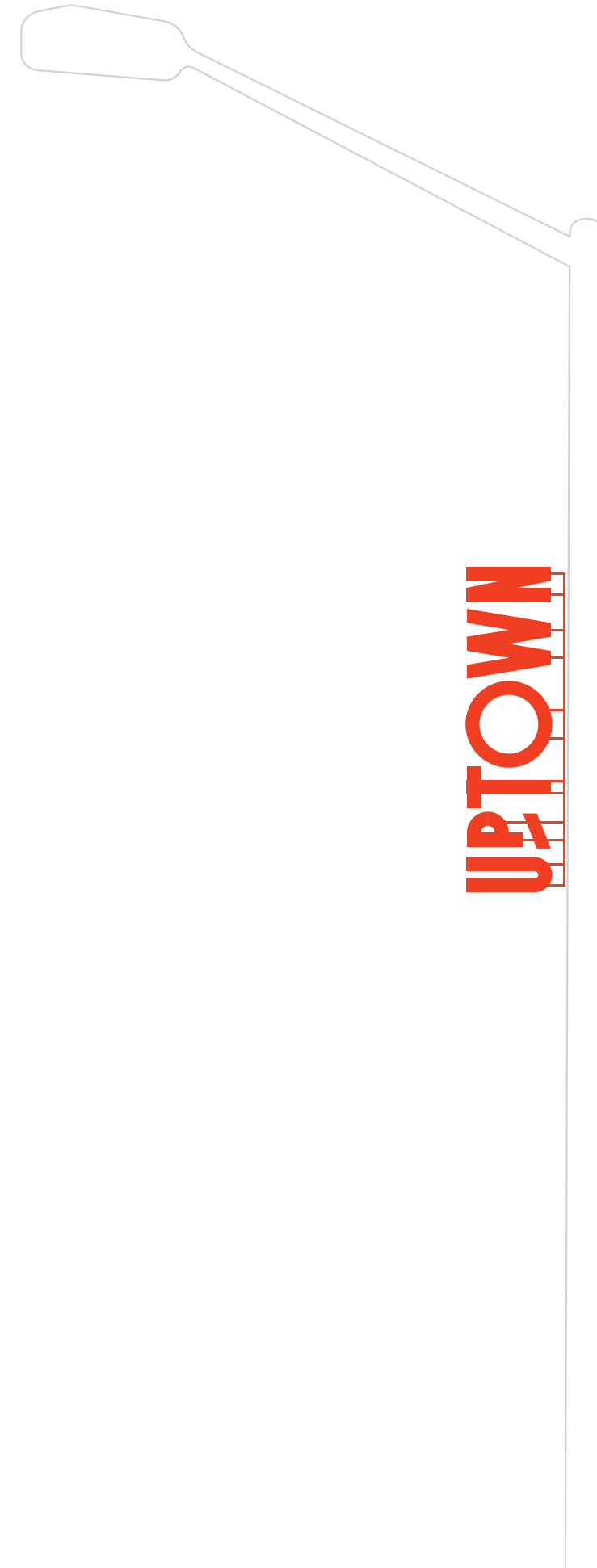
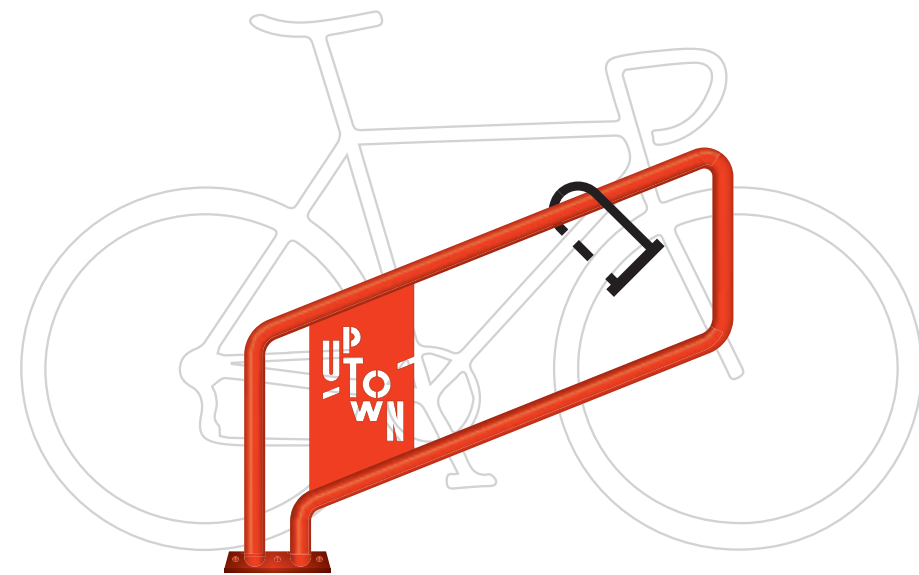
Street Pole  
Banners







**Bike Racks &  
Street Poles**



Business  
Cards





LIVE IT UP  
DRINK IT UP  
EAT IT UP  
JAZZ IT UP  
MIX IT UP  
SHAKE IT UP  
WORK IT UP





**UPTOWN**