



MENLO PARK DESIGN DISTRICT
BRANDING PRESENTATION

PREPARED BY BANANA STAND INC.
FOR SMALL GREEN DOOR

MENLO
PARK
DESIGN
DISTRICT

BRAND LOCKUP, NAME, AND ICON

The full brand lockup for the Menlo Park Design District consists of a stylized acronym graphic (MPDD) with the brand name (Menlo Park Design District) stacked vertically and embedded within at the lower left, in all caps, in the Garet font. An additional tagline may be displayed horizontally below the lockup, also in all caps, in the Garet font, with standard word and letter spacing.

The brand lockup is the basis of all additional iconography and creative use, and is imbued with several brand-centric visual and conceptual messages. The graphic consists of the letter M and two interlocking/overlapping Ds - one in signature green (#06a64f), with the P implied down the center. The interlocking Ds represent the district's collaborative and communal spirit. The backwards facing D at the bottom represents irreverence and creativity. The acronym graphic should never be used as a standalone without the brand name in place.

The brand name may be represented standalone in two ways: in the exact orientation as in the lockup, and as a single, horizontal line, with perfect spacing between all letters, forming one long "word". The brand name should always remain as a single color, with the exception of special usage in the stacked orientation, where each of the four lines are distinct, separate colors. At no point should the four words be split in to 2 or 3 colors, and at no point should mixed colors be used when in the horizontal orientation.

The only specific branding colors are black and the signature green, with complimentary colors to be chosen at the designer's discretion as needed for special uses. The signature green color references the Menlo Park "tree" logo as well as the greenery in the district. A suggested palette is included in this branding guide, but use is not limited to these colors. Ideally, the logo would always be represented in the black/green duo-tone, but on the occasion that only a single color is possible, the default option should be black, unless displayed on black, in which case the default should be white. Standard principles of color theory and contrast should always be considered in any creative use.

The two interlocking Ds can be broken out of the lockup to be used as a standalone icon for social media, avatars, and favicon, with the graphic representing the short-hand "Design District" while retaining brand recognition through design and color rules as laid out above.

LOGO LOCKUP - DUO TONE

GRAPHIC "MPDD" ACRONYM



BRAND NAME

INTERLOCKING
LETTER "D"S

LOGO LOCKUP - SINGLE COLOR



BRAND NAME

MENLO
PARK
DESIGN
DISTRICT

MENLO
PARK
DESIGN
DISTRICT

MENLOPARKDESIGNDISTRICT

MENLOPARKDESIGNDISTRICT

RESPONSIVE DESIGN



MENLO
PARK
DESIGN
DISTRICT



LETTERHEAD + ENVELOPE



BUSINESS CARDS





MPD
MENLO
PARK
DESIGN
DISTRICT

**DESIGN,
SHOP, EAT,
COLLABORATE,
CURATE YOUR
WORLD**

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