

THE JUNCTION
BRANDING GUIDE
MAY 6, 2021

MATT CHAIT
310-980-0905

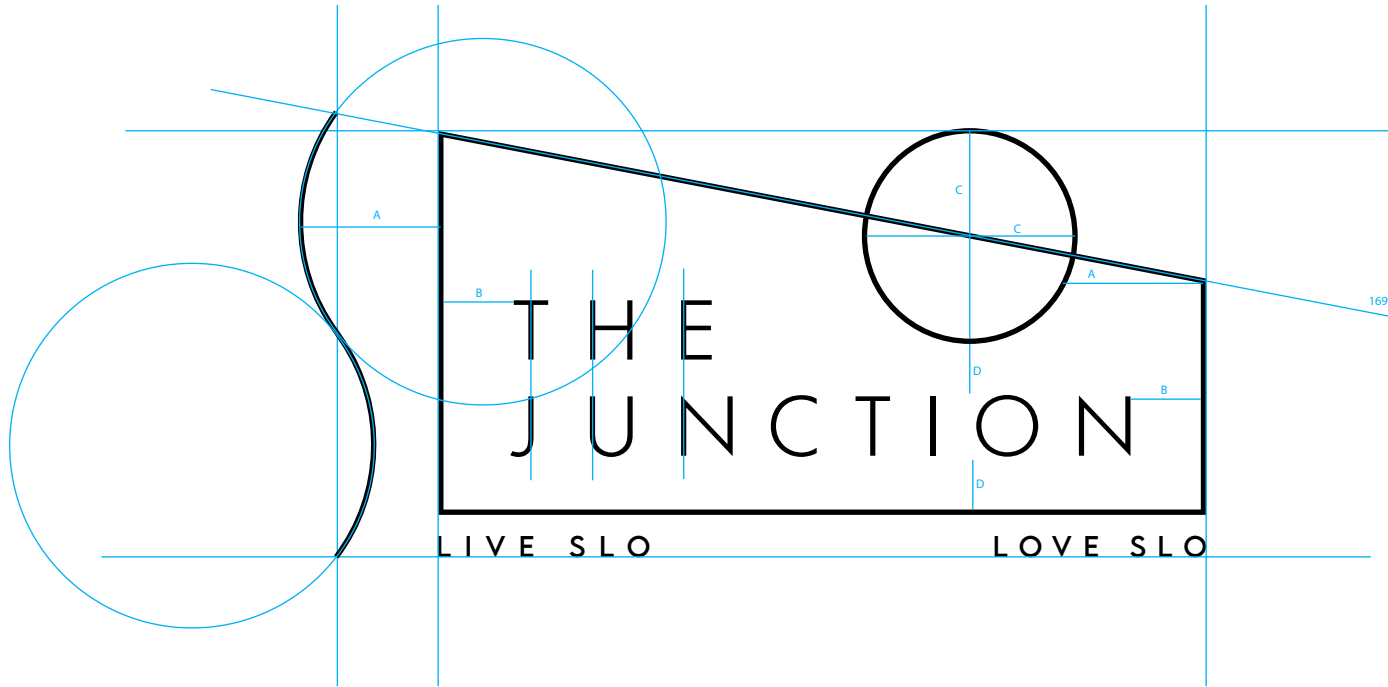


The Junction's brand is a combination of basic graphic shapes and forms which hint at the signature look of the building's architectural roof feature, a sun/moon, as well as the abstract of the letters "S L O" to reference the businesses San Luis Obispo location. The full lockup includes all three graphic elements, the title, and the tagline in the configuration shown above.

The individual graphic shapes lend themselves to endless reiteration and playful reuse and can function as abstract or literal representations of things such as water, sun, moon or any other iteration which might be fun and appropriate for social and marketing purposes.

The title, "THE JUNCTION" is presented in ALL CAPS in wide, evenly spaced sans-serif lettering for modernity and ease of reading and reproducing. "THE" is stacked above "JUNCTION" to keep the proportions from becoming too wide and short, and to represent the two story building. The text can be used with or without any of the graphic elements as needed, with or without the tag line as needed, or in any combination thereof.

The tagline, "LIVE SLO LOVE SLO", is presented in ALL CAPS in wide, evenly space sans-serif lettering to echo the main branding lettering as well as the circle graphic "O". The tagline can read as one or two separate pieces when not in the official lockup configuration. The tagline can also be standalone, with or without the title, with or without any of the graphic elements or in any combination thereof.

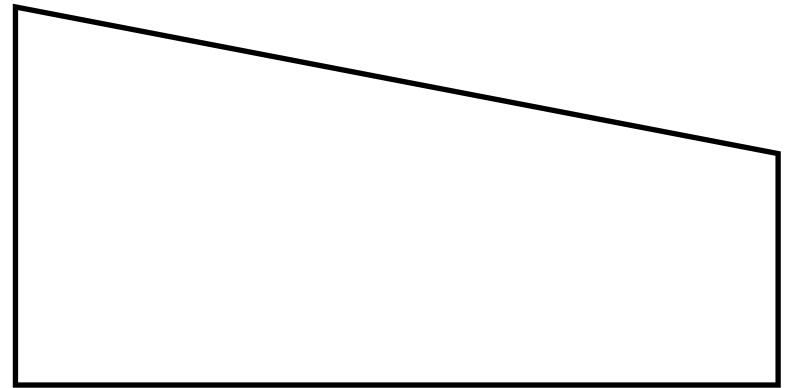


THE
JUNCTION

TITLE



"S"

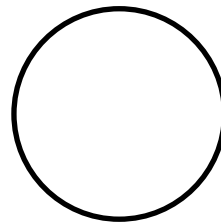


"BUILDING and/or L"

TAGLINE ELEMENTS

LIVE SLO

LOVE SLO

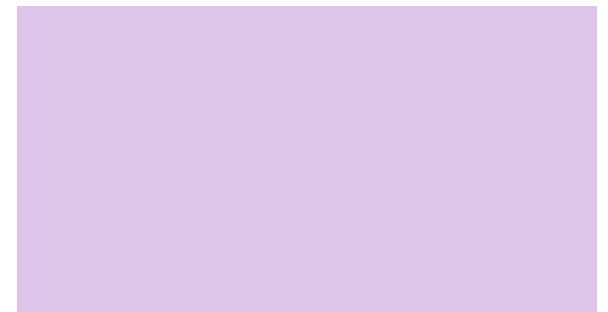


"O"

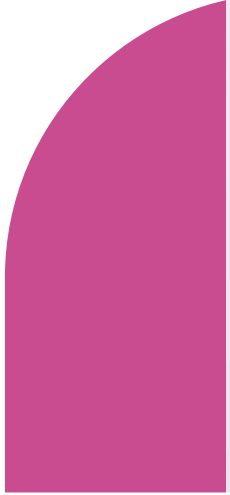
Although the logo can be represented in black and white, there are endless color variations available and no specific branded colors. Gradients are encouraged as are bright, vibrant colors to match the playful TOV of the brand, but variations are up to the designer's discretion based on each case usage.

The circle and "S" graphic elements may be replaced with other visual elements in the same shape and dimensions at the designer's discretion. For example, the circle may become an actual graphic of a sun, or moon, or beach ball - the "S" may become a wave of water, a snake, a neon light.

Below are some suggested colors and gradients followed by examples.







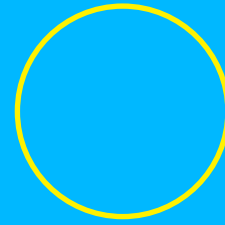




POOL PARTY

AT

THE
JUNCTION

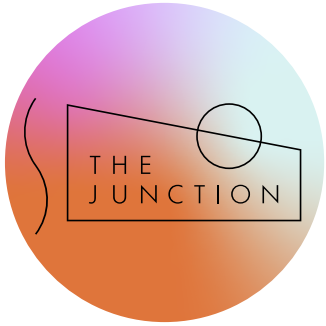


ATURDAY, MAY 9TH
2PM



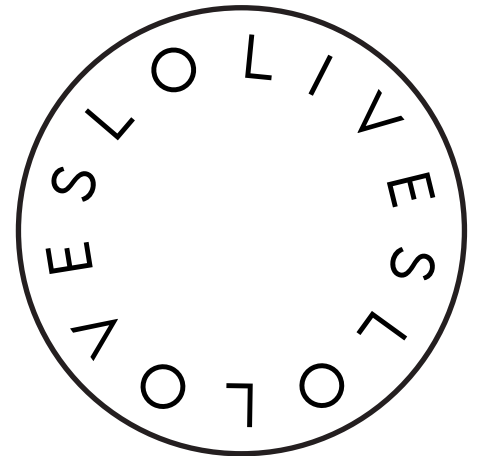
THE
JUNCTION

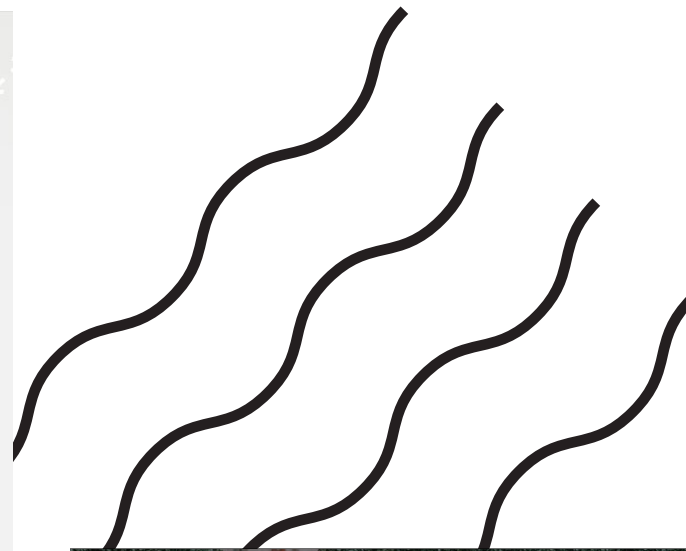
PIZZA PARTY IN THE CLUBHOUSE TONIGHT



THE
JUNCTION

THE
JUNCTION







THE
JUNCTION

APARTMENT COMMUNITY