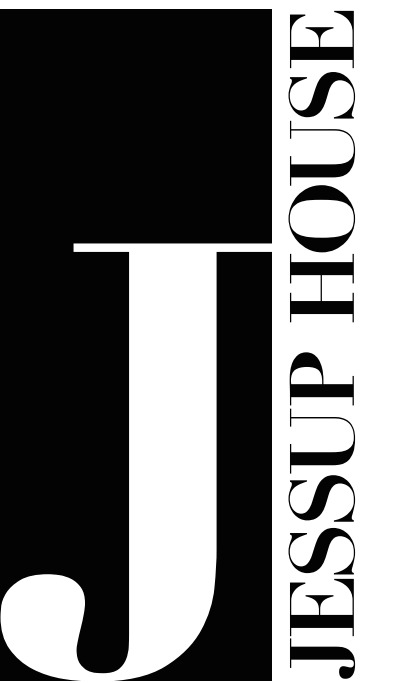


BRAND IDENTITY GUIDELINES



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SECTION 1
INTRODUCTION

WELCOME TO JESSUP HOUSE

This style guide unlocks the value of
the Jessup House identity system.

People will experience the brand in endless ways, but the fundamental brand elements outlined here will ensure a consistent, meaningful expression across all touchpoints.

On the following pages, the underlying brand principles are outlined completely: what they are, the role they play, and how to use them.

BRAND POSITIONING

BRAND COMPASS

This describes the precise articulation and differentiation of the brand.

Jessup House does city life better than any other. We soak up the city with our porous building, letting sounds and energy in. We connect to the city, reflect the city, and comfortably fit in the city.

BRAND IDEA	Live Vibrant
MISSION	To Celebrate and elevate Philly
VISION	Integrated into the energy of the city
VALUES	Neighborly. Lively. Individuality
PERSONALITY	The ice-breaker

BRAND STORY

BRAND OVERVIEW

This is the external facing brand story language.

JESSUP HOUSE

Full Expression

Perfectly positioned at the corner of Sansom and S 12th Street, Jessup House is a brand-new, 20-story apartment building with beautiful, soaring balconies, welcoming ground-level retail, and a character all its own. Paying tribute to the neighborhood around it, its masonry podium echoes the surrounding brick structures, while the curtain-like metal walls of its tower radiate a sense of strength and verticality.

It’s a celebration of the city poised to attract people who are energized and inspired by action and energy. This is a home for those who are eager to create a feedback loop between themselves and the vibrancy that surrounds them.

At its heart, Jessup House is the perfect blend of domesticity and hospitality at various scales. Its materiality and texture convey the rich history of this part of town, while the upper façade reflects a more contemporary urban expression.

MESSAGING

PILLAR 1 | BUILDING

The brand pillars articulate various aspects about Jessup House development interiors, amenities, location and context.

Headlines

Sustainable. Sophisticated. Stylish.

Thoughtful living for busy days and relaxing nights.

Full Expression

Jessup House is a study in contrasts. At street level, its two-story, fine-grained brick structure houses approachable shops—the businesses that form our urban fabric. The welcoming lobby experience gracefully transitions into friendly food and beverage offerings linking the building with the neighborhood. In combination with a renewed pedestrian corridor adjacent to Jefferson’s campus, we’re making space for people at a human level.

Rising above the building’s podium are vertical curtain walls, punctuated dramatically by residents’ balconies, the meeting of metal and glass, and a lush, greenscaped perimeter roof deck on the third floor. This indoor–outdoor integration amplifies the experience of a city weekend—seeing the sights and hearing the sounds of a Friday night, feeling the energy of a Saturday afternoon. The tower’s façade reflects sunlight throughout the day and the skyline at night, providing a distinctive modernism and a scale that stands out from its surroundings while fitting in with the city. The building also privileges its natural elements, embracing biophilic design with greenscaped deck spaces, the planted lobby, and many open-air amenities.

BRAND STORY

PILLAR 2 | LOCATION & CONTEXT

The brand pillars articulate various aspects about Jessup House development interiors, amenities, location and context.

Headlines

Put Philly at your doorstep.
A catalyst for city culture.

Full Expression

This is an energetic, character-filled building that reflects an energetic, character-filled neighborhood. Call it whatever you like—the Gayborhood, Midtown Village, or Washington Square West: this is the place to find people who love where they live and who are eager to share it with others. Some of the city’s very best restaurants and bars are here: Kanella, Vedge, Barbuzzo, El Vez, Vetri Cucina, Strange-love’s, Fergie’s, Tria, Varga Bar, and Woody’s, to name a few.

When you need to travel, Jessup House places you just two blocks from the Walnut–Locust Station on the Broad Street Line, two blocks from the 11th Street Station on the Market–Frankford Line, and two blocks from the 13th and Locust PATCO station. It has an unbeatable WalkScore of 99. Living here, you’re perfectly positioned to head south to a Sixers game, north to Fishtown, east to Old City, or to West Philly in well under half an hour. And that’s not to mention the dizzying array of bars, restaurants, cafés, and other attractions nearby: street fairs, trivia nights, ice cream shops, piano bars, clubs, and more.

BRAND STORY

PILLAR 3 | ENVIRONMENT & AMENITIES

The brand pillars articulate various aspects about Jessup House development interiors, amenities, location and context.

Headlines

Setting the stage for life in Philly.
A fresh backdrop for your city life.
Planned, designed, and built with you in mind.

Full Expression

The amenities at Jessup House match the action of the neighborhood and those who call this place home. It blends distinctive, elevated private spaces with the feel of a hospitality project through high design, tasteful touches, and thoughtful, responsive programming. Shared amenity terraces, ground-floor retail, and eye-catching finishes and details deliver the height of aesthetics and functionality.

BRAND STORY

PILLAR 5 | INTERIORS

The brand pillars articulate various aspects about Jessup House development interiors, amenities, location and context.

Headlines

Contemporary design. Timeless spaces.
The perfect balance of grit and elegance.
Get a new perspective on Philadelphia.

Full Expression

The structure of Jessup House will be reinforced concrete, a rugged yet incredibly expressive material—an embodiment of the building’s overall design and aesthetic ethos.

We will celebrate this rough, elegant concrete by using it in its exposed form in interiors, creating a sense of authenticity and connecting seamlessly with the building’s exterior. The overall look of common spaces will be industrial-inspired and contemporary, and apartments will be home to thoughtful design touches and efficient, highly functional layouts.

MESSAGING

PILLAR 6 | NAME

The brand pillars articulate various aspects about Jessup House development interiors, amenities, location and context.

Full Expression

Jessup House takes its name from a nearby alley—one that runs along the building’s east wall. The alley has been a distinctive feature of this block since at least the 1850s, back when Sansom Street was still called George Street (after the British King George).

The brick podium of Jessup House calls to mind the street’s paving stones, but we do not know who the historical Jessup was. As we planned, designed, and built, however, we imagine him as the embodiment of our community’s spirit: vibrant, Philadelphia-loving, and hospitable. And that’s the legacy we want to celebrate. Jessup House—and the people who live here—embrace what’s around them while looking forward to an exciting, vibrant future.

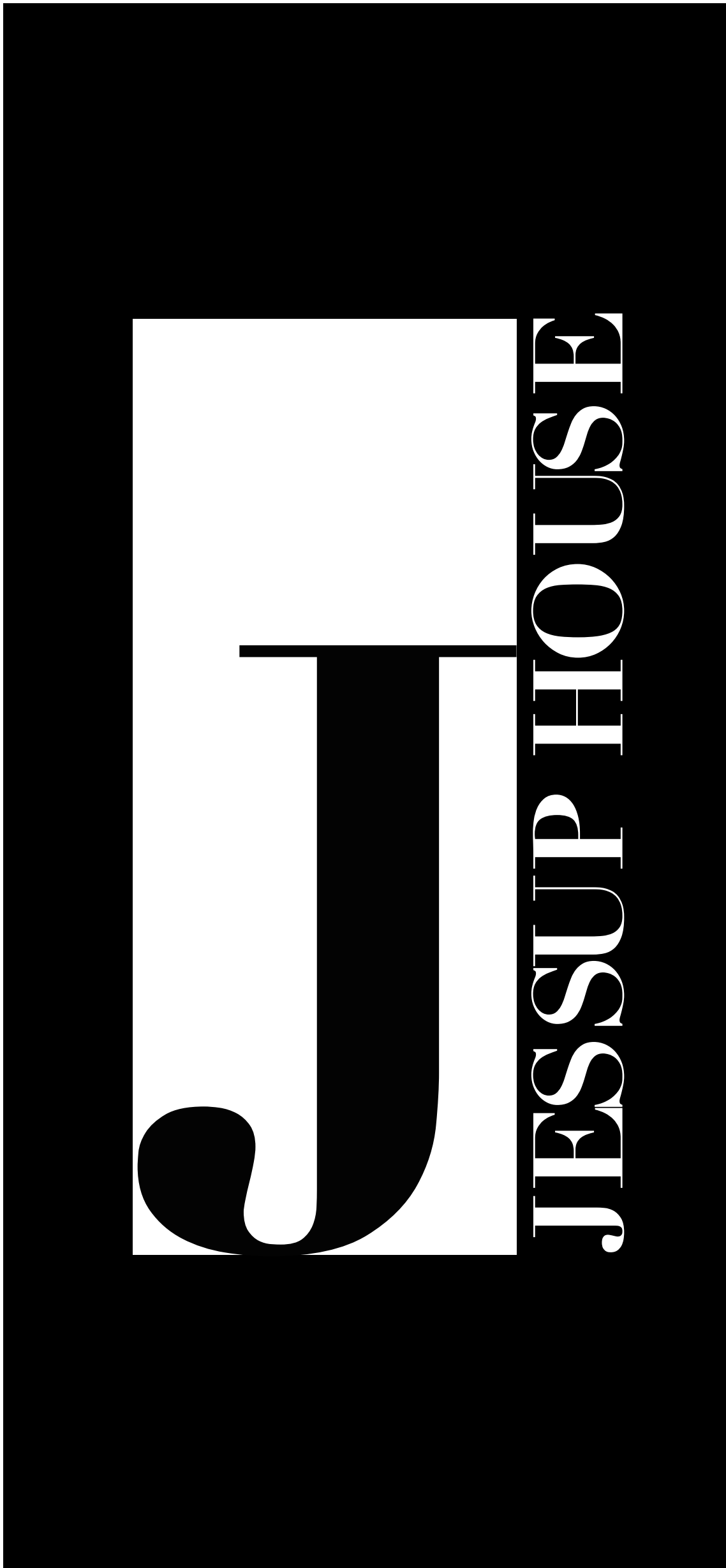
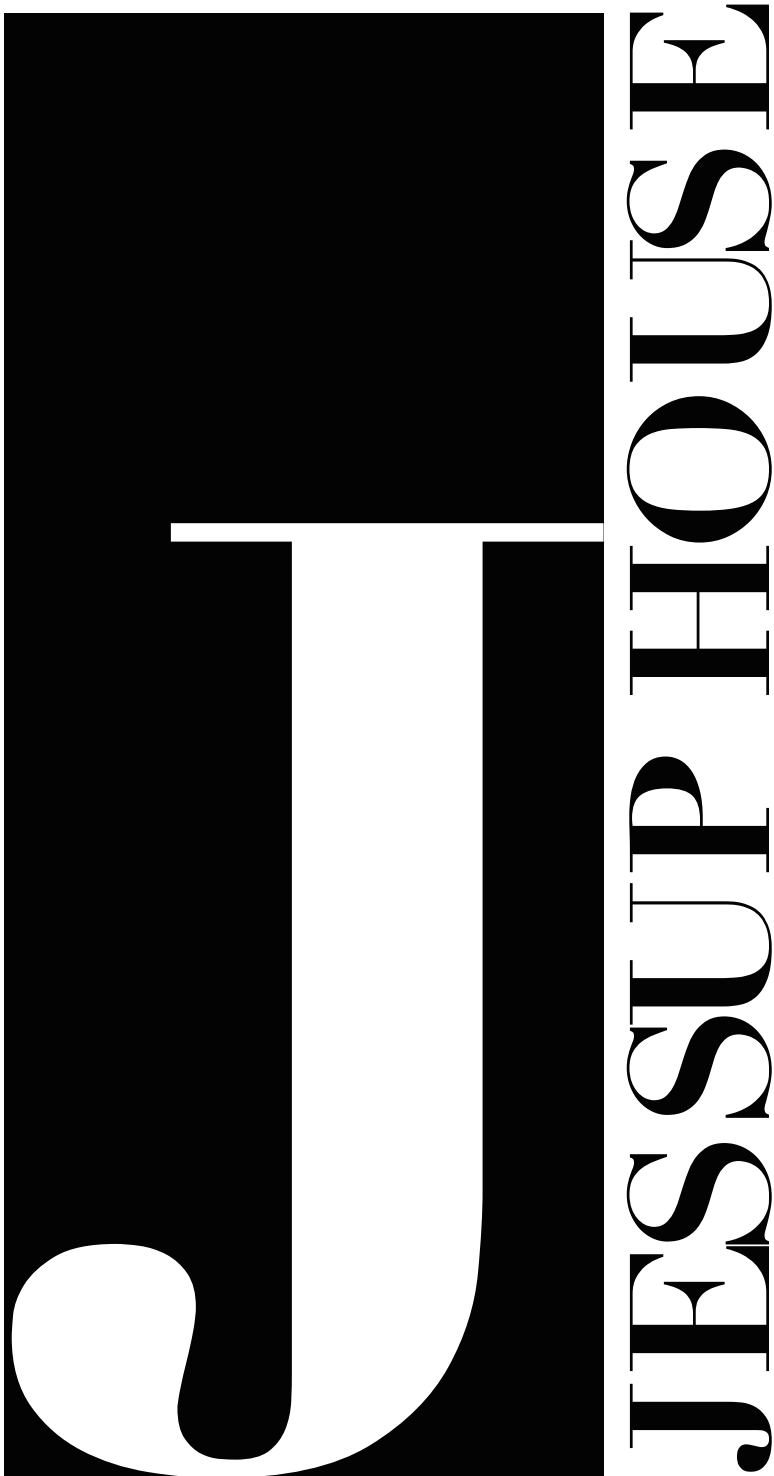
VISUAL IDENTITY

MASTER LOGO

On this page you will find the Jessup House logo. This is our primary logo to be used by default. The logo is to be used in print and digital communications.

NOTE
To guarantee consistency of the brand, this logo should not be altered in any way unless specified in particular usage.

EPS
Please use the EPS file provided.



VISUAL IDENTITY

MASTER LOGO TEXTURED

On this page you will find the Jessup House logo.
This is our primary logo to be used by default.
The logo is to be used in print and digital communications.

NOTE
To guarantee consistency of the brand, this logo should not be altered in any way unless specified in particular usage.

EPS
Please use the EPS file provided.



On textured brushed copper.

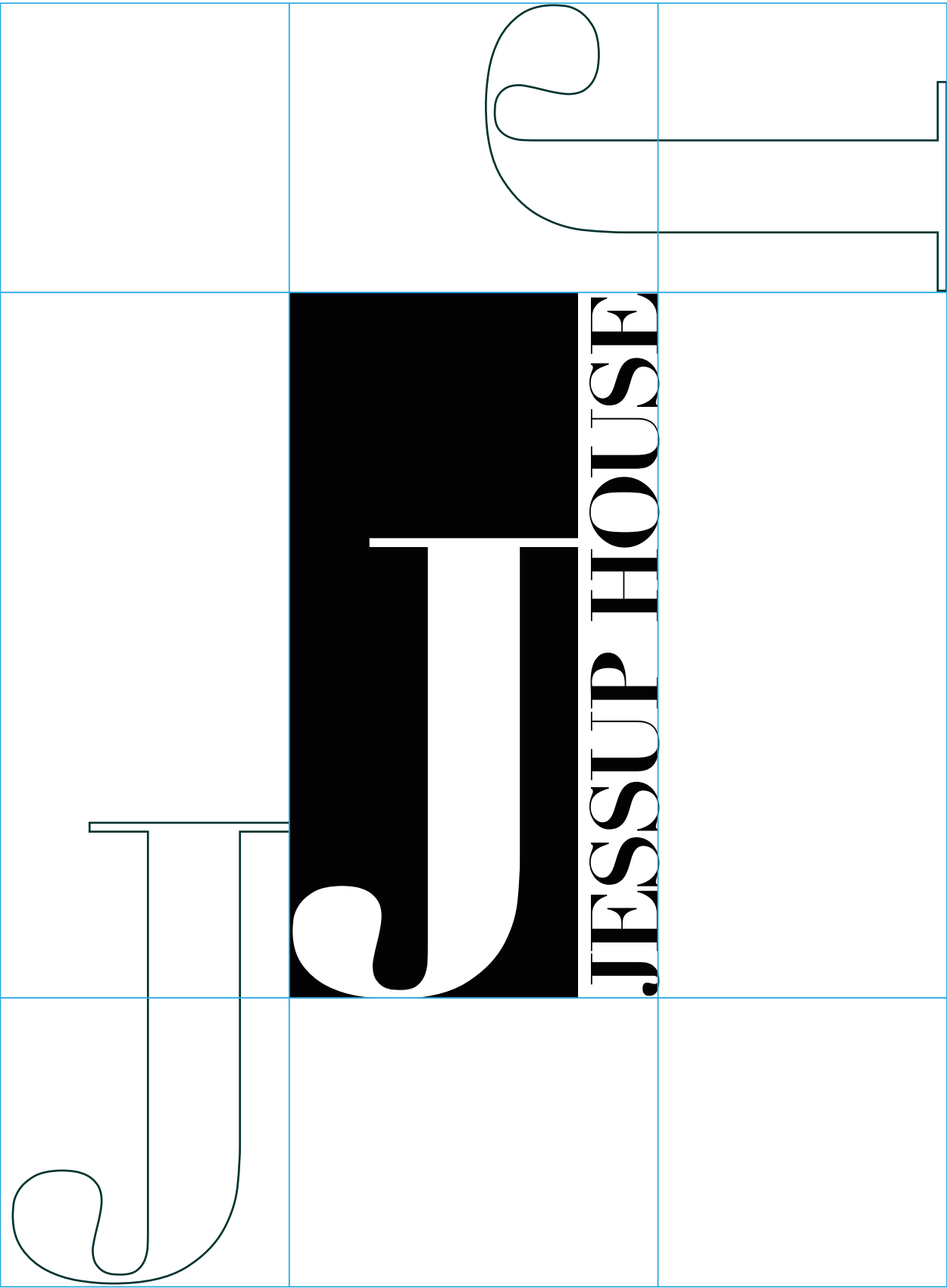
VISUAL IDENTITY

MASTER LOGO CLEAR SPACE

The Jessup House logo should always feel strong and stand out. Therefore, the wordmark should always be surrounded by a clear space that is at least the width of the "J" symbol.

NOTE
To guarantee consistency of the brand, this logo should not be altered in any way unless specified in particular usage.

EPS
Please use the EPS file provided.



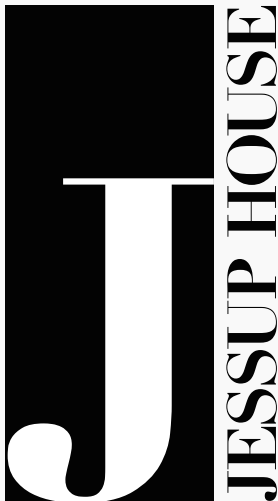
VISUAL IDENTITY

INCORRECT LOGO USAGE

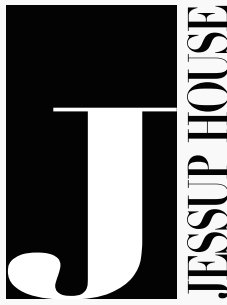
The following examples illustrate potential misuses of our logo. The limitations on wordmark usage are vital to preserving the integrity of our brand.

NOTE
Any alteration of the logo, apart from proportionate scaling and other specified layout adaptation, is considered incorrect usage and has the potential to negatively impact our brand.

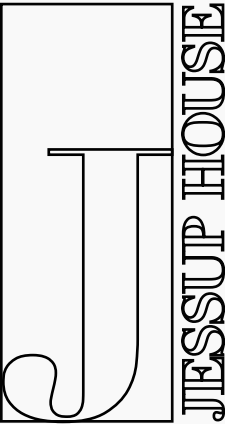
EPS
Please use the EPS file provided.



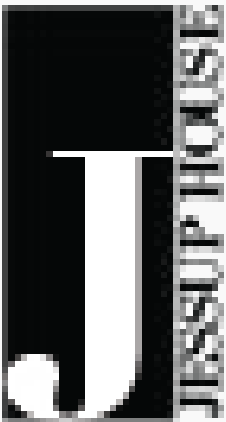
DO NOT change the logo's approved color.



DO NOT distort the logo.



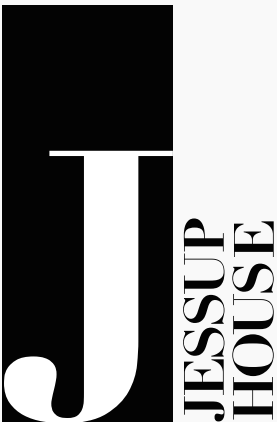
DO NOT create an outline version of the logo.



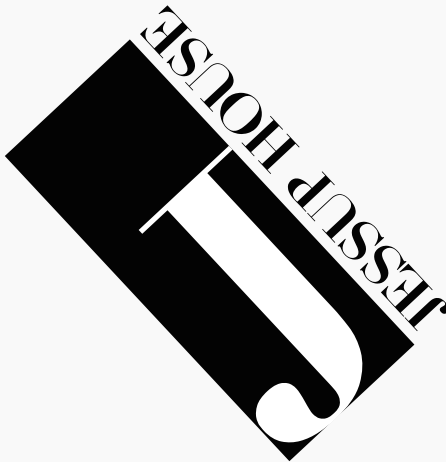
DO NOT 'letter space' the logo.



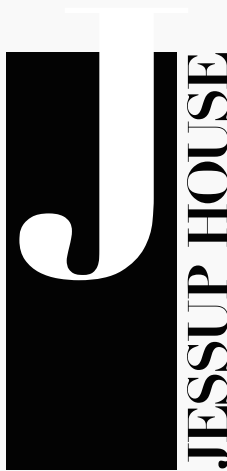
DO NOT apply any effects.



DO NOT alter logo typography



DO NOT rotate.



DO NOT alter position or proportion of the elements.



DO NOT change the logo's approved font.

VISUAL IDENTITY

NAMEMARK USAGE

On this page you will find the Jessup House namemark typography Didot usage seperate from the primary logo l ock-up.

The typography is to be used in print and digital communications.

NOTE

To guarantee consistency of the brand, this logo should not be altered in any way unless specifed in particular usage.

EPS ⑈

Please use the EPS file provided.

Jessup House

Horizontal one line

Jessup House

Horizontal stacked

Jessup House

Vertical one line

J

"J" symbol

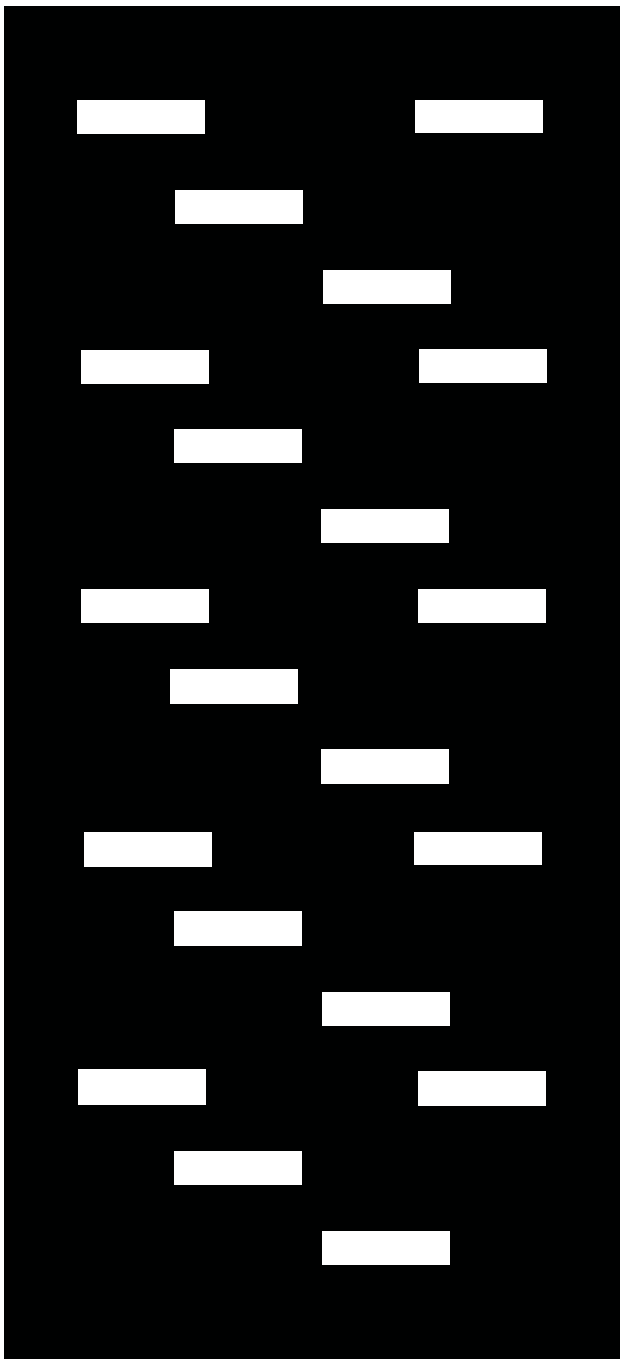
VISUAL IDENTITY

5TH ELEMENT

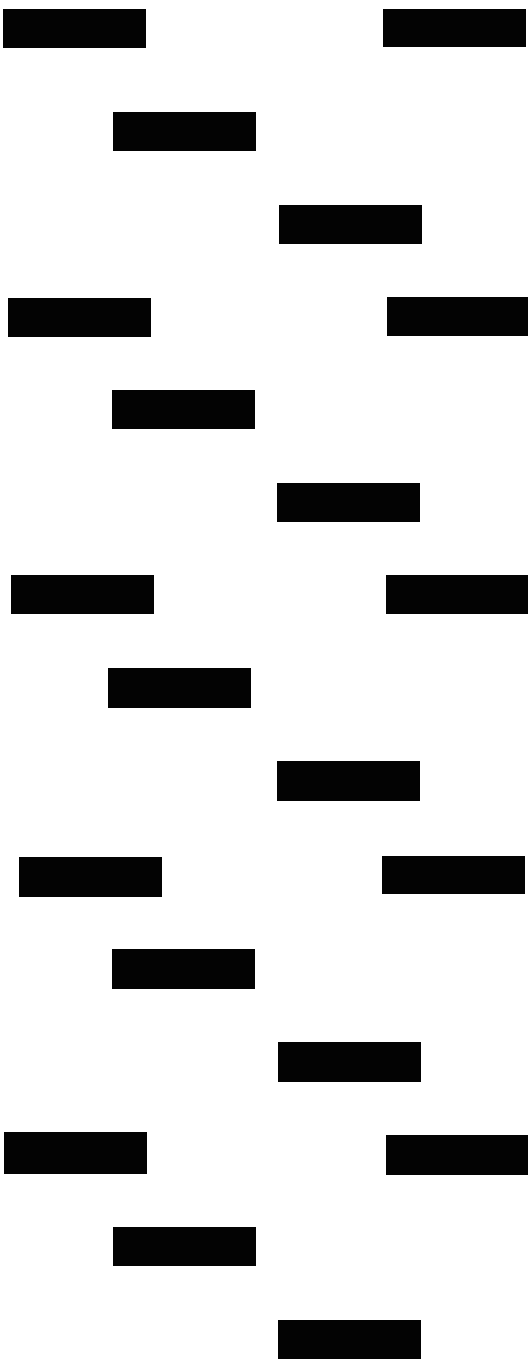
On this page you will find the Jessup House 5th element.
It is inspired by the balcony architecture pattern and can be applied opaque, transparent, in various sizes (macro & micro), enclosed in recatangle and free with no border.
The 5th element is to be used in print and digital communications.

NOTE
To guarantee consistency of the brand, this logo should not be altered in any way unless specifed in particular usage.

EPS ⑈
Please use the EPS file provided.



5th element enclosed rectangle



5th element free

VISUAL IDENTITY

PRIMARY COLOR PALETTE

This color palette consists of primary colors. Jessup House should be primarily dark slate gray, slate gray, copper, copper lite prussian blue, and semi white. Use slate gray for text and semi white for backgrounds.

NOTE
Please follow the guidance on our color palette carefully to help maintain a strong and consistent brand image.

EPS
Please use the EPS file provided.

DARK SLATE PANTONE 296 C CMYK 89, 77, 54, 69 HEX 0D1A29	SLATE GRAY PANTONE 2378 C CMYK 83, 70, 39, 24 HEX 3B4965	COPPER PANTONE 7578 C CMYK 16, 65, 85, 3 HEX CE713E	COPPER LITE PANTONE 1564 C CMYK 2, 41, 58, 0 HEX F3A473	PRUSSIAN BLUE PANTONE BLUE 072 C CMYK 100, 97, 8, 1 2D3489	SEMI WHITE PANTONE 656 C CMYK 11, 5, 4, 0 HEX DEE5EC
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VISUAL IDENTITY

TEXTURE PALETTE

This texture palette consists of a combination of metals (copper, steel) and concrete types. The Jessup House brand expresses the concept of 'Stylish Grit'. The elegance of building and the surrounding grit of the neighborhood.

NOTE
Please follow the guidance on our color palette carefully to help maintain a strong and consistent brand image.

Note: Never use brushed steel texture without Prussian Blue applied.

COPPER



BRUSHED STEEL



OXIDIZED METAL



CONCRETE

VISUAL IDENTITY

PRIMARY COLOR PALETTE

WITH TEXTURE APPLIED

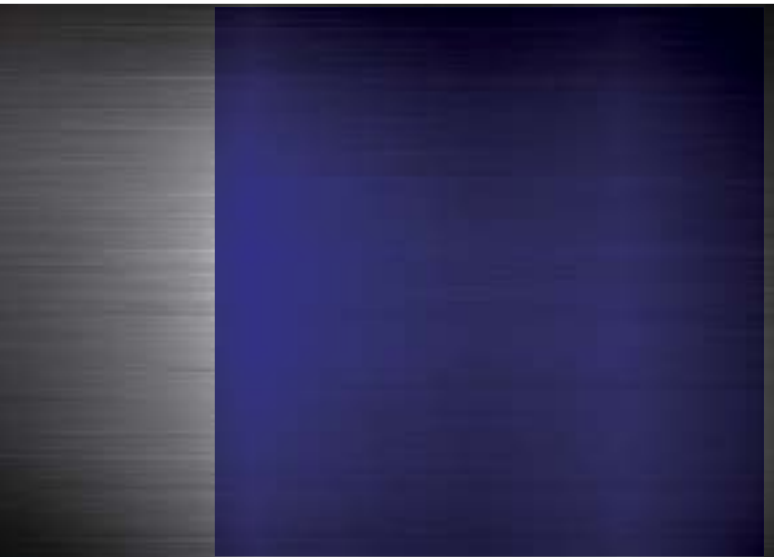
This color texture palette applies a concrete texture to the Prussian Blue to give a glazed appearance. The treatment is achieved using the multiply function. The brushed copper is 100% image.

NOTE
Please follow the guidance on our color palette carefully to help maintain a strong and consistent brand image.

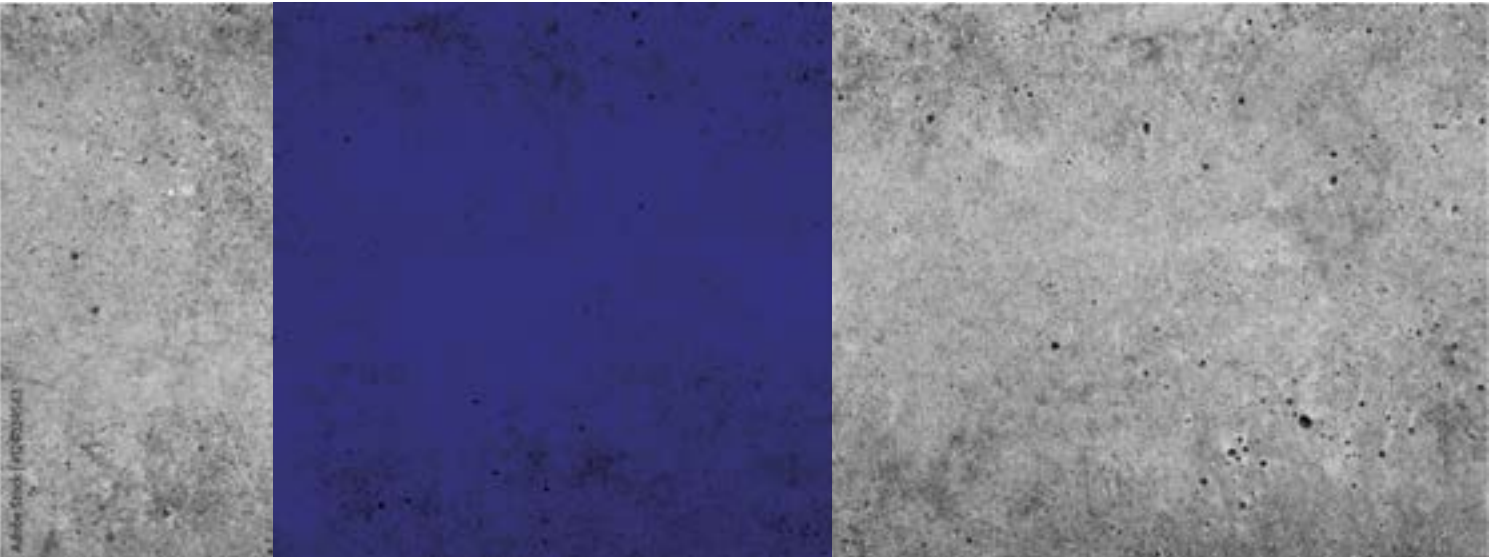
EPS
Please use the EPS file provided.

Apply brushed steel texture over Prussian Blue using the multiply function to give a glazed appearance.

Note: Never use brushed steel texture without Prussian Blue applied.



Apply concrete texture over Prussian Blue using the multiply function to give a glazed appearance.



VISUAL IDENTITY

TYPOGRAPHY

Almarai is a Google font that is clean, open, and legible typeface used for the verbal messaging for the Jessup House identity. Using the right typeface system is important in creating distinction for our brand.

NOTE
Please follow the guidance on the usage of the primary typeface carefully to help maintain a strong and consistent brand image.

Almarai
Almarai is the primary typeface for Jessup House, to be used across all professionally printed and digital communications.

OTF
Please use the OTF file provided.

AaBb

ALMARAI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ALMARAI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ALMARAI LIGHT

VISUAL IDENTITY

TYPOGRAPHY USAGE

NOTE
Please follow the guidance on the usage of the primary typeface carefully to help maintain a strong and consistent brand image.

OTF
Please use the Google Fonts provided.

ALMARAI
Almarai is the primary typeface for Jessup House, to be used across all professionally printed and digital communications.

Almarai is to be used for headlines, statements, quotes, any creative copy and body texts.

HEADLINE [ALMARAI BOLD]

SUBHEAD [ALMARAI LIGHT]

BODY COPY [ALMARAI REGULAR]

Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

VISUAL IDENTITY

PHOTOGRAPHY

Photography is a large part of how Jessup House communicates. It sets an emotional tone. Our photography is all about vibrancy, capturing natural moments and a local sensibility. The color grading should feel slightly over saturated with crushed blacks and the whites pushed.

NOTE:
Please follow the guidance on the usage of the photography carefully to help maintain a strong and consistent brand image.

Photography on this page is for representational purposes only.



VISUAL IDENTITY

PHOTOGRAPHY

Photography is a large part of how Jessup House communicates. It sets an emotional tone. Our photography is all about vibrancy, capturing natural moments and a local sensibility. The color grading should feel slightly over saturated with crushed blacks and the whites pushed.

NOTE:
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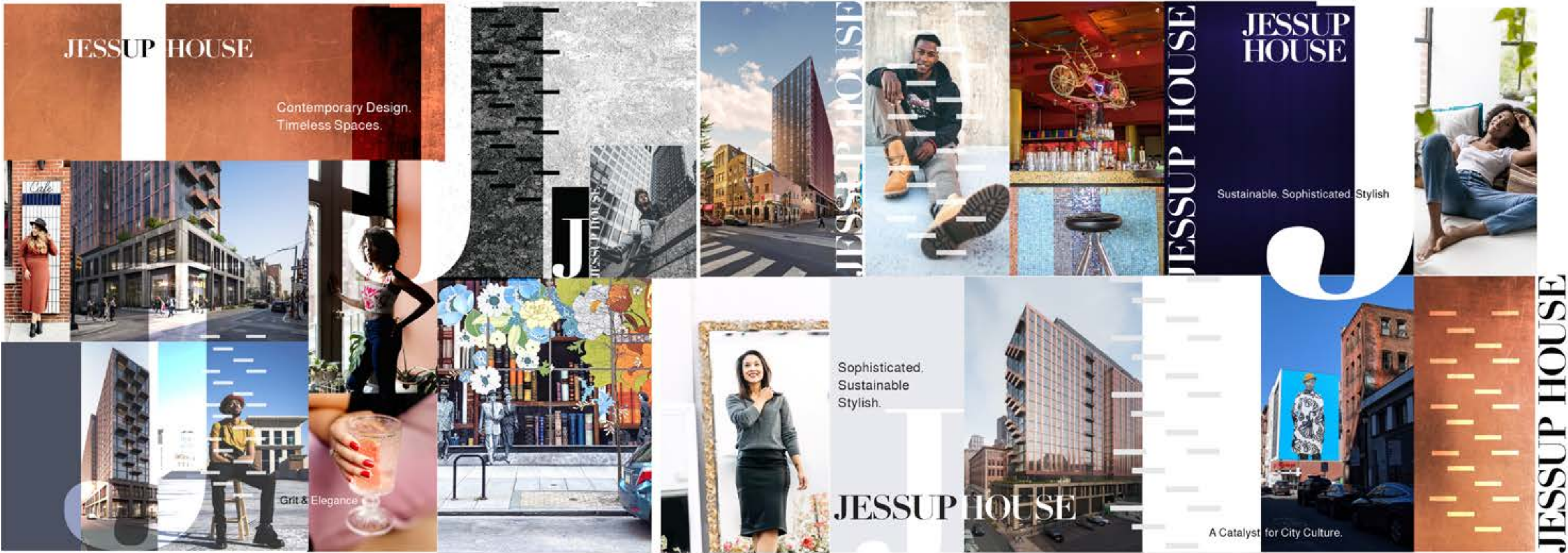
Photography on this page is for representational purposes only.



BRAND APPLICATIONS

MOODBOARD

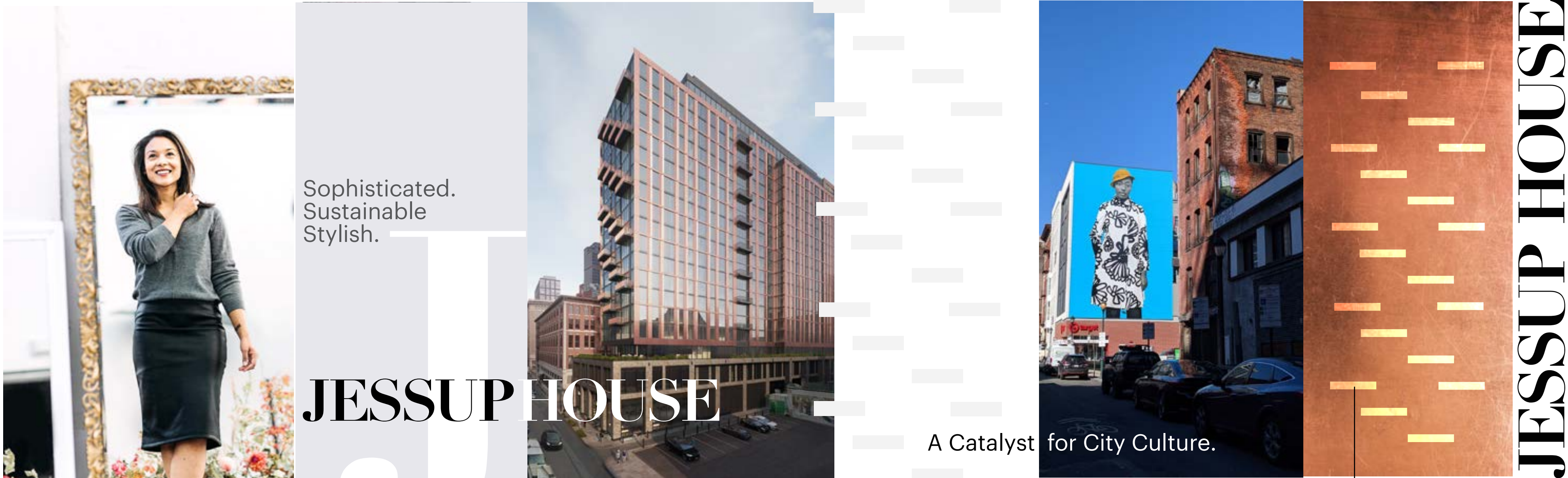
On this page you will find various brand application examples.



BRAND APPLICATIONS

DETAIL

On this page you will find various brand application examples.



5TH ELEMENT
OVERLAY USAGE

BRAND APPLICATIONS

DETAIL

On this page you will find various brand application examples.



Sustainable. Sophisticated. Stylish.

TEXTURE MULTIPLY
APPLIED OVER
PRUSSIAN BLUE

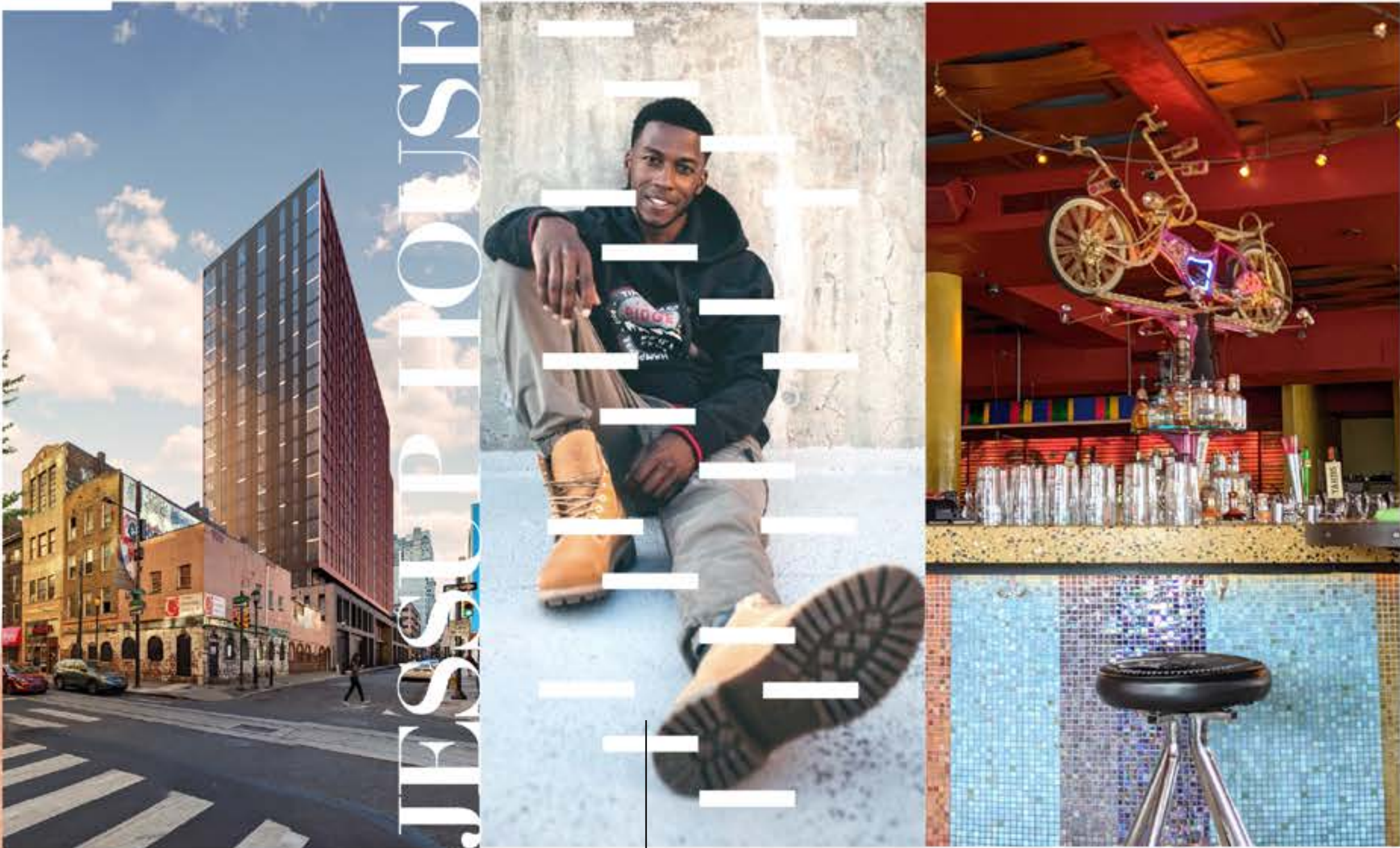
BRAND APPLICATIONS

DETAIL

On this page you will find various brand application examples.



COPPER TEXTURE
USAGE



5TH ELEMENT
USAGE

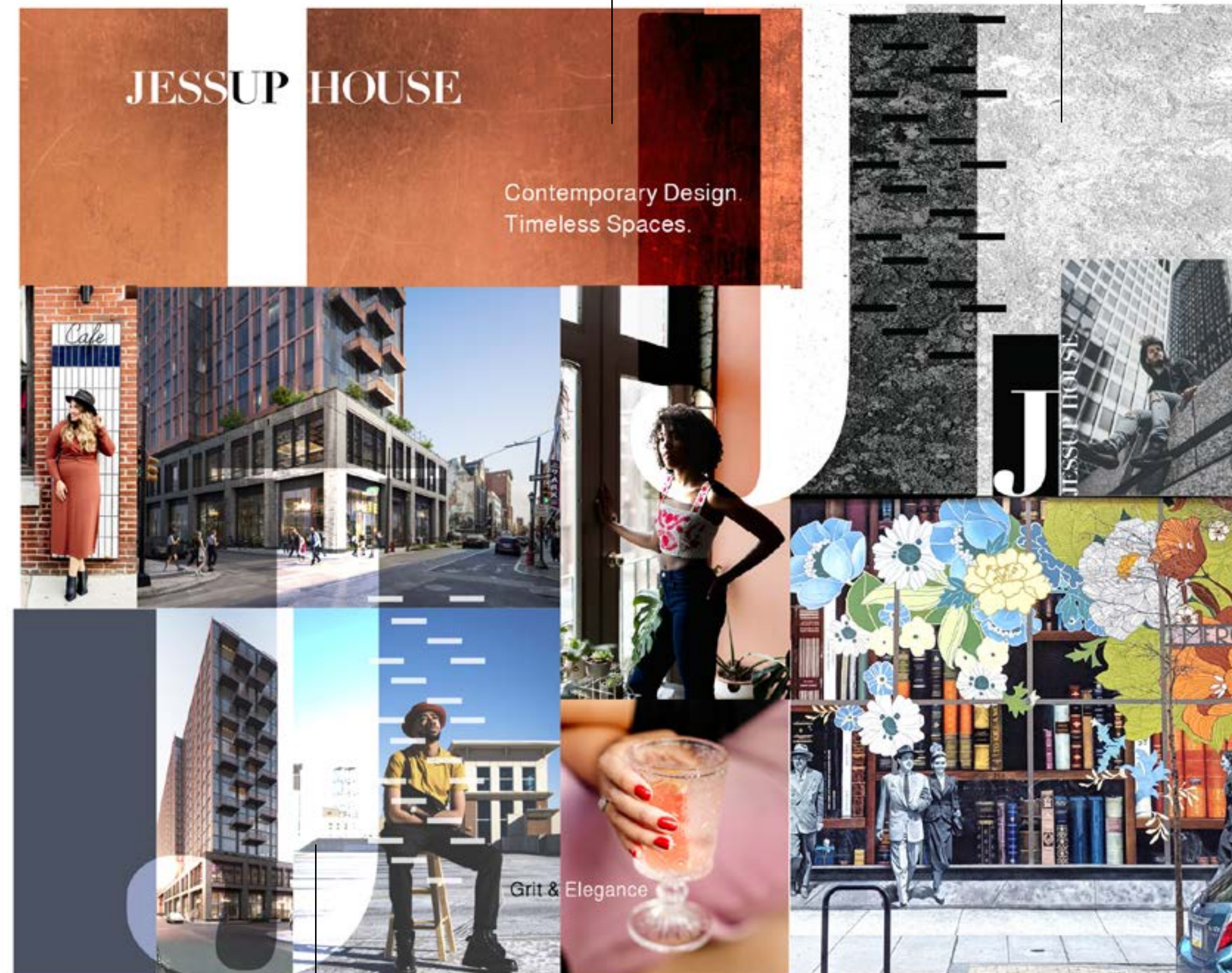
BRAND APPLICATIONS

DETAIL

On this page you will find various brand application examples.

TEXTURE USAGE

TEXTURE USAGE



"J" OVERLAY USAUGE

THANK YOU

