

OPHELIA

BRAND GUIDELINES

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Brand Positioning

SECTION 1.0

- 1.1 — Brand DNA
- 1.2 — Brand Personality
- 1.3 — Brand Positioning Statement
- 1.4 — Brand Story
- 1.5 — Headline Messaging



Ambition

AT OUR CORE, WE ARE:

- A more mature, independent choice
- For those who have high goals for their lives and are working hard to reach them
- Reflective of the city's evolution past industrialism into a new era

Ease

AT OUR CORE, WE ARE:

- Convenient and close to everyday necessities
- A place to unwind and find a buffer from daily life
- Effortless and consistent

Contrast

AT OUR CORE, WE ARE:

- A juxtaposition of the old and new
- A reflection of 'new legacy'
- For those who aren't afraid to live on their own terms

BRAND POSITIONING

1.1 — Brand DNA

Brand DNA represents the foundation of your company. It’s what you are made of and what you believe in at your core.

Refined

WE WANT TO LOOK, SOUND, AND ACT LIKE:

- Contemporary edge and elegance; upscale without being loud
- Our design speaks to the intellectual, organized, and tasteful personality of our ideal resident
- Our tone feels elevated, from our vocabulary (the study, the gymnasium, the parlor, etc.), to the quality of our interiors and attention to detail

Charming

WE WANT TO LOOK, SOUND, AND ACT LIKE:

- Cozy, inviting, and peacefully secure
- Our design reflects the historical residential warmth of our local neighborhood, from walkable, tree-lined streets full of historic homes to plenty of natural light inspired by old-world greenhouses
- We're timeless, grounded, and livable

Quirky

WE WANT TO LOOK, SOUND, AND ACT LIKE:

- We blend beautiful, classic centuries-old design with highly contemporary and clean elements to create an elevated brand with distinctly ownable character, like a Wes Anderson film
- We have enough antique nostalgia to create a sense of place, and we're future-forward enough to offer a living space that evolves
- Our tone is playfully clever and witty and speaks to a smartly observant audience

BRAND POSITIONING

1.2 — Brand Personality

Brand Personality represents the human aspects of your brand. It’s what you look, sound, and act like and what differentiates you from your competitors.

To modern and thoughtful young professionals, Ophelia offers effortless living with all of the serenity and charm of our historic, residential surroundings.

BRAND POSITIONING

1.3 — Brand Positioning Statement

Your Brand Positioning Statement is a crucial piece of internal messaging that clearly articulates your target market, product service offering, competitive framework, and unique point of difference. It is the yardstick that all brand and marketing efforts should align with.

HEADLINE MESSAGING EXAMPLES

Peace meets proximity.

Live the new legacy.

Inspired by heritage. Designed for today.

A new era of Pittsburgh living.

Inspired by elegance.

Details worthy of attention.

BRAND POSITIONING

1.5 — Headline Messaging

When writing copy for Ophelia, use key phrases similar to the examples provided. The messaging tone should fall in line with brand DNA and personality.

Logo

SECTION 2.0

- 2.1 — Primary Lockup
- 2.2 — Secondary Marks
- 2.3 — Clear Space
- 2.4 — Color
- 2.5 — Black and White
- 2.6 — Logo DON'Ts



PRIMARY LOCKUP



LOGO

2.1 — Primary Lockup

This is Ophelia’s primary lockup. It should be used as often as possible. The logomark should never be modified or recreated.

LOGOTYPE

OPHELIA

ICON

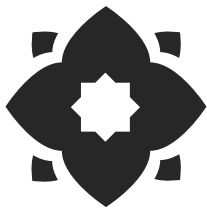
SECONDARY MARK

LOGO

2.2 — Secondary Marks

These are Ophelia’s secondary logomarks. They may be used in instances when the main logo doesn’t suffice or to add visual variety to designed pieces. They should never be modified or recreated.

The secondary mark allows for increased flexibility when a piece has already used the primary logo at least once.

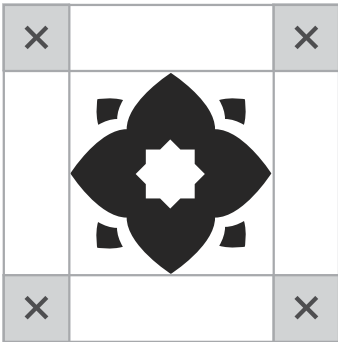


PRIMARY LOCKUP



X = HEIGHT OF 'O'

ICON



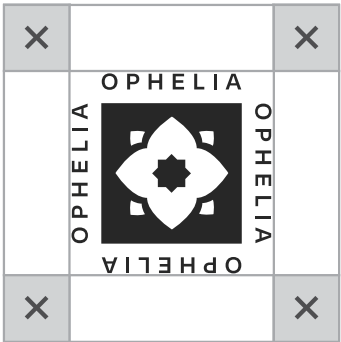
X = 1/3 HEIGHT OF ICON

LOGOTYPE



X = 1/2 HEIGHT OF 'O'

SECONDARY MARK



X = 1/3 HEIGHT OF MARK

LOGO

2.3 — Clear Space

Using ample clear space ensures Ophelia's logos are not placed too close to other elements in a designed piece.

PRIMARY COLOR USE



SECONDARY COLOR USE



LOGO

2.4 — Color

These are the primary color combinations that will be used most often.

Please use discretion and opt for highest legibility when choosing logo colors.

BLACK AND WHITE LOGOS

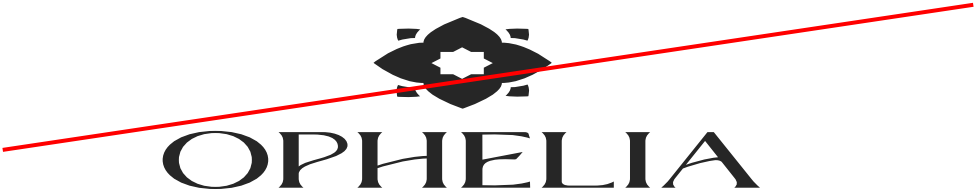


LOGO

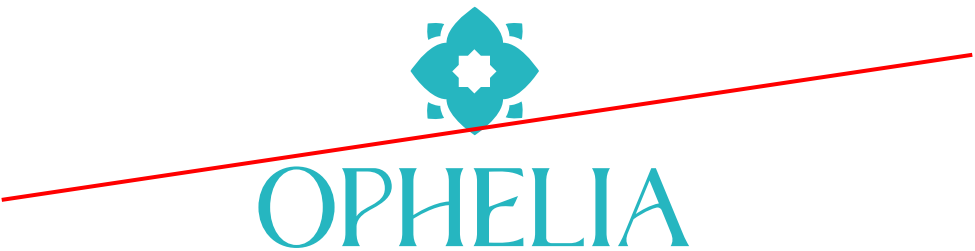
2.5 — Black and White

Black and white versions of the logos should be used when color printing is not an option. The white version of the logos can also be used on dark backgrounds where the color logos may not be sufficiently legible.

DO NOT STRETCH LOGOS



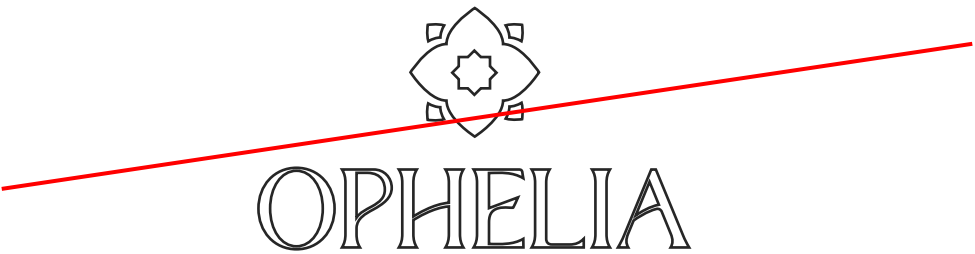
DO NOT SET LOGOS IN UNAPPROVED COLORS



DO NOT CREATE LOW CONTRAST COMBINATIONS



DO NOT OUTLINE LOGO



DO NOT CREATE NEW LOGO VERSIONS



DO NOT USE GRADIENTS OR EFFECTS



LOGO

2.6 — Logo DON'Ts

Stick to the guidelines to maintain visual consistency within Ophelia brand.
Do not alter the logo in any way.

Typography

SECTION 3.0

3.1 — Typefaces

3.2 — Basic Hierarchy



FH TOTAL DISPLAY THIN

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

FH TOTAL DISPLAY LIGHT

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

DEGULAR SEMIBOLD

**Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz
0 1 2 3 4 5 6 7 8 9**

DEGULAR REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz
0 1 2 3 4 5 6 7 8 9

TYPOGRAPHY

3.1 — Typefaces

These are our brand typefaces. They should be used as much as possible. They have been selected to reflect and reinforce our brand.

TYPOGRAPHY

3.2 — Basic Hierarchy

This is an example of the typographic hierarchy in the Ophelia brand.

This is not the only way to set type but a starting point to be referenced. Using an efficient type hierarchy ensures that information is broken up in a comprehensible way.

Font sizes and leading will vary based on their intended use. The values used in this example are for general recommended ratios only and should be adjusted as needed.

HEADLINE

FH Total Display Thin
Font size: 50pt
Leading: 52pt
Tracking: 0

Live the
New Legacy

SUBHEAD

Degular Semibold
Font size: 13pt
Leading: 20pt
Tracking: 50

LOREM IPSUM DOLOR

Nullam in ligula sollicitudin, porttitor dui in, efficitur magna. Sedtu ur ornare sit amet libero eget porta. Suspendisse non molestie neque are. In posuere imperdiet augue, ac tincidunt quam ornare non. Phaselluso at lorem odio. Nunc est erat, gravida id blandit id, commodo sit amet justo. Maecenas non bibendum nulla imperdiet augue. Suspendisse non molestie neque. In posuere imperdiet augue, ac tincidunt quam ornare.

BODY COPY

Degular Regular
Font size: 13pt
Leading: 17pt
Tracking: 0

Nullam in ligula sollicitudin, porttitor dui in, efficitur magna edornare sit tre amet libero eget porta porttitor.

LARGE BODY COPY

FH Total Display Light
Font size: 24pt
Leading: 30pt
Tracking: 0

CAPTION

Degular Semibold
Font size: 9pt
Leading: 15pt
Tracking: 50

LOREM IPSUM DOLOR

Color

SECTION 4.0

- 4.1 — Brand Color Palette
- 4.2 — Color Usage
- 4.2 — Color Combinations



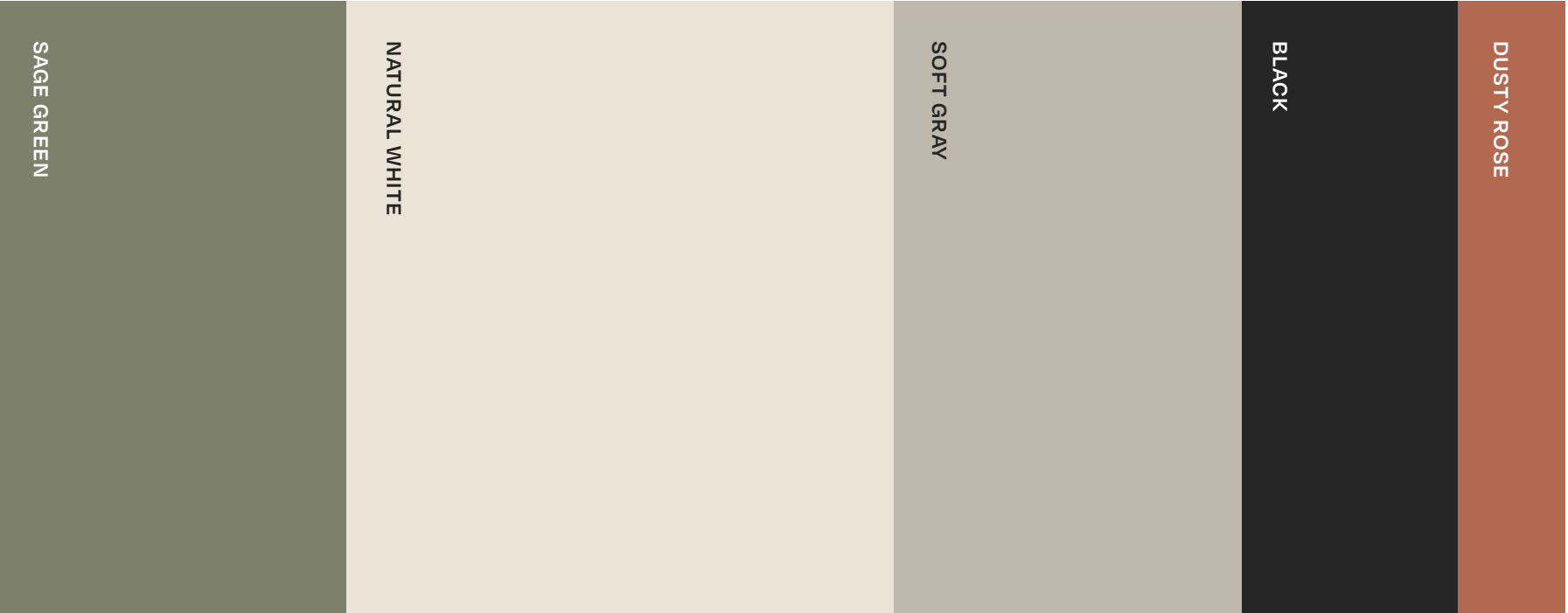
SAGE GREEN	C 52 M 40 Y 60 K 11 R 124 G 128 B 105 HEX: 7D806B PMS: 6183C / 6183U
DUSTY ROSE	C 25 M 65 Y 70 K 9 R 179 G 104 B 80 HEX: B2694F PMS: 4051C / 4051U
SOFT GRAY	C 26 M 23 Y 29 K 0 R 191 G 184 B 173 HEX: BFB8AD PMS: WARM GRAY 3C / WARM GRAY 3U
NATURAL WHITE	C 7 M 8 Y 14 K 0 R 234 G 227 B 215 HEX: EBE3D6 PMS: - / - PAPER: NEENAH WARM WHITE
BLACK	C 70 M 65 Y 65 K 70 R 39 G 39 B 39 HEX: 262626 PMS: BLACK 7C / BLACK 7U

COLOR

4.1 — Brand Color Palette

The colors of the Ophelia brand color palette have been carefully selected to convey and identify the brand.

It is not recommended to print a solid value of natural white. Instead, substitute a paper that has a similar tone.

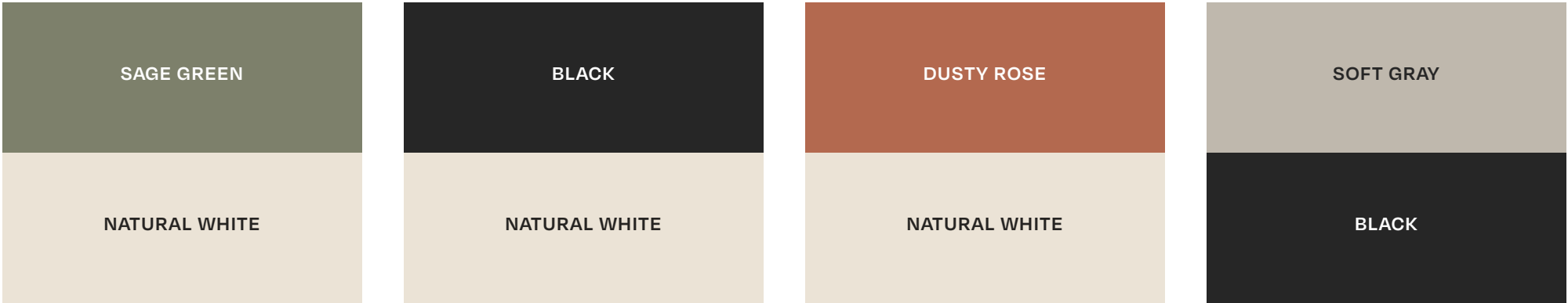


COLOR

4.2 — Color Usage

Our primary colors are sage green and natural white. Our secondary colors are stone and black. Dusty rose should always be treated as an accent color.

APPROVED COLOR COMBINATIONS



COLOR

4.3 — Approved Color Combinations

These color combinations will be used most of the time and have been carefully selected to provide the most contrast when choosing background color, text color, and the color of other graphic elements.

See Brand Examples on page 27.

Brand Elements

SECTION 5.0

- 5.1 — Branded Image Library
- 5.2 — Fluted Glass Filter
- 5.3 — Natural White Glass Texture
- 5.4 — Icon Patter



IMAGES WITH DISTORTION FILTER



IMAGES WITHOUT DISTORTION FILTER



BRAND ELEMENTS

5.1 — Branded Image Library

This is the established image library for the Ophelia brand. These images work best when cropped into different detail areas of the overall composition. Imagery can also be used without the fluted glass distortion effect.

When selecting new imagery, select assets that have a painterly quality either in their composition or visual texture. Historic verdure tapestries also embody the desired aesthetic for future assets.

GLASS TEXTURE SIZES

BRAND ELEMENTS

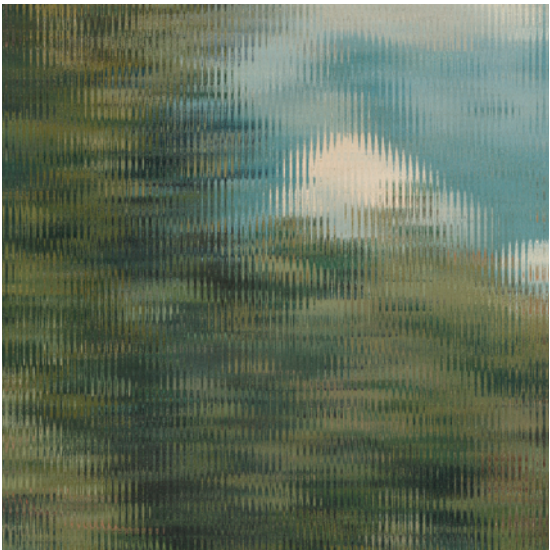
5.2 — Fluted Glass Filter

Our brand uses a fluted glass texture combined with artful imagery to speak to our attention to detail and historic-inspired interiors.

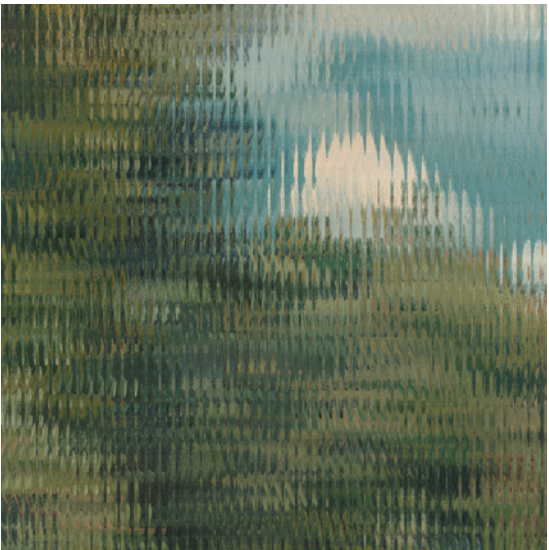
There are three different texture sizes in the Ophelia brand. Glass texture 1 works best when using a tight crop of a larger image. Glass texture 2 works best when using a medium crop size, and glass texture 3 works best when using larger crops of an image.

New imagery can be created in Adobe Photoshop. When creating a new asset, select ‘filter’ from the top dropdown menu, then select ‘filter gallery.’ Once in the filter gallery window, select ‘glass’ under distortion. From here, the provided glass texture files in the Brand Assets folder can be loaded by clicking the ‘load texture’ icon. The distortion and smoothness sliders can be adjusted for the desired effect.

*When creating new assets, filter gallery will only be available to select if the image is in RGB.



GLASS TEXTURE 1 (SMALLEST)

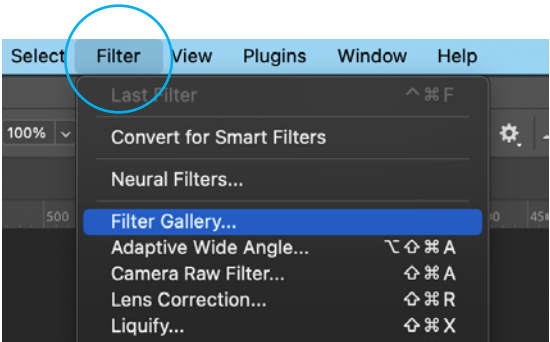


GLASS TEXTURE 2 (MID-SIZE)

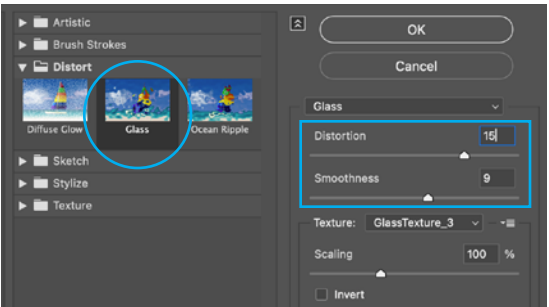


GLASS TEXTURE 3 (LARGEST)

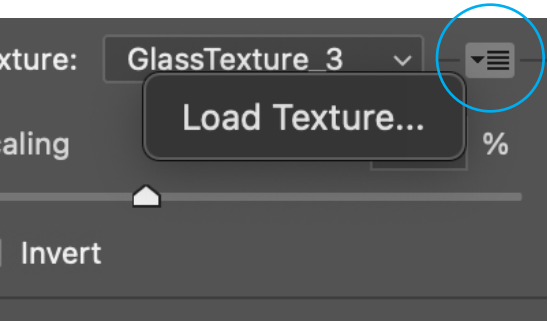
INSTRUCTIONS



FILTER > FILTER GALLERY



DISTORT > GLASS



LOAD GLASS TEXTURE & ADJUST SLIDERS

TEXTURE



NATURAL WHITE GLASS TEXTURE

BRAND ELEMENTS

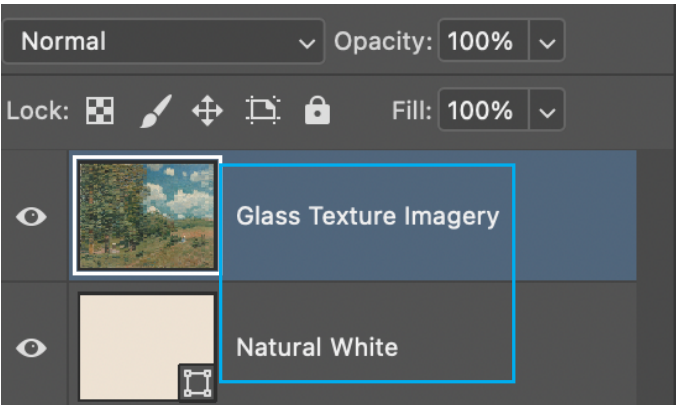
5.3 — Natural White Glass Texture

A Natural White fluted glass texture is also available as a brand asset that should be used to create high contrast layouts that still feel connected to the Ophelia identity.

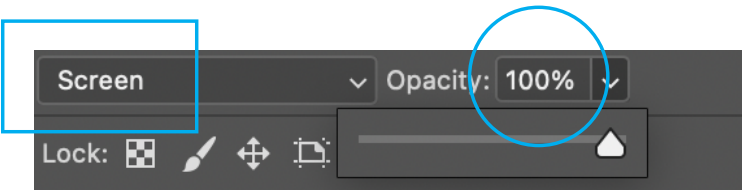
This asset uses the fluted glass filter over branded imagery as well as the ‘Screen’ blend mode over a Natural White background to create a washed-out version of the texture.

New imagery can be created in Adobe Photoshop. When creating a new asset, import the selected image and create a new layer with a Natural White solid fill underneath. Select the image, then select the ‘opacity’ dropdown. Set the blend mode to ‘Screen’ and leave at 100% opacity.

INSTRUCTIONS



IMPORT IMAGE AND CREATE SOLID FILL LAYER

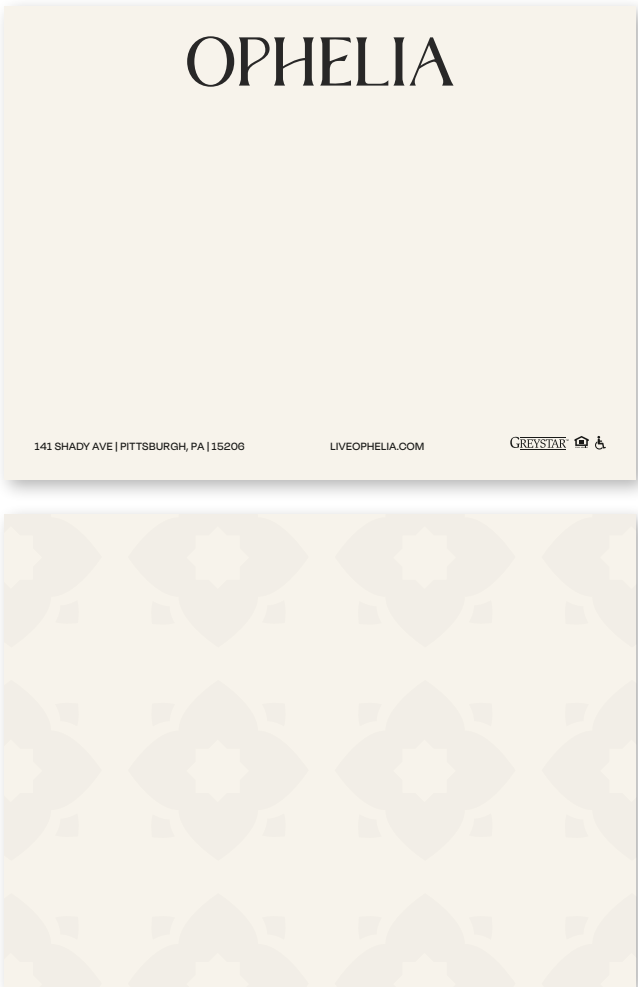


BLEND > SCREEN

ICON PATTERN



PATTERN



EXAMPLE

BRAND ELEMENTS

5.4 — Icon Pattern

Our brand uses a semi-transparent step-and-repeat pattern made of the floral icon to add a subtle branded texture to different designs.

The pattern is only used on the Natural White background and can be cropped and adjusted to fit different layouts. As a general rule when using the pattern, the asset should be scaled up to allow for 3 or 4 icons across any given design.

See Brand Examples on page 36.

Photography

SECTION 6.0

6.1 — Photography Overview



PHOTOGRAPHY

6.1 — Photography Overview

Use this direction when choosing and shooting photography. Imagery should balance Ophelia interiors with the Shadyside lifestyle.

Photography should always have a warm tone and include people interacting with their community and the outdoors. Choose shots that showcase the peaceful, historic residences surrounding the property. Interior photographs should focus on artistic details within our space.

The lifestyle we depict should align with our brand personality: refined, charming, and quirky.



Brand Examples

SECTION 7.0

7.1 — Brand Examples





OPHELIA







Steel City has always had a softer side.

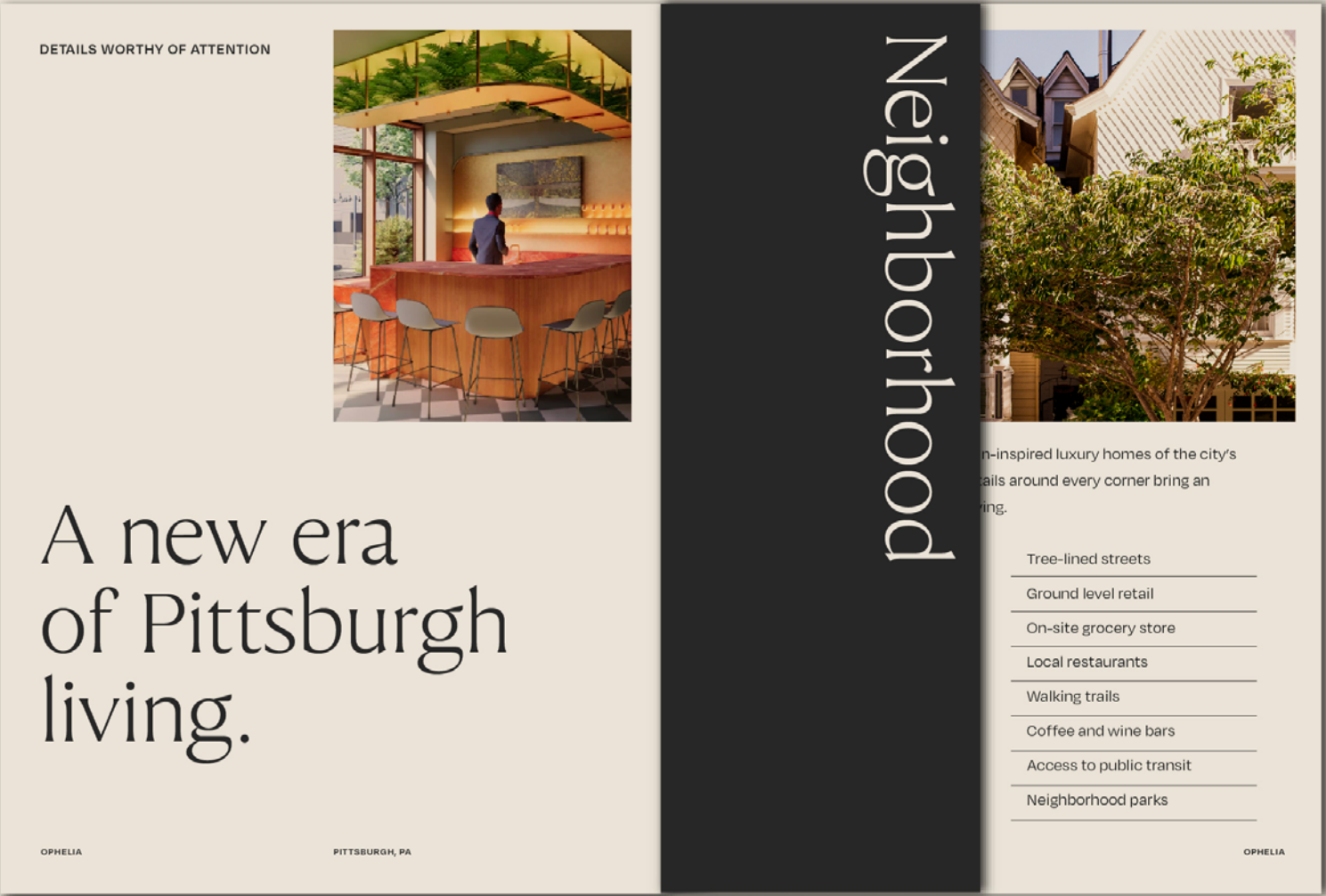


Ophelia harkens back to the European-inspired luxury homes of the city's elite. Beautiful finishes and artful details around every corner bring an understated elevation to everyday living. Perched in the historic, tree-lined neighborhood of Shadyside, residents enjoy a peaceful escape while remaining conveniently connected to work, school, nightlife, and the city's rich culture. Inspired by heritage and crafted for today, Ophelia is refinement itself.















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