

SIDELINGS

Z
Z
Z
Z
Z
Z
Z

LOGO

The 25 North Lex logo should be used in primary logo format whenever possible. If a horizontal logo is needed, the horizontal lockup may be used. For smaller and spacerestricted applications, the small logo lockup should be used.

The logo should always be used in brand colors with primary applications being gold on black and navy on light wood, white or beige

primary



horizontal

small

25 NORTH



25 NORTH LEX

25 NORTH LEX

TYPOGRAPHY

25 North Lex uses the typefaces Quiche Sans Light and Regular, IvyJournal Light Italic and Quasimoda Light, which are available via Adobe Fonts.

Quiche Sans Light / REGULAR

Quiche Sans Light is used for headlines in all caps with letter spacing of .05em. It is used for body copy sentence case with letter spacing of .05em.

QUICHE SANS REGULAR is used as accent text in a circular motif in all caps with variable letter spacing.

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 1 2 3 4 5 6 7 8 9 0

IvyJournal Light Italic

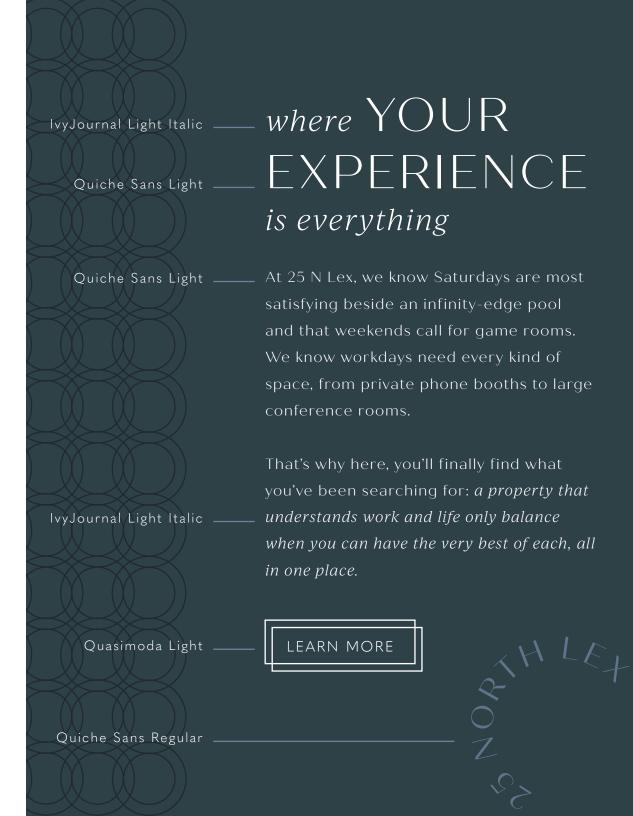
IvyJournal Light Italic is used as accent text in headlines and body copy (as shown at right) with letter spacing of .05em.

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 1 2 3 4 5 6 7 8 9 0

QUASIMODA LIGHT

Quasimoda Light is used in all caps for buttons and calls to action with letter spacing of .1em.

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 1 2 3 4 5 6 7 8 9 0



COLOR

25 North Lex uses rich, navy hues with neutrals and gold, rust and blue accents that are reflective of the design of the building.

White

RGB 255/255/255

HEX ffffff CMYK 0/0/0/0 Accent Beige

RGB 213/199/186

HEX d5c7ba CMYK 15/20/25/0 PMS 4755 C

PMS

RGB 46/65/71 2e4147 HEX CMYK 80/60/55/45 7546 C

93/120/140

5d788c

Midnight

RGB 33/42/47 HEX 212a2f

CMYK 80/65/60/65

PMS 532 C Soft White

RGB 242/238/234

f2eeea HEX CMYK 4/4/5/0

PMS 4755 C 25%

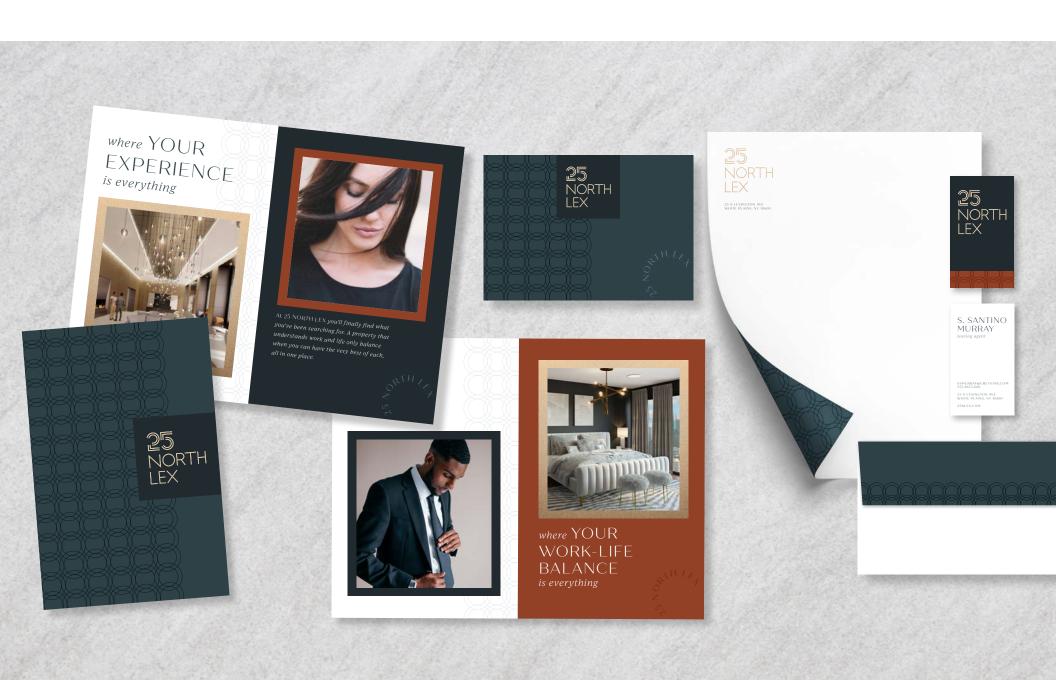
146/65/38 924126 HEX CMYK 30/80/95/25

PMS 174 C



SAMPLE USE

Brochure & Stationery Suite



SAMPLE USE

Website home page

