

25
NORTH
LEX

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BRAND GUIDELINES

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 space-restricted 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

25
NORTH
LEX

horizontal

25 NORTH
LEX

small

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N.LEX

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NORTH
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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

IvyJournal Light Italic

Quiche Sans Light

Quiche Sans Light

IvyJournal Light Italic

Quasimoda Light

Quiche Sans Regular

where YOUR
EXPERIENCE
is everything

At 25 N Lex, we know Saturdays are most satisfying beside an infinity-edge pool and that weekends call for game rooms. We know workdays need every kind of space, from private phone booths to large conference rooms.

That's why here, you'll finally find what you've been searching for: *a property that understands work and life only balance when you can have the very best of each, all in one place.*

LEARN MORE

25 NORTH LEX

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

Light Wood Texture

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

Midnight
RGB 33/42/47
HEX 212a2f
CMYK 80/65/60/65
PMS 532 C

Rust
RGB 146/65/38
HEX 924126
CMYK 30/80/95/25
PMS 174 C

Accent Beige
RGB 213/199/186
HEX d5c7ba
CMYK 15/20/25/0
PMS 4755 C

Accent Blue
RGB 93/120/140
HEX 5d788c
CMYK 67/44/32/9
PMS 5405 C

Soft White
RGB 242/238/234
HEX f2eeea
CMYK 4/4/5/0
PMS 4755 C 25%

Gold Texture

PATTERN

Brand patterns use a circular motif that is inspired by the 25 North Lex logo mark. Patterns should be used in hues of the same color, ie: blue on blue, rust on rust, beige on beige.

Pattern 1

Pattern 1

Pattern 2

Pattern 2

SAMPLE USE

Brochure & Stationery Suite



SAMPLE USE

Website home page

