

LIVE MORE
DREAM MORE
BAL ★ MD

BRAND GUIDELINES



Life is Better on the Water

(AND FRANK AGREES)



Brand Statements

- ★ BRAND STORY
- ★ BRAND STATEMENTS
- ★ RESIDENT PROFILES

BRAND STORY

Our brand story evokes the essence of who we are. An emotive description of our brand, what we believe in, and its character. Our brand story captures the feel of our personality and offers the groundwork for all other strategic brand endeavors.

Forged by Grit, Powered With Spirit

Storied in history, rough around the edges, an incubator of creative energy. The identity of Baltimore is as layered as the concepts that compose it, with a diverse mix of local culture and deep-rooted narratives.

But what Baltimore undeniably shares is pride. A strong sense of camaraderie for the city and its energized momentum. With a heart that beats a never-ending rhythm of fortitude, the city vibrates a feeling that anything is possible and everything is within reach. A desire for limitless living as new stories are written and momentum grows. Baltimore has an inherent fight, a passionate enthusiasm from its unique roster of influential artists, creators, inventors, athletes, activists, and eclectic visionaries. Those who have ingrained the city with significant cultural heritage and an alluring underbelly of creative grit.

Our brand statements define who we are, our character and how we tell our story. It is an intuitive foundation set in the narrative & purpose.



Brand Statements

The Frank is a direct expression of Baltimore’s continued narrative. Located at the helm of its new cultural center in Baltimore Peninsula, the residences are an iconic landmark at the crossroads of what was, what is, and what’s to come. Home within an archive of heritage and an evolving future of monumental new beginnings. The Frank leans into the eclectic past of Baltimore while shaping a fresh exploration of everyday living.

A community that embodies the idea of progress and expansion through an active lifestyle enhanced by fitness & well-being, creative pursuits, social & cultural connection, inspired ideation, and environmental integration. The Frank is a waterfront residence with a collection of thoughtful amenities, curated experiences, and moments of indulgence that encourage residents to tap into their inner-Baltimore. To work hard, play hard, and make hard.

A residence central to all that fuels a modern lifestyle at the balance of ease and action. Steeped in the off-beat authenticity of Baltimore, The Frank is a landmark residence for go-getters, creative makers, world travelers, entrepreneurial innovators, and free thinkers to explore their purpose, passion, and possibility. A life storied by visionary living within a city storied by visionaries.



POSITIONING STATEMENT

This short paragraph states who we are, what we do and how we do it in a concise, direct format.

The Frank is an apartment community located within the expansive new cultural center of Baltimore Peninsula. Composed of two residential towers joined by a signature bridge, The Frank features 420 studio-3 bedroom waterfront residences that encourage an active and creative lifestyle within an authentic expression of Baltimore. An extensive collection of curated amenities and modern industrial interiors embody the eclectic heritage and creative grit of Baltimore through elevated features, finishes, and artful design details. Conveniently located near major cultural, sporting, shopping, employment, transportation, and iconic city destinations, residents are instantly connected to the best of Baltimore.

TAGLINE

LIFE IS BETTER ON THE WATER

MESSAGING

STUDIO - 3 BEDROOM MODERN WATERFRONT APARTMENTS

QUITE FRANKLY, THERE'S NO PLACE WE'D RATHER BE

A NEW VISION OF MODERN WATERFRONT LIVING

WATERFRONT APARTMENTS WITH STORIES TO TELL

BALTIMORE WATERFRONT AT ITS BEST

HELLO, BALTIMORE

BHERE BHOME

LIVE MORE, DREAM MORE, BMORE

INDUSTRIAL LUXURY MEETS UNAPOLOGETIC GRIT

YOUR SPACE TO THRIVE

CITY SOUL & URBAN LUXURY

FORGED BY GRIT, POWERED WITH SPIRIT

BRAND PILLARS

Our brand pillars embody the heart and soul of our brand and what we stand for, defining aspects that set us apart and bring a sense of authenticity to the company.

KEY TERMS

A list of words to describe the brand feeling, DNA, and direction.

INDUSTRIAL INTERIORS & DESIGN

Interiors by CID Design Group evoke a sense of storied heritage and eclectic grit within a modern industrial setting. The Frank features exclusive resident spaces richly layered by raw textures, iconic forms, interactive art, and designer furnishings that pay subtle homage to our heritage. Textured materiality, patterning, and artful details provoke curiosity while shaping an elevated environment unique to Baltimore.

IMMERSIVE EXPERIENCES

The Frank offers an evolving portfolio of amenities centered around social experiences, active and optimal well-being, and creative ideation. Amenities include an expansive pool deck with curated lounge seating, a modern fitness and wellness facility, co-working studio, gaming & entertainment lounge, immersive art, makers space, exclusive speakeasy, pet spa, and refined outdoor activations along the waterfront

WATERFRONT

GRIT

CREATIVE

AUTHENTIC

STORIED

PRIDE

MAKER

URBAN

ENERGIZED

ECLECTIC

INDUSTRIAL

HERITAGE

ACTIVE

COMMUNITY

SOCIAL

CULTURE

ADAPTABILITY

TENACITY

DEEP ROOTED COMMUNITY

We believe in the power of a strong community. A thriving culture of Baltimore pride amongst peers. One of both shared and diverse values and perspectives to create authentic connections and meaningful experiences. We embody the phrase “smalltimore” as a community where residents feel inspired to share their own stories, heritage, and vision.

ECLECTIC GRIT & STORIED HERITAGE

We embrace Baltimore’s eclectic past while shaping a fresh take on everyday living. We’re rooted in an archive of heritage with a unique roster of influential historical figures, artists, inventors, athletes, activists, and visionaries who have ingrained the city with a significant cultural narrative and alluring underbelly of both creative grit and historic innovation. We embody this raw, eccentric tapestry as our own fabric.

PRIME LOCATION

The Frank is located at the helm of Baltimore Peninsula, becoming a landmark of this monumental cultural destination that marks a new chapter for the city. A waterfront location only minutes from Federal Hill’s many culinary, social, and nightlife hotspots, as well as many iconic Baltimore neighborhoods. Access to I-83 and 95 offers proximity to major employment centers, downtown Baltimore, and the Greater DC Metro area. With the heart of Baltimore moments away, residents are connected to prime destinations.

An overview of the main demographics we are speaking to, who will ultimately connect with our brand and lifestyle.



Resident Profiles

CORE GROUPS

★ THE ASPIRATIONAL

★ THE PROFESSIONAL

WHAT THEY EMBODY

Those who want a good time, who connect with the people and environment around them, and make the most of each day. A diverse group who desire thoughtful, genuine experiences.

Individuals eager to advance in personal and professional development, those who seize the day and align with the flow of life. People who live to be inspired and resonate with a brand that is interesting, authentic, and fresh.



THE PROFESSIONAL

AGE: 28 - 45

MOTIVATED & DRIVEN

MAY COMMUTE TO DC

WELL-CONNECTED IN BALTIMORE

PERSONAL & PROFESSIONAL GROWTH

ACTIVE LIFE: FIT & WELLNESS

The Professional is focused on both their career and lifestyle. An individual between 28-45. They range from young professionals to a more established resident who is grounded in their career. They're highly motivated to shape a lifestyle that reflects their ambition and drive for success. They frequent Baltimore destination staples, are connected to local professional & community development organizations, have a well-rounded network of other professionals who share their same drive. They may not be in Baltimore forever, but they'll forever be connected to Baltimore.



THE ASPIRATIONAL

AGE: 25-35

CREATIVE & INSPIRED

FREQUENTS DOWNTOWN

PERSONAL GROWTH

SOCIAL & COMMUNITY INVOLVEMENT

ACTIVE LIFESTYLE

Hard-working and visionary, building their future brick by brick while connected to a network of peers that co-create and motivate each other. They've got Baltimore grit in their veins because it's what keeps them authentic. It shapes a lifestyle of work hard, play hard, make hard. They work a flexible schedule at local establishments, have a solid social group, and frequent trendy restaurants and bars, hit up art shows, sports events, live music, and community gatherings.



Logo & Usage

- ★ OUR LOGO
- ★ LOGO COLOR APPLICATION
- ★ PROPER USAGE
- ★ IMPROPER USAGE

THE
FRANK
BAL ★ MD

THE
FRANK
BAL ★ MD

THE
FRANK
BAL ★ MD

THE
FRANK
BAL ★ MD

THE
FRANK
BAL ★ MD

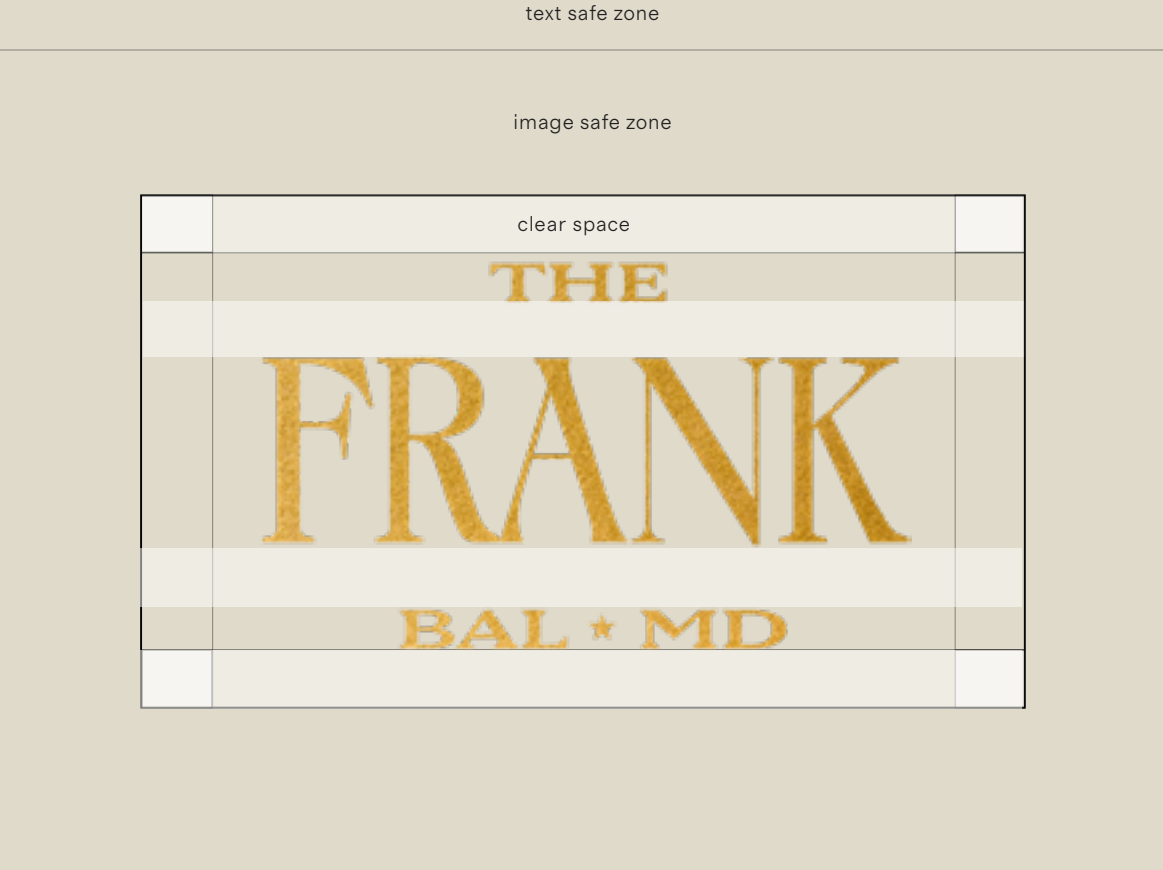
Primary Logo



LOGO ON BRAND ELEMENTS + PHOTOGRAPHY

When the logo is used over any photography, image, pattern or color, it is important to make sure there is clear space for it to reside. No distracting backgrounds, patterns or textures. Use these examples or any other examples throughout this book as a guide.

The logo cannot stand against busy backgrounds, so be mindful of selecting an image that allows space for it to shine. If necessary, you can scale or manipulate the photograph to give the proper breathing room. Color contrast is also important, making sure the logo is against a background that does not distract or blend in.



SCALING

The primary logo can be scaled to a minimum of 1" wide in print and 30px wide for digital applications. When scaling the logo smaller than these dimensions, use the solid variants to maintain readability.

PADDING

Allow for at least 1x the highlighted area around the logo for appropriate clearing when placing an image near the logo. Allow for a minimum of .75" when placing body copy near the logo. Text can easily compete with the logo and interfere with it's strength. Ample white space is always preferred.



It is easy to ruin a good thing! Don't let our logo fall victim to inconsistent handling. Always maintain proper guideline standards. The following outlines improper logo usage.



Improper Logo Use

- X** **ADDING ELEMENTS**
Adding other graphic elements such as strokes, outer glows or drop shadows are not permitted.
- X** **SKEWING THE LOGO**
The logo must always be scaled proportionately. Never skewed or stretched.
- X** **ALTERING FONT**
The logo must always maintain its integrity. Do not change the font or styling please!
- X** **ALTERING THE LOGO**
No playing with sizing, scale, composition, etc.
- X** **CHANGING THE COLORS**
No weird colors, please! Stick to our brand colors and proper usage. Keep it classy.

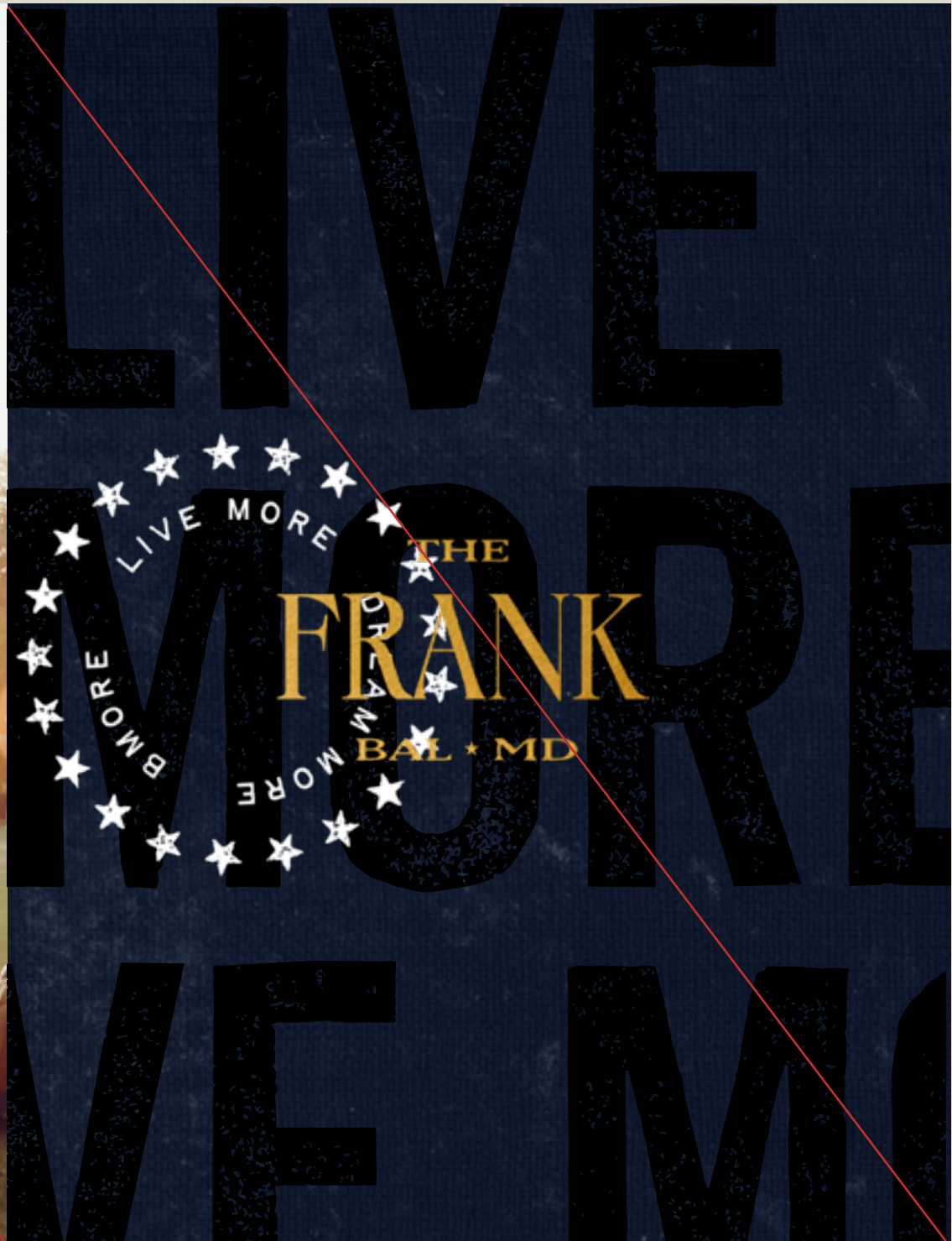
Improper Logo Use
On Background



X TOO BUSY / NOT ENOUGH CLEAR SPACE
Find an area of photograph that has more open space and will offer a strong background for logo visibility.



X NOT ENOUGH CONTRAST
Logo color not working on background. Change logo color or use a photo that gives enough contrast and separation for clear logo visibility.



X ELEMENTS CLASHING WITH LOGO
Logo needs more white space. Elements should give enough clear space around logo for visibility. Find a different area for the logo & elements.

Visual Identity System

- ★ MOOD & INSPIRATION
- ★ TYPOGRAPHY
- ★ COLOR
- ★ ELEMENTS
- ★ APPLICATION

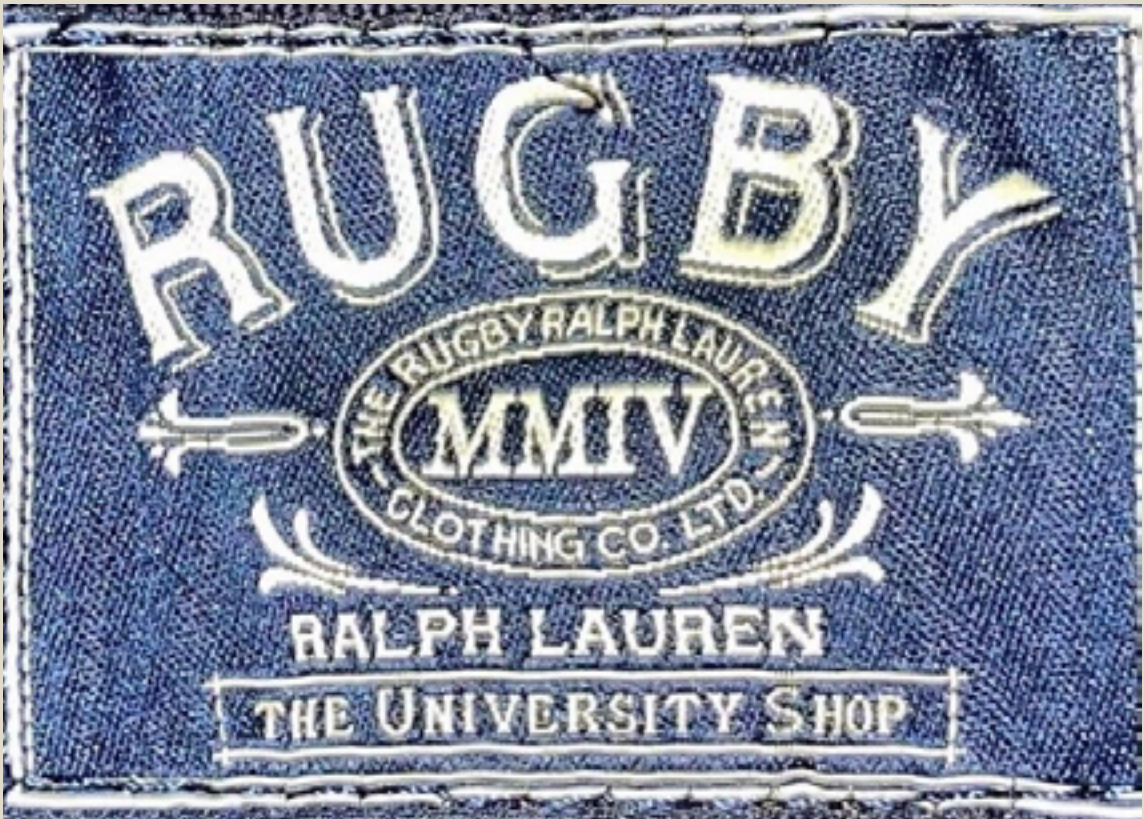
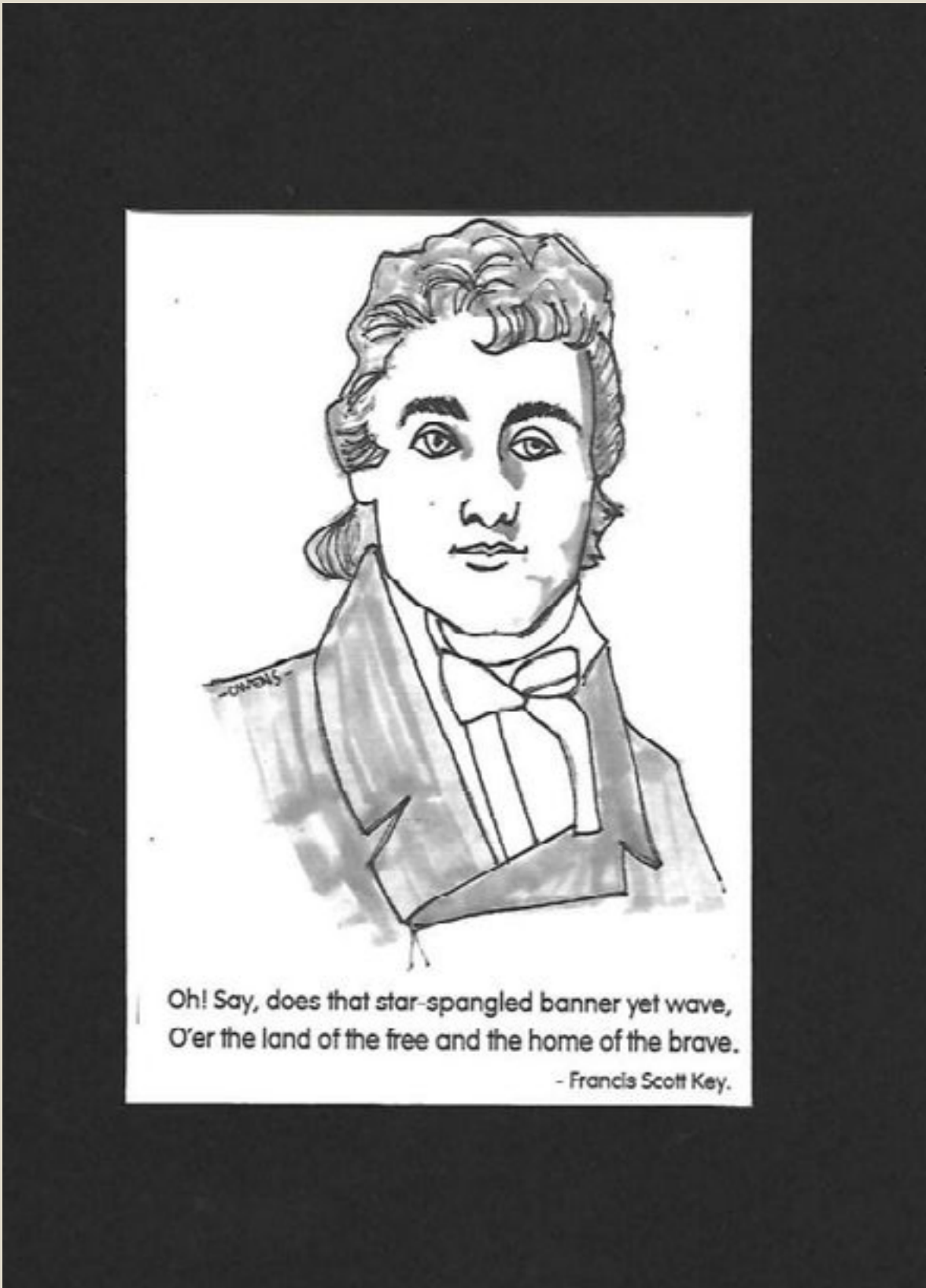
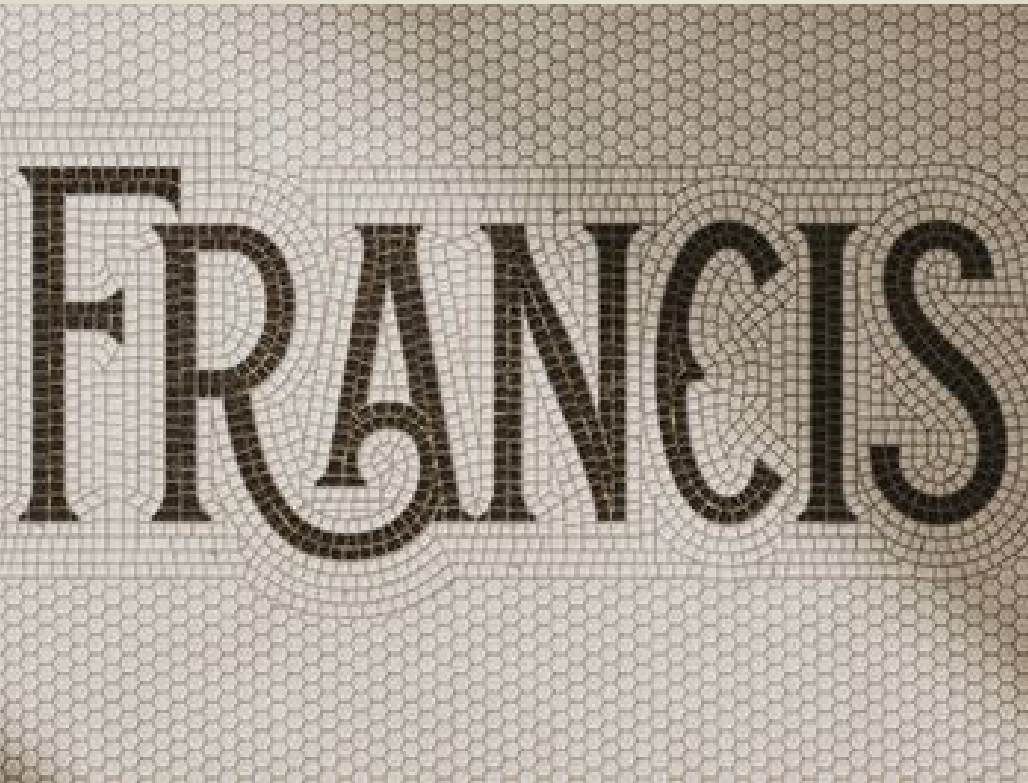
HELLO
BALTIMORE
HELLO
BALTIMORE
BALTIMORE

The tone + style of the brand is woven throughout all advertising, promotional, and brand-related material. These visual references offer insight into the mood of the company and how the market will perceive you. Images on the right are a moodboard as you envision our brand for future materials.



Mood & Inspiration





TYPEFACE										
GT Sectra Display										
WEIGHTS										
GT Sectra Display Light										
	Aa	Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	
	li	li	Jj	Kk	Ll	Mm	Nn	Oo	Pp	
	Qq	Qq	Rr	Ss	Tt	Uu	Vv	Ww	Xx	
	Yy	Yy	Zz	01	02	03	04	05	06	

TYPEFACE										
TAY BIG BIRD										
	AA	AA	BB	CC	DD	EE	FF	GG	HH	
	II	II	JJ	KK	LL	MM	NN	OO	PP	
	QQ	QQ	RR	SS	TT	UU	VV	WW	XX	
	YY	YY	ZZ	01	02	03	04	05	06	

TYPEFACE										
Picaresk										
WEIGHTS										
Picaresk Light										
Picaresk Regular										
Picaresk Medium										
	Aa	Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	
	li	li	Jj	Kk	Ll	Mm	Nn	Oo	Pp	
	Qq	Qq	Rr	Ss	Tt	Uu	Vv	Ww	Xx	
	Yy	Yy	Zz	01	02	03	04	05	06	

TYPEFACE										
TAY BIRDIE										
	AA	AA	BB	CC	DD	EE	FF	GG	HH	
	II	II	JJ	KK	LL	MM	NN	OO	PP	
	QQ	QQ	RR	SS	TT	UU	VV	WW	XX	
	YY	YY	ZZ	01	02	03	04	05	06	

Brand typography is broken down to illustrate how to use the proper type formatting and font selection for various uses.

Typography

Display Headline

HEADLINE
GT Sectra Light
Tracking: 0 pt
Leading: 3 pt > pt size

USAGE
Display / Headline
Statements

SUBHEADLINE & SUPPORTING

SUBHEADLINE
TAY Big Bird
Tracking: 0 pt - 30 pt
Leading: 3 pt - 6 pt > pt size
All Caps

USAGE
Digital Buttons
Subheads
Listed Information
Contact Information

TITLES

TITLES
TAY Birdie
Tracking: 0 pt
*Should not be multiple lines

USAGE
Titles
Contrast to Big Bird

Body Copy

BODY COPY
Picaresk Light
Leading: 4 pt > pt size
Tracking: 0 pt

USAGE
All Large Bodies of Copy

★ (Bullets)

BULLETS
Wingdings
Size: Same as font pt. size
Color: Always gold

USAGE
Bullets for lists
Information Separation

Industrial Luxury Meets Unapologetic Grit

RESIDENCE FEATURES

We embrace Baltimore’s eclectic past while shaping a fresh take on luxury living. The Frank is inspired by the city’s many cultural innovations and creative visionaries. Residence spaces are artfully curated to inspire the everyday with designer furnishings, storied interiors, interactive art, and premium finishes that blend industrial luxury with unapologetic grit.

- ★ PRE-INSTALLED HIGH SPEED WIFI
- ★ GOURMET KITCHENS & PREP ISLAND
- ★ GE APPLIANCE PACKAGE
- ★ HARDWOOD STYLE FLOORING
- ★ BALCONY OR TERRACE

HEADLINE
GT Sectra Light
Size: 27 pt
Tracking: 0 pt
Leading: 30 pt

TITLE
TAY Birdie
Size: 12 pt
Tracking: 0 pt

BODY COPY
Picaresk Light
Size: 11 pt
Tracking: 10 pt
Leading: 15 pt

LISTED INFORMATION
TAY Big Bird
Size: 12 pt
Tracking: 30 pt
Leading: 18 pt

BULLETS
Font: Wingdings
Glyph: 5-pointed star
Size: Same at font pt. size
Color: Bullets are always gold

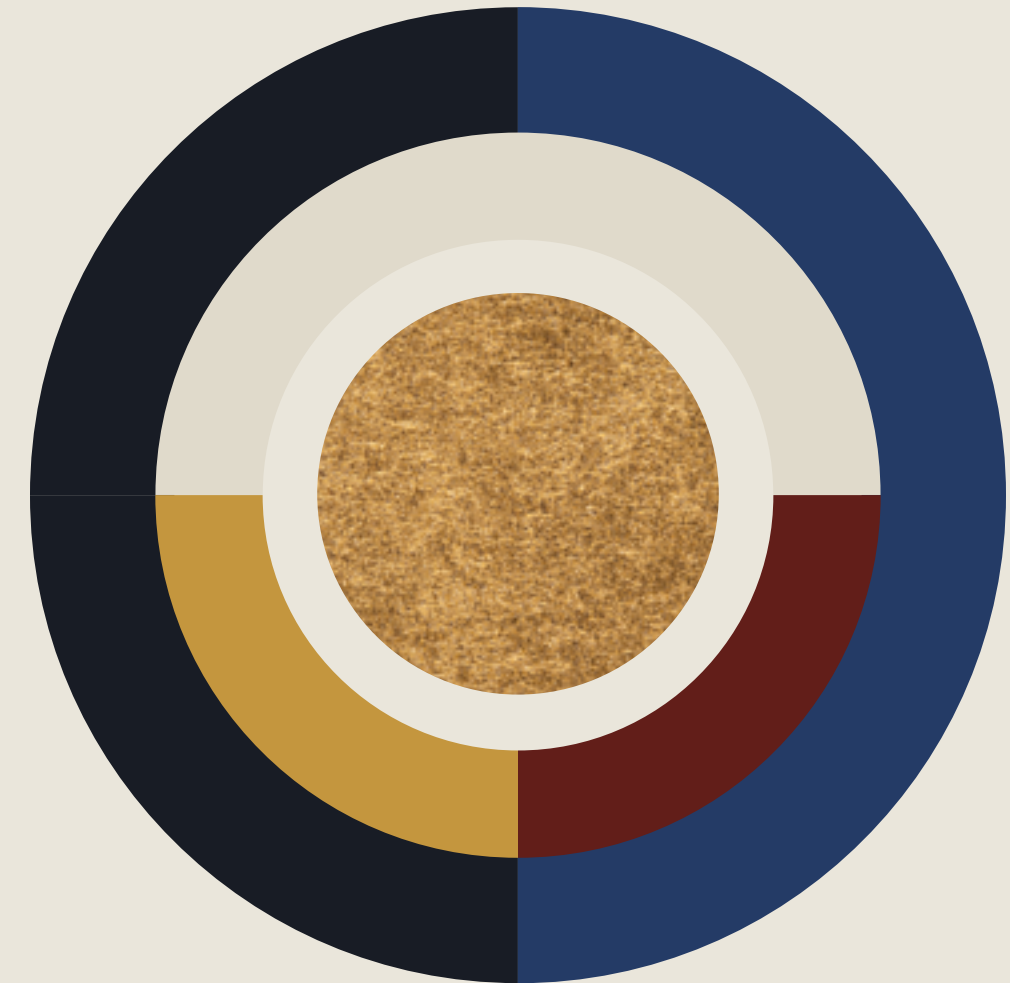
PANTONE®
The proprietary color matching system used in printing to create inks and maintain color integrity; the Pantone numbers listed refer to the Pantone Matching System.

RGB
[Red, Green, Blue] – the method by which video monitors and projectors display color; the numeric values listed refer to the amount or intensity of red, green, and blue in each of the colors.

CMYK
[Cyan, Magenta, Yellow, Black] – also referred to as “process colors,” the method by which images are printed using cyan, magenta, yellow, and black. The specific numeric values refer to the percentages of each of the four process colors.

HEX
The colors used in display devices [PC monitors and scanners]; the numeric values listed refer to the amount or intensity of red, green, and blue in each of the colors.

PANTONE “C” AND “U”
Pantone uses two letters to define how a color looks on specific materials: C for Coated and U for Uncoated. In some cases, we have chosen two different Pantones depending on the surface. RGB, CMYK, and HEX values are based on the C (Coated) colors.



The following pages are a guide to maintaining consistency of our brand colors through out all future brand materials.



Brand Colors

FRANK AFTER DARK
PMS 539 C / U
CMYK 81, 72, 58, 72
HEX #181C25

HARBOR BLUE
PMS 7693 C & 2182 U
CMYK 96, 82, 34, 22
HEX #243B66

ANTHEM RED
PMS 7624 C & 7623 U
CMYK 35, 90, 85, 53
HEX #621E19

STAR WHITE
PMS 9080 C &
WARM GRAY 1 U
RGB 224, 222, 215
CMYK 11, 9, 13, 0
HEX #E0DED7

METALLIC GOLD
PMS 8640 C
CMYK 23, 40, 90, 2
HEX #C4963E

GOLD FOIL
INFINITY FOIL 867



Brand Elements offer continued brand recognition, further the visual identity through a series of graphics, icons, and patterns. These elements are to be used in accordance with brand guidelines, in their appropriate (provided) color application, and with discernment.

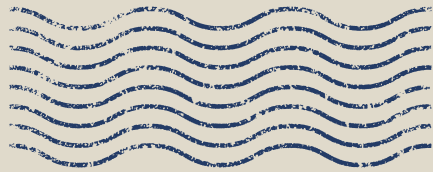


Brand Elements



TEXTURE PATTERNS

Our patterns can be used in the provided variants within an overall composition. Be sure to choose the option that allows for enough contrast and readability of text and identity. They can be used in the color tones provided.



HERITAGE ILLUSTRATIONS

These illustrations can be used to layer within a design. Keep it simple and do not allow for competing illustrations. Only use the provided color variations from our brand element assets.

LIVE MORE
DREAM MORE

BMORE

BHERE
BHOME

HELLO
BALTIMORE

BMORE GRIT STATEMENTS

A series of words and brand-focused statements are used within a composition to create a feel of urban grit. The elements are to be used strategically within a design background or as a high contrast element for visual interest, but should never cluttered or distract.

The following pages showcase both concept and approved brand materials. They can be used as visual reference for future brand materials.

Application







THE
FRANK
BAL * MD

BMORE



THE
FRANK
BAL ★ MD

WHERE
HOME



LIVE MORE
DREAM MORE
BAL • MD

THE
FRANK
BAL • MD

LIVE MORE

NOW LEASING
★
One-to-Three Bedroom Modern Waterfront Apartments

Industrial Luxury
Meets Unapologetic Grit

We embrace Baltimore's eclectic past while shaping a fresh take on luxury living. The Frank is inspired by the city's many cultural innovations and creative visionaries. Residence spaces are artfully curated to inspire the everyday with designer furnishings, storied interiors, interactive art, and premium finishes that blend industrial luxury with unapologetic grit.



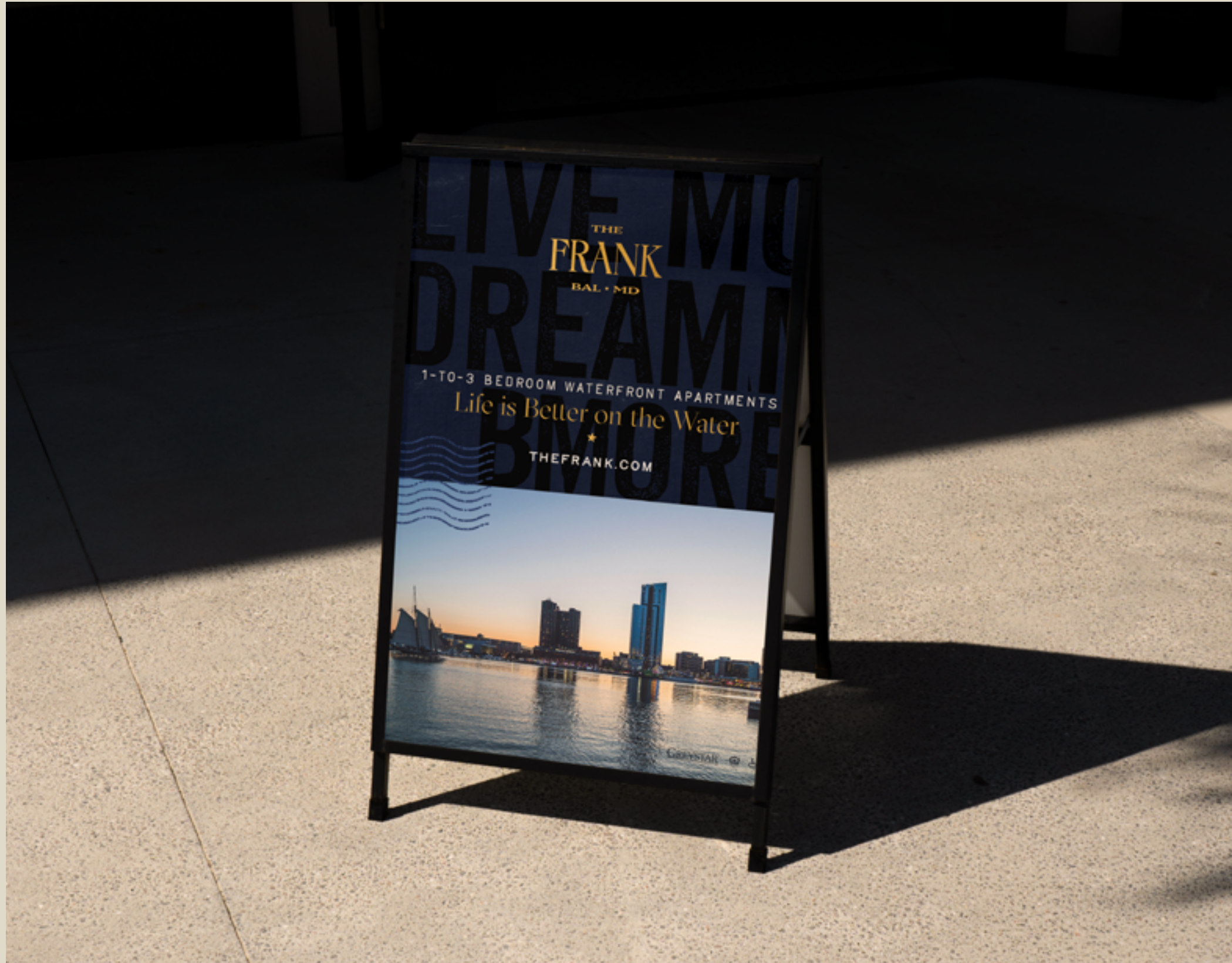
RESIDENCE FEATURES

- PRE-INSTALLED HIGH-SPEED WIFI
- GOURMET KITCHENS & PREP ISLAND
- GE APPLIANCE PACKAGE
- HARDWOOD-STYLE FLOORING
- BALCONY OR TERRACE
- PRIMARY BEDROOM EN SUITE
- STANDALONE SHOWER
- FULL-SIZE WASHER & DRYER
- SOAKING TUB & SHOWER
- EXPANSIVE WALK-IN CLOSETS

U.S. POSTAGE



THE
FRANK
BAL • MD





Life is Better on the Water

Composed of two residential towers, The Frank features modern waterfront residences that encourage an active and creative mindset. We're a little "smalltimers" but 100% Baltimore, as a tight-knit collective within a community that embraces a lifestyle of active pursuits, stories, heritage, and good times.

THE
FRANK

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LIVE MORE DREAM MORE BMORE

THE FRANK BAL ★ MD



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