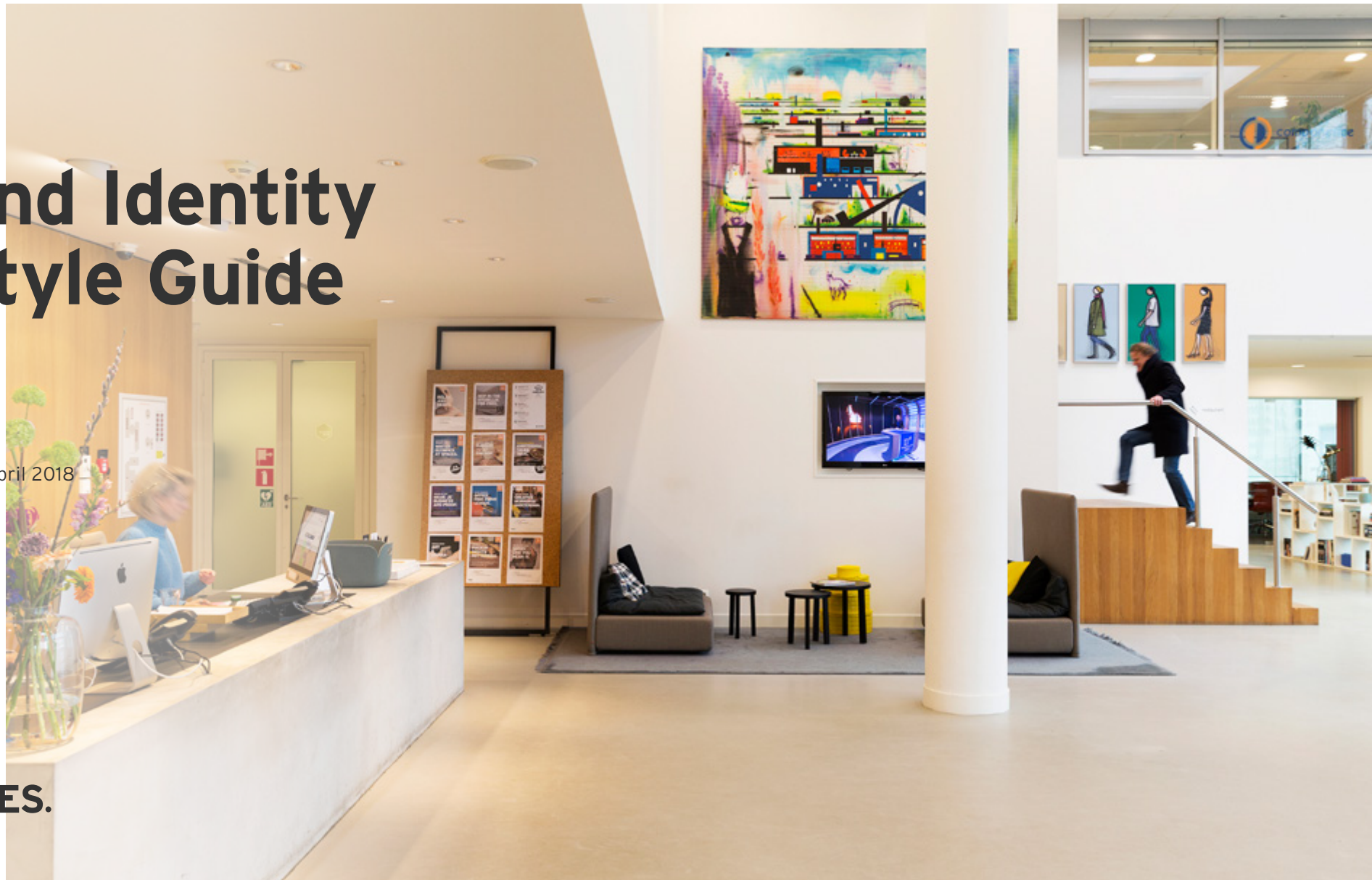


Brand Identity & Style Guide

Version 1.0 - April 2018

SPACES.



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01 Brand Messages



Brand Consistency

**“DETAILS ARE NOT
THE DETAILS. THEY
MAKE THE DESIGN.”**

- CHARLES EAMES.

Great brands are built through the consistent delivery of the brand and its messages through all touch-points - a strong, unified message reinforces not only who we are and why we exist, it also drives recognition, trust, success, and of course, ultimately, business growth.

This document is a guide to how we visually represent Spaces to our customers.

It covers all our key brand elements, and should be used as a rulebook and a compass to navigate us through all the visual touchpoints of the brand.

Our Brand Manifesto

Creative workspaces with a unique entrepreneurial spirit.

We believe work is about people and ideas. Our Spaces are inhabited by forward thinkers, innovators and game changers who are confident in achieving their goals. Whether you are a small business, entrepreneur or a corporate intrapreneur, at Spaces we help our community to expand their horizon.

Our free-spirited vibe attracts an energetic community of positive and open-minded business thinkers who love to meet new people. The full program of professional events and hospitality services, and the inspiring sophisticated European design of our business clubs, involves people in the buzz and energy of Spaces, and make them feel at home.

By creating dynamic workspaces with a unique and entrepreneurial spirit we help you think, create and collaborate while our friendly team sees to all of the background logistics and services. At Spaces we make sure that our community can focus on driving their business forward.

02

Our Visual Identity



Visual Elements Overview

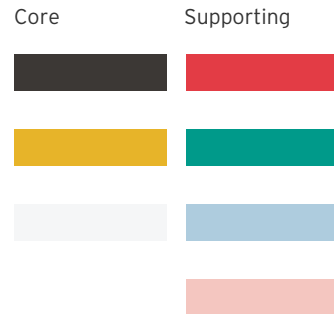
In Brief

A snapshot of the visual elements that form our brand identity.

Logo



Colour



Typefaces

Interstate

Web Backup

Overpass

Presentations Backup

Arial

Imagery



Example of a Spaces location with people

The Brand Identity

Master Logo

This is the Spaces primary logo. It is set in Spaces Rock Grey. Always apply on a white or clean background without clashing colours or complex imagery. Always set the total height of the logo as the minimum spacing around all edges (see Clear Space on the next page).

Logo Variations

If required, you can also apply the logo in reverse: Figure 2: on Spaces Dark Grey background.



Figure 1



Figure 2

Clear Space

Size & Positioning

Always ensure a minimum spacing of the logo height to all edges. i.e. If a logo is 5mm high, ensure a 5mm minimum space on all edges. Never make logo smaller than 12mm or 50px.



◆ SPACES.

Misuse

Logo Misuse

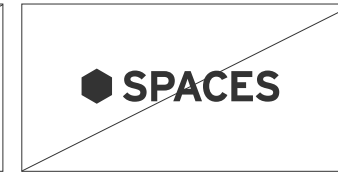
Do not use the Spaces logo in any way that damages the brand, including but not limited to: removing or altering the hexagon symbol or full-stop, changing the typography or applying an off-brand colour (see page 8).



Do not change logo colour



Do not use a different font



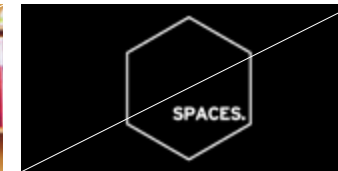
Do not remove full stop



Do not move the hexagon



Do not place on complex imagery



Do not use this logo

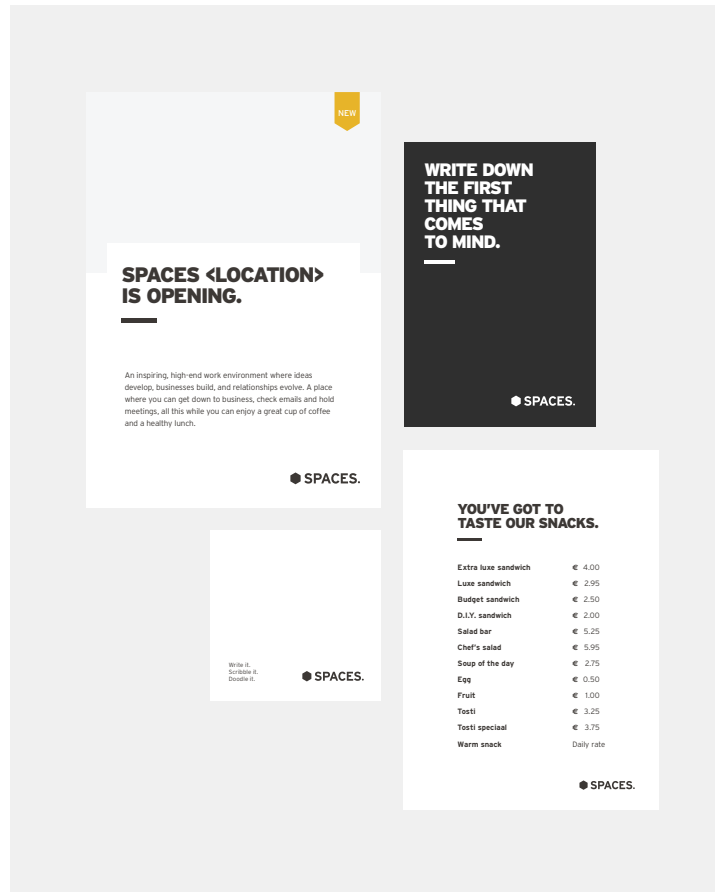
Placement

Bottom Right

The majority of the time the Spaces logo will sit in the bottom right corner of the creative.

Exceptions

Where creative is used or executed in such a way that logo placement in the bottom right corner is not suitable, alternative positions are allowed.



Examples of bottom right logo placements



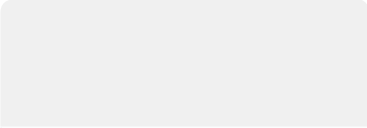



Examples of alternative placements

Core Colours

Core Colours




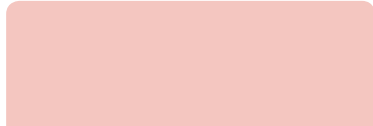
Rock should be used primarily in all designs along with white. Gold is used as a highlight colour. Pearl is used in backgrounds.

 <p>White.</p>			
	<p>Rock.</p> <p>#333333 C69 M63 Y62 K58 R51 G51 B51</p> <p>–</p> <p>Main colour, replaces black.</p>	<p>Pearl.</p> <p>#F0F0F0 C5 M3 Y3 K0 R240 G240 B240</p> <p>–</p> <p>Main web colour, used in backgrounds.</p>	<p>Gold.</p> <p>#E4B23A C4 M33 Y90 K0 R228 G178 B58</p> <p>–</p> <p>Main highlight colour, replaces orange.</p>

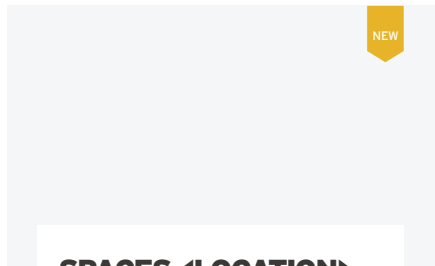
Secondary Colours

Secondary Colours

For special use only,
not in core communications.

			
Red.	Green.	Blue.	Pink.
#E33C45 C277 M60 Y69 K0 R51 G51 B51	#009A8A C81 M14 Y53 K1 R0 G154 B138	#AECCE C27 M0 Y0 K16 R174 G204 B222	#F4C6C0 C0 M28 Y19 K3 R244 G198 B192
–	–	–	–
Supporting, Preferred Use.	Supporting, Preferred Use.	Supporting, Minimal Use.	Supporting, Minimal Use.

Application



**SPACES <LOCATION>
IS OPENING.**

An inspiring, high-end work environment where ideas develop, businesses build, and relationships evolve. A place where you can get down to business, check emails and hold meetings, all this while you can enjoy a great cup of coffee and a healthy lunch.

◆ SPACES.

Split



90% Rock & White

10%

Misuse

Colour Misuse

Only Rock can be used for text and the Spaces logo for legibility issues.

HEADING.

Do not use Pearl in everyday applications

HEADING.

Do not use Gold in everyday applications

Typography Weights

Interstate

Spaces uses one font family which is Interstate. We use three weights, black, bold and light. Each weight has rules around how it should be used - this should be followed carefully to ensure the Spaces identity is consistently represented.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,;:?!\$&*)

Interstate Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,;:?!\$&*)

Interstate Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,;:?!\$&*)

Interstate Black

Supporting typefaces

Overpass

When interstate cannot support a language script we use the typeface Overpass - a free font developed by Google. You can download Overpass here: <https://fonts.google.com/specimen/Overpass>

Device reliant fonts

For applications where you rely on system fonts such as email campaigns we use Arial, which is a common system font on both Mac and PC.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,;:?!\$&*)

Overpass Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,;:?!\$&*)

Overpass Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,;:?!\$&*)

Overpass Black

Typography Styles

Three Styles

Spaces Heading One style always uses all-caps, in black weight. It should be set in optical and -50. In web, this may not be possible. Heading Two can be used in sentence case only in bold, where as Body Copy is set in light. This dramatic contrast between hierarchy allows for the bold Spaces look with a light, playful offset.

**HEADING
ONE IS
SET IN
INTERSTATE
BLACK.**

**Heading two is set
in Interstate bold.
Sentence case only.**

Body copy is set in Interstate light. Sentence case only. Bold is allowed when highlighting a word or phrase within the body copy. Otherwise an underline is also suitable when used sparingly. Bullets, numbering and all other styles can be applied to body

Usage Examples

Heading One

Ensure, where always possible, a line is used in the lockup for Heading One. As a general rule, use Heading One only once in a design, if additional headings are required then use Heading Two.

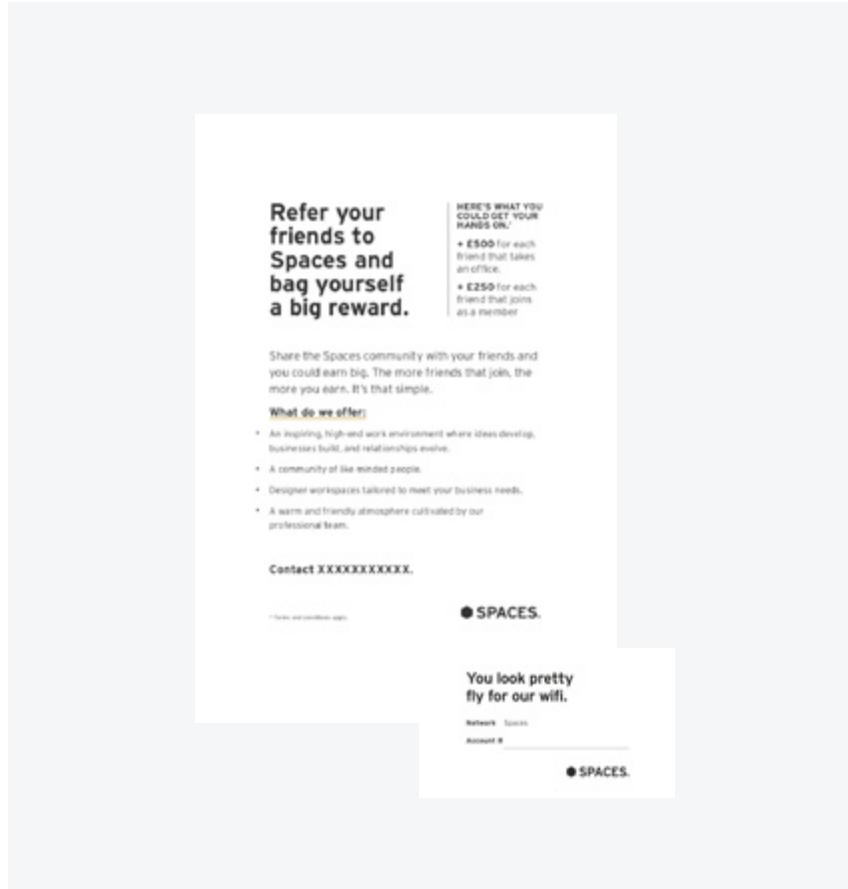


Examples of Heading One use, with the line at the bottom.

Usage Examples

Heading Two & Body

Heading Two should be used following a Heading One application, for example, on the back side of a flyer (see right examples). Body copy is always set in light. If attention is needed on a particular phrase or sentence Bold is applied (see examples). This method should not be overused. Light-only body copy is always preferred in Spaces applications.



Examples of Heading Two and Body Copy use

Misuse

Typography Misuse

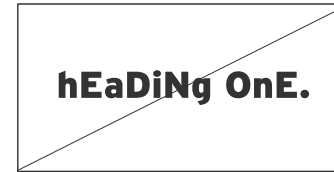
Only use Heading One in all-caps, never use in lowercase or sentence case. Never use Heading Two in any other style than sentence case. Body copy can be altered in different weights to highlight phrases or words, but do not overuse this effect.



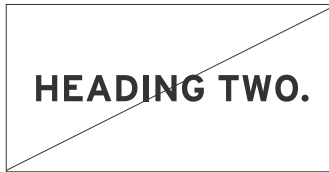
Don't use H1 in sentence



Don't use H1 in lowercase



Don't use H1 in alternate styles



Don't use H2 in all-caps

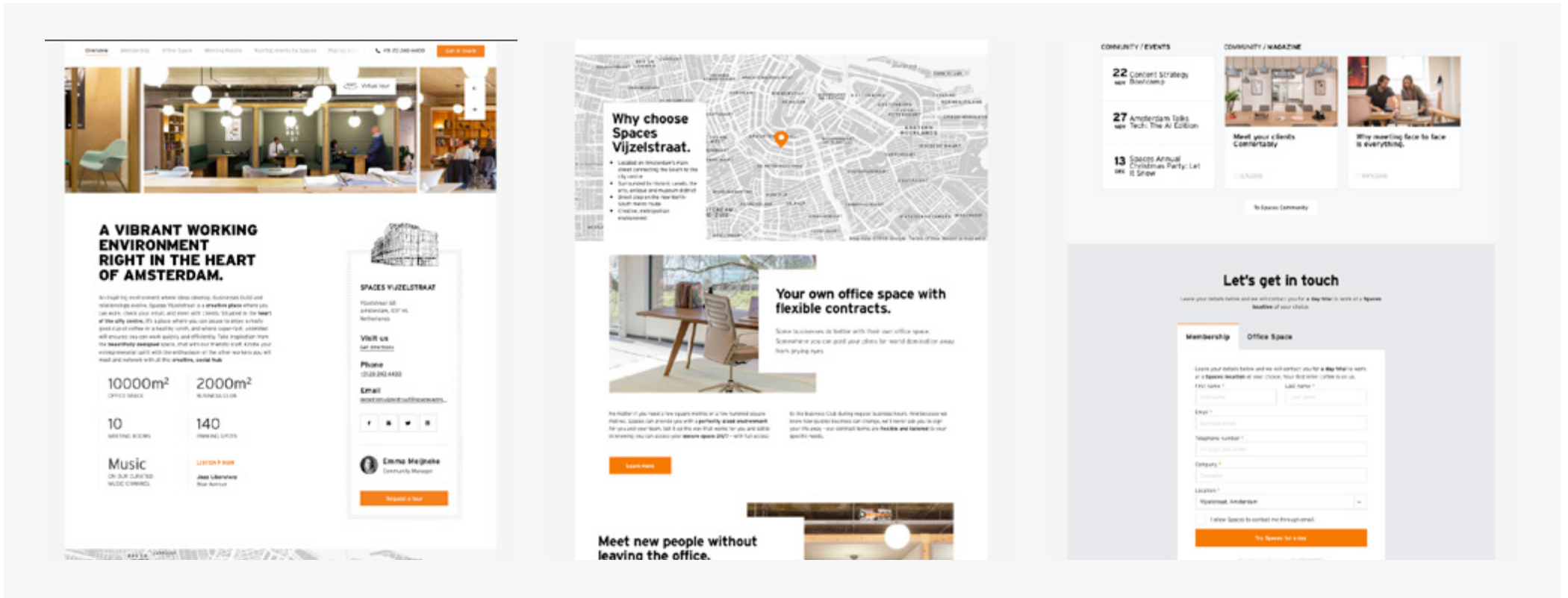


Don't use H2 in lowercase

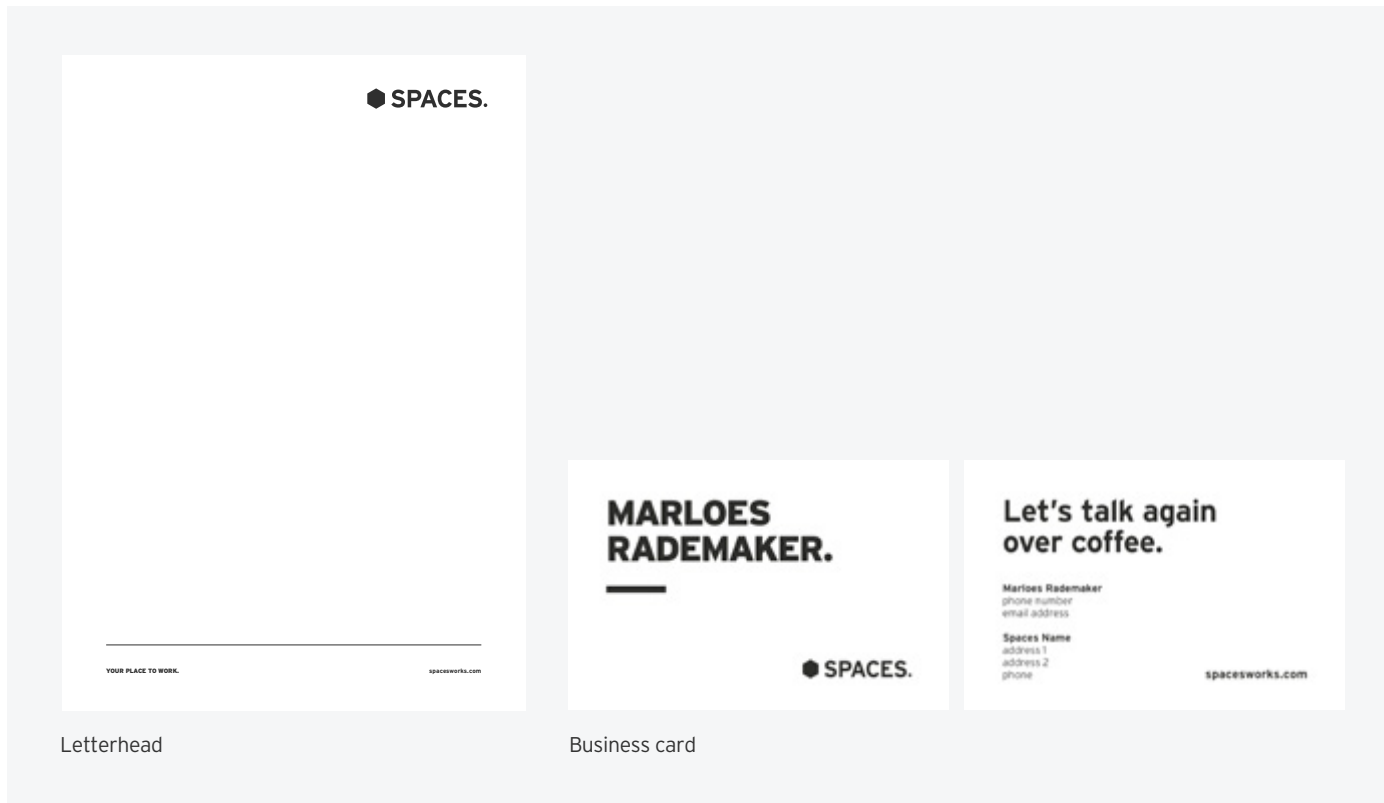


Don't use H2 in alternate styles

Example Usage Website



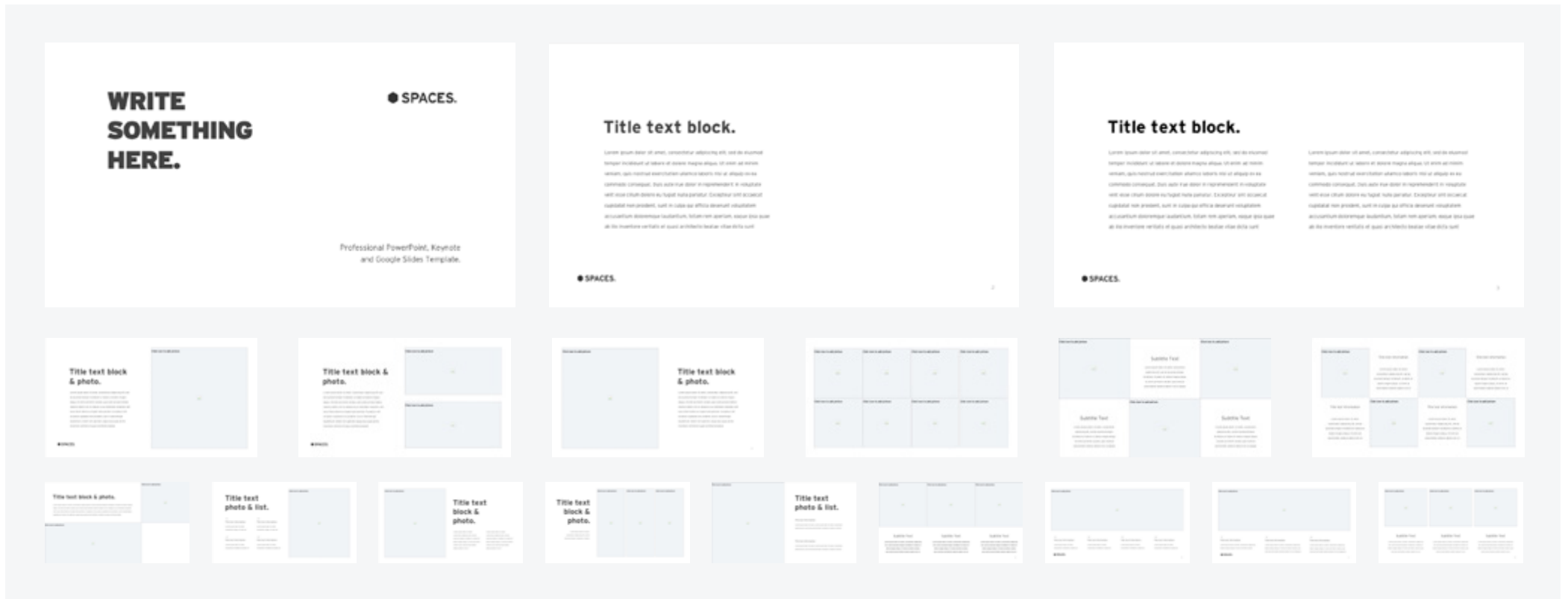
Example Usage Stationery



Letterhead

Business card

Example Usage Presentations



Headline Lockup

Heading One

Heading One should always be used with a line application sitting underneath. This lockup should be used as a base lockup for all Spaces collateral.

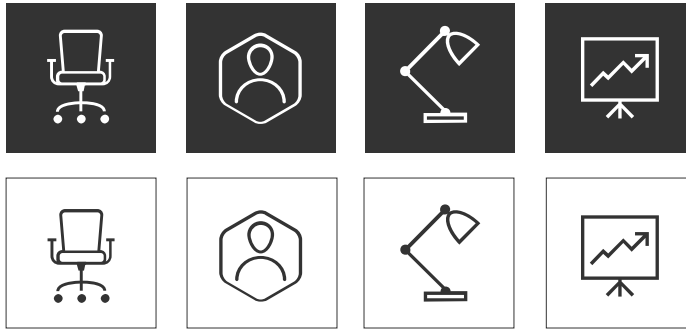


Example of Heading One lockup with a line.

Icons

Product Icons

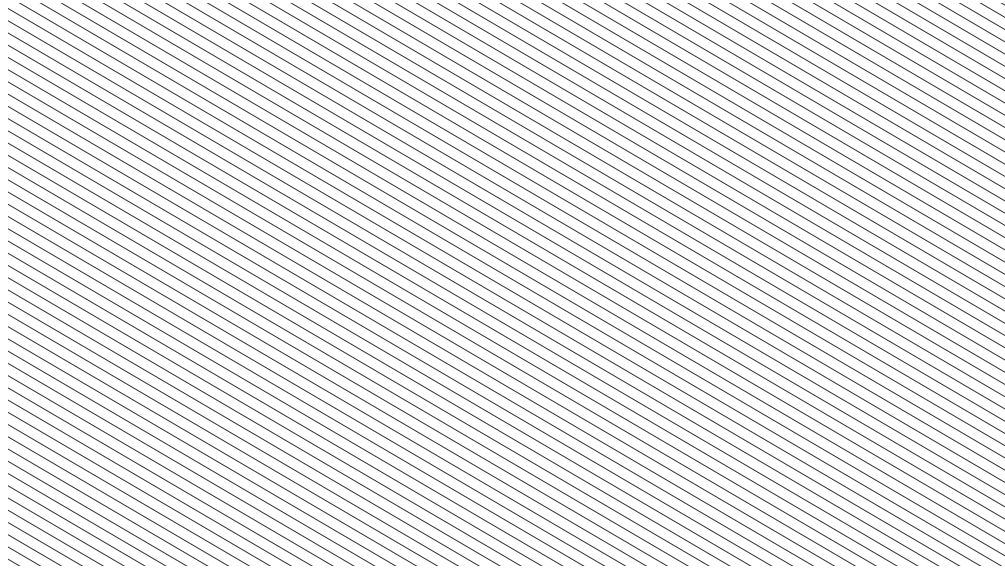
Spaces utilises a handful of core icons across it's communications. These icons encapsulate the main products on offer from Spaces. Dedicated Desk, Membership, Office Space and Meeting Room.



Patterns

Core Pattern

The Spaces brand uses one core pattern in all relevant communications. The core Spaces pattern uses the same degree angle as the top right side of the Spaces hexagon.



Outdoor Pattern

Outdoor Use Only

Spaces utilises a large scale window pattern for signage purposes only. This pattern should not be used in small scale designs, if a pattern is needed in small scale designs, use the core pattern featured on the previous page.



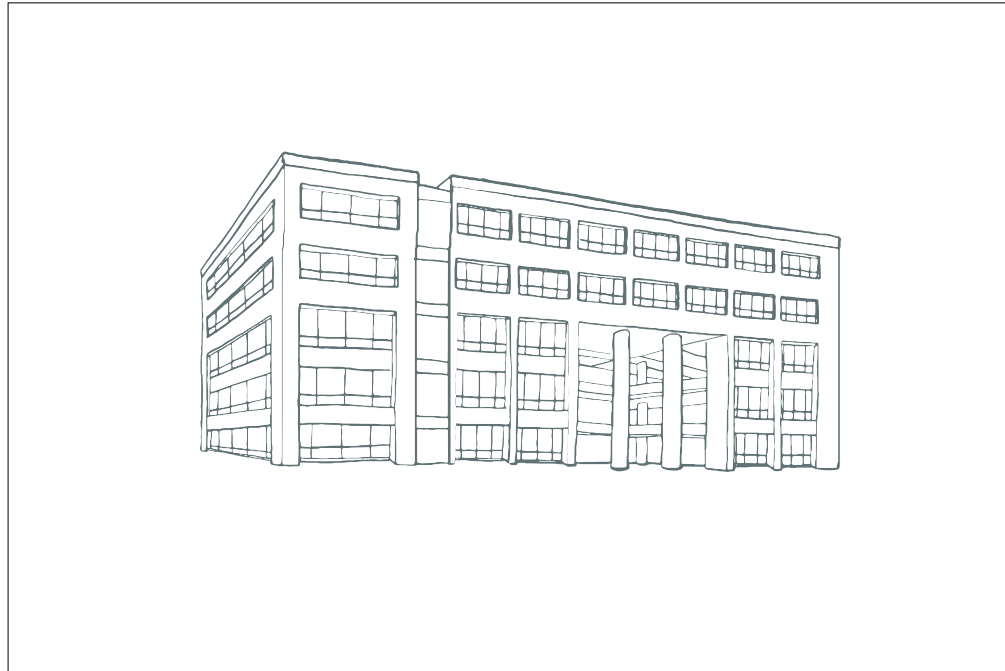
Illustrations

Building Illustrations

Spaces utilises a specific set of location illustrations. These can be used to support new location openings or location specific communications.

Application

All Illustrations should appear in r Rock with a white fill colour. These illustrations can be applied on a White background.



Spaces Amstel

Product Naming

Title Case

Where possible, the product names should be set in Heading Two and in Title Case. When product names appear in Body Copy, apply in Title Case and bold, this helps offset the product name against the general body copy. Avoid listing the product names in Heading One style, unless used in singular product mention context i.e. "...Coworking...".

Heading Two

Coworking

Set in Title Case

Dedicated Desks

Set in Title Case

Offices

Set in Title Case

Meeting Rooms

Set in Title Case

Body Copy

Coworking

Set in Bold, Title Case

Dedicated Desks

Set in Bold, Title Case

Offices

Set in Bold, Title Case

Meeting Rooms


Set in Bold, Title Case

Examples: Print

NEW

SPACES IS COMING TO [LOCATION].

An inspiring, high-end work environment where ideas develop, businesses build, and relationships evolve. A place where you can get down to business, check emails and hold meetings, all this while you can enjoy a great cup of coffee and a healthy lunch.




Why not stop by and visit us?

Give us call on XXX XXX or book a tour via spacesworks.com/location

BROKER BENEFITS

- 10% commission for the initial term.
- Paid within 21 days via A/CN.
- Be as involved in the deal as you want to.

Offices, Coworking, Meeting Rooms.



COFFEE

Fruit smoothie	€ 2.50
Orange juice	€ 2.50
Milk / buttermilk	€ 1.50
Yoghurt drink	€ 1.50
Schulp juice	€ 2.50
Vitamin water	€ 2.75
Mineralwater	€ 2.10
Fruit smoothie	€ 2.50
Orange juice	€ 2.50
Milk / buttermilk	€ 1.50
Yoghurt drink	€ 1.50
Schulp juice	€ 2.50
Vitamin water	€ 2.75
Mineralwater	€ 2.10
Fruit smoothie	€ 2.50
Orange juice	€ 2.50
Milk / buttermilk	€ 1.50
Yoghurt drink	€ 1.50

NON COFFEE

Fruit smoothie	€ 2.50
Orange juice	€ 2.50
Milk / buttermilk	€ 1.50
Yoghurt drink	€ 1.50
Schulp juice	€ 2.50
Vitamin water	€ 2.75
Mineralwater	€ 2.10
Fruit smoothie	€ 2.50
Orange juice	€ 2.50

REFRESHMENT

Fruit smoothie	€ 2.50
Orange juice	€ 2.50
Milk / buttermilk	€ 1.50
Yoghurt drink	€ 1.50

OTHER

Fruit smoothie	€ 2.50
Orange juice	€ 2.50
Milk / buttermilk	€ 1.50

HOT TEA

Fruit smoothie	€ 2.50
Orange juice	€ 2.50
Milk / buttermilk	€ 1.50
Yoghurt drink	€ 1.50

ITALIAN SODA

Fruit smoothie	€ 2.50
Orange juice	€ 2.50
Milk / buttermilk	€ 1.50
Yoghurt drink	€ 1.50

SIGNAUTURE

Fruit smoothie	€ 2.50
Orange juice	€ 2.50
Milk / buttermilk	€ 1.50



WRITE DOWN THE FIRST THING THAT COMES TO MIND.



Logo Lockups

Co-Branding Primary

You will often need to use the spaces logo alongside another logo or multiple other logos. When this is called for, try to match all logos with their cap height (height of a capital letter) and a minimum spacing between each logo of the height of the hexagon.

Co-Branding Secondary

If the logo we are co-branded is a portrait or square layout or has a large shape around it, it may make more sense to align it to the height of the Spaces logo times three, this includes the hexagon. As shown below, the complex logo would now hold similar visual weight to the Spaces logo.



03 Our Photography



Our Imagery

Hero The Location

The aim is to always hero the location, and showcase the inspiring workspace, and our community members using them. Images with people should always focus on them working or on the move. This helps to make them less recognizable. We use different focus techniques such as shallow depth of field or motion blur to achieve this.



Customers and Our Products

Photographing People

Spaces photography should always represent a diverse mix of people with a blend of male, female and different ethnicities. All faces should be blurred out, either with exposure settings or in post production. Capturing people interacting with the environment is key. The overall feeling and emotion should be warm and inviting.



Authentic People

Photographing People

No matter which area you are photographing, Spaces should use authentic people in authentic situations, but this should not be the focal point. The overall photograph should always focus on the wider interior space, not the people.



Showcasing our Spaces

We want photographs like this

Location imagery showcasing our products.



Showcasing our Spaces

We do not want photographs like this

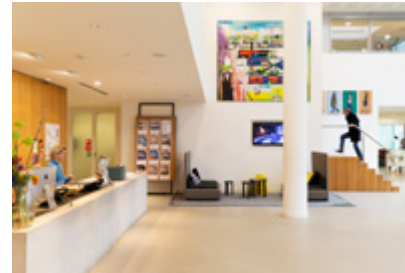
This does not convey the feeling of space and is a simple architectural study.



Compositions

We want photographs like these

Photos that tell a story, shot in an interesting way.



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SPACES.

