

FAC

DATE 05/03/23

INFINITY // THE FLATS

GRAPHIC STANDARDS GUIDE

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VANCOUVER BC V6A 3Y1

FREEAGENCYCREATIVE.COM
@FREEAGENCYCREATIVE

PRIMARY LOGO



MINIMUM LOGO SIZE



LOGO TYPEFACES
THE — KNOCKOUT
FLATS — LARKEN
RAIL DISTRICT — DDC HARDWARE

LOGO WITHOUT SUBHEAD



SECONDARY LOGOS // BUILDING CRESTS



MINIMUM LOGO SIZE



LOGO TYPEFACES
“MASON” AND “WRIGHT”— LARKEN
OTHER TYPE — KNOCKOUT

BRAND-DRIVEN TAGLINE

CHARACTER BUILDINGS
DESIGNED FOR URBAN LIFE

MAIN BRAND TAGLINE

LARKEN
EXTRA BOLD — UPPERCASE
TRACKING = 50 PT

TAGLINE LOCKUPS



CRAFTED BY HISTORY

TWO CHARACTER BUILDINGS
BUILT FOR URBAN LIFE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy n magna aliquam erat volutpat. Ut wisi enim ad minim veniam quis.

LOREM IPSUM NEM DOLUPICIUR,
OFFICTUM RATIONSEQUAM DEL MO
EICABORITAT.

HEADER COPY STYLE

LARKEN
EXTRA BOLD — TITLE CASE
TRACKING = 50 PT

SUB-HEADER COPY STYLE

KNOCKOUT
29 JUNIOR LITEWEIGHT — UPPERCASE
TRACKING = 25 PT

BODY COPY STYLE

MINION PRO
REGULAR — SENTENCE CASE
TRACKING = 25 PT

CAPTION COPY STYLE

KNOCKOUT
29 JUNIOR LITEWEIGHT — UPPERCASE
TRACKING = 0 PT

Larken

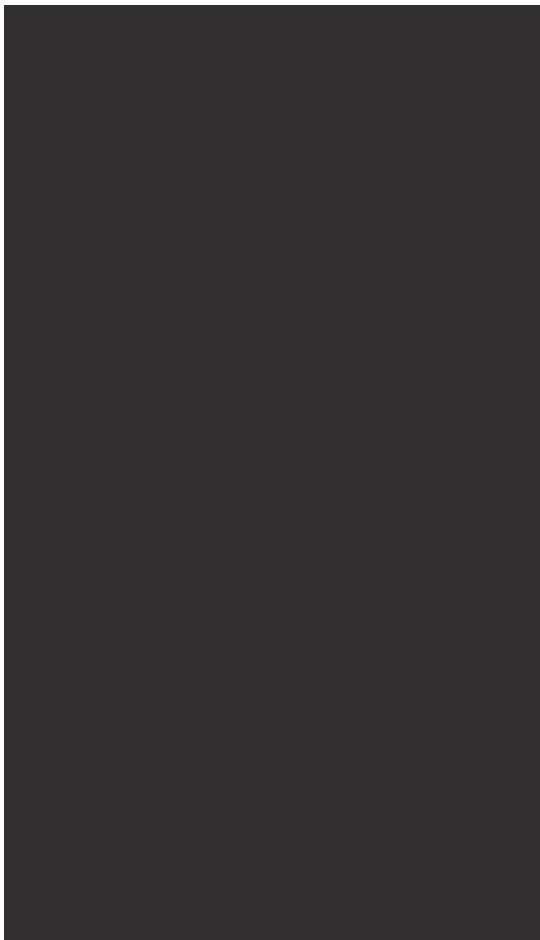
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

KNOCKOUT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Minion Pro

abcdefghijklmNopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz



BLACK

PMS: Black 7 C
Black 7 U

HEX: #202020

CMYK: 0 · 0 · 0 · 95



DARK GREY

PMS: 425 C
425 U

HEX: #414042

CMYK: 0 · 0 · 0 · 90

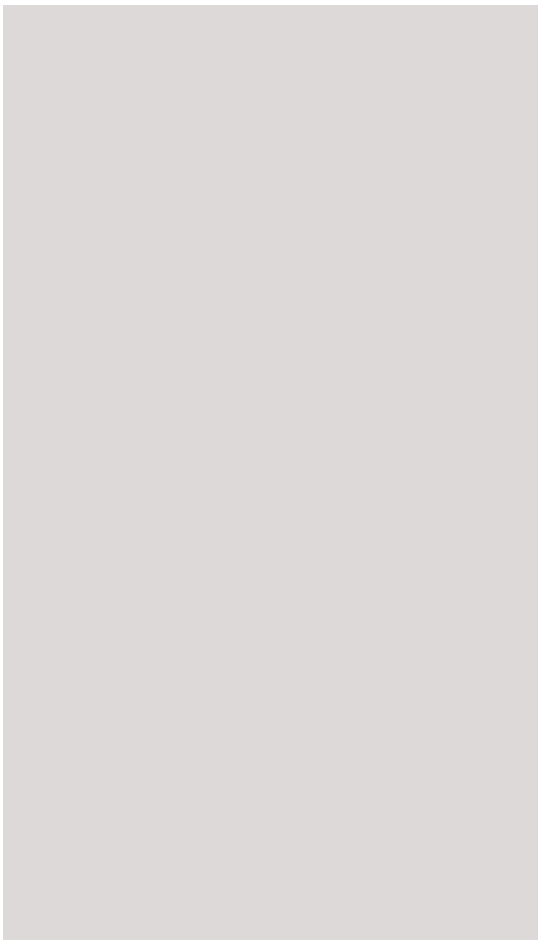


MEDIUM GREY

PMS: 424 C
424 U

HEX: #635F5F

CMYK: 0 · 4 · 4 · 75



LIGHT GREY

PMS: 2330 C
2330 U

HEX: #CDC6C3

CMYK: 0 · 4 · 4 · 22

** HEX code reflects adjusted web values.
Print test required if using CMYK.*