

THE
Exchange
AT OXFORD CIRCLE

Visual Identity Guidelines

Version 1, April 2018

Welcome

OUR DESIGN FOUNDATION

Our visual branding is made up of core elements and guiding principles that create a distinctive look and feel. Our guidelines will assist in designing and producing dynamic and powerful communications with a degree of flexibility.

WHAT WE'RE ABOUT

The Oxford Circle Christian Community Development Association is focused on: 1) developing of a comprehensive learning community, 2) family support, and 3) economic and community development. The Exchange at Oxford Circle is an extension of this.

OUR APPROACH:

The Exchange at Oxford Circle is a charitable business with a multi purpose space that is operated by Oxford Circle CCDA. This space will engage in retailing used merchandise (apparel, books, CDs and DVDs, furniture, household appliances, etc) that are donated by the members of the public for the purpose of raising money for Oxford Circle CCDA and its economic development programs. There will be community space for meetings and classroom space for enrichment and training.



THIS IS OUR LOGOTYPE. It is the most visible element of our identity...our universal signature used in all communications and promotions to attract customers, donors and partners.

The following pages cover the correct usage to ensure that our logotype always looks its best.

Logotype Meaning



Our logotype was inspired by the bazaar cultures in the Middle East, Asia and Africa. It is a sensory saturated open air market overflowing with visual culture.



The word **bazaar** is Persian (bazar) and dates back before the time of Christ.

BAZAAR VISUAL CULTURE THEMES:

1. **Tents/Canopies/Fabrics** to provide shade and display goods.
2. **Strings of Lights** to highlight goods and provide a festive atmosphere.
3. **People** interacting and exchanging.
4. **Vibrant colors** to draw attention to artisan craftsmanship.



The logotype with its **open canopy, string of lights** (little dots), **people** (circles), colors and text symbolizes community and generosity. **The elegant Bodoni Condensed Bold font** helps the logotype maintain an air of readability and legitimacy while juxtaposed with the inviting festive graphic elements and color. The closeness of the letters and extended ligature in the letter N speak to the energy necessary for the commercial and community activity that will be present in our new space.

Core Colors

Color trends research show that our core colors are associated with **warmth**, **purity**, **hope** and **trust**. These colors are very important in Asian, African and Middle Eastern cultures and work very well together. The logotype on the left is our primary color lockup for a white background. The middle one is our secondary color lockup that adds more energy and vibrancy. The one on the right is our primary color lockup for signage. **These are the only multi-color lockups.**



WARM ORANGE

C 0 R 242
Y 73 G 105
M 100 B 34
K 0

Hex#: f26a22

PURE AQUAMARINE BLUE

C 80 R 0
Y 8 G 171
M 26 B 189
K 0

Hex#: 00abbd

HOPE YELLOW

C 3 R 245
Y 27 G 188
M 90 B 54
K 0

Hex#: f5bc36

TRUST NAVY BLUE

C 100 R 19
Y 80 G 64
M 33 B 106
K 20

Hex#: 13406a

When using the above colors, know the color format to use. RGB colors are for digital use (internet, monitor display, etc). CMYK colors are for printing use. The hex colors are helpful when creating the colors in graphics software.

Logotype Colors Usage

The only core colors that can be used as a single color for our logotype is orange and navy blue. (Black is a given and should be used when color is not necessary.)



The reversed out white logotype can be used with a single color background with any of the core colors.



These color guidelines give our logotype vitality while providing a consistent visual look throughout applications.

Do Not, Do Not...



1. Stretch or condense the logotype.



2. Change the font(s) or the font size(s).



3. Rotate the logo (unless it is absolutely necessary).



4. Put borders around the logotype.



5. Put patterns/photos inside the logotype or behind it. (If necessary, consult an experienced designer.)

Logotype Formats

We use png, jpg and/or tiff files that can work in word processing and graphics software. Vendors may request any of the file formats below:

1. Files with a transparent background: png
 2. Files with a white background: jpg, gif, pdf
 3. Files that you can change into one color: tiff
 4. Files that designers/printers may request: png, jpg, tiff, pdf and/or eps (vector)
-

MINIMUM LOGO SIZE

Scale for the logotype should be determined by the space, aesthetics, function and visibility. It is designed to work at small sizes. The logotype should not go below .5 inch. (height). If necessary, only the official name (The Exchange at Oxford Circle) should be used.



Technical Specs

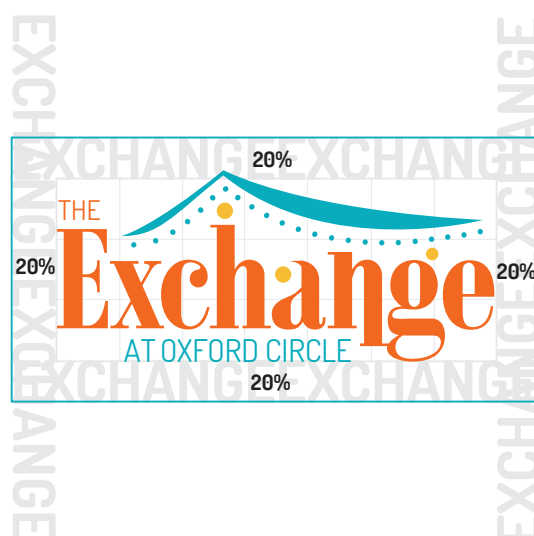
SIGNATURE FONT CHOICE

The primary font used with the logotype is Dosis Book. This sans serif font has various weight options and is good for headings and body copy. **Bodoni Condensed Bold** is the secondary font that is good for headings.

LOGOTYPE LOCKUPS

A logotype lockup places the graphic and textual forms in restricted relationships. This helps build visual consistency and recognition. Do not add or shift any of the logotype elements. In addition, placing informational text around the logotype is important.

Maintaining sufficient clear space around the logotype ensures that the lockups function well. Therefore, keep 20% the logotype's height free of additional type, graphics and other elements that might cause visual clutter.



Traditional
logotype
address lockup
1 in. in height



6434 Castor Avenue
Philadelphia, PA 19124
215.123.1234
exchange@occcda.org

14 pt.
Dosis Book
15pt. Leading

Horizontal lockup
with additional text



Traditional
logotype
address lockup
1 in. in height

6434 Castor Avenue
Philadelphia, PA 19124

215.123.1234
exchange@occcda.org

14 pt.
Dosis Book
15pt. Leading

Vertical lockup
with additional text

Traditional
logotype
info lockup
1 in. in height



Thrift Store
Community Space
Enrichment Classes

10 pt.
Dosis Book
12pt. Leading

Horizontal lockup
with additional text



Traditional
logotype
info lockup
1 in. in height

Thrift Store
Community Space
Enrichment Classes

10 pt.
Dosis Book
12pt. Leading

Vertical lockup
with additional text

Logotype Relationships

We are a program of the Oxford Circle Christian Community Development Association (OCCDA). This is their logo.



Since some of our colors are similar and our graphic elements are different, it is important to understand how both logos should be used in relation to each other.

1. Only use our logotype and the full OCCDA name in our marketing materials.



• A program of Oxford Circle Christian Community Development Association

2. Only use the OCCDA logo selectively in our physical spaces when our logotype is not visible.

3. When OCCDA is an event sponsor for The Exchange, use the OCCDA logo.

4. Consult a designer when using the OCCDA logo in The Exchange display graphics and signage.

Digital Use

Many of the same principles that apply to use of our logotype in print apply to digital use (internet, social media, multimedia, etc). But there are a few details to remember.

For social media use, maintain proper space around the logotype in a square. Images can be 72 dpi or more.



When placing the logotype on photos, place a flat color background behind it according to the color guidelines. See the e-newsletter and digital memes examples.

SOCIAL MEDIA PHOTO REQUIREMENTS

Facebook Cover image size: 851 x 315 pixels

Facebook Profile image size: 180 x 180 pixels

Ideal Facebook image post size: 1200 x 630 pixels

Instagram Profile image size: 180 x 180 pixels

Instagram image post size: 1000 x 1000 pixels

Graphics

Our graphics are meant to extend our visual look increasing the recognition of our brand. Use carefully and consult with a designer when necessary. Keep in mind: less is more.

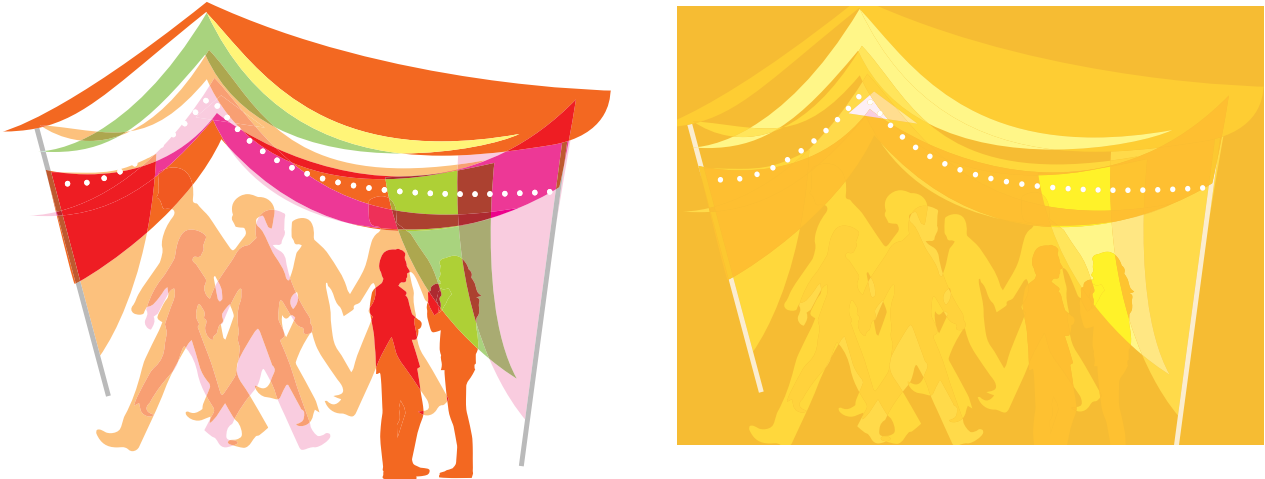
SHAPES

Shapes bring creativity and contrast to our marketing materials. They can be used large or small with any of our core colors. Our chosen shapes are the square, the circle and the dotted line. (See our applications.)



GRAPHICS

Designed images, representational and abstract, bring uniqueness to our marketing materials. They are to be use selectively. (See our applications.)



PRINT: LETTERHEAD



OUTFITTING THE COMMUNITY

6434 Castor Avenue
Philadelphia, PA 19124

215.123.1234
exchange@occcda.org
occcda.org/exchange

•
A program of
the Oxford Circle
Christian
Community
Development
Association

PRINT: BUSINESS CARD AND ENVELOPE



6434 Castor Avenue
Philadelphia, PA 19124

● A program of the Oxford Circle Christian Community Development Association

THE Exchange
AT OXFORD CIRCLE

● **Theresa Leduna, Manager**
6434 Castor Avenue
Philadelphia, PA 19124

215.123.1234
exchange@occcda.org
occcda.org/exchange

OUTFITTING THE COMMUNITY

● A program of
the Oxford Circle
Christian
Community
Development

PRINT/DIGITAL: FLIERS

Details:

Headline: Bodoni Bold Condensed

Copy: Dosis Book, Bold and Light



World Food Fair

.....
April 18, 2018

6:30pm

● **EUM AUDIRE PATRIOQUE**

Lorem ipsum dolor sit amet, sed at rebum munere voluptaria, voluptua consetetur mea te. Ad sed solet corpora quaestio, iusto dictas liberavisse his brute et consetetur mea te. Ad sed solet corpora quaestio, iusto dictas liberavisse his brute et consetetur mea te. Lorem ipsum dolor sit amet, sed at rebum munere voluptaria, voluptua consetetur mea te.



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● A program of
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Association

PRINT/DIGITAL: POSTER

Details:
Headline: Bodoni Bold Condensed
Copy: Dosis Book, Bold and Light



Sewing Class
starting on
April 18!

6:30pm

EUM AUDIRE

Lorem ipsum dolor sit amet, sed at rebum munere voluptaria, voluptua consetetur mea te. Ad sed solet corpora quaestio, iusto dictas liberavisse his brute et consetetur mea te. Ad sed solet corpora quaestio.

EUM AUDIRE

Lorem ipsum dolor sit amet, sed at rebum munere voluptaria, voluptua consetetur mea te. Ad sed solet corpora quaestio, iusto dictas liberavisse his brute et consetetur mea te. Ad sed solet corpora quaestio.

EUM AUDIRE

Lorem ipsum dolor sit amet, sed at rebum munere voluptaria, voluptua consetetur mea te. Ad sed solet corpora quaestio, iusto dictas liberavisse his brute et consetetur mea te. Ad sed solet corpora quaestio.



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PRINT/DIGITAL: POSTCARD

**Spring
Fashion is
Coming!**

**Come find cool choices right in
your community!**

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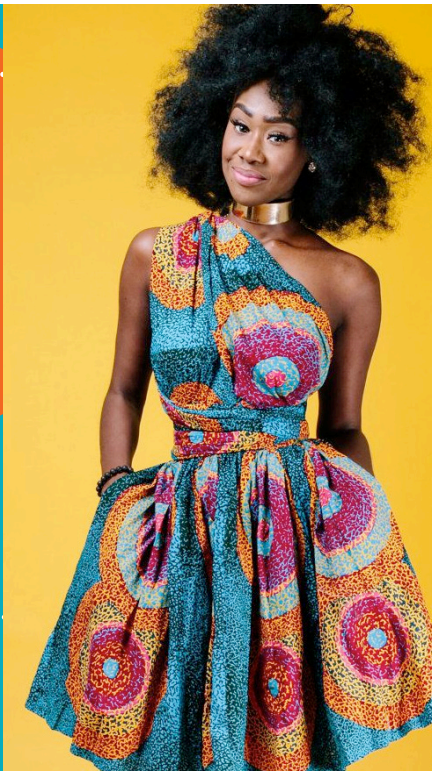
**Spring
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exchange@occcda.org

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Association



DIGITAL: E-NEWSLETTER



September 2018 E-Newsletter



EUM AUDIRE PATRIOQUE

Lorem ipsum dolor sit amet, sed at rebum munere voluptaria, voluptua consetetur mea te. Ad sed solet corpora quaestio, iusto dictas liberavisse his brute et consetetur mea te. Ad sed solet corpora quaestio, iusto dictas liberavisse his brute et consetetur mea te. Lorem ipsum dolor sit amet, sed at rebum munere voluptaria, voluptua.


Lorem ipsum dolor sit amet, sed at rebum munere voluptaria, voluptua consetetur mea te. Ad sed solet corpora quaestio, iusto dictas liberavisse his brute et consetetur mea te.

6434 Castor Avenue, Philadelphia, PA 19124 215.123.1234

DIGITAL: MEMES



Spring Fashion is Coming to Oxford Circle!



Thrift Store
Community Space
Enrichment Classes

“
You are
fearfully and
wonderfully
made...”
Psalms 139:14



Thrift Store
Community Space
Enrichment Classes

Who wants to sign up for our job training class?

Click the link!



PRINT/DIGITAL: ADS



**April
Grand
Opening!**

THE
Exchange
AT OXFORD CIRCLE

Come see our fashion selections and the classes we have to offer!

- **Thrift Store**
- **Community Space**
- **Enrichment Classes**

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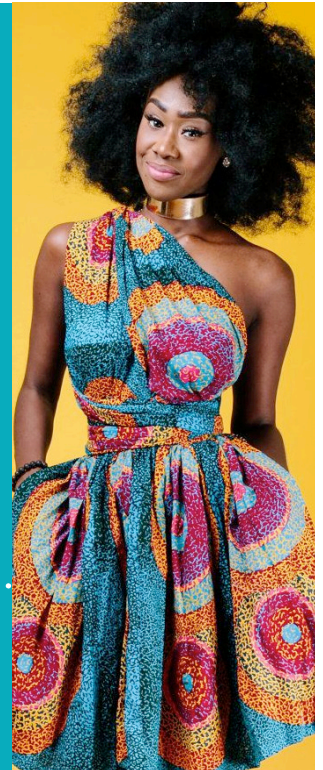
A program of Oxford Circle Christian
Community Development Association

**Outfitting
the Community
Grand Opening!**

- **Thrift Store**
- **Community Space**
- **Enrichment Classes**

THE
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AT OXFORD CIRCLE

6434 Castor Avenue
Philadelphia, PA 19124
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exchange@occcda.org



**Outfitting
the Community
Grand Opening!**
April 7, 4pm

- **Thrift Store**
- **Community Space**
- **Enrichment Classes**

THE
Exchange
AT OXFORD CIRCLE

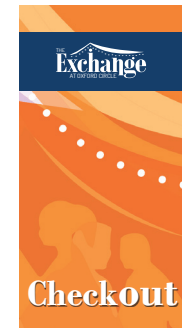
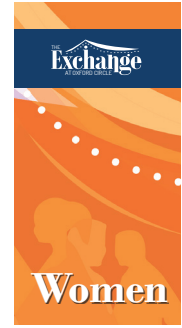
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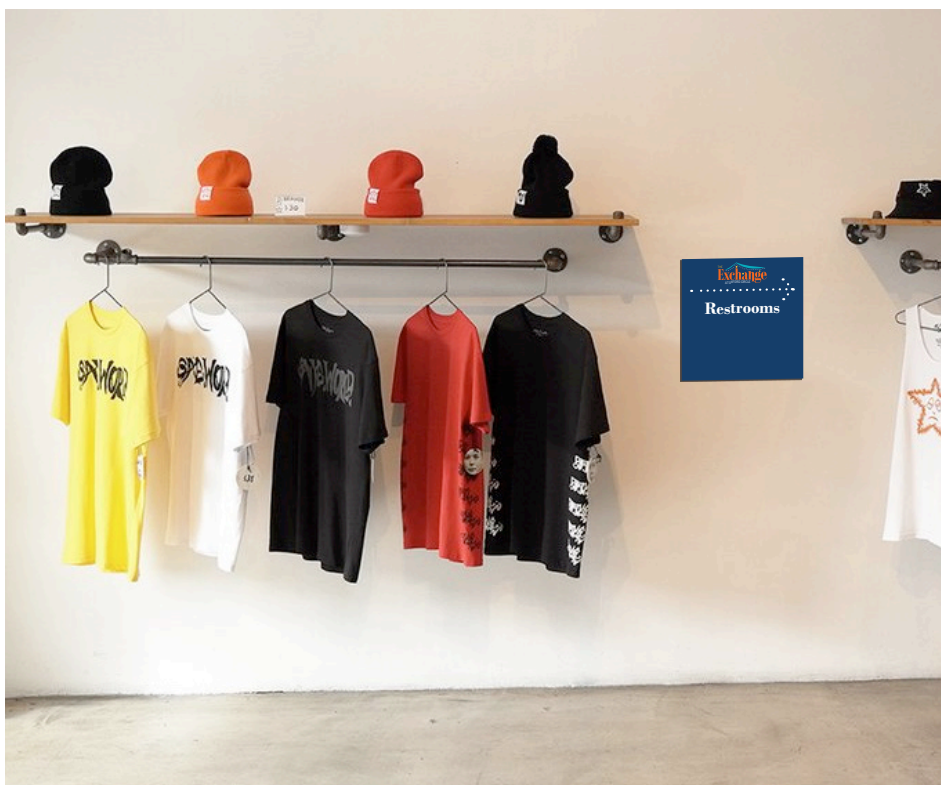
PRINT: ACCESSORIES



DISPLAY: INTERIOR SIGNAGE



Logo size may vary on store directional signage.



DISPLAY: INTERIOR/EXTERIOR GRAPHICS



DISPLAY: VEHICLE WRAP



