

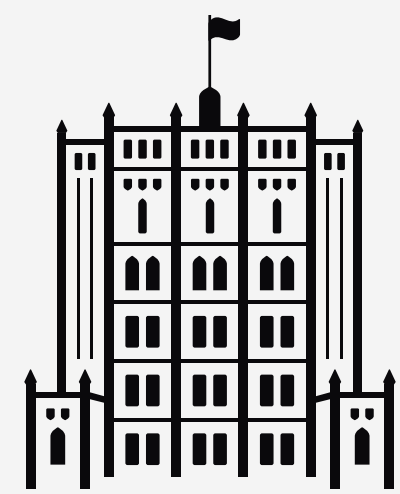


BRAND GUIDE V1.0

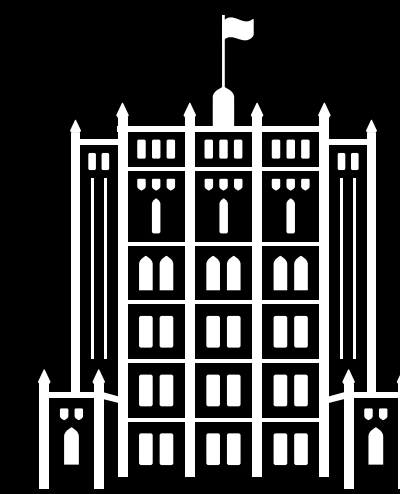
Russ Building – Primary Logo (Black)



REVERSED TO WHITE



RUSS  
B U I L D I N G

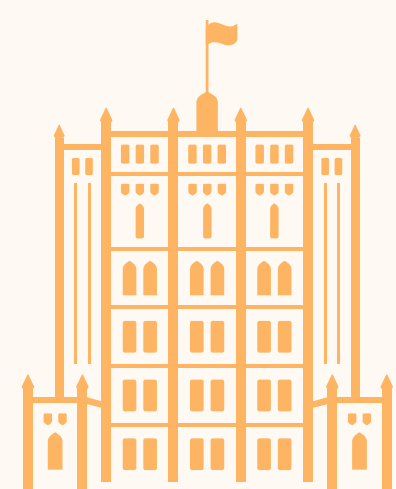


RUSS  
B U I L D I N G

Russ Building – Primary Logo (Full Color)



REVERSED TO WHITE





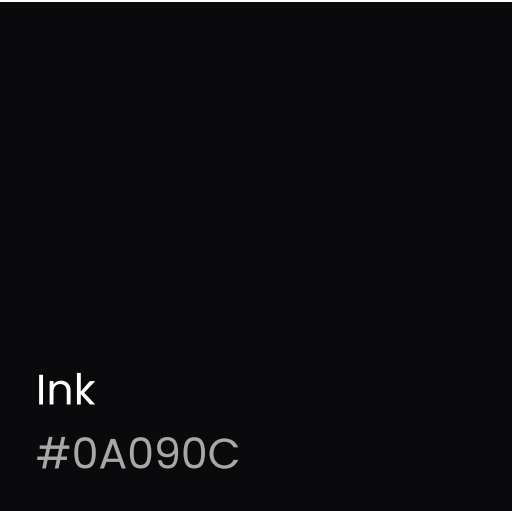


RUSS  
B U I L D I N G



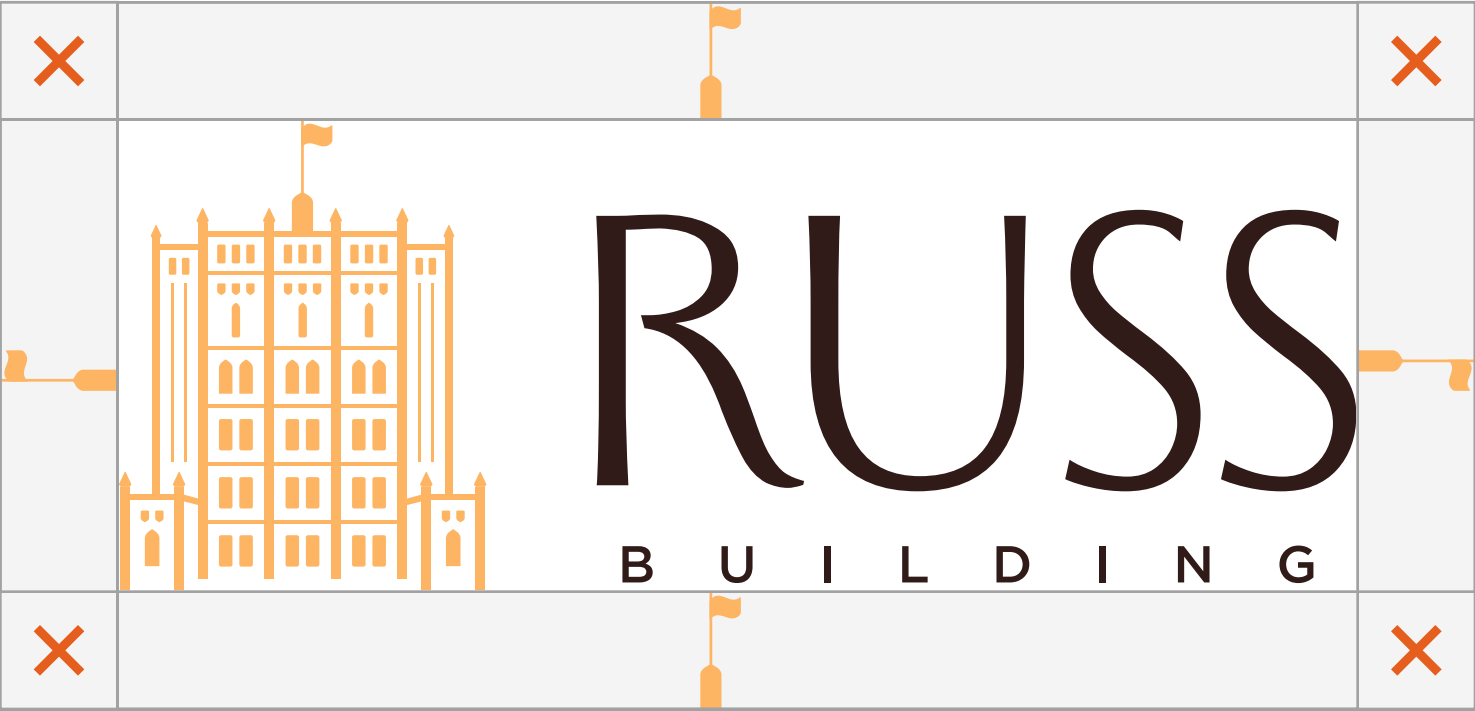
RUSS  
B U I L D I N G

Russ Building – Color Palette

 <p>Russ Mahogany #301B18</p>	 <p>Russ Gold #FDB563</p>	 <p>Carrara Marble #FFF9F3</p>	 <p>Paper #FFFFFF</p>	 <p>Ink #0A090C</p>
<p>PANTONE® TBD C R 48 G 27 B 24 C 56 M 73 Y 70 K 75</p>	<p>PANTONE® TBD C R 253 G 181 B 99 C 0 M 33 Y 69 K 0</p>	<p>PANTONE® TBD C R 255 G 249 B 243 C 0 M 2 Y 3 K 0</p>	<p>NO PANTONE® R 255 G 255 B 255 C 0 M 0 Y 0 K 0</p>	<p>PANTONE® TBD C R 10 G 9 B 12 C 75 M 69 Y 65 K 85</p>

# Clear Space

All logos should be surrounded by sufficient clear space for maximum readability and visual impact. The following diagram defines the amount of clear space needed, as defined by X. For the full logo the X is defined by the width/height of the building icon extracted from the Russ Building logotype.



# Minimum Size

When significantly reduced, logos can become illegible. This page details the pixel size and print units we recommend staying within to preserve the overall quality of the identity.

**Note:**

For print applications, no smaller than 1” wide.

250px

95px





Logo Usage - Unacceptable Applications



Do not change the approved brand colors.



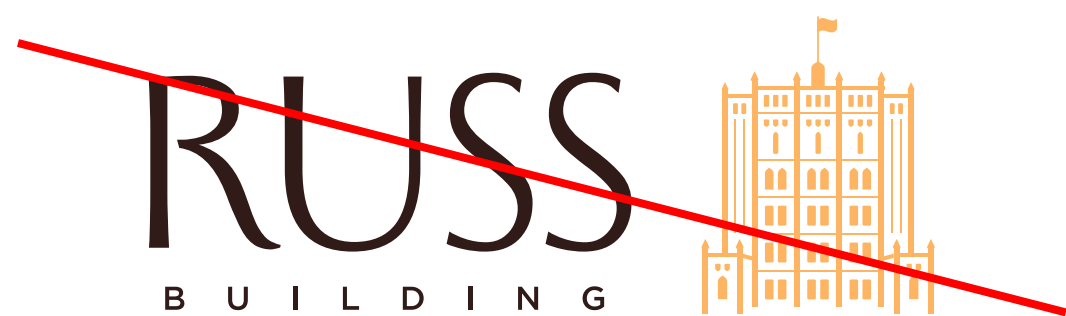
Do not skew, stretch, warp, or distort the logo.



Do not add drop shadows or unnecessary dimensionality.



Do not change the opacity of the logo.



Do not alter the size, rearrange, or remove elements.



Do not fill with patterns or images.



Do not rotate, tilt or change the orientation of the logo.



Do not outline, add strokes or glow to the logo.



Do not place on a background that is of a similar hue or color.

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# Typefaces in Use

SangBleu OG Sans and Poppins are the official Russ Building typefaces, chosen for the pairing of a classic serif with a modern sans-serif.

## HEADLINE TYPEFACE

SangBleu OG Sans

## TYPE FOUNDRY

Swiss Typefaces



## ABOUT

SangBleu is the name both of a series of fonts and of a multi-disciplinary media platform/creative agency. The two were initiated together and share a common history, some of which is documented in the second issue of Type Life, “SangBleu Typeface Legacy”. Many SangBleu fonts debuted in the Sang Bleu magazine, a publication about fashion, tattoo culture, and more. First released in 2007, SangBleu and Romain have helped to lay the foundations of our library, and were met with enthusiasm by designers from all over the world. A decade later, we wrote the next chapter and launched the new SangBleu typeface.

SangBleu OG Sans may be purchased from:  
Swiss Typefaces (<https://www.swisstypefaces.com/fonts/sangbleu-og/>)  
Desktop & Webfont Licensing Available

## BODY COPY TYPEFACE

Poppins

## TYPE FOUNDRY

Indian Type Foundry / Google Fonts



## ABOUT

Poppins is a geometric sans-serif typeface published by Indian Type Foundry in 2014. It was released as open-source and is available for free on Google Fonts. Indian Type Foundry describes Poppins as “an internationalist take on the geometric sans genre.” It supports both Latin and Devanagari languages and is available in nine weights with matching italics.

Poppins may be purchased from:  
Google Fonts (<https://fonts.google.com/specimen/Poppins>)  
Desktop & Webfont Licensing Available

Headline 1

Headline 2

Headline 3

Headline 4

Headline 5

Headline 6

Body Big

Body Small

NAVIGATION

EYEBROW

BUTTON

Lorem ipsum dolor  
sit amet, consectetur  
aliquam erat.

Body big lorem ipsum dolor sit amet, consectetur adipiscing elit. Libero in etiam cras at egestas magna massa amet. Lacus dis eu quis risus in. Nec nisi enim placerat ut sit feugiat tortor elementum.

LOREM IPSUM

Lorem Ipsum Dolor Sin Amet

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud...

CONTINUE READING

# SangBleu OG Sans

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&@.,?!'""()

# Poppins

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&@.,?!'""()

REGULAR

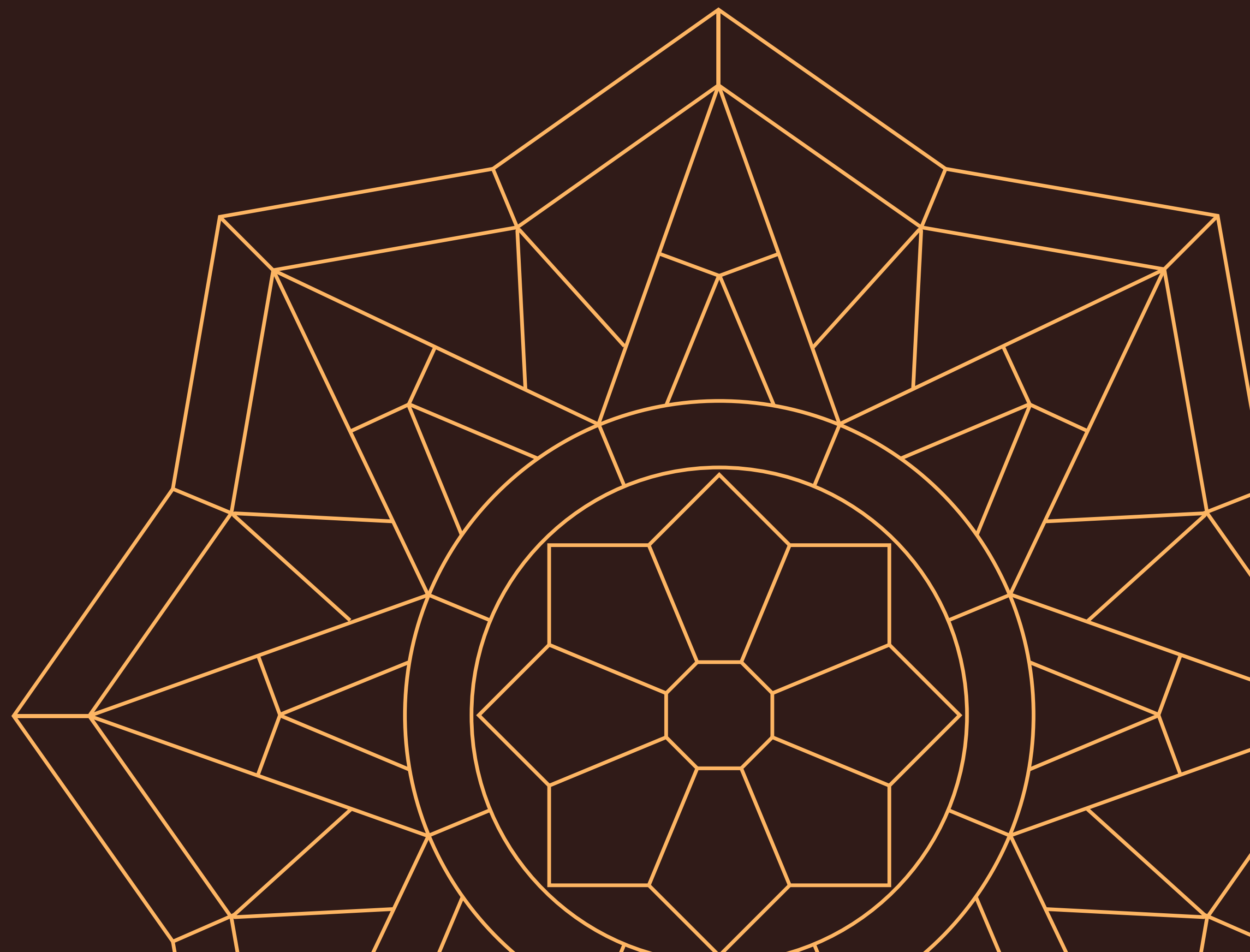
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&@.,?!'""()

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&@.,?!'""()

# Thirty-One Stories in San Francisco. Endless Chapters.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna



# Thirty-One Stories in San Francisco. Endless Chapters.

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# Thirty-One Stories in San Francisco. Endless Chapters.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna





Thank You