

6500 WEST LOOP SOUTH



B E L L A I R E
— S T A T I O N —

BRAND BOOK



B E L L A I R E
— S T A T I O N —



B E L L A I R E
— S T A T I O N —



B E L L A I R E
— S T A T I O N —



B E L L A I R E
— S T A T I O N —

BRAND ELEMENTS

COLOR

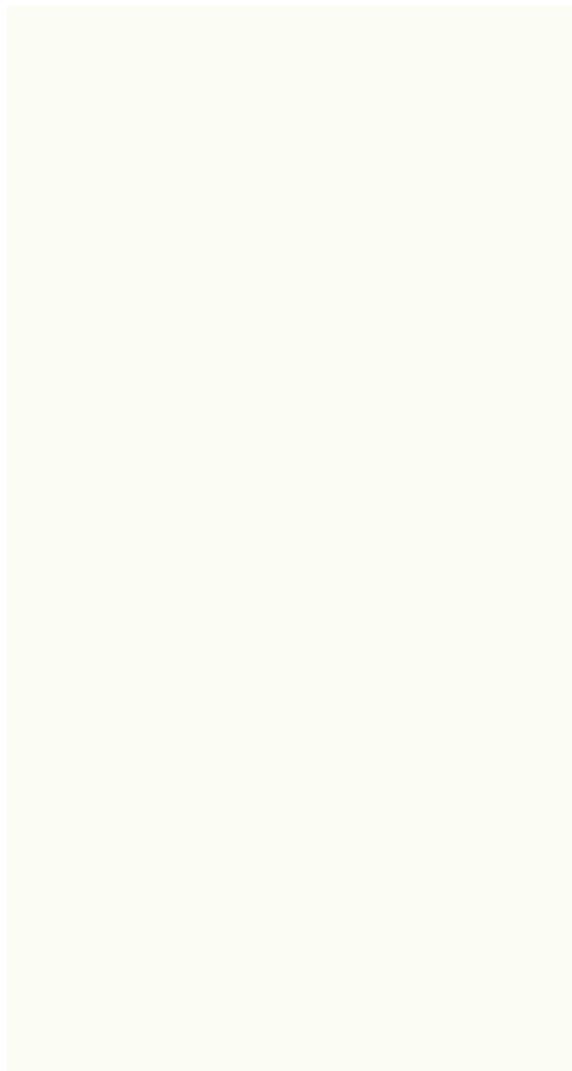
Palette inspired by the buildings facade color tones.



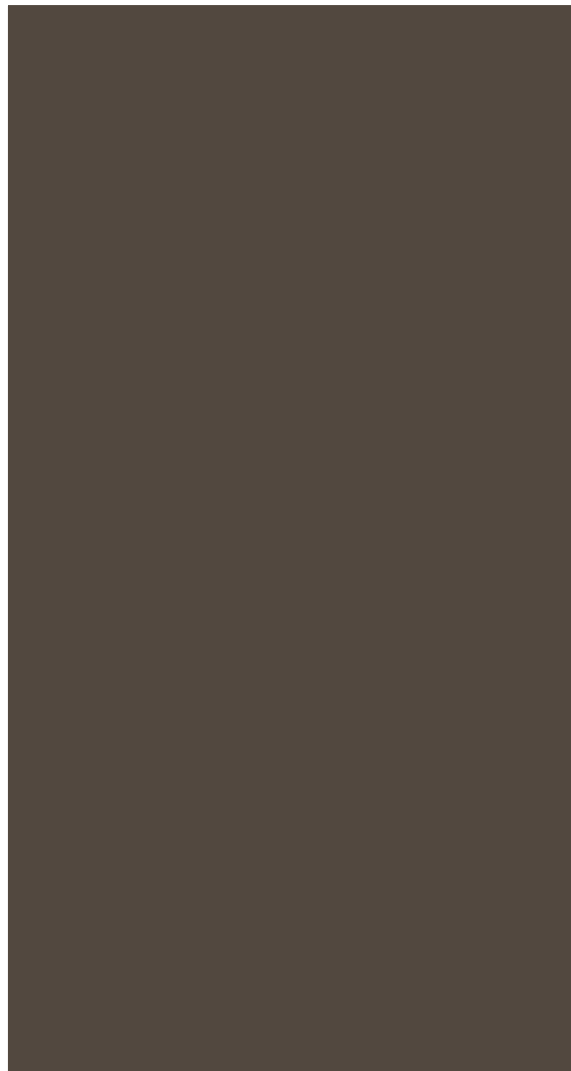
INK #3D3540



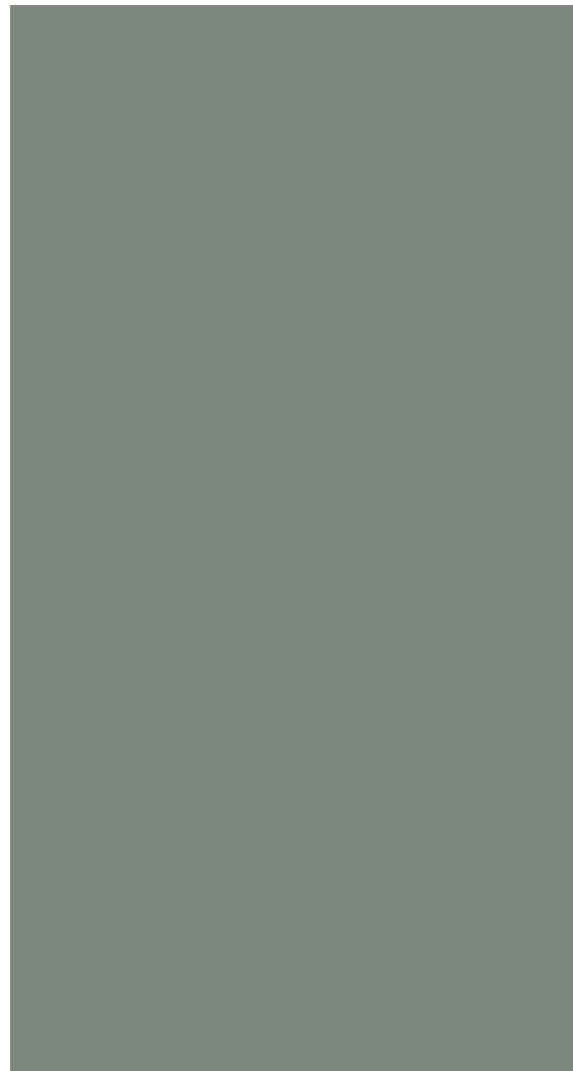
AVOCADO #416284



BONE #D4D4D4



OAK #7DAEB3



FOG #958169

TYPOGRAPHY

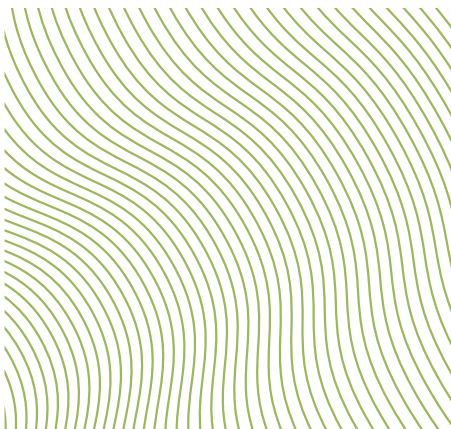
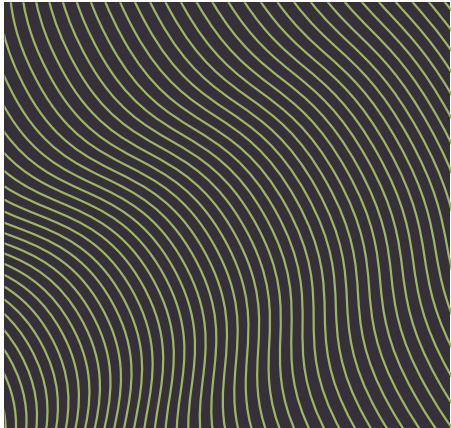
REDRAINS

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz
0123456789

REDRAINS is used throughout the branding.

GEOMETRIC LINE

Abstract geometric line pattern is inspired by the building footprint



PATTERN ELEMENT EXAMPLE

COLLATERAL

EXAMPLES

The following examples provide a quick overview of the brand style and demonstrates all of the logos potential uses as well as inspiration.

