



**Chapter 3: Brand Development**



## BRAND IDENTITY

### Branding

Inspired in part by existing area architecture and the historic Nomar Theater built in 1928, the Nomar International icon incorporates aspects of Spanish, Moorish and Asian art and culture, celebrating the area's international qualities and rich heritage. By branding the Nomar area with this strong icon, businesses and other investors in the neighborhood will align themselves with the cultural values and community pride that Nomar represents.

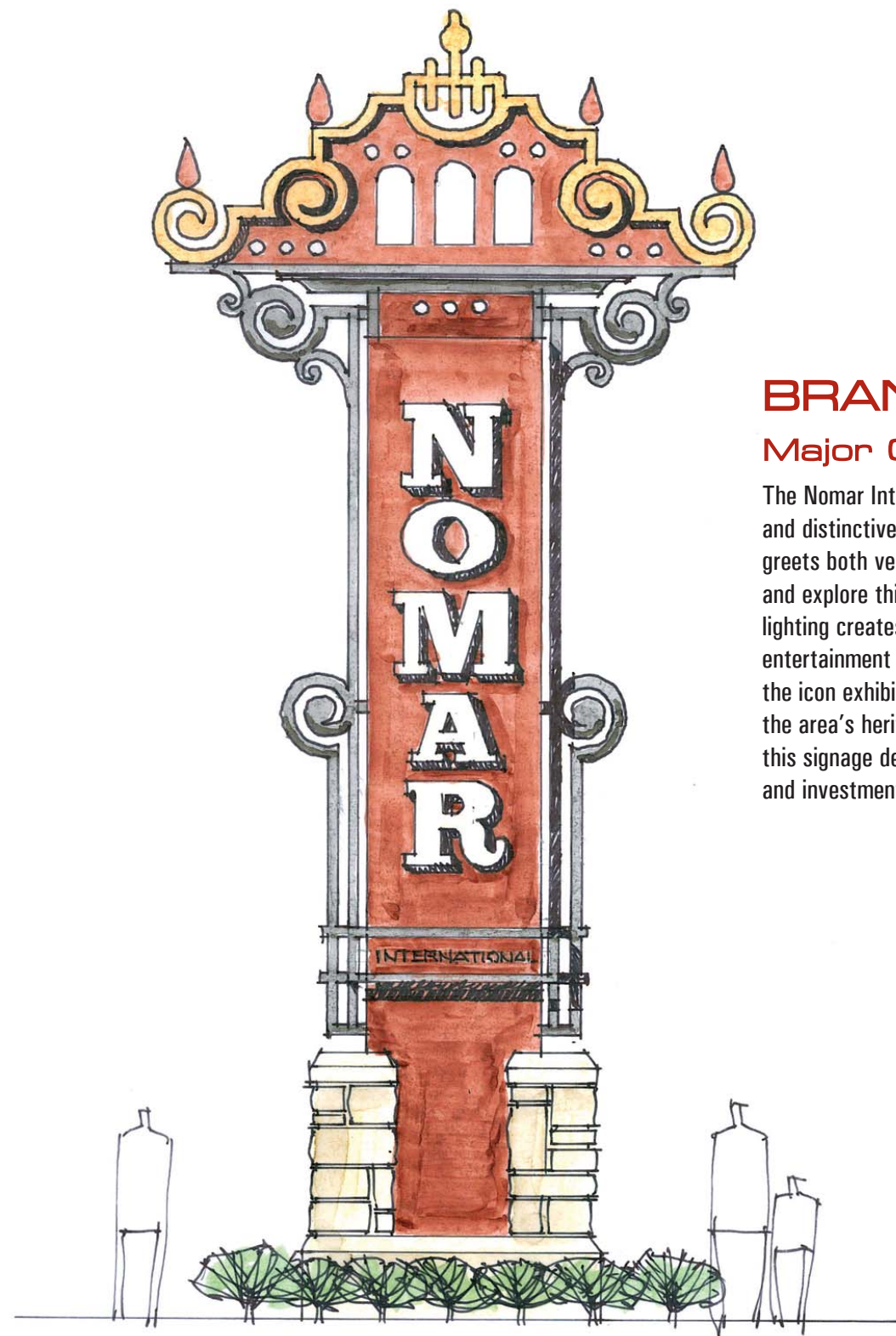
### Signature Standards

The Nomar International signature is composed of a wordmark (typography) with a supporting graphic. The signature acts as a whole unit – the typography and graphic remain together and do not separate from one another. Consistent and exact use of the signature will maintain a unified appearance throughout all Nomar International brand applications. This unity will foster rapid recognition for a memorable brand.

## It's a New Día in the Neighborhood

### Tagline

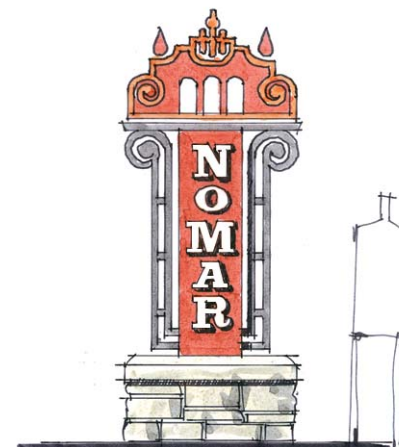
This tagline acknowledges that this is a period of development, change and growth. It suggests warmth and safety, while the Spanish "día" evokes the area's multicultural character in a way that's both fun and instantly translatable even by those who don't speak Spanish. The typeface is Clarendon Plain.



## BRAND IDENTITY

### Major Gateway

The Nomar International major gateway is designed to be a beacon and distinctive identifier for the neighborhood. The prominent landmark greets both vehicular and pedestrian traffic, inviting visitors to enter and explore this authentic community. The 30-foot metal gateway's lighting creates a celebratory mood, promoting nightlife and a vital entertainment district. Inspired in part by existing area architecture, the icon exhibits Spanish, Moorish and Asian influences, celebrating the area's heritage. Together with the arches and monuments, this signage defines the business district, encouraging development and investment.



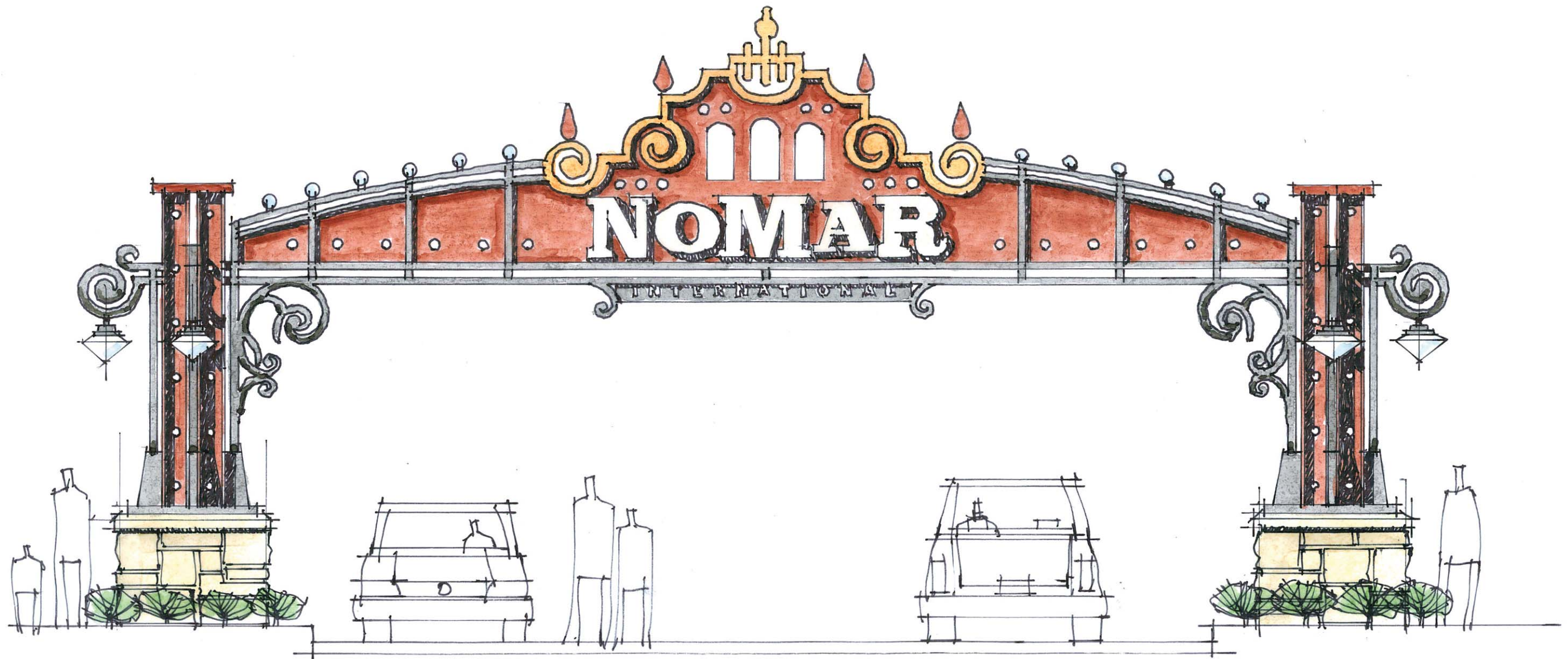
### Monument

These smaller, more intimate gateways further define the area and help visitors find their way. Placed at secondary entrances to the district, they promise a safe, vibrant experience for residents, developers and visitors.

## BRAND IDENTITY

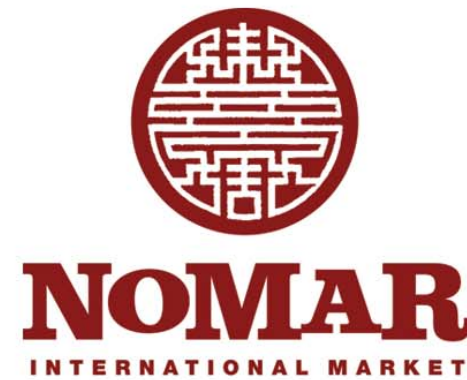
### Archway

Nomar arches watch over major market district entrances, reminding visitors and residents alike that they are entering a culturally rich dining, shopping and entertainment area. This infrastructure instills community pride and encourages businesses to locate to this defined development. By staking out an area to brand as Nomar International, these sentinels help create an environment that promotes grassroots development and inspires entrepreneurs to build a lively, culturally rich and economically viable enterprise district.



## NOMAR LOGO LIBRARY

An entity such as the West 21st Street Community Development Corporation or the 21st Street Business Association would be charged with maintaining an original, authentic logo library provided by Greteman Group as a development tool to empower emerging businesses with professional design services. Businesses within the designated development area are encouraged to use these logos and icons in combination with their business names. A business may simply add the phrase "at Nomar International" under its own name or wordmark to help build the Nomar brand and promote the area.





Hanging Projected Blade Sign



Painted Building Signage



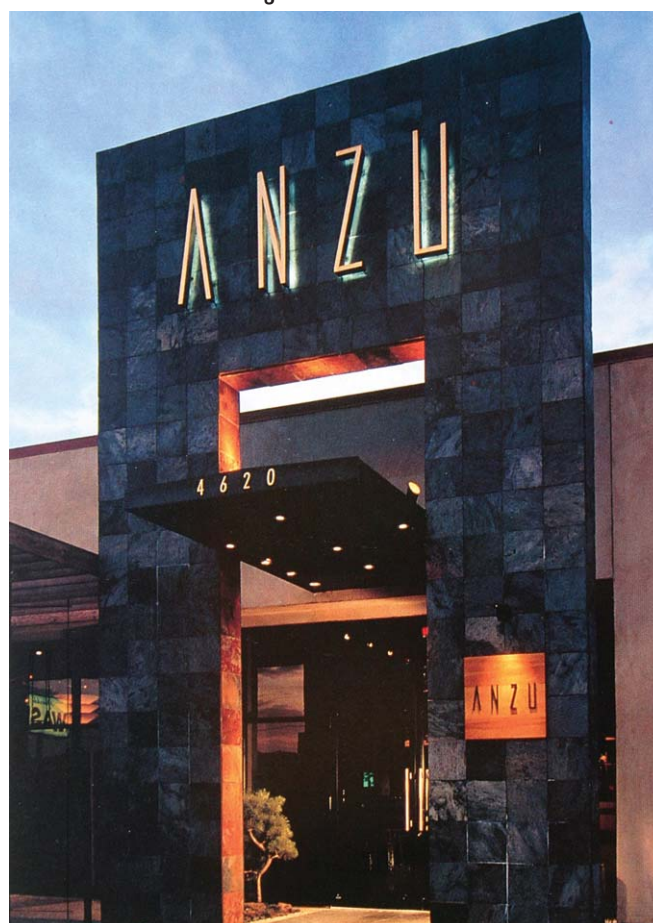
Aluminum Letters and Metal Cabinet



Freestanding Signage



Flush Mounted Neon Sign



Aluminum Letters

## SIGNAGE GUIDELINES

The entire Nomar International area will benefit from the creation of a unified district and a cohesive shopping experience for our customers. To accomplish this, business partners should follow these simple signage and color guidelines. Signage should be developed in context of the overall brand, and should be in proportion to the building and not dominate the architecture.

### 1. Flush-Mounted Wall Sign

This sign type is mounted directly to the wall, and is designed to enhance the architectural style of the building. Do not cover significant architectural details. Mount the sign above the entrance, or to the side of the doors.

### 2. Painted Building Signage

A businesses logo, icon or graphic may be painted directly on a building wall. Make sure that the typography is legible and the paint is appropriate for the surface of the building.

### 3. Hanging Projected Blade Sign

These signs may be manufactured in a cabinet format using metal, or they may be routed in wood and painted. They may be internally illuminated. The sign should be placed in close proximity of the door and should be hung no lower than 10 feet to clear pedestrian traffic.

### 4. Window Signage

Painted or vinyl signage may be applied to window surfaces and should cover no more than 25 percent of the area. Be sure to use colors that utilize the Nomar color palette.

### 5. Freestanding Signage

A freestanding sign may be erected on the property, anchored with concrete foundations. This may include a metal cabinet sign or wood. Neon, halo or ground-mounted lighting may be added for impact and visibility. Freestanding signage should typically be of pedestrian scale in terms of size and height.

### 6. Aluminum or Channel Letters

Individual aluminum letters may be installed directly to the face of the building or pin mounted (set off from the building). These letters may be painted to match the Nomar color palette. Neon may also be used behind the letters to create a halo effect. You may also construct a channel letter with neon tubing inside and transparent vinyl covering the light source

## Materials

Metal cabinet signage is durable and requires minimal maintenance. Painted wood is acceptable, but must be maintained and painted every four years. Neon is very durable and lasts a long time.

## Lighting

Indirect spotlights, neon or halo lighting is the preferred method of illuminating signage. Routed metal with interior fluorescent lighting is also acceptable.

## Directory

If there are several tenants in one building, consider using one sign panel to display all businesses. This can be accomplished by using a freestanding sign with interchangeable panels for easy updates and flexibility.

# BRAND GRAPHIC STANDARDS

## Staging Standards

A buffer zone provides visual relief to the brand signature from other visual elements. This allows the brand to stand apart from its surroundings. The buffer zone is based on the X height of the typography.



## Color Standards

Consistent use of approved colors ensures a unified look for all Nomar International materials and applications. Approved colors allow the brand to inhabit a black or white background with equal contrast.



TWO-COLOR signature brand on BLACK background.  
■ Terra Cotta Red PMS 484 0c 100y 95m 29k  
■ Yellow /Gold PMS 131 0c 100y 27m 8k



TWO-COLOR signature brand on WHITE background.



ONE-COLOR signature brand on BLACK background.



ONE-COLOR signature brand on WHITE background.

# BRAND GRAPHIC STANDARDS

## Color Palettes

A Nomar International color palette has been created to provide a design standard for cohesion and consistency in the area. Business owners are encouraged to use colors from this suggested list when painting buildings, designing identity graphics, and choosing awnings and other architectural details. These colors can be combined in a variety of ways, and all of the color options need not be used.

## Primary Color Palette



PMS 484 Terra Cotta  
0c 100y 95m 29k

PMS 131 Gold  
0c 100y 27m 8k

Black  
0c 0y 0m 100k

## Supporting Color Palette



PMS 7455  
Colbalt Blue  
80c 0y 53m 0k

PMS 7474  
Turquoise Blue  
90c 28y 0m 22k

PMS 7504  
Dark Stucco Tan  
0c 45y 25m 40k

PMS 465  
Stucco Tan  
20c 58y 32m 0k

PMS 468  
Light Stucco Tan  
6c 23y 9m 0k

## Supporting Typography

The consistent use of typography maintains a family look in all Nomar International applications, ensuring visual continuity. Two families of type are provided; Helvetica (sans serif) and Clarendon (serif). Two weights are also provided for visual variety.

### 75 Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### 65 Helvetica Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Clarendon Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Clarendon Plain

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz