



**District  
Branding Program**

**Manual of  
Graphic Standards.**

***The District***  
11 S.Tenth St., top floor  
Columbia, Missouri 65201

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[www.discoverthedistrict.com](http://www.discoverthedistrict.com)



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**A NEW POSITIVE IMAGE AND MESSAGE**

*The District* brand captures the experiences that make us unique in a way that the more generic “downtown” cannot do. *The District* represents the vibrant, active and engaging community that we are today and provides us with a way to redefine downtown in the minds of our customers.

**DISTRICT BRAND POSITIONING STATEMENT**

*The District* is a hip, active, and artistic community. It’s the place to go for exciting nightlife or to meet friends for dinner. It’s a unique and stylish shopping area that offers everything the others don’t. It’s a bustling business center and an emerging residential area. It’s a lively mix of historic architecture, sidewalk cafes, and street musicians.

With 110 unique shops, 70 bars and restaurants, 40 live performances a week, and 5900 parking spots, *The District* is 43 not-so-square blocks bordered by the University of Missouri.

Discover what you’ve been missing. Discover *The District*.

**DISTRICT LOGO**

*The District* logo provides a visual link between the past and the future, with each graphic “i” representing the historic columns on each end of *The District* and the city skyline representing our exciting new redevelopment projects.

**TAGLINE**

The tagline “Discover *The District*” encourages customers to explore the entire range of dining, shopping and entertainment options available to them. The tagline also allow us to highlight a number of different activities in *The District* with secondary taglines, “Discover Shopping. Discover *The District*.”



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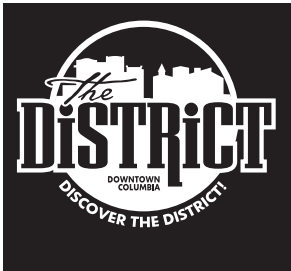
**LOGO USAGE GUIDELINES**

*The District* logo is available for use in a variety of formats. The 4-color process (CMYK) version is preferred and should be used when possible. Use would include color advertising, specialty items and signage. A two-color (Pantone) version is provided for limited color application.

The 3-color (RGB) version should be used only for web graphics. A jpg version is available for inclusion in merchant web sites and banner ads.

The grayscale version should be used for all newspaper print advertising. Two 1-color versions are provided for speciality printing or silkscreen applications when only a single color is involved. A reversed version of the 1-color logo is available when usage requires the logo to be reversed or printed in white on a solid field of color.

The logo is never to be modified with emboss treatments or drop shadows. The specified colors within the color versions are not to be modified. This will help ensure a consistent application of the logo across all mediums.



Black & White Version (type only)



CMYK Version



RGB Version



2-Color Version PMS 1385 PMS 654



Black & White Version



Grayscale Version

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The primary typeface used in *The District* brand is Gill Sans. This sans serif font was designed by Eric Gill in 1928. It is based on Edward Johnston's Railroad Gothic typeface, most commonly known as the font used for the London Underground signage. Because of its clean lines and readability, Gill Sans is used in cities and urban centers for transportation and wayfinding.

The typeface for *The District* is Gill Sans Bold Italic. It is also acceptable to use the Gill Sans font if you use the bold and italic functions. The lighter Gill Sans fonts remain highly readable in text and suitable for magazine and brochure work, while the heavier weights are best used for advertising, posters and labels.

GILL SANS REGULAR

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!@#%&\*()

GILL SANS BOLD ITALIC

***abcdefghijklmnopqrstuvwxy***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890!@#%&\*()***

GILL SANS LIGHT

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!@#%&\*()

GILL SANS CONDENSED

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!@#%&\*()

GILL SANS ULTRA BOLD

***abcdefghijklmnopqrstuvwxy***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890!@#%&\*()***

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4 COLOR PROCESS



Cyan: 56%  
Magenta: 37%  
Yellow: 10%  
Black: 0%



Cyan: 0%  
Magenta: 47%  
Yellow: 100%  
Black: 9%

HTML COLOR



#758CB0



#E39342

PANTONE



PMS 654 (50% for fill)



PMS 1385

Accent Colors CMYK



10C / 17M / 37Y / 0K    23C / 18M / 40Y / 3K    35C / 17M / 50Y / 3K    20C / 75M / 75Y / 20K    0C / 47M / 100Y / 9K    56C / 37M / 10Y / 8K    100C / 69M / 0Y / 38K    50C / 20M / 60Y / 50K

Accent Colors RGB



229R / 204G / 146B    189R / 183G / 132B    160R / 175G / 112B    162R / 48G / 33B    232R / 123G / 0B    104R / 116G / 156B    8R / 31G / 91B    63R / 80G / 48B

Accent Colors  
HEX Code (Web Safe)



255R / 204G / 153B    204R / 204G / 153B    153R / 204G / 102B    153R / 0G / 0B    255R / 153G / 0B    102R / 102G / 153B    0R / 0G / 102B    51R / 102G / 0B



CMYK Version



RGB Version