



live  
better.



# BRAND STORY

Shelter was founded with the desire to explore, research and implement sustainable design, to make an impact in the world through humanitarian efforts, and to ensure that design is accessible to all ages and abilities. To this day, we continue to pursue these founding principles through architecture, interior design and landscape design.

Shelter projects are approachable, livable, responsible, and of course beautiful environments in which to live and work better.

As a team, Shelter is collaborative, creative, socially forward thinking, fun, surprising, delightful, hip, kind, honest and trustworthy.

The Shelter Architecture logo and supporting brand elements are meant to help communicate the Brand Story to key audiences, as defined by team members and brand research. Following a set of graphic standards will ensure that the logo and brand serve their purpose and remain intact for as long as their messaging applies.

"We believe cool matters."

— KURT GOUGH, FOUNDING PARTNER

# LOGO

Building on the framework of the previous mark, the new Shelter logo represents an evolution toward a more airy, approachable design. Using custom typography, modified letter forms and a simple arch extracted and magnified from the letter S, the logo correlates clearly to the company name and utilizes symbolism from Shelter’s industry in its composition. The logo is simple and highly professional in appearance (avoids distressed textures, complexity) and can be used in a variety of colors from the brand palette.



## “S” SYMBOL ONLY

A key feature of the Shelter logo is that the “S” symbol portion of the logo may also be used in isolation. The below examples illustrate how the symbol will appear in full color. Care should be taken when choosing what combination of full logo and/or “S” symbol to use in creating new designs and documents. Typically it will work best to use one or the other per side/face of a document.



# LOGO

## REVERSED LOGOS

The full Shelter Architecture logo set includes versions of the logo reversed to all white. This is the preferred color treatment when the logo or “S” symbol will be used over dark or colored backgrounds.



# LOGO

## LOGO CLEARANCE SPACE

When placing the logo in different applications, it is important to maintain certain visual standards to ensure the logo is readable. The elements of the logo itself can easily inform decisions about spacing and placement. As seen below, the full logo should maintain clearance space equal to the width of the letter “S” (without the arch) around all edges whenever possible, between the logo and other graphic elements.



 = **Clearance Space.** Width of the “S” on all four sides.

# LOGO

## LOGO MISUSE: DO NOT DO THE FOLLOWING

In order to be understood accurately and retain graphic integrity, users of the Shelter Architecture logo should avoid any and all of the following misuses. The overarching principle is that the logo itself was meticulously designed and should not be altered drastically.



Do NOT distort/stretch



Do NOT outline



Do NOT rotate/tilt



Do NOT add drop shadow



Do NOT adjust colors



Do NOT MOVE or adjust the scale of elements



Do NOT place logo on busy photo/pattern



Do NOT place non-reversed logo on a "vibrating" color

# TYPOGRAPHY

The Shelter brand tool set also includes a variety of fonts that have been selected to work well together and support desired messaging. For examples of usage, this Brand Manual can serve as a guide for publication design. If display fonts are used to support themes or events, it is still recommended to incorporate brand fonts to “ground” the design in branded elements.

## FONT FAMILIES

### Bryant Regular

The quick brown fox jumps over the lazy dog.  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### Bryant Medium

The quick brown fox jumps over the lazy dog.  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### **BRYANT BOLD**

**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

### Gotham Narrow Light

The quick brown fox jumps over the lazy dog.  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### **Gotham Narrow Medium**

**The quick brown fox jumps over the lazy dog.**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

# TYPOGRAPHY

## 8.5 X 11 DOCUMENT STYLES

For 8.5 x 11 documents, the following typography styles were developed to build a clear information hierarchy and should be followed whenever possible:

### HEADING 1: BRYANT BOLD 14pt/11pt.

Date: Bryant Regular 8.5pt/11pt.

### SUBHEAD 1: BRYANT BOLD 10pt./11pt.

Body Copy: Gotham Narrow Book 8pt/11.5pt. Project the Architect will work with the client to design and create Construction Documents to include SCOPE OF PROJECT. The Proposed Process listed below is an estimate of services and deliverables only. The Architect reserves the right to revise deliverables at any time based on project needs as evaluated by the Architect.

Indented Body Copy: 0.1875" Document existing conditions in photographs, measurements, drawings, and any needed mechanical, structural, electrical and plumbing notes.

**BODY COPY EMPHASIS: GOTHAM NARROW MEDIUM ITALIC 8pt/11.5pt.**

## MISC. STYLES

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MPLS MN 55413

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shelterarchitecture.com  
info@shelterarchitecture.com

knock,  
knock

# TYPOGRAPHY

## 11 X 17 DOCUMENT STYLES

Because of the larger size, 11 x 17 documents used for RFPs and other business documents have a unique set of typography guidelines seen below:

HEADING 1: BRYANT REGULAR 25pt/18pt.

Heading #2: Bryant Regular 20pt/16pt.

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### Body Copy Bold: Gotham Narrow Medium 12pt/20pt

Body Copy: Gotham Narrow Light 12pt/20pt. Is magnatusande qui del ipsam dis repre, autas eriatatur a porerum quiaae. Ut modit veliquis dolupis quam, conse cust, sandentur sus ea sapicia Hariatum cum dustrum quaerum faccatempos quiducia earuptasi vent, cum, soluptas ut occum quo cone pelloreiciae plicatum quamusdae nostiatecum quatque nonsequi ini doluptibus ente pa

### SIDEBAR HEADLINE BRYANT MEDIUM 16pt/20pt.

Sidebar Body Copy: Bryant Regular 12pt/20pt. At am eliquam, si nonest laciis non rerupta tiandip saperat ioribus dandebitio. Hene reiunt, voloras di bea ium endis iuntium nem. Ro evelest et fuga. Odite nonecum dolorat usandit qui occus, voluptate audis voluptatur, comnim et quae volutem abo. Nem que exerfer speritatatus dolectur?

# COLOR PALETTE

Care should be taken to choose the right color mode when producing marketing materials. Use CMYK logo in all 4-color print applications, and reserve use of SPOT versions for Pantone printing. Uncoated substrates are preferred for all logo applications. See below for Pantone and CMYK color codes:



C 26 R 158  
M 89 G 54  
Y 90 B 43  
K 21

HEX #9e362a

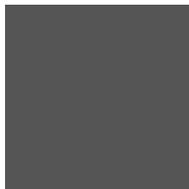
PANTONE  
484 C  
484 U



C 40 R 129  
M 0 G 162  
Y 100 B 43  
K 25

HEX #80a22b

PANTONE  
377 C  
390 U



C 64 R 85  
M 56 G 86  
Y 55 B 85  
K 31

HEX #555555

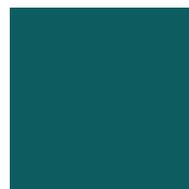
PANTONE  
417 C  
BLACK 7 U



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

HEX #f26822

PANTONE  
158 C  
158 U



C 90 R 12  
M 47 G 92  
Y 54 B 96  
K 26

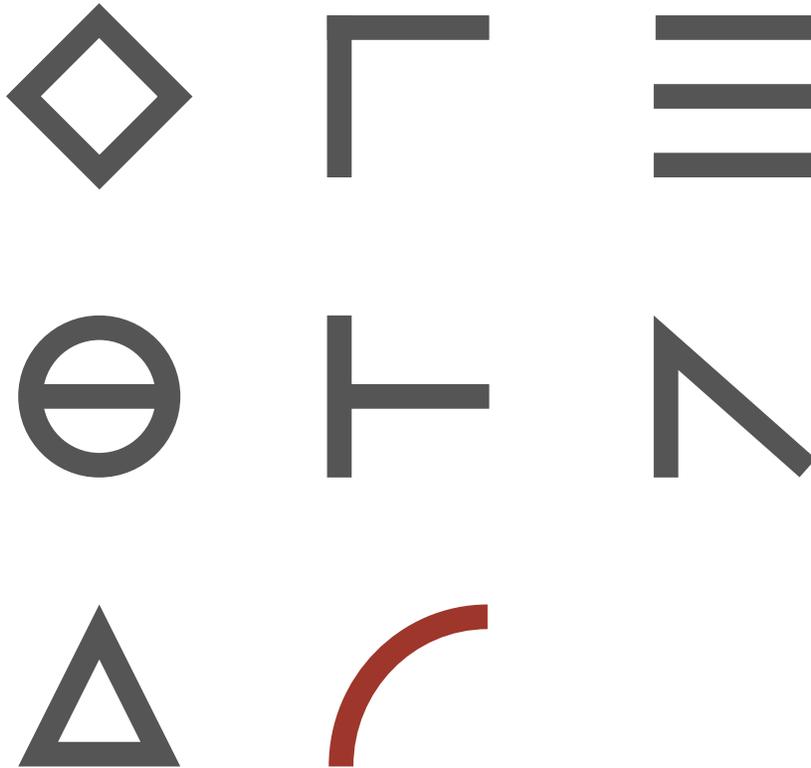
HEX #0b5c60

PANTONE  
330 C  
330 U

# VISUAL ELEMENTS

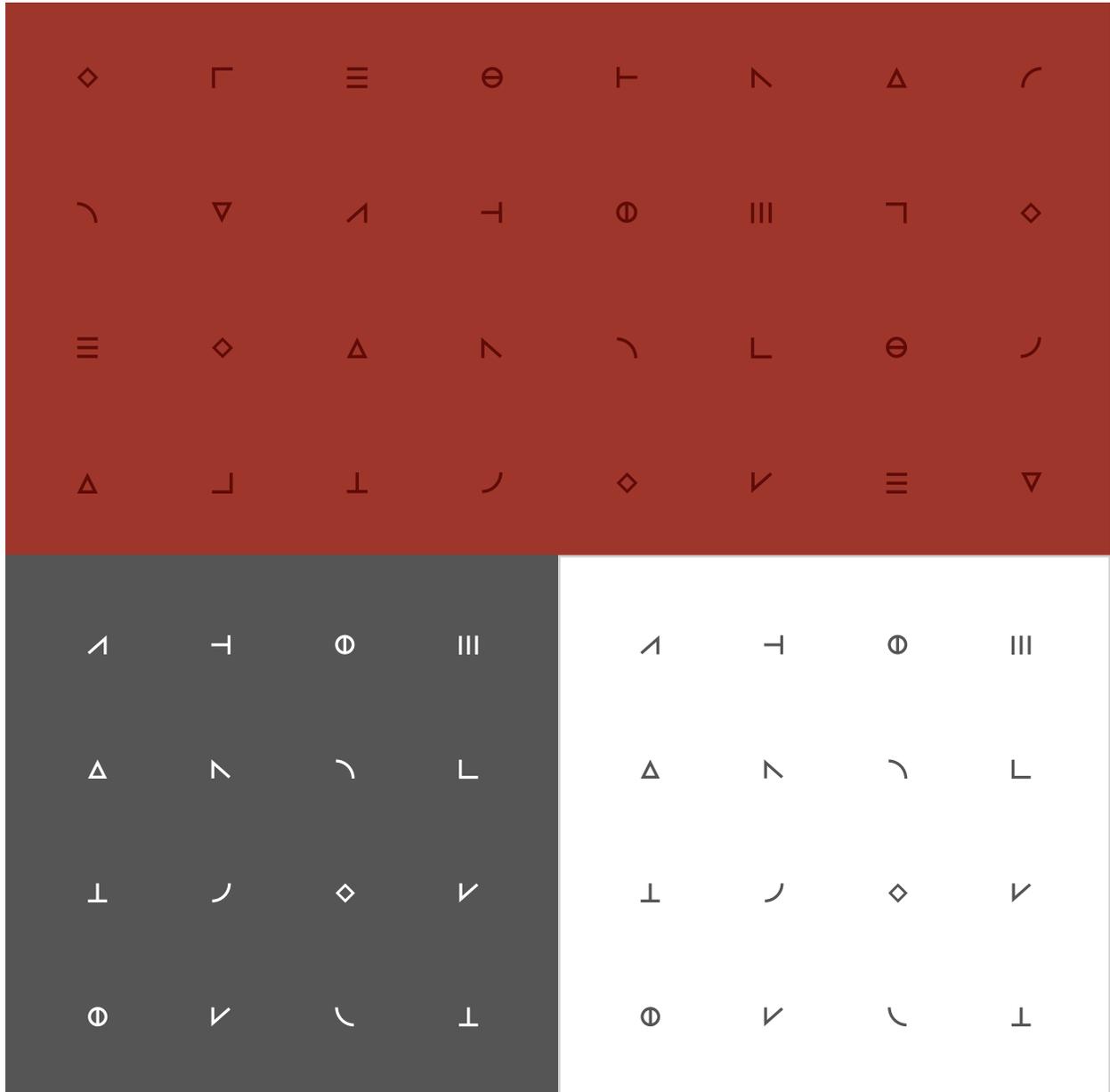
In conjunction with logo development, a set of simple architectural symbols were designed and used in building brand patterns to add visual interest to design artifacts. The Shelter symbol set can be utilized in smaller, grid-based patterns, or zoomed in close and bled off the edge of the page.

## SYMBOLS



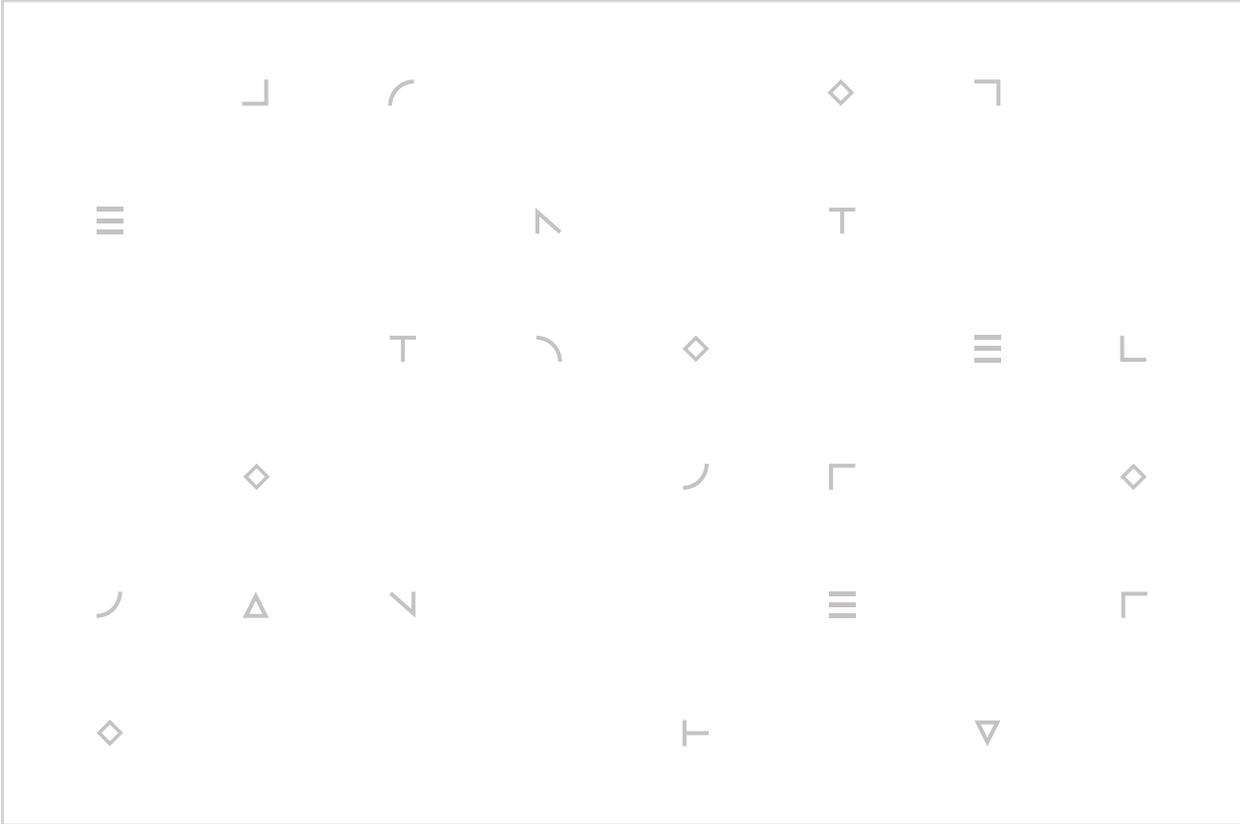
# VISUAL ELEMENTS

## GRID-BASED PATTERNS



# VISUAL ELEMENTS

## RANDOM PATTERN





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