

Brand Guidelines

2018

Soho Grey logo relies on powerful brand rules through its typographic logo. Colour, type & treatment helps maintain consistency and makes it recognisable. The Soho Grey logo is the primary representation of our brand and should appear clearly and legibly on every item.

Logo sizing in A size

The format of a communication determines the size of our primary logo.

These sizes have been specified to ensure that our primary logo is always clear and legible.

A3 (297 x 420mm)
Logo width = 50 mm

A4 (210 x 297mm)
Logo width = 40 mm

A5 (148 x 210mm)
Logo width = 40mm

A6 (105 x 148mm)
Logo width = 30mm

sohogrey

Primary Logo

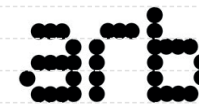
sohogrey

Primary Logo - White



Clear Space - Take the letter "O" from the logo and use that to measure the appropriate space around the logo.

sohogrey



Architects
Registration
Board

100%
75%
50%
25%
0%

Sizing with other logos - Soho Grey should always be the prominent logo. No other logo should pass the 75% threshold.

This example shows where a partner logo should be placed and its sizing in relation to the Soho Grey logo.



Colour is one of the first foundations of a brand and helps set the ground work for visual recognition and the Soho Grey colour palette creates a strong and consistent look across all our communications.

**PANTONE®
Cool Gray 6 U**

Soho Grey
Primary Grey

CMYK 19 / 11 / 11 / 28

RGB 179 / 179 / 180

HEX #b3b3b4

**PANTONE®
7650 U**

Soho Grey
Primary Purple

CMYK 46 / 90 / 4 / 13

RGB 126 / 33 / 113

HEX #7e2171

**PANTONE®
276 C**

Soho Grey
Primary Dark Purple

CMYK 100 / 100 / 10 / 79

RGB 43 / 23 / 59

HEX #2b173b

Typefaces ensure a consistent thread runs through all communications. Soho Greys main typeface is Europa, which has friendly rounded letter shapes. Helvetica is Soho Greys alternative system font.

Which font should I use?

Europa is Soho Grey's Primary Font and should only be used by designers and marketing professionals. Helvetica is SG's system font and should be used by staff for the following in-house material:

Word documents
Excel documents
PPT Presentations
Email and e-newsletters

Need to use the Primary Font but how do I get this?

You need Typekit to access Europa font, which can only be accessed through the Adobe Suite.

<https://typekit.com/fonts/europa>

Europa

Europa Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Europa Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Europa Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

System Font

Helvetica Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Helvetica Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Helvetica Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Helvetica

Primary Font

Below is a photography checklist of characteristics for all Soho Grey imagery.

- Angles : A Mixture of Close Up Shots and Wide Angle Shots
- Shots: Mostly at fixed eye level
- Lighting: Natural, Bright, Sunny Day
- Evening Lighting: The lighting needs to be soft warm light not to harsh to work with the rest of the collection of photographs.
- Room: A few Objects in the room.
- Cluttered homes- Objects left in the room should be untouched but with the use of camera angles would help to isolate objects. For Example, Close Ups, Cropping areas and using Depth Of Field to isolate certain objects within the space.
- Mostly Landscape Shots to work well for web.
- Framing: Use the Lines/ Angles in the room to create

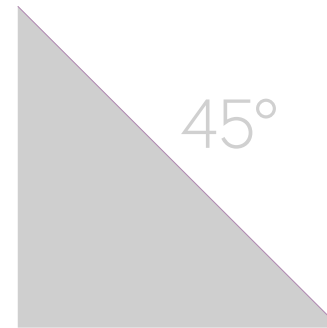
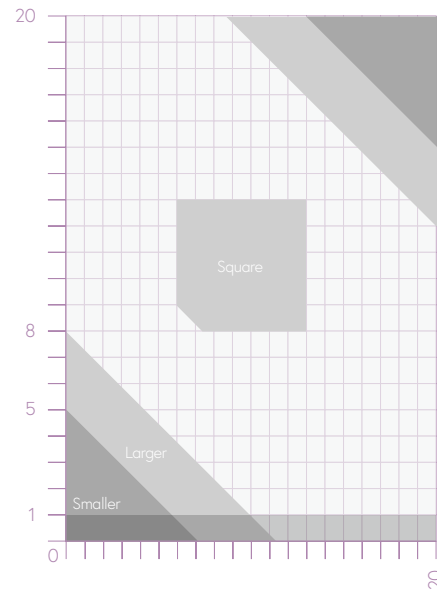


Soho Grey's most unique element is the use of diagonal cuts that help make up the logotype, as illustrated to the right.

This cut helps form a triangle, which in turn informs how anything from business cards, brochures, website etc are framed.

We have rule that to set up the grid system for the triangle for any collateral is below:

Area = Length 20 □ + Width 20 □.



The diagonal cut is set to the measurement specified above for all collateral. **NOTE:** Triangle should not be made horizontal.

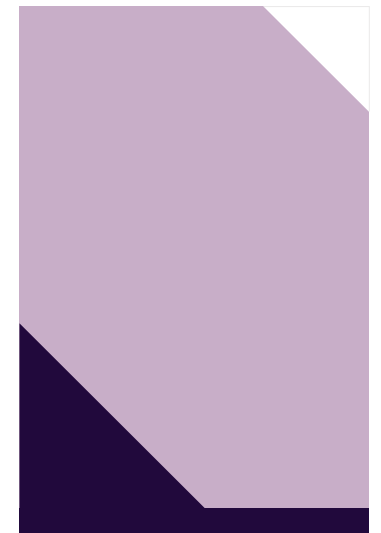
The height of the triangle is dependent on the dimensions of the collateral in question. Triangle should only be measured by the height only.

Soho Grey use two types of triangle. A Larger triangle which is 8/20 high and then a smaller triangle at 5/20. An example of this is shown on the next page. **NOTE:** Both the large and small triangle can be used on either corner of collateral which is only bottom left OR top right.

The squared item should be placed centrally when more text is required to be shown. This item is flexible though if it requires to be longer or shorter vertically. Minimally it should 5 by 5 out of 20.

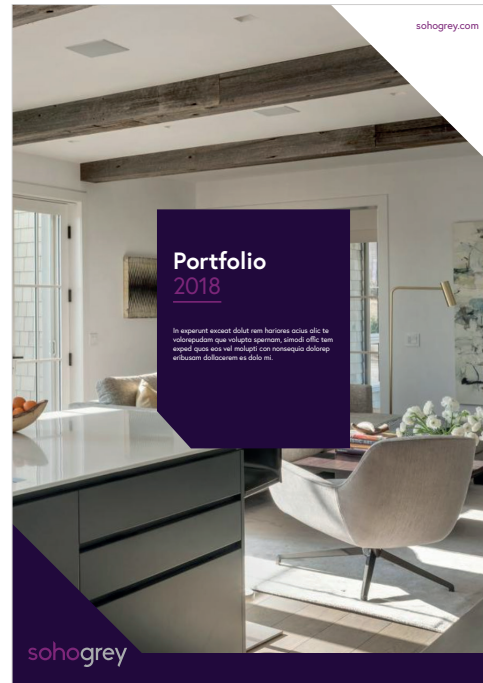
This same system works for landscape collateral also you just have to adjust your grid to landscape.

These are examples below show the grid system at work with a landscape and portrait frame.



This is an example of A4 brochures that highlight the importance of colour, layout, type, photography, graphic language etc. Which all make up Soho Greys visual identity.

Brochure Cover One



Brochure Cover Two



Landscape

