

BJTBronx:

Visual Identity–Style Guide

Main Logo Side Lockup

This version is the dominant presentation of the logo in terms of proportion of the B glyph to text.



BJT Bronx
Commercial District
Burnside.Jerome.Tremont

Typefaces and Alignments

Both Avenir and Avenir Next are used because of their specific font weights. Alignments base themselves off of the B glyph.

B Glyph



Logotype

BJT Bronx
Commercial District
Burnside.Jerome.Tremont

File Name: BJTBronx_
logo_side lockup_main

Avenir Medium

Avenir Medium

Avenir Next Medium

Variations of the Main Logo Side Lockup

The B glyph can reduce, when necessary, for various applications.



Variations of the Secondary Logo Lockup

The B glyph can also sit above the logotype in one relative proportion (shown).



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File Name: BJTBronx_
logo_top lockup

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Colors

The following detail the color in both CMYK and RGB for main system (1st row) and an extended palette of colors (2nd row).



60c, 10m, 100y, 0k
R:118, G:176, B:67



0c, 60m, 100y, 0k
R:245, G:130, B:32



78c, 0m, 0y, 0k
R:0, G:188, B:242



0c, 0m, 0y, 65k
R:119, G:120, B:123



0c, 25m, 100y, 0k
R:255, G:194, B:14



0c, 100m, 34y, 0k
R:237, G:14, B:106



60c, 84m, 0y, 0k
R:125, G:74, B:157



100c, 45m, 0y, 38k
R:0, G:81, B:134

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Black and White Logos

The following logos are for use when color is not available.



File Name: B Glyph_B+W



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File Name: BJTBronx_logo_top lockup_B+W



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File Name: BJTBronx_logo_side lockup main_B+W



BJTBronx
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File Name: BJTBronx_logo_side lockup_small-1_B+W



BJTBronx
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Burnside.Jerome.Tremont

File Name: BJTBronx_logo_side lockup_small-2_B+W

Logos Against Black Background

The logos can be used against a black background.



File Name: BJTBronx_logo_side lockup_main_white.eps

NOTE: All reversal variations of logo have file name ending with white.eps

Typefaces: Provided on the Macintosh System

Avenir Next fonts should be the dominant typeface used for collateral material (examples shown). Additionally, Avenir Next Condensed can be used in a supportive role.

Avenir Next Ultra Light

Avenir Next Regular

Avenir Next Medium

Avenir Next Medium Italic

Avenir Next Demi Bold

Avenir Next Bold

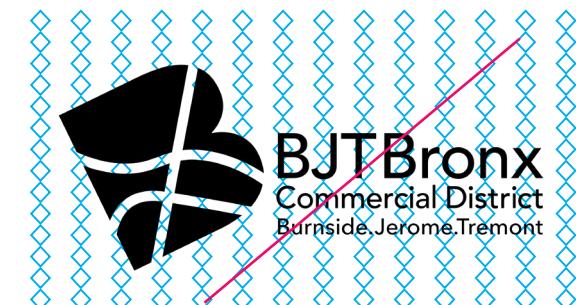
Avenir Next Condensed

Avenir Next Condensed Demi Bold

BJTBronx: Visual Identity–Style Guide

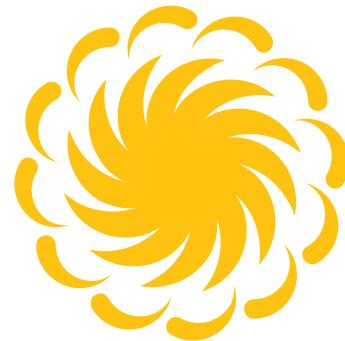
Logo (Incorrect Use)

The following logos are being shown as incorrect usages

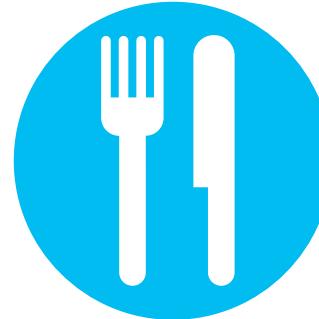


Iconography

Representative images to denote commercial services can be used in supportive roles. Icons can be found at www.ultimatesymbol.com



recreation



dining



shopping



social



medical



education

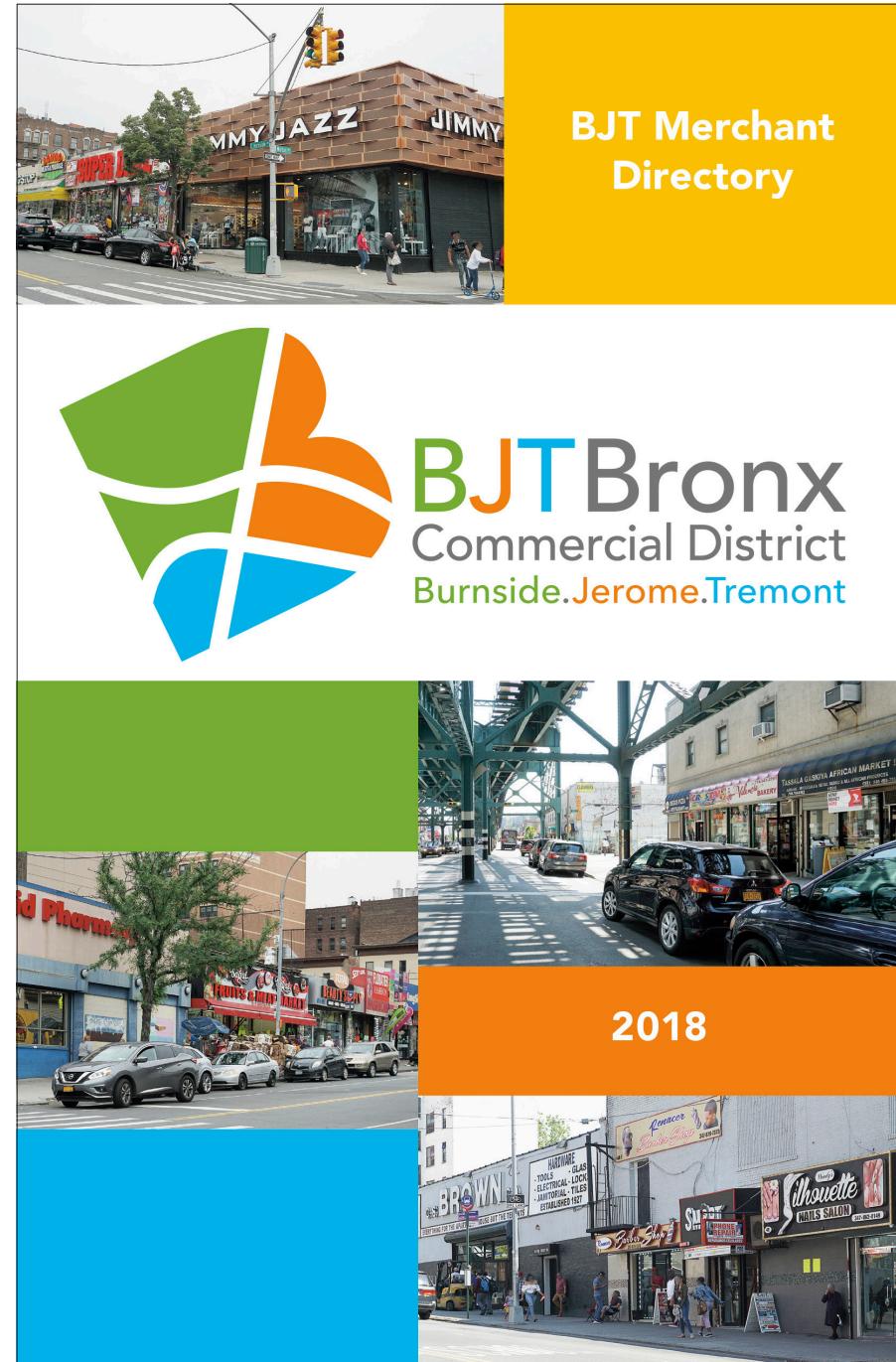
In-context Applications of the Logo

The top lockup can be used with icons and tagline as shown in this design for a street banner.



In-context Applications of the Logo

The side lockup can be used with icons and tagline. Note: Arrow is typeset from Zapf Dingbats (part of Macintosh system fonts).



In-context Applications of the Logo

The B glyph can hold images, both posterized and full color and sit with the BJTBronx tagline. This usage should be used for promotional purposes and not take the place of the main identity or be used with the logotype lockup.



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Newsletter (Back Coupons and Front Cover)

The BJTBronx Newsletter uses Avenir Next with Condensed and the suggested palette of BJTBronx colors.

BJT BRONX COMMERCIAL DISTRICT BUCKS

SPRING 2018

FOOD DYNASTY \$5 OFF \$50 PURCHASE 40-48 W. BURNSIDE AVE 718.294.6174 EXPIRES: 08.28.18	PRO FORM PHYSICAL THERAPY FREE HEALTH SCREENING 1975 UNIVERSITY AVE 718.618.0052 EXPIRES: 08.28.18	PRO FORM PHYSICAL THERAPY ASSISTANCE WITH APPLYING FOR HEALTH INSURANCE 1975 UNIVERSITY AVE 718.618.0052 EXPIRES: 08.28.18
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ISSUE NO. 1 • SPRING 2018

BJT Bronx
Commercial District
[Burnside.Jerome.Tremont](#)

NEWSLETTER

HELLO FROM THE BOARD (HOLA DE LA JUNTA)
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Results from the ground breaking survey were shocking (Spanish): Los resultados de la encuesta innovadora fueron impactantes

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Join the Community (Unete a la comunidad):
[NYC](#) [comers](#) [neighbohoods](#) [SAC](#) [DAVIDSON COMMUNITY CENTER](#)



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Newsletter (Inside Spread)

The inside spread of the BJTBronx Newsletter can include maps, statistics and photographs from the community.

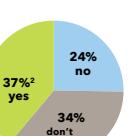
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Results from the ground breaking survey were shocking (Spanish): Los resultados de la encuesta innovadora fueron impactantes

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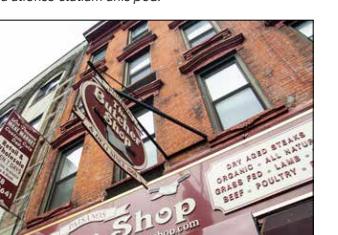
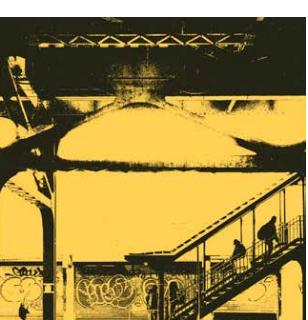


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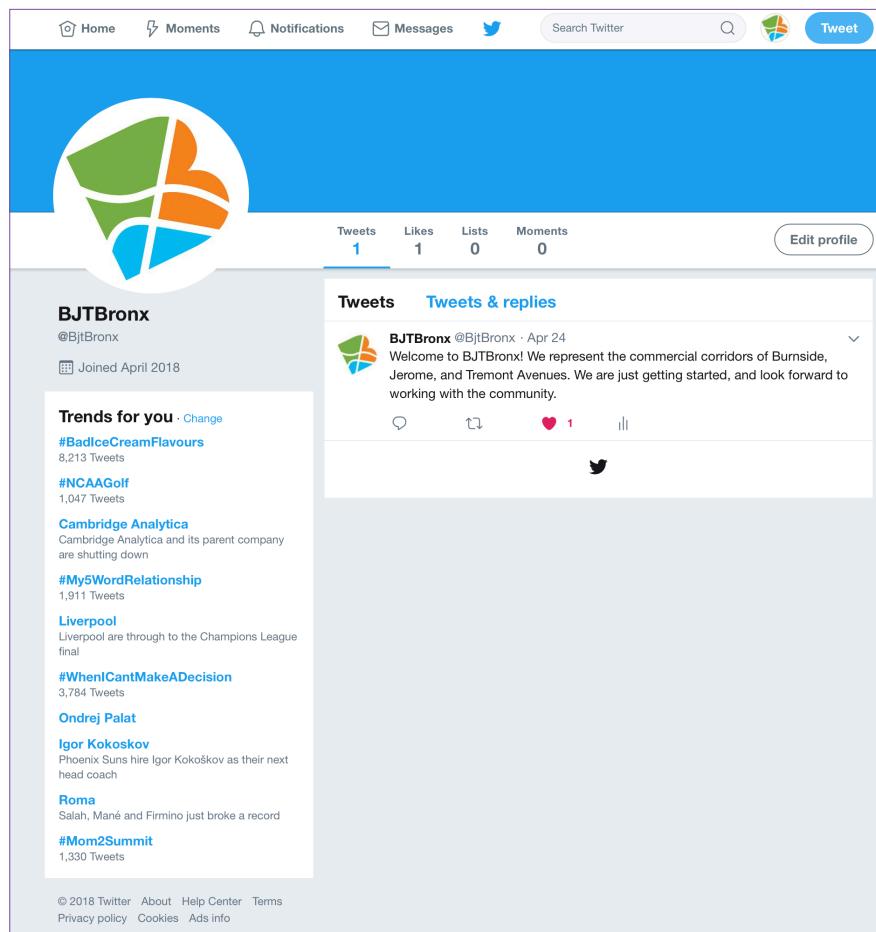
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Social Media

Twitter and Instagram use the B Glyph. In addition to an Instagram account, a hashtag has also been created: #bjtbronx



Home | Moments | Notifications | Messages | Search Twitter | Tweet

BJTBronx (@BjBronx) Joined April 2018

Tweets Likes Lists Moments Edit profile

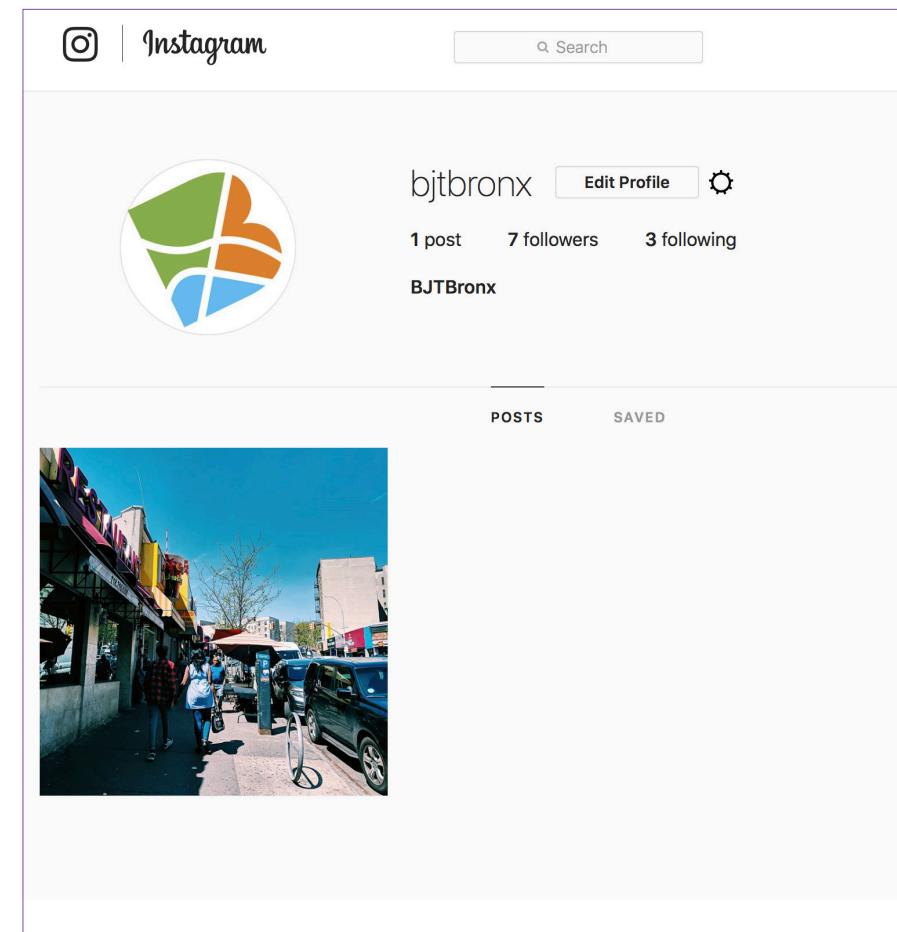
Tweets **Tweets & replies**

BJTBronx @BjBronx · Apr 24 Welcome to BJTBronx! We represent the commercial corridors of Burnside, Jerome, and Tremont Avenues. We are just getting started, and look forward to working with the community.

8,213 Tweets 1 0 0

Trends for you · Change
#BadIceCreamFlavours 8,213 Tweets
#NCAAGolf 1,047 Tweets
Cambridge Analytica Cambridge Analytica and its parent company are shutting down.
#My5WordRelationship 1,911 Tweets
Liverpool Liverpool are through to the Champions League final.
#WhenICantMakeADecision 3,784 Tweets
Ondrej Palat
Igor Kokoskov Phoenix Suns hire Igor Kokoškov as their next head coach.
Roma Salah, Mané and Firmino just broke a record.
#Mom2Summit 1,330 Tweets

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bjtbronx Edit Profile

1 post 7 followers 3 following

BJTBronx

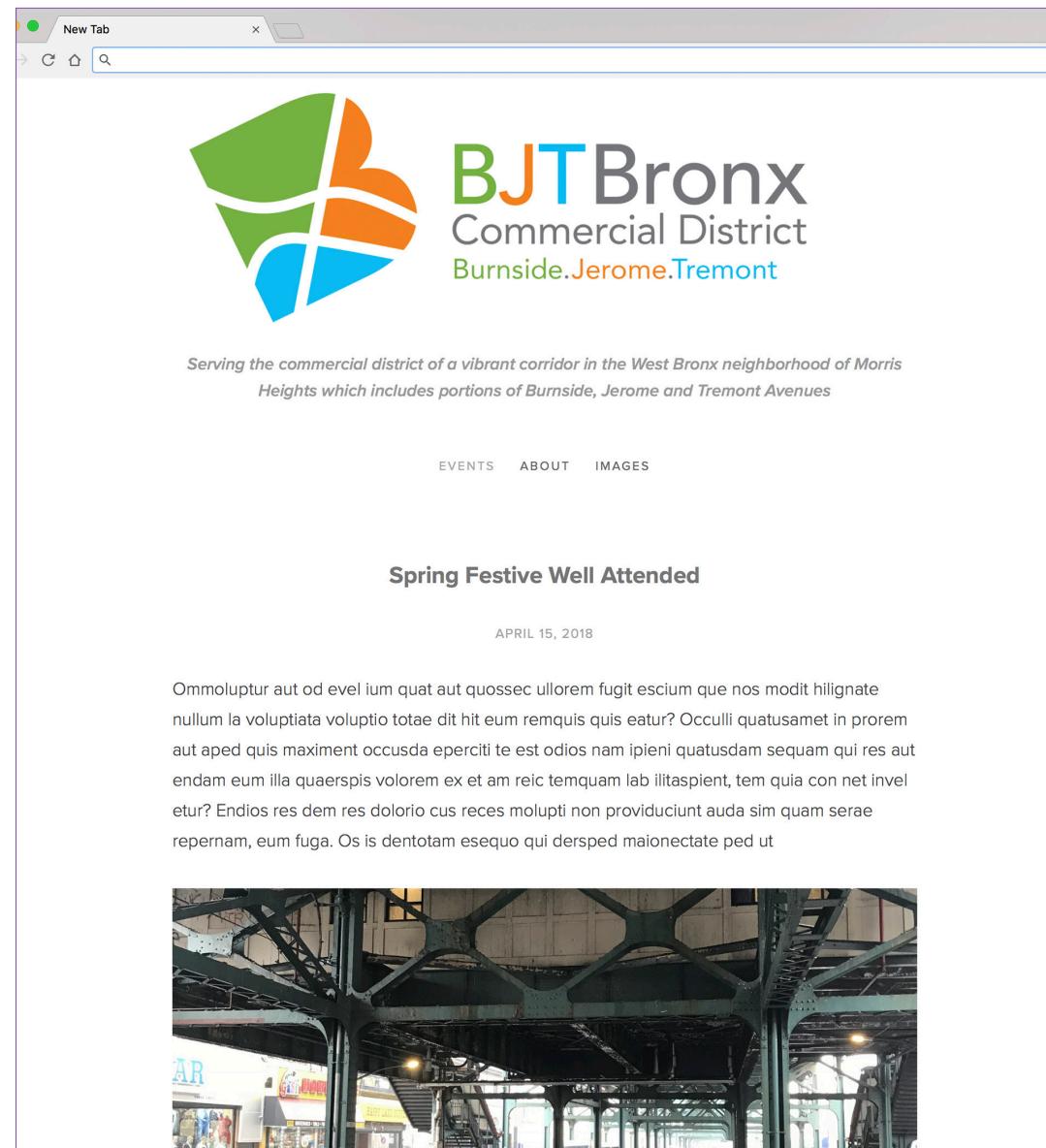
POSTS SAVED



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Web Site

A templated site such as SquareSpace can be used with jpeg or png versions of the main logo lockup.



The screenshot shows a web browser window with a single tab labeled "New Tab". The page content is as follows:

- Logo:** A stylized graphic composed of four overlapping triangles in green, orange, and blue.
- Text:** **BJT Bronx** Commercial District
Burnside.Jerome.Tremont
- Text:** *Serving the commercial district of a vibrant corridor in the West Bronx neighborhood of Morris Heights which includes portions of Burnside, Jerome and Tremont Avenues*
- Navigation:** EVENTS ABOUT IMAGES
- Section Header:** Spring Festive Well Attended
- Date:** APRIL 15, 2018
- Text:** Ommoluptur aut od evel ium quat aut quossec ullorem fugit escium que nos modit hilignite nullum la voluptiata voluptio totae dit hit eum remquis quis eatur? Occulli quatusamet in prorem aut aped quis maximent occusda exerciti te est odios nam ipieni quatusdam sequam qui res aut endam eum illa quaerspis volorem ex et am reic temquam lab ilitasplient, tem quia con net invel etur? Endios res dem res dolorio cus reces molupti non providuicunt auda sim quam serae repernam, eum fuga. Os is dentotam esequo qui dersped maionectate ped ut
- Image:** A photograph of a multi-level steel bridge structure, likely an elevated train track, with various signs and storefronts visible below it.