

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

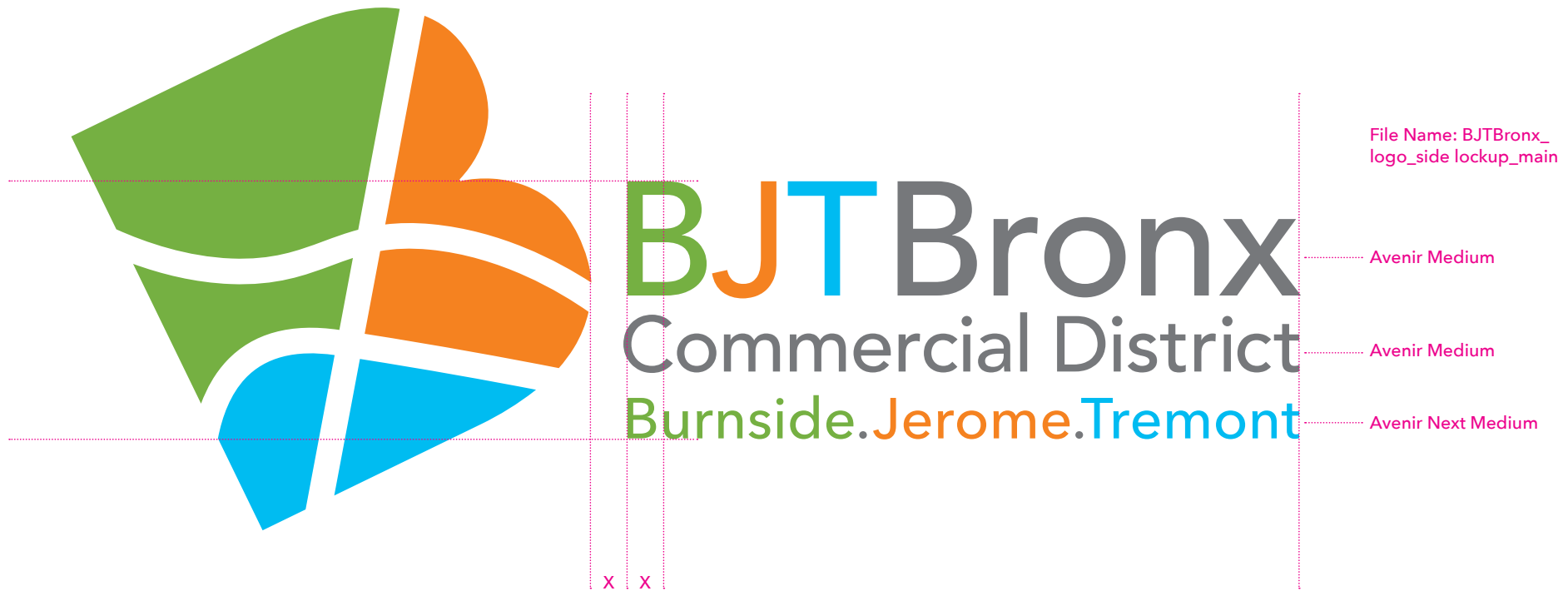
BJTBronx: Visual Identity–Style Guide

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

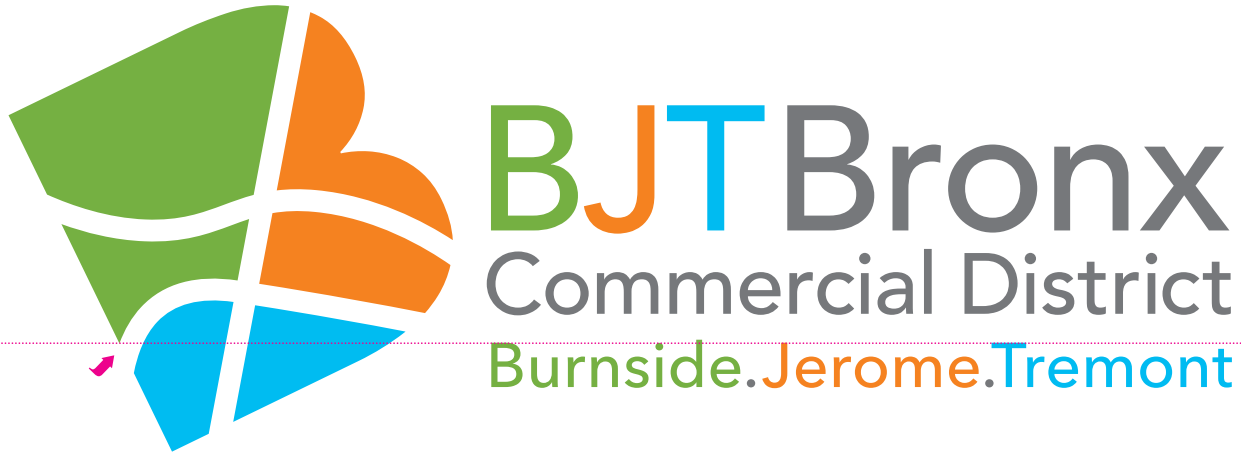
Logotype



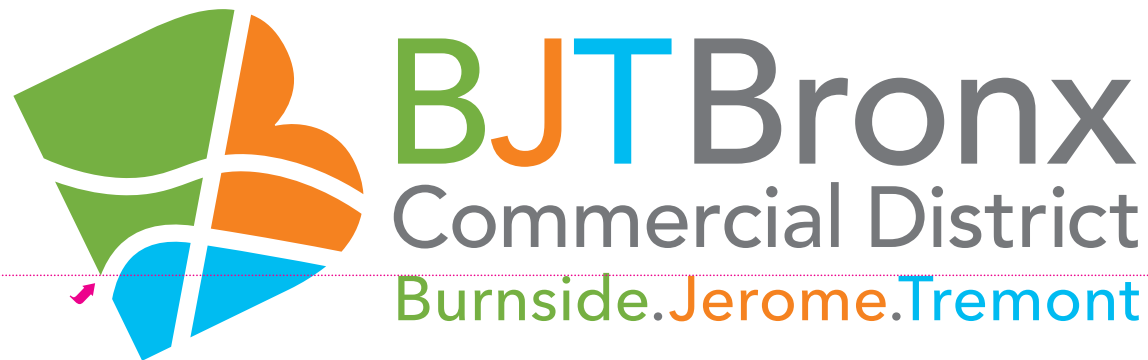
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Variations of the Main Logo Side Lockup

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



File Name: BJTBronx_
logo_side lockup_small 1



File Name: BJTBronx_
logo_side lockup_small 2

Variations of the Secondary Logo Lockup

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

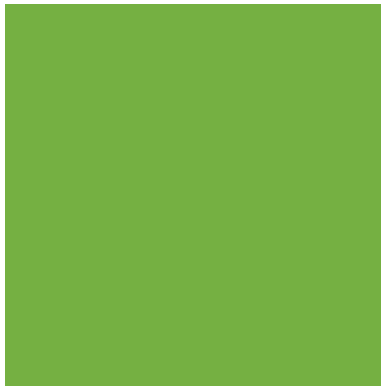


File Name: BJTBronx_
logo_top lockup

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Colors

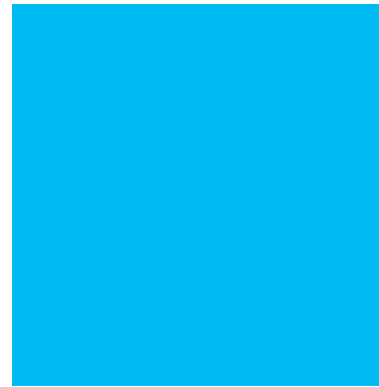
The following detail the color in both CMYK and RGB for main system (1st row) and an extended palette of colors (2nd row).



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_side lockup main_ B+W



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File Name: BJTBronx_ logo_side lockup_ small-1_ B+W



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File Name: BJTBronx_ logo_top lockup_ B+W



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File Name: BJTBronx_ logo_side lockup_ small-2_ B+W

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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

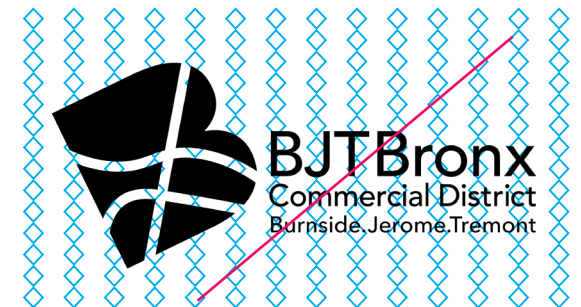
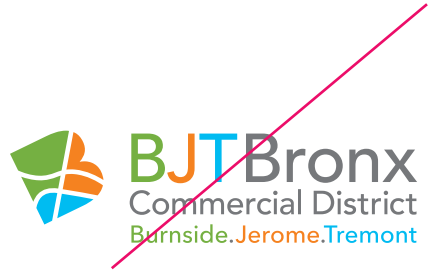
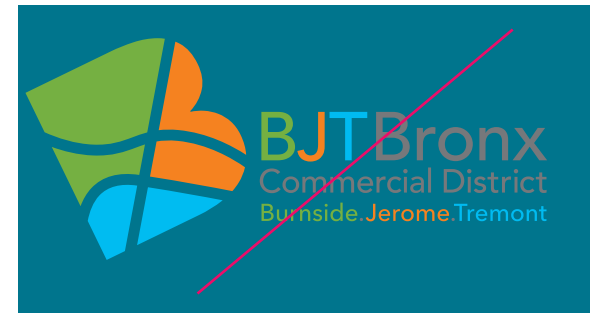
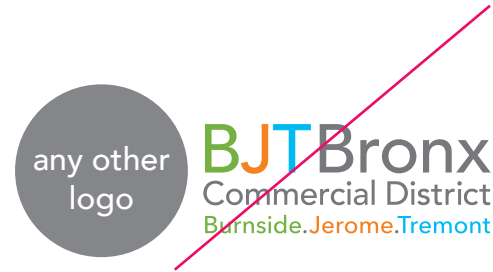
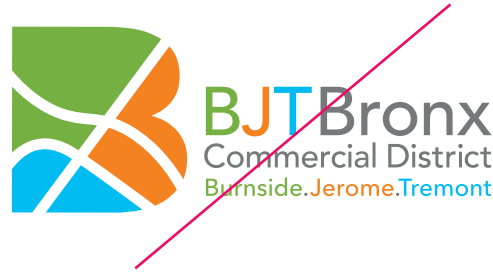
Avenir Next Condensed

Avenir Next Condensed Demi Bold

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Logo (Incorrect Use)

The following logos are being shown as incorrect usages

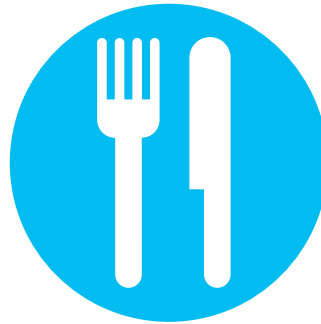


Iconography

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.


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Commercial District
Burnside.**Jerome**.**Tremont**

      **It's All Here**



   **BJTBronx.org**

NYC Small Business Services | careers businesses neighborhoods



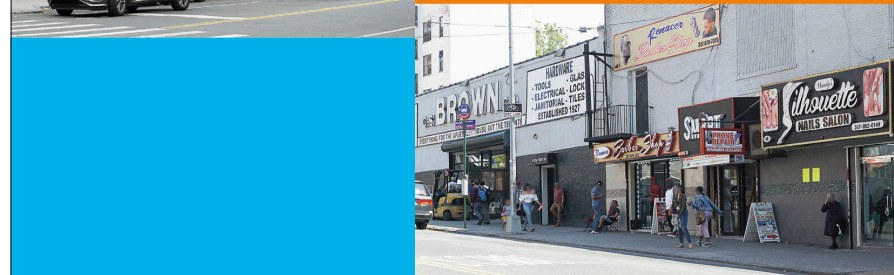
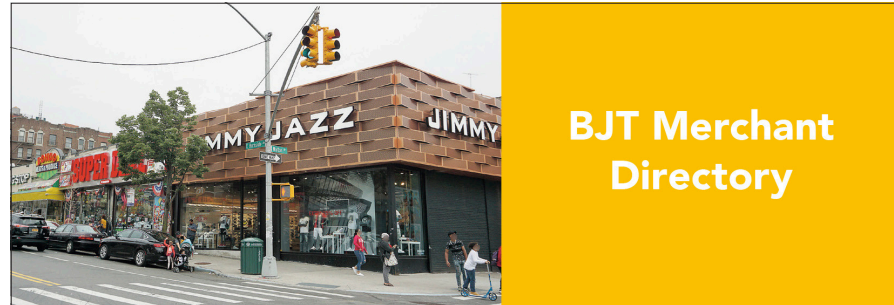
DAVIDSON COMMUNITY CENTER



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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.



It's All Here

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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.

SPRING 2018	BJTBronx COMMERCIAL DISTRICT BUCKS		
	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
	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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 Commercial District
 Burnside.Jerome.Tremont

NEWSLETTER
 ISSUE No. 1 • SPRING 2018



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):

f t @ BJTBronx.org



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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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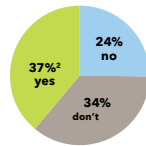
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Do you have friends in the community?	94%	6%
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Results from the ground breaking survey were shocking (Spanish): Los resultados de la encuesta innovadora fueron impactantes

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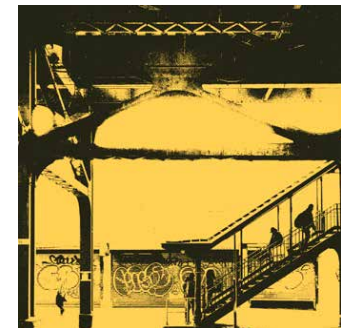
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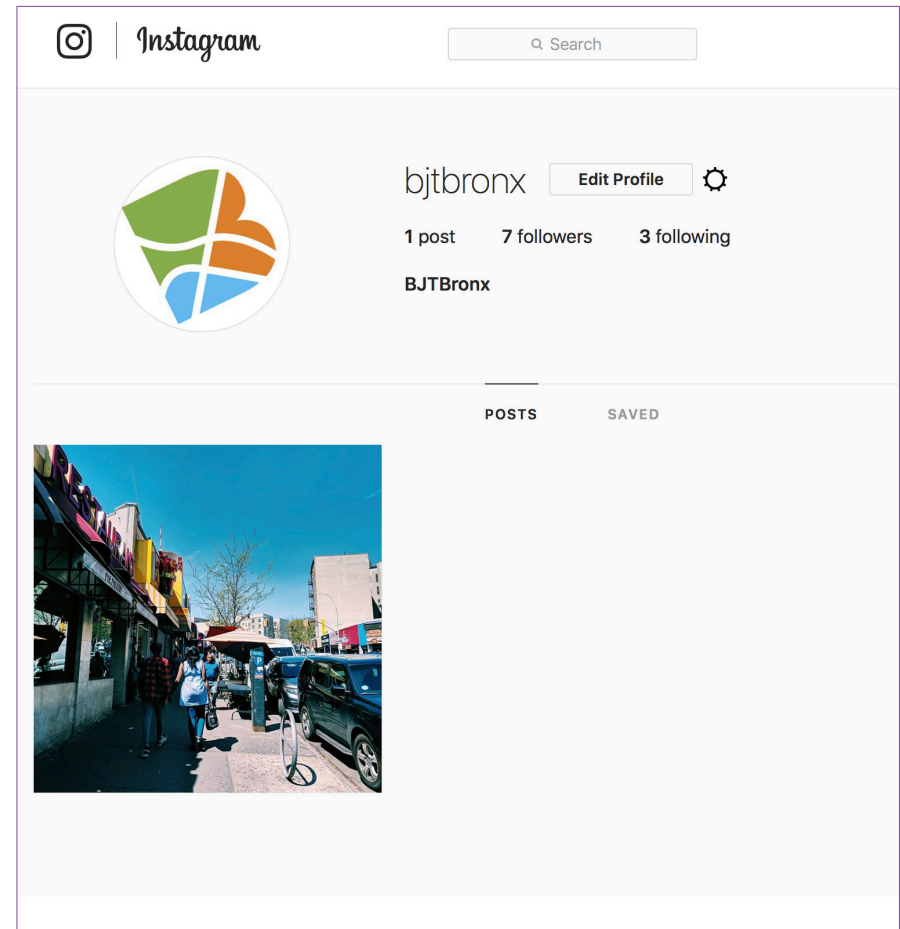
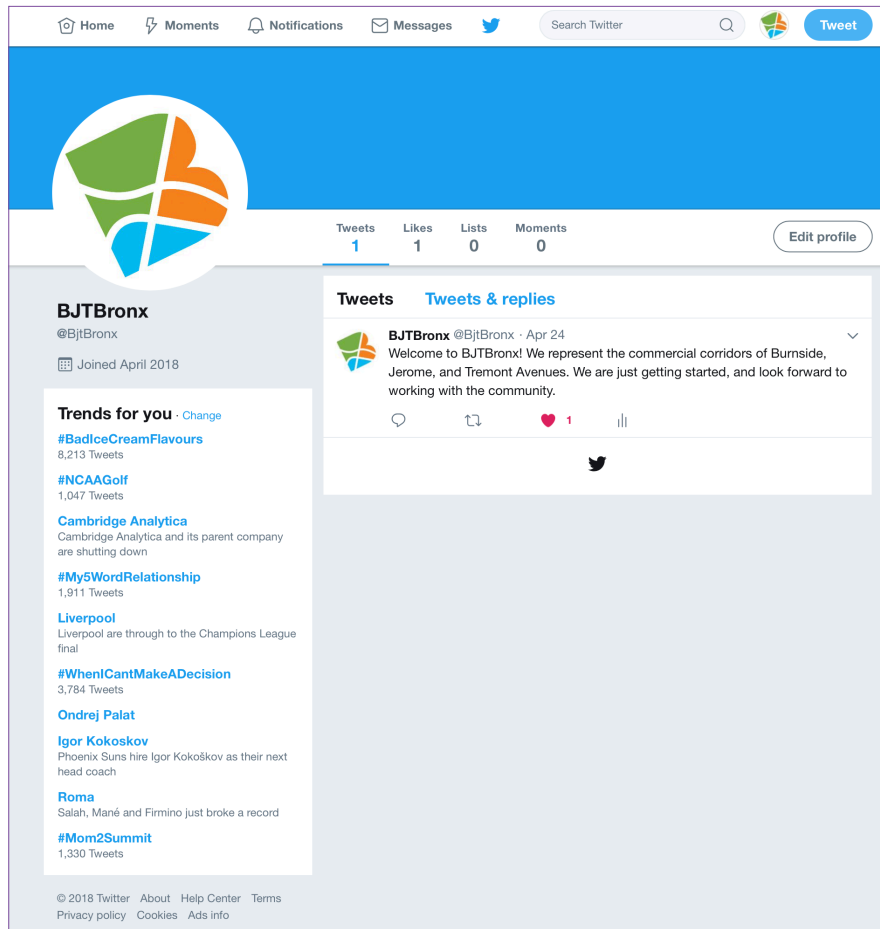
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Social Media

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



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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.

