

# 6th Ave Style sheet

## A NEIGHBORHOOD THAT IS ECLECTIC AND FUN!

The 6th Ave brand is fun and quirky and reflects the neighborhood and businesses in this district. This allows for quite a bit of leeway when it comes to designing various elements that help support the neighborhood. As the logo shows, shapes are irregular and the color palette is bright and vibrant. Supportive illustrations should also reflect a wacky and fun style that give off a light hearted vibe.

## LOGO

It is acceptable to use either the knocked-out logo or the solid logo depending on your application needs. It is also acceptable to replace the black shapes with other colors consistent with the brand in order to promote the eclectic feel of the brand.

COLOR



KNOCKED-OUT



White or black fill can be used

SOLID



White or black fill can be used

## SUPPORTIVE FONT

### AVENIR

When adding in supportive text elements Avenir should be used. Unless those text elements are illustrations. Here is the full Avenir font family.

Avenir Light  
Avenir Light Oblique

Avenir Book  
Avenir Book Oblique

Avenir Roman  
Avenir Roman Oblique

Avenir Medium  
Avenir Medium Oblique

Avenir Heavy  
Avenir Heavy Oblique

Avenir Black  
Avenir Black Oblique

## COLOR SPECIFICATIONS

### ORANGE

PRIMARY SECONDARY



C: 0% M: 45% Y: 95% K: 0%  
C: 21% M: 100% Y: 100% K: 14%

R: 249 G: 158 B: 41  
R: 175 G: 31 B: 36

### PINK

PRIMARY SECONDARY



C: 0% M: 84% Y: 1% K: 0%  
C: 42% M: 100% Y: 57% K: 52%

R: 239 G: 80 B: 154  
R: 92 G: 5 B: 46

### AQUA

PRIMARY SECONDARY



C: 45% M: 1% Y: 23% K: 0%  
C: 85% M: 55% Y: 61% K: 47%

R: 137 G: 205 B: 202  
R: 30 G: 66 B: 66

### GREEN

PRIMARY SECONDARY



C: 32% M: 0% Y: 96% K: 0%  
C: 85% M: 55% Y: 61% K: 47%

R: 187 G: 213 B: 56  
R: 30 G: 66 B: 66

## EXAMPLE CREATIVE EXECUTIONS

### RECYCLE CAN EXAMPLES



### LIGHT POST BANNER EXAMPLES

