

BRAND GUIDELINES FOR

Northcoast Civil

TYPOGRAPHIC MARK

The company name should always been presented in this arrangement of this typographic mark.



Northcoast
Civil

The image displays the typographic mark for 'Northcoast Civil'. The text is arranged in two lines: 'Northcoast' on the top line and 'Civil' on the bottom line. The text is rendered in a dark blue, serif font. The word 'Northcoast' is in all caps, and 'Civil' is in title case. The text is centered between two horizontal cyan lines. Three cyan circles are overlaid on the text, highlighting the letters 't', 'c', and 't' in 'Northcoast'. The circles are positioned such that they touch the top and bottom lines of the text, indicating the height of the letters. The word 'Civil' is positioned below 'Northcoast' and is also centered between the two horizontal lines.

ICON

The company's icon is a subtle connection between topographic contour lines and a human fingerprint referring to the concept "Every property has a unique identity"



ICON (SCALE USAGE)

Due to the intricacies of the icon, two variations are required for legibility at all scales.



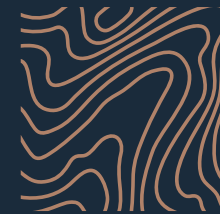
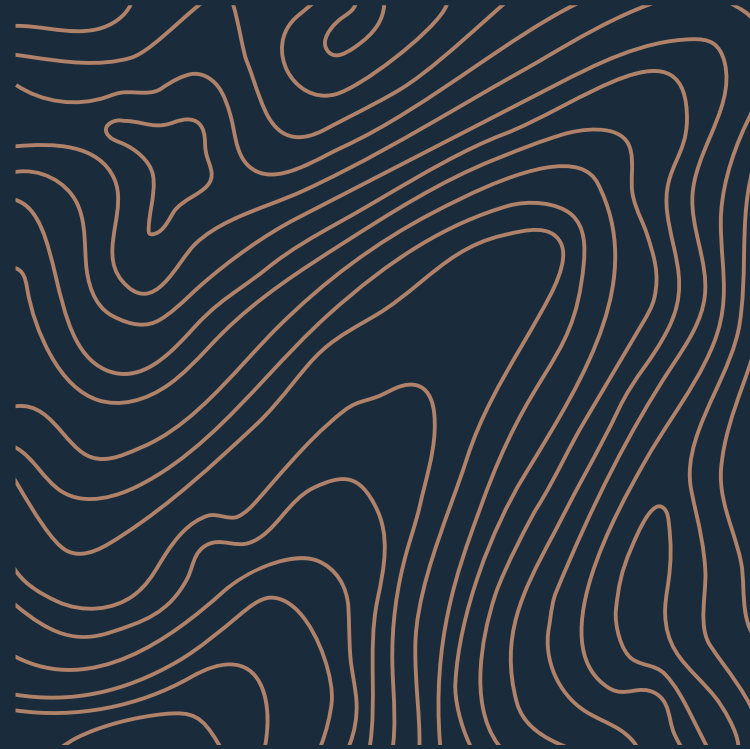
LARGE



SMALL

ICON (INVERT ON DARK BACKGROUNDS)

To preserve the delicate nature of the contour lines, the icon should be inverted on darker backgrounds or when the intent is subtly.



LOCKUP VARIANT 01

This lockup should be used in most scenarios where a viewer is unfamiliar with your services. However, should never be scaled down to any scenario that makes the subtext illegible.

Northcoast
Civil LAND
SURVEYING
& CIVIL
ENGINEERING

LOCKUP VARIANT 02 & 03

These lockups should be used once a viewer is familiar with the company's services. In this scenario, Lockup 02 should be used unless the allocated space required a more rectangular mark.



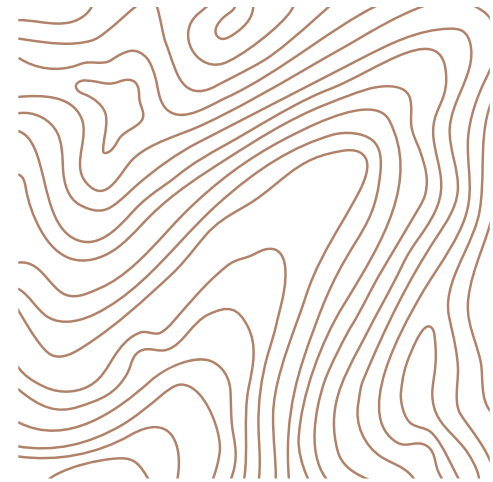
LOCKUP 02



LOCKUP 03

LOCKUP VARIANT 04

This lockup should be used once a viewer is very familiar with the company.



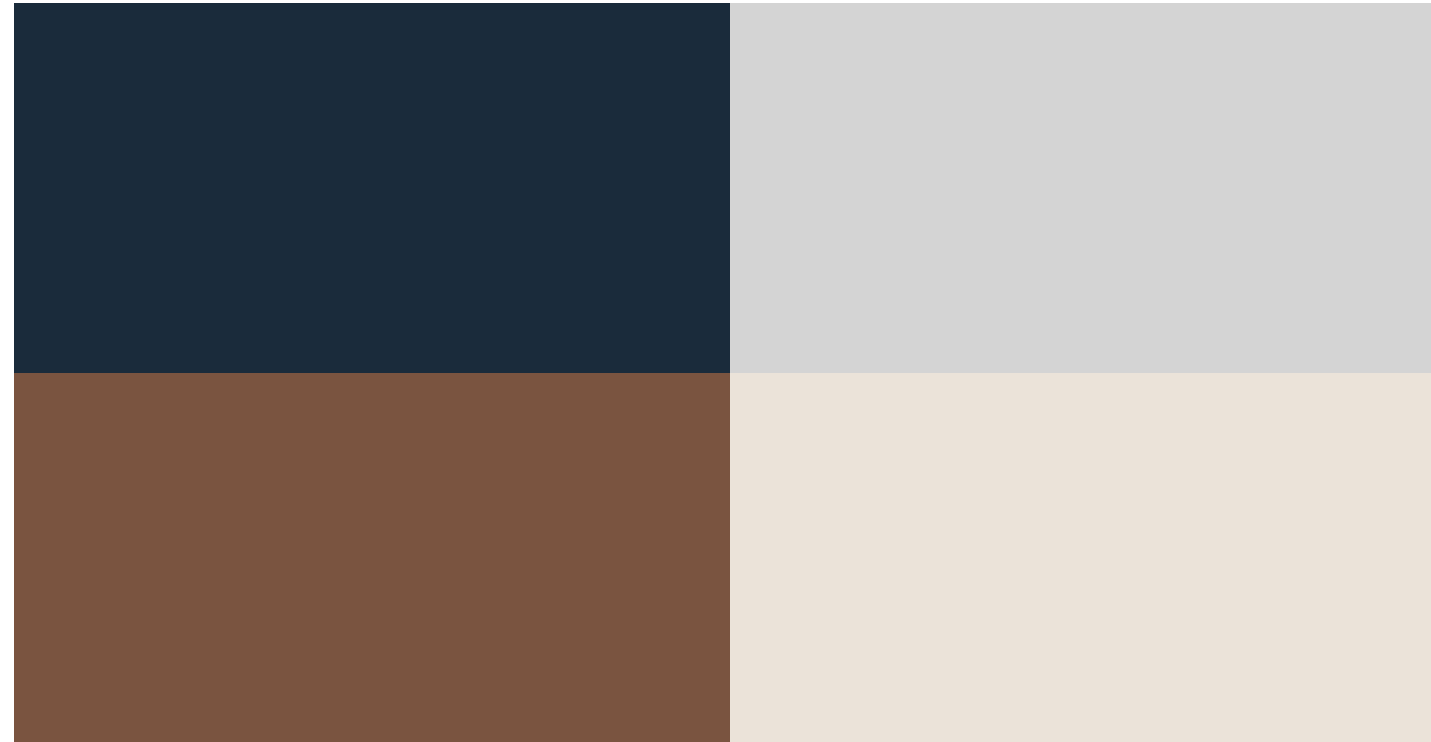
**Northcoast
Civil**

TRANSITIONAL LOCKUP

This lockup should be used when a viewer is (or is likely to be) familiar with the previous name “Bladykas & Panetta” and may not yet be aware of the new name.

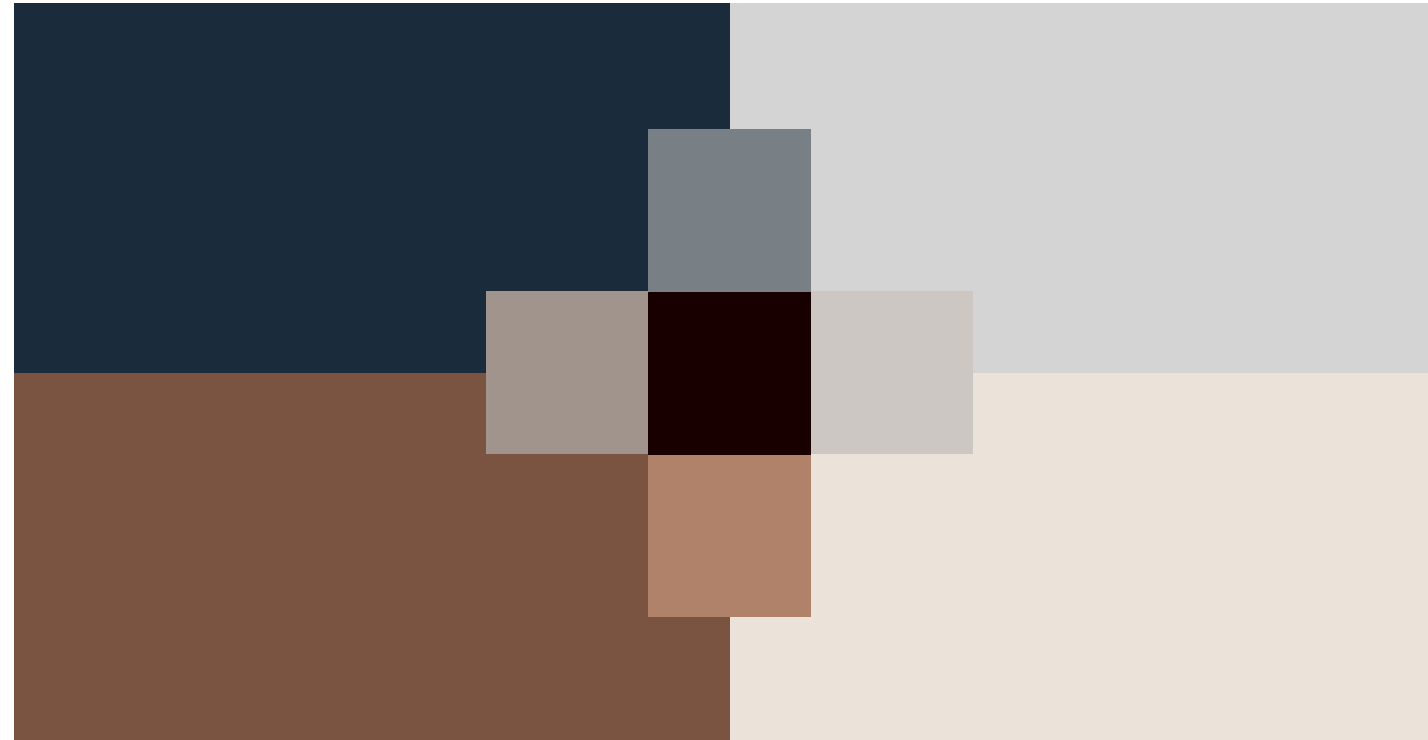
Northcoast
Civil **FORMERLY**
BLADYKAS
& PANETTA

MAIN COLOR PALETTE



ACCENT COLOR PALETTE

These additional colors (including black) can be used as accents to the main color palette. However, these image should never be the predominant color in a design.



COLOR CODES FOR WEB

RGB and HEX values are used to specify colors when the final intent of the design is to be viewed on screens.

R : 25 G : 43 B : 58 HEX : 192B3A	R : 211 G : 211 B : 211 HEX : D3D3D3	R : 120 G : 127 B : 132 HEX : 787F84	R : 161 G : 148 B : 139 HEX : A1948B
R : 122 G : 84 B : 65 HEX : 7A5441	R : 234 G : 228 B : 216 HEX : EAE4D8	R : 175 G : 129 B : 104 HEX : AD8168	R : 205 G : 199 B : 194 HEX : CDC7C2

COLOR CODES FOR PRINT

CMYK values are used to specify colors when the final intent of the design is to be viewed in print.

C : 88 M : 72 Y : 52 K : 55	C : 16 M : 13 Y : 13 K : 0	C : 56 M : 43 Y : 40 K : 7	C : 38 M : 38 Y : 42 K : 2
C : 41 M : 62 Y : 71 K : 30	C : 7 M : 7 Y : 13 K : 0	C : 29 M : 50 Y : 60 K : 6	C : 20 M : 18 Y : 20 K : 0

PRIMARY HEADER TYPEFACE

Freight Display Pro

available via adobe typekit for all adobe programs and web use.

ABCDEFGHIJKLMN OPQRST
UVWXYZabcdefghijklmnop
qrstuvwxyz.0123456789

SECONDARY HEADER TYPEFACE

BRANDON GROTESQUE BLACK

AVAILABLE VIA ADOBE TYPEKIT FOR ALL ADOBE PROGRAMS AND WEB USE.

A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z a b c d e f g h i j k l m n o p q r s t u
v w x y z . 0 1 2 3 4 5 6 7 8 9

BODY COPY TYPEFACE

Brandon Grotesque Regular

Available via adobe typekit for all adobe programs and web use.

A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z a b c d e f g h i j k l m n o p q r s t u
v w x y z . 0 1 2 3 4 5 6 7 8 9

Elevation Certificates

WHAT THEY ARE & WHAT YOU SHOULD KNOW

The Federal Emergency Management Agency administers the flood insurance program and requires an Elevation Certificate Form for each residence. Form reporting requirements include field survey measurements of the grades at the house and all floor elevations, along with required photographs. The Flood Zone is determined from the Flood Insurance Rate Map (FIRM) and is also part of the elevation certificate.

IMAGE STYLING EXAMPLE

This effect is created by desaturating the original image and “overlaying” a solid color on top of the image. This can be achieved in any Adobe program using the “Transparency Window.”



LET US KNOW YOUR THOUGHTS!

Feel free to contact us anytime.

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