



EAST & MASON

Brand Guidelines

Updated August, 2021

Logo



EAST & MASON



CLEAR SPACE

Clear space is the term for a specific amount of space that a logo must have on all sides, no matter where it is used. The reason for clear space is to ensure that a logo maximizes visibility and impact. The East & Mason logo should have a clear space that measures the height of two letter "O"s.



Logo Uses

FOR USE ON LIGHT BACKGROUNDS



EAST & MASON

FOR USE ON DARK BACKGROUNDS



EAST & MASON



Logo Incorrect Usage

DO NOT ROTATE



DO NOT STRETCH



DO NOT REARRANGE ELEMENTS



DO NOT USE COLOR OUTSIDE
OF THE BRAND GUIDE



DO NOT ADD DROP SHADOWS OR
EFFECTS OF ANY KIND



Brand Colors

#1E384B

PANTONE 7546 CP

C 91 / M 71 / Y 48 / K 42

#834E3F

PANTONE 4715 CP

C 36 / M 69 / Y 72 / K 29

#E4E1DC

PANTONE WARM GRAY 1 CP

C 10 / M 8 / Y 11 / K 0

#D6E7F2

PANTONE 642 CP

C 14 / M 3 / Y 2 / K 0

#FFFFFF

C 0 / M 0 / Y 0 / K 0



Color Usage Do's and Don'ts

✓
DO

Aa	Aa	Aa	Aa	Aa	Aa
Aa	Aa	Aa	Aa	Aa	Aa

✗
DO NOT

Aa	Aa	Aa	Aa	Aa	Aa
Aa	Aa	Aa	Aa	Aa	Aa



Typography

Proxima Nova

Proxima Nova Thin

Proxima Nova Light

Proxima Nova Regular

Proxima Nova Semibold

Proxima Nova Bold

Proxima Nova Extrabold

Proxima Nova Black

Proxima Nova Thin Italic

Proxima Nova Light Italic

Proxima Nova Regular Italic

Proxima Nova Semibold Italic

Proxima Nova Bold Italic

Proxima Nova Extrabold Italic

Proxima Nova Black Italic

AdornS Pomander

AdornS Pomander Regular

AdornS Pomander Bold



Typography Usage

Use Proxima Nova Thin for headings

Use Proxima Nova Extrabold for subheadings

Use Proxima Nova Regular for body copy. This stunning area is rich with history, and well-known for its preservation of coastal architecture dating back to the 1830's, some of which still remain along the marshy sound front. Just off the shore is the protected, Masonboro Island, which can only be reached by boat.

"Use Proxima Nova Bold Italic for quotes. This stunning area is rich with history, and well-known for its preservation of coastal architecture."

Use Proxima Nova Regular for titles

- Bullet list item one
- Bullet list item two
- Bullet list item three

Display the website URL as:

EastAndMason.com



Imagery

PATTERNS

