OLD CITY Santa

Brand Style Guide

Capture the Magic of Christmas

Brand Story

On a quiet night in Old City, two children stumbled upon a most magnificent sight: Tucked away down a cobblestone alley is a place where Christmas magic is made everyday. **Welcome to Santa's Old City workshop.**

Would you like to know a Christmas secret? Santa has workshops all over the world. That's how he gets his toys to the good boys and girls across the globe. But this year, Santa needs a little help.

Santa has opened the doors of his workshop to the boy and girls of Philadelphia. Take your kids to meet the jolly old man himself and experience the magic of Christmas firsthand.

Voice & Tone

MAGICAL

The magic of Christmas is undeniable. For kids and adults alike, the glistening snow and twinkling lights have a way of filling our hearts with excitement. This holiday season, Santa is bringing the magic of the North Pole to Old City. **Use adjectives like 'Enchanting', 'Glistening', and 'Glowing'. Avoid using words that connote mundanity or a dulling of the senses.**

SOPHISTICATED

Old City Santa caters to the upper echelon; these are well-educated and well-read individuals. **Don't be afraid to use 50 cent words, but do use them sparingly. Avoid puns and obvious plays-on-words as this demographic is likely to find them cheap and immature.**

LOVING

Christmas is a holiday full of emotion. This time of year, parents are expressing their love for their children in the form of gifts and time spent together. **Be sure to position Old City Santa as an act of pure love given to the children on behalf of the parents. "Give your children a Christmas they'll never forget" is an example of a call-to-action that embodies this idea.**

WELCOMING

Santa Claus is generous, every year he gives thoughtful gifts to the girls and boys around the world. While Old City Santa caters to an exclusive demographic, **be sure to speak as though Santa himself is inviting everyone into his workshop. When appropriate, don't be afraid to speak in first person plural.**

PRIMARY LOGO

The logo should be expressed in its full form as
often as possible.

SECONDARY LOGO

When there is not enough space for the full logo,
the secondary logo should be used.

Correct Use

1.

2.

3.

4.

Above are examples of the Old City Santa logo being used on different colored backgrounds.

1. This is the Standard Primary logo. The logo works best when placed on a flat white background. This allows the logo to stand bright and prominent.
2. The Old City Santa brand will use many photographs focusing on interactions with Santa Claus. The full logo should be placed on the photograph, and should not obstruct any of the people in the photo. If the image is darker or contains a lot of shadows, the logo type can be displayed in white.
3. The Old City Santa brand will also use more abstract images that promote the feeling of magic for the brand. The logo should be used with white type, and placed on an area of the image that is darker, so that the logo will stand out from the image.
4. The secondary logo or mark is used when you cannot fit the primary logo in a space or used for brand recognition. The logo type can be switched to white as needed.

Incorrect Use

1.

2.

3.

4.

Above are examples of how the Old City Santa logo should never be used.

1. The logo should never be used without the hat. This will compromise the integrity of the brand design and become confusing to viewers.
2. The Old City Santa logo should never obscure Santa or any other people featured in an image used. The logo should especially not block their faces.
3. The black logo type should never be used on a dark image, or an image that contains a high amount of shadows. The logo type will blend into the background and become illegible.
4. The logo should never be used on a red background, as that will cause the logo to disappear. In addition, the color of the hat should never be altered or removed.

Color Palette

	CMYK	13	100	100	5
	RGB	202	32	38	
	HEX	#ca2026			

	CMYK	90	33	99	26
	RGB	0	105	55	
	HEX	#006937			

	CMYK	15	25	53	0
	RGB	218	187	133	
	HEX	#dabb85			

	CMYK	36	57	84	23
	RGB	140	99	57	
	HEX	#8c6339			

	CMYK	0	0	0	100
	RGB	100	100	100	
	HEX	#000000			

Domine Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,.!?$&

Quattrocento Regular | **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,.!?$&

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,.!?$&**

Pattern Use

IMAGE ACCENTS

Borders can be used on the top or bottom of images in digital ads and for print materials. Borders with hanging ornaments should only be used on the top of images.

GRAPHICS

Border designs can be used as accents on solid colored backgrounds in emails and for printed materials. Designs should be placed on neutral, earth-toned backgrounds and centered over the content. Border designs with hard edges should align with edges of the design. Ribbon design can be used centered in the layout, and does not have to be aligned with the top or bottom edge, as pictured here.
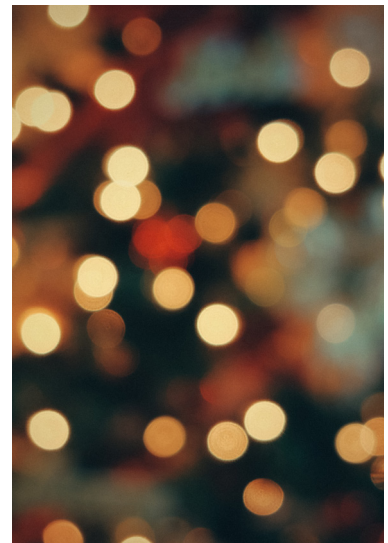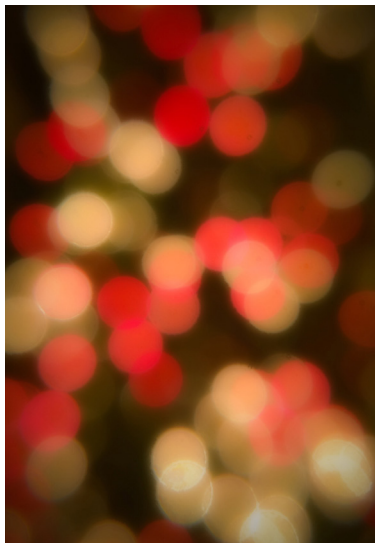
Photography

PRIMARY

The Old City Santa brand will primarily use photographs of Santa in his workshop and interacting with Old City.

SECONDARY

Abstract, bokeh images of Christmas lights can be used as supplementary images to the Old City Santa brand, to promote magic and exclusivity.

Links to Assets

PRIMARY LOGO

SECONDARY LOGO

FONTS

COLOR PALETTE

BORDER PATTERNS

PRIMARY PHOTOGRAPHY

SECONDARY PHOTOGRAPHY

OLD CITY
Santa