

**1860**  
THE EIGHTEEN SIXTY

BRAND GUIDELINES

# About This Guide

With any brand, it is important that all elements follow a pre-defined set of usage guidelines. This helps to ensure the brand remains strong, keeps consistency and continues to build brand familiarity when used across all channels.

This guide is designed to set out a few rules for how to use the The 1860 brand, and covers topics such as logo and icon usage, color palette, brand patterns, typefaces, and imagery.

Please take the time to read this guide and ensure it is correctly followed for all avenues under the The 1860 brand.

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Logotype



# Full lockup

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# Stamp





## Primary Logo - Color Variation

The 1860 brand is meant to be memorable and timeless. The logo should be a direct extension of that - which allows for several colorways.

The logo can be reflected in any color of the brand color palette.





## Logo Parameters and Legibility



The wordmark should have a minimum clearance area of X, where X is equal to the width and height of the THE EIGHTEEN SIXTY type lockup.

The same standard applies to the full lockup, as well as the stamp version of the logo.







## Incorrect Usage

The 1860 logo has been developed to ensure optimal results upon reproduction across mediums and scales.

This guide will help you avoid common mistakes, and applies to all versions of the logo as well as the icon.

Please note that breaking any of these guidelines risks the integrity of your brand identity and recognition.



Do not disproportionately scale



Do not alter the spacing



Do not change to non-brand color



Do not change orientation



Do not add a stroke



Do not put place on a busy background



Do not add special effects or filters



Do not overlap brand elements

# Typography

HEADER COPY

Regular

# Playfair Display

Find your Home Here.  
Luxury Living in Los Feliz

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate.

A large, dark green capital letter 'A' in the Playfair Display font, positioned on the right side of the page.

BODY COPY

# Open Sans

Light

Regular

Semibold

**Bold**

**Extra Black**

**Find Your Home Here.**

**Luxury Living in Los Feliz**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate.

Aa

It is recommended that as a guide, the header size should be a significantly larger size than subheads and body copy. It is recommended that the headline point size is at least 50pts larger than the subhead and body copy.

Also, subheaders should be used to emphasize key takeaways. They should be displayed in the regular font weight and with no added tracking to provide a decent contrast next to the header text.

Body copy should primarily be displayed in regular font weight, with bold weight being reserved for callouts only.

# Headlines go here.

**Subheader goes here.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

# Color Palette

**LUNAR GREEN**  
Pantone 418 C  
66C 49M 71Y 39K  
72R 82G 64B  
# 485240

**MILK**  
Pantone P 169-2 U  
1C 0M 2Y 0K  
252R 251G 246B  
#FCFBF6

**DUNE BLACK**  
Pantone P 179-16 U  
69C 66M 64Y 69K  
41R 38G 38B  
#292626

# Photography







Uncomn<sup>®</sup>

Thanks.