



Branding Guide

Crossroads of Northwest Ohio

Get Busy Living



THE CROSSROADS
OF NORTHWEST OHIO

Improving Life and Commerce in Northwest Ohio

Tagline: Get Busy Living

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📄 www.crossroadsofnwo.com





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Our Vision

We believe it's time for our community to start living and thriving because our community deserves more.

The Crossroads of Northwest Ohio is about making pivotal moves right now to nurture the development of a strong community. Our vision is to create the best-planned, mixed-use community in the state of Ohio, or even in the Midwest.

The Crossroads will be a fully orchestrated community built around nurturing, entertaining, uplifting, and growing our region for the people. We intend to bring all those must-have, bigger-city amenities closer to home, whether that is quality apartments and housing, family fun, or shopping and hotels.

We Want to Make It Possible for Locals to Get Busy Living Planted along the I-75 corridor through Ohio, the

Crossroads gives locals centralized access to the aspects of life they may normally drive to other cities to get. The area is situated between four larger cities: Dayton, Toledo, Columbus, and Fort Wayne. This area has an extreme need for housing, shopping, entertainment, and all the attributes that support modern life. Our orchestrated development brings all of that to the table, so the community can truly get busy living.

Dr. Craig Nicholson, MD
Founder / President



using our logo

Logo Overview



THE CROSSROADS
OF NORTHWEST OHIO

Our logo plays the role of representative of our company, our people, and our brand to the world.

The logo is a valuable corporate asset that must be used in the proper and approved way.

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



CLEAR SPACE

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

COMPUTATION

To work out the clearspace take the height of the logo and divide it in half.

(Clearspace = $\frac{1}{2}$ height all around)

Logo Format

The logo will be saved in different file formats to use in different types of media like web or print.

Recommended Formats

.eps | .png | .jpg



Colored Backgrounds

The logo is only to be used on top of approved color backgrounds. This helps maintain brand identity and ensures the logo is always properly visible.

LOGO A
Colored Background
#231f20



LOGO B
Colored Background
#114084

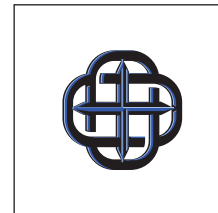


LOGO C
Colored Background
White #FFFFFF



USING THE ICON

The icon can be used where appropriate as a design element. It should always be used in tandem with the full logo on a layout.



typography.

Aa

Primary Typeface

Abel Pro

AaBbCcDd EeFfGg

HhIi0123456789

+;%@*

Typography.

Primary Typeface Weights

Regular.

AaBbCcDdEeFfGgHhIiJjK LiMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

0123456789 (&!/,;:- *")

Bold.

AaBbCcDdEeFfGgHhIiJjK LiMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

0123456789 (&!/,;:- *")

Text and Headlines

Headline text should be bigger and bolder than body copy.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

typography.

Secondary Typeface

Montserrat

Aa

AaBbCcDd EeFfGg

HhIi0123456789

+;%@*

typography.

Typography.

Primary Typeface Weights

Regular.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-_*)

Bold.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
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color is key

Color Swatches

PRIMARY



Pantone : 7687 C
Web : #114084



Pantone: 7455 C
Web: #3A5DAE



Pantone: 419 C
Web: #231F20



Pantone: 4278 C
Web: #808080

color is key

continued

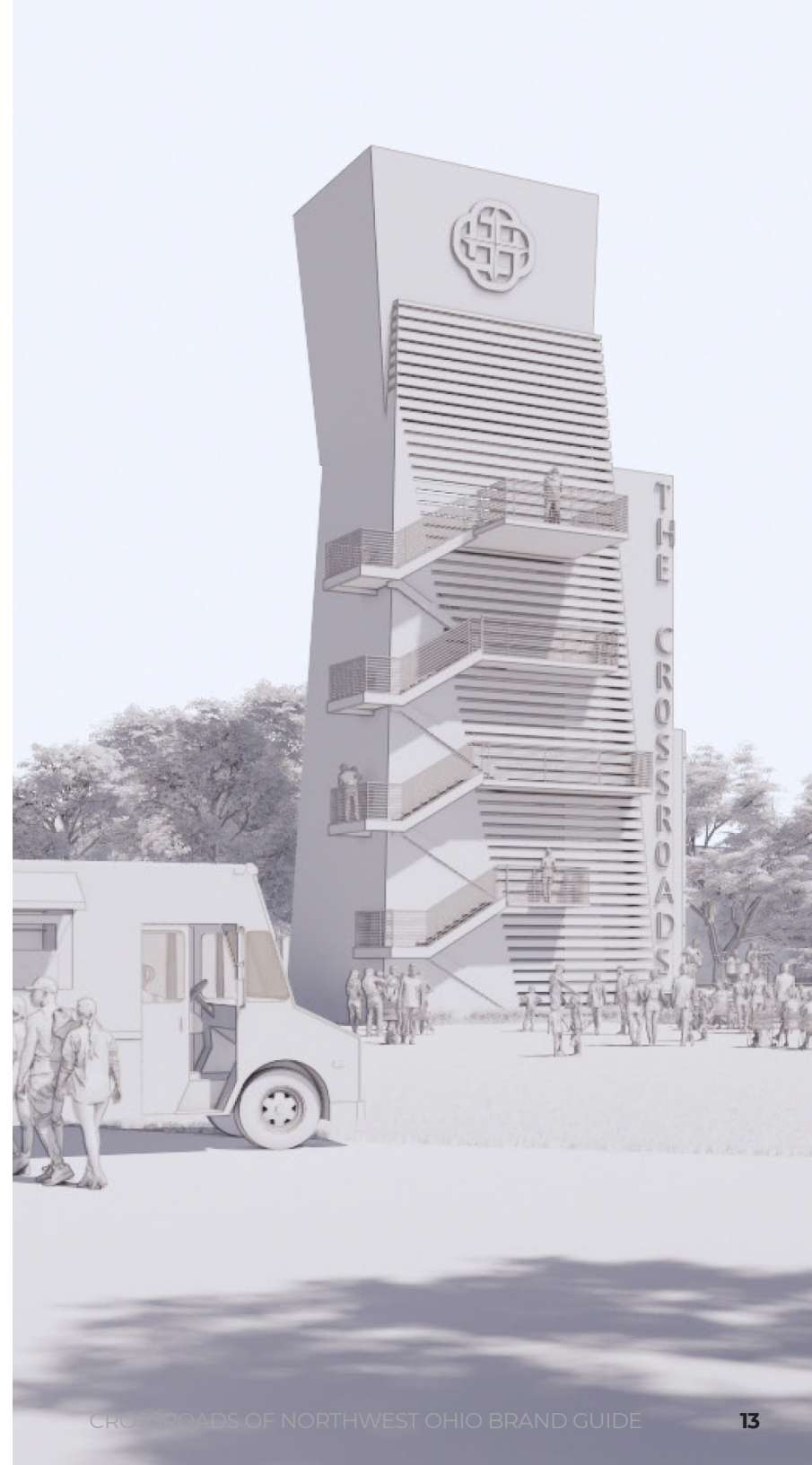
SECONDARY

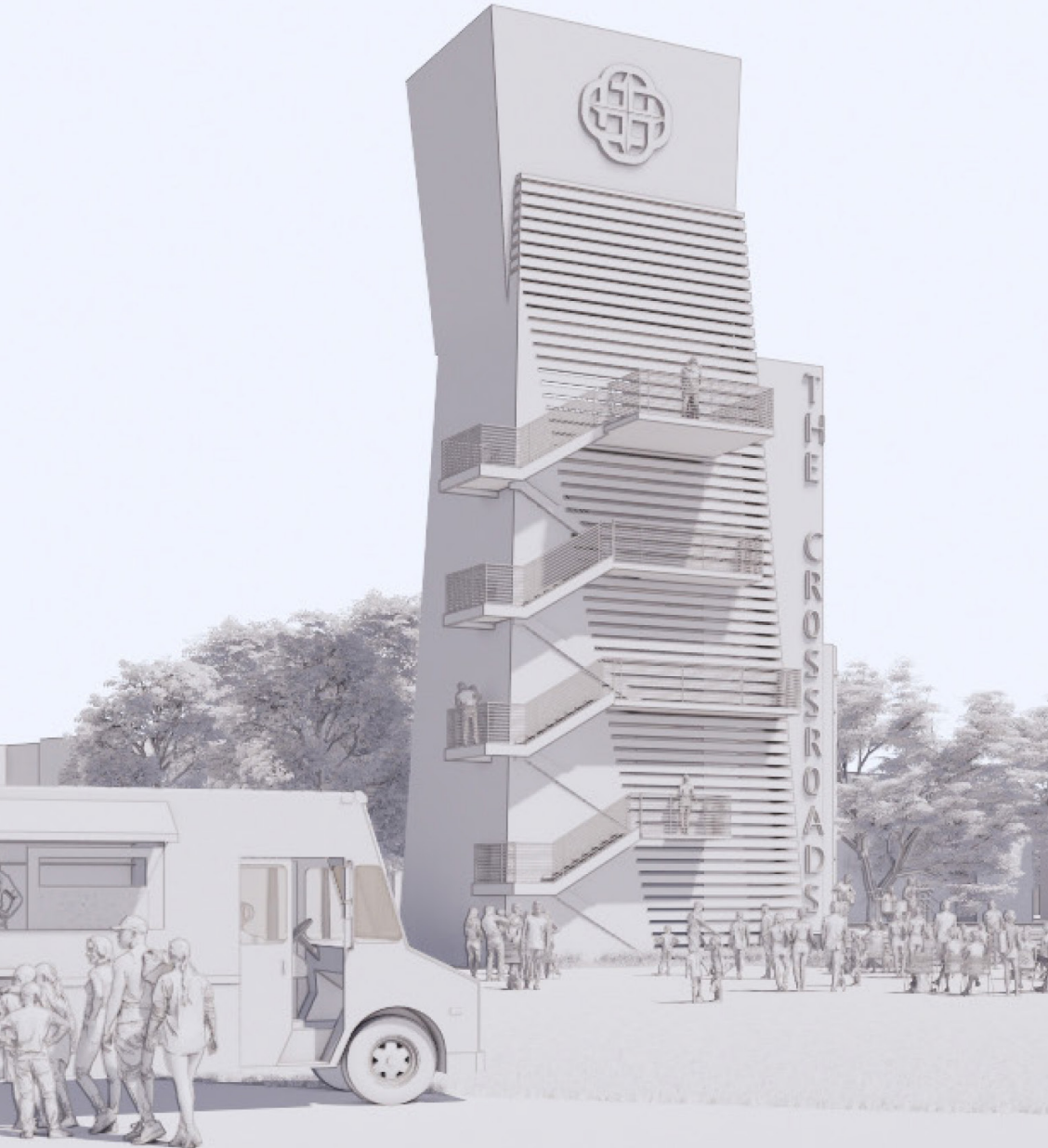


Pantone: 2717 C
Web: #82B7DC



Pantone: 428 C
Web: #C1C5C8





Renderings



design excellence

architecture

meyers+ associates

ARCHITECTURE · INTERIOR DESIGN

Meyers + Associates is a full-service architecture and interior design firm that creates thoughtful spaces and delivers innovative solutions that invigorate communities and the people in them.



Principal Architect
Christopher Meyers

AIA, NCARB, LEED AP

As the principal architect, Christopher relishes the opportunity to influence communities around the country with diverse projects with differing types and scales.

Christopher is the principal architect and founding owner of Meyers + Associates. His expertise is sought nationally on projects of varying types and scales, and he thoughtfully pursues opportunities that allow him to positively influence communities and the environment. Serving others is central to his character, and he does so both as leader of the Meyers + Associates team and as a member of several community organizations. He is also committed to advancing the profession through mentoring the next generation of architects and designers.

cmeyers@meyersarchitects.com

Ohio-born agency

marketing



NOW Marketing Group is filled with passionate, creative individuals dedicated to the success of genuine brands through a partnership that focuses on a relationship-first mindset.



Lead Marketer

Jessika Phillips

President NOW Marketing Group

Jessika is a social media strategist known for her outspoken dedication to relationship marketing. Jessika's personal mission is to inspire people to love more, give more and be more through using authentic relationships everyday. She founded NOW Marketing Group in 2010 with only a laptop and a vision.

The company is now a Forbes recognized Agency Partner and a certified inbound partner with Hubspot. NOW Marketing Group works with more than 100 clients across United States and beyond, choosing to serve – not sell. Jessika teaches comprehensive relationship marketing, presents in a weekly videocast “Magnet Marketers” and hosts one of the largest social media Midwest conferences, Social Media Week Lima.

Jessika@NowMarketingGroup.com



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