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HOME FOR NOW

Brand Guidelines

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1A

Welcome to Thirty brand guidelines.

Our visual identity has been thoughtfully designed to express our brand’s character and energy.

The overall objective with our brand identity is to deliver a clear, coherent and inspiring system to express the brand at its best. At the heart of this is our brand mark.

This guideline has been prepared to help you with creative work where you need to apply our brand mark.

Hello!



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1B

This is Thirty.

Our lifestyles today are ever changing, shifting and moving. Without these shifts we aren’t able to move forward, grow, explore, engage in new experiences or truly live. At Thirty we understand that some things in life are not as flexible as our ever changing needs and growth, such as living options.

Which is why our goal is to provide the ultimate flexible living solutions for the digital nomads, the in-betweeners, the just arrived here or the true explorers. We have created a community that celebrates and rewards the extended stayers. No rental agreements or short term based long stay costs, just flexible living options and a place to call home, for now.

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The Thirty logotype comprises of three main elements: the logotype, the graphic icon and the tagline.



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2 B

The Thirty logo and its proportions must never be altered or modified in any way and must use the complete elements including the logotype, the tagline and the graphic icon. The logo must not deviate from the original – it must not be cropped, rotated, or typographed in any other way than illustrated here and must appear only in the approved brand colours (see colour palette p 15).

The tagline must maintain the same proportion of spacing from the logotype, in its fixed position below. It must not be stylized in any other way than illustrated, or in any other orientation when paired or not paired with the logotype.



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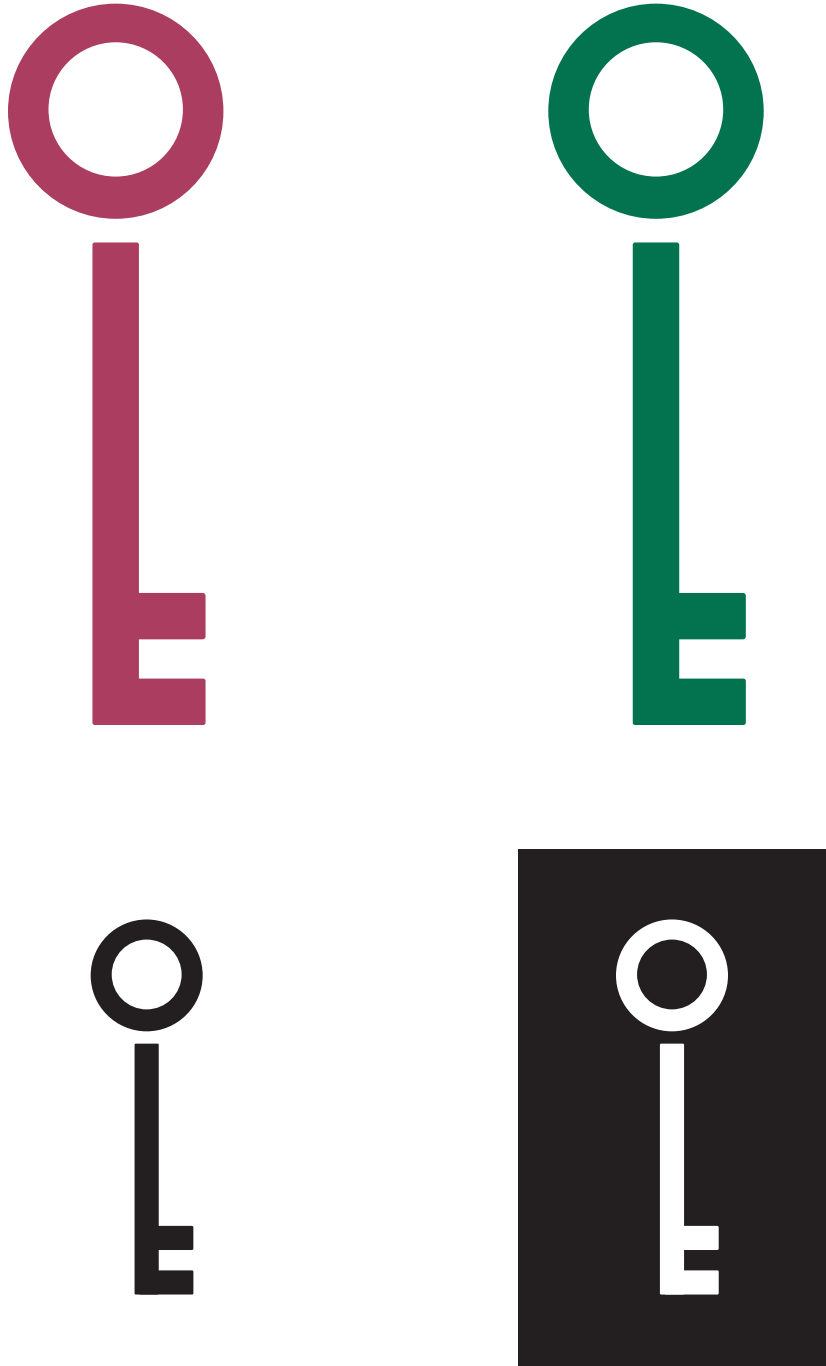
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2 C

The Thirty graphic icon is a very important branding element and represents our brand in its most simple, recognisable form. The icons should be used as a secondary graphic element to the primary logo where strong visual impact is required e.g. favicons, business cards, packaging, or adverts. They can appear with text and imagery or stand alone, and can be used to create mnemonics to depict different aspects of the brand.

The proportions must never be altered or modified in any way. The icons can be rotated but not cropped and they must appear in the approved brand colours.



# Graphic Icon

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2 D

Clear space has been established around the Thirty logo to protect its integrity, ensuring that it is never visually dominated by other elements. The space that has been defined (using the 'circle' from the graphic icon), should be kept clear of all type, graphic elements, lines and illustrations.



# Clear Space

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2 E

The preferred sizes for application of the logo in most print applications are shown here. Their purpose is to create a visual standard, minimise variation and co-ordinate printed material. When reproducing the logo at any size it must be clearly seen and legible. Under no circumstance should the logo be reproduced smaller than 30mm wide. There is no maximum size for the logo.



# Logo Size

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2 F

The use of each colour depends on what background colour the logo will be seen on. The logo can be used in three ways as positive (black on white), negative (white on black), and its original specified colours.

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# Black and White

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2 G

Incorrect Logo Usage

Misuse of the Thirty logo with incorrect techniques results in unsuccessful brand communication. Do not in any way modify the logo.

The Logo:

- Should never be printed in a non-approved colour
- Must never be recreated using an incorrect font
- Should never be positioned too closely to another logo
- Should never be positioned or rotated at an angle
- Must never be distorted



# Incorrect Logo Usage

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3 A

Our Colour Palette is designed to establish a strong and recognisable identity which gives consistency to all Thirty material. You must only reproduce the Thirty logo and branding using the primary colours. If necessary all colours can be used as tints for graphic information or in small quantities. Do not overuse tints in large areas.

The primary colours are Deep Sea Green and Strong Cerise.

PRIMARY COLOURS



DEEP SEA GREEN  
CMYK 89 30 82 18  
RGB 3 116 78  
# 03744E



STRONG CERISE  
CMYK 29 89 44 8  
RGB 171 60 98  
# AB3C62

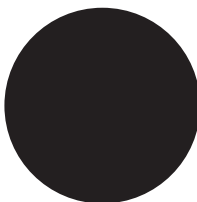
SECONDARY COLOURS



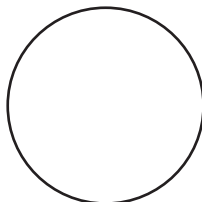
MODERATE GOLD  
CMYK 28 20 82 0  
RGB 192 184 85  
# C0B855



BRILLIANT ORANGE  
CMYK 0 47 97 0  
RGB 247 153 34  
# F79922



BLACK  
CMYK 75 68 67 90  
RGB 0 0 0  
# 000000



WHITE  
CMYK 0 0 0 0  
RGB 255 255 255  
# FFFFFFFF

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4 A

Typography is a very important aspect of the brand, which is why two typefaces have been selected. The primary typeface represents the contemporary and dynamic aspect of the brand’s personality. The secondary typeface is more sophisticated and progressive, while also bringing out the friendly side of the brand.

PRIMARY  
Josefin Sans

Light  
  
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

SECONDARY  
Lato

Light  
  
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

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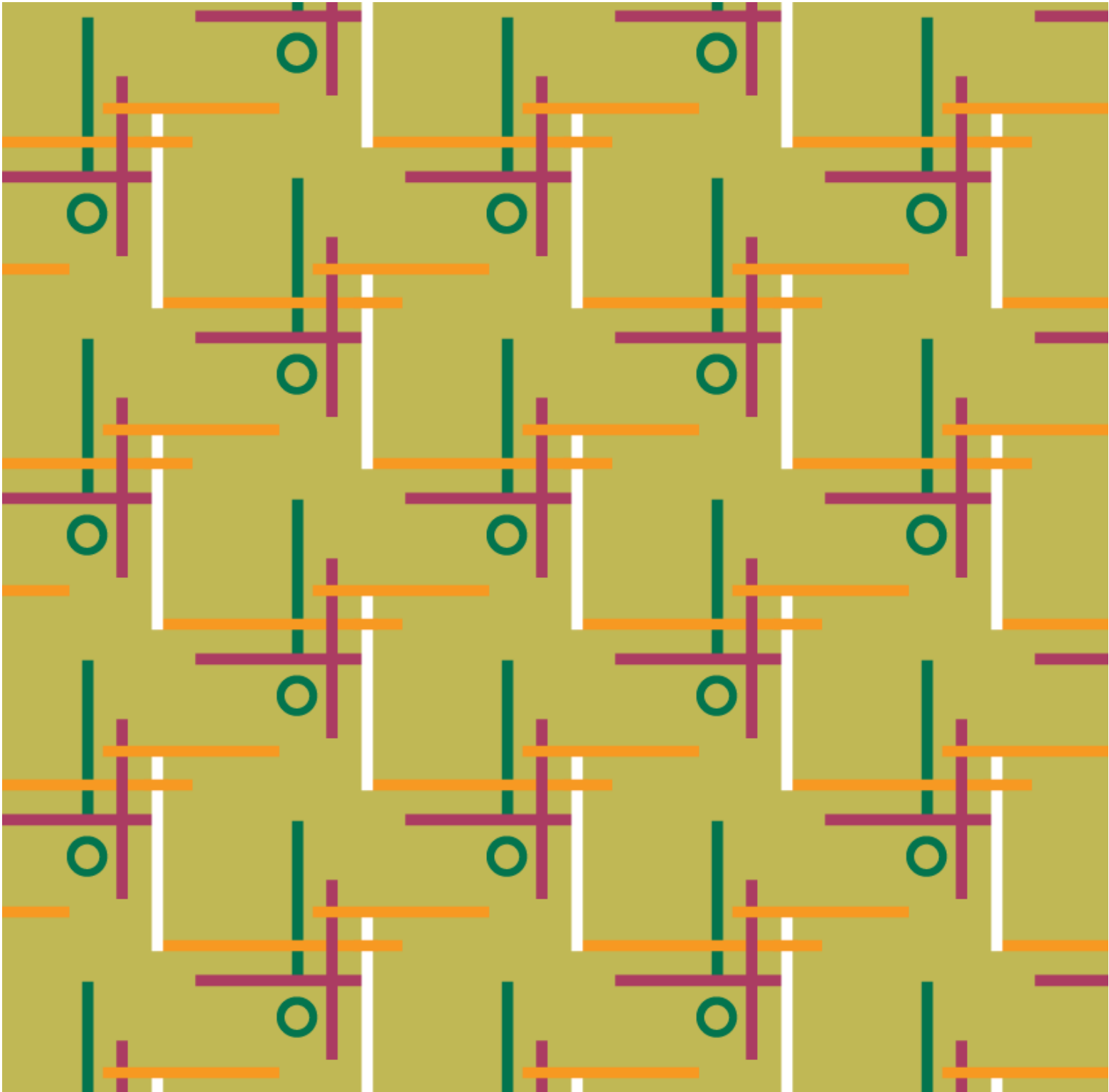
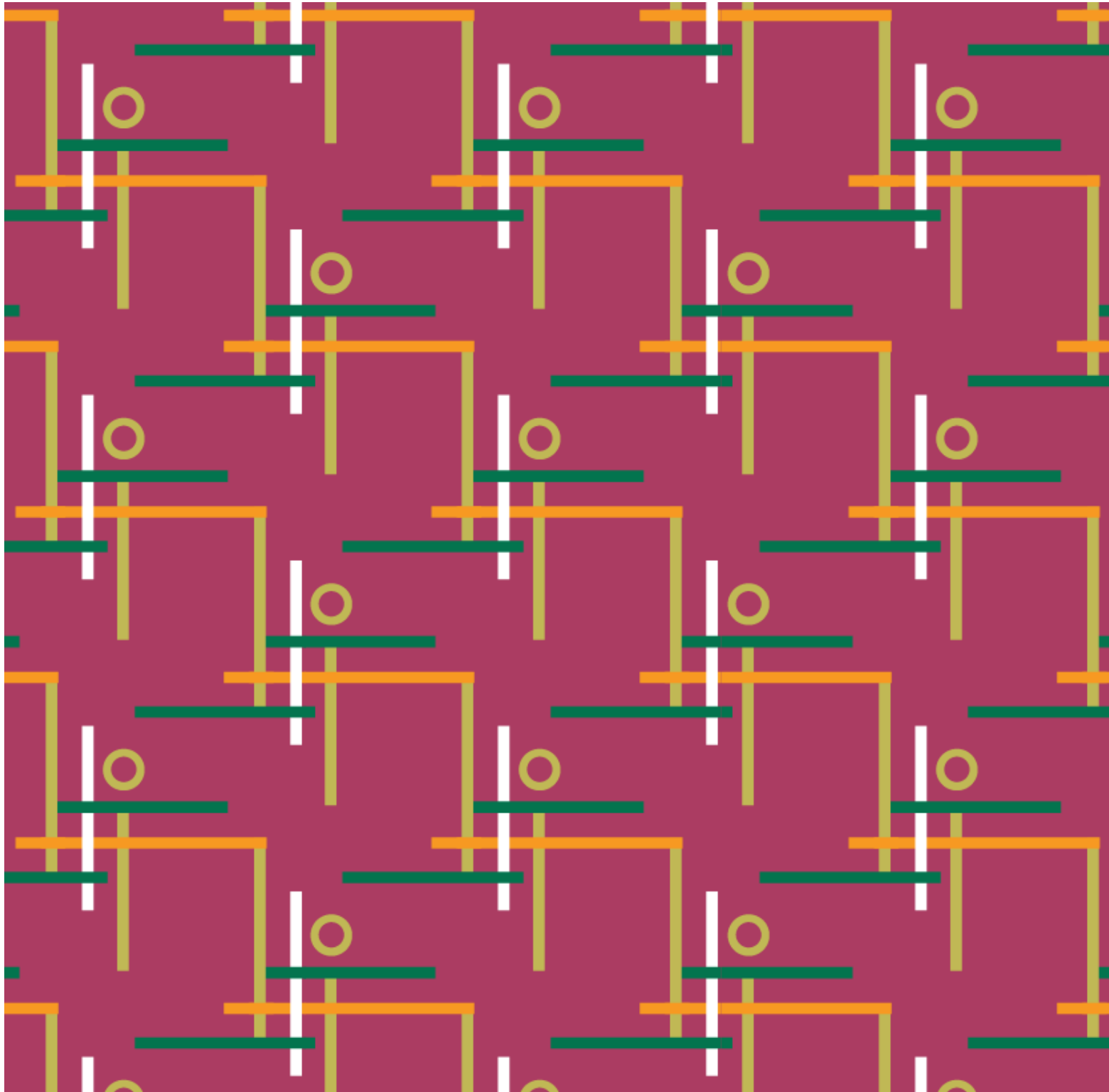
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6 A

Raised spot UV to be applied on the logo and the pattern.



# Application

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**Thank You!**