DESTINATION OUTLETS

BRANDING GUIDELINES

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DESTINATION

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DESTINATION
OUTLETS
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PRIMARY LOCKUP

DESTINATION
OUTLETS
SHOP | EAT | PLAY

BAG ICON

BAG ICON WITH TAGLINE

SHOP | EAT | PLAY

STACKED LOGO

DESTINATION
OUTLETS

HORIZONTAL WORDMARK*

DESTINATION OUTLETS

HORIZONTAL LOGO

DESTINATION OUTLETS

STACKED WORDMARK*

DESTINATION
OUTLETS
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*USE WORDMARKS WHEN BAG ICON IS USED ELSEWHERE ON SAME DESIGN

STANDARD ICON APPEARANCE

"E" HEIGHT DEFINES LOGO CLEARSPACE ON ALL SIDES

This is the minimum clearspace defined for the main logo (i.e. the edges of a standalone sign). If the logo is next to graphically strong or busy elements, allow for more space than defined here.

RED #1
#EC2227
Pantone 1788C

GRAY #3
#333333
Pantone Black 4 C

GRAY #2
#A7A9AC
Pantone Cool Gray 6 C

WHITE
#000000

BLACK
#221F1F

USE ONLY THESE MAIN LOGO COLORS FOR ALL VERSIONS.

USE BLACK INSTEAD OF GRAY #3 FOR MORE CONTRAST AGAINST MID-TONE BACKGROUNDS.

DESTINATION OUTLETS

DON'T STRETCH ANY ELEMENTS.

DON'T PLACE OVER A HIGH-CONTRAST OR BUSY IMAGE.

Brand font: **Avenir**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Light
Avenir Book
Avenir Roman
Avenir Medium
Avenir Heavy
Avenir Black

Classy yet approachable: use Avenir for anything & everything related to the Destination Outlets Brand. See next page for examples of utilizing the different font weights.

Secondary font: **Franklin Gothic Condensed**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic Condensed Book
Franklin Gothic Condensed Demi

Use Franklin Gothic Condensed when necessary for wayfinding signage, coupon fine print, etc.

USE WEIGHT, SPACING, COLOR, AND CAPS TO CREATE VARIETY & VISUAL HIERARCHY WITH THE AVENIR TYPEFACE.

THIS COUPON USES FRANKLIN GOTHIC CONDENSED FOR THE DISCOUNT & FINE PRINT.

RED

RED #1
#EC2227

RED #2
#AA262B

RED #3
#5F2F35

RED #4
#4A262E

TEALS

TEAL #1
#A5B7BD

TEAL #2
#71868D

TEAL #3
#384549

TEAL #4
#263235

GRAY & BLACK

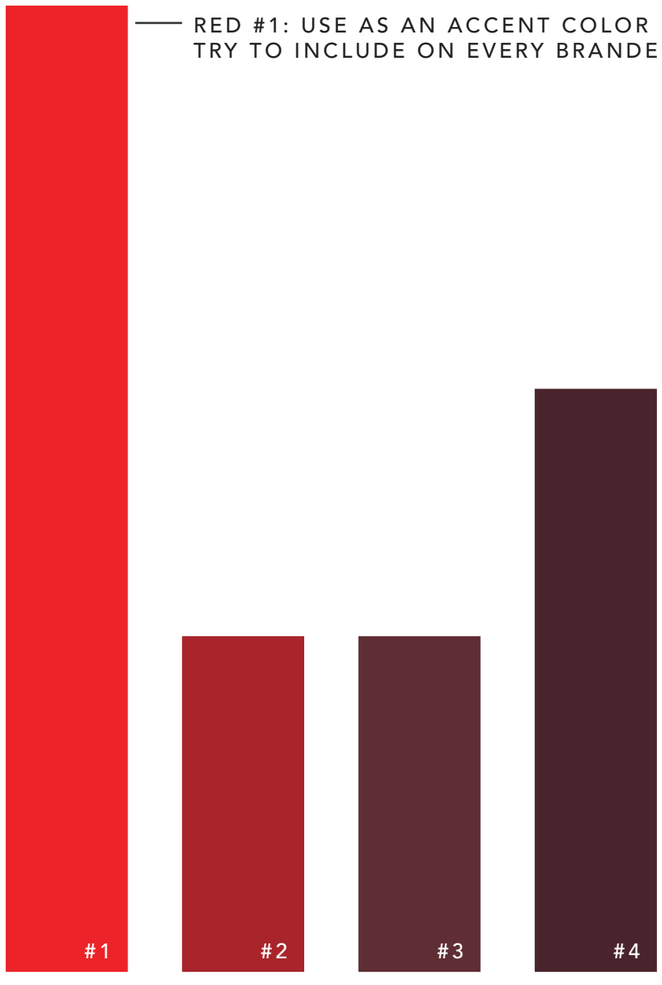
GRAY #1
#DCDBDB

GRAY #2
#A7A9AC

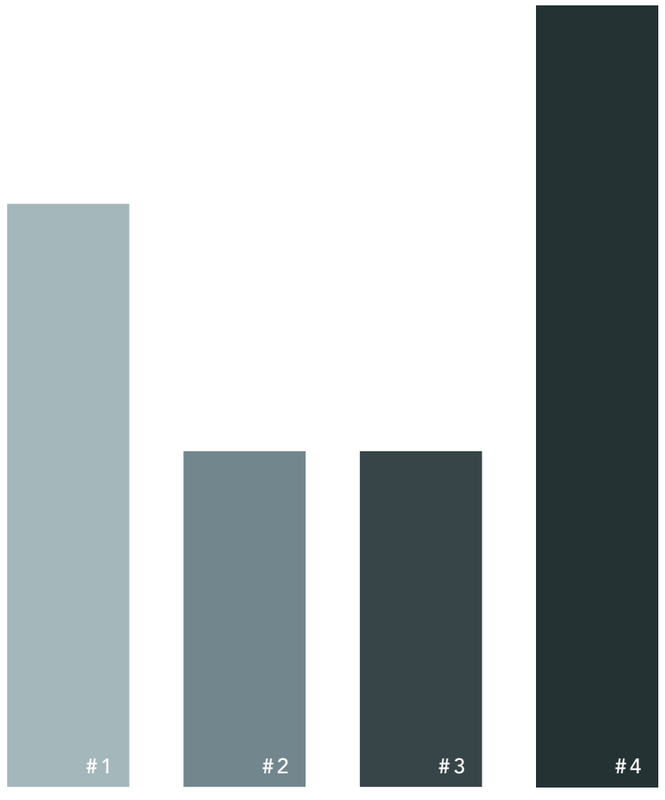
GRAY #3
#333333

BLACK
#221F1F

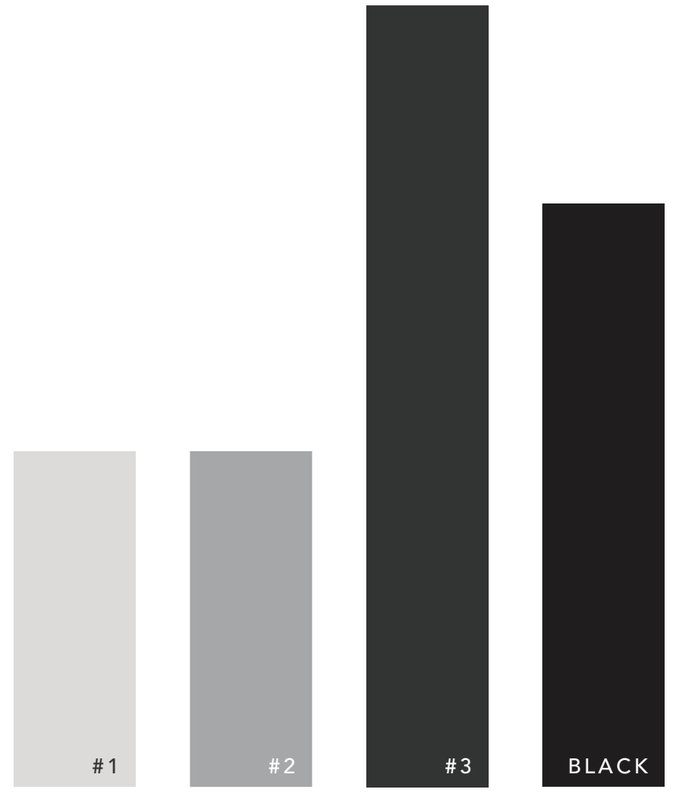
RED #1: USE AS AN ACCENT COLOR
TRY TO INCLUDE ON EVERY BRANDED IMAGE



REDS



TEALS



GRAYS & BLACK