

TRIANGLE
SQUARE

WHAT IS A GRAPHIC STANDARDS MANUAL?

**Our brand identity
is the face and
personality we
present to Costa
Mesa and surrounding
communities.**

How people perceive us is as important as the restaurants, activities and services we provide. Our identity is the total effect of our logo, services, tenants, brand names, website, social media, events and touch points: everything that represents us.

Because the Triangle Square brand should not be compromised, we've created this guide to provide all the pertinent specifications you need to maintain its integrity.

The guidelines in this document are not meant to inhibit, but to improve the creative process. In fact, when used correctly, they help to energize and invigorate the brand. By following these guidelines, the materials you create will represent Triangle Square to the Greater Orange County Region in a positive light. Please refer to this document every time you need information on how to implement and design your new materials, whether digital or print.

We have tried to provide guidelines that are easy to follow. Whenever questions arise, please contact Jovenville, 949.723.1898, Nikita Russell, Project Manager.



It's time to reimagine what Triangle Square can truly be.

After first opening in 1991, Triangle Square has endured a number of owners and transitions over the years—not all of them successful.

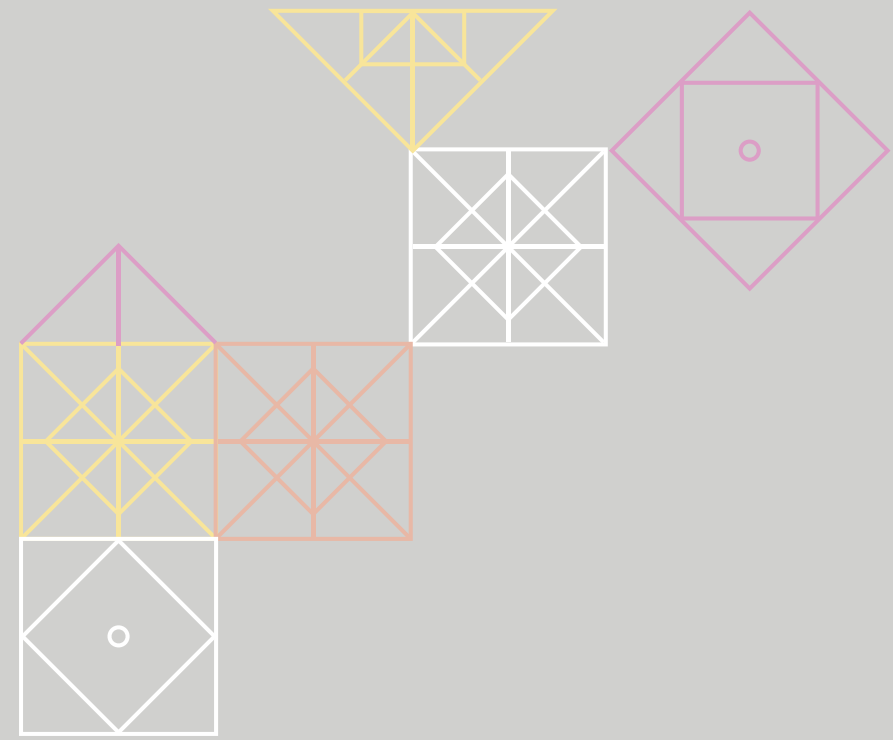
For example, when it was known as “Niketown,” Triangle Square was filled with big brand name stores, which ultimately failed and tarnished the reputation.

As a result of challenges like these, the community has developed a love/hate relationship with the property.

Today, it's time for change. Time for success. And time to reimagine what Triangle Square can truly be.

Now under new ownership, Triangle Square has an opportunity for a fresh start. With the right branding, the right tenants and the right marketing, the new center can become a true asset for the community—and a pivotal part of the community's future development. It could be the “anchor” for the future downtown area as it's revitalized over time.

TRIANGLE SQUARE'S HISTORY



BRAND POSITION: PLAY/STOP



A place where fun-seekers can **PLAY**, where relaxation-seekers can **STOP**.

To propel Triangle Square into the future, it needs to go back to basics.

That means learning from the past. Listening to what the community wants today.

And delivering on the promise to be all that it can be.

That includes more restaurants. More options. More entertainment. More common space.

And becoming a destination hub that purpose-built by locals, for locals.

A place where fun-seekers can **PLAY**.

Where relaxation-seekers can **STOP**.

Where everyone can gather and connect. Get pampered. Discover diverse cuisine from local chefs. Explore exclusive boutiques. Paint a mural. Climb a rock all. Bust out with lively comedy. Or simply settle in with a jazzy cocktail while enjoying live music.

The revitalized Triangle Square is brimming with entertainment and dining options that are unique and distinctive—a far cry from the same old thing. A hub that's truly worth the hype.



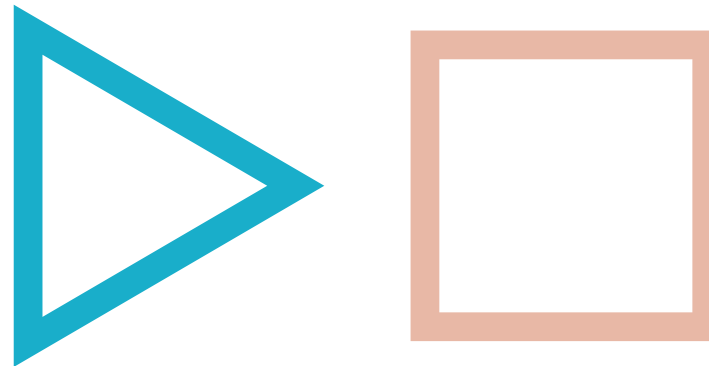
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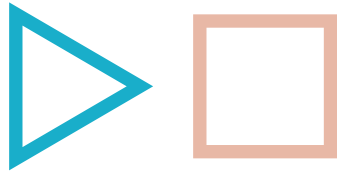
PRIMARY LOGO WITH TYPE

The Triangle Square logo was designed to visually portray the brand. There are nine approved variations of the mark that can be used interchangeably, to reflect the fluid nature of the brand. The size, shape and proportion cannot be altered, redrawn, embellished or re-created in any other way.

The brandmark can be portrayed using the approved color combinations from the approved palette. The Triangle Square brandmark may be locked up with the Triangle Square type for signage or external marketing purposes. The brandmark can be portrayed in one-color (e.g. black or any other approved color) only in circumstances where the four-color or two-color version brandmark is not appropriate.



TRIANGLE SQUARE



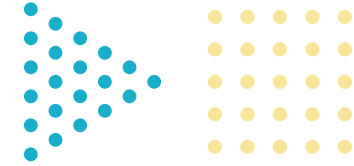
**TRIANGLE
SQUARE**

1



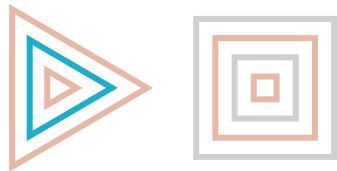
**TRIANGLE
SQUARE**

2



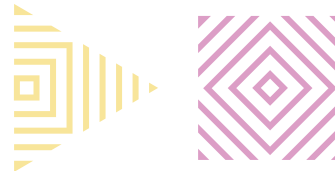
**TRIANGLE
SQUARE**

3



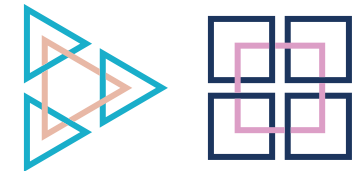
**TRIANGLE
SQUARE**

4



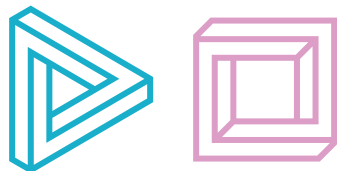
**TRIANGLE
SQUARE**

5



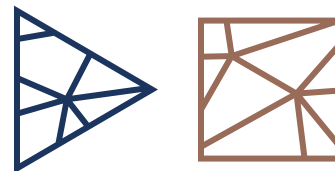
**TRIANGLE
SQUARE**

6



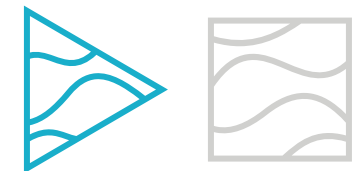
**TRIANGLE
SQUARE**

7



**TRIANGLE
SQUARE**

8



**TRIANGLE
SQUARE**

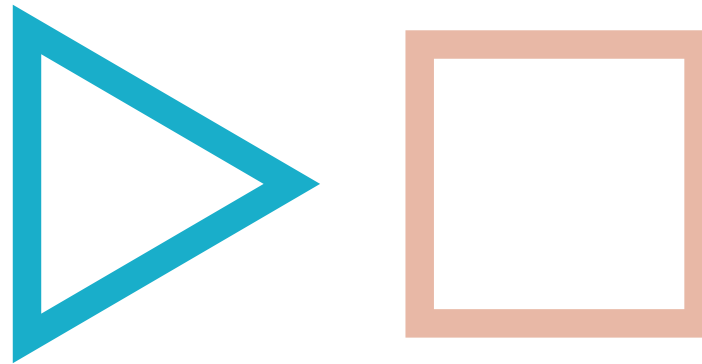
9

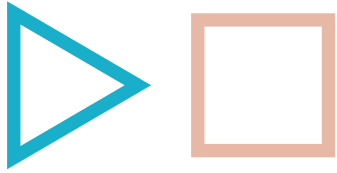


SECONDARY LOGO

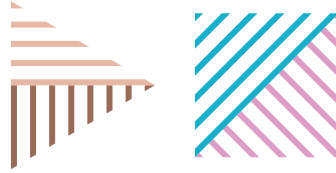
The Triangle Square brandmark may be locked up with the Triangle Square type for signage or external marketing purposes. It is not to be used

for corporate communications or internal environmental design.





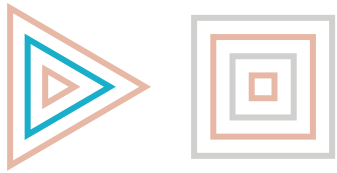
1



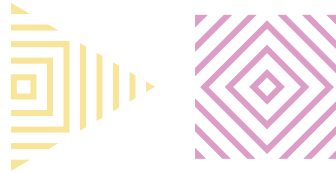
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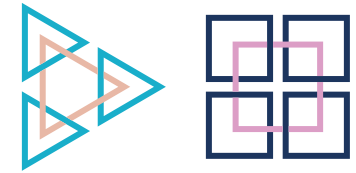
3



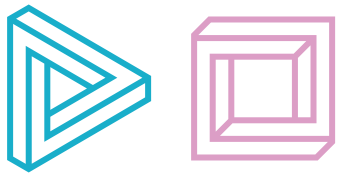
4



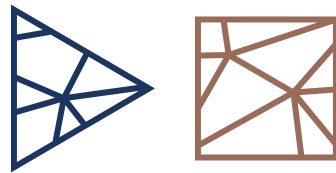
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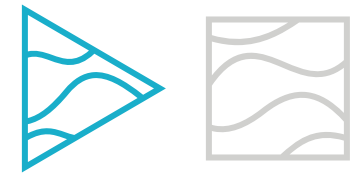
6



7



8

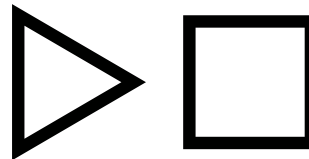


9

ALTERNATE LOGO COLORS

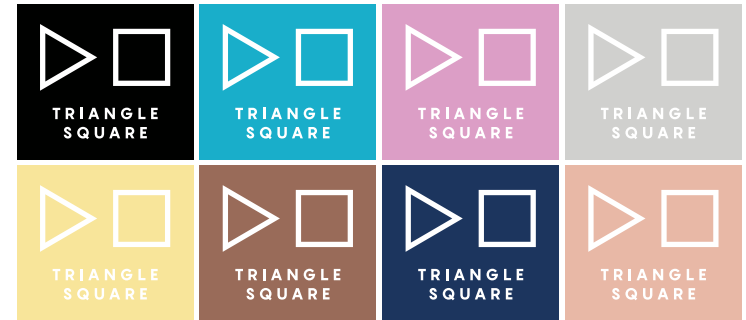
If in a given situation the use of the four- or two-color logo versions is impractical, the logo may be rendered as one-color, reversed to white, or rendered in any of the approved colors from the Triangle Square color palette.

On occasion, the grayscale version can also be used. Any alternative uses of the logo outside of four- or two-color must be approved.

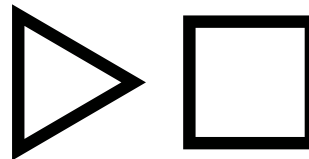


**TRIANGLE
SQUARE**

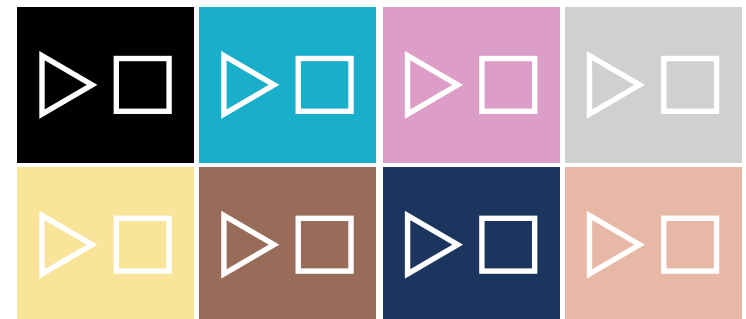
PRIMARY LOGO IN BLACK



PRIMARY LOGO ON COLOR/IMAGES



SECONDARY LOGO IN BLACK

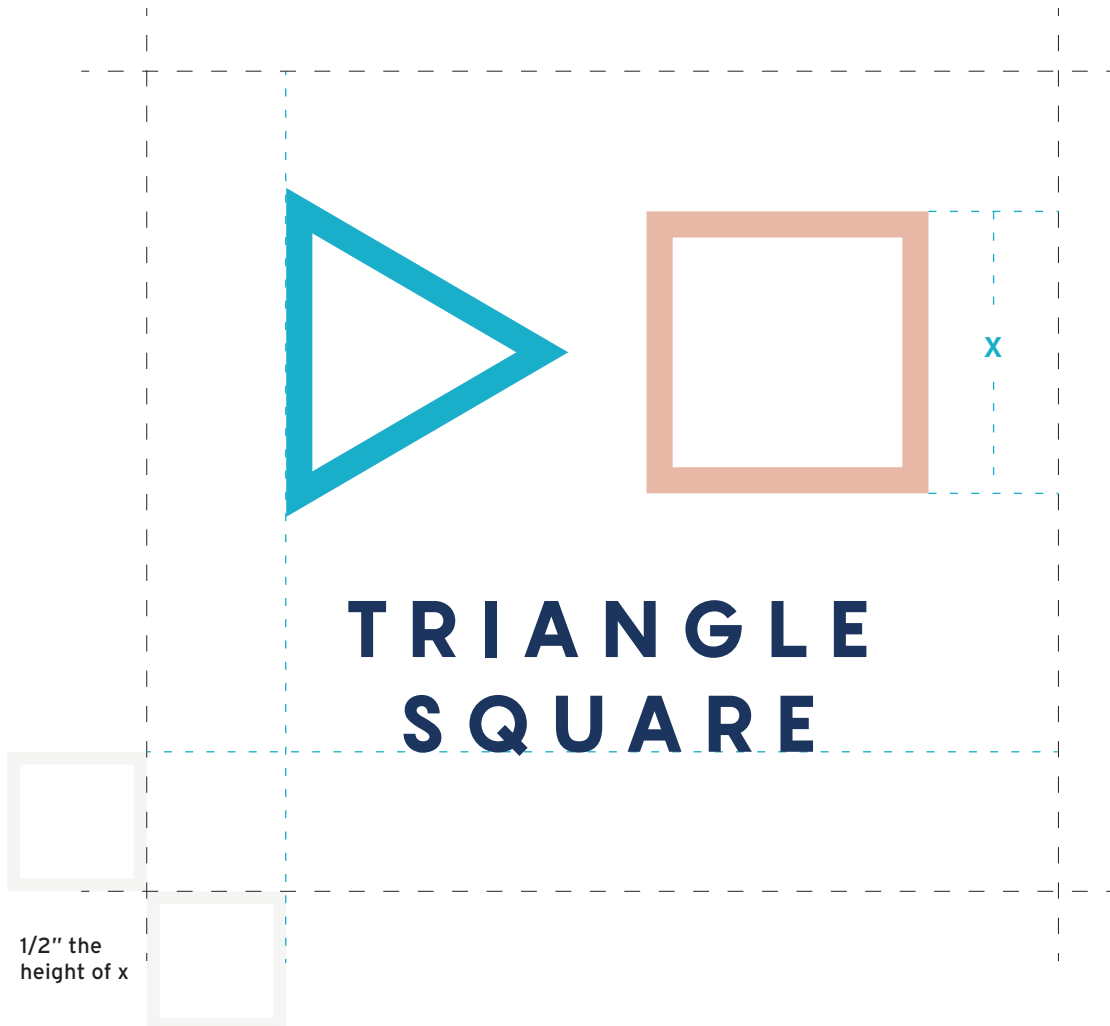


PRIMARY LOGO ON COLOR/IMAGES

PRIMARY LOGO CLEAR SPACE

Clear space is defined as the minimum amount of “breathing room” to be maintained around the brandmark. This area cannot contain any other graphics, text or other marks. It also defines the minimum distance from the

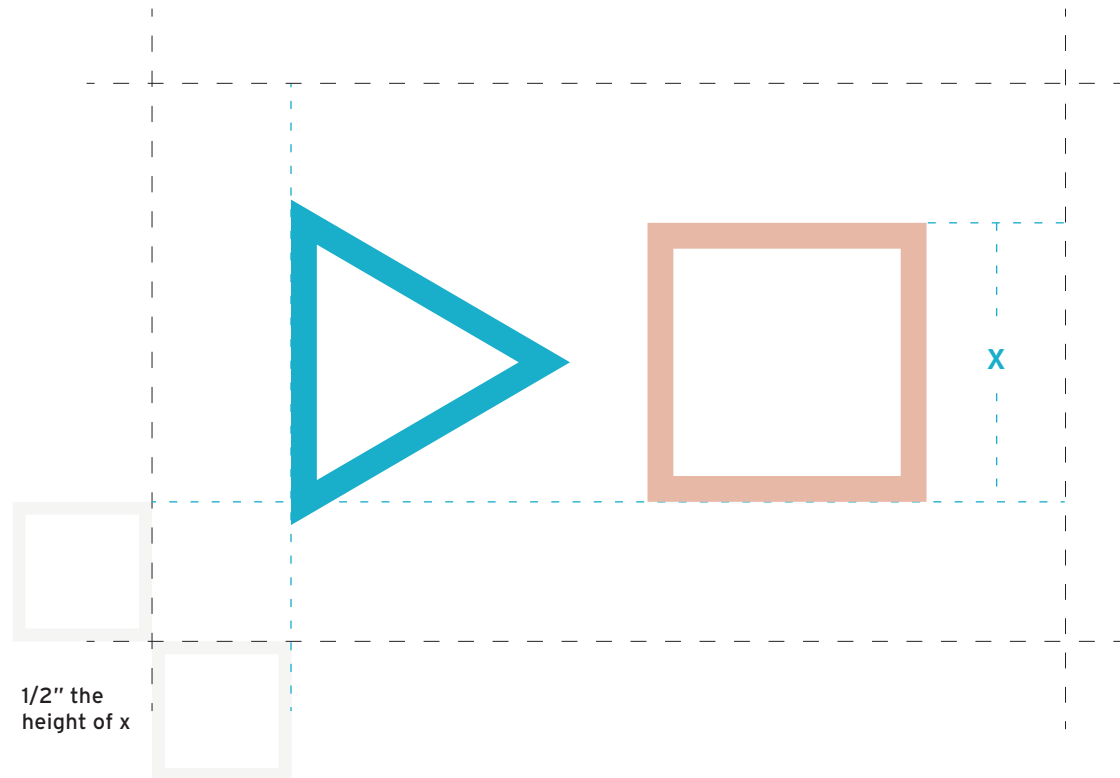
brandmark to the edge of the printed piece. The clear space unit of measure is the width of the “a” from the Triangle Square logotype and is equal to one unit on all four sides of the logo.



SECONDARY LOGO CLEAR SPACE

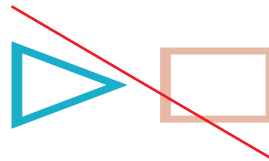
Clear space is defined as the minimum amount of “breathing room” to be maintained around the brandmark. This area cannot contain any other graphics, text or other marks. It also defines the minimum distance from the

brandmark to the edge of the printed piece. The clear space unit of measure is the width of the “a” from the Triangle Square logotype and is equal to one unit on all four sides of the logo.

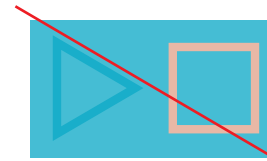


RESTRICTIONS

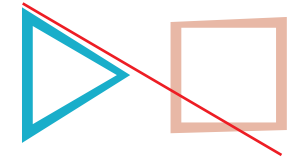
Regardless of use, the trademark shape, color, and proportion should never be altered or modified. Adding graphic elements or varying approved lockup is also unacceptable. Displayed below are some incorrect uses of the Triangle Square trademark. Inappropriate reproductions dilute the Triangle Square image and undermine efforts to project a consistent brand.



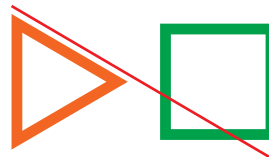
DO NOT stretch or distort



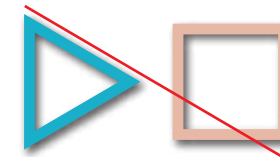
DO NOT use on colors that make it illegible



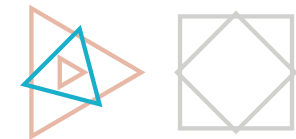
DO NOT re-draw any parts of the logo



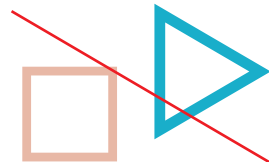
DO NOT change color usage from approved



DO NOT add dimension or drop shadows



DO NOT create additional logo designs



DO NOT change proportions or lockup

COLOR PALETTE

The following colors have been chosen to reflect the Triangle Square brand. The primary colors showcase the playful nature of the brand. The

lighter gray and yellow were selected to neutralize the palette or accent the primary colors.

PRIMARY PALETTE



PANTONE
534C
RGB 27 54 93
HEX/HTML 1B365D
CMYK 95 74 7 44



PANTONE
244C
RGB 229 155 220
HEX/HTML E59BDC
CMYK 9 45 0 0



PANTONE
412C
RGB 56 47 45
HEX/HTML 382F2D
CMYK 63 65 65 62



PANTONE
2200C
RGB 25 174 202
HEX/HTML 19AECA
CMYK/OGV
63 0 0 8 / 0 16 0



PANTONE
7415C
RGB 230 186 168
HEX/HTML E6BAA8
CMYK 0 28 26 1



PANTONE
RGB
HEX/HTML
CMYK
ALTERNATE COLOR
BAMBOO WOOD

SECONDARY PALETTE



PANTONE
Cool Gray 2C
RGB 208 208 206
HEX/HTML D0D0CE
CMYK 5 3 5 11
ALTERNATE COLOR
METALLICS



PANTONE
2001C
RGB 248 229 154
HEX/HTML F8E59A
CMYK 0 3 48 0



PANTONE
4715C
RGB 149 108 88
HEX/HTML 956C58
CMYK 17 59 60 45
ALTERNATE COLOR
WOOD

PATTERNS

The following patterns have been chosen to reflect the Triangle Square brand. These variety of patterns can be used on corporate

communications, marketing materials, and environmental design.

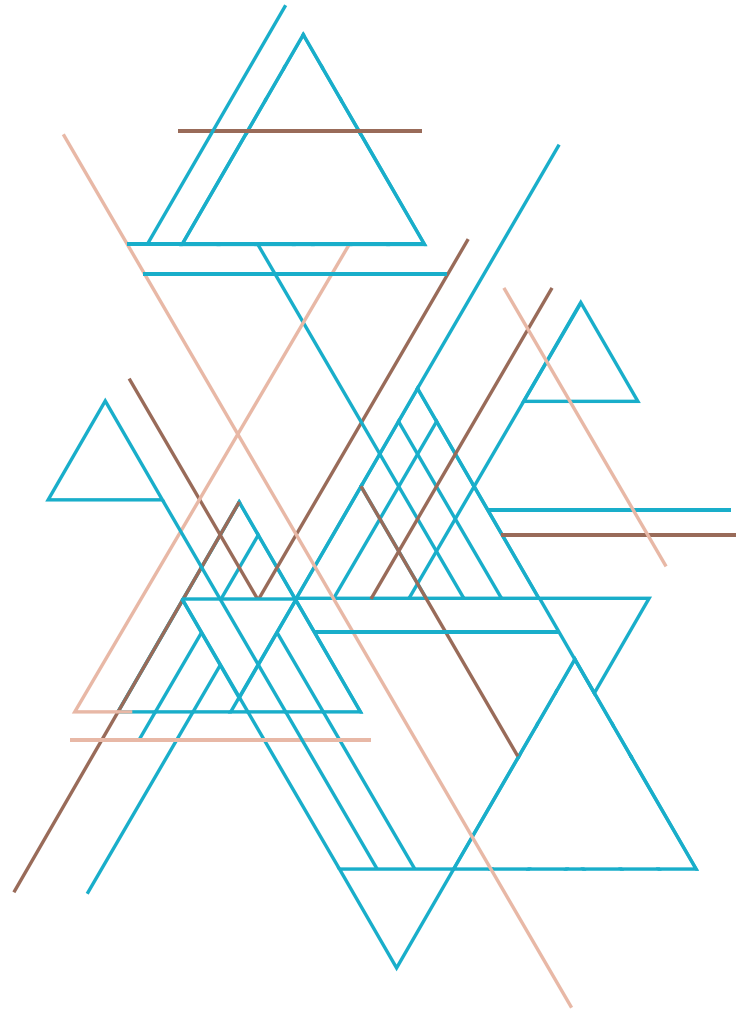




PATTERNS

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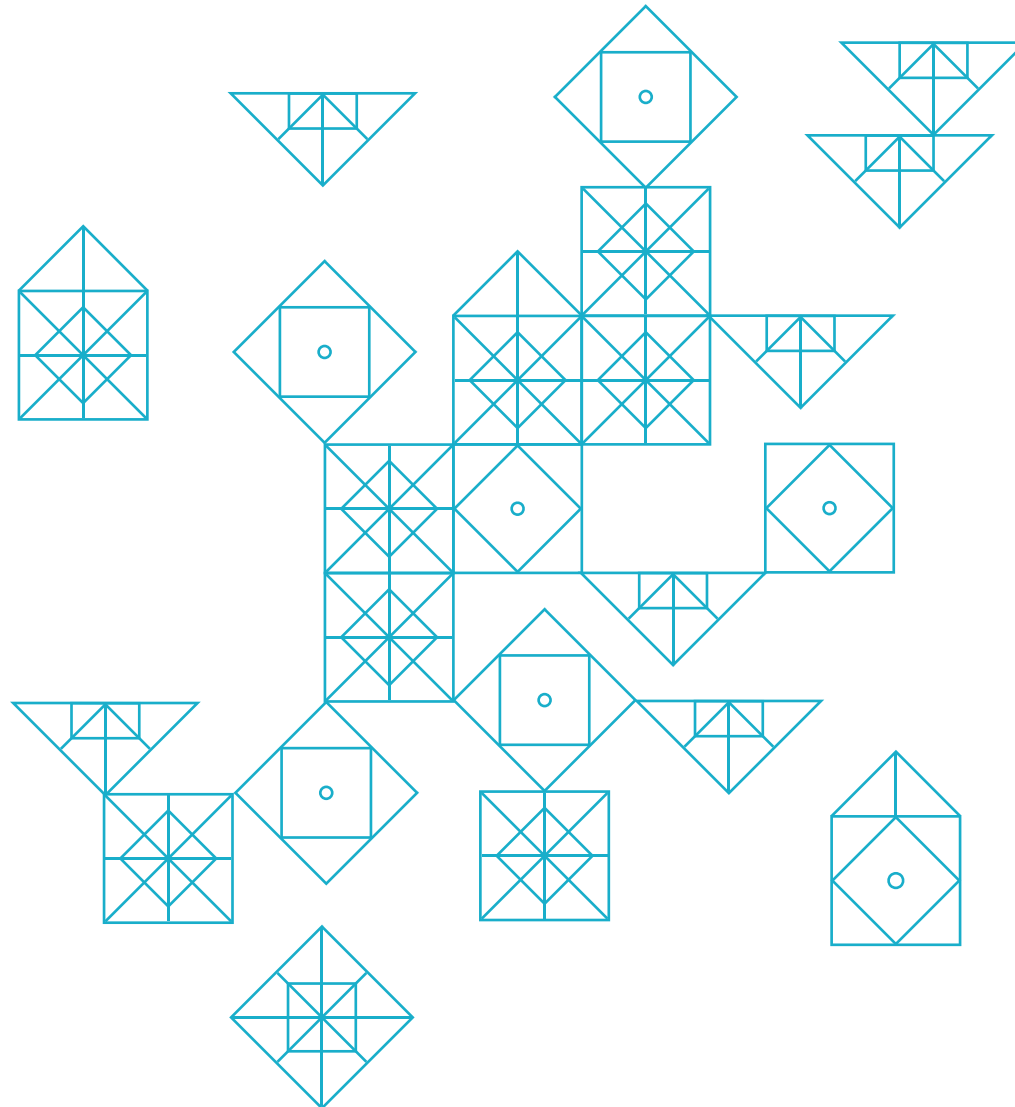
communications, marketing materials, and environmental design.



PATTERNS

The following patterns have been chosen to reflect the Triangle Square brand. These variety of patterns can be used on corporate

communications, marketing materials, and environmental design.

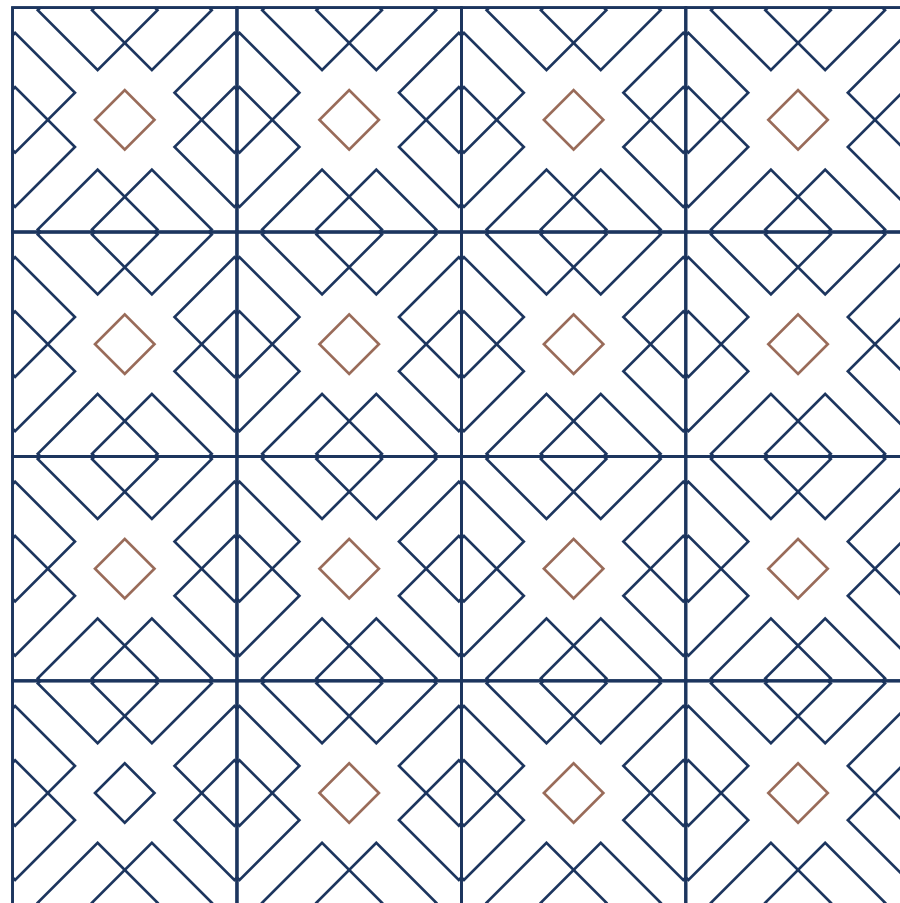




PATTERNS

The following patterns have been chosen to reflect the Triangle Square brand. These variety of patterns can be used on corporate

communications, marketing materials, and environmental design.

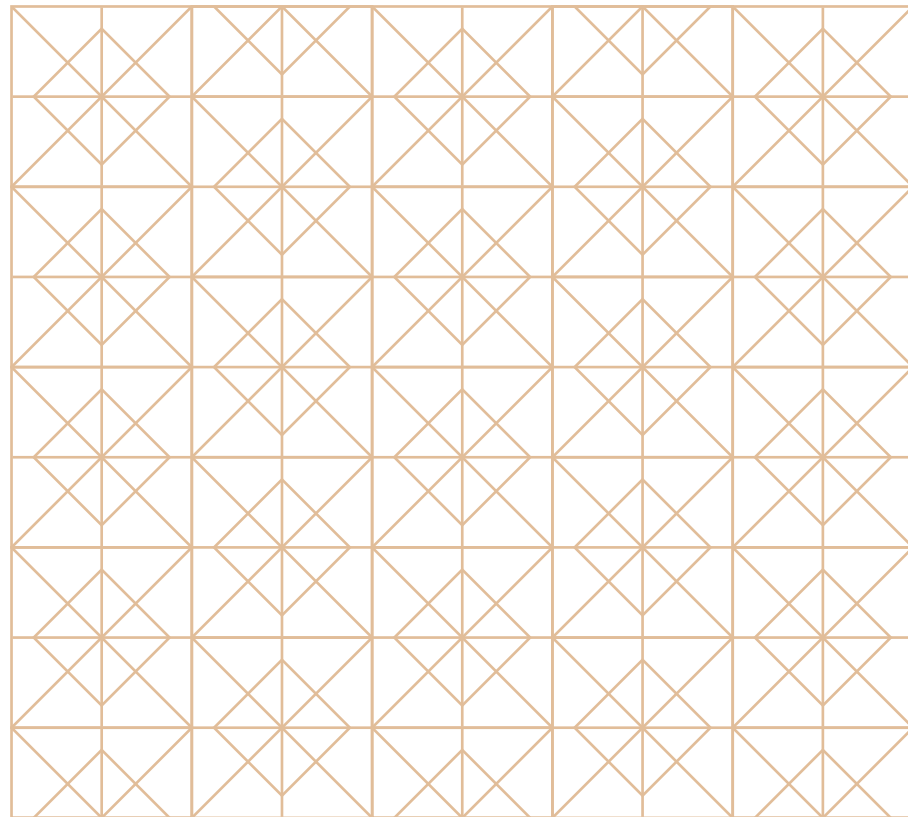




PATTERNS

The following patterns have been chosen to reflect the Triangle Square brand. These variety of patterns can be used on corporate

communications, marketing materials, and environmental design.



FONTS

Another way that a company projects its personality to the world is through typography. The font or typeface that it uses is developed to set a certain tone with the customer. The following fonts have been picked to keep

a cohesive look across all of our communications. Only these fonts can be used for advertising, corporate communications, environmental design and online communications.

LOGO FONT

PANGRAM EXTRA BOLD

This font is to be used for the logo only, not for communications.

PRIMARY FONT - HEADLINE/DISPLAY

INTERSTATE BOLD INTERSTATE REGULAR

PRIMARY FONT - DISPLAY AND SUBHEADS

INTERSTATE REGULAR

PRIMARY FONT - BODY COPY

Interstate Light / *Italic* / **Bold**

DEFAULT FONT

Arial Regular / *Italic* / **Bold**

Arial can be used as a default system font if Interstate is not available for use (e.g. for emails, PowerPoint presentations, etc...)

BUSINESS CARDS

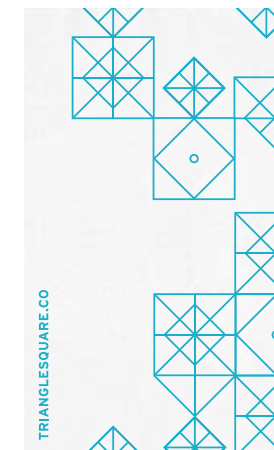
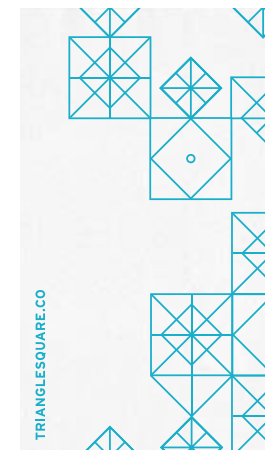
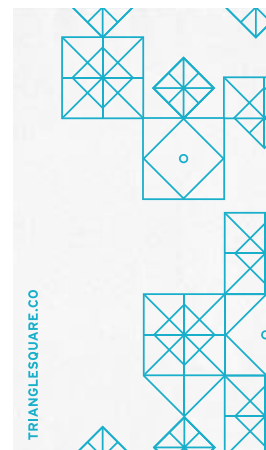
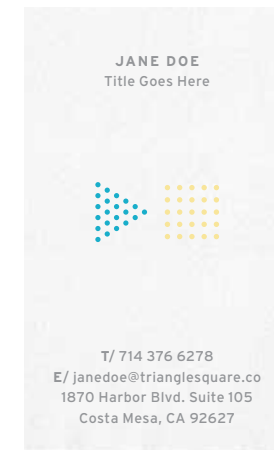
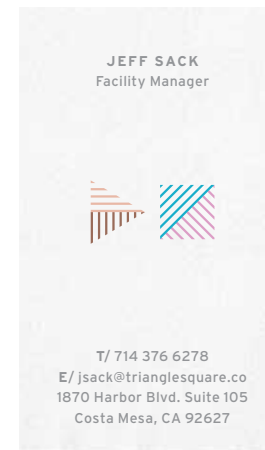
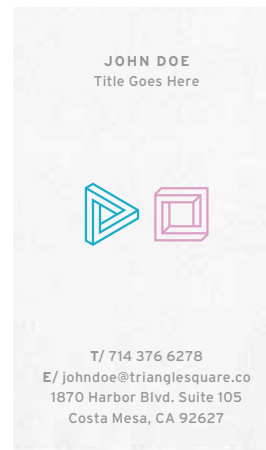
The business cards should utilize all the secondary logo variations - each business card should have a different logo. The pattern on the back must remain the same, matching the edge color. The business card colors must from the approved palette.

PRINT SPECIFICATIONS

Size: 3.5" x 2" (standard size)

Paper:

Inks:



EMAIL SIGNATURE

The email signatures should utilize all the secondary logo variations - each email signature has a different logo. The color of the divider line between logo and information should be selected

from the approved color palette. The Default Font should be used as this application does not support the Primary Font.



JEFF SACK NAME: Arial Bold, All Caps, 16pt
 Facility Manager TITLE: Arial Regular, 14pt
 T/ 714 376 6278 T: Arial Bold, 14pt /#: Arial Regular, 14pt
 1870 Harbor Blvd. Suite 105 ADDRESS: Arial Regular, 14pt
 Costa Mesa, CA 92627
TRIANGLESQUARE.CO WEBSITE: Arial Bold, All Caps, 14pt
 f i t



JANE DOE
 Job Title Here
 T/ 714 376 6278
 1870 Harbor Blvd. Suite 105
 Costa Mesa, CA 92627
TRIANGLESQUARE.CO
 f i t

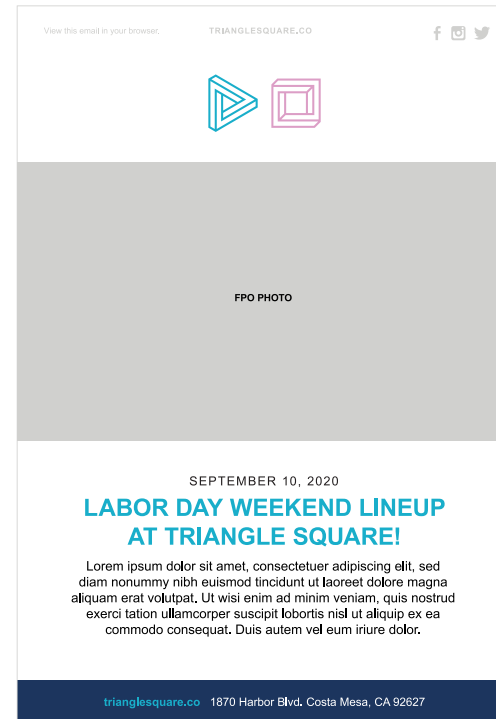


JOHN DOE
 Job Title Here
 T/ 714 376 6278
 1870 Harbor Blvd. Suite 105
 Costa Mesa, CA 92627
TRIANGLESQUARE.CO
 f i t

EMAIL TEMPLATE VERSION 1

Version 1 of the email template should be used for simple announcements only. It consists of a header image, headline, and body copy. Links or

buttons to the website or more information related to the announcement may be added.



EMAIL TEMPLATE VERSION 2

Version 2 of the email template should be used for more detailed announcements, or as a newsletter. It can be used to highlight the latest Triangle Square news and developments or

upcoming events. Links and buttons to the website or more information related to the announcements or events may be added.

