

**EAST MARKET**

*DEVELOPMENT OVERVIEW*

## OVERVIEW

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Welcome to the East Market brand. This toolkit is designed to equip you with the tools you need to incorporate East Market's branded elements into your own work. Within this document you'll find the basic elements of the brand, along with basic instruction on how to use them. Using these tools and guidelines will ensure consistency and recognition of the brand in the marketplace.



Along with this PDF, you can expect a digital version of the toolkit. This icon will indicate assets that can be found in the digital toolkit.

## BACKGROUND

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East Market is a unique development project in the heart of Center City deserving of a unique brand. Framed between 11th, 12th, Chestnut, and Market Streets, the project is situated in the middle of a variety of Philly's key tourist drivers and its most heavily trafficked block throughout the day—traffic that East Market is primed to tap into. The buildings on-site offer a variety of experiences, from retail and dining to office and residential. Altogether, East Market is creating a new go-to, authentically Philly destination where Philadelphians can come together to live, work, shop, eat, and play.

In short, East Market is raising the profile of the area and shifting the cultural center of Philly.

## BRAND POSITIONING

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The brand's positioning statement encapsulates the essence of the project, serves as an internal reference to guide marketing communications, and should not appear on outward-facing materials.

## POSITIONING STATEMENT

Where Philly Connects

## STONE WORDS

The positioning statement is informed by the following tonal words that reflect the personality of the brand:

- Fresh
- Unexpected
- Modern
- Inviting
- Dynamic
- Intimate
- Integral

COPY TONE & VOICE

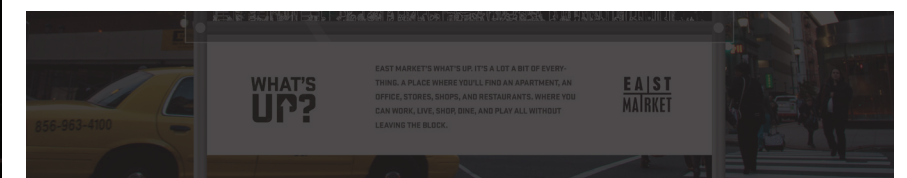
The East Market brand was developed to have a wide-ranging voice. While it always strives to talk on a one-to-one level, with a conversational tone that speaks to people like people, at times it can be fun and playful, yet frank and to the point. It sounds like the familiar voice of a Philadelphian, rather than an outsider or a newcomer. You can tell it grew up here. Its versatile range allows it to speak comfortably to different people at different times. It can talk with people on the street as they pass by on their morning commute. In the afternoon, it can put on a sportcoat, be serious, and talk with sophistication to a CEO about renting office space. And at night, it can easily transition into talking to potential residents about enjoying the restaurant and bar scene.



**WHAT'S UP?**

EAST MARKET'S WHAT'S UP. IT'S A LOT A BIT OF EVERYTHING. A PLACE WHERE YOU'LL FIND AN APARTMENT, AN OFFICE, STORES, SHOPS, AND RESTAURANTS. WHERE YOU CAN WORK, LIVE, SHOP, DINE, AND PLAY ALL WITHOUT LEAVING THE BLOCK.

**EA|ST  
MA|RKET**



PRIMARY

SECONDARY

TERTIARY

Primary colors are used for making bold statements and when larger backgrounds or swaths of color are called for.

The secondary colors help to round out the palette and are used predominantly in a supporting and accent role to the primary colors.

The brand's warm grey colors help to unify the brand with a warmth of personality.

**CMYK:** C=100, M=0, Y=0, K=0

**RGB:** R=0, G=174, B=239

**PANTONE:** 297U

**CMYK:** C=1, M=45, Y=100, K=0

**RGB:** R=249, G=155, B=28

**PANTONE:** 129U

**CMYK:** C=65, M=60, Y=64, K=50

**RGB:** R=64, G=62, B=58

**PANTONE:** 440U

**CMYK:** C=4, M=93, Y=81, K=0

**RGB:** R=229, G=56, B=60

**PANTONE:** RED 032U

**CMYK:** C=96, M=65, Y=28, K=10

**RGB:** R=0, G=88, B=130

**PANTONE:** 7704U

**CMYK:** C=58, M=52, Y=71, K=37

**RGB:** R=87, G=84, B=65

**PANTONE:** 5753U

**CMYK:** C=17, M=4, Y=95, K=0

**RGB:** R=220, G=217, B=47

**PANTONE:** 3965U

**CMYK:** C=42, M=0, Y=39, K=0

**RGB:** R=150, G=209, B=175

**PANTONE:** 7478U

**CMYK:** C=6, M=1, Y=7, K=0

**RGB:** R=236, G=242, B=234

**PANTONE:** warm grey 1 U

## Color Palette

The boldness of the primary colors develops the tone of the brand and establishes a friendly, welcoming, approachable persona. The subdued secondary colors are used to widen the palette and balance out the vivid hues, while the tertiary colors are a set of warm greys to reinforce the brand's welcoming feel.

**EAST MARKET**

*TYPOGRAPHY*

The East Market brand uses four typefaces while also incorporating one Philly Type move. The typefaces—Stratum, Monotype Modern, Franklin Gothic, and Placard—are used to create a wide spectrum, ranging from the personable and playful to the refined and sophisticated.

HEADLINE TYPEFACES 

BODY TYPEFACE

STRATUM FAMILY

**STRATUM BLACK**  
**STRATUM REGULAR**  
 STRATUM LIGHT  
 STRATUM THIN

This San Serif is used for headlines and callouts. It has a bold, industrial feel, but with its slightly curved angles, it also communicates a feeling of warmth and friendliness. It's also used in a stenciled version for added versatility with a hands-on authenticity. This version is available as a vector file within the digital toolkit.



MONOTYPE MODERN FAMILY

**MODERN BOLD**  
*MODERN ITALIC*  
 MODERN CONDENSED  
*CONDENSED ITALIC*

This Serif is also used for headlines and callouts. It has a modern style for an elevated, premium feeling.

For example, this typeface can be seen adding sophistication in the office brochure.



PLACARD FAMILY

**PLACARD BOLD**  
**PLACARD REGULAR**

This San Serif is super-condensed to allow for large headlines and wall graphics at minimum width.

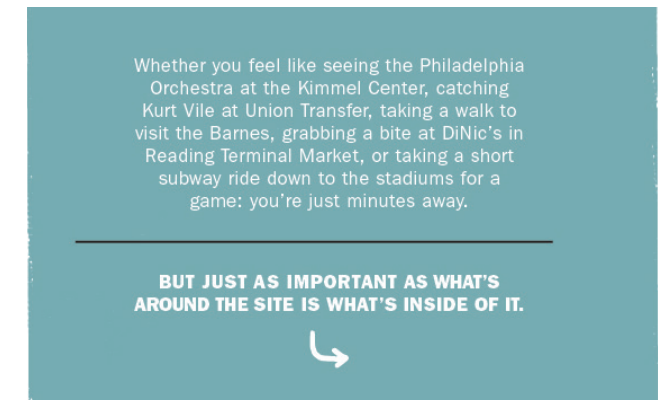
For example, Placard could be used for messaging on walls found throughout the garage.



FRANKLIN FAMILY

**FRANKLIN HEAVY**  
**FRANKLIN DEMI**  
**FRANKLIN MEDIUM**  
**FRANKLIN BOOK**

This San Serif is used for body copy, due to its easy readability. It has a classic, timeless feel.



Whether you feel like seeing the Philadelphia Orchestra at the Kimmel Center, catching Kurt Vile at Union Transfer, taking a walk to visit the Barnes, grabbing a bite at DiNic's in Reading Terminal Market, or taking a short subway ride down to the stadiums for a game: you're just minutes away.

**BUT JUST AS IMPORTANT AS WHAT'S AROUND THE SITE IS WHAT'S INSIDE OF IT.**





**Special Type**

- A. Inspired by the Philly Type Project, the brand draws from Philadelphia’s rich and eclectic mix of typography throughout the city. To bring this concept to life and round out the personality of the brand, we used the brand’s typefaces to create a restrained Philly Type effect as a supporting move for added versatility.
- B. Hand-scripted phrases are used sparingly within the brand to give it a casual touch and a hint of craftsmanship.



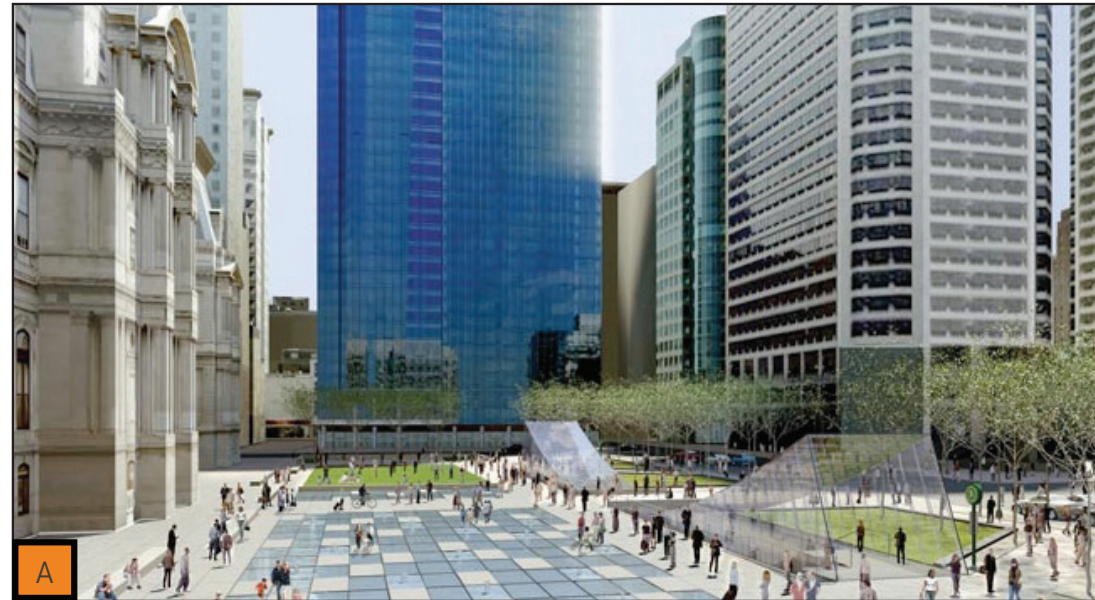
For a subtle use of the move, the first and last numbers are in Placard while the middle digit is in Monotype Modern.



On the other side of the spectrum, the use of all families together to create one word.



Hand-scripted lettering can work in certain key moments where lifestyle takes center stage, such as seen here in the brand’s brochure system.



**Creative Tension**

In addition to the Philly Type move, a theme of creative tension runs throughout the overall brand. From the project's interesting combinations of the historic and new (A), to the juxtaposition of organic and inorganic elements throughout the entire project (B), to the sophistication of high-end retail, mixing with down-to-earth dining (C), and to the unique combination of residential, office, shopping, and dining experiences all within a natural-feeling city block (D).

**EAST MARKET**

*PHOTOGRAPHY*

## Photography

The following criteria should be considered for future photography shoots and purchases:

- A. Photographs that create an in-the-moment sense of atmosphere and place.
- B. Unconventional angles, especially first-person points of view of everyday life.
- C. Sunbursts, which provide a sense of warmth in the brand's photography.
- D. Upfront and centered experiential content.
- E. Lifestyle photographs that can also include amenities and other features such as window space.
- F. Warm, candid, personable, friendly portraiture that elicits a welcoming feeling.

National Development has a subscription to a non-rights managed photography source ([DeathToTheStockPhoto.com](https://www.deathtothestockphoto.com)).



A



B



C



D



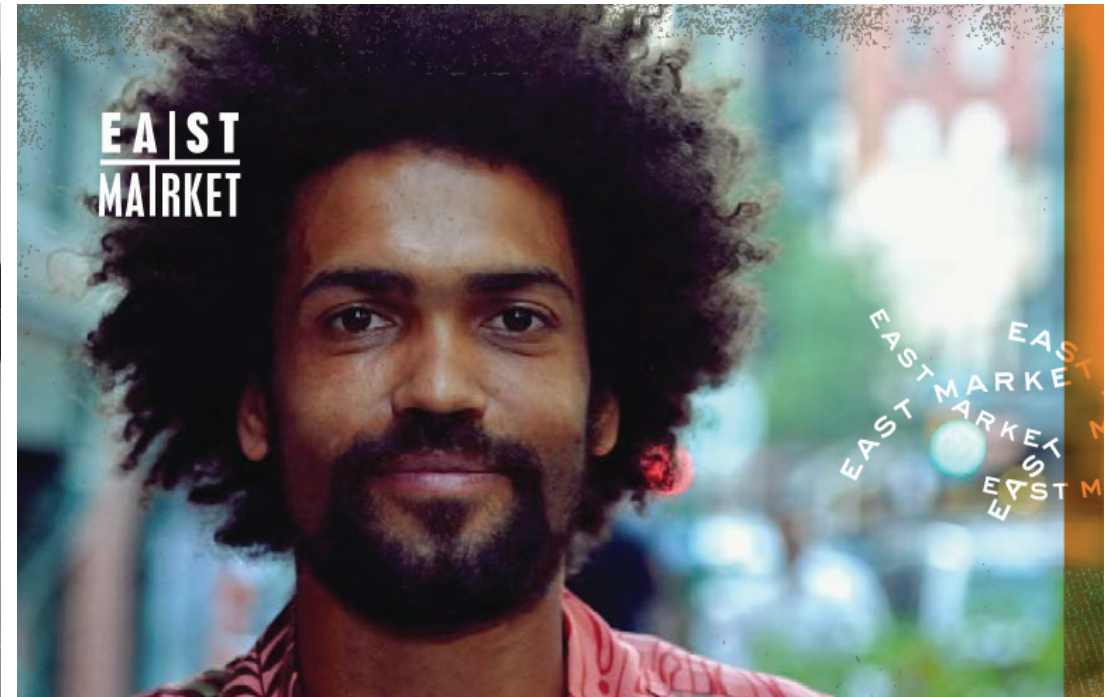
E



F

**Treatment**

For the most part, East Market photography and renderings are shown at full color with little to no obstruction. The brand does rely on several textural brushes to add a layer of authenticity to tie photographs and renderings together across materials.



A WORK US  
A HOME US  
A PLAY US.

But how would it be if they all came tog  
If we traded our rush hour for happy ho  
walk home was the 30-feet to the eleva  
we spent more time doing than going. A  
time we enjoyed was all the time. In a p  
where we can dish, dine, shop, work, liv  
walk, and hangout. Together. All of us. E  
together to create something new.

**SOMETHING BETTER.**  
A better version of ourselves at the new

**EAST MARKET**

*BRANDED ELEMENTS*

## TEXTURES AND PATTERNS

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Textures and patterns are used as secondary elements to help shape the brand. These elements may be derived from renderings or hand-drawn to bring warmth and playfulness to the brand. Several of the brand's textures and patterns are used to integrate photography more seamlessly within layouts. These textures and patterns are drawn from inspiration found within the site itself. For example, wood grains taken from the organic patterns that will make up the interiors and elements of the Ludlow Street experience are used to provide blocks of copy with a warmer, friendlier feel.

Abstracted patterns pulled from interior design accents inform patterns that are exact and precise in their repetition while simultaneously evoking organic patterns.

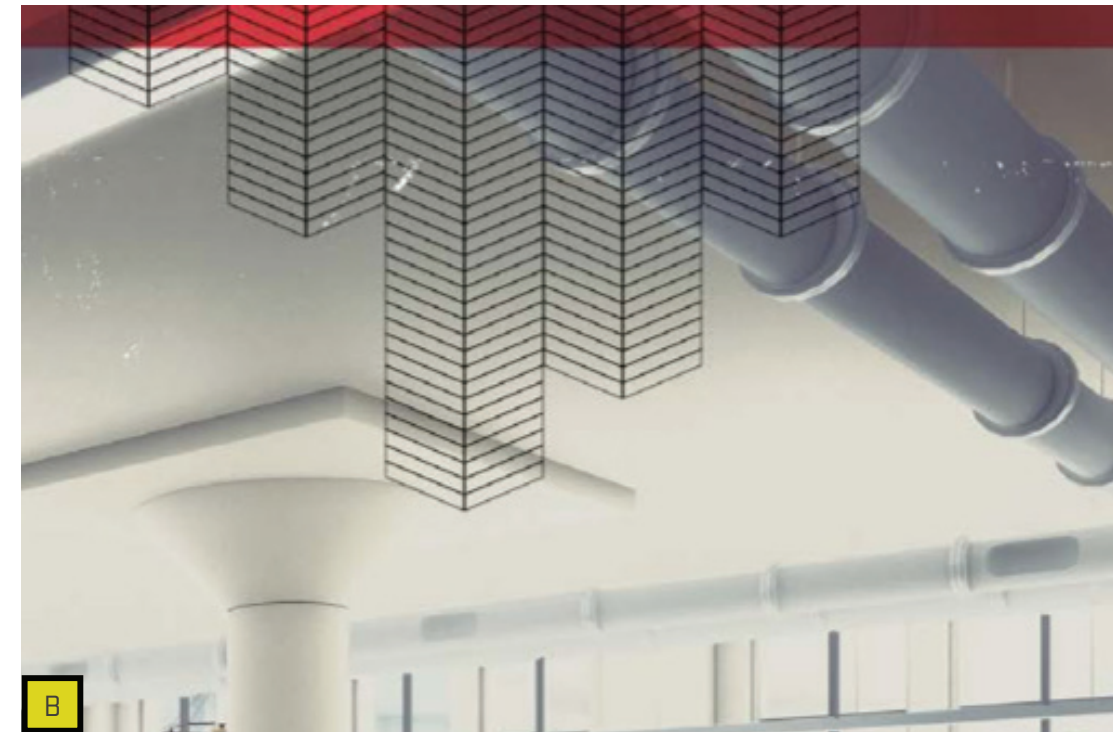
Hand-drawn patterns based on the flow of pedestrians through the site reinforce the activity and aliveness of the environment.

## Textures

A. This is an example of a subtle use of texture to bring authenticity to the brand.

B. This pattern is inspired by the floor in the residential communal space. It depicts an organic leaf pattern executed in a way that is modern and inorganic.

C. This is an example of how a subtle wood grain texture can bring life to a simple block.





**Patterns**

Several East Market patterns were developed to layer in over the brand's colors for added depth, as well as for integrating into photography within layouts to tie pieces together across the brand.

A. The East Market lattice

takes its inspiration from the intersecting pedestrian paths flowing through the site.

B. The left-right arrow pattern is inspired

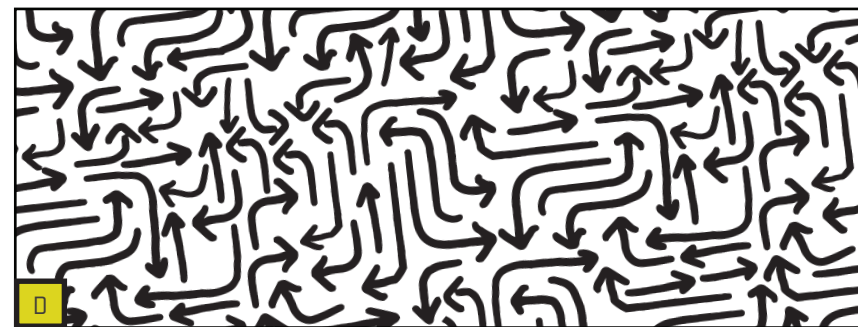
from the directional street signs found on and surrounding the site.

C. The interlocking East Market block

pattern draws inspiration from the site's key feature—its new cross-block half-block vistas.

D. The East Market arrow pattern is

a nice hand-drawn pattern that adds a personal touch and also visually reinforces the energy and daily activity of the block.



## East Market stamps

A system of East Market stamps has been established for rotating usage throughout branded materials. These stamps provide alternate stacked messages to communicate the East Market name. Together they are used interchangeably to reinforce the brand in the mind of the audience while also keeping a sense of variety.

A. This stamp is an abstracted bird's eye view of the site's footprint, hinting at its new cross-block walkways.

B. This stamp offers another abstracted take of the site's footprint, with a sturdier, woodblock look.

C. This stamp plays off the name and the directionality of street signs in and around its Center City location.

PRIMARY LOGO



A

SECONDARY LOGO



B

SECONDARY LOGO



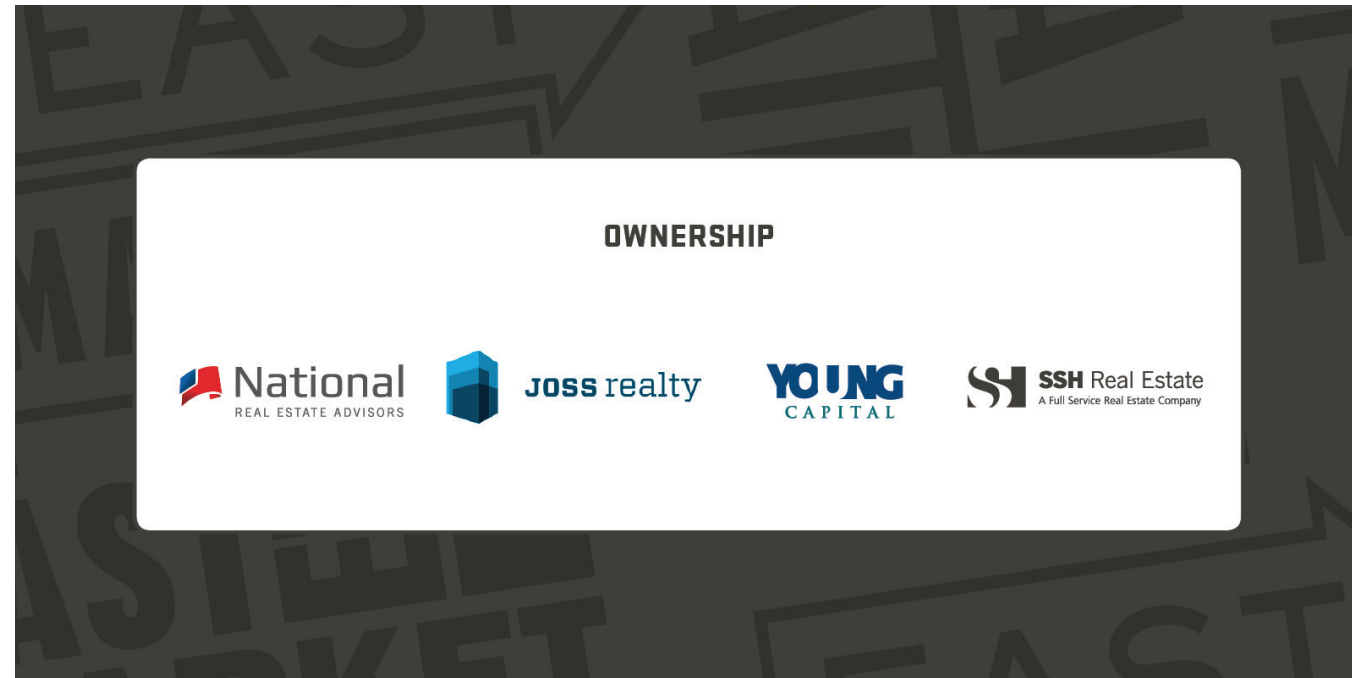
C

## Sponsorship and partner logos

East Market has a wide variety of partners and sponsors who have come together to make this ambitious project a reality for the city of Philadelphia. Whenever we can, we want to acknowledge these partnerships to give credit where credit is due.

To allow the partner logos to sit within their own colorways, we strive to lock them up against a plain, uninterrupted white background designed into the overall layout for a notable break in the action.

Full-color or knocked-out black-and-white versions of the logos are used (if permissible by the partner), although when we are designing, consistency of either full-color or black-and-white logos should be adhered to, per a single layout.



Note: This order should be maintained when listing ownership.

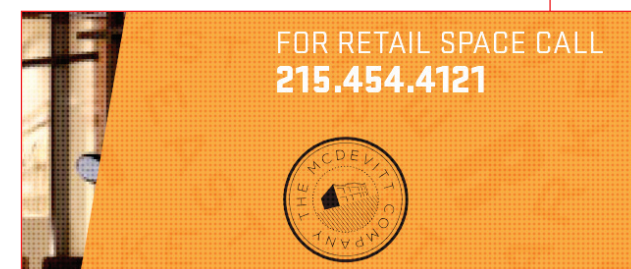


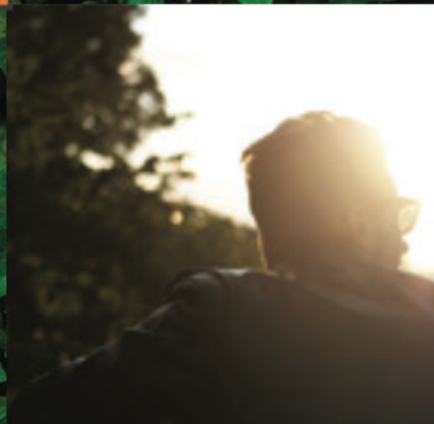
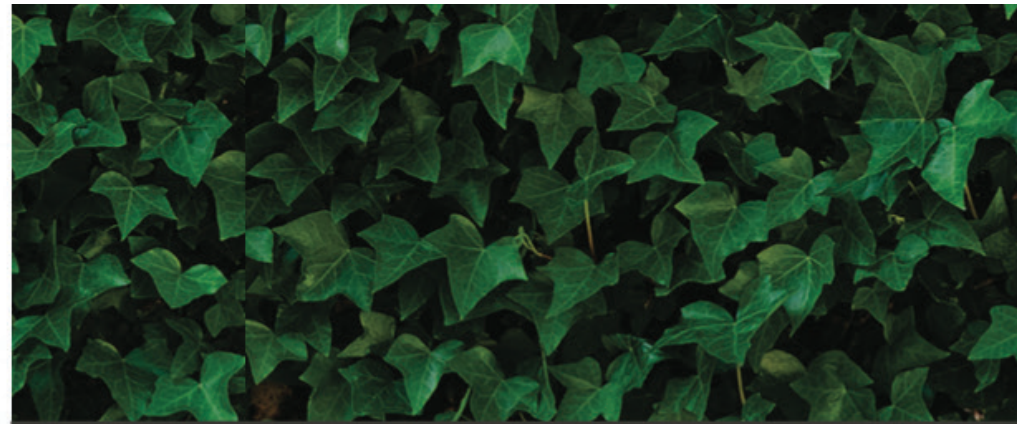
**EAST MARKET**

*PROOF OF CONCEPT*

### Transit ad placement examples

In out-of-home advertising the combination of full-sized renderings and photography is used interchangeably to showcase key features of the various offerings. Lifestyle photography can also be used in a photo collage layout to showcase various features of the overall East Market experience. Color overlays and patterns help provide branded backgrounds for dropping in headlines and body copy while making them noticeably part of the brand's overall look and feel.





### Tenant announcements

When East Market partners with a new tenant, we welcome them to the neighborhood. Interchangeable messages like these custom-printed signs are a great examples of a way we announce our newest neighbors to the community.

### Range of tenant announcements

Here's a look at the full range of tenant announcements, including the different colors and styles. As new tenants are added, these can be ordered from:

**John Valdez**  
Senior Account Rep  
Big Mountain Imaging  
609-929-0590  
JohnV@bigmountain.com



**Ambient**

In these unique one-to-one executions, the brand's personality really comes through, allowing a clear window into the project's unexpected offerings and giving the brand a broader way to communicate.

This proposed on-street experience would provide an unexpected, memorable demonstration of East Market's future construction—providing a sense of the reality to come for pedestrians passing by the intersection of 12th and Market Streets.





**WHAT'S  
UP?**

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THING. A PLACE WHERE YOU'LL FIND AN APARTMENT, AN  
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LEAVING THE BLOCK.**

**E A | S T  
M A I R K E T**

**WHAT'S  
UP?**

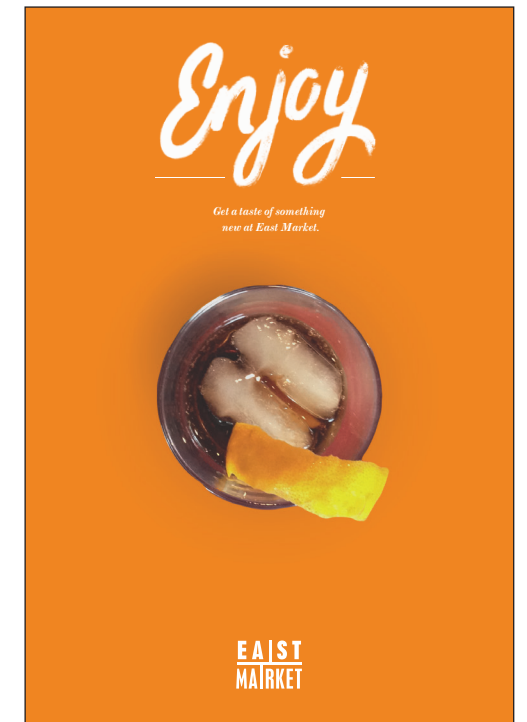
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**E A | S T  
M A I R K E T**

**Brochure system**

*Cover Solve*

A system of scripted headlines and minimalist, posed still lifes were combined to create a system for the brochure. The range created shows how even when speaking to different audiences, the brand can still maintain its voice and be recognizably itself.



**Brochure system**

*Day and Night*

One-off moves like this transparent page that is printed with the figure of an East Market businessman to reveal a story in two parts—first by day, and then by night after flipping the page—add an unexpected storytelling element.



**Brochure system**

*Gate Fold*

Another unexpected storytelling device is the use of gatefolds to tell the broader story of how there is more within East Market than might initially meet the eye from the outside looking in. Devices like these play metaphorically with how the site is designed to offer a variety of experiences from its inside (Ludlow Street) out (to Market, 11th, 12th, and Chestnut Streets).



**Brochure system**

*Partial Rendering*

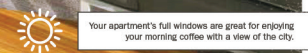
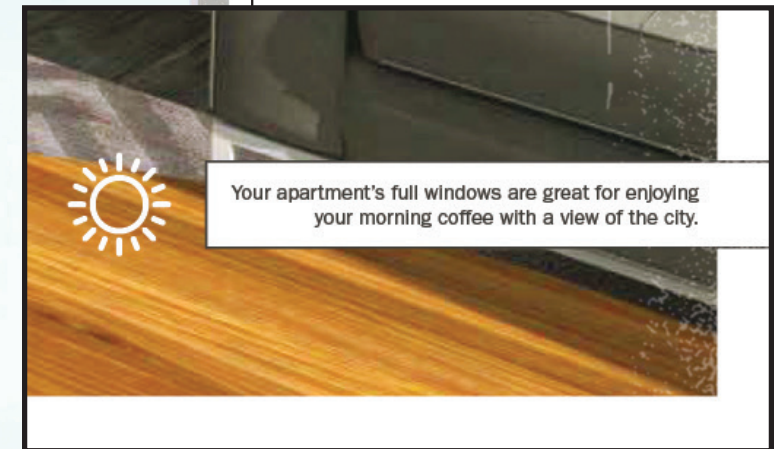
The brand's photography and use of its pattern elements allow for layouts that integrate renderings over a large portion of spreads.



**Brochure system**

*Full Rendering*

Even when the brand extends to showcase photography full-bleed, branded textures and icon systems can play a role in making the spreads identifiably East Market.



**Brochure system**

*Infographics*

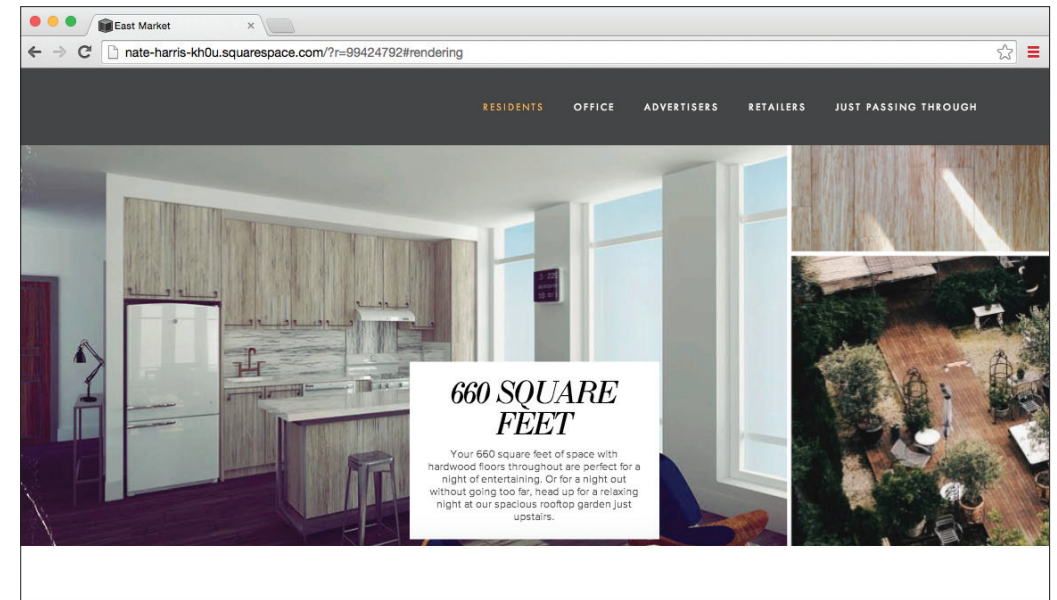
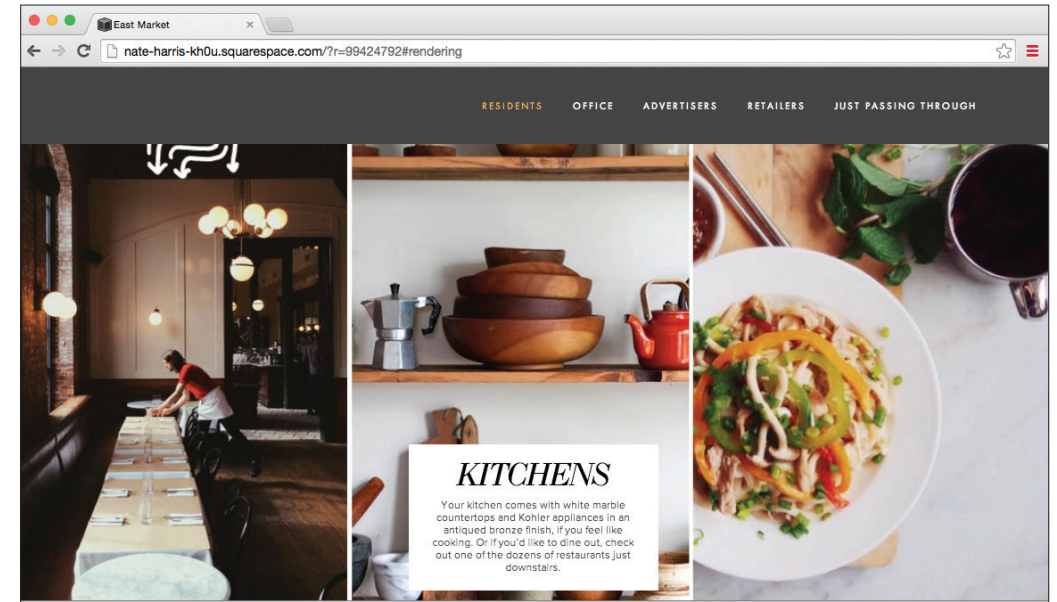
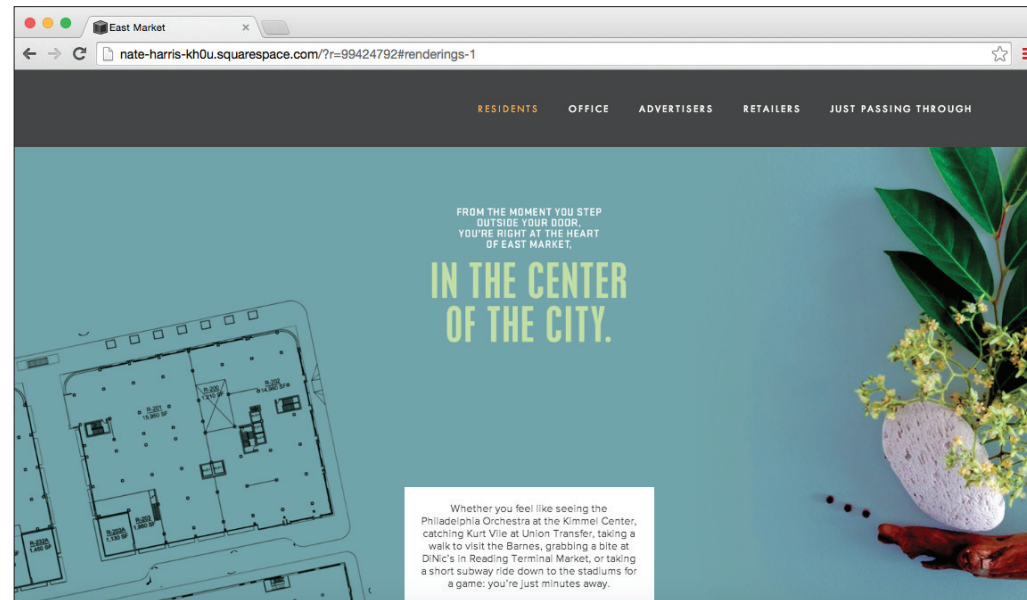
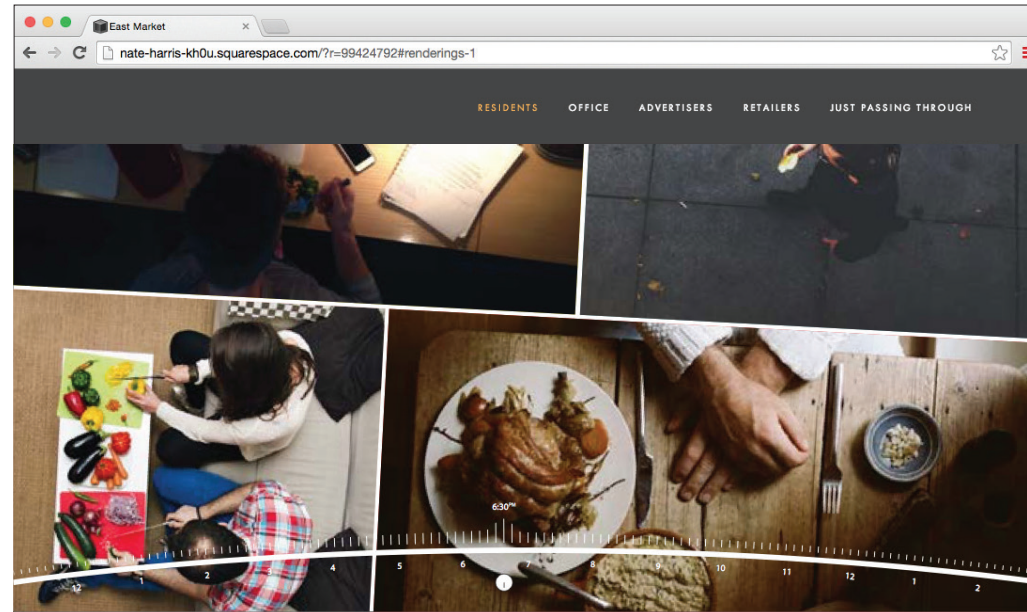
Statistics and Infographics provide a great example of where the combination of the brand's various typefaces interplay well in the spirit of the Philly Type move to create visual interest and draw attention to key facts and information.

<p>RETAIL</p> <p><b>178<sup>K</sup></b>  <b>CENTER CITY RESIDENTS</b></p>		
<p><b>1.1</b>  <b>MILLION</b>  <b>CONVENTION CENTER VISITORS</b></p>	<p>24 HOUR DOWNTOWN WITH</p> <p><b>288,000</b>  <b>JOB</b>S</p>	<p>ALL WITHIN <b>1</b> MILE  RADIUS OF CITY HALL</p>
		<p><b>3.5</b> MILLION VISITORS  INDEPENDENCE HALL (HOME TO LIBERTY BELL)</p> <p><b>6 MILLION</b>  READING TERMINAL MARKET VISITORS</p> <p><b>800 MILLION</b>  IN RETAIL DEMAND</p>

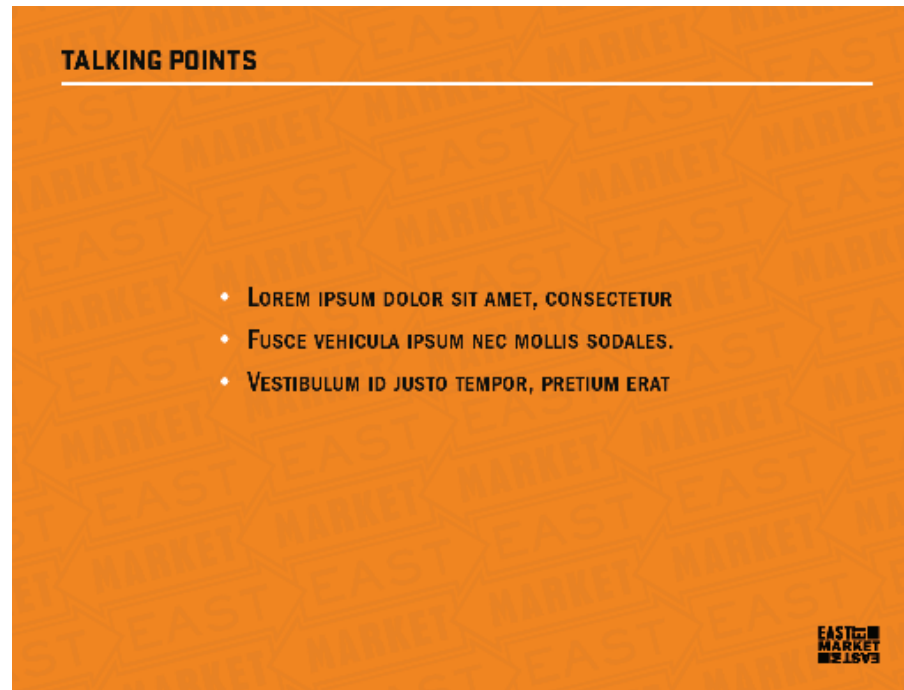
## Website homepage

An interactive website experience was conceived to showcase how a curious visitor to the site could learn about all of the experiences offered at East Market by taking a day-in-the-life tour of the site in a four-window treatment. Each of the four windows would showcase a different side of life at East Market—one would showcase its work side, a second would showcase its dining side, a third would showcase its retail side, and a fourth would showcase its residential side.

Along with the four sides of life homepage experience, landing pages could be created for the site's core audiences—prospective residents, prospective retailers, prospective business partners looking to relocate their offices, and restaurateurs looking to capitalize on the location's potential.





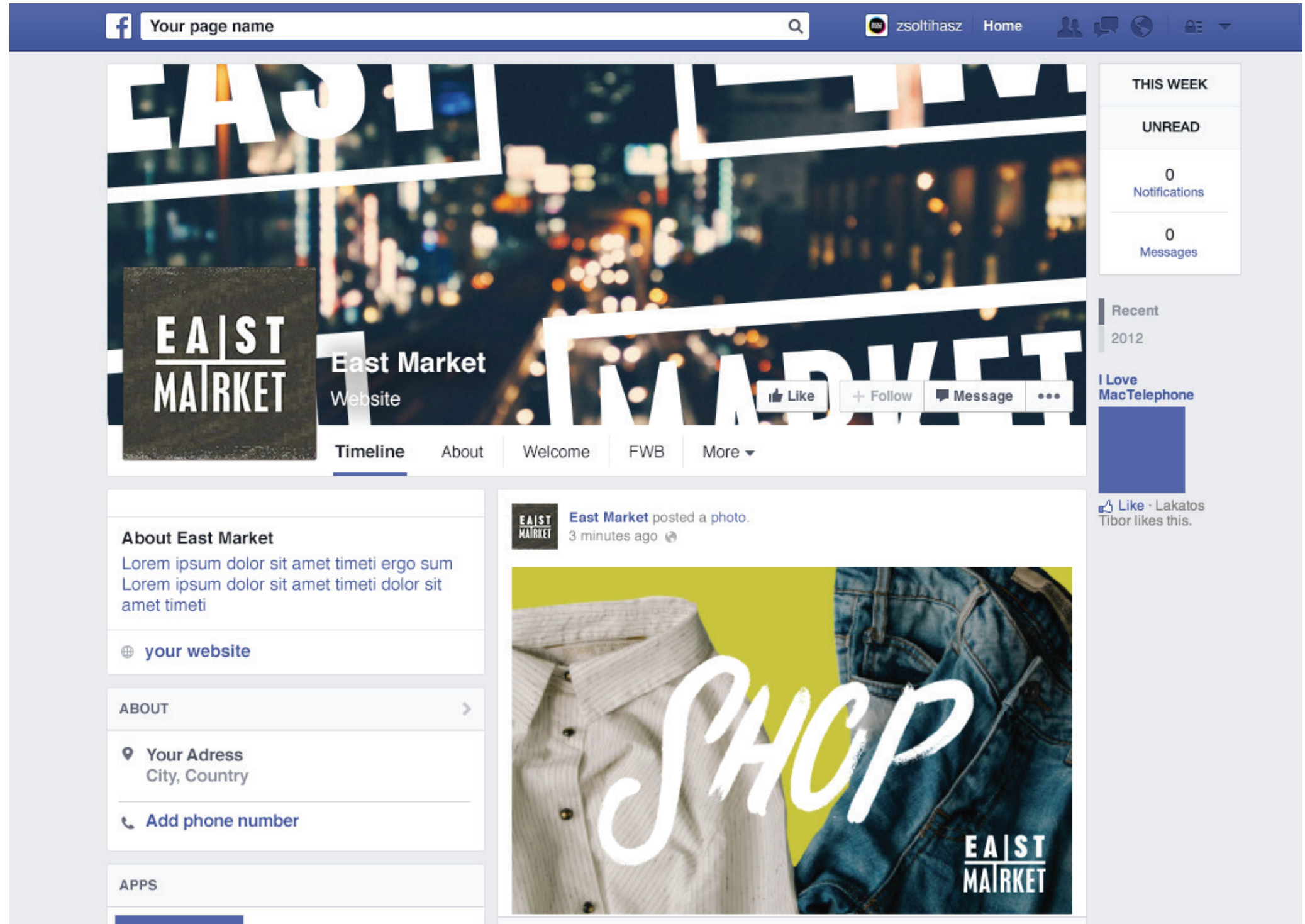


**Presentation template**

The brand's elements and its variety of typefaces provide an opportunity to make even simple, restrained presentation templates identifiable as an East Market piece. Even when the template flexes to show full photography, its textures can help add a branded layer.

### Social media

The brand remains itself on social media, comfortably showing its warm, welcoming persona. Its wood grain textures and other patterns provide great added elements to give simple profile pictures and background images a branded touch. Its voice extends naturally into two-way conversations because the brand is built to be conversational and one-to-one.



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**EAST MARKET**

*WAYFINDING*

WAYFINDING

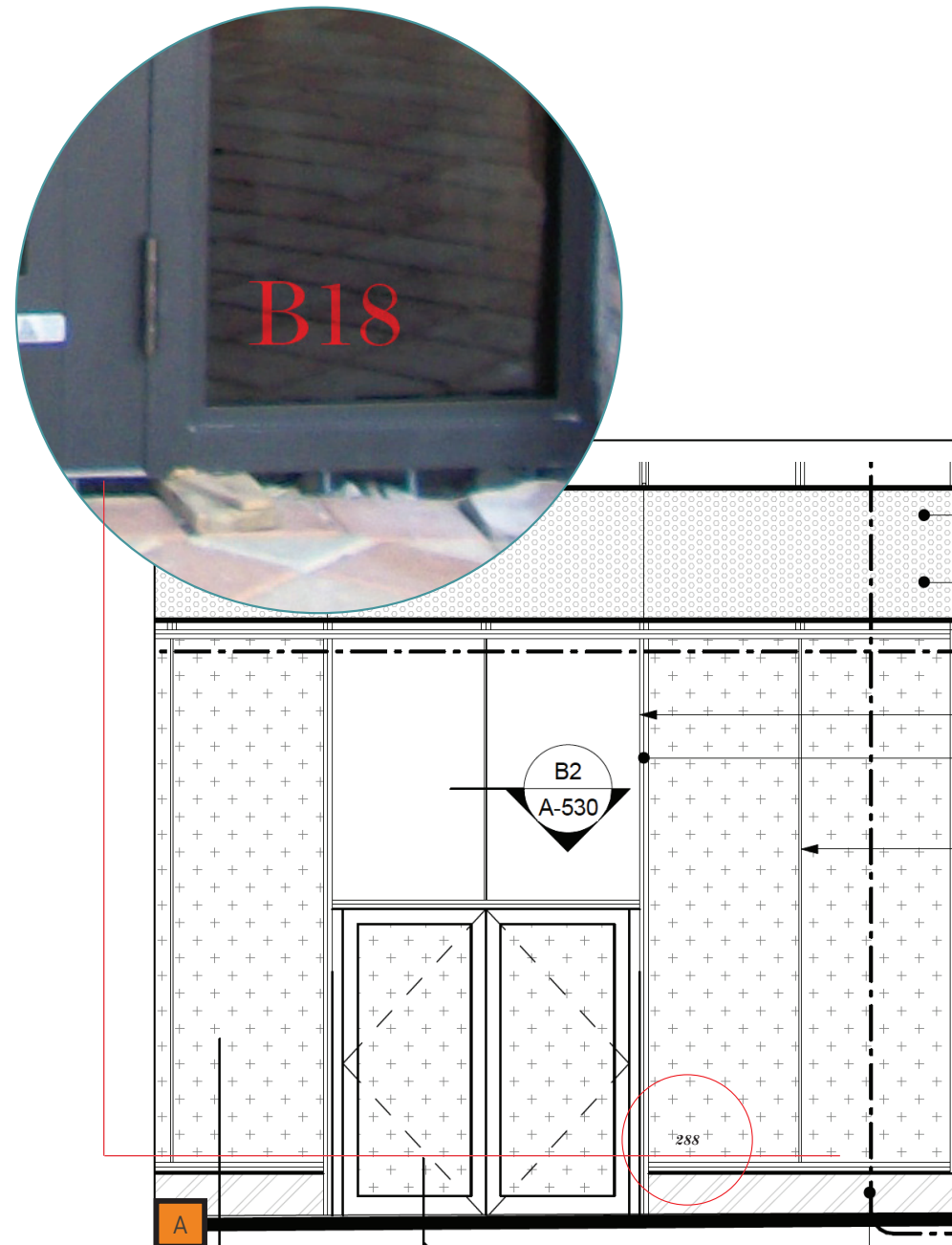
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**IN CODE**



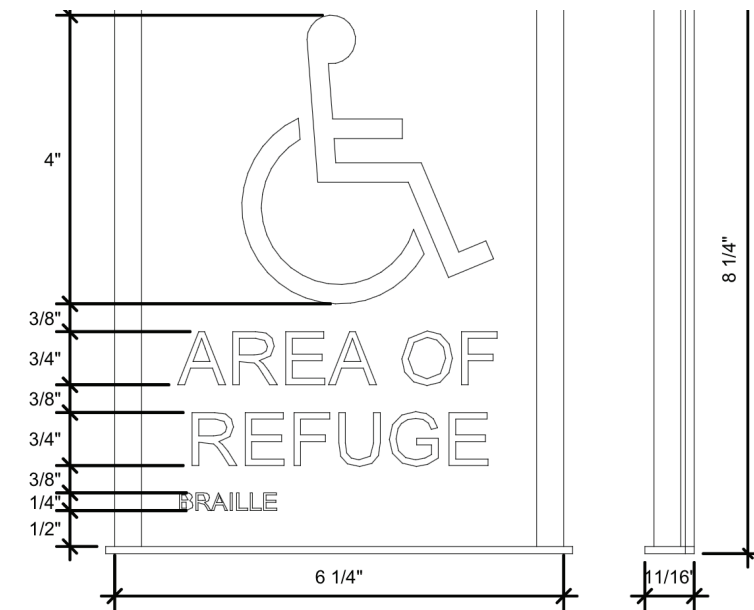
**In code**

*This mode of wayfinding is when the brand is at its most bare bones and straightforward. These pieces are mandatory executions that are handled to be as clear, informational, and functional as possible. Typefaces are generally consistent (primarily Stratum) and not used interchangeably in these instances for maximum clarity.*



A. Red (PMS 032 U) handpainted postal addresses appear in a consistent placement and treatment on all tenant windows, 6 inches in height, and in the brand’s “Monotype Modern” typeface.

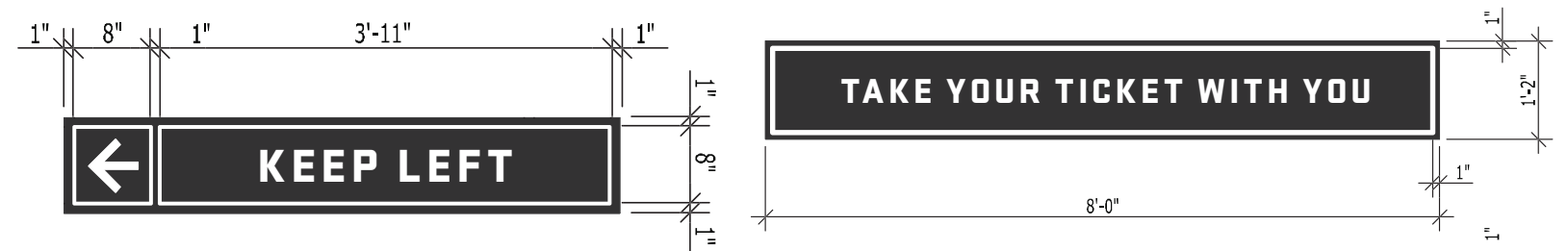
B. Mandatory signage appears in the simple Stratum typeface on a wide variety of substrates but always with high degrees of contrast for maximum legibility.



**In code**

*This mode of wayfinding is when the brand is at its most bare bones and straightforward. These pieces are mandatory executions that are handled to be as clear, informational, and functional as possible. Typefaces are generally consistent (primarily Stratum) and not used interchangeably in these instances for maximum clarity.*

C. Mandatory garage signage instructing drivers with vital information such as what direction they need to head in to park, exit, or how to go about paying all appear in a consistent dark grey and white design, using the Stratum typeface.



WAYFINDING

**NAVIGATIONAL**



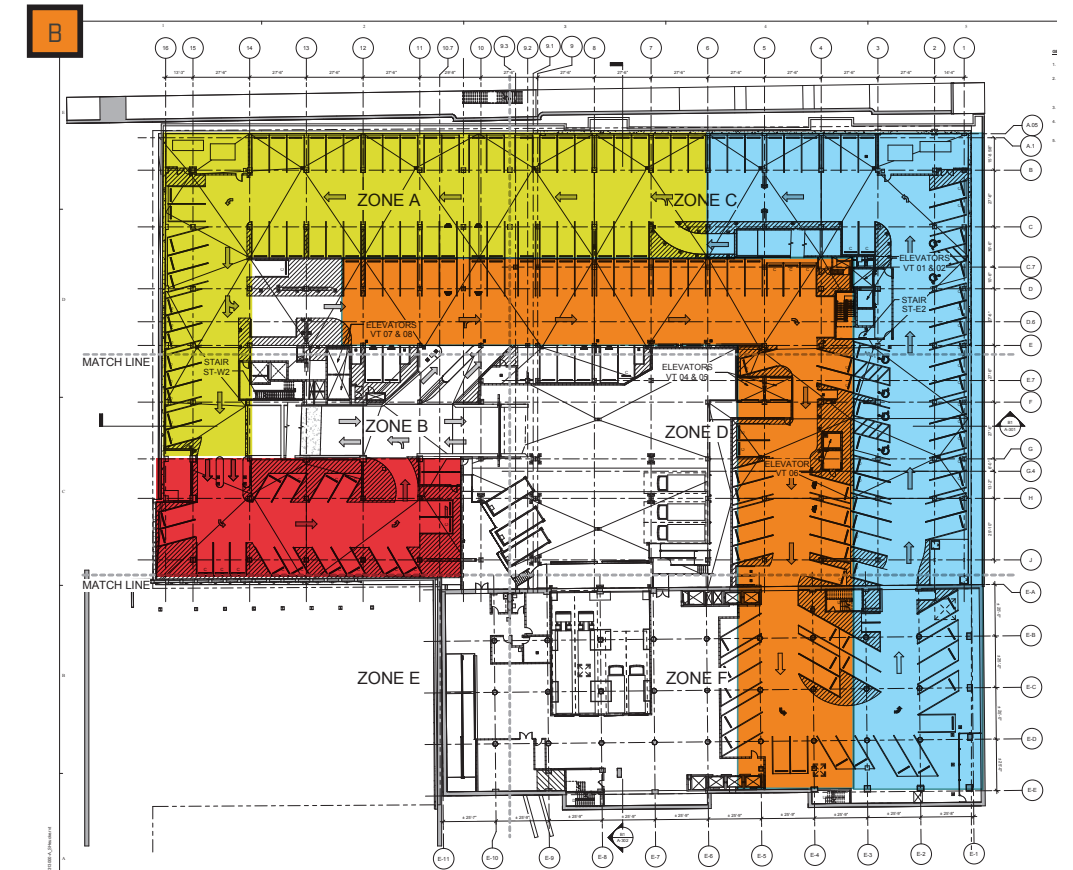
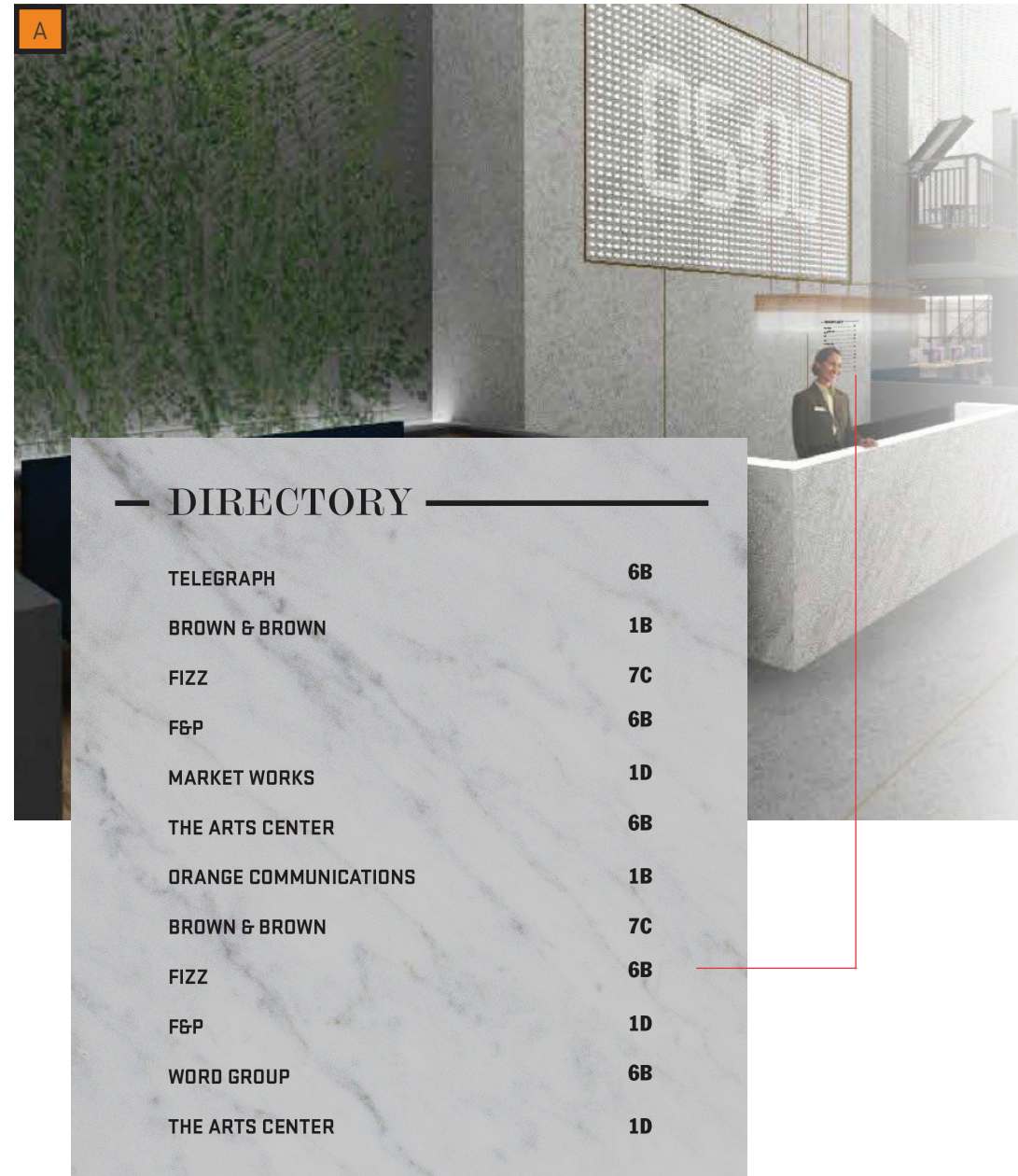


**Navigational**

*This next category of branded wayfinding begins to get a little more creative in its execution. The use of graphical shapes and patterns begins to play a role, in addition to opening up to using the brand's full range of typefaces when called upon.*

A. Office tenant signage begins to combine typefaces for an added note of sophistication while listing tenants in stratum for consistency.

B. Parking garage sectors: The brand's colors can be used to build a system to help visitors remember where they parked.



## Navigational

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- B. Parking garage sectors: The brand's colors can be used to build a system to help visitors remember where they parked.



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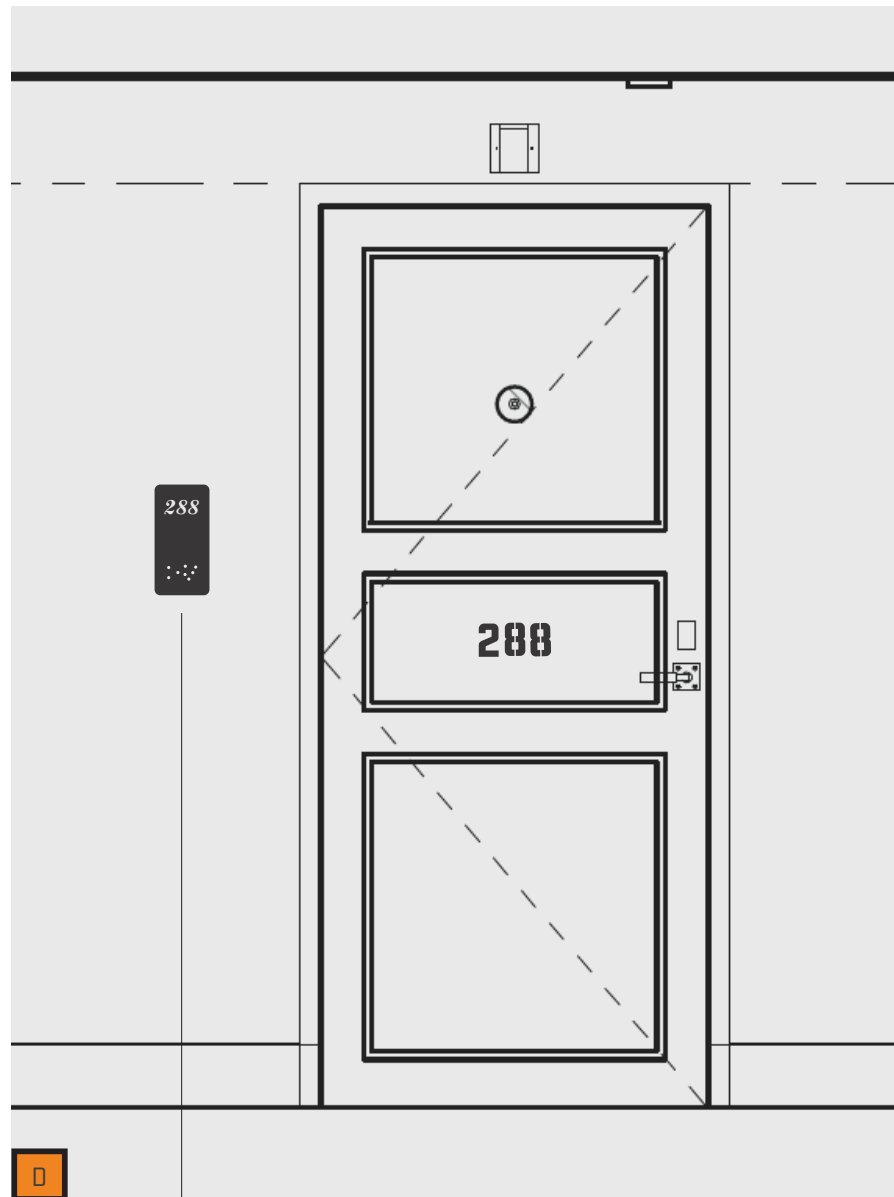
- C. Signage can be used for orienting visitors to the city grid and where to access the nearest exits.



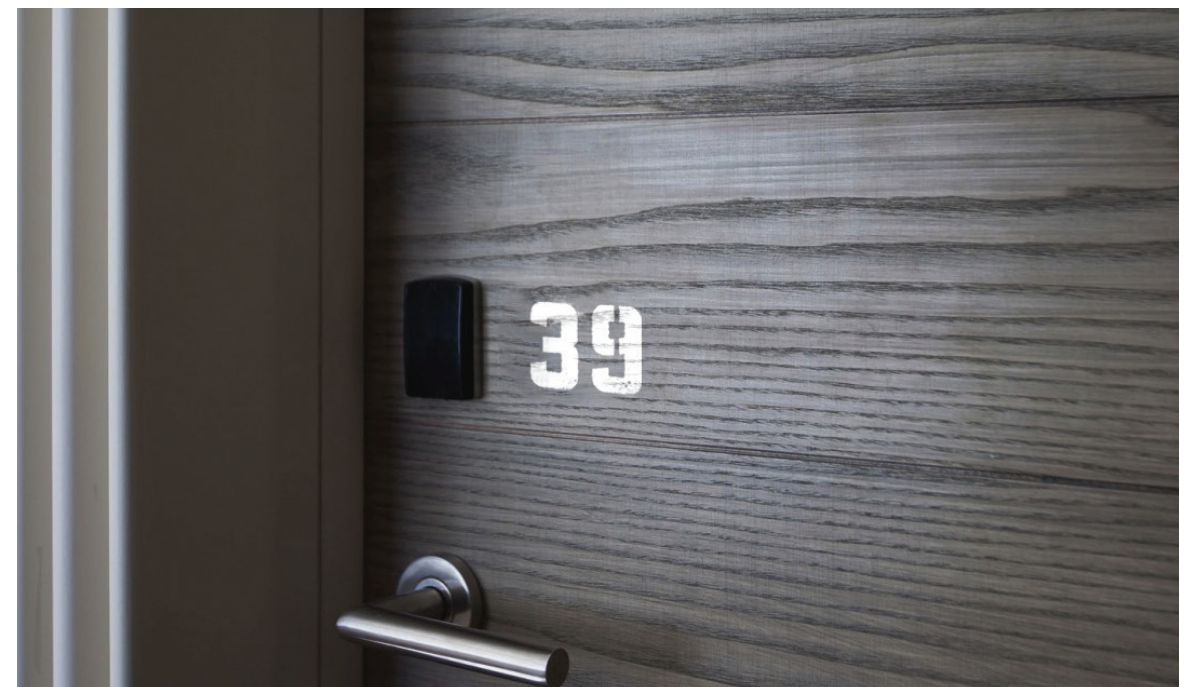
**Navigational**

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D. Residential numbers in the stenciled version of Stratum are used for easy legibility, along with a hand-painted feeling that works well on the interior's variety of textured materials.



*The colors of mandatory residential signage should match the colors of the residential building's interior doors.*



WAYFINDING

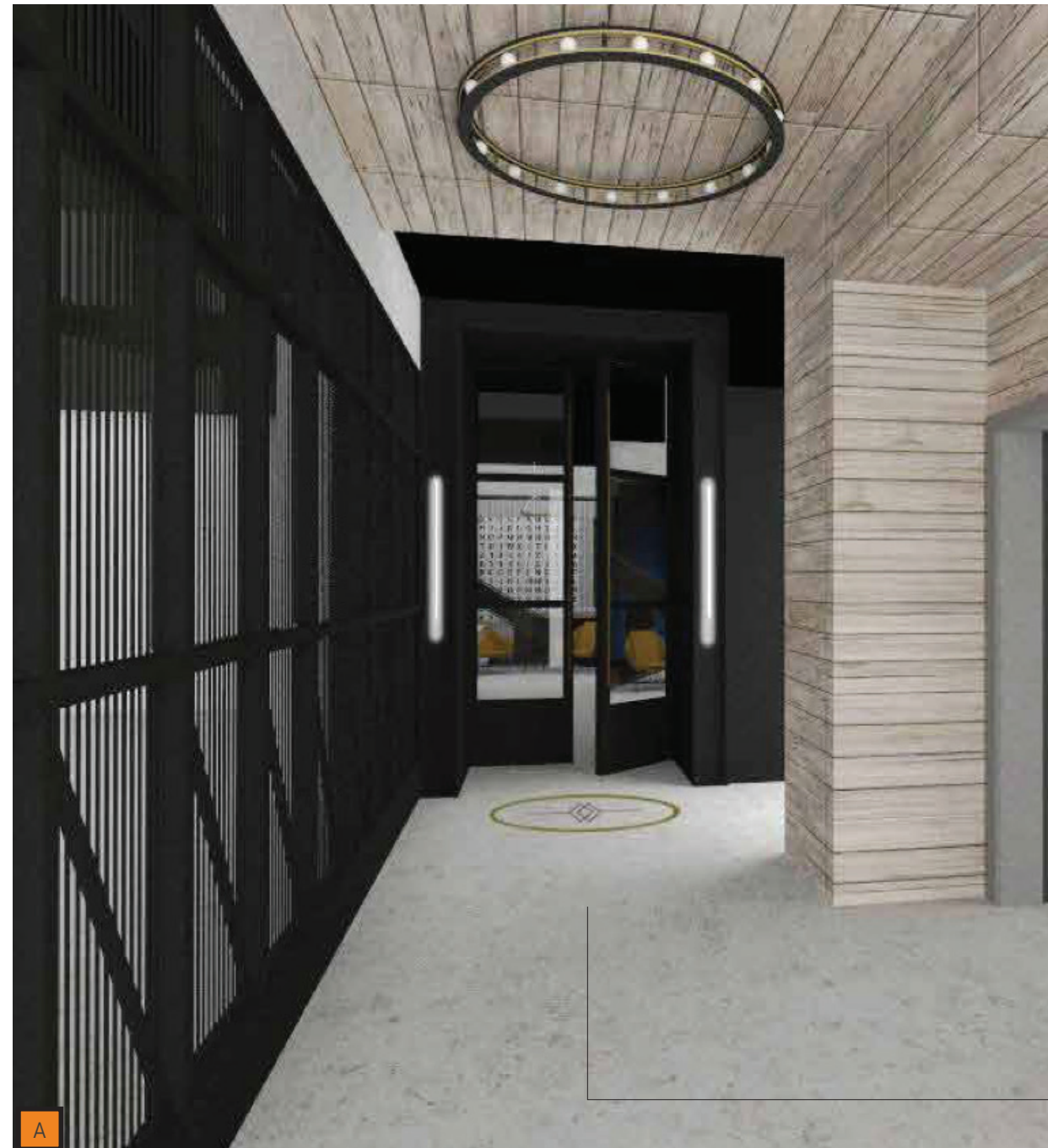
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## BRANDED MOMENTS



**Branded moments**

*These branded moments are less functional than they are entertaining. They allow for the brand to show its personality in flashes that tie together the various experiences from shopping, to working, to dining, to living within the various spaces that make up the East Market experience.*



A. The brand's "East Market" patterns can be used to accent key areas, such as the brass rings embedded in the floor of the residential lobby.

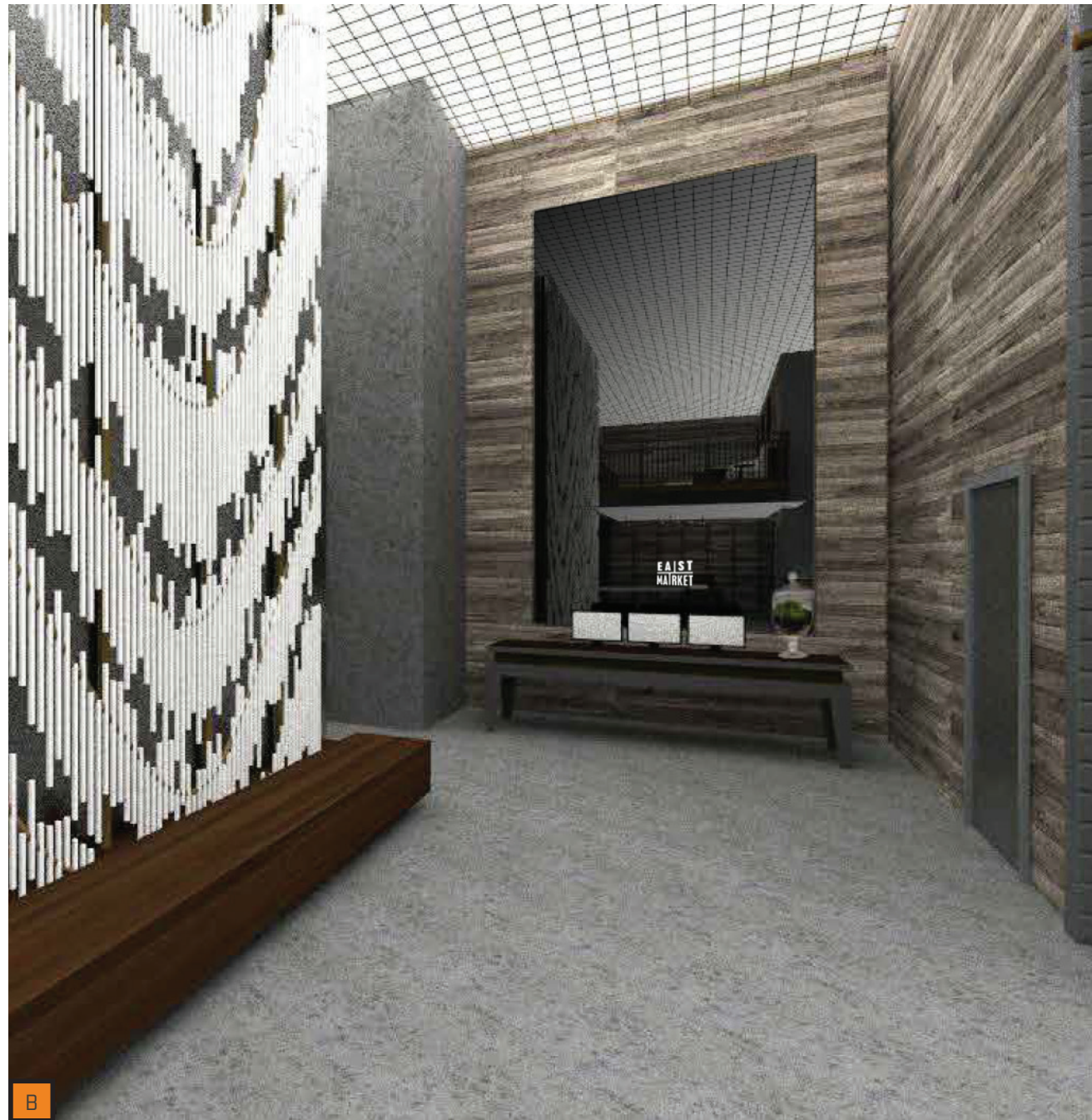


**Branded moments**

*These branded moments are less functional than they are entertaining. They allow for the brand to show its personality in flashes that tie together the various experiences from shopping, to working, to dining, to living within the various spaces that make up the East Market experience.*

B. Unobtrusive, simple etchings on smoked mirrors across the site's buildings feature the rotating series of East Market stamps.

C. The brand's hand-drawn script (Work, Live, Enjoy, Shop) can be used in moments to highlight its multi-functional use.



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D. Messages playing off of environments such as the mailroom can be used in key moments for adding even more personality to the space.



**TODAY** THAT THING YOU ORDERED  
 COULD BE THE DAY **ARRIVES.**



## **Branded moments**

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E. Here we have another example of how messages can play off of their environments, such as the business center in the site's residential space.

**WORK NOW**  
PUT OFF PROCRASTINATION LATER

## **Branded moments**

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F. And at times the brand's messaging can change in scale to talk one-to-one with unexpected moments, such as these messages printed under the location of a keyboard, perhaps.



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G. Garage walls provide a great canvas to work in messaging that empathizes with and encourages visitors on their journey to look for parking.



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G



G

G. Garage walls provide a great canvas to work in messaging that empathizes with and encourages visitors on their journey to look for parking.

H. Unexpected messages like this one can provide unique, memorable moments when the exit is briefly closed off for a truck to enter the loading docks.

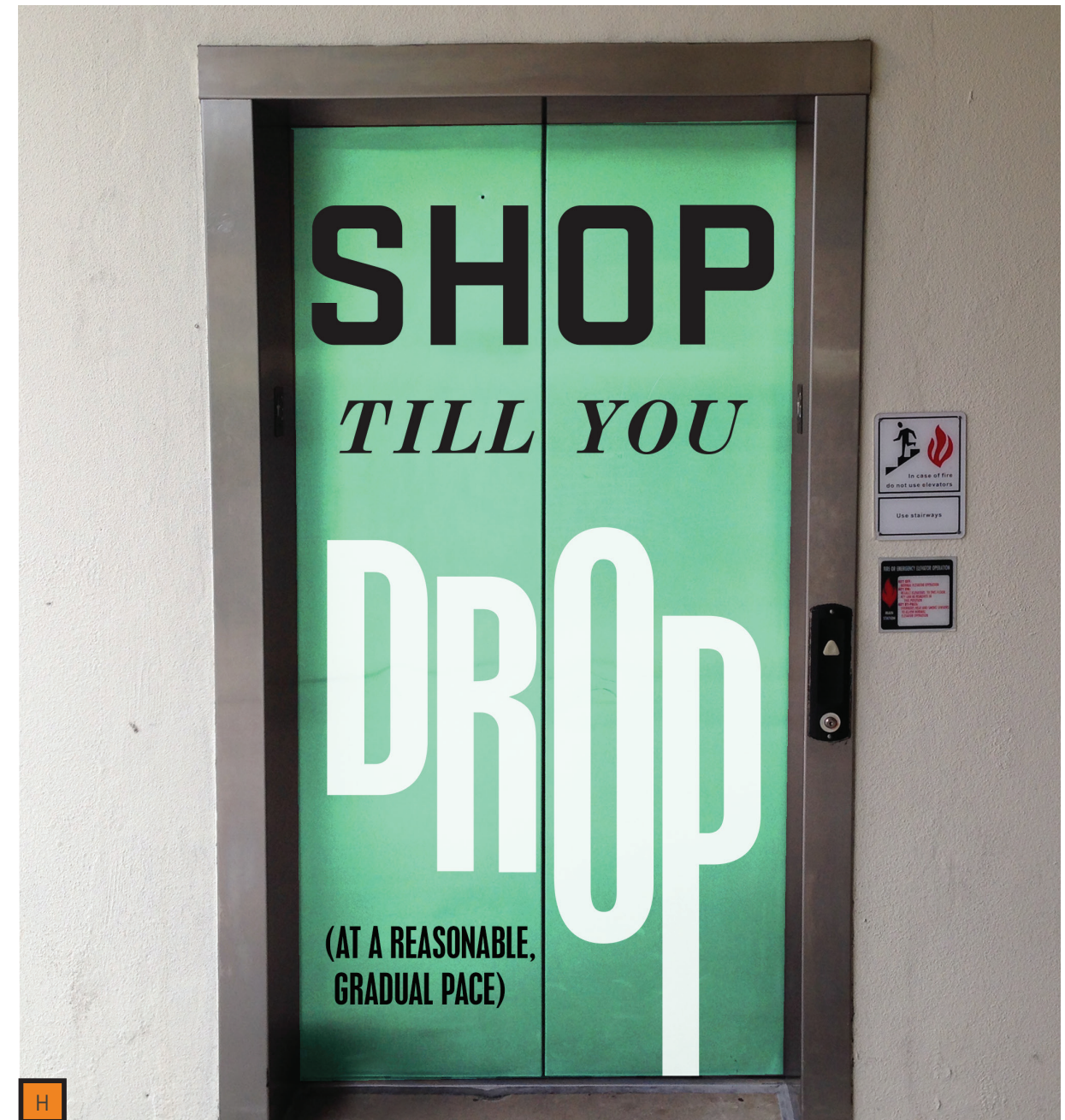


H

### **Branded moments**

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H. A fifth color can help guide visitors to throughout the garage to the retail elevator and a branded moment could be used to play off of the experience of taking the elevator up to shop, and back down once their trip is complete.



This brand toolkit is intended to help anyone who is authorized by National Development to use for creating East Market branded materials in accordance with the guidelines outlined in this manual.

The intent of this toolkit is to create a clear understanding of how the East Market branded elements are intended to be used across a variety of media and applications. An accompanying digital set of assets will be provided with the appropriate brushes and branded elements to make creating East Market materials as efficient and as convenient as possible for all partners.

Should you have any questions about their correct usage please contact:

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