

# **DOWN CROSSING**

**BRAND GUIDELINES**

---

*2009*

# Opening Letter

This is an exciting time for Downtown Crossing. The Downtown Crossing Partnership and the Boston Redevelopment Authority have undertaken a comprehensive initiative to redefine how we present and market the neighborhood. This effort is the culmination of months of work aimed at occupying a distinct and recognizable position in the marketplace. The new look, feel, and tone contained in these brand guidelines reflect who and what the Downtown Crossing neighborhood is and aspires to become.

The Downtown Crossing brand is the product of many different factors that create an overall impression of our neighborhood in people's minds. Our brand image is the way people think, feel, and respond when they hear the words "Downtown Crossing." The brand can be a powerful tool to help us keep and attract the highest quality retailers, tenants, restaurateurs and residents.

One way to build our brand is by using the Downtown Crossing name and logotype consistently and correctly. You will find useful tools and information included in this publication and on the Brand Guidelines Web site located at [www.downtowncrossing.org/brandg](http://www.downtowncrossing.org/brandg). Through repetition and time, your proper use of the guidelines will ensure that the new graphic identity in support of the Downtown Crossing brand will become a success.

We hope you share our enthusiasm about this significant new direction for the neighborhood and thank you in advance for your support.

Sincerely,  
Rosemarie Sansone  
*President, Downtown Crossing Partnership*

Andrew Grace  
*Boston Redevelopment Authority*  
*Project Manager, Identity & Branding Strategy for Downtown Crossing*

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# What are Brand Guidelines?

The golden arches.  
The red and white bulls-eye.  
“Virginia is for Lovers.”

Brands become successful through memorable and consistent communication. That means large things like logos and color palettes to smaller things like proper spacing around blocks of text. This document has been created to show how, when, and why to use the Downtown Crossing brand. The new brand is part of a much larger revitalization effort by the city to turn the Downtown Crossing neighborhood into a true urban destination.

This document is intended for those associated with the Downtown Crossing neighborhood (business owners, property owners, retailers, developers, designers, etc.) who would like to include this brand in their marketing and signage campaigns. The user guidelines and electronic files accessible on the Web site include the Downtown Crossing logo, Meet Dot icon, and associated typography files necessary to create official, approved Downtown Crossing signage, print collateral, construction barriers, storefront banners, and more.

## WHY BRANDING WORKS

Successful brands bank on appeal throughout everything they do. Think of Apple Computers, Starbucks, or Target. Their products and services are instantly recognizable and immediately stand for something. Apple means highly designed, innovative computers and software. Starbucks exemplifies the premium coffee experience and lifestyle. Target is design for the masses. Throughout hundreds of different products, signage, and marketing materials, they’ve created synergy around who they are by speaking from a common voice and a unified graphic language.

Similarly, we hope that people immediately think of Downtown Crossing as Boston’s meeting place. To achieve that, the brand must be consistent. Whether it is a street sign, an event poster, or a piece of letterhead, we must ensure that every piece of communication reflects the brand correctly. It’s not particularly easy, but it ultimately pays off in the end.



# About Downtown Crossing

Every day thousands of people make Downtown Crossing—the most urban area of Boston—a wonderfully dense and diverse center for work and play. It is truly “Boston’s Meeting Place.”

In October 2004, Mayor Thomas M. Menino launched the Downtown Crossing Economic Improvement Initiative, signaling a renewed commitment to this historic and beloved neighborhood. Together, the Downtown Crossing Partnership (DCP), the Boston Redevelopment Authority (BRA), and the City of Boston are committed to promoting the neighborhood as Boston’s Meeting Place through an identity and branding campaign.

# Core Principles

Core principles about Downtown Crossing were created, which reflect what the neighborhood is, as well as what it could become. These ten inherent truths should be considered when creating marketing materials:

## MEETING PLACE:

It has always been the physical meeting of several neighborhoods, but now it will be where all of Boston gathers to shop, dine, live, and play.

## DIVERSE:

The area will celebrate the cultural, ethnic, economic, retail, and culinary diversity of Boston with a unique collection of shops, restaurants, and experiences.

## A NEIGHBORHOOD:

The area will become a place where people can live and enjoy all the amenities of a true neighborhood, including housing, businesses, shopping, recreation, and cultural institutions.

## UNIQUE AREAS:

Capitalizing on the size of Downtown Crossing, the neighborhood will have several unique areas that have a distinct feel and personality, encouraging people to explore the streets and find stores and artwork you can't find anywhere in Boston or the rest of the world.

## WALKABLE:

The area will be a pedestrian's dream, with walking-friendly streets that invite exploration for visitors and residents alike.

## SOCIAL SPACES:

There will be many "pause points" within the neighborhood that encourage people to interact, which will include public art, parks, and civic areas.

## HISTORY:

Even as the area looks to the future, the long, proud history of the neighborhood will be celebrated.

## FORWARD-THINKING:

When selecting retail tenants and business ventures, the focus will be on innovative people and companies.

## SUSTAINABLE:

The area will focus on green principles of environmentally sustainable design and architecture.

## LEARNING:

Downtown Crossing will focus on education with innovative approaches to public environments like libraries and learning centers.

# The Vision: Boston's Meeting Place

A vision for the future of the neighborhood was created so that all parties involved understand the goals of the revitalization effort. This vision looks years into the future, so it is not a precise indicator for future growth, but rather a look into what Downtown Crossing could become.

The vision is a guiding narrative for the neighborhood for the next three to five years:

## THE VISION: BOSTON'S MEETING PLACE.

Downtown Crossing is Boston's meeting place. It's where commerce and leisure intersect, and diverse people interact with one another in a lively, 24-hour neighborhood.

Several unique areas within Downtown Crossing encourage people to explore its eminently walkable, distinctly urban streets. It encourages people to spend time with others, or simply interact in the social spaces that dot the neighborhood. The frenetic rush of true city life is everywhere, and the sidewalks are packed with locals and tourists taking it all in. Brand new retailers sit side-by-side with longtime tenants.

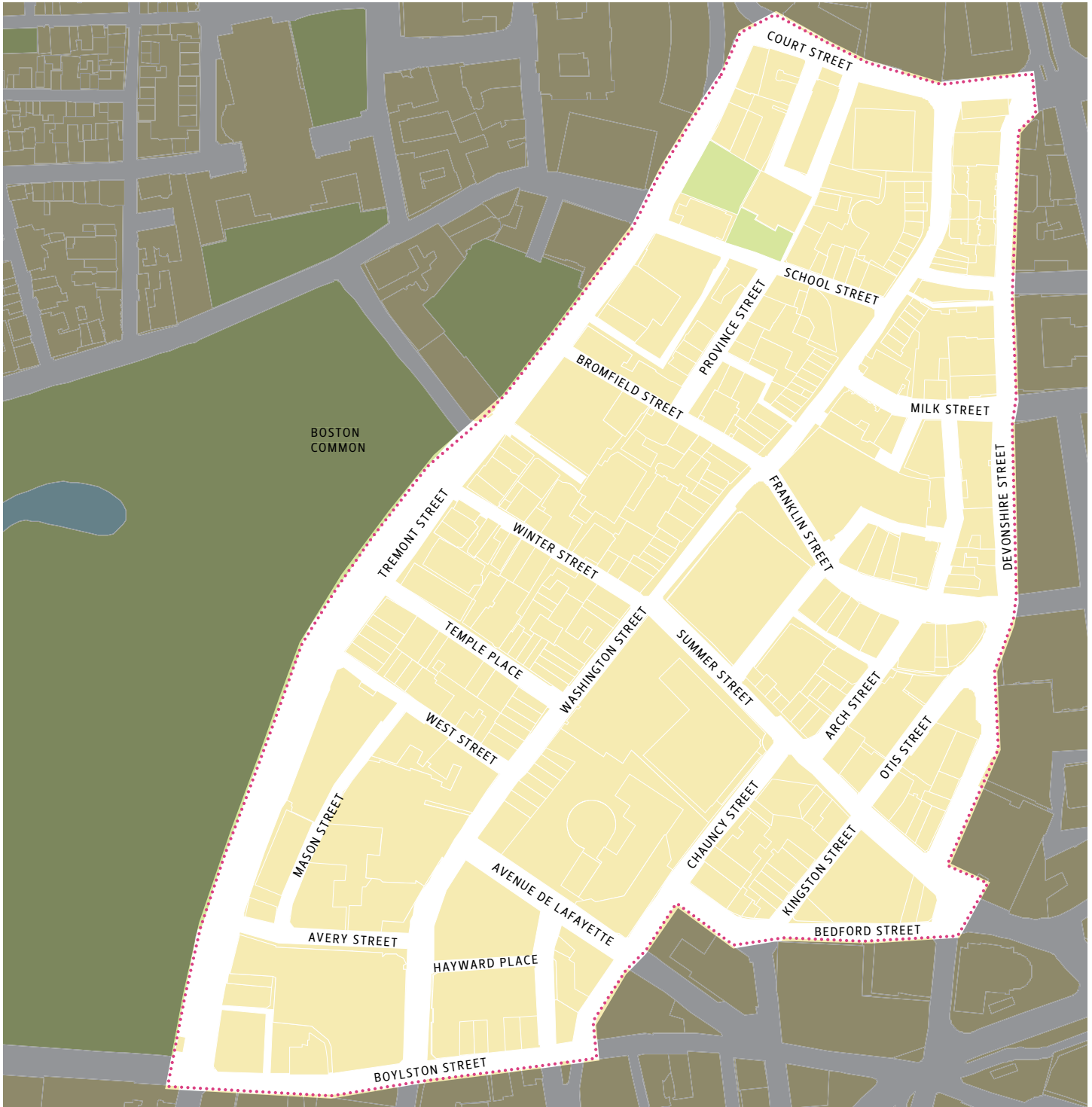
Elsewhere, people take a break from the hectic pace and discover areas where they can enjoy a more leisurely pace. It's where an office worker in a café takes a quick break to simply people-watch.

While proudly displaying the bountiful history of one of America's great cities, Downtown Crossing also looks to the future with innovative approaches to all new ventures. The area showcases forward-thinking retailers, groundbreaking art, bold cuisine and sustainable design.

By harnessing Boston's abundant social and creative energy, Downtown Crossing thrives as an attractive atmosphere for all types of formal and informal happenings, creating a true crossing: Boston's meeting place.

# The Geographic Area

This map represents the geographic borders for Downtown Crossing.



# Meet the Downtown Crossing Logo: Usage Guidelines

The Downtown Crossing logo pictured is the official, approved logo for use. Be sure to use this logo only in conjunction with the other approved Downtown Crossing public branding elements, all of which are also found in this document.

The Downtown Crossing logo has been developed to help raise the visibility of the area. It should be used by retailers, restaurants, stores, institutions and other entities located in the district to show that the neighborhood is a unified, vital area. It can be used to enhance postcards, promotional materials, Web sites, newsletters, store signage, apparel, and more.

The logo reflects the unique, interesting, eclectic vibe of the neighborhood. The merging of the “D” and “T” convey how different things come together and meet in Downtown Crossing. The “T” is also designed in a way to reflect an intersection, which is a central part of the neighborhood.

Pictured is the official, approved logo for use. Be sure to use this logo only in conjunction with the other approved Downtown Crossing branding elements, all of which are also found in this document.

For the initial phase of the Downtown Crossing branding initiative, the Downtown Crossing logo must be the color red. Until the deadline of April 1, 2009, please create the Downtown Crossing logo only in PANTONE: PMS 1788 C.

However, if Downtown Crossing branding materials are printed in black and white, then the Downtown Crossing logo must be 100% black.



↑  
PMS 1788C | C: 0 M: 90 Y:100 K: 0 | R: 239 G: 66 B: 35



↑  
C: 0 M: 0 Y:0 K: 100 | R: 0 G: 0 B: 0

# Meet the Downtown Crossing Logo: Usage Guidelines

## USAGE GUIDELINES AFTER APRIL 1, 2009

After the April 1, 2009, deadline, the Downtown Crossing logo may be used in red (PANTONE: PMS 1788 C), as well as three additional colors.



↑  
PMS 360C | C: 60 M: 0 Y:100 K: 0 | R: 114 G: 191 B: 68



↑  
PMS 109C | C: 0 M: 10 Y:100 K: 0 | R: 255 G: 222 B: 0



↑  
PMS 3135C | C: 100 M: 0 Y:20 K: 20 | R: 0 G: 159 B: 194

# Meet the Downtown Crossing Logo: Usage Guidelines

The Downtown Crossing logo may be used on the following:

- PHOTOGRAPHS
- PATTERNS
- FLAT COLOR FIELDS

When the Downtown Crossing logo is used on a photograph or pattern, the word TOWN can be knocked out of DOWN to show the photograph or pattern through the logo. You may also set the Downtown Crossing logo to multiply.

If the Downtown Crossing logo is on a light flat color field, TOWN must be white and the rest of the logo must be red.

If the Downtown Crossing logo is on a darker color field, the logo may be white, and TOWN may assume the color used in the color field. (See below.)



↑  
LOGO ON PHOTOGRAPH



↑  
LOGO ON LIGHT COLOR FIELD



↑  
LOGO ON DARK COLOR FIELD

# Meet the Downtown Crossing Logo: Usage Guidelines

Instances may arise where the logo will be used in marketing materials outside of the Boston area where people are less familiar with the neighborhood and its location. In those instances, including “Boston, Massachusetts” in the logo is acceptable. In each instance, the descriptor should be the same color as the logo. (See examples right, and sizing instructions below.)



## Descriptor Typeface and Size Instructions:

THE TYPE SIZE OF THE DESCRIPTOR IS DETERMINED BY MAKING “BOSTON” THE WIDTH OF THE **D** IN “DOWNTOWN”

BOSTON



BOSTON, MASSACHUSETTS

THE DISTANCE OF THE DESCRIPTOR FROM “CROSSING” IS ALWAYS 2X THE DISTANCE OF CROSSING FROM “DOWNTOWN”

THE DESCRIPTOR TYPEFACE IS ALWAYS **LEITURA NEWS, ROMAN 4**, AND CENTERED BELOW “CROSSING,” IN ALL UPPER CASE

↑  
LOGO + “BOSTON, MASSACHUSETTES” DESCRIPTOR



# Meet the Downtown Crossing Logo: Usage Guidelines What NOT To Do



**DO NOT** SET THE DOWNTOWN CROSSING LOGO TO MULTIPLY IF IT IS ON A FLAT COLOR FIELD.



**DO NOT** ALLOW THE DOWNTOWN CROSSING LOGO TO CONTAIN A PATTERN OR PHOTOGRAPH. THE LOGO CAN ONLY BE A SOLID COLOR.

# Meet the Downtown Crossing Logo: Usage Guidelines

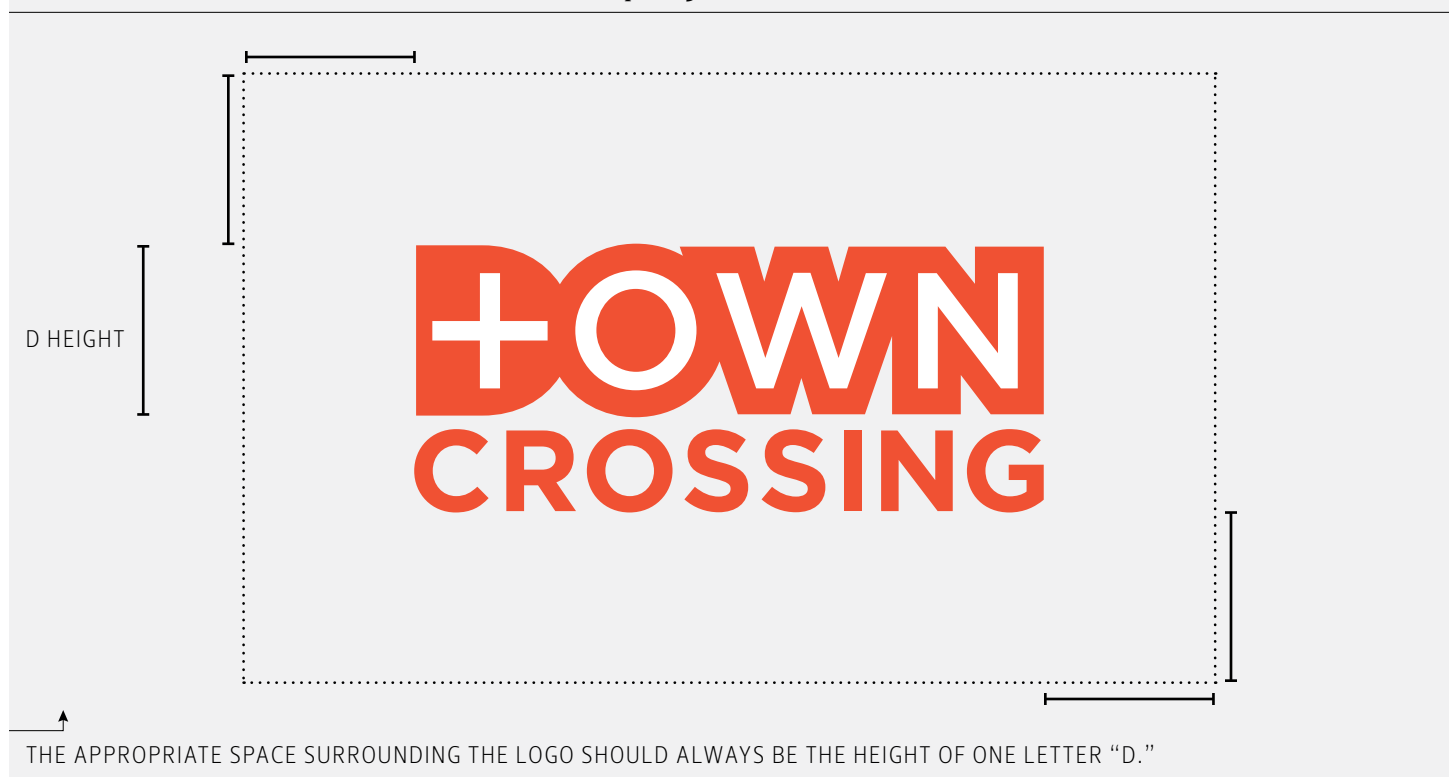
Regarding the relationship between the Downtown Crossing logo, the meet dots, or partner logos:

## SPACING

To ensure a clean look, all versions of the public branding system that use the Downtown Crossing logo must provide the logo with appropriate spacing.

To create this spacing, measure the height of the letter “D” in your Downtown Crossing logo. With this measured height, create a perimeter of space surrounding the entire logo. (See illustration below.)

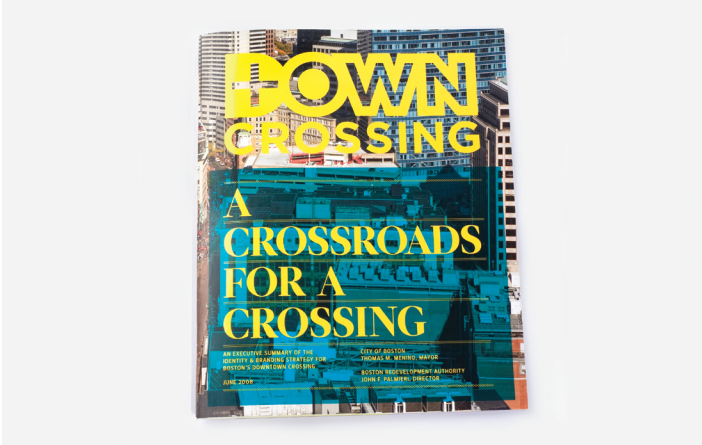
### *Spacing Instructions:*



# Examples of the Downtown Crossing Logo being used in collateral

## APPLICATION/EXAMPLES

Here are examples of acceptable usage for various mediums.



↑  
LOGO USED ON COVER OF BOOK.



↑  
LOGO USED ON CONSTRUCTION BARRIER.



↑  
LOGO USED ON SIGNAGE.



↑  
LOGO USED ON PROMOTIONAL PRODUCTS.

# Meet the Brand Elements

The Downtown Crossing brand features several different elements to give different marketing materials a lively, vital feel. It is important to use discretion with them so they maintain the integrity of the brand. The brand was carefully created after months of research and reflects the intrinsic truths of the neighborhood as well as the ten core principles, so the integrity of the brand must be preserved.

The following pages outline the brand elements:

TYPOGRAPHY  
COLOR PALETTE  
PATTERNS  
MEET DOTS & MEET COPY  
PHOTOGRAPHY & ILLUSTRATION  
COPY

# Meet the Brand Elements: Typography

The primary typeface family for the Downtown Crossing brand is Leitura. Leitura consists of a variety of styles and weights that are outlined here.

The primary style of the family, Leitura, is a serif typeface consisting of four weights, and italics. Leitura is very universal and acceptable for body copy and small type, as well as headlines. Leitura is good at conveying a feeling of sophistication; it's classic and timeless.

## LEITURA

// ROMAN 1 // ROMAN 2 // ROMAN 3 // ROMAN 4 // ITALIC 1 // ITALIC 2 // ITALIC 3 // ITALIC 4 //

<p>ROMAN 1 (24 PT)</p> <p>SUMMER STREET</p>	<p>(12 PT)</p> <p>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</p> <p>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</p> <p>1 2 3 4 5 6 7 8 9 0</p> <p>! @ # \$ % ^ &amp; * ( ) + - { } ; “ ” ?</p>	
<p>ROMAN 2 (24 PT)</p> <p>WINTER STREET</p>	<p>(100 PT)</p> <div data-bbox="925 1270 1063 1522" style="font-size: 100pt; text-align: center;">g</div> <div data-bbox="1193 1218 1502 1554" style="font-size: 7pt; padding: 5px;"> <p>(7 PT)</p> <p>Amet aci ea facilla feugiam, a quissecte ea feuis nit pratue ex adit il utat inibh euis adip exer si blandit aliquat ad te tie ditto la augait acidunt lorerostisi eu faccum quat, quisci ting ercive blandrero del utpatis dolum ve lit autpat, cortie dolenia mcom my numsandignim dolorero est conum ex erostrud esto od tat. Ut wismodolore consequere ella.</p> </div>	
<p>ROMAN 3 (24 PT)</p> <p>PROVINCE STREET</p>	<p>(15 PT)</p> <p>An inspired calligrapher can create pages of beauty using stick ink, quill, brush, pick-axe, buzz saw, or even strawberry jam.</p>	
<p>ROMAN 4 (24 PT)</p> <p>FRANKLIN STREET</p>	<p>LEITURA IS DESIGNED AND DISTRIBUTED BY DSTYPE FOUNDRY. WWW.DSTYPE.COM</p>	
<p>ITALIC 1 (24 PT)</p> <p><i>BROMFIELD STREET</i></p>		
<p>ITALIC 2 (24 PT)</p> <p><i>MILK STREET</i></p>		
<p>ITALIC 3 (24 PT)</p> <p><i>HAWLEY STREET</i></p>		
<p>ITALIC 4 (24 PT)</p> <p><i>WEST STREET</i></p>		

# Meet the Brand Elements: Typography

Leitura News, is another serif typeface in the Leitura family, consisting of four weights, and italics. Leitura News works better in sizes over 12 point and is excellent for large headlines. Leitura News has a more classic newspaper feel.

## LEITURA NEWS

// ROMAN 1 // ROMAN 2 // ROMAN 3 // ROMAN 4 // ITALIC 1 // ITALIC 2 // ITALIC 3 // ITALIC 4 //

<p>ROMAN 1 (24 PT)</p> <p>SUMMER STREET</p>	<p>(12 PT)</p> <p>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</p> <p>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</p> <p>1 2 3 4 5 6 7 8 9 0</p> <p>! @ # \$ % ^ &amp; * ( ) + - { } ; “ ” ?</p>		
<p>ROMAN 2 (24 PT)</p> <p>WINTER STREET</p>			
<p>ROMAN 3 (24 PT)</p> <p>PROVINCE STREET</p>			
<p>ROMAN 4 (24 PT)</p> <p>FRANKLIN STREET</p>	<p>(100 PT)</p> 	<p>(7 PT)</p> <p>Amet aci ea facilla feugiam, a quissecte ea feuis nit pratue ex adit il utat inibh euis adip exer si blandit aliquat ad te tie ditto la augait acidunt lorerostisi eu faccum quat, quisci ting ercive blandrero del utpatis dolum ve lit autpat, cortie dolenia mcom my numsandignim dolorero est conum ex erostrud esto od tat. Ut wismodolore consequere ella.</p>	
<p>ITALIC 1 (24 PT)</p> <p><i>BROMFIELD STREET</i></p>			
<p>ITALIC 2 (24 PT)</p> <p><i>MILK STREET</i></p>			
<p>ITALIC 3 (24 PT)</p> <p><i>HAWLEY STREET</i></p>	<p>(15 PT)</p> <p>An inspired calligrapher can create pages of beauty using stick ink, quill, brush, pick-axe, buzz saw, or even strawberry jam.</p>		
<p>ITALIC 4 (24 PT)</p> <p><i>WEST STREET</i></p>			
<p>LEITURA IS DESIGNED AND DISTRIBUTED BY DSTYPE FOUNDRY. WWW.DSTYPE.COM</p>			

# Meet the Brand Elements: Typography

Leitura Sans is a sans-serif typeface. It comes in four weights, including italics. Leitura Sans is a modern, clean typeface. It can be used at all sizes, body copy and headlines. It's slightly narrower than the serif styles of Leitura, so it works very well when setting type in narrower columns. When wanting to convey a more modern, or contemporary tone the sans typeface works well.

## LEITURA SANS

// GROTESQUE 1 // GROTESQUE 2 // GROTESQUE 3 // GROTESQUE 4 // ITALIC 1 // ITALIC 2 // ITALIC 3 // ITALIC 4 //

<p>GROTESQUE 1 (24 PT)</p> <p>SUMMER STREET</p>	<p>(12 PT)</p> <p>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</p> <p>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</p> <p>1 2 3 4 5 6 7 8 9 0</p> <p>! @ # \$ % ^ &amp; * ( ) + - { } ; " ' ?</p>	
<p>GROTESQUE 2 (24 PT)</p> <p>WINTER STREET</p>		
<p>GROTESQUE 3 (24 PT)</p> <p>PROVINCE STREET</p>		
<p>GROTESQUE 4 (24 PT)</p> <p>FRANKLIN STREET</p>	<p>(100 PT)</p> 	<p>(7 PT)</p> <p>Amet aci ea facilla feugiam, a quissectea feuis nit pratue ex adit il utat inibh euis adip exer si blandit aliquat ad te tie ditto la augait acidunt lorerostisi eu faccum quat, quisci ting ercive blandrero del utpatis dolum ve lit autpat, cortie dolenia mcom my numsandignim dolorero est conum ex erostrud esto od tat. Ut wismodolore conseqe ella.</p>
<p>ITALIC 1 (24 PT)</p> <p>BROMFIELD STREET</p>		
<p>ITALIC 2 (24 PT)</p> <p>MILK STREET</p>		
<p>ITALIC 3 (24 PT)</p> <p>HAWLEY STREET</p>	<p>(15 PT)</p> <p>An inspired calligrapher can create pages of beauty using stick ink, quill, brush, pick-axe, buzz saw, or even strawberry jam.</p>	
<p>ITALIC 4 (24 PT)</p> <p>WEST STREET</p>		
<p>LEITURA IS DESIGNED AND DISTRIBUTED BY DSTYPE FOUNDRY. WWW.DSTYPE.COM</p>		

# Meet the Brand Elements: Typography

Leitura Display is a serif typeface that is meant for headline purposes only. It has an italic weight, and decorative swashes. The Display face can convey many tones. It can be whimsical, elegant, and classic, depending on it's context. Because of the faces thick-to-thin ratio the typeface should never be used below 15 point. The Swashes weight should also never be used in all upper-case settings.

## LEITURA DISPLAY

// ROMAN // ITALIC // SWASHES //

<p>ROMAN (24 PT)</p> <p><b>SUMMER STREET</b></p>	<p>(15 PT)</p> <p><b>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</b></p> <p><b>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</b></p> <p><b>1 2 3 4 5 6 7 8 9 0</b></p> <p><b>! @ # \$ % ^ &amp; * ( ) + - { } ; “ ” ?</b></p>	
<p>ITALIC (24 PT)</p> <p><i><b>WINTER STREET</b></i></p>	<p>SWASHES (24 PT)</p> <p><i><b>Province Street</b></i></p>	
<p>SWASHES (20 PT)</p> <p><i><b>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 1 2 3 4 5 6 7 8 9 0</b></i></p>	<p>ROMAN (100 PT)</p> 	<p>SWASHES (100 PT)</p> 
<p>LEITURA IS DESIGNED AND DISTRIBUTED BY DSTYPE FOUNDRY. WWW.DSTYPE.COM</p>	<p>(15 PT)</p> <p><b>An inspired calligrapher can create pages of beauty using stick ink, quill, brush, pick-axe, buzz saw, or even strawberry jam.</b></p>	



# Meet the Brand Elements: Typography

Leitura Headline is a typeface that is meant for headline purposes only. It has a sans-serif with italics, as well as a slab-serif with italics. Leitura Headline is a very heavy, condensed typeface that can appear impactful, industrial, and strong. Because of the faces' weight and compactness it should never be used smaller than 15 point, this typeface should also be used sparingly in layouts, as it can become overwhelming.

## LEITURA HEADLINE




























// SANS // ITALIC // SERIF // SERIF ITALIC //

<p>SANS (24 PT)</p> <p><b>SUMMER STREET</b></p>	<p>SANS (15 PT)</p> <p><b>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</b></p>
<p>ITALIC (24 PT)</p> <p><b><i>WINTER STREET</i></b></p>	<p><b>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</b></p>
<p>SERIF (24 PT)</p> <p><b>PROVINCE STREET</b></p>	<p><b>1 2 3 4 5 6 7 8 9 0</b></p> <p><b>! @ # \$ % ^ &amp; * ( ) + - { } ; " ' ?</b></p>
<p>SERIF ITALIC (24 PT)</p> <p><b><i>WINTER STREET</i></b></p>	<p>SERIF (15 PT)</p> <p><b>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</b></p>
<p>SANS (100 PT)</p> <p><b>Aa</b></p> <p><b>Bb</b></p>	<p>SERIF (100 PT)</p> <p><b>Aa</b></p> <p><b>Bb</b></p>
<p>LEITURA IS DESIGNED AND DISTRIBUTED BY DSTYPE FOUNDRY. WWW.DSTYPE.COM</p>	<p>SANS (17 PT)</p> <p><b>An inspired calligrapher can create pages of beauty using stick ink, quill, brush, pick-axe, buzz saw, or even strawberry jam.</b></p>

# Meet the Brand Elements: Color Palette

Reflecting the vitality of the area, the color palette for Downtown Crossing is vivid, dynamic, and diverse. The colors shown below represent the tonal range of the brand colors, and are approved pairings used in the Public Branding System for street/storefront signage. Other colors can be used, but should fit with in the overall tonal range of these approved colors.

**Color Palette for Meet Dots in Public Branding System**

PANTONE DS 6-4 C C:10 M:10 Y:90 K:0				PANTONE DS274-2C C:90 M:0 Y:90 K:0
PANTONE DS 22-1 C C:0 M:40 Y:90 K:0				PANTONE DS 246-4 C C:80 M:0 Y:25 K:0
PANTONE DS 107-5 C C:0 M:50 Y:30 K:0				PANTONE DS 104-1 C C:45 M:95 Y:80 K:0
PANTONE DS 118-6 C C:20 M:40 Y:20 K:0				PANTONE DS 145-2 C C:10 M:90 Y:20 K:0
PANTONE DS 148-3 C C:0 M:75 Y:0 K:0				PANTONE DS 322-3 C C:70 M:100 Y:100 K:0
PANTONE DS 236-5 C C:60 M:5 Y:15 K:0				PANTONE DS 224-1 C C:100 M:35 Y:0 K:40
PANTONE DS 258-2 C C:80 M:0 Y:50 K:0				PANTONE DS 159-2 C C:30 M:100 Y:0 K:35
PANTONE DS 274-6 C C:40 M:0 Y:40 K:0				PANTONE DS 215-1 C C:100 M:40 Y:0 K:10
PANTONE DS 303-4 C C:25 M:0 Y:70 K:0				PANTONE DS 73-4 C C:0 M:65 Y:65 K:10

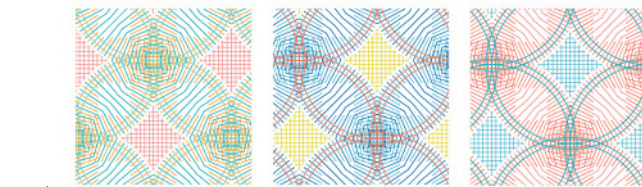
# Meet the Brand Elements: Patterns

Each of the new brand identity's patterns was created to represent objects found in Downtown Crossing. The following patterns are the official, approved patterns for use. Be sure to use only these patterns for all Downtown Crossing brand materials.

Each pattern has three color options for use:



↑  
ORNATE ARCHITECTURE



↑  
KALEIDOSCOPE (DIVERSITY)



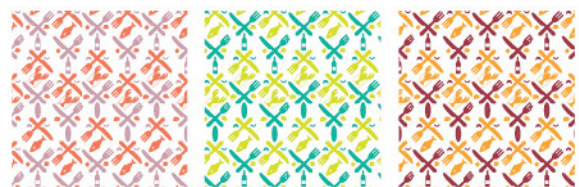
↑  
BOOKSHELF (LEARNING)



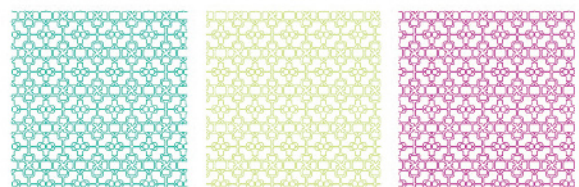
↑  
ARROWS (SUSTAINABILITY & WALKING)

## WHAT NOT TO DO

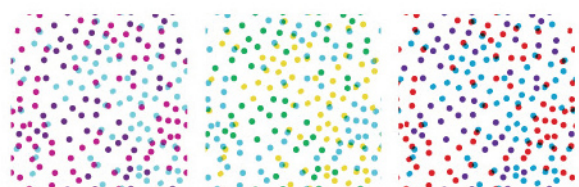
- DO NOT** change the colors of the patterns.
- DO NOT** stretch and/or squish brand elements.
- DO NOT** make the patterns too large. Making the patterns too large will disrupt the proportion and look awkward.
- DO NOT** remove or substitute elements from these patterns for other use.



↑  
FOOD



↑  
CONVERSATION



↑  
DOTS (MEETING)



↑  
BRICK ARCHITECTURE

# Meet the Brand Elements: Meet Dot

The Downtown Crossing Meet Dot is used to bring diverse elements of the city together, highlighting Downtown Crossing’s brand of being a “meeting place.” The Meet Dot to the right is an example of the approved use of copy paired with the Meet Dot. There are 141 existing different versions of approved Meet Dot copy available for use. For more details on the correct use of this copy, please refer to the Meet Dot Copy section of this document on pages 26–30.

## ALWAYS TRANSPARENT

Meet Dots and type lockups are always transparent, no matter the scale. When designing the Meet Dots and type lockups, make sure the transparency is set to multiply.



COFFEE BREAK  
MEET  
DOUBLE LATTE

MEET DOT WITH COPY PHRASE

# Meet the Brand Elements: Meet Dot What NOT To Do



**DO NOT** change opacity.



**DO NOT** alter the word MEET or substitute it for any other word.



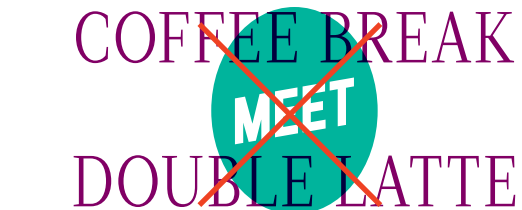
**DO NOT** substitute the font for another.



**DO NOT** add a stroke to the Meet Dots when applying color.



**DO NOT** alter the spacing of the Meet Dot and type lockup. The type spacing on the Meet Dot should sit on the Meet Dot properly.



**DO NOT** stretch and/or squish brand elements.



**DO NOT** alter the size relationship ratio of the Meet Dot to the accompanying type. Always scale both together accordingly.

# Meet the Brand Elements: Meet Dot Copy Phrases

The following 141 different versions are official, approved Meet Dot copy available for use.

Should you wish to create your own Meet Dot copy, please consider that they should reflect the same values of the Downtown Crossing brand: friendly, approachable, intelligent, and welcoming.

## WHAT NOT TO DO

- DO NOT** substitute the word MEET for any other word.
- DO NOT** substitute the font for another.
- DO NOT** use any copy that has not been approved for use by the Boston Redevelopment Authority and the Downtown Crossing Partnership.
- DO NOT** stretch and/or squish brand elements.

PAUSE  
MEET  
PLAY

TREMONT  
MEET  
WEST

ART  
MEET  
PUBLIC

OLD WORLD  
MEET  
HIGH TECH

HUNGER  
MEET  
FLAVOR

FOOT  
MEET  
PAVEMENT

EXPLORE  
MEET  
INTERACT

BUSINESS  
MEET  
PLEASURE

THE COMMON  
MEET  
THE CITY

SUSTAINABLE  
MEET  
ATTAINABLE

PAST  
MEET  
PRESENT

STYLE  
MEET  
SUBSTANCE

ART  
MEET  
CULTURE

HISTORY  
MEET  
FUTURE

FATIGUE  
MEET  
CAFFEINE

SUMMER  
MEET  
WINTER

PAINT  
MEET  
CANVAS

WINE  
MEET  
CHEESE

CHAUNCY  
MEET  
PUBLIC

GREEN  
MEET  
LIFE

LEARNING  
MEET  
LIVING

---

MUSIC  
MEET  
AUDIENCE

RED LINE  
MEET  
ORANGE LINE

ENERGY  
MEET  
VITALITY

---

HIP  
MEET  
HOP

BLUE LINE  
MEET  
ORANGE LINE

FASHION  
MEET  
SHOPPING

---

SOUL  
MEET  
FOOD

GREEN LINE  
MEET  
RED LINE

DIVERSITY  
MEET  
ACTIVITY

---

BUSINESSMAN  
MEET  
BUSINESSWOMAN

RUSH  
MEET  
HOUR

CEO  
MEET  
CFO

---

LOCKE  
MEET  
OBER

SIDEWALK  
MEET  
CAFÉS

JEWELER  
MEET  
ELATED GIRLFRIEND

---

PARAMOUNT  
MEET  
ORPHEUM

REST  
MEET  
RELAXATION

PUSH  
MEET  
CART

---

CIVIC  
MEET  
DUTY

IDEAS  
MEET  
INSPIRATION

HUNGRY PEOPLE  
MEET  
CHACARERO

---

BREAK  
MEET  
DANCE

THEATER  
MEET  
TROUPE

STREET  
MEET  
LIFE

---

FORWARD  
MEET  
THINKING

FREEDOM  
MEET  
TRAIL

NINE BALL  
MEET  
CORNER POCKET

---

GREEN  
MEET  
THUMB

CREATIVITY  
MEET  
POSSIBILITY

RARE LITERATURE  
MEET  
BRATTLE BOOK SHOP

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---

NEIGHBOR  
MEET  
NEIGHBOR

THIRST  
MEET  
COCKTAIL

SUMMER  
MEET  
AUTUMN

---

STREET PERFORMERS  
MEET  
CROWDS

GIRL  
MEET  
BOY

AUTUMN  
MEET  
WINTER

---

MORNING RUSH  
MEET  
MORNING COFFEE

BOY  
MEET  
BOY

SHOPPING  
MEET  
BAG

---

CREAM  
MEET  
SUGAR

GIRL  
MEET  
GIRL

TOURIST  
MEET  
LOCALS

---

BIG IDEAS  
MEET  
LITTLE RESISTANCE

NOOK  
MEET  
CRANNY

BEAN  
MEET  
POT

---

BRICKS  
MEET  
MORTAR

TAILOR  
MEET  
BUSINESSMAN

NORM  
MEET  
CLIFF

---

CLASSIC  
MEET  
MODERN

DAY  
MEET  
NIGHT

OLIVE  
MEET  
MARTINI

---

BIKE  
MEET  
PAVEMENT

SPOON  
MEET  
CHOWDER

ARTIST  
MEET  
AUDIENCE

---

OLD  
MEET  
YOUNG

BRIGHT LIGHTS  
MEET  
BIG CITY

ARCHWAY  
MEET  
DOORWAY

---

BASS  
MEET  
TREBLE

SPRING  
MEET  
SUMMER

SHOPPER  
MEET  
PARK



---

MAYOR  
MEET  
CONSTITUENT

HARPOON  
MEET  
SAM ADAMS

BIKE MESSENGER  
MEET  
FIXED GEAR

---

INSPIRATION  
MEET  
DESIGN

WINDOW SHOPPER  
MEET  
MUST-HAVE HANDBAG

SHOE POLISH  
MEET  
WINGTIP

---

STONE FAÇADE  
MEET  
GLASS TOWER

GREEN BEAN  
MEET  
SANDWICH

KITSCH  
MEET  
KLATCH

---

YOGI  
MEET  
ACUPUNCTURIST

BELL  
MEET  
WATSON

KICKFLIP  
MEET  
SIDEWALK

---

POP STAR  
MEET  
DELIRIOUS FAN

FELT  
MEET  
CUE

W.E.R.S.  
MEET  
AIRWAVES

---

LATIN STUDENT  
MEET  
CARPE DIEM

PINK HAIR  
MEET  
BLUE HAIR

RENDERING  
MEET  
BEAUTY

---

RED COAT  
MEET  
BLUE BLOOD

MAITRE D'  
MEET  
GUEST

FALSETTO  
MEET  
PERFECT PITCH

---

OLD CITY HALL  
MEET  
NEW CITY PUB

14 CARAT  
MEET  
JEWELER'S BUILDING

HERRERA'S BURRITOS  
MEET  
HUNGERED MASSES

---

REVOLUTION  
MEET  
RENAISSANCE

FLOWERS  
MEET  
BLIND DATE

FIRST ROUND  
MEET  
LAST HURRAH

---

PAUL REVERE  
MEET  
BEN FRANKLIN

WI-FI  
MEET  
LO-FI

H&M  
MEET  
PINK

---

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WASABI  
MEET  
SOY

MAIN DRAG  
MEET  
LADDER STREETS

CURTAIN  
MEET  
CALL

---

CHOPSTICK  
MEET  
DIM SUM

EDUCATION  
MEET  
EXPLORATION

COFFEE BREAK  
MEET  
DOUBLE LATTE

---

STREET PERFORMER  
MEET  
DIGITAL CAMERA

MORNING  
MEET  
COMMUTE

OPERA HOUSE  
MEET  
AUDIENCE

---

SIGHTS  
MEET  
SOUNDS

GLOBE  
MEET  
HERALD

SALE RACK  
MEET  
SHOPPER

---

SKYLINE  
MEET  
GREEN GRASS

DJ  
MEET  
DANCERS

SUFFOLK  
MEET  
EMERSON

---

VACATION  
MEET  
MEMORIES

HOME  
MEET  
FURNISHING

COLLECTOR  
MEET  
TREASURE

---

HEM  
MEET  
PANT

DAY  
MEET  
DREAM

SUNRISE  
MEET  
SUNSET

---

HAWLEY  
MEET  
FRANKLIN

MANNY  
MEET  
PAPI

BOOKS  
MEET  
READERS

---

PROVINCE  
MEET  
BROMFIELD

KIDS  
MEET  
PARENTS

SALT  
MEET  
PEPPER

---

TEMPLE  
MEET  
WASHINGTON

BLUE LINE  
MEET  
ORANGE LINE

FORK  
MEET  
PLATE

---

# Meet the Brand Elements: Photography & Illustration

Photography and illustration give the brand further depth. Three distinct types of photography can be used to give pieces a greater variety and to showcase different aspects of the neighborhood. Any new photography should fall within one of these three styles. Quality and production values are very important, so should you wish to shoot new photography, please contact the Boston Redevelopment Authority or the Downtown Crossing Partnership for consent.

The following pages outline the brand photography:

DOCUMENTARY  
PORTRAITURE  
STREET PORTRAITURE

# Meet the Brand Elements: Photography & Illustration

## PHOTOGRAPHY: DOCUMENTARY

A documentary style of photography shows the neighborhood and its people in their natural environments. Many of the patterns seen on page 23 were created out of these natural elements of the neighborhood. To acquire access to the photos, please see the contact information at the end of this document.





# Meet the Brand Elements: Photography & Illustration

## PHOTOGRAPHY: PORTRAITURE

Portraits of people associated with the neighborhood will help showcase one of the neighborhood's greatest assets: its diverse, energetic people and the places where they live, work, and play in Downtown Crossing. These people should be in their natural environment. To acquire access to the photos, please see the contact information at the end of this document.



# Meet the Brand Elements: Photography & Illustration

## PHOTOGRAPHY: STREET PORTRAITURE

A third type of photography is also portrait-based, but it is part of a photo shoot that took place in the summer of 2008, where more than 600 people had photos taken in Downtown Crossing in front of a white backdrop. These photos should be used to show the diversity and liveliness of the area. To acquire access to the photos, please see the contact information at the end of this document.





# Meet the Brand Elements: Photography & Illustration

## ILLUSTRATION

A set of illustrations were created to show the potential future of Downtown Crossing. To acquire access to the illustrations, please see the contact information at the end of this document.



TREMONT STREET & WINTER STREET



SHOPPER'S PARK



WASHINGTON STREET



THOUGHT BUBBLE



CYCLING CENTER

# Meet the Brand Elements: Copy Tone

The copy tone for Downtown Crossing should be friendly, optimistic, and conversational. There is much hope and optimism for Downtown Crossing, and this feeling should be conveyed in the copy.

A key component to the copy is the use of <Blank> Meet <Blank> headlines. These reflect the vision for Downtown Crossing as Boston’s Meeting Place, and show how diverse people come together in the neighborhood. See page 26 for approved examples of these headlines, as well as guidance on creating new ones.

## TAGLINE

There is no tagline for Downtown Crossing. Please do not use a tagline on your materials. Also, the area should always be called “Downtown Crossing” and not “DTX,” or “DTC.”



# Help

The brand elements contained may only be used with the written consent of the Boston Redevelopment Authority and the Downtown Crossing Partnership. To see all of the brand elements in a completed piece of marketing and learn more about the recommendations for the Downtown Crossing neighborhood, you can view the Executive Summary online at [downtowncrossingboston.com](http://downtowncrossingboston.com).

To obtain a username and password to download all of the Downtown Crossing brand elements, please contact Andrew Grace of the Boston Redevelopment Authority at (617) 918-4379 or Rosemarie Sansone of the Downtown Crossing Partnership at (617) 482-4312.

Strict adherence to these guidelines is required, and the Boston Redevelopment Authority must approve use of images, illustrations, and copy.