

DESIGN & BRAND GUIDELINES



VERSION DATE

3.20



WE ARE 180°

The work of 180 Degrees Design + Build is built on the principles of rigor, restraint, patience, and craftsmanship.

RIGOR We thrive on projects that challenge our capabilities and venture out into the frontier of technical innovation. We specialize in creating solutions that never existed before. Failure can and will happen. Our rigorous prototyping process lets us test—and test again until innovations are ready to implement.

RESTRAINT Exercising restraint means listening before speaking, and reserving time for critical discussion throughout the production process. More is not necessarily always better. We instinctively know when it's time to put down the pen, so ideas and execution don't become overcooked.

PATIENCE Quality takes time. So do good ideas. Sometimes the best ideas are just waiting for the rest of the world to catch up to them. We seek to build an enduring architecture, and since time is relatively abundant, we'll never sacrifice safety or quality over the schedule.

CRAFTSMANSHIP At the heart of our company is craftsmanship; we're all makers here. We all have an urge to create and build things well. It comes with a keen eye for quality. If we need to discuss whether or not a product or execution meets our standards, the fact that we are talking about it tells us it isn't quite there yet.

BRAND REFRESH

Our goal for 2020 and beyond is to reach a new and larger audience. Our first step to do that is establishing a new brand style and to get all of our brand elements to align with that style. For that, we established this style guide to help users understand the reason for the redesign and how to use the new logo and brand elements.

These guidelines are developed to help 180 Degrees Design + Build project a consistent brand message and tone across multiple media. This is a working document—changes are expected based on experience gained through practical application.



OLD LOGO

This is the primary logo that has been in use prior to 2019. It features a large 180 degrees word mark, horizontal rule line and the identifier “a design + build company”.

Low legibility at small sizes, wordiness and poor contrast between olive and black make this lockup ill-suited for the new demands of digital media.



NEW LOGO

The word mark has been simplified to 180°, the horizontal line rests beneath the word mark with a defined clearance, and the identifier has been simplified to DESIGN + BUILD. The color has also been brightened to be more attractive in print and on screens.

PRIMARY USAGE

The logo for the 180 Degrees Design + Build consists of three parts: the word mark, horizon line and the identifier. It has been updated to ensure the logo maintains readability at various sizes and applications.

WORD MARK – The distinct, text-only typographic treatment of the name of a company, institution, or product name used for purposes of identification and branding.

HORIZON LINE – A horizontal rule line separating the word mark and identifier. Its name has been simplified for easier communication.

IDENTIFIER – The part of a logo that can be changed out to specify a category, branch, or division of a company.

**WORD MARK**

The new word mark replaces the word “degrees” with the degree symbol (°) to simplify the design and reduce word count of the overall logo.

HORIZON LINE

The horizon line is used to ground the word mark and separate it from the identifier. The alignment and length is the same for all identifiers.

IDENTIFIER

The primary and preferred identifier is “DESIGN + BUILD”. Approved alternates can be found in the *Alternate Usage* section.

ALTERNATE USAGE

Whenever the primary logo cannot be used, these alternates may serve better instead. The goal should always be to ensure that the logo remains readable, recognizable, and adheres to the usage instructions in the next section. These alternates help designs and layouts be more flexible and give the designer choices. Exceptions can be made at the discretion of the art director.



180°
DESIGN + BUILD

The logo consists of the text '180°' in a large, white, sans-serif font. A thin white horizontal line is positioned directly below the '180°' text. Below this line, the words 'DESIGN + BUILD' are written in a smaller, white, all-caps, sans-serif font. The entire logo is centered on a solid yellow background.

REVERSED

When the logo is used in a solid color field, preferably the primary or supporting brand color.



180°
DESIGN + BUILD

The logo consists of the text '180°' in a large, yellow, sans-serif font. A thin white horizontal line is positioned directly below the '180°' text. Below this line, the words 'DESIGN + BUILD' are written in a smaller, white, all-caps, sans-serif font. The entire logo is centered on a solid dark grey background.

REVERSED COLOR

When the logo is used on a dark background or image.



180°
DESIGN + BUILD

The logo consists of the number '180' followed by a degree symbol, all in a medium grey color. Below this is a thin horizontal line, and then the words 'DESIGN + BUILD' in a bold, black, sans-serif font.**GREYSCALE**

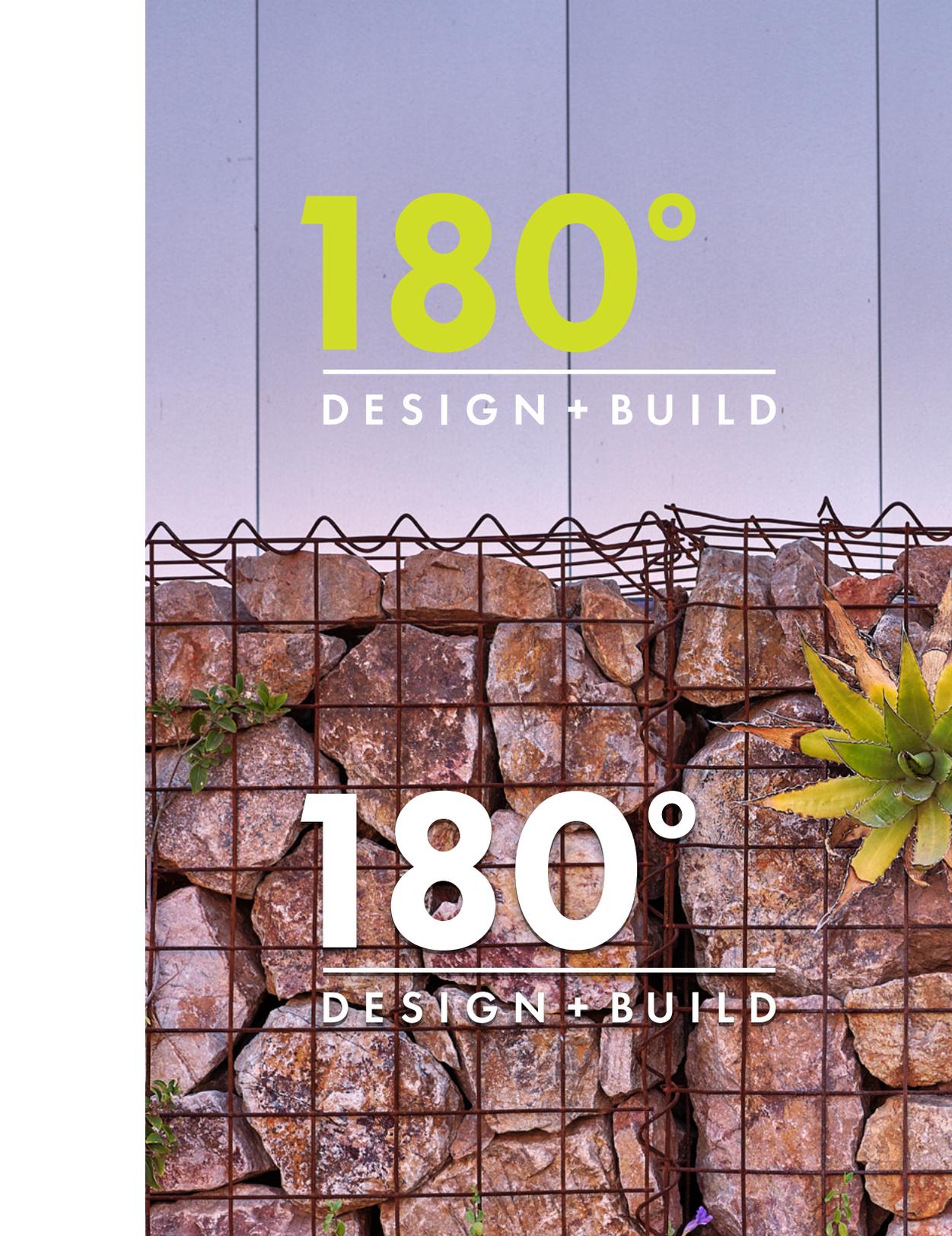
When the full color usage is not an option, this greyscale logo is preferred. The word mark should be at 60% grey to maintain contrast.



180°
DESIGN + BUILD

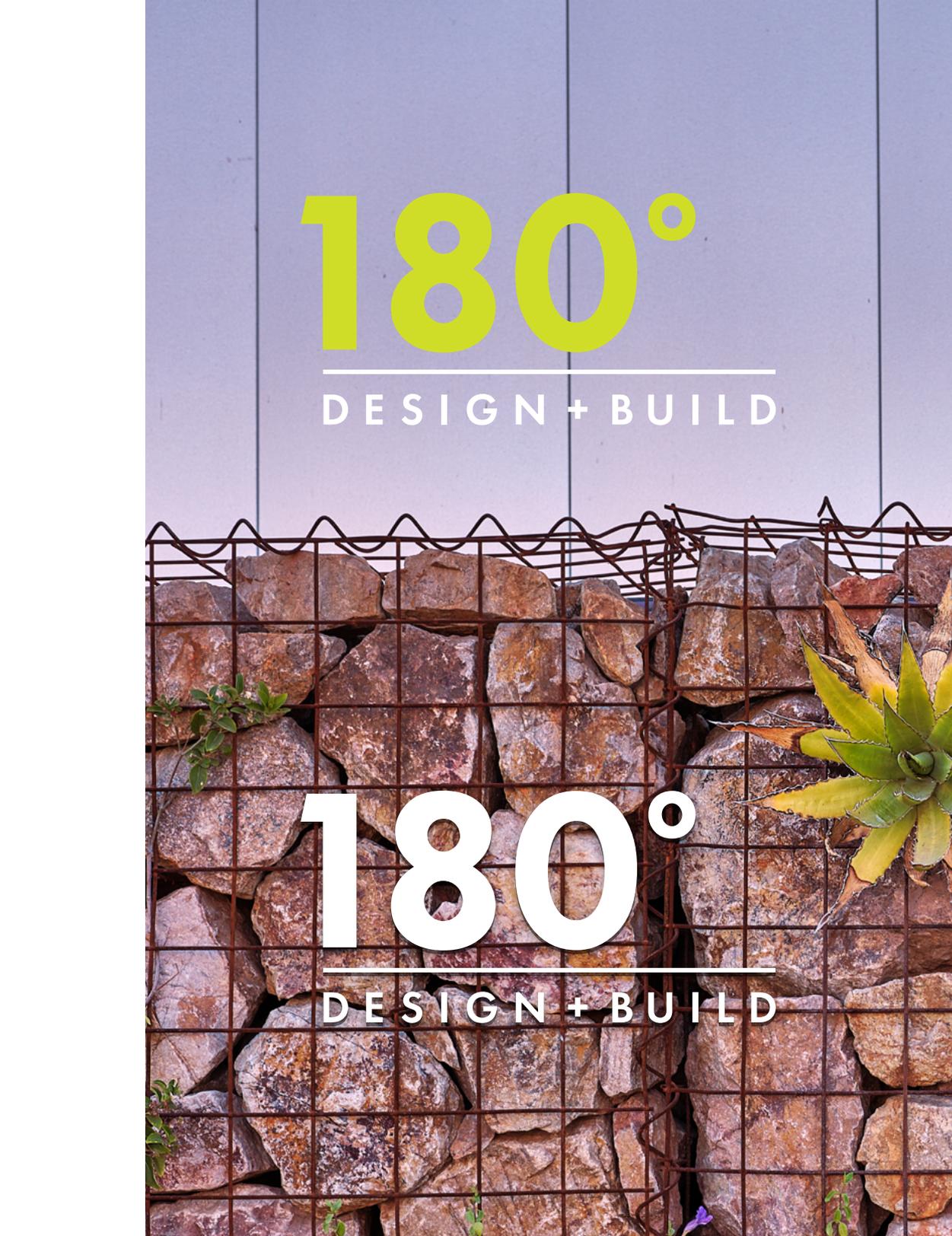
The logo consists of the number '180' followed by a degree symbol, all in a solid black color. Below this is a thin horizontal line, and then the words 'DESIGN + BUILD' in a bold, black, sans-serif font.**BLACK**

When full color printing and greyscale are not available options, use this 100% black logo. This should be used in very few applications.



180°

DESIGN + BUILD



180°

DESIGN + BUILD

ON PHOTO BACKGROUNDS

When the logo is used on most photo backgrounds, ensure that there is enough contrast with the background and logo, so the identifier remains distinguishable.

Try to reduce the amount of texture or distracting patterns behind the logo as much as possible.

DROP SHADOW

If a photo has a lot of texture or patterns the best solution is to use an all white logo with a subtle drop shadow. The drop shadow color should match the darkest part of the photo and the direction should match the lighting direction in the photo. The distance shouldn't be so great that you see two distinct horizon lines. Finally, the drop shadow should be set to 60% or lower, feathered (blur) as needed.

SUB-BRAND

As we've grown, we created a sub-brand for our product and home furnishing designs and fabrication; this is called The Guild. The Guild is a collective of artists, craftsmen, fabricators, and makers of 180 Degrees, dedicated to creating beautiful and unique home goods of all sizes. The Guild is 180 Degrees' home, workspace and place to experiment and create a wide variety of items, from cutting boards to king-size beds and beyond.

STANDARD**REVERSED****PRIMARY USAGE**

The standard presentation of
The Guild logo

THE GUILD
DESIGN + FABRICATION

EST.  2019

 **THE GUILD**

EXPANDED LAYOUT

This layout is intended for
limited use in digital and print
presentations

HORIZONTAL LAYOUT

This layout is intended for
limited use in digital and print
presentations

CO-BRANDING

Occasionally, we may want to include the logos for both 180 Degrees and The Guild. In these instances it is required that you use this co-branded lockup of the two logos. The distance and proportions have been measured and tested to ensure that both logos are readable and not interfering with one another. If collateral requires the use of both logos, this is the only acceptable usage of the co-branded layout. The logos should never appear stacked. Color usage guidelines should still be followed. For further guidance please contact the art director.

180°
DESIGN + BUILD



ALTERNATE IDENTIFIERS

In most cases the identifier will always appear as **DESIGN + BUILD**. However, in future site signage and other marketing materials we may want to distinguish our capabilities as unique divisions. For this reason, we created these logo layouts that denote the typology of our work. These alternates follow all the guidelines of the preferred layout and may only be altered according to the established rules.

180°

R E S I D E N T I A L

RESIDENTIAL

Identifier for residential design-build and renovation projects.

180°

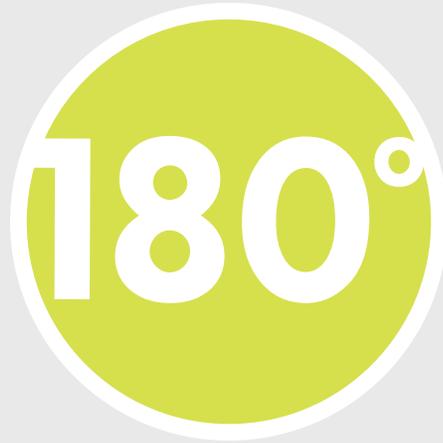
C O M M E R C I A L

COMMERCIAL

Identifier for commercial and corporate design-build projects.

SOCIAL MEDIA ICONS

Social media channels have varying standards and settings for displaying a logo or avatar. To remain consistent, we developed these social media alternates. These are not limited to social media use and can be used in other applications and branding collateral but should not replace the primary logo. Consider these the supporting cast to the leading logo.



ROUND 180 AVATAR

This alternate layout is primarily intended for social media. The flag on the 1 and the degree symbol are intentionally bleeding into the white stroke, the stroke should always be present. Exceptions made at the discretion of the art director. Identifier removed to ensure readability at small sizes.

SQUARE 180 AVATAR

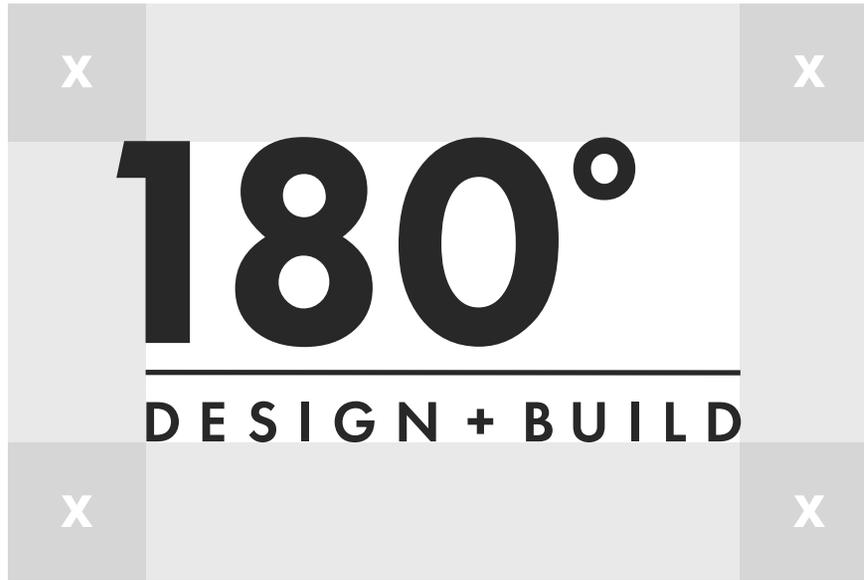
This alternate layout is primarily intended for profile pictures on web accounts such as Wix, MailChimp, Yelp, etc.

LOGO CLEAR SPACE

Clear space is the defined space around a logo that prevents text, objects or other logos from getting too close or overlapping a logo. Maintaining clear space ensures that the logo is not altered and that surrounding text is not interfered with.

MINIMUM SIZE

Whether it is on the screen or on a printed document, the logo should maintain readability at small sizes.



MINIMUM CLEAR SPACE

The minimum clear space is equal to the widest part of the 8 extracted from the logo. The flag on the 1 is exempt from the clear space measurement and should overhang in layout alignments when possible.



180°
DESIGN + BUILD

MINIMUM PRINT SIZE

The minimum size for printing is .5" in height. A printed proof is recommended when using a new printer or print service.

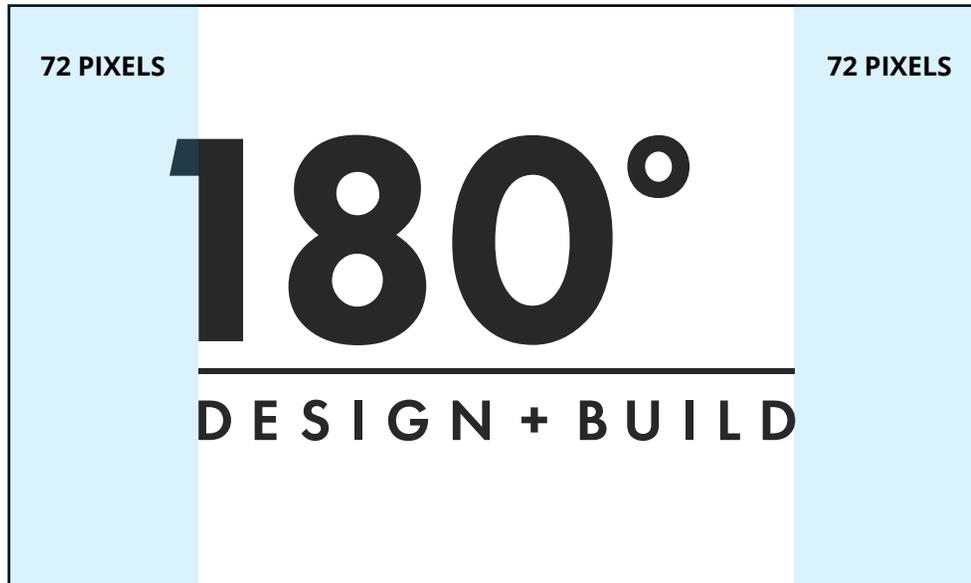
180°
DESIGN + BUILD

MINIMUM DIGITAL SIZE

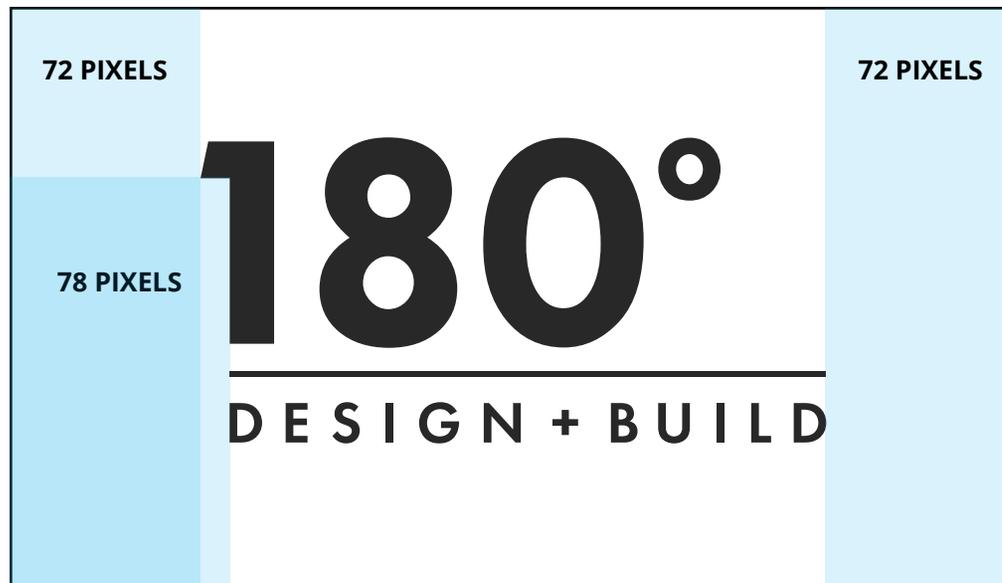
The minimum size for digital presentation is 36px in height. Larger sizes may be needed for retina displays.

LOGO BALANCE

Due to its asymmetrical layout, the logo's margin must be measured properly to ensure that it is optically balanced within a layout. To horizontally center the logo, measure from the terminals of the **HORIZON LINE**. The space on the left and right should be equal if done properly.

**OPTICALLY BALANCED**

In this example, the logo is centered by the horizon line, leaving the flag on the 1 to overhang. This gives equal white space (light blue) on the left and right sides.

**MECHANICALLY CENTERED**

In this example the full logo is horizontally centered (including the flag on the 1) in the container and the white space is not equal on the left and right, making it appear off-center.

IMPROPER USE

One of the most important aspects of displaying the 180 Degrees logo is to be consistent as possible. Using the 180 Degrees logo in any way that is not defined by this guide is not recommended. On the following page are a few examples of improper usage and alterations that are strictly prohibited. If you are unsure if an alteration is prohibited or not, contact the art director.



DO NOT
alter the dimensions of any of
the elements of the logo



DO NOT
alter the color formulas of any of
the elements



DO NOT
stretch or squash the logo



DO NOT
rotate or change the orientation
of the logo



DO NOT
skew or shear the logo



DO NOT
outline the logo



DO NOT
use any color combination that
has not been established by this
style guide



DO NOT
remove any elements of the
approved logo

TYPOGRAPHY

This brand refresh introduces new typefaces and guidelines for when and how to use them. Brand consistency is not an internal concern, it is important that our audience, clients, and consultants perceive the high level of quality that we apply to all aspects of our design process. The style of our emails, drawings, letterheads, and collateral should be consistent and uniquely our own. Because of that, each font has been tested to ensure its compatibility on multiple devices and platforms. Consider these guidelines a toolbox for communication—you can't use one tool for everything.

FOR PRINT Measured in **POINTS**

OPEN SANS CONDENSED

BOLD **abcdefghijklmnopqrstvwxyz**
ABCDEFGHIJKLMNopQRSTUVWXYZ

LIGHT **abcdefghijklmnopqrstvwxyz**
ABCDEFGHIJKLMNopQRSTUVWXYZ

OPEN SANS

REGULAR **abcdefghijklmnopqrstvwxyz**
ABCDEFGHIJKLMNopQRSTUVWXYZ

BOLD **abcdefghijklmnopqrstvwxyz**
ABCDEFGHIJKLMNopQRSTUVWXYZ

HEADLINES

Headlines should appear in BOLD, all caps or sentence case.

SUBHEADS

Subheads or headline modifiers should appear in LIGHT, case should match headlines.

BODY COPY - REGULAR

Primary font, no smaller than 6 pt, no larger than 20.

BODY COPY - BOLD

Used for decks and call-outs, no smaller than 8 point type and no larger than 20.

EMAIL FONT Measured in POINTS

ARIAL

REGULAR abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BODY COPY - REGULAR

Primary email font.

BODY COPY - BOLD

Used in body copy to create hierarchy and emphasis.

RECOMMENDED SETTINGS

Arial - 10 pt

100% scale

Normal spacing

Normal positioning

Black text - #FFFFFF

Green Text - #ABAD23

TITLE BLOCKS Measured in **FRACTIONAL INCHES**

ARIAL NARROW

BOLD abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

LIGHT abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ARIAL

REGULAR abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

HEADLINES

Headlines should appear in BOLD, all caps or sentence case.

SUBHEADS

Subheads or headline modifiers should appear in LIGHT.

RECOMMENDED SIZING

Font size - 1/4" or 1/8"
(determined by layout)
Legal copy - 3/32"

TEXT FORMATTING

This section defines the new rules regarding writing copy and the guidelines for text documents. While lowercase letters were once part of the brand identity, shifting attitudes toward the professionalism of lowercase letters and the objective of attracting a more affluent clientele requires us to step in line with more traditional capitalization conventions.

Reading large bodies of text in all lowercase letters causes strain on the reader and makes the message more difficult to distinguish one sentence from another. This is also true when using all capitals, however, in the case of our construction and shop drawings, all caps is industry standard that we will retain. This section is a guide to properly set up a document and type out a block of copy.

BRAND NAME IN COPY

The brand name is typeset in Title Case (capital letters at the beginning of all words) in all instances of body copy, online and paper form completion (i.e. bids, competitions, billing), lists, credits, email and headlines. The stacked logo is the only place allcaps are to be used.

PROPER CAPITLIZATION

All sentences, proper nouns and titles must begin with a capital letter. Unless an official brand name specifies, all brand names must appear in Title Case (capital letters at the beginning of all words).

Correct

180 Degrees Design + Build

Incorrect

180 degrees design + build

Incorrect

180 DEGREES DESIGN + BUILD

Correct

I love working here. Everyone is so smart.

Incorrect

i love working here. everyone is so smart.

+ &

PLUS GLYPHS, AMPERSANDS, AND SPACING

Plus glyph (+) is reserved for use in the brand name only, and is not to be used in place of the word “and”, an ampersand (&), or a comma in body copy.

Ampersands should not be used in place of “and”. Exceptions apply only when the + and & glyphs are part of another brand’s official name. Spacing before and after the plus glyph in these instances will be determined by the brand’s own style guidelines. Where practical, their capitalization and spacing preferences will prevail.

Correct

We love arts and culture.

Incorrect

We love arts + culture.

Incorrect

We love arts & culture.

Exception (reason: the plus glyph or ampersand is part of their brand name)
will bruder+PARTNERS
Roehner + Ryan
Lerner & Rowe



USE OF THE DEGREE GLYPH FOR REDUNDANCY REDUCTION

Sometimes it is not practical for space or comprehension reasons to mention the full brand name over and over in a small amount of body copy. Degree glyph (°) may be used only after the full brand name has been expressed in recent proximity, to avoid the tedium of repeating a four-word brand name several times in the same block of body copy. Alternatively, the word “Degrees” may be spelled out and “Design + Build” removed.

In either case, the situation should be avoided altogether if possible and worked out through better copywriting.

Correct

180 Degrees Design + Build is Arizona’s premier master builder. We believe in the tenets of rigor, restraint, craftsmanship and patience.

Incorrect

180 Degrees Design + Build is Arizona’s premier master builder. 180 Degrees Design + Build believes in the tenets of rigor, restraint, craftsmanship and patience.

Acceptable, but avoidable

180 Degrees Design + Build is Arizona’s premier master builder. 180° believes in the tenets of rigor, restraint, craftsmanship and patience.

INSERTION OF DEGREE GLYPH WHEN IT HAS BEEN ORALLY OMITTED

When speaking of the firm, many people (employees included) can simply say “180” rather than the full brand name. The degree glyph (°) is to be inserted after all casual mentions of 180°, even if the subject being interviewed did not vocalize the word “degrees”. Degree glyph (°) should not be used in social media hashtags, and so it is permissible to leave it out.

Correct

“I love working at 180°,” says Nick.

Incorrect

“I love working at 180,” says Nick.

Exception

#weare180

DESIGN-BUILD IN BODY COPY

The term design-build, per the Design-Build Institute of America and the AIA, is a single compound word with one hyphen and no spaces flanking the hyphen. The slash glyph (/) or plus glyph (+) is not to be used in its stead, with the exception of spelling out 180 Degrees Design + Build's brand name in full.

Correct

We specialize in design-build for discerning individuals.

Incorrect

We specialize in design + build for discerning individuals.

Incorrect

We specialize in design/build for discerning individuals.

Incorrect

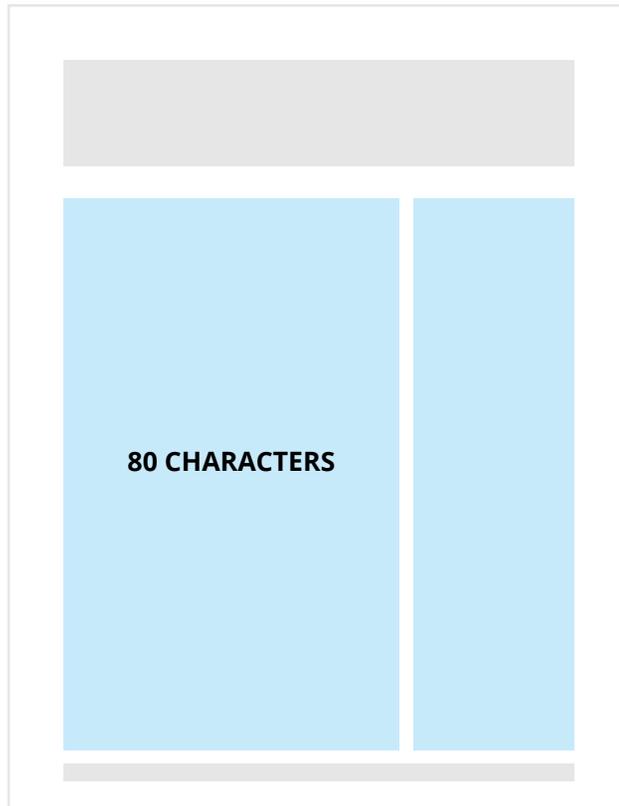
We specialize in design - build for discerning individuals.

Exception (for brand name only)

Everyone knows that 180 Degrees Design + Build makes the best barbecue in Arizona. Many fans forget we actually practice design-build fulltime.

TYPESETTING

Typesetting refers to the layout of text and preferred line length as a brand standard. A minimum line length of 30 characters is preferred and built into the Word template provided. Line length is not to exceed 80 characters, except in legal copy and fine print. Hyphenation may be used at the designer's discretion. When unattractive paragraph ragging occurs, hyphenation is highly recommended.

**RECOMMENDED LINE LENGTH**

With the standard layout, the maximum line length is the width of four columns in the six-column grid. These columns are built into the provided Word template as two uneven columns. The left column measurement is 4.5 inches with a gutter (spacing) of .19".

MAXIMUM LINE LENGTH

The maximum line length for all of our non-legal or fine print documents is the 5:1 asymmetrical layout (shown on next page) with the left column measuring 5.75".

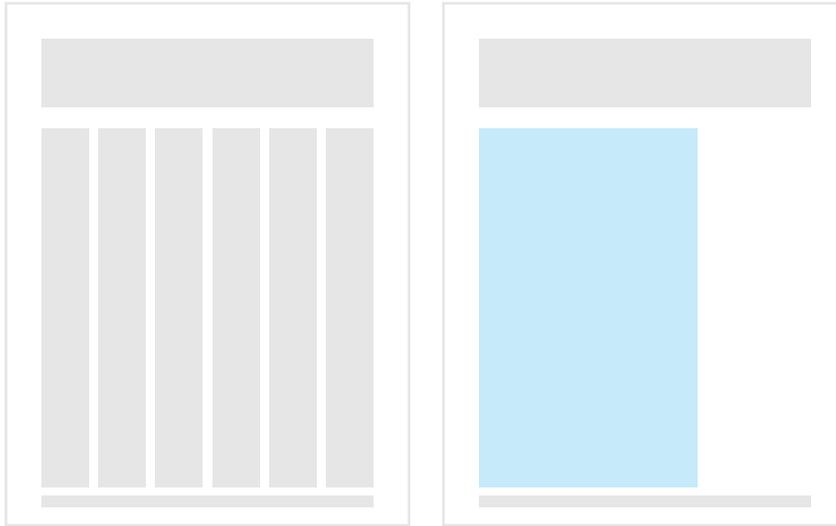
TYPOGRAPHIC LAYOUTS

Previously, layouts were presented in landscape format for all of our marketing documents. In this brand refresh, we introduce a variety of layouts to cater to the specific content being created. The primary layout is an asymmetrical, 6-column layout with plenty of white space on the right. All the available layout options are illustrated in this section.

HEADER

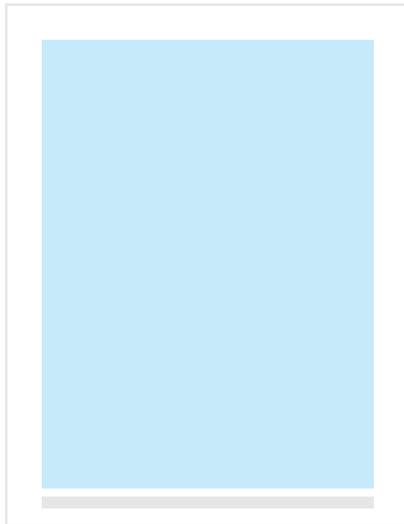
**COLUMN
GRID**

FOOTER



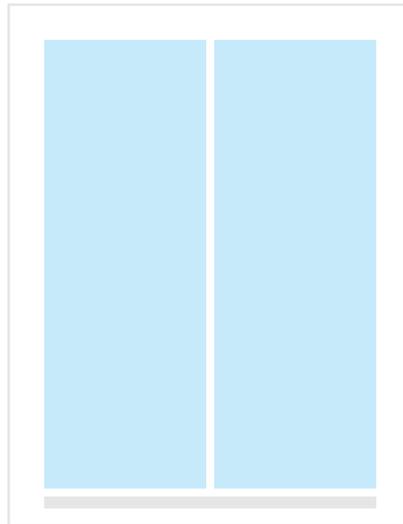
PRIMARY LAYOUT

The recommended layout is this 4:2 layout (4 columns on the left, 2 on the right). The right column should not contain any text with this layout. Insert a page break and move overflowing text to the second page. Page 1 should always have the header and footer, while all other pages will only have the footer. If the primary focus of the document is photography, use the larger column for images and the shorter column for text.

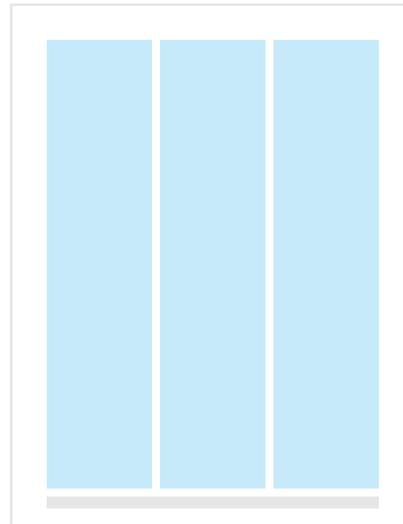


FULL PAGE

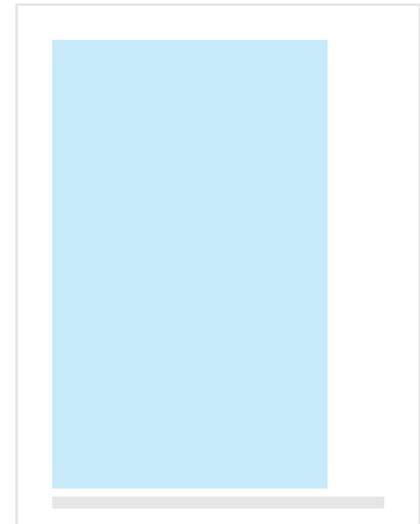
Legal documents only



2-COLUMN



3-COLUMN



5:1 ASYMMETRICAL LAYOUT

EXAMPLE 2 Request for Proposal layout with various grids

Company profile

180 Degrees Design + Build is an **architect-led design-build firm** specializing in technically challenging commercial design and construction, historic preservation, adaptive re-use and custom residential design in the desert Southwest. Our focus at 180 Degrees Design + Build is to provide responsive and purpose driven architecture creating lasting and engaging spaces. The last two decades have brought us a wide variety of clients and technical challenges, resulting in award-winning work that defies the categorical constraints of a single aesthetic. Sensitivity to our clients' needs drives our practice: high-performance demands, an intense climate, and the urge to create beautiful solutions for challenging problems.

Our experience as master builders gives us tremendous insight into how architecture works, helping bridge the gaps that often occur between a client's vision, a realistic budget, and the skillful execution of significant, sincere architectural works. Our design-build company is comprised of both licensed architects and architecturally trained individuals. We hold both residential and commercial construction licenses.

In 2008 and 2016, we received the Arizona AIA Contractor of the Year Award. The projects we've selected for this portfolio embody our commitment to quality. We hope you can envision a future project of your own among them.

Mission

- Seamlessly transform the architectural vision and philosophy of the project intent into meaningful spatial dimension
- Orchestrate art and architecture in harmony to create a sensory experience for our clients
- Demand excellence from the craftsman who share our philosophy of total design
- Field choices based on natural conditions that relate to site, energy, and integration into the context of the project's construction
- Practice the Four Pillars of **Rigor, Restraint, Patience and Craftsmanship** at every stage of the process



180 DEGREES DESIGN + BUILD | Granite Falls Restaurant Renovation 5

2-COLUMN

Innovation in construction technology and project delivery

As a team of architects, 180 Degrees Design + Build understands the roles of both the architectural and construction professions. This knowledge allows team members to easily multi-task and explore new methods of fabrication and construction techniques. Taking advantage of full digital integration with its experienced base of subcontractors allows design documentation to flow directly into fabrication. We use building information modeling (BIM) for design documentation, cost estimating services and construction fabrication drawings. 180 Degrees Design + Build has experience in multiple project delivery methods but prefers a fully integrated design/build approach. The inherent efficiencies in this approach has proven beneficial in delivering projects on time with the highest level of quality, budget while maintaining programmatic goals.

Sustainability Imperative

We value sustainability and is evident in many of our executed works. Our team is part of the Living Building Challenge Sonoran Collaborative (LBSC) has worked on several LEED rated projects in our region. You'll see the designations in the project descriptions in the pages that follow. In addition to LEED, 180 Degrees Design + Build recently completed a commercial project that participated in the City of Scottsdale - Green Building Program/ IgCC, making us one of fourteen architect-led-design builders to do this in 2014-2015. In addition to the typical sustainable practices, 180 Degrees Design + Build embraces the practices of adaptive re-use, repurposing, upcycling and passive and innovative technologies. We've been fortunate to perform preservation and improvements on a number of significant historical structures at the UNESCO World Heritage Site Taliesin West in North Scottsdale.

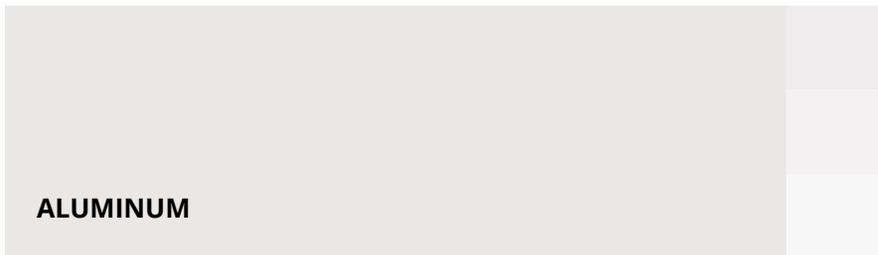


180 DEGREES DESIGN + BUILD | Granite Falls Restaurant Renovation 12

5:1 ASYMMETRICAL LAYOUT

PRIMARY COLORS

Our primary color palette is a crucial part of building a successful brand identity. These hues are used to represent the company in the logo, website design and printed materials. Defining these hues ensures that our brand is consistently represented and easily recognizable by our clients, consultants and followers. Tints of these colors may be used at the art director's discretion.

 <p>PALO VERDE</p>	<p>PMS - P166-16 CMYK - 11 0 100 15 RGB - 200 193 7 WEB - #C8C107</p>
 <p>CHARCOAL</p>	<p>PMS - P179-16 CMYK - 0 0 0 95 RGB - 40 40 41 WEB - #282829</p>
 <p>ALUMINUM</p>	<p>PMS - P179-2 CMYK - 7 6 6 0 RGB - 234 232 231 WEB - #EAE8E7</p>
 <p>SAFETY GREEN</p>	<p>PMS - P163-8 CMYK - 23 0 100 0 RGB - 205 211 37 WEB - #CDD325</p>

SUPPORTING COLORS

This collection of colors is an extension of the established brand colors. Our primary color is the color of a Palo Verde; the supporting colors have been selected from compatible colors found in our project photography. These colors are not broken down to specific color formulas; they are meant to emulate our brand look and feel; earthy, natural, vibrant.

ADOBE CLAY	GOLDEN HOUR	DAWN
SUNFLOWER	DESERT HARE	SAGUARO
ALOE VERA	TURQUOISE	MIDDAY
MORNING	TWILIGHT	SUNSET
ANCILLARY COLORS		

VOICE & TONE

Our voice and tone is not what we say, but how we say it. This encompasses not only the words we choose, but their order, rhythm and pace. In this section voice and tone refers to written and spoken words. Our voice and tone will inform all of the written copy, including our website, social media messages, emails and packaging.

VOICE AND TONE	DESCRIPTION	DO	DON'T
Passionate and Spirited	We are passionate about the built world and proud to be a part of this industry	<ul style="list-style-type: none"> • Be champions for design-build • Be fans of the industry • Have industry related opinions, it's okay to have a favorite 	<ul style="list-style-type: none"> • Be a passive participant • Be ambiguous or cryptic • Be apathetic to industry changes and issues
Quirky and Offbeat	We aren't afraid to challenge the status quo and be ourselves	<ul style="list-style-type: none"> • Express yourself • Use humor, when appropriate 	<ul style="list-style-type: none"> • Use slang or obscure references • Lose sight of the audience or core message
Patient and Composed	We actively listen to feedback and criticism seeking to understand to help resolve conflict and solve problems	<ul style="list-style-type: none"> • Use examples to relate • Provide multiple solutions • Give everyone an opportunity to speak and be heard 	<ul style="list-style-type: none"> • Interrupt somebody speaking • Be dismissive • Allow emotions to interfere with the core message
Authentic Experts	We have the experience to give you the tools and insight you need to make your job easier	<ul style="list-style-type: none"> • Be honest and direct • Follow through • Own up to your mistakes and how you plan to resolve them 	<ul style="list-style-type: none"> • Use industry jargon • Over promise • Over sell the capabilities of a product or the organization

SOCIAL PERSONA

The development of a social persona is essential for consistent brand communication through social media. On our social channels, we speak for the brand through this persona. This persona was created during the development of the company's first monograph, *Making Architecture*. We modeled the voice after the affable yet authoritative personality of Mike Rowe from *Dirty Jobs*.

**THINGS TO REMEMBER**

- Speak clearly and succinctly
- Be friendly but not familiar
- Be relatable and inclusive
- Use we, our, and us when speaking for our brand as an entity
- Welcome humor
- Be professional but with a casual tone
- Engage in the conversation
- Express gratitude for praise and compliments
- Address people by their actual name (if known)
- Use contractions to avoid a stiff tone.

THINGS TO AVOID

- Industry-specific terminology
- Slang, jargon, or abbreviations (lol, brb, etc.)
- Sounding too personal
- Inside jokes
- Dismissive or exclusive
- Negativity about competitors
- Complaining of any kind
- Overly personal opinions

PHOTOGRAPHY

Our brand style is not limited to the design graphics we've previously defined—it extends to the photography we use as well. This section will demonstrate the basic rules of photography for displaying in print, on social media or our websites. There are exceptions to everything. When in doubt consult your art director.

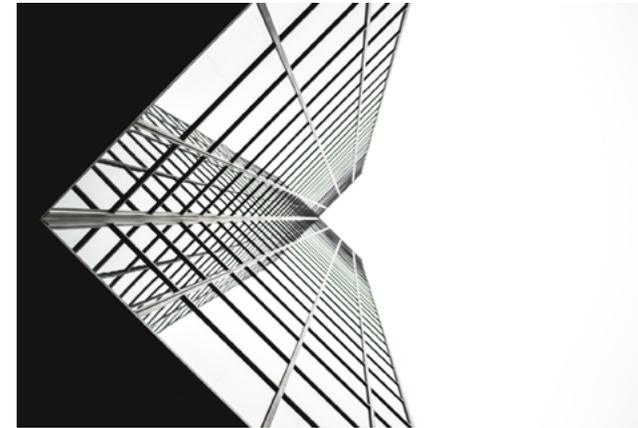
SUBJECT

Whatever your subject is, it should be clear and in focus. The audience should know what we are showcasing in our project photos. Show a reference of scale when selecting a subject. Abstract architectural photography is acceptable only after the subject was made explicit on the same spread or in a social photo carousel.



GREAT

Clear subject, point of reference, and scale



NOT GREAT

Too abstract, unclear what the subject is

COMPOSITION

Use the Rule of Thirds when composing any photo. If your subject is centered in the frame, ensure that there is balance or symmetry in the rest of the frame. Don't cut off details and leave plenty of space around that detail. Don't let details or features kiss the edge.



GREAT

Properly composed, plenty of clear space from subject and frame



NOT GREAT

Cramped and kissing the edge of the frame, no reference of scale, unbalanced

NATURAL COLOR

Our photography should always be in full color. Though black and white architectural photos are beautiful and artistic, they can often come across as cold or lifeless. We also work in unique environments where nature and light are valued contributors to the experience.



GREAT

Naturally lit, vibrant colors, regionally appropriate color palette



NOT GREAT

Grayscale, low contrast, lifeless

POST-PROCESS

All photos need to be processed for color and contrast before being published. But having a heavy hand with that post-processing can lead to unnatural looking photos that may be viewed as disingenuous. Reduce vertical convergence when possible without distortion.



GREAT

Vibrant and natural colors, proper contrast, looks like minimal processing, verticals are vertical



NOT GREAT

Overly processed, too many HDR effects, doesn't look natural, distracting perspective convergence

PEOPLE

People are what make architecture important. When photographing people, they should be part of the architecture and not just posed in it. If shooting behind-the-scenes, all visible personnel should be adhering to proper safety standards.



GREAT

People in action, wearing and using proper safety equipment, interacting with the architecture



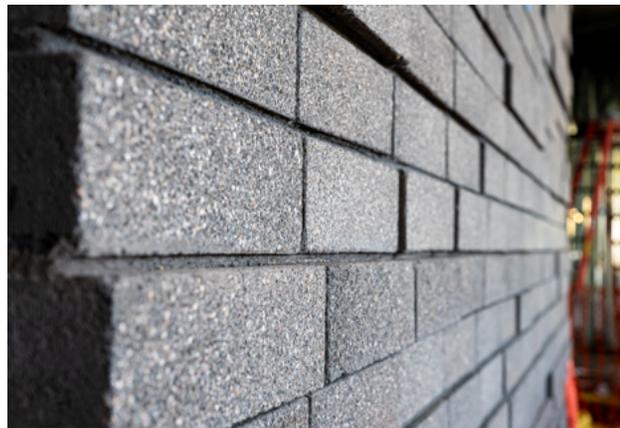
NOT GREAT

Posed and staged, not interacting with the architecture

DETAILS

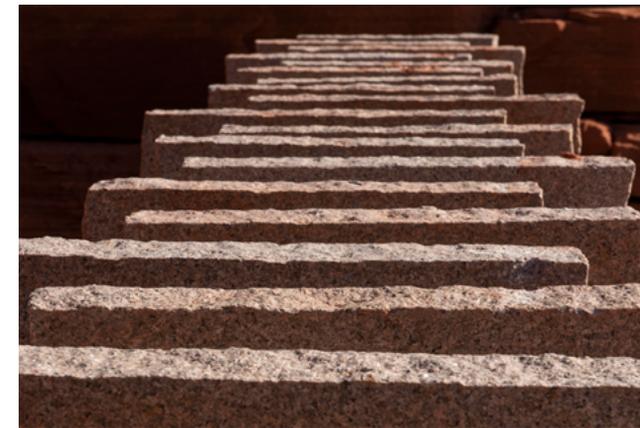
Sometimes a detail is so interesting and unique that it should be shared.

Photographing a detail up close should still follow the previously defined guidelines: scale and context help viewers understand what it is they are perceiving.



GREAT

Shows texture, great contrast, low depth of field, visible background for scale and context



NOT GREAT

Not enough texture in focus, no clear reference to what these stones are

THANK YOU

This version of the brand and style guide was created for the 2020 brand refresh. Please contact the current art director with any questions. Any updates or changes to this guide must be approved by the art director.

SAMUEL YBARRA

Art Director | Brand Champion

sybarra@180degreesinc.com

Phone 602.288.0138 **Fax** 602.272.1166

180°

DESIGN + BUILD