

RESIDENCES AT
8 | EAST
HURON



BRAND OVERVIEW

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BRAND OVERVIEW

01. BRAND NARRATIVE

02. BRAND ATTRIBUTES

DESCRIPTION

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01

01. BRAND NARRATIVE

SIMPLICITY IS THE ESSENCE OF LUXURY.

WELCOME TO 8 EAST HURON

Exquisitely designed for the highest level of living with thoughtful floor plans, abundant amenities, and three tiers of luxury finishes.

An exclusive, boutique environment where “one-of-a-kind” isn’t a pursuit, but an inspired way of life.

It’s where you’ll define your future—with elegance, sophistication and style.

02. BRAND ATTRIBUTES

Sophisticated with a timeless appeal, perfectly blending classic with modern.

Exclusive and uniquely crafted.

Distinctive and stylish.

VISUAL IDENTITY

- 01. FINAL LOGO
- 02. LOGO ALTERNATIVES
- 03. LOGO USAGE
- 04. LOGO CLEAR SPACE
- 05. BRAND COLORS
- 06. COLOR APPLICATION

DESCRIPTION

Identity is the tangible look of the brand based on the strategy overview created at the foundation of your brand. It's how we visually communicate.

Visual identity comprises your logo, imagery, typography, colors, and creative design.

02

01. FINAL LOGO

PROPER USE

The preferred logo format is the stacked version.

IMPROPER USE

Do not replace the typeface. Do not stretch or otherwise alter the proportions of the logo. Do not reorganize the placement of the type. Do not alter or modify the color usage outside of what is defined in this guide.

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02. LOGO ALTERNATIVES

COLOR ALTERNATIVES

For use on color backgrounds.

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ICON

It is acceptable to use icon apart from the word-mark in instances where there is a proper and complete logo as antecedent. A good example is this logo guide: since the logo appears on the cover, it is acceptable to use the icon independently as a header element on each subsequent page or as an accent.



03. LOGO USAGE

Proper logo usage on color backgrounds, images and accent usage.

ON WHITE

Primary logo lockup should be used at all times on a white background.

RESIDENCES AT


ON BLACK

The secondary color logo or white may be used on a black background.

RESIDENCES AT


ON IMAGE/ MULTICOLORED

The Primary or White logo may be used on top of an image. The 8 icon logo may be used if primary logo has been used antecedent.

RESIDENCES AT


04. LOGO CLEAR SPACE

For legibility, the amount of clear space around the icon should be (at a minimum) equal to the width of the word residences.



LOGO TWEAK FOR CONSISTENCY

From the logo that was created by Mauge, there was some inconsistency with the 8 icon that was also created.

The 8 icon was created with the Baskerville font that is currently the primary font. The 8 icon was not created from the original logo. Suggesting we update the current 8 in the logo with the icon 8. It has a more polished feel.

CURRENT

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TWEAK

RESIDENCES AT
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HURON

ALTERNATIVES TWEAK FOR CONSISTENCY

Below are all alternatives with a comparison incorporating the 8 adjustment.

CURRENT

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RESIDENCES AT
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HURON

RESIDENCES AT
8 | EAST
HURON

TWEAK

RESIDENCES AT
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HURON

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01. COLOUR PALETTE

PRIMARY

To ensure consistency across media and to reflect the overall mood of 8 East the color is Pantone 5395C.



COLOUR CODE

CMYK : 089 / 073 / 056 / 067

PANTONE : 5395 C

RGB : R011 G031 B044

SECONDARY

The secondary color is meant to complement the richness of to the primary color.



COLOUR CODE

CMYK : 012 / 018 / 039 / 00

PANTONE : 468 C

RGB : R223 G202 B163

TERTIARY COLORS

The tertiary colors provided are only to access the primary and secondary colors. Do not overuse the tertiary colors. Do not substitute the primary color for the tertiary colors within the logo.



COLOUR CODE

CMYK : 020 / 048 / 089 / 003

PANTONE : 7510 C

RGB : R200 G138 B062



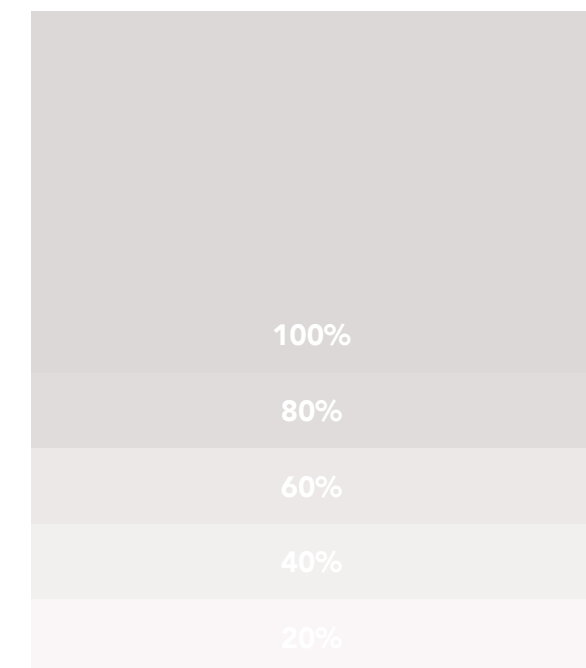
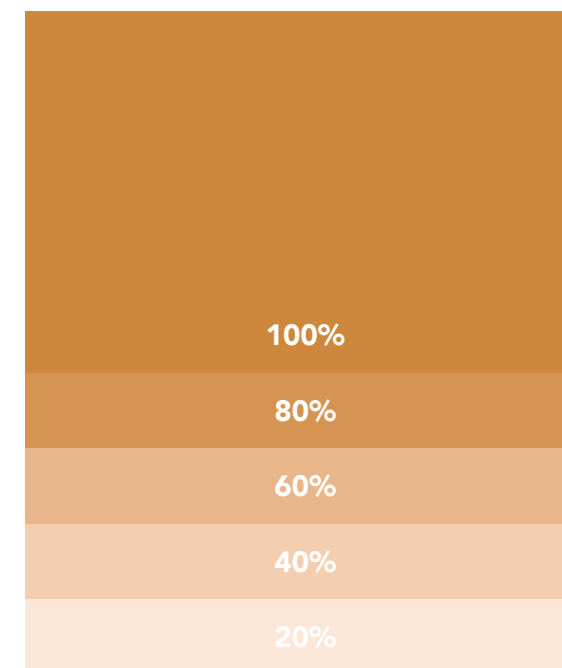
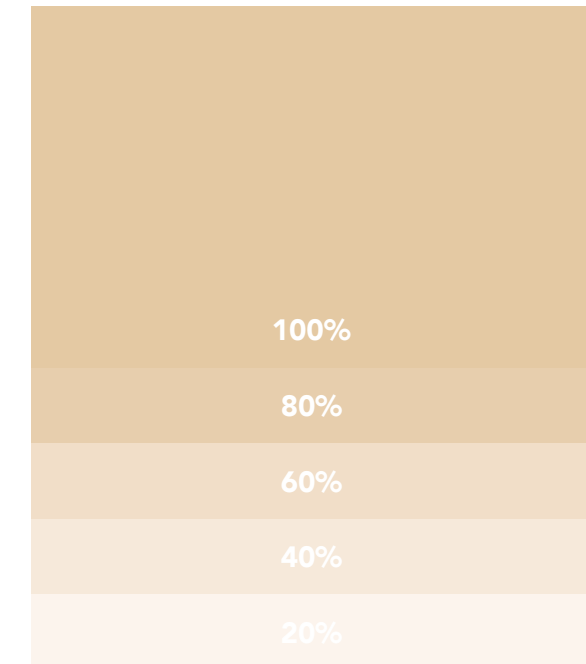
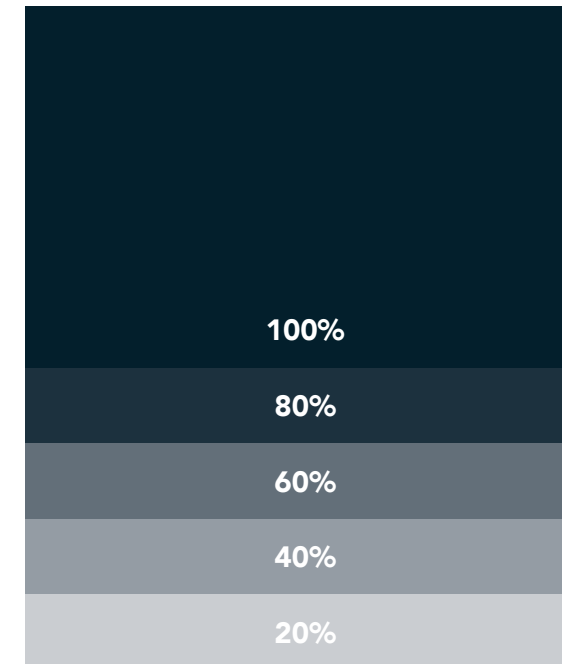
COLOUR CODE

CMYK : 014 / 011 / 012 / 000

PANTONE : cool gray 1

RGB : R217 G216 B214

02. COLOUR BREAKDOWN



TYPOGRAPHY

01. PRIMARY FONTS

02. SECONDARY FONTS

03. TEXT HIRARCHY

DESCRIPTION

Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed. The arrangement of type involves selecting typefaces, point sizes, line lengths, line-spacing, and letter-spacing, and adjusting the space between pairs of letters.

03

01. PRIMARY FONTS

BASKERVILLE DISPLAY PT

Aa Bb Cc

Regular

ABCDFEGHIJKLM
 abcdefghiklmopqrs
 0123456789

Italic

*ABCDFEGHIJKLM
 abcdefghiklmopqrs
 0123456789*

Bold

**ABCDFEGHIJKLM
 abcdefghiklmopqrs
 0123456789**

Bold Italic

***ABCDFEGHIJKLM
 abcdefghiklmopqrs
 0123456789***

02. SECONDARY FONTS

AVENIR

Aa Bb Cc

Book

ABCDFEGHIJKLM
 abcdefghiklmopqrs
 0123456789

Book Oblique

*ABCDFEGHIJKLM
 abcdefghiklmopqrs
 0123456789*

Medium

ABCDFEGHIJKLM
 abcdefghiklmopqrs
 0123456789

Medium Oblique

*ABCDFEGHIJKLM
 abcdefghiklmopqrs
 0123456789*

Black

**ABCDFEGHIJKLM
 abcdefghiklmopqrs
 0123456789**

Black Oblique

***ABCDFEGHIJKLM
 abcdefghiklmopqrs
 0123456789***

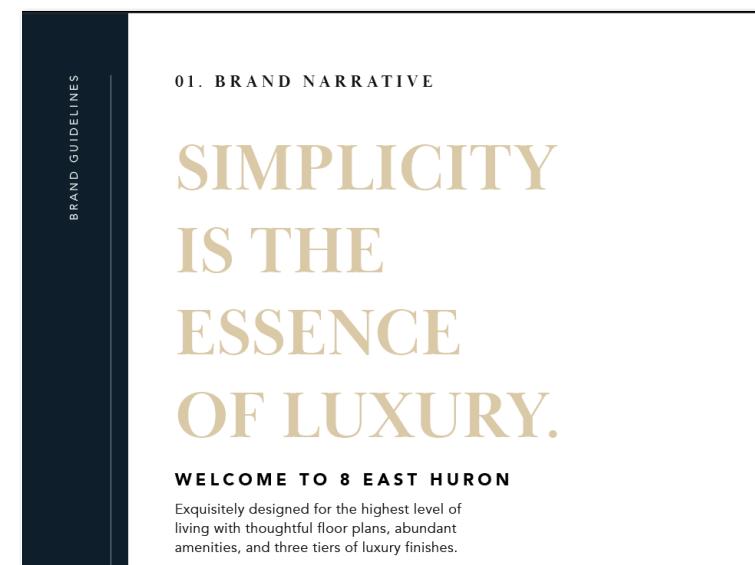
03. HIERARCHY

TEXT HIERARCHY

A hierarchy of text is important in a design because it allows the reader to understand, at a glance, the order of importance of the information at hand. This element is of equal importance to any other design element as it makes the information conveyed easier to read and easier to understand, guiding the reader from one piece of information to the next with visual ease.

	HEADLINE
<hr/> 8 EAST	Baskerville Display PT Bold Size-48 Case - Capitalize/Sentence Leading - 52 Tracking - 0
	CHAPTER TITLE
<hr/> 8 EAST	Baskerville Display PT Bold Size-12 Case - Capitalize Leading - 28 Tracking - 250
	SUB HEADLINE
<hr/> 8 EAST	Avenir Black Size-12 Case - Capitalize Leading - 18 Tracking - 250
	BODY TEXT
<hr/> 8 East	Avenir Book Size - 10 Case - Sentence Leading - 14pt Tracking - 30

04. HIERARCHY USAGE

**HEADLINE****SUB HEADLINE****BODY TEXT****CHAPTER TITLE****HEADLINE****SUB HEADLINE****BODY TEXT**

VERBAL EXPRESSION

01. VERBAL LEXICON

02. VERBAL STYLE

DESCRIPTION

Verbal Expression is the linguistic component of an organisation's brand. It incorporates brand language, the terms in which an organisation describes itself, taglines, and the "voice" of the brand, defined as the personality and tone discernible in its communications. In conjunction with visual and sensory identity,

01. VERBAL LEXICON

A lexicon is a system of key words that should act as the backbone for all major written communication, including but not limited to headlines, letters, posters and info sheets. It is an open ended system that can be built upon. The words below exude the personality of 8 East.

**EXCLUSIVE
ELEGANT
SPOHISTICATED
MODERN
EQUISITE
BOUTIQUE
SERENE
INSPIRE
LAVISH**

**CONTEMPORARY
INTIMATE
REFINED
PRIVATE
EXCEED
CALIBER
ESCAPE
CONCIERGE
INVITING**

DO

A lexicon is a system of key words that should act as the backbone for all major written communication, including but not limited to headlines, letters, posters and info sheets.

DON'T

Embellish outside the list of amenities.
Say "urban", as it may have a negative connotation with audiences.
Be snobbish or elitest.
Be wordy or overly-clever.

02. VERBAL STYLE

Below are examples of acceptable written communications for both short statements and longer-form communications. What sets 8 East apart is the personality that is evoked by the brand imagery and written narratives.

SHORT FORM VERBAL STYLE EXAMPLES

On-site Chef Services:

Elegance and attention to detail of the finest restaurants, conveniently delivered in the comfort of your own home.

Fitness Center:

Exhilarating views of Chicago, state-of-the-art equipment, and a glass-walled yoga studio.

Individual Unit:

Glass, light, and a sense of sophisticated urbanity inform the contemporary luxurious interior for 8 East Huron.

Floorplans:

Welcoming and gracious flow. Soaring ceilings, multiple exposures, and warm details add to the character of these beautifully designed homes.

EXAMPLE HEADLINES / TAG LINES

Simplicity is the essence of luxury.
Modern Elegance.
Beautifully Crafted.
High-rise lifestyle.
Boutique environment.
Modern Comforts.
Sweeping Views.
An Urban Masterpiece.
Perfection from inception.
Escape the Ordinary.

STATIONERY

- 01. BUSINESS CARD
- 02. ENVELOPE
- 03. LETTERHEAD
- 04. NOTEBOOK

DESCRIPTION

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01. BUSINESS CARD

FRONT SIDE



BACK SIDE



DIMENSION

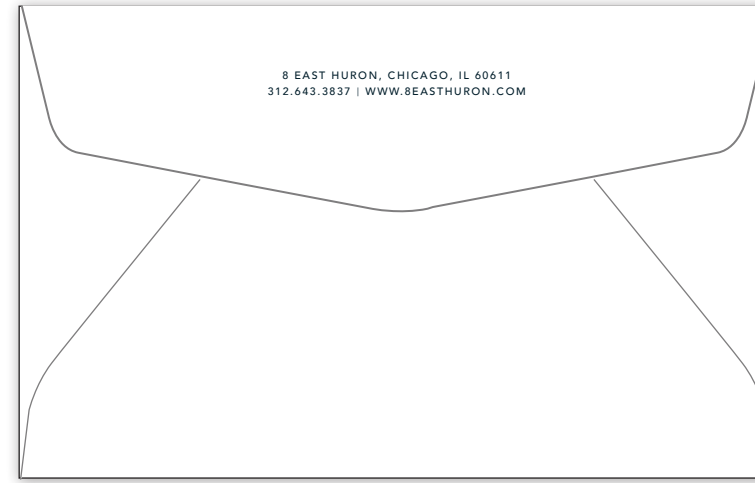
245 x 224 mm
DIN A4

WEIGHT

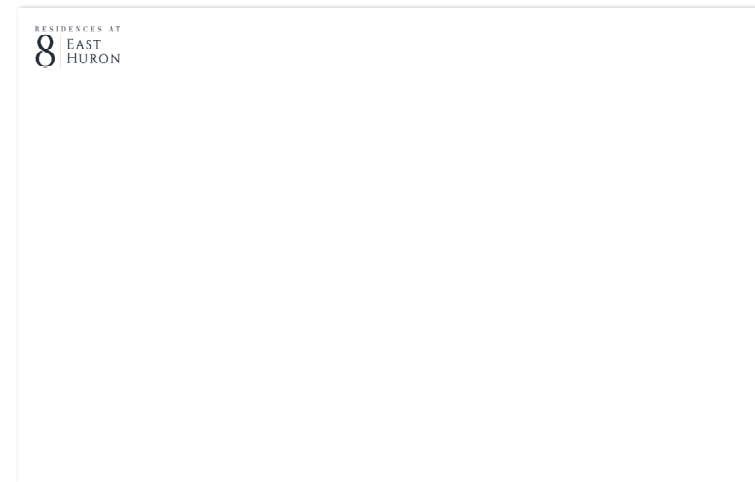
270 g/m Uncouted
White

02. ENVELOPE

BACK SIDE



FRONT SIDE



DIMENSION

245 x 224 mm
DIN A4

WEIGHT

270 g/m Uncouted
White

03. LETTERHEAD



DIMENSION

8.5 x 11

WEIGHT

270 g/m Uncouted
White

04. NOTEBOOK



DIMENSION

.....

WEIGHT

270 g/m Uncouted
White

PHOTOGRAPHY

- 01. EVENT IMAGE
- 02. LIFESTLYE IMAGE

DESCRIPTION

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01. EVENT IMAGE

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02. LIFESTYLE IMAGE

.....



APPLICATIONS

- 01. FLOORPLANS
- 02. POSTCARD
- 03. SELLSHEET
- 04. INFOSHEET

DESCRIPTION

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07

01. FLOORPLANS

JUNIOR 1 BED

580 sq ft | Floors 5-14

10/102

02 RESIDENCE — The State Collection



RESIDENCES AT
8 EAST HURON | 312.643.3837 | WWW.8EASTHURON.COM
Prices, availability, and details subject to change. All dimensions are approximate. Actual specifications may vary in dimension or detail.

02. FLYER

MEET YOUR RESIDENT CHEF

PEAR CHEF SAMPLING
 Sample seasonal menu items available for ordering!

24th Floor Community Room
 Tuesday, February 18th
 5:30pm - 7:00pm



RESIDENCES AT
8 EAST HURON

01. SELL SHEET

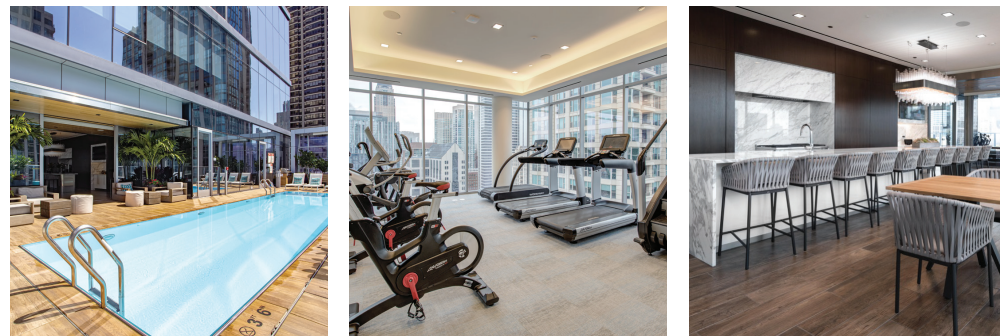
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**Limited Time Broker Commission:
 150% first month's rent**

Must bring a signed lease by October 31st and
 move-in by December 31st to qualify



Premiere Jr., 1, and 2 Bedroom Apartments Available now



APPLY TODAY AT 8EASTHURON.COM | 8 EAST HURON, CHICAGO, IL 60611 | 312.643.3837

02. INFO SHEET

RESIDENCES AT
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COMMUNITY AMENITIES

- Pick up & drop off of dry cleaning - Pressed & Dry
- On-site Director of Resident Experience
- On-site car washing & detailing - Spark!
- Community room with demo kitchen
- On-site chef service - Pear Chef
- Media lounge with 85" television
- Outdoor dog run with pet spa
- Fitness center & yoga studio
- Penthouse level pool deck
- On-site concierge

APARTMENT AMENITIES

- Solar window shades with bedroom black-out opacity
- Stainless steel appliances and sleek island hood
- Snaidero cabinetry, with under cabinet lighting
- White polished 3 cm quartz countertops
- Custom Modular Closet systems
- Whirlpool washer and dryer
- Luxury wide plank flooring
- Grohe and Kohler fixtures
- Keyless apartment entry
- 5 burner gas range

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 8 EAST HURON, CHICAGO, IL 60611
 312.643.3837



SIMPLICITY IS THE ULTIMATE SOPHISTICATION.

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