CONTENTS

1 OUR BRAND
   1.1 Brand consistency
   1.2 Our manifesto

2 OUR VISUAL IDENTITY
   2.1 Visual elements overview
   2.2 Our logo
   2.3 Brand colours
   2.4 Typography
   2.5 Components
   2.6 Product naming
   2.7 Layout
   2.8 Dual branding
   2.9 Products

3 PHOTOGRAPHY
   3.1 Image types
   3.2 Products and environment
   3.3 Customers
   3.4 Venue photography
"A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another." – Seth Godin

Great brands are built through the consistent delivery of the brand messages through all touchpoints – a strong, unified message reinforces not only who we are and why we exist, it also drives recognition, trust, success, and of course ultimately: business growth.

This document is a guide to how we visually communicate the No18 brand. It covers graphic design and layout related topics as well as sections on photography and merchandise. It is best used together with our brand book, as a rulebook for creating all No18 visual elements.
1.2 OUR MANIFESTO

THE HOME FOR A REWARDING BUSINESS LIFESTYLE

We are a cosmopolitan members club for businesses with beautifully designed lounges, meeting rooms and high-end workspaces tailored to support all our members’ needs. It’s a truly rewarding setting for both work and leisure, and a place to call home.

No18 venues are a blend of workplace and residence, with a unique eclectic aesthetic. It’s an aspirational environment, with a friendly and inspiring atmosphere. We combine professional service, a high attention to detail, and state of the art technology to create a truly enriching experience.

Our holistic philosophy, with a focus on community and well-being, helps our members toward a happier, healthier and more productive lifestyle.
OUR VISUAL IDENTITY
OVERVIEW

LOGO

No 18

LOGO WITH BRAND TAGLINE

No 18

THE HOME FOR A REWARDING BUSINESS LIFESTYLE

PRIMARY COLOUR PALETTE

ACCENT COLOUR PALETTE

TYPEFACES

Gill Sans Std
Adobe Garamond Pro

IMAGERY

Brand

Iconography
2.2 OUR LOGO

LOGO

MAIN LOGO

No18

Figure 1. Primary logo.

SUPPORTING FORMATS

No18

Figure 2. Reversed logo.

No18

Figure 3. Reversed logo to be used in case of, for example, frosting.

PRIMARY
This logo is the preferred option to be used whenever possible. It is always used in 100% black.

REVERSED
The reversed version is to be used on a black or very dark backgrounds.

*Our brand logo should only be reproduced from master artwork files and should not be redrawn, reset or altered in any way.*

The master artwork files are available in various electronic formats, for both Mac and PC. To obtain files, or for further guidance and queries, please contact the marketing team.
CLEAR SPACE

To ensure prominence and legibility, the logo is always surrounded by an area of clear space which remains free of other design elements, such as type and other logos. This is also the minimum distance the logotype can be placed from the edges of the page. The construction of the exclusion zone is based on the height of the 'N' from the No18 logo. The clear space is implemented from the left and right edges of the logo and from the number height and baseline of the logo on top and bottom.

MINIMUM SIZE - PRINT
The minimum size is defined by the width of the logo. To ensure maximum clarity the minimum size is 12mm (width) when used for print.

MINIMUM SIZE - DIGITAL
When used in digital formats, the logo has a minimum size of 35px (width).
INFORMING WITH OUR IDENTITY
Occasionally we may want to communicate the essence of the brand in concise writing to the onlooker; and we do this by complementing the logo with our tagline - “The home for a rewarding business lifestyle”.

Figure 6. Our logo with our brand tagline.
2.2 OUR LOGO

CREATING THE LOCK-UP

Figure 7. Mark up for logo lock-up.
2.2 OUR LOGO

MISUSE

Don't use any other colours.

Don't use the logo as an angle.

Don't use the reverse logo on light backgrounds.

Don't alter the logo in any way.

Don't create wallpaper patterns or repeat patterns.

Don't use the logo over busy areas of imagery.

Don't use any effects such as a drop shadow, glow or blur.

Don't use the logo on dark backgrounds.

LOGO MISUSE

Our brand logo should only be reproduced from master artwork files and should not be redrawn, reset or altered in any way.

The master artwork files are available in various electronic formats, for both Mac and PC, and are available from the Marketing Team.

Please ensure that logo is used correctly at all times.

Figure 8. Incorrect application of logo placement.
2.2 OUR LOGO

PLACEMENT

CENTERED PLACEMENT
The majority of marketing materials will use centered placement; for example adverts, posters, leaflets and powerpoint presentations. This is a prominent position which strengthens the brand image.

RIGHT ALIGNED PLACEMENT
Right aligned placement is used when vertical space is at a minimum, for example skyscraper banners.

LEFT ALIGNED PLACEMENT
Left align placement should mainly be used for online application, or cases when the top right hand corner can be obscured e.g the browser window not being large enough.

Figure 9. Centered placement on advert.

Figure 10. Right aligned placement on skyscraper banner.

Figure 11. Left aligned placement on website.
OUR NAME AS PART OF A TEXT

No18 is a cosmopolitan members club for businesses with beautifully designed lounges, meeting rooms and high-end workspaces tailored to support all our members’ needs.

Figure 12. Correct spelling of No18.

No.18 is a cosmopolitan members club for businesses with beautifully designed lounges, meeting rooms and high-end...

#18 is a cosmopolitan members club for businesses with beautifully designed lounges, meeting rooms and high-end...

NO18 is a cosmopolitan members club for businesses with beautifully designed lounges, meeting rooms and high-end...

Figure 13. Incorrect spelling of No18.

THE CORRECT SPELLING
The correct spelling of our brand name is No18 which is simple and elegant. The ‘N’ is in uppercase and the ‘o’ is in lowercase with no additional punctuation applied.
2.3 BRAND COLOURS

PRIMARY COLOURS

Our colour palette is an essential tool in building a distinctive and recognisable brand identity.

Since our pictures often feature bold colours and distinctive environments, our primary brand colour palette is limited to black and white in order to present a calm background so that our imagery can speak for itself.

No18 black and gold must always be used at 100% tint value.

Figure 14. Primary brand colour palette.
Accent colours are to be used only when additional colours are required, for example on graphs, charts and tables.

Accent colours are not to be as backgrounds but are there to create distinctive highlights and motifs when a hint of colour is required to obtain the desired effect.

Figure 15. Accent colour palette.
2.3 BRAND COLOURS

APPLICATION

USAGE

Designs should be primarily black and white, with black as the dominant colour. Secondary colours should be used only when absolutely necessary as accents or for colour coding key informations i.e graphs; never as a main featured colour.

USAGE IN PERCENTAGES

15% White  80% Black  4% Gold  1% Accent

BASE COLOUR

Black should always be used as the base colour for No18 designs unless it poses a problem or leads to poor results (for example: certain printing situations). In such cases, the black/white ratio may be reversed.

Figure 16. Sales presentation utilising primary, secondary and accent colours.

Figure 17. Animated MPU banner using primary colour palette only.
2.4 TYPOGRAPHY

BRAND TYPEFACES

Gill Sans Std

- Light
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890

- Regular
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890

Adobe Garamond Pro

- Regular
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890

- Italic
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890

- Semibold Italic
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890

FONTs

Our brand typefaces are the Sans Serif font Gill Sans Std and the Serif font Adobe Garamond Pro Italic.

They are to be used for all our printed communications and online whenever possible.

We use two fonts for Gill Sans Std; Light and Regular (no italics).

We use three fonts for Adobe Garamond Pro; Regular, Italic, and Semibold Italic.
2.4 TYPOGRAPHY

SUPPORTING TYPEFACES

Noto Sans / Noto Serif

做你一生中最好的工作

Noto traditional Chinese script

당신의 인생의 최고의 작품

작업을 수행합니다

Noto Korean script

あなたの人生の最高の仕事をする

Noto Japanese script

ทำผลงานที่ดีที่สุดในชีวิตของคุณ

Noto Thai script

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Noto traditional Chinese script

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Noto Japanese script

Noto Korean script

Noto Thai script

LANGUAGE SCRIPTS

When Gill Sans Std or Adobe Garamond Pro Italic cannot support a language script, we use the typeface Noto – a free font developed by Google. The following link will take you to the Noto website, which allows you to select a country and download the relevant language script:

www.google.com/get/noto

DEVICE RELIANT FONTS

For applications where we have to rely on a devices font set such as email campaigns, we use Arial as an alternative for Gill Sans Std and as an alternative to Adobe Garamond Pro we use Georgia. Both Arial and Georgia are common to PC and Mac.
2.4 TYPOGRAPHY

**USAGE EXAMPLE - PRINT ADVERT**

PUNCTUATION

Headlines use punctuation such as apostrophes and question marks, but not full stops.

Subheaders and body copy use full punctuation with full stops.

Bullet points do not use full stops.

Figure 18.
Headline Gill Sans Std Regular, Tracking 200.
Tagline Adobe Garamond Pro Semibold Italic.
(Body Gill Sans Std Light).
2.4 TYPOGRAPHY

HEADLINE TRACKING

TIRED OF YOUR CUBICLE?

Figure 19. Correctly formatted version of headline with 200 tracking.

TIRED OF YOUR CUBICLE?

Figure 20. Incorrectly formatted headline without tracking applied.

All headlines should be formatted using the font Gill Sans with 200 tracking applied.

For online digital tracking use the css property and value ‘letter-spacing: .2em’.
### 2.4 Typography

**Casing Examples**

**A New Way To Live And Work**

It’s a unique blend of workplace and residence. A place where people do business and socialize, moving effortlessly from premium office to contemporary restaurant, from collaborative workspace to vibrant bar.

**Figure 21.**
Layout correctly using sentence case and uppercase.

**Figure 22.**
Incorrect use of title case.

**Casing**

We use upper case and sentence case in our communications.

Title case should only be used when a name is in the sentence.
BUTTON DESIGN

Digital CTA button’s are set in a simple square design to draw attention, allowing the user to quickly understand that there is a hyperlink available to them.

Usually the buttons will be white text on a gold background, if the design calls for another colour, black or white can be used if necessary.

Leave plenty of padding around the text to allow the buttons to breathe.
2.5 COMPONENTS

ICONS

BRAND ICONS
The No18 icons are elegant and efficient in their design. They should always be used in a single colour and share the same line width. To ensure consistency all icons must be approved by the No18 brand team before use.

APPLICATION
Icon usage should be kept to a minimum. Usually our icons will be gold on a black background, another colour may be used if necessary to help the icons stand out from a busy or gold background.

Figure 25. Brand icons.

Figure 26. Usage.
2.6 PRODUCT NAMING

BRAND SYSTEM OVERVIEW

LOGO SUPPLEMENTS

We use a logo & tagline layout similar to our pay off lock-up.

The location logos feature the underline. The product / service logo do not use the underline.

Figure 27. Print/digital location logo.

Gill Sans Std Regular, tracking 200. Break line equal to logo width. Long text sized to fit logo width.

Figure 28. Print/digital product or service logo.

Gill Sans Std Light, tracking 200.

Figure 29. Signage logo.
No18 is a cosmopolitan members club for businesses with beautifully designed lounges, meeting rooms and high-end workspaces tailored to support all our members’ needs. It’s a truly rewarding setting for both work and leisure, and a place to call home.

With a blend of workplace and residence and a unique, eclectic aesthetic, we offer an aspirational environment, with a friendly and inspiring atmosphere. We combine professional services, a high attention to detail and state of the art technology to create a truly enriching experience.

Our holistic philosophy, with a focus on everyday wellness and quality of life, allows our members to enjoy a healthy, productive and rewarding business lifestyle.

THE HOME FOR A REWARDING BUSINESS LIFESTYLE

"Being able to meet and work in this fascinating environment is an absolute pleasure for ourselves as well as our clients who always look forward to visiting us."

Anders, Investment manager & No18 member

ATLANTA BUCKHEAD
A workplace you will call home

No18 ATLANTA BUCKHEAD
3035 Peachtree Rd NE
Floors 1 and 2
Atlanta, GA 30305
WWW.NO18.COM

TAILORED PRODUCTS
- Meeting space
- Event space
- Private office
- Private desk
- Membership

CONTACT DETAILS
Christen Pemberton
M:+1 404.819.6861
christen.pemberton@no18.com

PROFESSIONAL WORKSPACE
- 27,700 Square feet
- 86 Offices

STIMULATING
Cosmopolitan atmosphere.
Vibrant members’ community, enabling diverse business people to meet, connect, share and socialize.

WELL-CONNECTED
- I-75 • I-85 • I-285
- Hartsfield-Jackson Airport 30 minutes
- Buckhead Subway Station 5 minutes

SEAMLESS
State-of-the-art business services and facilities.
Premium offices ready for immediate use.

Figures 30. Brochure design.
2.7 LAYOUT

EXAMPLES - PRINT

Figure 31. Building wrap.

Figure 32. Outdoor poster.
The rumor about this newly founded business haven spread quickly and the interest grew to such a degree that it gradually expanded to cover more floors of the building until, eventually, it occupied them all. By that time, in line with Michel’s passion for a healthy lifestyle, No18 had come to include a health club fully staffed with personal trainers to accommodate its steadily increasing host of members.

The No18 concept has since crystallized into what you will be presented with in the coming few pages; a beautiful fusion of business and leisure, elegance and openheartedness, health and seduction. In the midst of an ever evolving demand for intriguing and representative workspaces, we offer something not quite like anything else.

The origin of No18 dates back to 2012 as the company’s founder - an energetic and visionary entrepreneur by the name of Michel Gordin - set off to create the workplace he had always dreamed of. Rather than being a place of necessity, he felt it should be a place worth longing to every day - a social and inspiring place with a sense of home where one could always feel at ease.

Inspired by the pleasant feel and service oriented mindset of members’ clubs, cosmopolitan restaurants and high end hotels, Michel felt that such a place needed to incorporate more than just functional office space; it needed ambiance - a relaxed atmosphere in a beautiful setting. At that time though, there was simply nothing like it, so he decided to create it by himself. The decisive moment came at a point when he was presented with the opportunity to rent an entire floor of a characteristic old building at the heart of Stockholm’s fashion district (dubbed “The Marble Halls” due to its spectacular central atrium featuring a beautiful marble floor). Seeing the possibility to make a dream come true, the deal was done and just like that, the journey was on.

No18 is a cosmopolitan members club for businesses with beautifully designed lounges, meeting rooms and high-end workspaces tailored to support all our members’ needs. It’s a truly rewarding setting for both work and leisure, and a place to call home.

Our venues are akin to a blend of workplace and residence, with common areas featuring a unique eclectic aesthetic - serving as spectacular co-working spaces and casual meeting spots - and offices featuring the best conditions for work performance and potential for individual adjustments. Those of our members who rent private office space are to a great extent at liberty to decorate it as they see fit, since we want everyone to feel genuinely at home. All our venues also feature a multitude of conference options ranging from single rooms to the rearrangement of larger parts of our public member spaces in order to host larger events, both day and night.

What greets visitors first hand however, is what lies beyond mere office space. At its core, it is about atmosphere. It is always our goal that no one is left untouched after a visit to No18, and that those who call it their daily workplace can feel genuinely proud to do so. We recognize both the need for well-being and comfort throughout the workday as well as the demand for personal branding through representative location and stimulating, attractive work environments. So much so in fact, that it sets the stage for good business opportunities and positive outcomes for our members.

The Concept

No18 is a cosmopolitan members club for businesses with beautifully designed lounges, meeting rooms and high-end workspaces tailored to support all our members’ needs. It’s a truly rewarding setting for both work and leisure, and a place to call home.

An Enchanting Story

By its very essence, No18 is a concept of seamless blending of business and leisure, elegance and openheartedness, health and seduction.
What does your workspace say about you?

No18

Figure 34. Poster designs.
2.7 LAYOUT

EXAMPLES - PRINT

Figure 35. Stationery set.
2.7 LAYOUT

EXAMPLES - PRINT

Figure 36. Meal card design.
2.7 LAYOUT

EXAMPLES - DIGITAL

Figure 37. No18 website.

Figure 38. Animated leaderboard.
2.7 LAYOUT

EXAMPLES - DIGITAL

Figure 39. Static banners.
2.8 DUAL BRANDING

LOGO LOCKUPS

Figure 40. The No18 logo and language logo dual lockup. In countries where we are legally bound to use the full company name or partner name, this should be positioned left as above and right in the local language using the Noto font if necessary.

Figure 42. The dual branding lockup uses a 100% black dividing line centered according to the “8” to separate the two identities.

PARTNER LOGO SIZE

As a rule the partner logo should be of equal weight and space to that of the No18 logo. The partner must never be closer than a distance equal to the height of the No18 ‘N’.
2.9 PRODUCTS

EXAMPLES OF MERCHANDISE

Figure 41. Merchendising examples.
OUR PHOTOGRAPHY
3.1 IMAGE TYPES

OUR IMAGERY

Our photography needs to tell a story about how people use our spaces and our products. Regardless of whether you are shooting an office, meeting room or open space, to make these convincing and natural we use techniques such as a shallow depth of field to focus on the part of the image that tells the story.
3.2 PRODUCTS AND THE ENVIRONMENT

CUSTOMERS AND OUR PRODUCTS

As well as capturing wider views of people working in our environments, we also capture detailed portraits of people at work or otherwise enjoying our venues.

We want brief moments, which when combined, help to tell a bigger story about the experiences of people use No18.
3.2 PRODUCTS AND THE ENVIRONMENT

SHOWCASING OUR SPACES
Beautiful photography presenting our products at their best.

WE WANT IMAGES LIKE THIS

NOT LIKE THIS
COMPOSITIONS  Photography that tells a story with moments captured in an interesting way.

WE WANT IMAGES LIKE THIS
AUTHENTIC PEOPLE  Using our meeting spaces, offices and amenities.

WE WANT EVERYDAY PEOPLE DOING EVERYDAY THINGS
3.4 CENTRE PHOTOGRAPHY

VENUE PHOTOGRAPHY DO’S AND DON’TS

Do take your shoots with clean windows and on days with good weather.

Do occasionally use portrait lenses to create captivating compositions.

Do declutter your compositions removing objects such as fire extinguishers and office supplies etc.

Don’t use effects such as distortion with a wide-angle lens.

Don’t take shoots on days of bad weather and overcast skies.