

The Charleston Place Brand Identity

SDCO Partners

Brand Guides
Submitted to:
The Charleston Place/Beemok



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Concepts for viewing
purposes only

OVERVIEW

1. Brand Identity
2. Typography System
3. Color Palette
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5. Sample Applications

PART 1:

Logo System

PRIMARY LOGO

The identity has been carefully crafted using typography that is simultaneously classic and current.

This document is an overview of the elements of the identity and a guide for their application. Following these guidelines will ensure the protection and strength of The Charleston Place brand.



THE
CHARLESTON PLACE

HISTORIC DOWNTOWN

LOGO CORE COLOR USAGE

Primary Logo can be applied in a variety of colorways using tones from the approved brand palette. Examples of appropriate contrasts are demonstrated here.



THE
CHARLESTON PLACE
HISTORIC DOWNTOWN



THE
CHARLESTON PLACE
HISTORIC DOWNTOWN



THE

CHARLESTON PLACE

HISTORIC DOWNTOWN



THE

CHARLESTON PLACE

HISTORIC DOWNTOWN



THE

CHARLESTON PLACE

HISTORIC DOWNTOWN



THE

CHARLESTON PLACE

HISTORIC DOWNTOWN

ALTERNATE LOGOTYPE LOCKUPS

In instances where the logotype needs to be simplified, Version 01 may be used. When a more graphic version of the logotype is desired, Version 02 may be used, however it should never become the primary logo.

.01

THE CHARLESTON PLACE

.02

THE
CHARLESTON
PLACE

LOGO USAGE

.01

Below are guidelines for the application of the main identity.

.01 SCALING

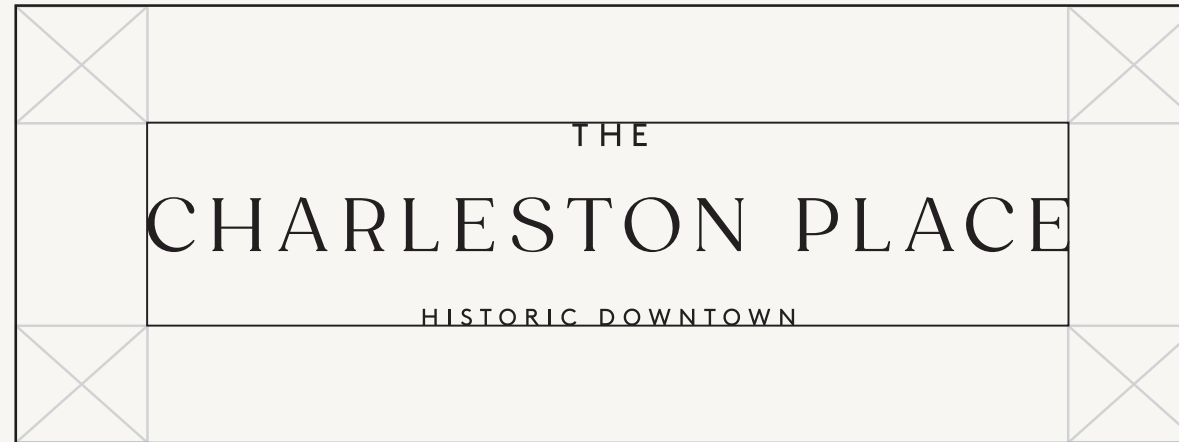
The logo should only be scaled proportionally. It should always have approximately 0.25" of negative space around it.

.02 MINIMUM SIZE

The Main Logo should not be used any smaller than .375" height.

.03 CORRECT USAGE

Do not modify the letter spacing or type out the logotype. Use only the artwork provided when using the main identity, scaling proportionally and never altering the spacing, substituting non-brand fonts or adding effects.



.02



.03



MARK

The mark represents a new beginning with branches budding and outstretched, a literal source of light and growth, inviting the community in, wrapping its arms around the city it calls home.

The mark can be used on its own to represent the brand, as long as the main logotype is present in some fashion.





SEAL

The seal is created using the main logotype and brand descriptor and may be used to add interest to the brand application.



MONOGRAM

The monogram is derived from the logotype and may be used to add interest to the brand application or independent of the logotype.



GRAPHIC ELEMENTS

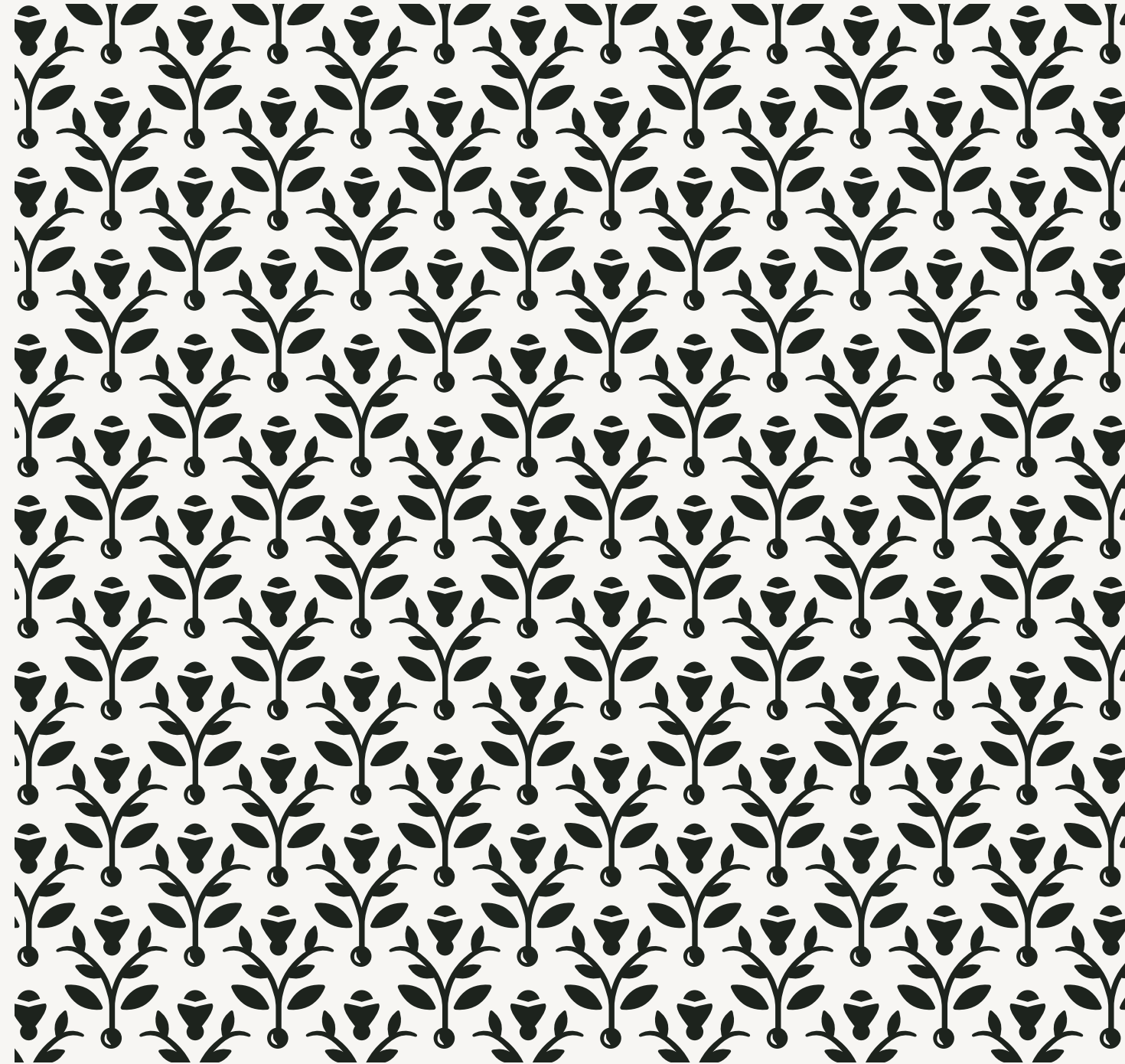
.05

A system of graphic elements has been developed to add depth to the brand system. These marks can be blown up in scale and used in bold ways, but they should never over-power the Logotype.



PATTERN

The Charleston Place signature pattern is created using the mark illustration and can be used for background purposes and where visual interest is needed.



PART 2:

Color Palette

CHARLESTON GREEN
PMS: Black 3
CMYK: 73 61 69 71
RGB: 33 39 33
HEX: #212721

SAGE GREEN
PMS: 2263
CMYK: 54 26 58 4
RGB: 128 154 123
HEX: #809A7B

SPRING GREEN
PMS: 2261
CMYK: 45 14 52 0
RGB: 151 184 143
HEX: #97B88F

CELADON
PMS: 559
CMYK: 30 8 26 0
RGB: 181 209 192
HEX: #B5D1C0

CREAM
PMS: 9043
CMYK: 69 61 50 32
RGB: 234 230 221
HEX: #EAE6DD

GOLD
PMS: 10355
CMYK: 36 45 73 10
RGB: 158 127 86
HEX: #9D7B2F

BLACK 3
PMS: Black 3
CMYK: 73 61 69 71
RGB: 33 39 33
HEX: #212721

SAGE GREEN
PMS: 2263
CMYK: 57 41 69 20
RGB: 128 154 123
HEX: #809A7B

SPRING GREEN
PMS: 2261
CMYK: 45 14 52 0
RGB: 151 184 143
HEX: #97B88F

CELADON
PMS: 559
CMYK: 30 8 26 0
RGB: 181 209 192
HEX: #B5D1C0

CREAM
PMS: 9043
CMYK: 69 61 50 32
RGB: 234 230 221
HEX: #EAE6DD

GOLD
PMS: 10355
CMYK: 36 45 73 10
RGB: 158 127 86
HEX: #9D7B2F

BLACK LIGHT
HEX: #343D34

SAGE GREEN LIGHT
HEX: 95B294

SPRING GREEN LIGHT
HEX: C0DDBA

CELADON LIGHT
HEX: #E2E9E1

CREAM LIGHT
HEX: #FBF6F3

GOLD LIGHT
HEX: #BAA285

BLACK 3 DARK
HEX: #000000

SAGE GREEN DARK
HEX: #5E755D

SPRING GREEN DARK
HEX: #809A7B

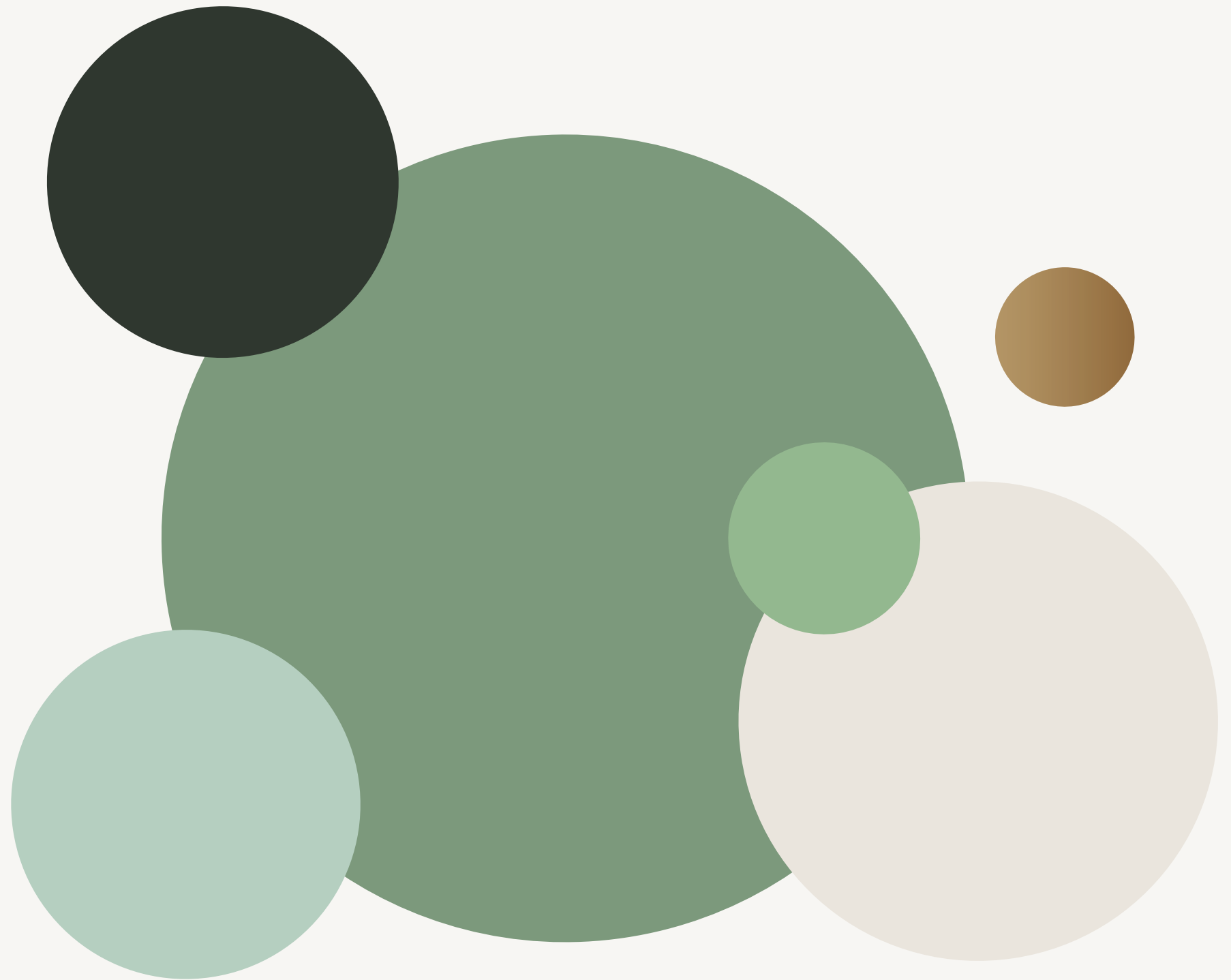
CELADON DARK
HEX: #9BBEAE

CREAM DARK
HEX: #DDD2C3

GOLD DARK
HEX: #826746

COLOR PRIORITY

Shown here is the proportional usage of various colors in the palette. This should direct how often to use a certain color in an application.



PART 3:

Typography

TYPOGRAPHY

Two coordinating typefaces have been selected to represent the brand voice: one serif and one san serif.

Chronicle will work best for headlines, large copy blocks or paragraphs with sentence case, since it is a more digestible serif Typeface.

Brown may be used in all caps for short phrases in a small type size, as shown throughout the graphic elements for the brand. It may also be used for headlines that need to be bold and eye-catching.

Additionally Brown Regular may be used in uppercase for short paragraphs of body copy or subtext.

Typefaces for The Charleston Place are limited to the faces shown here. See next page for examples.

Chronicle Reg.

CHRONICLE REGULAR

Brown Regular

BROWN REGULAR

TYPOGRAPHY

Chronicle is a serif typeface with visual hints of editorial material and textual uses. It exudes warmth and sophistication, and sets The Charleston Place apart from the competition.

The primary style of Chronicle that we use is Roman and Roman Italic.

Light, Light Italic, Semibold, Semibold Italic, Bold, and Bold Italic should be purchased as well for secondary uses.

Chronicle Roman

DOWNLOAD

<https://www.typography.com/fonts/chronicle-display/overview>

STYLES:

- Light
- Light Italic
- Roman
- Roman Italic
- Semibold
- Semibold Italic
- Bold
- Bold Italic

Chronicle Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Chronicle Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Chronicle Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Chronicle Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Chronicle Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Chronicle Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

TYPOGRAPHY

Brown is a fully functional san-serif typeface with a wide range of weights and width, and an additional monospaced style. Its open-type features make it ideal for digital-first and web applications. Us Brown for sub-heads, body and product applications.

The primary style of Brown is Regular and Bold. Other weights can be purchased as well for secondary uses.

Brown

DOWNLOAD

<https://lineto.com/typefaces/brown>

STYLES:

- Light
- Regular
- Bold

Brown Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Brown Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Brown Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Examples of typography combinations and scales are shown here to convey the intended format for various uses.

HEADLINE: CHRONICLE REGULAR (34PT)

SUBHEAD: CHRONICLE ITALIC (20PT)

BODY COPY: CHRONICLE ROMAN (11PT)

SUBTEXT: BROWN - CAPS (10PT TYPE W/1000PT TRACKING)

Welcome all that arrive.

Hospitality is a transformative art.

When it was built in 1986, Charleston Place answered a call to be part of larger, audacious vision for the city — a catalyst for its revival and resurgence as a world class travel destination. Designed to complement Charleston’s historic architecture, the hotel’s grand Georgian staircase, Italian marble floors, and Venetian glass chandeliers breathed new life into the city. Together with its restaurants, cocktail lounge, spa, and retail shops, Charleston Place created jobs and won the hearts of locals, vacationers, corporate travelers, meeting planners, and wedding planners alike.

[LEARN MORE](#)

Bodoni Moda is a Google Font and should be used when Chronicle is not available.

Bodoni Moda Reg.

DOWNLOAD

<https://fonts.google.com/specimen/Bodoni+Moda>

STYLES:

- Regular
- Regular Italic
- Medium
- Medium Italic
- Semibold
- Semibold Italic
- Bold
- Bold Italic
- Extrabold
- Extrabold Italic
- Black
- Black Italic

Bodoni Moda Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Bodoni Moda Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!*

Bodoni Moda Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Bodoni Moda Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!*

Bodoni Moda Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!**

Bodoni Moda Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!***

Outfit is a Google Font and should be used
when Brown is not available.

Outfit

DOWNLOAD

<https://fonts.google.com/specimen/Outfit>

STYLES:

Thin
Extralight
Light
Regular
Medium
Semibold
Bold
Extrabold
Black

Outfit Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Outfit Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Outfit Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Short phrases that quickly define your brand. Often used as taglines, theme lines, headlines for digital or print materials, or campaign ideas.

Every moment, an opportunity

Nods to the brand's intentional hospitality and care. Also speaks to being in the present moment and optimism. The gift of each moment is that it provides an opportunity for us to be our best selves, to care for ourselves and others in meaningful ways. Works as both an invitation to the world and a call to action for the internal team.

In all things, great care

Nods to the brand's intentional hospitality and presence. Works internally as a call to action to the team as well as an invitation to guests and the community. A reminder that in every action and moment, we all have a choice to do things with great care.

Welcome all that arrive

Nods to the Rumi poem, The Guest House. The sentiment is that we should welcome all things, the good and bad with open hearts. That even the losses and challenges in life create room for learning, new life, and new opportunities. Again, works both internally to the staff and externally to guests and the larger community.