

Image of
the Studio

—
A Portrait of
New York City
Graphic Design

Style Guidelines



imageofthestudio.com

Identity

Identity

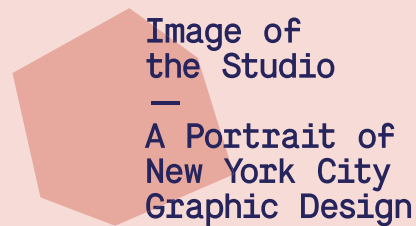
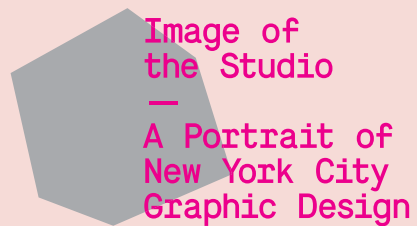
Full mark



Small mark



Color Variations



Secondary Graphic Elements

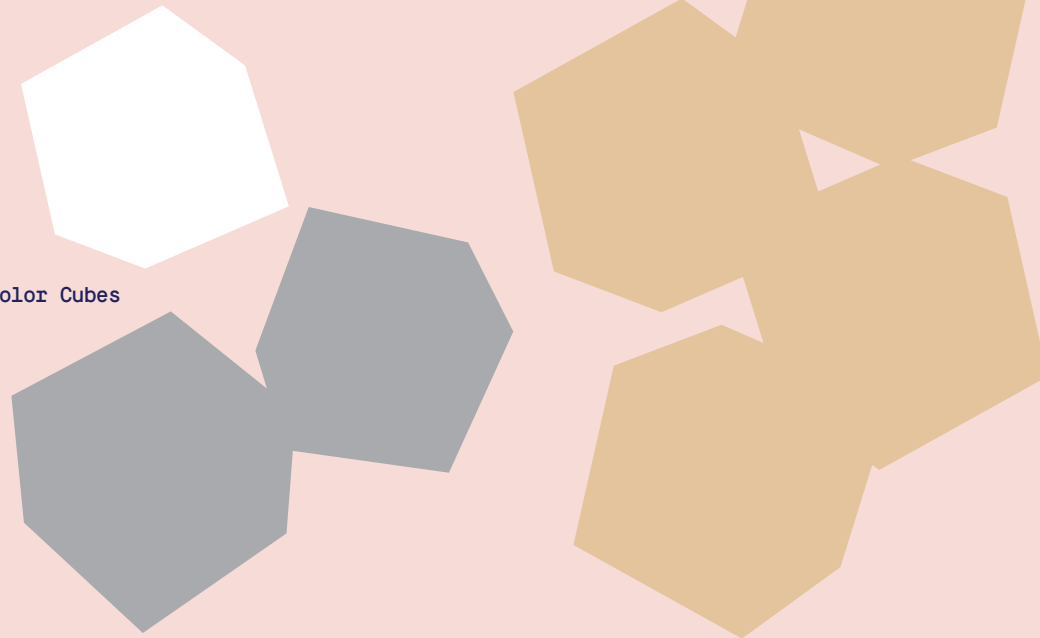
NYC Badge



The Rectangle



Flat Color Cubes



Color Palette

Primary Colors

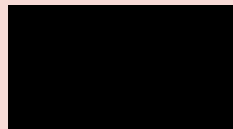


C 0 | M 100 | Y 0 | K 0
R 236 | G 0 | B 140
#EC008C



C 100 | M 99 | Y 33 | K 25
R 32 | G 33 | B 92
#20215c

Secondary Colors



C 0 | M 0 | Y 0 | K 100
R 0 | G 0 | B 0
#000000



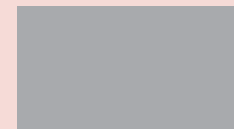
C 52 | M 65 | Y 70 | K 53
R 78 | G 58 | B 48
#4E3A30



C 10 | M 22 | Y 40 | K 0
R 230 | G 197 | B 157
#E6C59D



C 7 | M 38 | Y 32 | K 0
R 230 | G 169 | B 158
#E6A99E



C 36 | M 28 | Y 27 | K 0
R 168 | G 170 | B 173
#A8AAAD



C 0 | M 0 | Y 0 | K 0
R 255 | G 255 | B 255
#FFFFFF

Typefaces

Primary Typefaces

Helvetica Neue (for web Use)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Berthold Akzidenz Grotesk (for print use)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

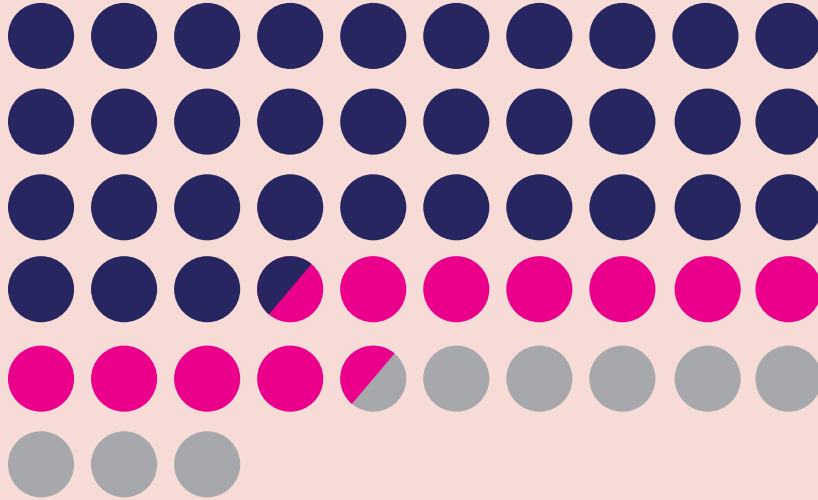
Secondary Typeface

Maison Mono

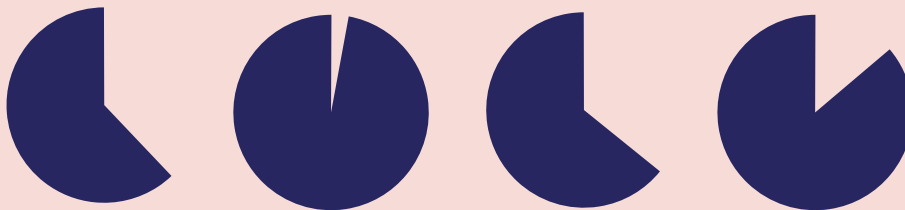
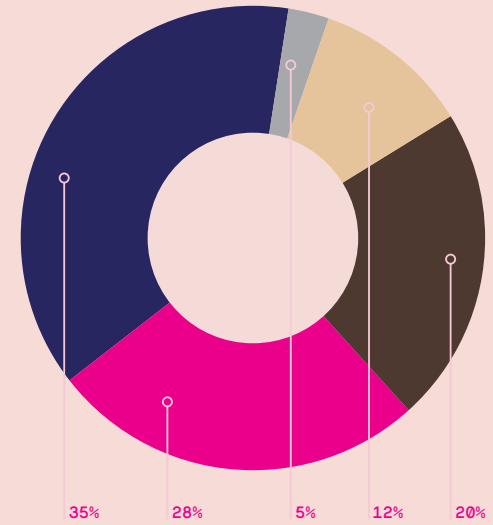
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Charts and Graphs

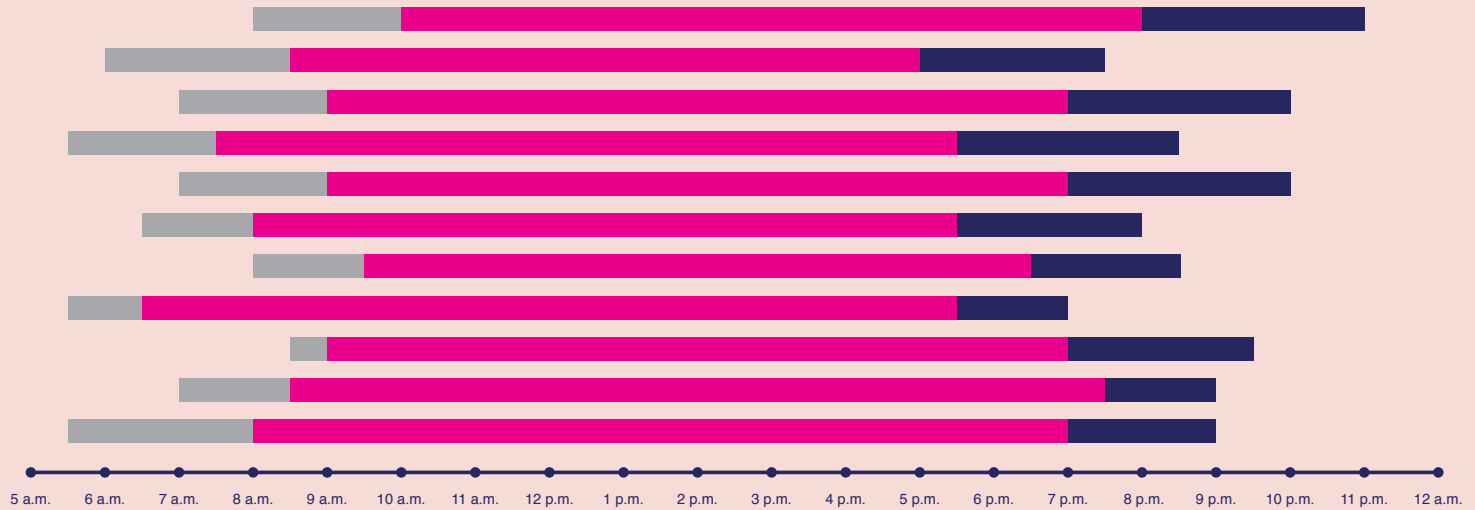
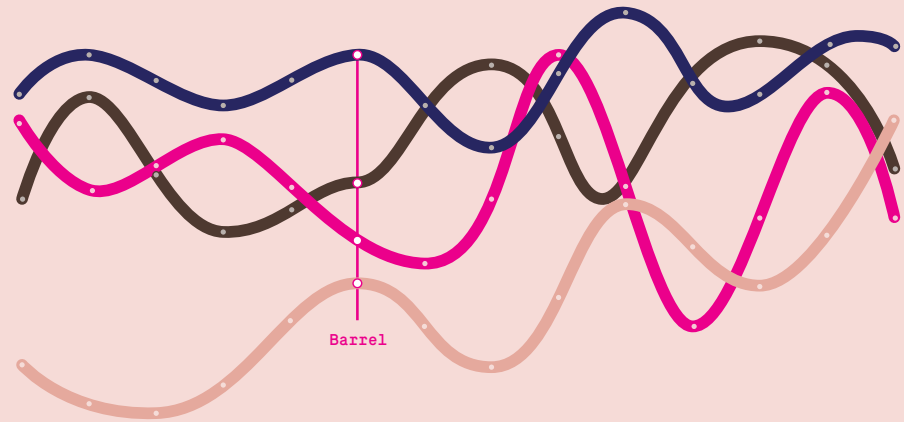
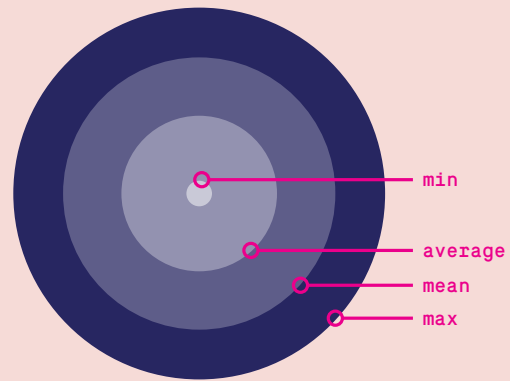


● Item 01 ● Item 02 ● Item 03

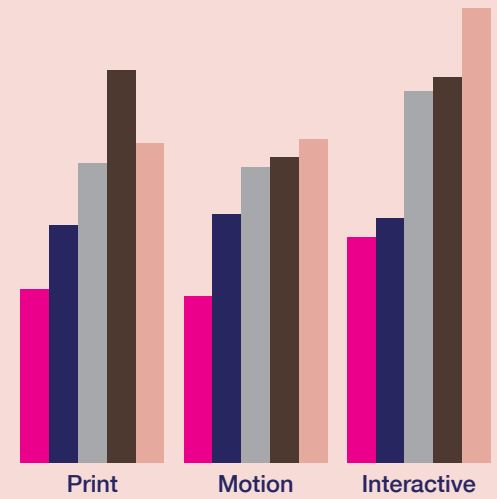
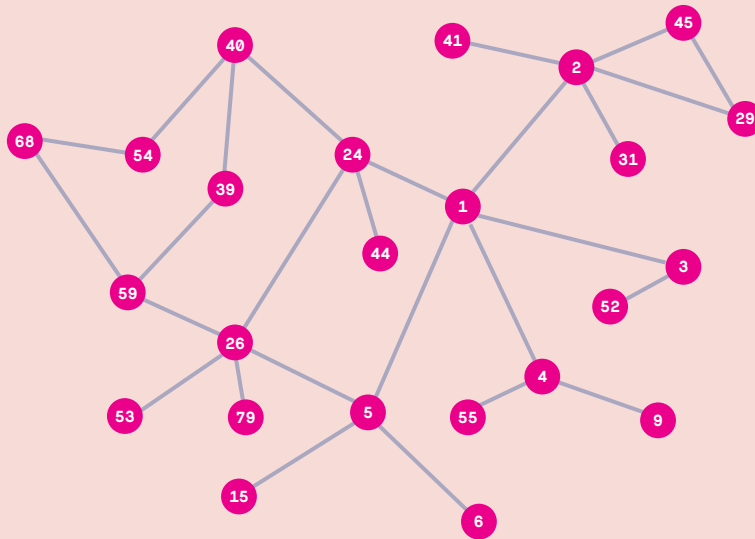
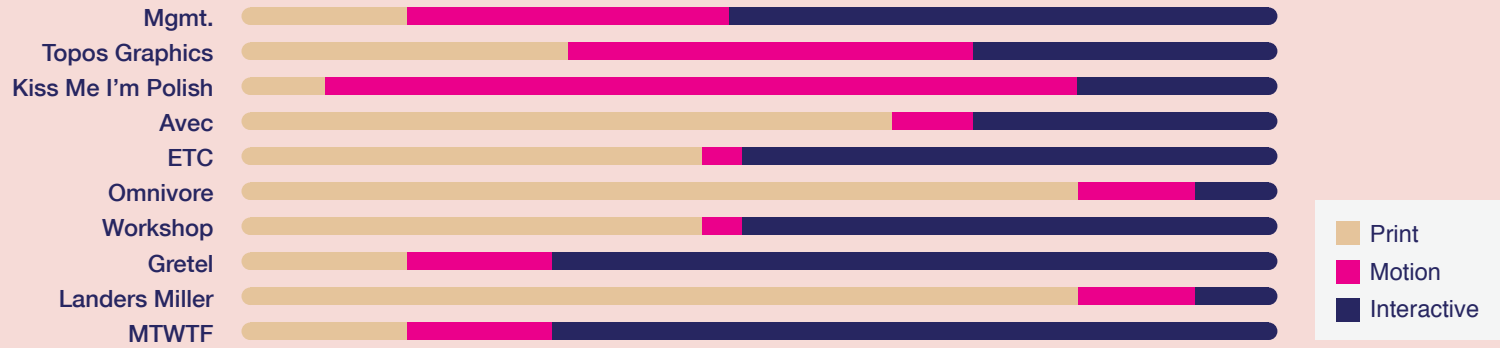


Athletics
Medium (8-15)
Founded 2004

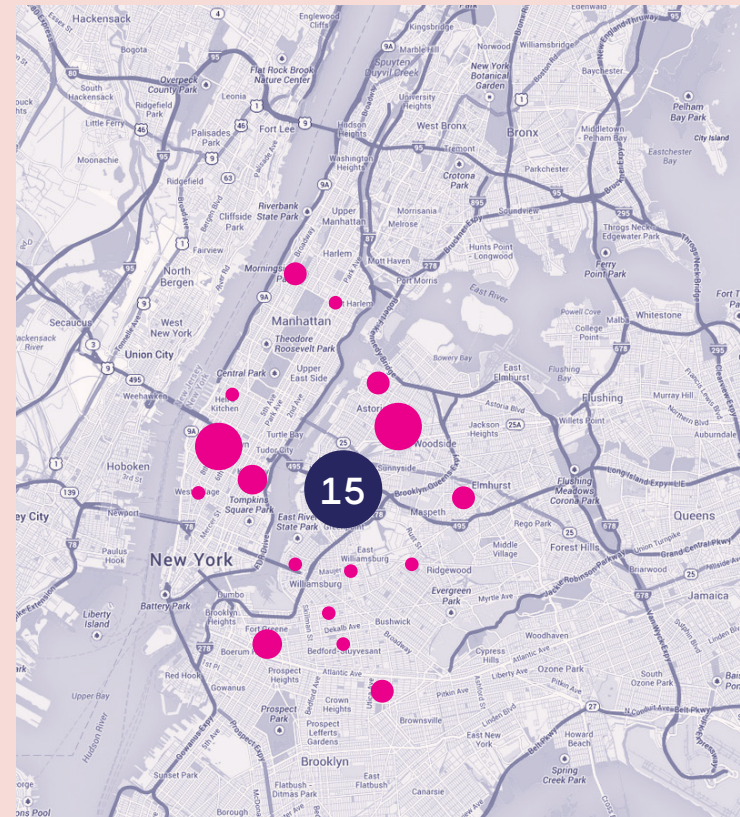
Charts and Graphs



Charts and Graphs



Maps



Stats & Quotes

Item 01

67%

Some comment or additional information, if necessary

Item 02

2.59

Item 03

Time

Item 01

67%

Some comment or additional information, if necessary

Item 02

2.59

Item 03

Example

Who or what was the biggest influence on your design career?

I was 8 when the Citicorp building was built. It introduced me to modernism. Not only the building, but the street lights, signage and subway entrances were totally unique in the city. I'd never seen anything quite like it and it stuck with me.

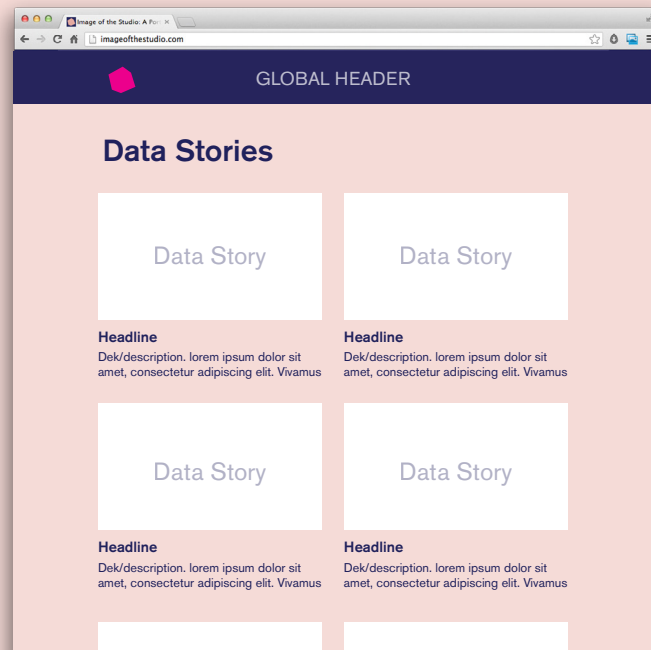
Matt Owens, Athletics

Online

Data-Vis Online

Data-Vis Lander

All data stories will be collected on a lander that can be accessed from the site's header.



Data-Vis Permalink

Each data story or interactive piece will have its own permalinkable page within the site.

