



BRAND GUIDELINES

DavidMason.com or Info@DavidMason.com

SAINT LOUIS

800 South Vandeventer Ave.
St. Louis, Missouri 63110
Phone: 314.534.1030
Fax: 314.534.1053

CHICAGO

464 North Milwaukee
Chicago, Illinois 60654
Phone: 312.884.5100
Fax: 312.884.5101

CENTER CITY

1515 Market Street
Suite 1200
Philadelphia, PA 19102
Phone: 215.372.3500

NORRISTOWN

705 General Washington Ave.
Suite 401
Norristown, PA 19403
Phone: 215.372.3400



OUR COMPANY

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent David Mason + Associates corporate identity. This includes our name, logo and other elements such as color, type and graphics.

A consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect David Mason + Associates commitment to quality, consistency and style. The David Mason + Associates brand, including the logo, name, colors and identifying elements, are valuable company assets.

DAVID MASON + ASSOCIATES

TABLE OF CONTENTS

SECTION 1		LOGO.....	4 - 7
SECTION 2		TYPOGRAPHY.....	8 - 10
SECTION 3		COLOR SYSTEM.....	11 - 14
SECTION 4		PHOTOGRAPHY & ICONS.....	15 - 17

01 LOGO USAGE

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination

of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

THE CORPORATE FONTS AND TYPOGRAPHY

THE FULL LOGOTYPE

The David Mason + Associates Brand Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking the culture of design services - the connection between the strength of communication and the different points that influence.

The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface is Mr. Eaves Bold and has also been chosen to compliment and balance perfectly with the logo symbol.

The corporate logo is presented through the use of color as well as shape and form. The two corporate colours are Teal and Red. It is a fresh and appealing blend of colors chosen for their strong combination - modern - classic - timeless.



1) The Main Logo Mark

The main logo is the dark, full color logo used on white or light-colored background(s). For darker backgrounds you will find alternative(s) below.

2) The Logo Symbol

Consists of a powerful element evoking connectivity, building structures and a visual mark of "DMA". The mark is part of the full logo as well as a stand alone brand mark.

3) The Logo Title

Carefully chosen for its modern, refined, and highly legible style. Letterforms enhanced by the use of upper case letters in solid black. The Title should never be used alone without the mark.

LOGO DARK VERSION



4

3) The Logo Dark Version

will be used when the background color isn't light colored.

Recommended formats are:

.eps | .ai | .png | .jpg

Attention:

Use of any stylized, animated, hand drawn or other versions of a unofficial logo is not permitted. This weakens the logo system and brand consistency. Please consult with David Mason + Associates marketing department for approval on questionable logo usage.

LOGO CLEARSPACE

In effort for brand consistency, an exclusion zone has been established around the DMA mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark.

The symbol itself and our company name – they have a fixed relationship that should never be changed in any way. There are clearspace guidelines for the full logo and the logo mark.

CLEARSPACE

Full Logo

Definition

-
Our logo should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

-
To work out the clearspace take the height & width of the “0” from “Associates” as a unit of measurement.



Clear Space =
scale of letter “0”
of “ASSOCIATES”

CLEARSPACE

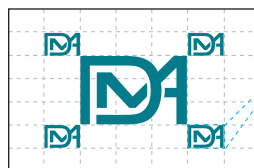
Logo Symbol

Definition

-
Our logo mark should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

-
To work out the clearspace take the height of the logo mark and divide it in one third = 33.3%.



Clear Space =
1/3 x scale of Symbol

LOGO USAGE

Primary Logo
Full Color



Primary Logo
One Color on Dark



Primary Logo
One Color on Light



Primary Logo
Greyscale



Logo Mark
Primary Full Color



Logo Mark
One Color on Dark



Logo Mark
One Color on Dark



Disallowed Usage

~~DAVID MASON
+ ASSOCIATES~~

~~DAVID MASON~~

MINIMUM LOGO SIZES

Full Logo

Minimum Size: 1" x .14



Logo Symbol

Minimum Size: 5 mm x 5 mm



02 **TYPOGRAPHY**

Typographic hierarchy is another form of visual hierarchy essential to the overall DMA brand. The DMA typography allows for cohesive and recognizable visual elements creating a strong brand consistency.

Typographic standards paired with the other DMA brand elements avoids confusion and provides clarity.

MR EAVES

Mr Eaves is the often requested sans-serif companion to Mrs Eaves, one of Emigre's classic typeface designs. Created by Zuzana Licko, this addition to the Emigre Type Library expands the versatility of the

original Mrs Eaves with two complementary families: Mr Eaves Sans and Mr Eaves Modern.

PRIMARY FONT

Mr. Eaves Sans

DESIGNER

Zuzana Licko

DOWNLOAD FONT:

<https://www.myfonts.com/fonts/emigre/mr-eaves-sans-opentype/>

MR. EAVES SAN

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

SPACE MONO

Space Mono is an open-source monospaced typeface designed by Colophon Foundry for the 2016 relaunch of Google Fonts. It was created as a “monospace-first, monospace-only” design

and combines both grotesque and geometric influences. The family is available in regular and bold weights with matching italics.

SECONDARY FONT

Space Mono

DESIGNER

Colophon

DOWNLOAD FONT

<https://www.fontsquirrel.com/fonts/space-mono>

Space Mono

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

03 BRAND COLORS

Color plays an important role in the DMA brand. A palette of primary and secondary colors has been developed to represent the brand. Consistent use of these colors will

contribute to the cohesive and harmonious look of our brand identity across all relevant print and digital media.

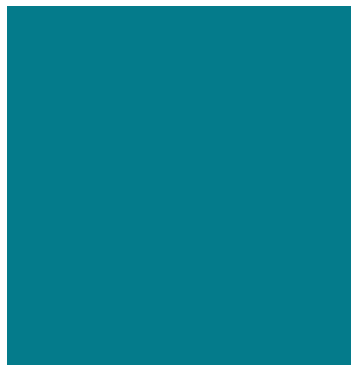
PRIMARY COLOR SYSTEM

Explanation:

The DMA has three official colors: Teal, Red and Gray. These colors have become a recognizable identifier for the company.

Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.



PRIMARY COLOR TEAL

-

COLOR CODES

CMYK: C100 M032 Y042 K007

Pantone: 7713 coated

3155 process coated

321 uncoated

RGB: R000 G123 B138

Web: # 007b8a



PRIMARY COLOR RED

-

COLOR CODES

CMYK: C001 M100 Y092 K000

Pantone: 185 coated

185 process coated

199 uncoated

RGB: R235 G000 B041

Web: #eb0029



COLOR TONES



COLOR TONES



THE GRADIENT



THE GRADIENT

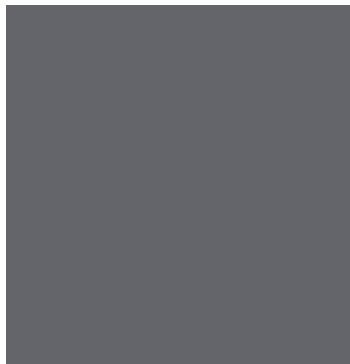
PRIMARY COLOR SYSTEM

Explanation:

The DMA has three official colors: Teal, Red and Gray. These colors have become a recognizable identifier for the company.

Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.

**PRIMARY COLOR GRAY**

-

COLOR CODES

CMYK: C061 M053 Y048 K019

Pantone: Cool Gray 10 coated

Cool Gray 10 process coated

Cool Gray 11 uncoated

RGB: R100 G101 B105

Web: # 646569



COLOR TONES

THE GRADIENT

SECONDARY COLOR SYSTEM

Explanation:

The Secondary colors are complementary to our official colors, but are not recognizable identifiers for our company. Secondary colors should be used sparingly (less than 10 % of the palette in one piece).

Usage:

Use them to accent and support the primary color palette.



Tones

COLOR CODES

CMYK: C023 M000 Y001 K000
Pantone: 290C

RGB: R185 G217 B235
Web: #B9D9EB



Tones

CMYK: C095 M074 Y007 K044
Pantone: 534C

RGB: R27 G54 B93
Web: #1B365D



Tones

CMYK: C000 M019 Y089 K000
Pantone: 123C

RGB: R255 G199 B44
Web: #FFC72C

04 PHOTOGRAPHY + ICONS

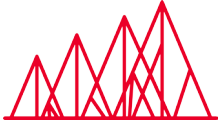
The DMA brand photography is meant to communicate the brand voice of clean, modern, and forward-thinking. These visuals compliment the brand values and

vision with vibrant and inspiring images. These values and aesthetics should be taken into consideration when choosing new photography or graphics to represent DMA.

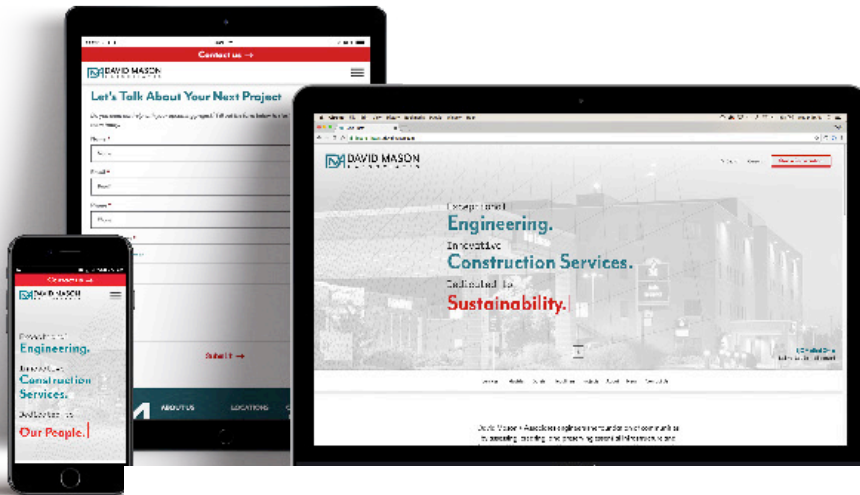
PHOTOGRAPHY, PATTERNS, AND ICONS



Civil Engineering




BRANDING COLLATERAL









St. Louis Cardinals

BUSCH STADIUM

Start Date
June 2003
Completion Date
April 2006
Construction Cost
\$346 Million
Services Performed
Civil Engineering
Structural Engineering

Contact
Bliss & Nyitray
800 Douglas Road, Suite 300
Coral Gables, FL 33134
P: 305.442.7086
F: 866.832.5291
John Loyd

HOK
211 North Broadway
St. Louis, MO 63102
P: 314.421.2000
F: 314.421.6073

DMA Staff
Mark Davis
John Kildea
John Gagliardo
Paul Stayduhar
Mark Hurt-Bacchetti

St. Louis, Missouri

St. Louis | Chicago | Philadelphia | davidmason.com

DA