



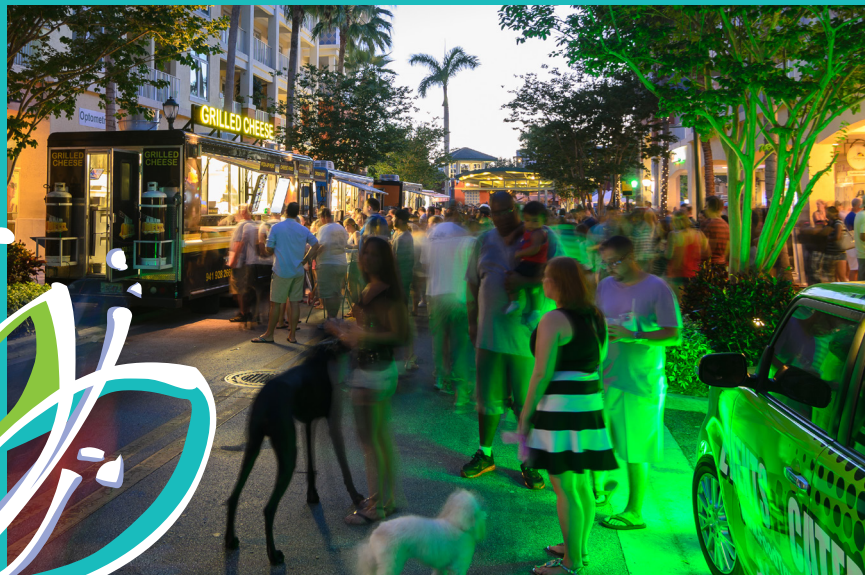
DOWNTOWN *Abacoa*

BRAND & STYLE KIT

toast.



taste.



trend.

treasure.

#What Are You Waiting For?



Our location is just the beginning.

HOW WE LOOK

Logos & Icons



This is our main logo and should be used in all advertising and marketing materials, including all printed publications, billboards, posters and product packaging.

Our logo is a key identifier of our brand and should not be modified aside from the versions shown here. This main logo file is simply named **"Downtown Abacoa 4C main logo."**



– Our location is just the beginning. –



ICONS: Our icons are used in various places online in social media and our flower stands alone in signage as well as in all of our marketing materials. The black and color flower is our primary favicon, which is used in the address line of our website. It can also be used as a shortcut icon, tab icon or bookmark icon. As a secondary icon, we use the flower in white on one of the colors from our color palette.

HOW WE LOOK

Logos & Icons



BLACK & WHITE VERSIONS: When we use our logo in solid black, we use the file named **"Downtown Abacoa logo black"** - 1A. When we use our logo in white, we either use it in solid white (file named **"Downtown Abacoa logo white,"** - 1B), or we use it in white with the colored flower (file named **"Downtown Abacoa logo white colored flower"** - 1C or **"Downtown Abacoa logo white colored flower with tag"** - 1D).

Instances of use: See page 6



WHITE LOGO ON OUR COLORS:

When we use our Downtown Abacoa logo in white, we use the file named **"Downtown Abacoa logo white no tag"** or **"Downtown Abacoa logo white with tag."**

The **"Downtown Abacoa logo white colored flower"** version of our logo should not be used on a busy background or on our palette colors as one of the petal colors will disappear.

Instances of use: See page 6

HOW WE LOOK

Spacing & Application



CLEAR LOGO SPACE: The logo should always be placed with an adequate amount of spacing from surrounding elements to ensure readability and recognition. The appropriate spacing is equal to or greater than the width and height of the flower in the logo.



SCALE: To prevent distortion, always scale the logo with constrained proportions.



MINIMUM SIZE: To maintain readability, the logo should not be scaled below the minimum .65 inches high by 1.75 inches wide.

HOW WE LOOK

The "Do's & Don'ts" of Backgrounds

Placing the Downtown Abacoa logo on busy imagery, patterned or other color backgrounds besides our color palette or mostly solid images, is not recommended.



The main logo doesn't look so great on non-brand colors. The white logo looks great on black, not so great on light solid colors, especially non-brand colors.



White logo on light images, not legible.



Main logo on busy image, not legible.



Your hometown
gathering place.

DOWNTOWN
Abacoa



HOW WE LOOK

Our Colors

Our colors give us our personality and complement one another.
They look good together, or alone.



CORAL: From the red family. Evokes excitement, energy and courage. Leans toward the orange family, and evokes strength and joy.
PANTONE 171C When not spot matching use:
CMYK: C/0 M/60 Y/60 K/0 | **WEB:** #F48365 **RGB:** R/255 G/62 B/57



LILAC: Is from the purple family and evokes creativity, imagination and wisdom.
PANTONE 7446C When not spot matching use:
CMYK: C/40 M/30 Y/0 K/0 | **WEB:** #98A5D3 **RGB:** R/149 G/149 B/210



TURQUOISE: Evokes discovery and balance and is from the blue family of trust, dependability and strength.
PANTONE 2234C When not spot matching use:
CMYK: C/71 M/0 Y/30 K/0 | **WEB:** #1BBCEB **RGB:** R/0 G/156 B/166



GREEN: Green is associated with peace, growth and health.
PANTONE 368C When not spot matching use:
CMYK: C/50 M/0 Y/100 K/10 | **WEB:** #8CC63E **RGB:** R/120 G/190 B/32



BLACK: Well, black is black.
PANTONE Process Black C | **CMYK:** C/0 M/0 Y/0 K/100

PMS: The Pantone spot color (PMS) is most commonly used for stationery, embroidery on apparel, signage applications or silkscreen printing (most printing applications that do not include photography or a gradient).

CMYK: Use the four color process (CMYK) when printing in four colors such as brochures or any materials that contain photography.

RGB: Red, green and blue or RGB refers to a system for representing the colors used on all digital device displays. Some large format printers also use RGB.

HOW WE LOOK

Our Fonts

10 point

RALEWAY BOLD

20 point

RALEWAY

30 point

RALEWAY

40 point

RALEWAY

RALEWAY BOLD HEADLINES

Our headline font is Raleway Bold, which is a sans-serif font that is clean, simple and easy to read. We use Raleway Bold in all uppercase which matches the “DOWNTOWN” of our logo.

10 point

Raleway Regular

20 point

Raleway

30 point

Raleway

40 point

Raleway

Raleway Regular

Body Copy & Web

Raleway Regular is a sans-serif font we chose for its readability both in print and online body copy. We use it in upper and lowercase. Raleway is a web safe font.

10 point

Gotham Book

20 point

Gotham

30 point

Gotham

40 point

Gotham

Gotham Book

Body Copy

We also use Gotham Book as body copy, especially when numbers are involved. Some of Raleway’s numbers ascend or descend; when we want our numbers to line up, we use Gotham. If we start with Gotham then we use Gotham for the entire application.

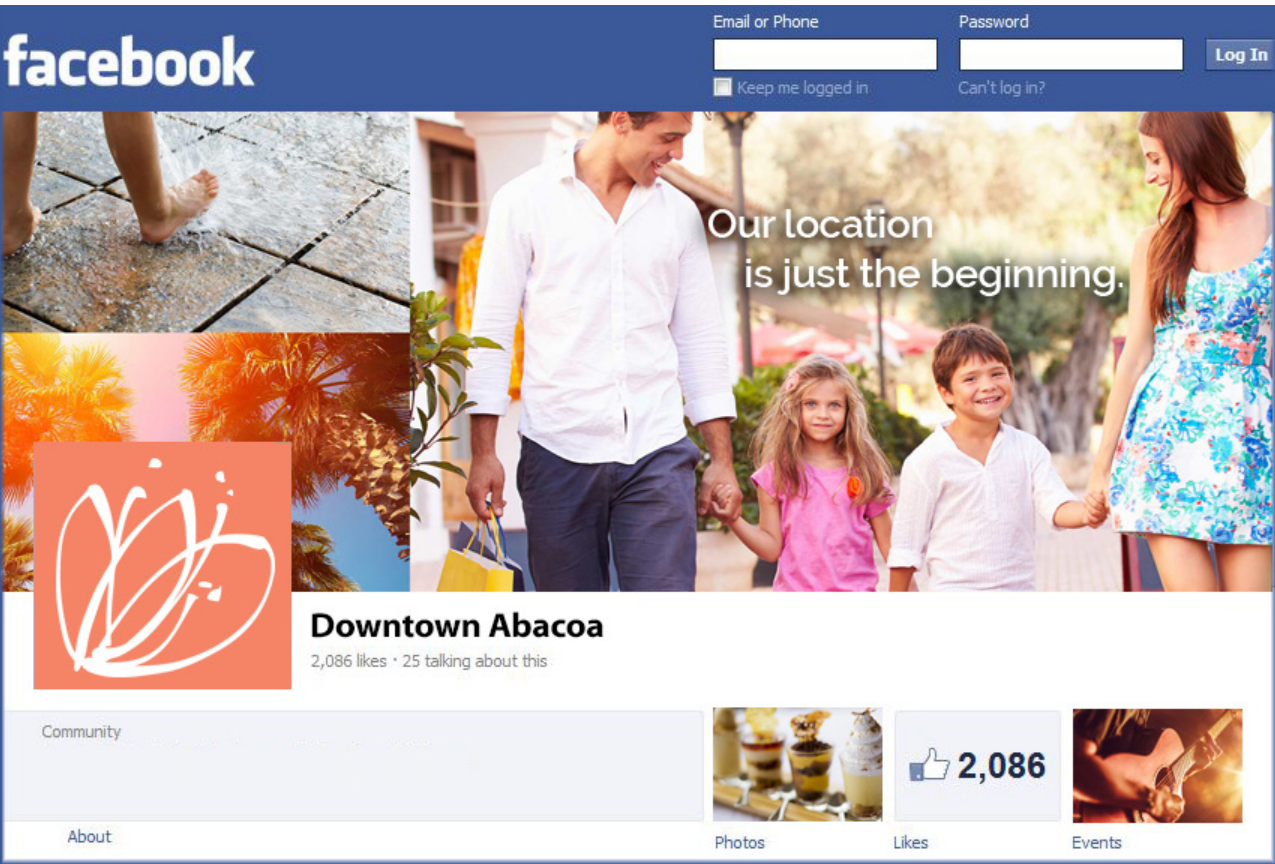
HOW WE LOOK

Website & Social Media

downtownabacoa.com

Join the conversation. Get the latest restaurant news. Check out our events and always be in the know. Find fun ways to spend your weekend. Meet your favorite people at your favorite places!

find & follow us:



HOW WE LOOK

Signage



Examples of entryway signs, directional signs and parking signs.



WHAT WE SAY ABOUT OURSELVES

Primary & Secondary Messaging

Primary Tagline:

Our location is just the beginning.

Secondary Messaging:

The meeting place.

Your hometown gathering place.

Destination known.

Escape the ordinary.

Days and nights look like this.

Family, friends & familiar places.

What are you waiting for?

For all the moments that matter.



A LITTLE BIT ABOUT US

Our Contact Information



Downtown Abacoa is located in the heart of Abacoa, a 2,055-acre planned real estate development owned by FLF Holdings.

This property consists of 91,414 square feet of desirable restaurant, retail and office space in Jupiter, Florida. Abacoa is home to the Scripps Florida Research Institute, Max Planck Florida Institute for Neuroscience, Florida Atlantic University, Roger Dean Stadium and 17 individual residential neighborhoods with home pricing ranging up to \$2 million.

Downtown Abacoa is in the center of North Palm Beach County's strongest demographics. Surrounding communities include The Bear's Club, Mirasol, PGA National, Trump National, Frenchman's Creek Beach and Country Club, and Admiral's Cove.

Plans for the space include an enhanced theater green with an interactive fountain, miniature golf course, microbrewery, boutiques, fitness studios and chef-driven eateries.



1200 Town Center Drive | Jupiter, Florida 33458
downtownabacoa.com | (561) 575-6455

Contacts:
JOSH SIMON
Principal, FLF Holdings
JoshSimon@flfholdings.com

DANNY SIMON
Lic. Real Estate Agent & Senior Associate, FLF Holdings
DannySimon@flfholdings.com



Abacoba

DOWNTOWN

BRAND & STYLE KIT



a marketing consultancy