



BRAND GUIDELINES



01

About the Brand Identity

Noble's brand identity is a nod to UT Austin's Hall of Noble Words, an inviting study spot with the words of American authors, Persian poets, and university graduates inscribed prominently in the rafters. With quotes speaking to "goodly fellowship" and "unfettered souls," the Hall emphasizes themes of unity, friendship, freedom, and shared purpose that are likewise embodied by the Noble brand. Above all, Noble is a community of inclusion, joy, and vibrance, where a friendly atmosphere makes all students feel welcome.

Primary Logo

The full color logo is the preferred version of the Noble 2500 logos. Always place on a white or light background to preserve legibility.



Secondary Logo

The secondary logo is to be used when a conventional orientation of the name of the property is determined to be needed for legibility.



Horizontal Logo

The horizontal logo is to be used when there is limited vertical space.

Mark

The "N" mark can be used alone for promotional items



Brand Manifesto

“ Inspired by UT Austin's Hall of Noble Words, Noble is a nucleus of shared joy, vibrance, and kinship in West Campus. It's where you're invited to make your home amid friends and classmates who join you on the path to something inspired. From modern amenities to urban convenience, every corner of Noble celebrates your passions and empowers your best student experience. There's no mistaking it: you belong at Noble, and so does your spark. ”

02

Logo Variations

Under certain circumstances: such as on a dark background, when color printing isn't available, or with supporting copy, the following variations of the Noble 2500 logos may be used.

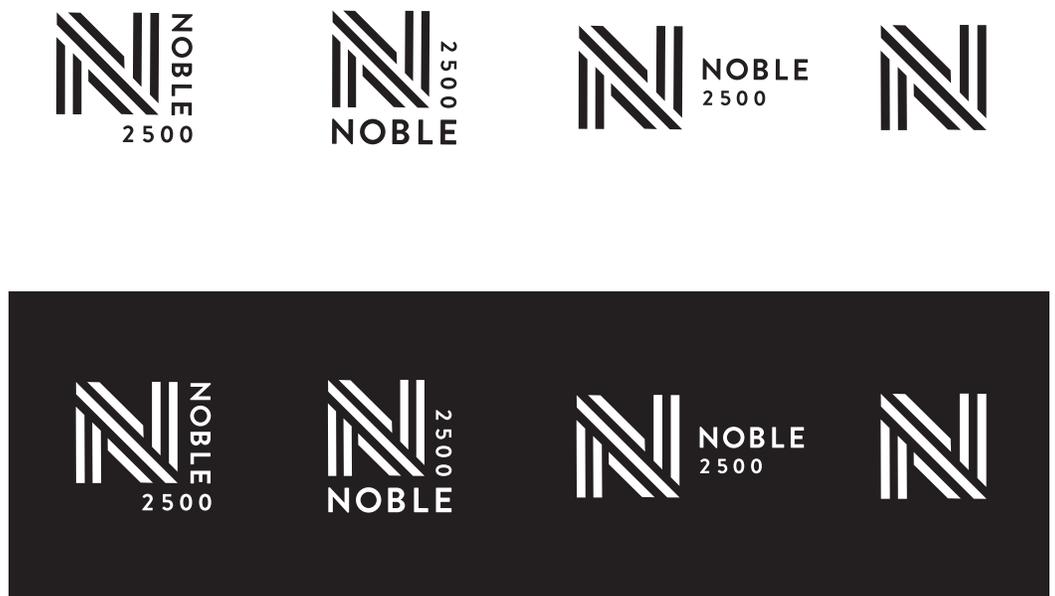
Knockout

Use on dark colors and backgrounds where color logo is illegible.



Black & White

Use in instances when color printing is not available or when the logo is placed over an image and needs to be higher contrast for legibility.



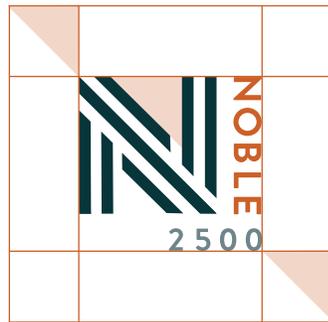
03

Proper Use of the Property Logo

In order to preserve the strength and integrity of the Noble 2500 brand, proper usage of the logo is essential. Avoid crowding or distorting the logo as well as uses that obscure legibility.

Clearance

The triangle formed by the upper ascender and crossbar of the “N” creates the minimum clearance of the logo. The size of the triangle should always be maintained around the entire logo.



Minimum Size

The logo must not appear smaller than the minimum size indicated.



.5 IN.



.45 IN.



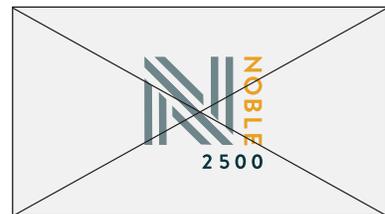
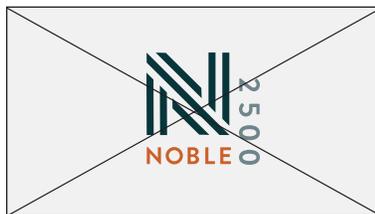
1 IN.



.25 IN.

Examples of Improper Use

- Do not place color logo on an interfering background
- Do not distort the logo
- Do not resize or rearrange elements
- Do not change the colors



04

Brand Colors & Patterns

Noble 2500 uses a limited color palette. Care should be taken to ensure branding does not go astray and that graphic elements, such as type and/or backgrounds, should always use the color breakdown below.

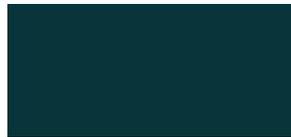
Brand Colors

The main brand colors of Noble 2500 are Celestial Blue, Oceanography, and Torch.

The secondary brand colors are Number 2 Pencil and Blank Page.

The secondary colors are meant to compliment the primary brand colors and should be used sparingly.

Shown to the right are the color breakdowns for each.



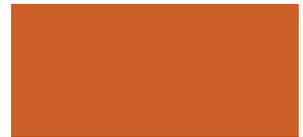
Celestial Blue

C 91 **R** 7 **Hex:**
M 61 **G** 53 #07353a
Y 59 **B** 58 **PMS:**
K 55 547 C



Oceanography

C 61 **R** 110 **Hex:**
M 38 **G** 134 #6e868a
Y 41 **B** 138 **PMS:**
K 5 7544 C



Torch

C 71 **R** 204 **Hex:**
M 74 **G** 96 #cc6028
Y 100 **B** 40 **PMS:**
K 4 7583 C



Number 2 Pencil

C 8 **R** 212 **Hex:**
M 40 **G** 161 #e8a123
Y 100 **B** 35 **PMS:**
K 0 4008 C



Blank Page

C 0 **R** 255 **Hex:**
M 0 **G** 255 #ffffff
Y 0 **B** 255
K 0

Brand Patterns

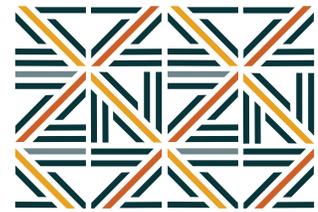
Patterns can be used to complement the design of a piece. On the “Geometric N’s - solid background” the overlaid pattern is white and set to 15% opacity.

On the “Geometric N’s - no background” the opacity should be set between 15% and 50% depending on what’s needed for the design.

The “Bold Geometry” pattern should be used sparingly, for pops of visual interest and color.



Geometric N’s - solid background



Bold Geometry



Geometric N’s - no background

05

Brand Typography

Noble 2500 uses the typeface family Brandon Grotesque and a secondary script typeface called Shelby in its materials. See below for a full list of the font family that may be used in branding collateral.

Primary Typeface

Brandon Grotesque Light & Regular are to be used for body copy.

Brandon Grotesque Bold is to be used for headlines with the font set in all caps and the tracking set to 200. Generally this will be the largest type on the page.

The Medium weight may be used on any text that requires emphasis but isn't a headline.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

BRANDON GROTESQUE - LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

BRANDON GROTESQUE - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

BRANDON GROTESQUE - MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

BRANDON GROTESQUE - BOLD

Secondary Typeface

Abril Display Semibold Italic is the secondary font for Noble 2500. It is to be used for subheadlines and callouts to add variation to the text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Abril Display - Semibold

06

Lifestyle Imagery

Lifestyle photography for Noble 2500 should match the inclusive, inviting, and modern overtones of the brand. Images should depict a diverse range of young college students engaging in vibrant and fun activities in an urban setting. In particular, students may appear sharing coffee or cafe fare (a nod to the Lucky Lab coffee shop on site), hanging out with their dogs, studying together, attending football games, or exploring Downtown Austin. Photos should be joyful and have an overall color palette that compliments the brand. Avoid the use of images that look staged or contrived.

Look & Feel

- Friendly and inviting
- Diverse range of realistic 'everyday' people engaging in vibrant and fun collegiate activities
- Not staged or contrived
- Warm photofilter used to create a sunny, optimistic feel
- Contrast increased to add more of a pop to the photos



07

Brand Voice

UT students have a unique identity that blends the distinctive personality of Austin with Longhorn spirit. They have a candid confidence and though they carry themselves with a down-to-earth demeanor, they aren't willing to compromise on their standards—neither does Noble. Noble 2500 is all about keeping a cool confidence, and as the name suggests, a certain nobility in everything written, said, or otherwise expressed. Noble knows that students in West Campus are looking for authenticity. The brand voice for Noble should exude modernity, elegance, and luxury without sounding out of touch. The brand voice should focus on why life at Noble is better than anywhere else with an unassuming poise. The brand voice can be cheeky, playful, and casual but should not come across as juvenile. Verbiage should focus on the brighter side of life and remind the reader not to take things too seriously. At Noble, life is just a little bit better.

Brand Voice

The brand voice dictates the mood and the messaging from the property. The headlines and copy should be used across all collateral to create a consistent tone for the Noble brand.

Voice Examples

These brand voice examples are meant to provide practical applications of the brand voice. They could be used to inspire ad headlines, web page headers, brochure headers, and more.

WHERE LIFE IS JUST BETTER.

Cultivate community. Cultivate success. Cultivate you.

**GIVE FUTURE YOU A REASON TO
CELEBRATE**

Hey Longhorns, you're gonna want to see this.

SOMETHING BETTER STARTS HERE

You believe in better; we do too.

**NEXT YEAR JUST GOT A LITTLE MORE
IDEAL.**

Built on craft coffee & Noble notions.

08

Graphic Elements/Layouts

A series of layouts and graphic elements inspired by the logo design have been created for the Noble 2500. These can be used in numerous combinations to create compelling and distinct graphics for the brand.

“N” Masking Shape

The Noble “N” can be used to mask over a lifestyle image. The emphasis is put on the “N” by scaling back the opacity of the background lifestyle image to 30-50% and selecting “multiply” on the “N” mark.

The “N” mask should overhang from the image to give it a more distinctive look but can go on any side of the image.



Example Layout with “N” Masking Shape



09

Graphic Elements/Layouts

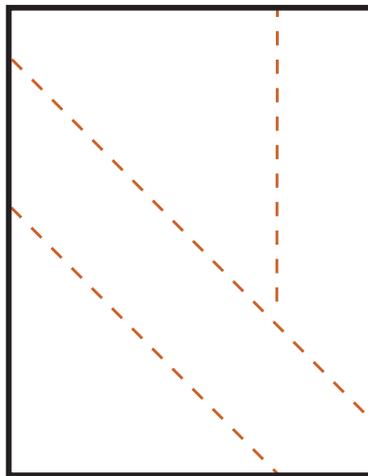
A series of layouts and graphic elements inspired by the logo design have been created for the Noble 2500. These can be used in numerous combinations to create compelling and distinct graphics for the brand.

Diagonal Collage Layout

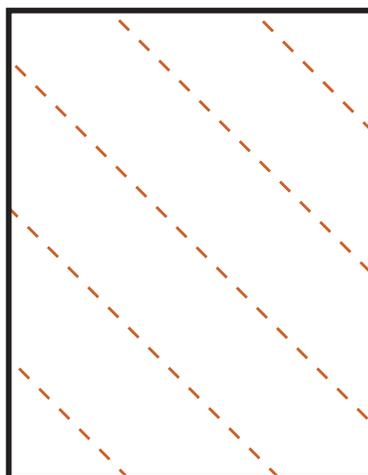
These collage patterns use fun lifestyle imagery displayed in layouts inspired by the logos diagonal lines.

A black overlay is placed over the collage set to multiply at 25-45% opacity to allow the logo to be visible. If the logo is not placed over the collage an overlay is not needed although you may want to adjust the photos to be sure there is a strong contrast between them.

These are by no means the only layouts you can use for Noble 2500, they serve as example layouts that can be expanded upon.



Layout 1



Layout 2



10

Brand Applications

The following are examples of how the Noble 2500 brand can be translated across different graphic mediums. The Noble brand should always be used and carried across mediums in a consistent manner based on the guidelines outlined in this document.

