THE PULLMAN CAR BY DESIGN WAS INTENDED TO MAKE RAIL TRAVEL MORE CONDUCIVE FOR SLEEPING AND DINING. THE NAME HAS BECOME SYNONYMOUS WITH CONVENIENT, SPACIOUS MOBILITY.

Prominently appointed at the Southern Gateway to downtown Fishers, Pullman Pointe is life reimagined. Welcome to a community where sidewalks are shortcuts to your favorite shops, restaurants and parks – where your HOME is designed for the lifestyle you have always wanted. Stay Awhile.

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CO.

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POINT OF DIFFERENCE

Unique offering

Uniquely attainable and accessible housing within the best place to live in America.

ESSENCE

The soul of the brand

Connected.

PERSONALITY

Human characteristic

Optimistic.

PROMISE

What we deliver, functionally and emotionally

We aspire to empower transcendent lifestyles by crafting a positive experience for every resident and guest.

This standards manual has been produced to ensure consistent application of the Pullman Point Brand. Designers should stick to the basic principals of this manual but are encouraged to use the tools provided to create exciting and functional pieces.

The Pullman Pointe logo has 11 brand symbols has been supplied in the following formats:

One color Black:
.ai
.pdf
.eps
.png
.jpg

Color:
PMS 539 PMS 7534
CMYK
.ai
.pdf
.eps
.png
.jpg

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FISHERS **Pullman Pointe** INDIANA

The Pullman Pointe logo has 11 brand symbols separated into both Primary and Secondary markings.
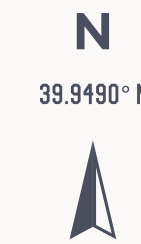
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Primary

Secondary

This page reveals the construction of the primary logo and the minumum sizesthat are acceptable for usage.

A minimum clear space around the logo must be maintained at all times. The space, 2x, is equal to double the width between the P and U in Pullman.

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Clearspace guidelines

Size Constraints | Minimum sizes

Print

1.05″

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Digital

50px

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DO'S AND DONT'S

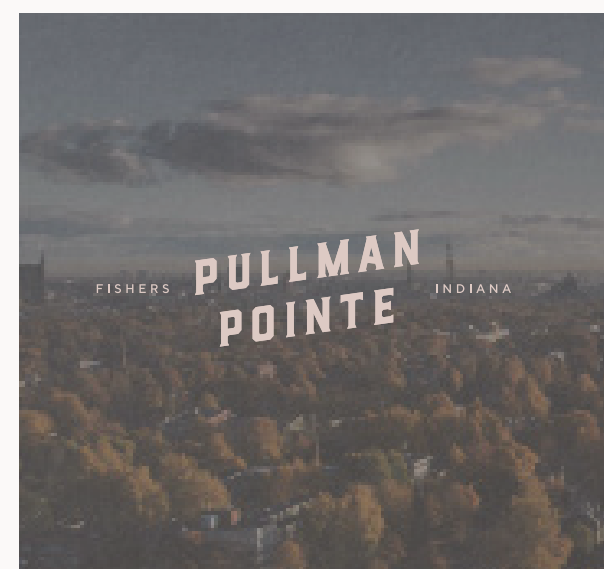Pullman Pointe employs rules of usage that must be considered when implementing the brand.

Proper Usage:
Acceptable on light backgrounds and dark backgrounds (logo reversed). CAn be used on backgrounds as long as contrast is high and logo readability is clear.

Improper Usage:
Don't use logos in a way that makes it ilegible - e.g. dark logo on dark background, logo on complicated backgrounds. Do not distort the logo(s) in any way.

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Do's

FISHERS PULLMAN POINTE Indiana

FISHERS PULLMAN POINTE Indiana

FISHERS PULLMAN POINTE INDIANA

FISHERS PULLMAN POINTE INDIANA

FISHERS PULLMAN POINTE INDIANA

FISHERS PULLMAN POINTE INDIANA

Dont's

FISHERS PULLMAN POINTE INDIANA

Don't rotate or angle the logo

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Don't squash the logo

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Don't use colots outside the established palette

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Don't add any special effectst to the logo(s)

FISHERS PULLMAN POINTE INDIANA

Never rearrange the logo elements

COLORS AND PATTERNS

Pullman Pointe color pallete consists of 4 colors. 2 primary colors and 2 secondary colors. Colors may be used in varying tints.

To be used in print and interior design the Pullman Point pattern provides texture and elegance to the brand.

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Primary

100%	100%
Pantone: PMS4131 CMYK: 73,63,4528 RGB: 73,79,95 HEX: #494F5F	Pantone: PMS7534 CMYK: 83,69,61,79 RGB: 222,202,196 HEX: #DECAC4
75%	75%
50%	50%

Secondary

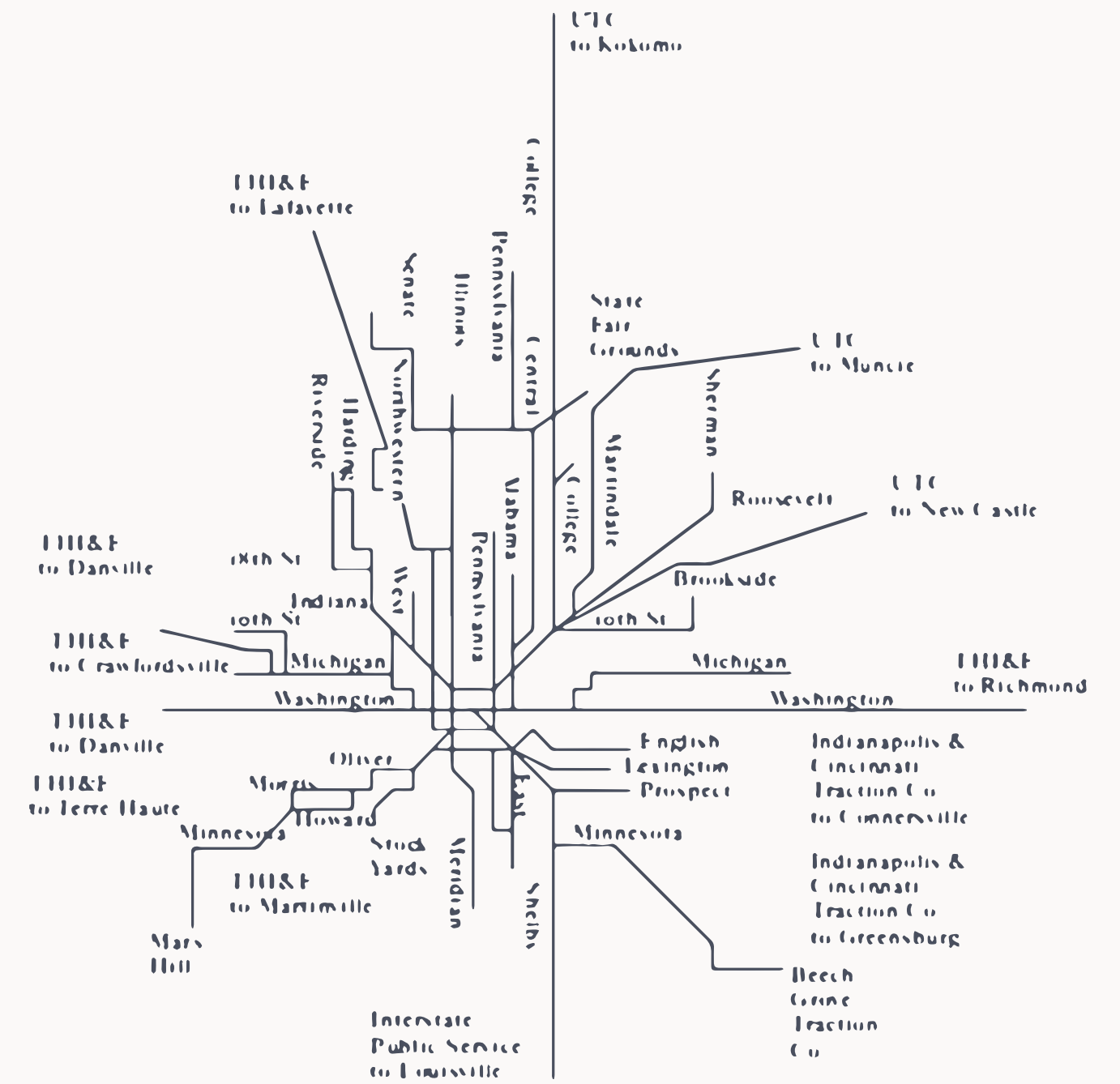| 100%	100%
Pantone: PMS7514 CMYK: 18,43,47,0 RGB: 209,154,131 HEX: #DO9983	Pantone: PMS7538 CMYK: 42,33,42,2 RGB: 153,154,143 HEX: #999A8F
75%	75%
50%	50%

Pattern
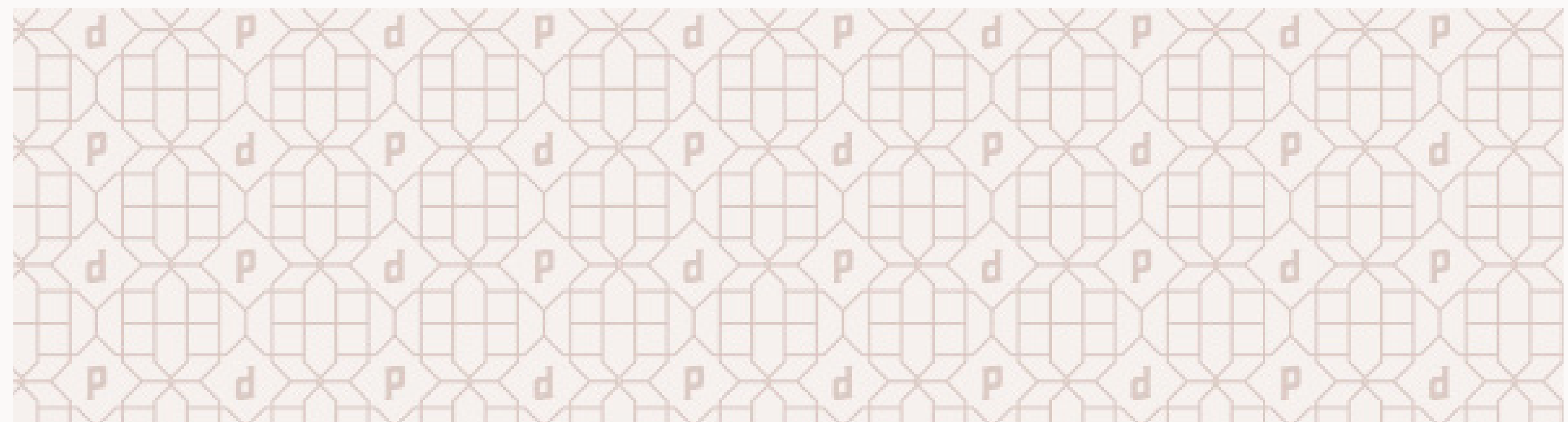
There are a few supporting icons that support the Pullman Brand and are to be used as needed to help build the visual impact of the brand.

Pullman Pointe's primary font is TT Norms.

TT Norms works equally well both in large text arrays or in headlines, as well as in web. It employs 18 styles within the family

Pullman Pointe's secondary font is Ovo.

Ovo was inspired by a set of hand lettered caps seen in a 1930's. It s a medium contrast serif font. Used mainly for body copy to support and balance the usage of TT Norms. It employs only one style.

Primary Font

Secondary Font

TT Norms
·········
AaBaCcDdEe123
abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNOPQRSTUWXYZ
£!@#$%^&*()_+-=[]{};'\,./:"|<>?

Ovo
·········
AaBaCcDdEe123
abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNOPQRSTUWXYZ
£!@#$%^&*()_+-=[]{};'\,./:"|<>?

Font Weights
·········
Thin //AaBbCcDdEe123
Thin Italic //AaBbCcDdEe123
Extra Light //AaBbCcDdEe123
Extra Light Italic //AaBbCcDdEe123
Light //AaBbCcDdEe123
Light Italic //AaBbCcDdEe123
Regular //AaBbCcDdEe123
Regular Italic //AaBbCcDdEe123
Medium //AaBbCcDdEe123
Medium Italic //AaBbCcDdEe123
Bold //AaBbCcDdEe123
Bold Italic //AaBbCcDdEe123
Extra Bold //AaBbCcDdEe123
Extra Bold Italic //AaBbCcDdEe123
Black //AaBbCcDdEe123
Black Italic //AaBbCcDdEe123
heavy //AaBbCcDdEe123
Heavy Italic //AaBbCcDdEe123

Font Weights
·········
Regular //AaBbCcDdEe123

Ovo Font supports most languages
·········
àáâãäåæçèéêëìíîïðñòóôõö÷øùúûüýþÿ
ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖ

TT Norms Font supports most languages
·········
àáâãäåæçèéêëìíîïðñòóôõö÷øùúûüýþÿ
ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖ

Pullman Pointe uses various rules for typography usage and layout. These are intended to be a general guide. Please use good judgement when using type and creating layouts.

LIFE REIMAGINED

PROMINENTLY APPOINTED AT THE SOUTHERN GATEWAY TO DOWNTOWN FISHERS, PULLMAN POINTE IS LIFE REIMAGINED.

Proin at lacus in turpis imperdiet ornare. Aliquam erat volutpat. Aenean volutpat ac eros quis laoreet. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vivamus interdum gravida lorem vitae ullamcorper. Pellentesque commodo convallis erat, in ullamcorper nibh venenatis dapibus. Nullam lacus sapien, fermentum quis finibus placerat, consectetur eu neque. Mauris et ex sit amet metus viverra interdum.

Sed ut consequat tellus. Nulla facilisi. Duis dapibus dui ultricies enim placerat, non aliquam justo molestie. Vivamus vitae egestas nisl. Sed convallis velit eget luctus pulvinar. Proin porttitor bibendum placerat. Suspendisse eros arcu, venenatis quis metus at, ultricies faucibus elit. Praesent orci nunc, aliquam a hendrerit eu, euismod id urna. Vivamus ut vehicula sem. Duis et sapien a nunc imperdiet lobortis.

.... TT Norms
Size 17pt
Tracking 190pt

.... Ovo
All caps
Tracking 50pt
Leading 24pt

.... Ovo
Size 11pt
Tracking 0
Leading 18pt