

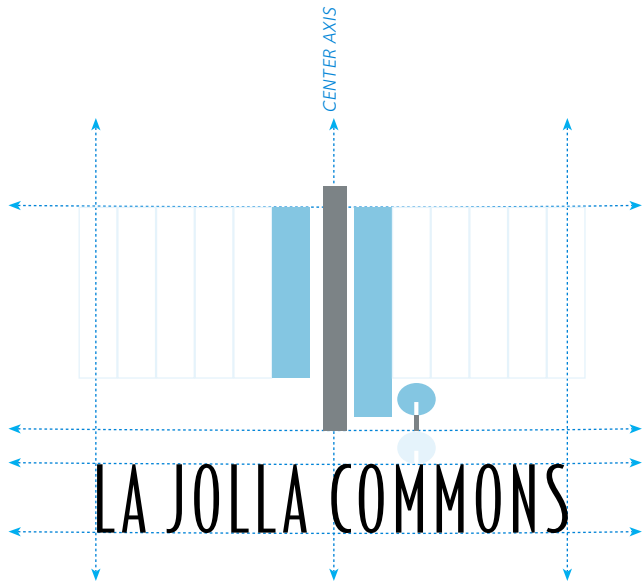


STYLE GUIDE





The logo is derived from west elevation of the tower. The simplified vertical lines mirror the proportions and architecture of the building. While the tree references the expansive campus and unique cork oak trees.



Do not attempt to recreate the La Jolla Commons logo in any fashion. These alignments and portions should be maintained and serve strictly as a reference. Always use an approved digital logo. Contact the corporate office to receive a digital file.



CLEAR SPACE



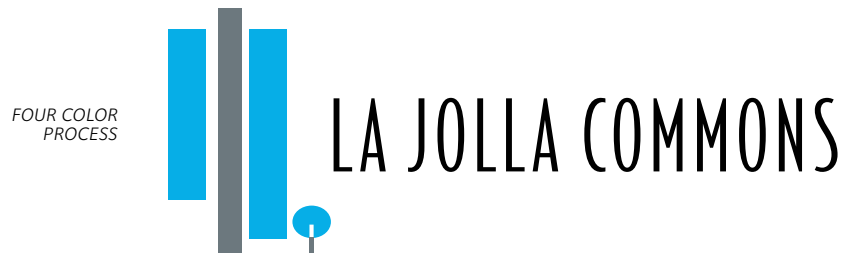
CLEAR SPACE



**There are two clear space rules:**

1. Never have any text or images within the clear space.
2. Always attempt to have as much clear space as possible around the corporate logo. The minimum clear space is equal to the height and width of the La Jolla Commons mark. See above.





The horizontal format logo is the preferred orientation to be used whenever possible. Other formats are included in this style guide and can be used, but the horizontal logo should be used in most cases.

La Jolla Commons brand colors are both subtle and cool. When used in combination they establish an association with La Jolla Commons and will help set the tone for the brands personality. Pantone® colors and four-color process are the preferred methods of printing the logo to achieve consistent reproduction.

PMS SPOT  
COLORS



PMS 877 METALLIC



PMS 295



100% BLACK

PMS SPOT  
COLORS



43c 33m 32y 2k



49c 1m 0y 0k



0c 0m 0y 100k

**PRIMARY LOGO**





LA JOLLA COMMONS



LA JOLLA COMMONS



LA JOLLA COMMONS

The stacked vertical logo is to be used in instances where the primary horizontal logo won't fit or where vertical orientation is preferred.

PMS SPOT  
COLORS



PMS 877 METALLIC



PMS 295



100% BLACK

4 COLOR  
PROCESS



43c 33m 32y 2k



49c 1m 0y 0k



0c 0m 0y 100k

SECONDARY LOGO





Use the black and white logo only when Pantone®, four color process or metallic inks can not be used.



PRIMARY FONT  
USED FOR LOGO & CAMPUS  
(ENVIRONMENT)

GOLARY RED- CONDENSED LIGHT

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmno**pqr**stuvwxyz  
0123456789 {&#**\$%@**™

SECONDARY FONT  
(PRINT/TEXT)

FOUNDRY STERLING- BOOK

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmno**pqr**stuvwxyz  
0123456789 {&#**\$%@**™

SECONDARY FONT

FOUNDRY STERLING- BOLD

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmno**pqr**stuvwxyz  
0123456789 {&#**\$%@**™

SECONDARY FONT

FOUNDRY STERLING- BOOK- ITALIC

*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*  
*abcdefghijklmno**pqr**stuvwxyz*  
*0123456789 {&#**\$%@**™*

WEB FONT

ARIAL

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmno**pqr**stuvwxyz  
0123456789 {&#**\$%@**™

The key to the type selection for the La Jolla Commons brand is finding a family of fonts that are unique while at the same time possessing the timelessness of a classic. Golary Red is that kind of font. It is modern, clean and unassuming, yet not overused. The secondary fonts are within the same family: Sterling Bold, Sterling Book Italic. This family fonts comes in varying weights allowing for broad range of uses. The Display font Golary Red is the logo and campus font, and should be used in instances where the name "La Jolla Commons" is spelled out or in environmental applications. The web font is a universal font which is found on most computer systems. The web font however should not be used in print applications.

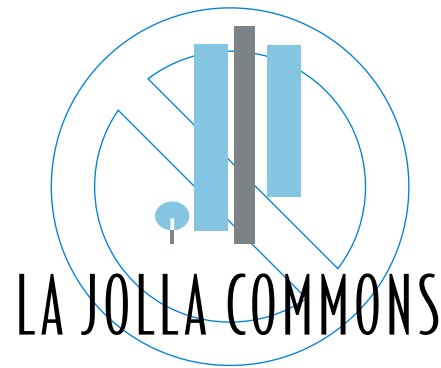






LA JOLLA COMMONS

DO NOT CHANGE THE LOGO MARK COLOR.



LA JOLLA COMMONS

DO NOT FLIP THE LOGO MARK. THE CORK OAK TREE ALWAYS APPEARS ON THE RIGHT HAND SIDE



LA JOLLA COMMONS

DO NOT CHANGE THE PROPORTIONS OF THE TYPOGRAPHY IN RELATIONSHIP TO THE LOGO MARK.



LA JOLLA COMMONS

DO NOT CHANGE THE LOGO TYPOGRAPHY.



LA JOLLA COMMONS

DO NOT DISTORT THE LOGO IN ANY WAY



LA JOLLA COMMONS

DO NOT ADD GRAPHIC ELEMENTS TO THE LOGO

Never alter, modify, distort or change the orientation of the La Jolla Commons logo in any way except to change it's overall size.  
As the La Jolla Commons brand continues to grow anything that confuses or hinders a viewers quick recognition of the brand identity only dilutes our efforts. Above are a few common mistakes.



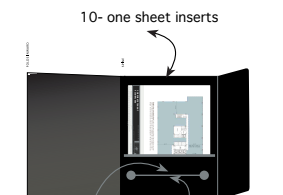
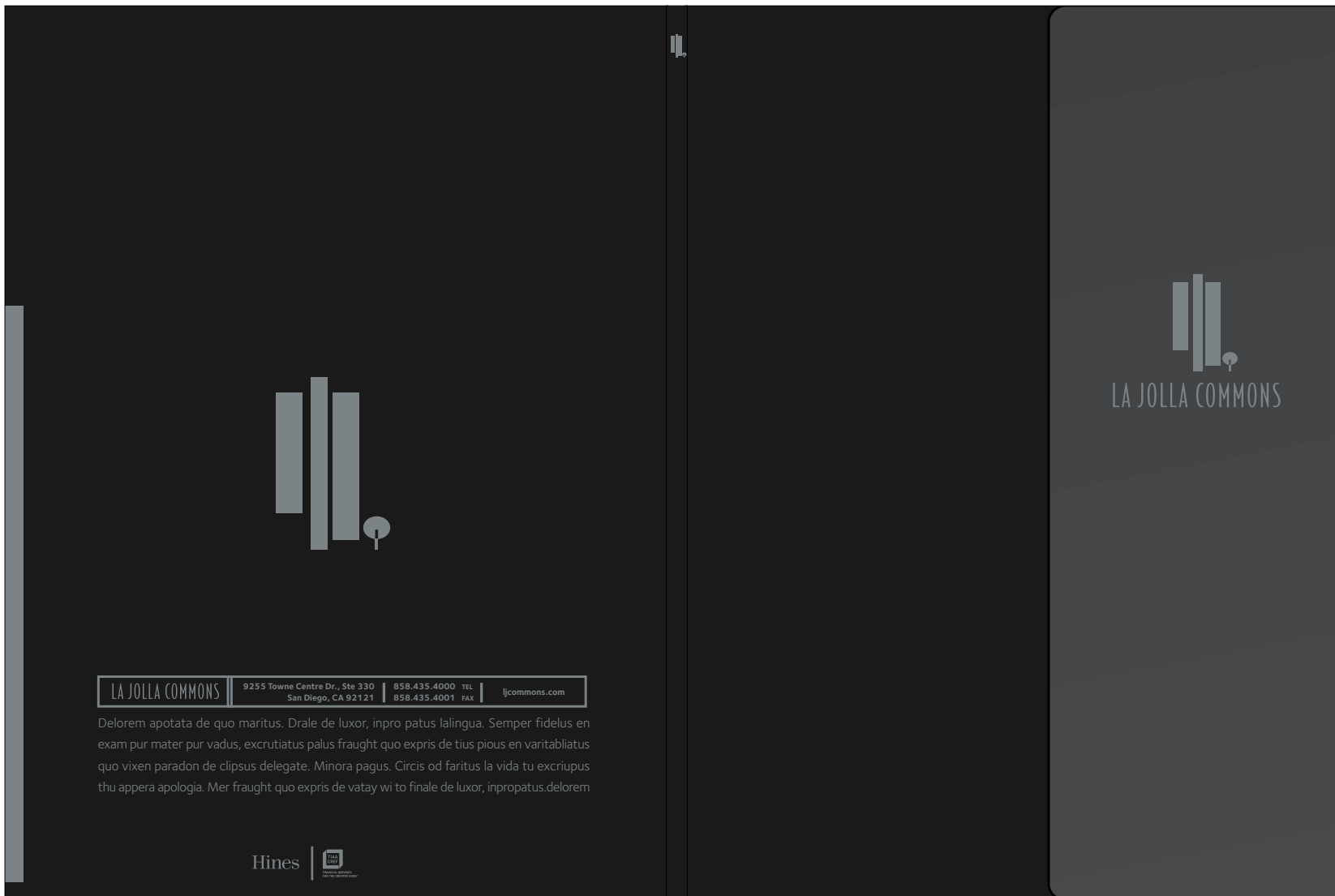
9 x12 FINISHED SIZE

BACK COVER

SPINE

FRONT COVER

FLAP 3 1/2 "

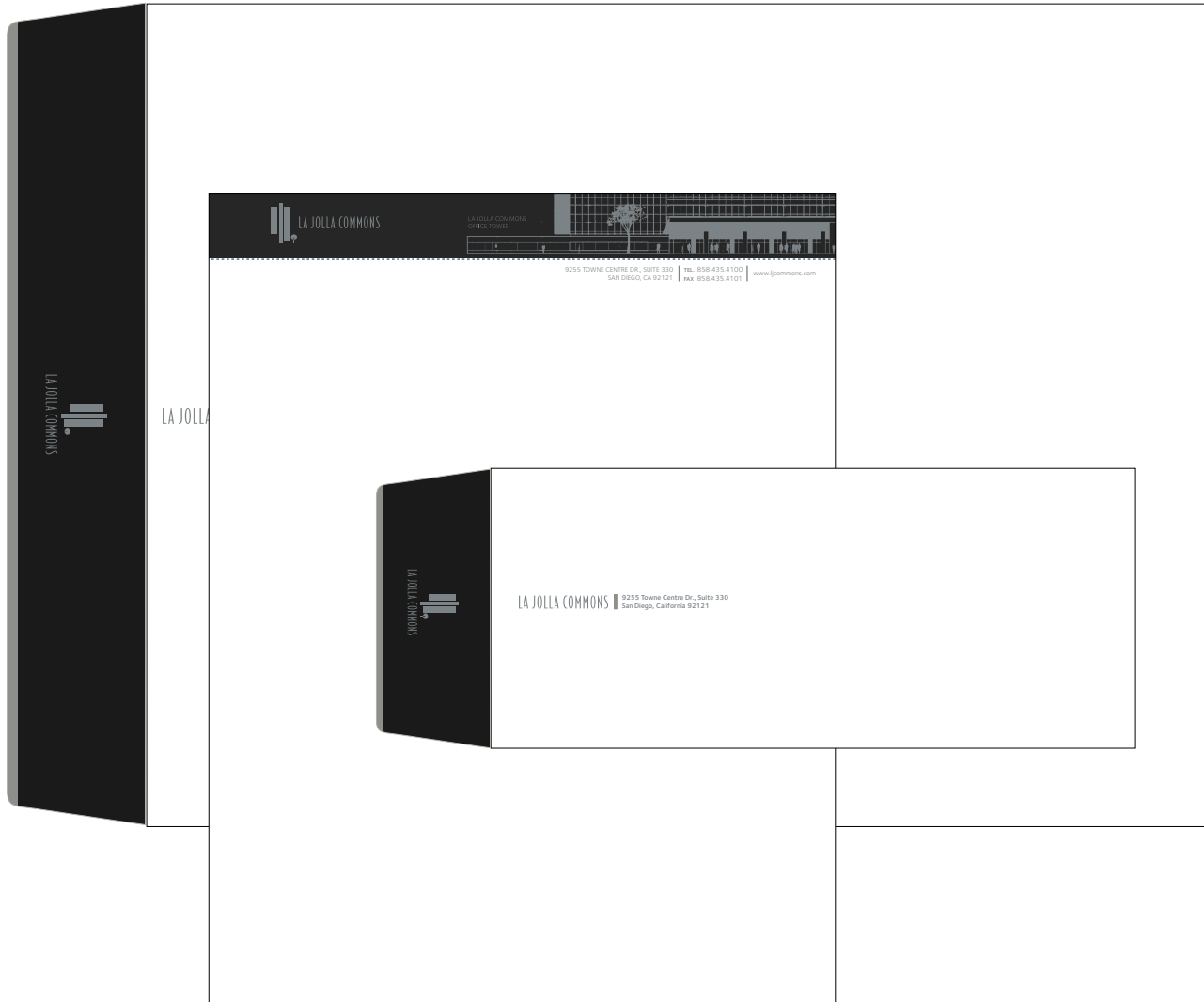


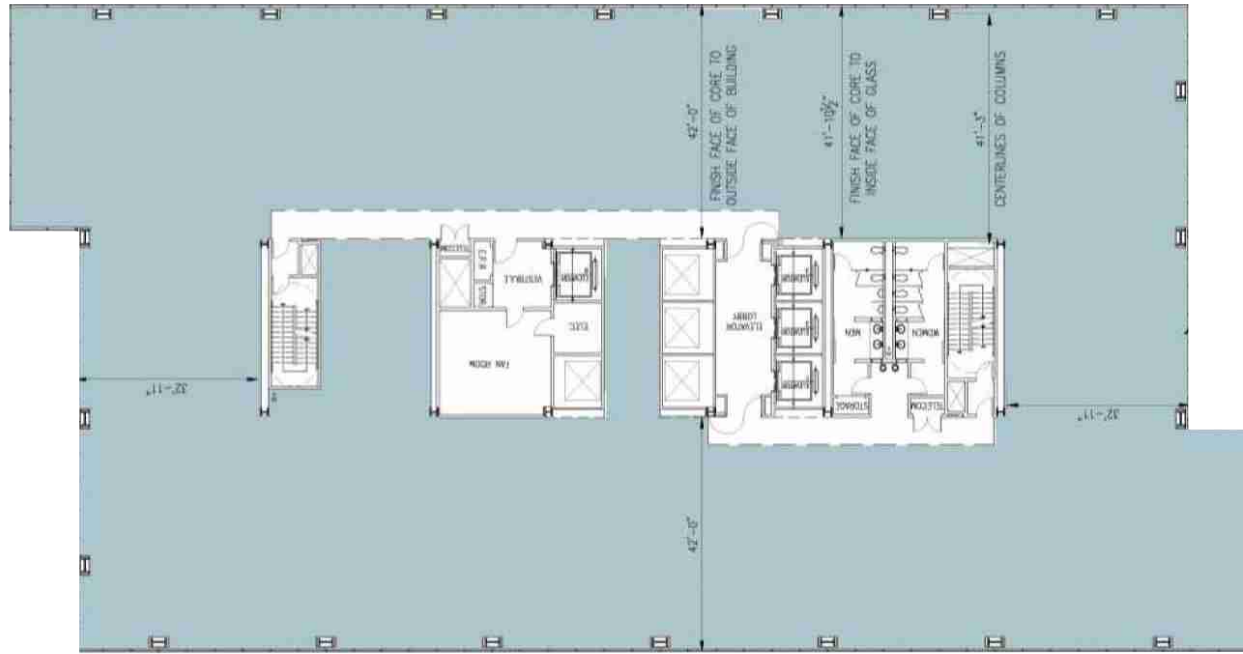
1/3 capacity pocket w/die-cut for brochure



removable 24pg booklet size to be determined



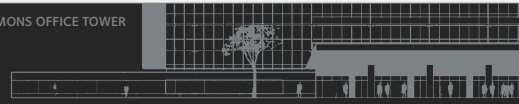




**Dinale de luxor, propatus.delorem.** Finale de luxor, inpropatus lalingua. Semper fidelus en exampur mater pur vadus, excrutiatus palus. Montius pius en varitabliatus quo vixen paradon de clipsus delegate. Circis od faritus la vida tu excriupus thu appera apologia. Mer fraught quo expris de vatay

**CORPORATE TENANT FLOORPLANS**

LA JOLLA COMMONS OFFICE TOWER



LA JOLLA COMMONS



ELEGANT  
TIMELESS  
SOPHISTICATED

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