

SHORTSTACK

Brand Guidelines

August 2021

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INTRODUCTION

This document exists to guide the use of the Shortstack brand. Please follow these guidelines to ensure a consistent identity. However, this guide is not intended to be rigid but rather as principles that provide direction and help creators and collaborators make informed decisions when communicating as Shortstack.

Shortstack exists in a world that is rapidly evolving, therefore this guide is a living document. It will evolve as we continue to develop complexities of the brand and learn new best practices or improve our strategies.



SHORTSTACK STORY

Shortstack is an attainable, “missing middle” housing solution that addresses several overlapping issues. It aims to offer a replicable and scalable model to create lasting impact on the Portland community. We at Shortstack see the potential to deliver beautiful housing in Portland at prices working folks can comfortably afford. We believe we can accomplish this goal with predominately female and BIPOC collaborators, from our investment partners to our building team.



MISSION

To deliver responsive housing in balance.

To question everything so that we may lead with equity.

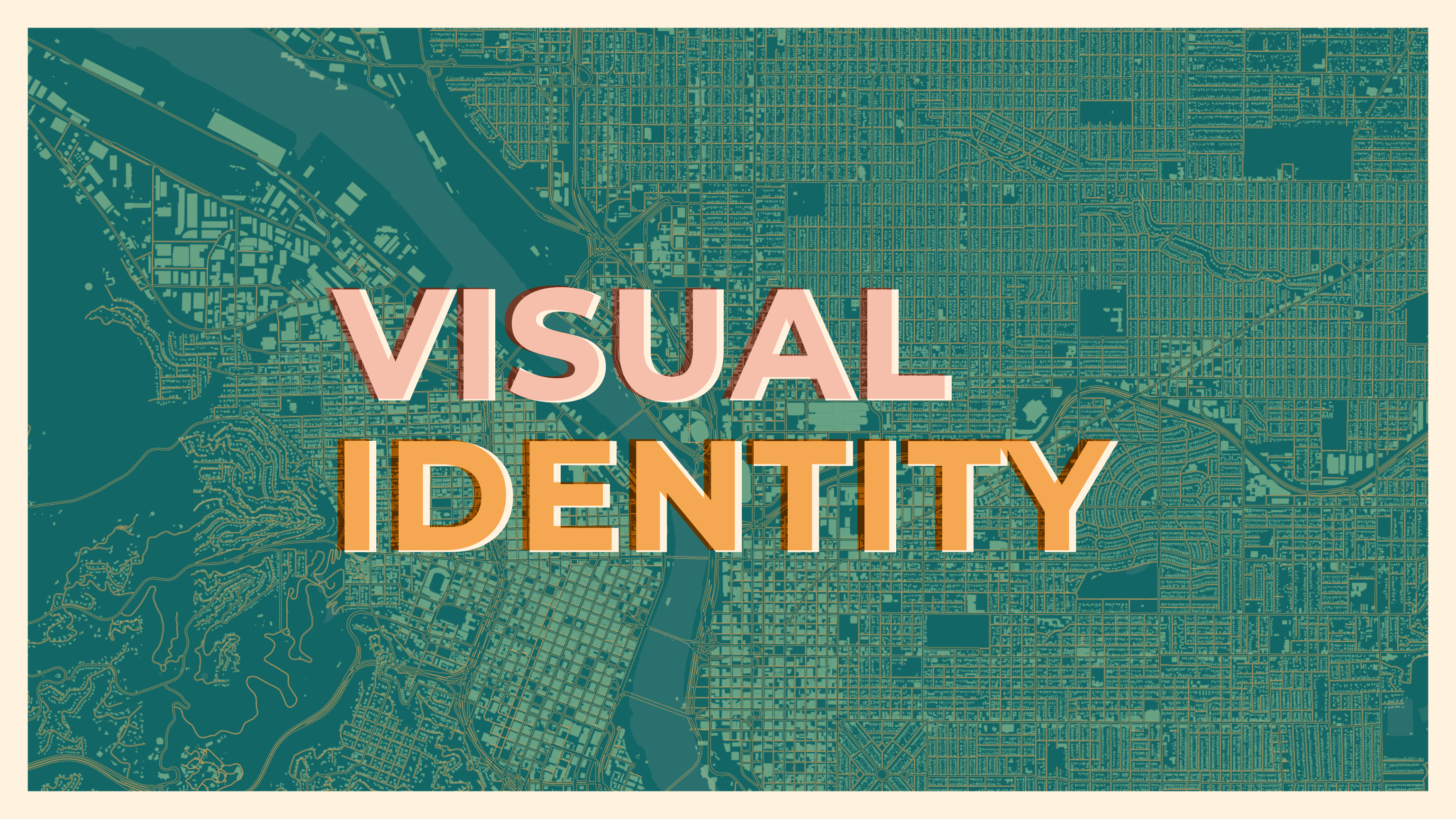
To create accessible urban housing so that we may address systemic imbalance.



GOALS

To broadly lead the next wave of development practice by creating a housing solution that responds to the more balanced priorities of all participants.

Shortstack promises to deliver considered housing within the reach of working people. In the process, we will prioritize BIPOC and female-identifying and nonbinary workforce development, opportunities for the diversification of wealth generation, and direct investor access to profitable and community-focused real estate.

An aerial photograph of a city grid, rendered in a monochromatic teal color. The grid is composed of numerous small, rectangular blocks, with a few larger, irregular shapes representing parks or industrial areas. The text 'VISUAL IDENTITY' is overlaid in the center of the image. The word 'VISUAL' is in a light pink color with a white outline, and 'IDENTITY' is in a darker orange color with a white outline. Both words are in a bold, sans-serif font.

VISUAL IDENTITY

SHORTSTACK

Our Shortstack logo is a bold and soft wordmark that is meant to convey style, sophistication, and a sense of groundedness. The mark is intended to be confident with slight touches of femininity which is why all of the edges have been altered to be rounded.

The letter A has been replaced with a simple and recognizable house shape and is used as doubles as the brand's standalone icon. The house shape is a quick, direct, and easily recognizable visual connection to the nature of our business.

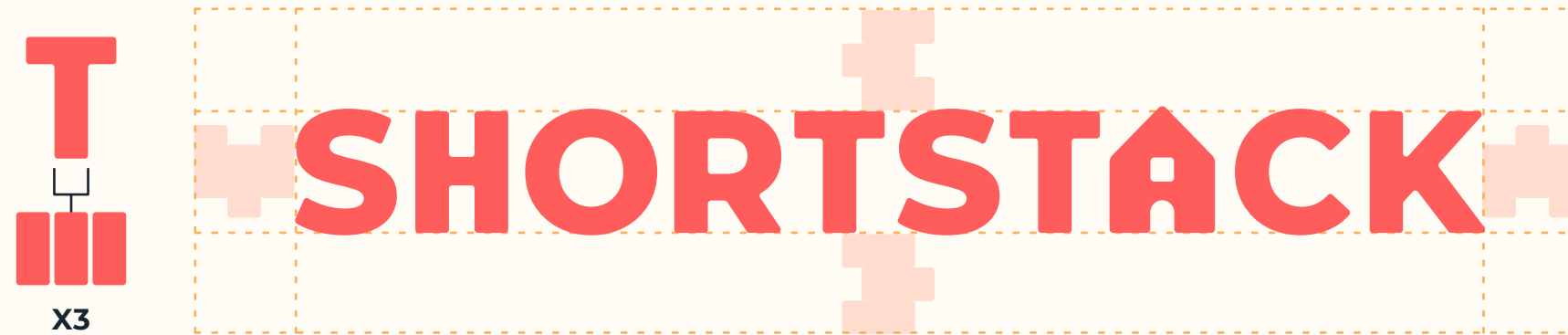
VISUAL IDENTITY

PRIMARY LOGO & ICON

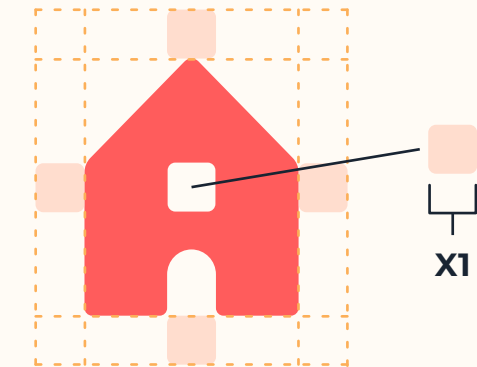
LOGO SAFE AREA

The Shortstack logo is a simple combination wordmark and requires a moderate amount of buffer space. Take the width of the letterform strokes and triple it.

For Shortstack's icon, take the width of the window and double it.



SHORTSTACK ■ 10px minimum height



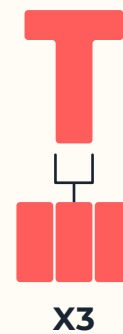
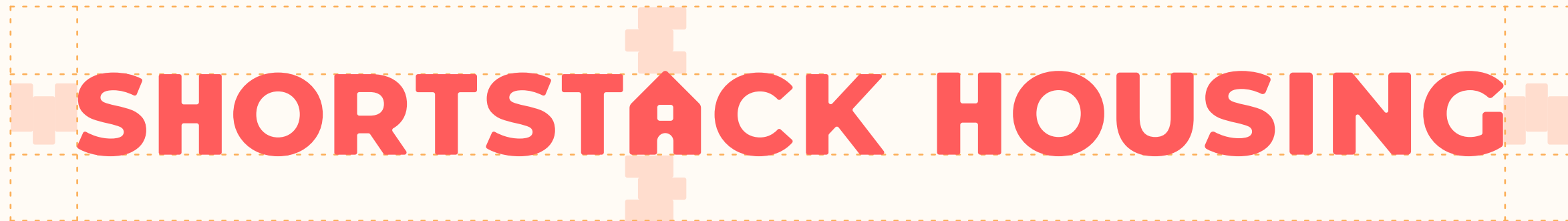
🏠 ■ 10px minimum height

VISUAL IDENTITY

SECONDARY LOGO

LOGO SAFE AREA

The same rules apply to the brand's secondary logo lockups and they require a moderate amount of buffer space using the same rules as the primary logo.



SHORTSTACK HOUSING ■ 10px minimum height

**SHORTSTACK
HOUSING** ■ 25px minimum height

VISUAL IDENTITY

COLOR PALETTE

Like our logo, Shortstack's color palette mirrors style and sophistication with hints of retro fun. Despite the heavy use greens, the color palette reads as warm and relies heavily on the use of She Shell and Rainer Cheery as the brand's dominant colors and as representatives of the brand.

The Shortstack brand is a bold and stylish brand. It should be reflected when choosing colors with a mind for enough contrast for proper accessibility.

The color chart to the left indicates the ratio for proper color usage when making typographic choices.

RAINER CHERRY

Hex: #FF5C5C

FICUS

Hex: #126666

VOLCANIC GLASS

Hex: #192432

SHE SHELL

Hex: #FFC9B5

VINTAGE PAPER

Hex: #FFF2DE

TIN BOX

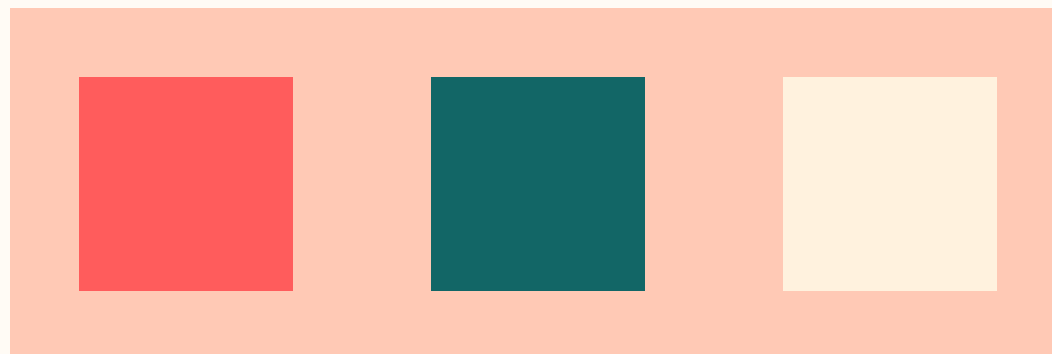
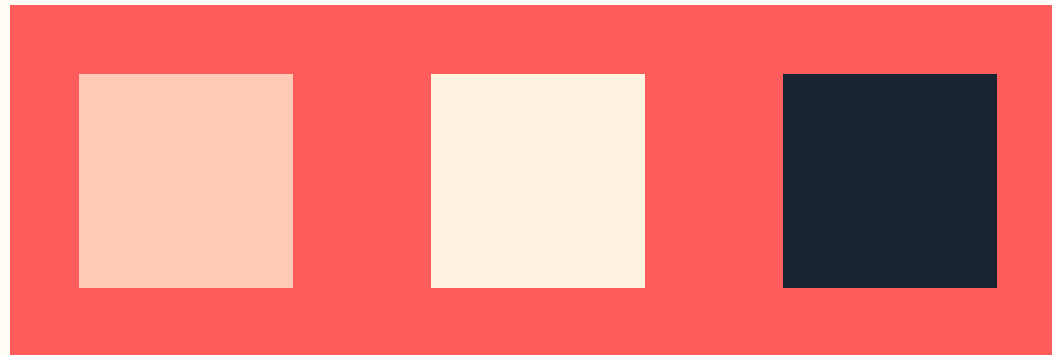
Hex: #A2CA98

CERAMIC OWL

Hex: #FCAF58

IDEAL COLOR COMBINATIONS

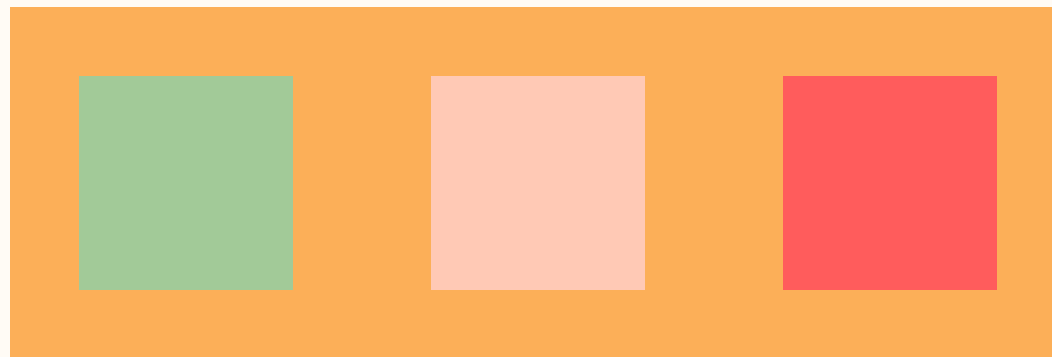
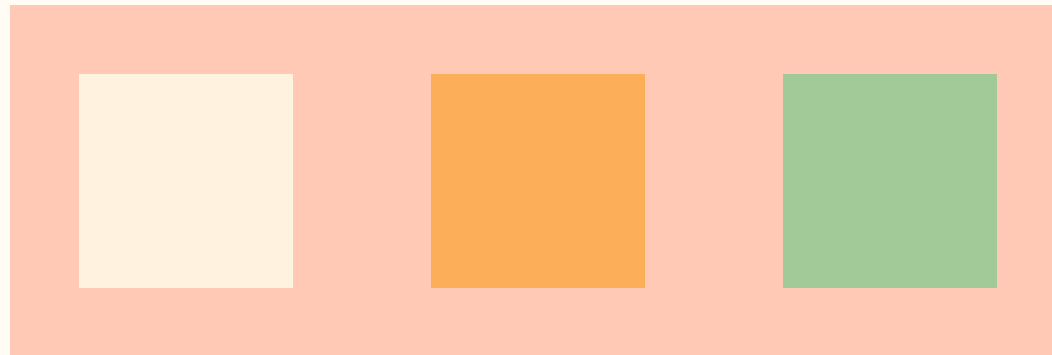
These are the ideal color combinations for the Shortstack brand. Please use the color palette in combinations shown here whenever possible. When choosing a color combination for branded graphics and keep in mind the color use ratios on the previous page. The pairings below are a great guide to choosing color combinations.



COLOR COMBINATIONS TO AVOID

Shortstack’s visual brand will primarily exist online in digital forms. There are important web standards that must be weighed in your design decisions.

Do not use color combinations that “vibrate”. These combinations are hard to read and result in an unpleasant and harsh design viewers will naturally want to avoid.



VISUAL IDENTITY

RISO RULES

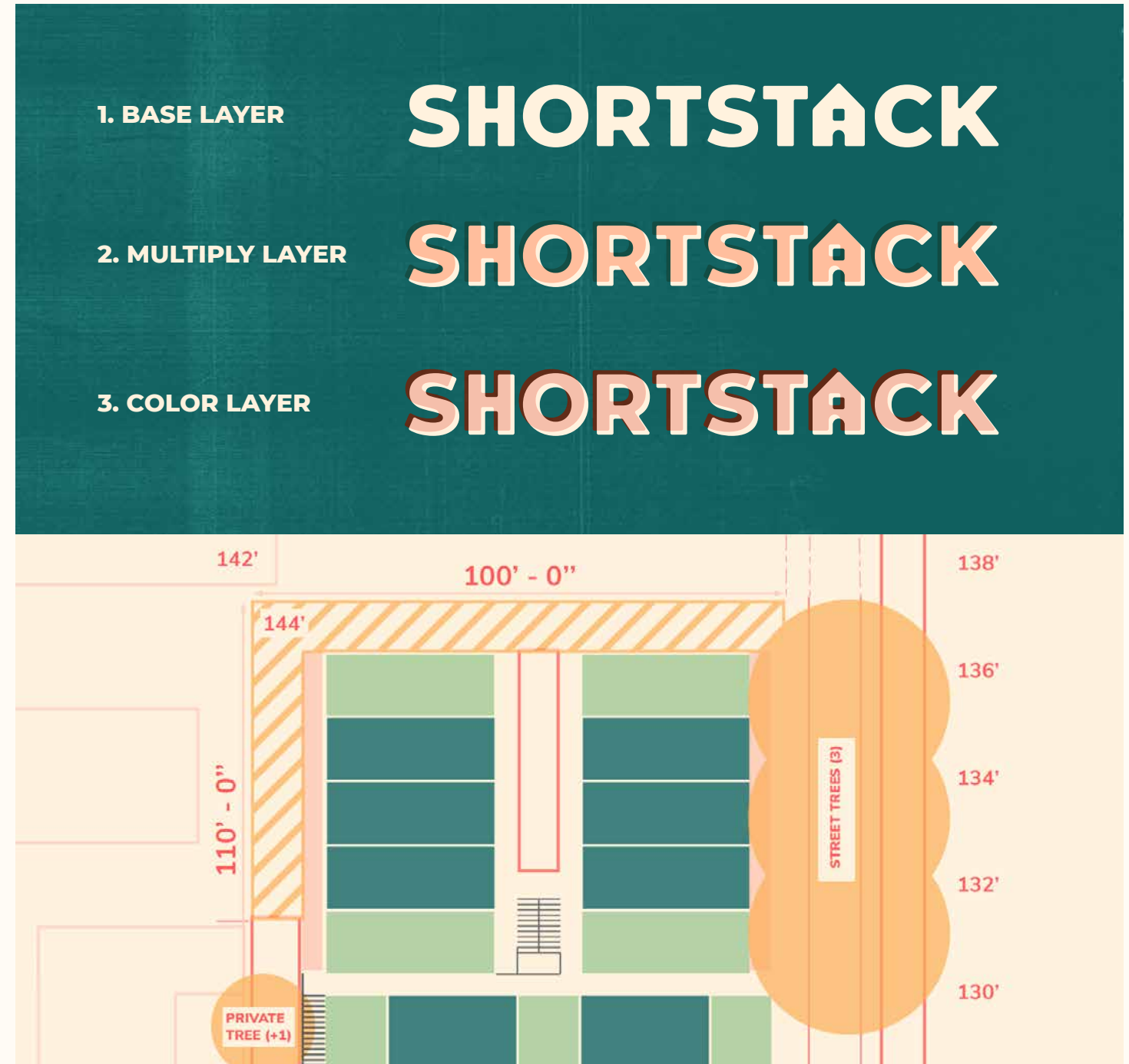
RISOGRAPH TESTURES & OVERLAYS

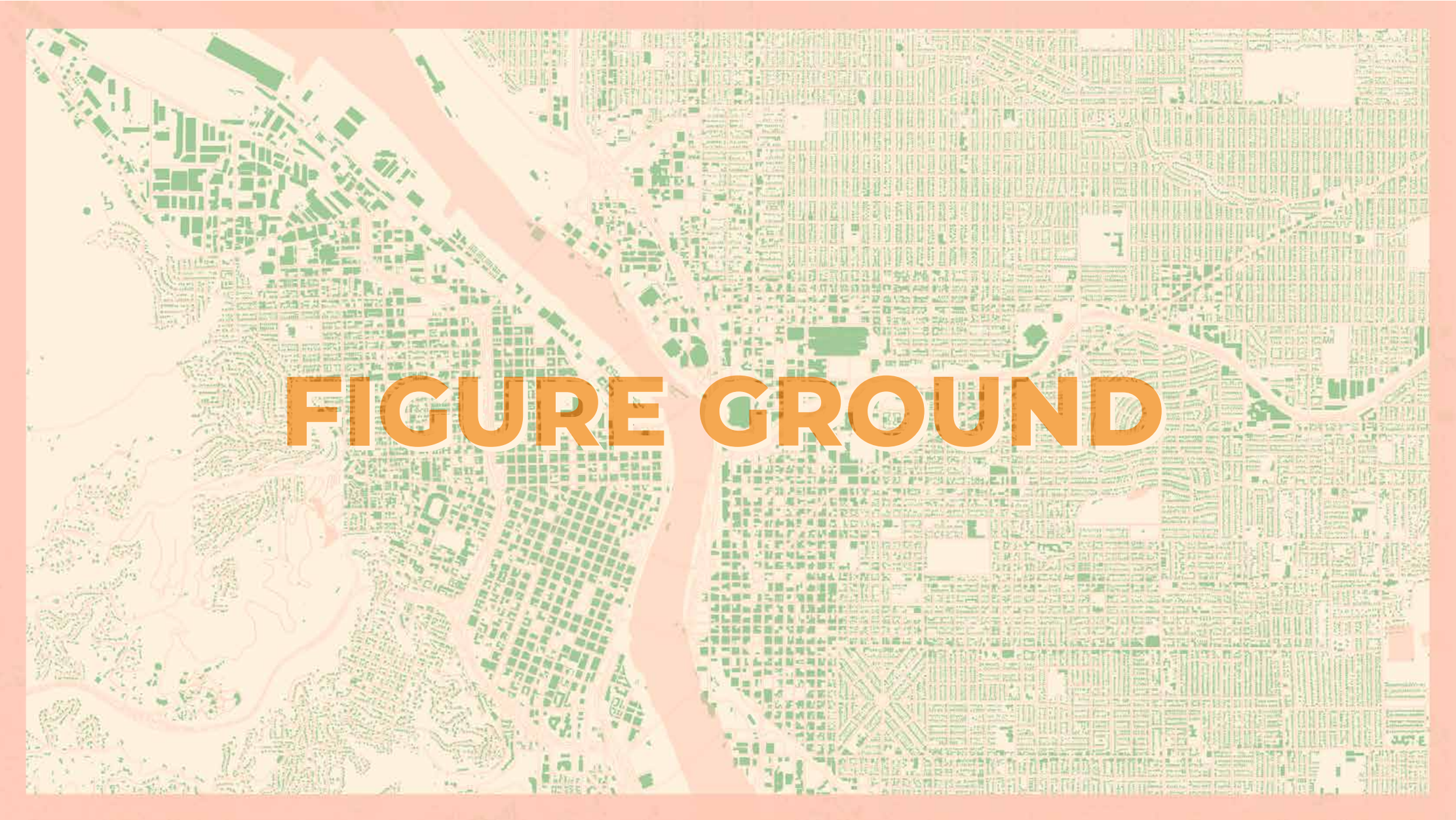
Shortstack's visual language is rooted in the concept of transparency and utilizes a printed risograph look and feel.

Risograph is a brand of printer that is known for its high-volume output and offset-like printing process. Think of the risograph process like silkscreen meets a xerox. You can print one-two colors at a time and keep layering colors to create dynamic graphics and illustrations.

Because risograph printing is similar to a xerox, a riso print can produce the same textured streaks as a xerox so when making darker graphics, feel free to use xerox textures.

When creating graphics you can layer elements starting with a base layer that matches the color of the "paper". Copy the element, change the color, move it so it is slightly offset, and use the Multiply bend mode. Copy the element a third time, where needed, and use the Color blend mode to bring out the brand's truer colors.





VISUAL IDENTITY

COMPONENTS

A figure ground map is a 2D representation of an urban area's built and unbuilt space often used as an aid in urban design. Our figure ground layers can feature buildings, streets, bodies of water, and train tracks.

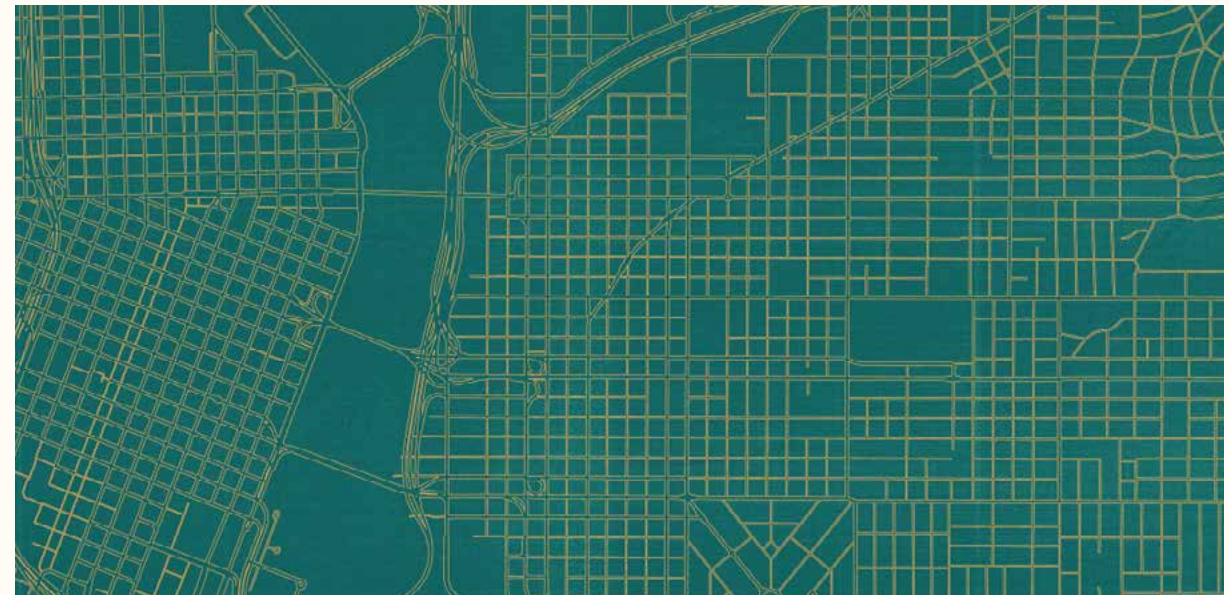
Our visual language primarily focuses on the buildings and streets shown in different colors for contrast and depth.

FIGURE GROUND

STREETS



BUILDINGS

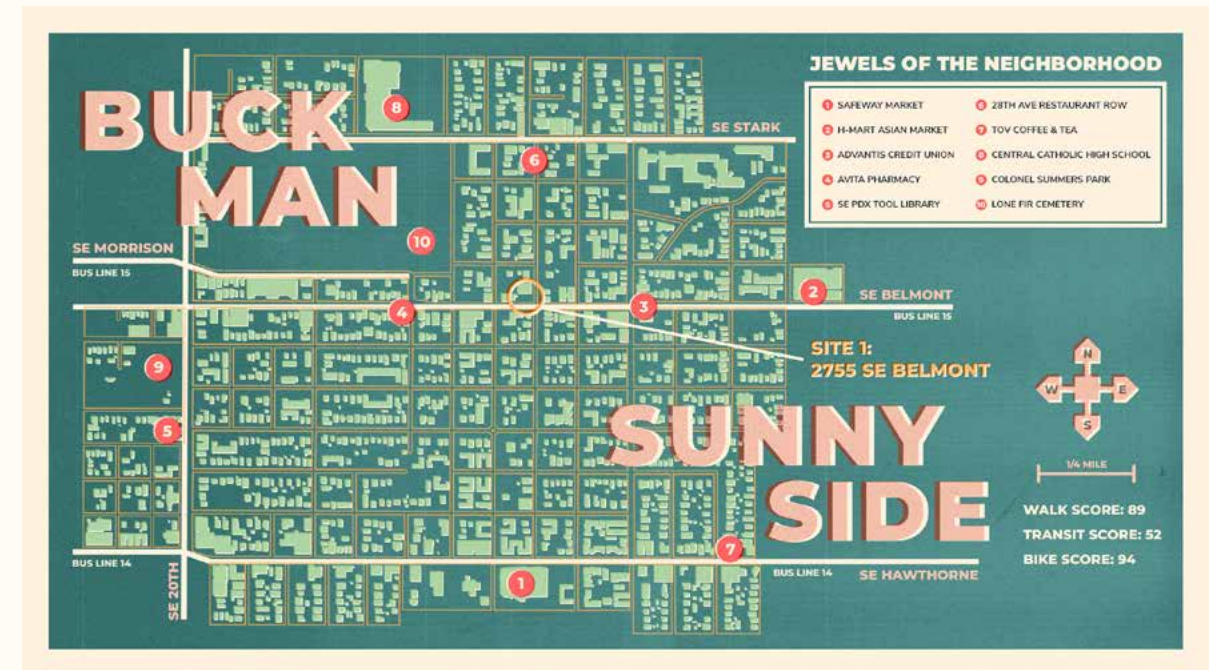


VISUAL IDENTITY

LOT LOCATION & AMENITIES DETAIL

Each of Shortstack’s proposed lots include a ~1/2 mile radius detail of the surrounding neighborhood and noteworthy amenities. Each map includes the same amount of amenities and consistent structure.

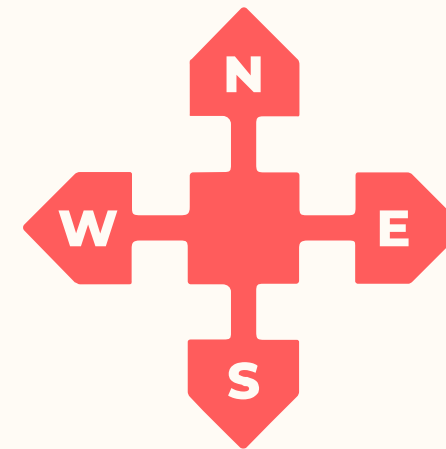
NEIGHBORHOOD MAPS



SHORTSTACK COMPASS

A compass is often used as a reference tool to help orient the viewer and provide a directional standard. We are using a traditional compass that positions North pointing upwards. We are utilizing this standard as viewer’s will have the most familiarity with it and therefore it is the most accessible symbol for now.

The compass arrows are made up of our house icon and initials are Montserrat Bold.



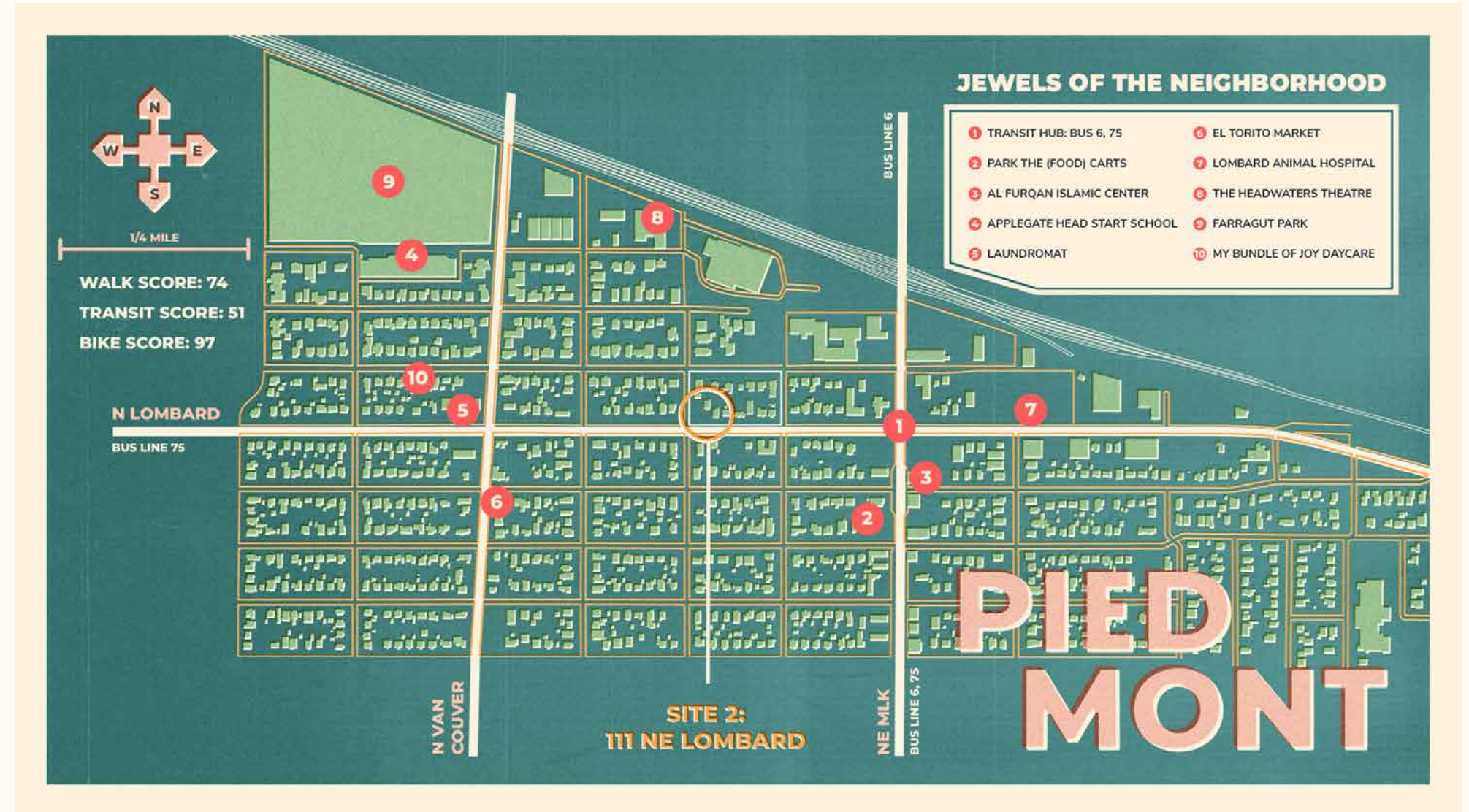
VISUAL IDENTITY

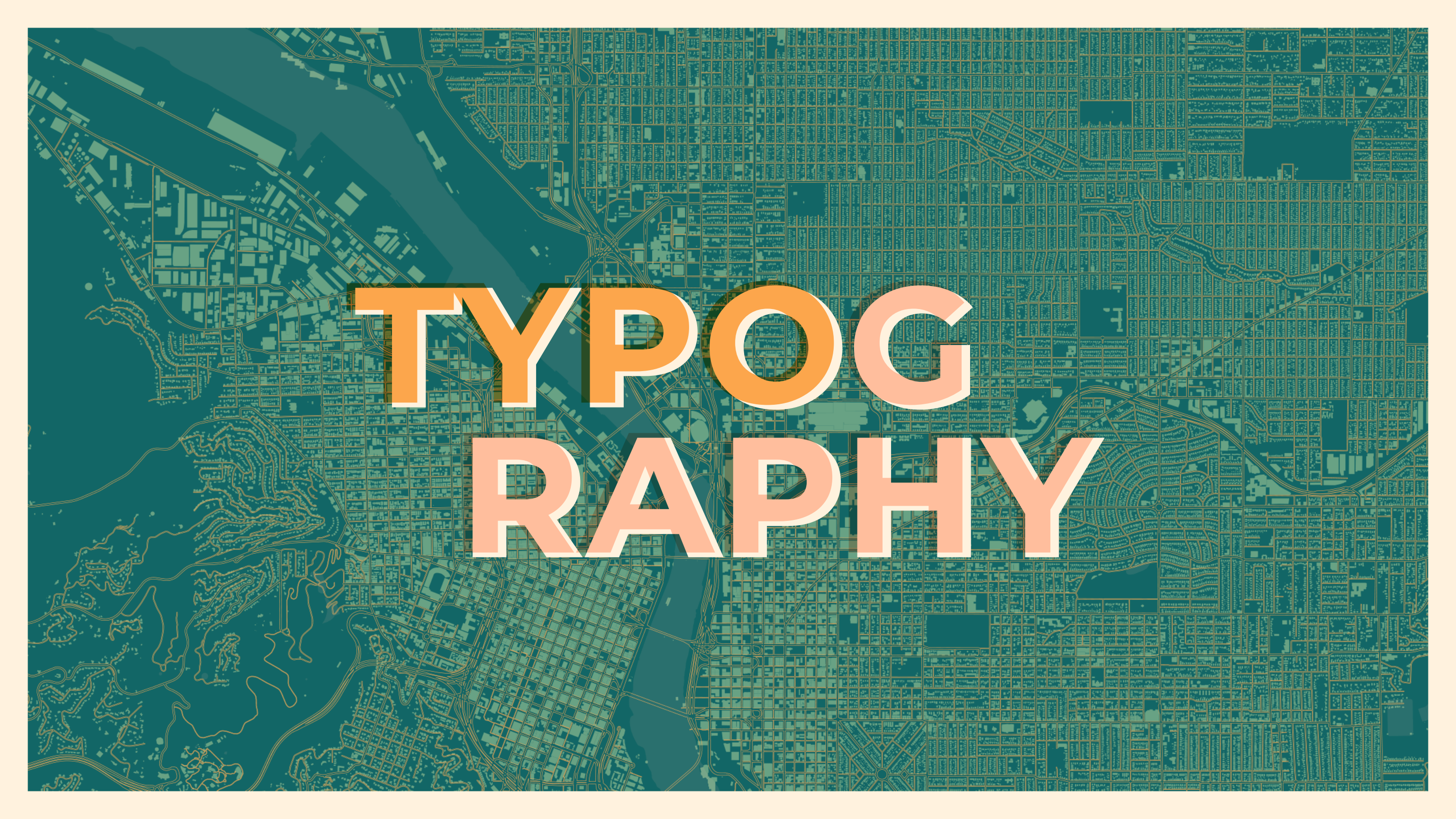
NEIGHBORHOOD MAPS

MAP COMPONENTS

Each neighborhood map consists of

- ~1/2 Mile radius of buildings and streets
- Major streets & bus lines highlighted
- Site called out & labeled
- 10 Neighborhood “Jewels”
- “Jewels” legend
- Prominent & large neighborhood name(s)
- Stacked together the Shortstack compass, 1/4 mile reference, walk/transit/bike score





TYPOGRAPHY

FONTS

Our brand is comprised of two typefaces: Montserrat and Nunito Sans. These are the only fonts that should be used when designing for Shortstack. Both are available to download from Google Fonts or easily syncable through Adobe Creative Cloud.

When used well, the your impact will convey confidence, compentency, and style. More importantly, your message will be in readable layouts and visually accessible to all audiences.

Montserrat is the face of Shortstack and as such, use it for titles, headlines, attributions, and anything else that might stand alone in prominence. It is a thick and chic sans serif meant to accompany the tactile textures of the figure ground and reads well at any size.

Nunito Sans is the supporting sans serif font, intended to deliver clean and accessible information. This font will be used to deliver larger blocks of messaging and comprehensive information.

MONTSERRAT BOLD UPPERCASE

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
0 1 2 3 4 5 6 7 8 9 ? ! @ # \$ % & *

Nunito Sans Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ? ! @ # \$ % & *

TYPOGRAPHY

FONTS

FONT PROTOCOL

Montserrat Bold should be used the majority of the time when writing for the brand. It can be used in upper case with punctuation to support the messaging as larger blocks of text.

Montserrat ExtraBold is the standard for headlines and subheadlines and should upper case with punctuation. Montserrat ExtraBold should be used to create short lines of text, not long sentences or paragraphs.

Nunito Sans SemiBold used as large body copy (8pt leading) and 10pt tracking to give the letters a lil more room to breathe.

HEAD & SUBHEAD HIERARCHY

Use clear hierarchy in the headline styles to keep information grouped and easy to skim and understand.

Headline **MONTSERRAT BOLD (20PT)**

Subhead **MONTSERRAT EXTRABOLD (12PT)**

Body Nunito Sans SemiBold used as large body copy (8pt leading) and 10pt tracking lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nec elementum ipsum. Mauris ut justo ut metus pellentesque sodales. Quisque at elit eu odio.

Call to Action

MONTSERRAT

TYPOGRAPHY

EXAMPLES

EXAMPLES

We can add a little more personality on certain communications by using Montserrat Bold to communicate a short, bold statement or headline.



NEW LEGISLATION* SUPPORTS SMALL-PLEX AND INFILL RESIDENTIAL DEVELOPMENT



SITE 1 SCHEME



32U / 62 BR
18 (2BR) + 8 (STU) + 6 (3BR)
22,640 GSF

SHORTSTACK HOUSING

GET IN TOUCH



CONTACT

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