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Mission Statement

At The Federal Lofts, we're dedicated to creating a vibrant community where people thrive. We offer a perfect blend of style, comfort, and functionality in the heart of downtown Hamilton. Focused on connection, convenience, and sustainability, we provide more than just a home—we offer a place where residents can grow, engage, and feel truly at home.

Logo



Alternate Logo

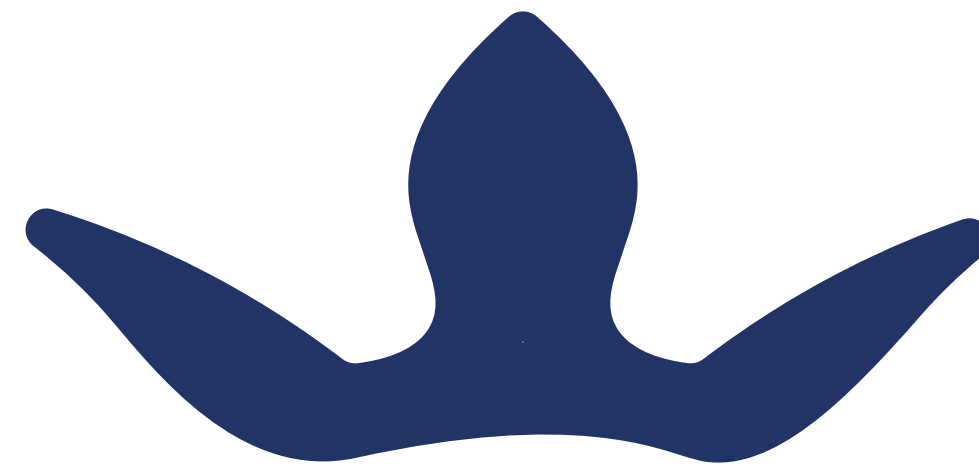


Est. 1856

This lion crest is chiseled into the building's stone archway entrance. The graphic effectively celebrates the rich heritage, but presenting it in a more modern vectorized delivery. The secondary logo features the same lion crest, with "Est. 1856", marking the year The Federal Lofts were originally built. It blends historic significance with a modern design.



Submark Icon



The submark logo features a crown shape from the lion crest, offering a simplified yet striking representation of the brand's heritage and stature in a modern, versatile form.



Typeface Modifications

THE FEDERAL LOFTS

The Federal Loft typeface is a modified version of the font IvyMode VF Regular. with slight adjustments to it's tracking, kerning and a raised tail on the "R".

Before



After



Primary Typeface

THE FEDERAL LOFTS

The Primary Typeface is a modified version of the font IvyMode VF Regular, combining clean lines and classic proportions for a timeless yet contemporary feel.

Secondary Typeface

The Secondary Typeface adds “Est. 1856” in IvyMode VF Regular, highlighting the building’s historic roots while maintaining a modern, clean design.

THE FEDERAL LOFTS

Est. 1856

Tertiary Typeface

The Tertiary Typeface displays the lion crest, the “Primary Typeface, and the Est. 1856 detail. This version offers a full, emblematic representation.



THE FEDERAL LOFTS

Est. 1856

Do's & Dont's

Stretching or Distorting the Logo

Never distort the logo, this compromises the proportions and integrity of the design.

Changing the Colours

Avoid altering the logo's colours outside the specified palette in the brand manual, colorus are a key part of brand recognition.

Using Unapproved Variations

Don't create your own versions of the logo, such as adding new effects, outlines, etc unless these are explicitly part of the brand guidelines.

Using Inappropriate Backgrounds

Avoid placing the logo on complex or clashing backgrounds that make it hard to read or recognize. Ensure the contrast is sufficient for legibility.

Changing the Typography or Font

Don't change the font of the logo. The typeface chosen is an integral part of the brand's personality, and altering it can alter the entire perception of the brand.

Adding Extra Text or Elements

Don't modify the logo by adding additional text, taglines, or other graphical elements unless it's part of a specific variation allowed in the brand manual.

Using the Logo in Unapproved Contexts

Never use the logo in ways or media that go against the brand's intended positioning or context. For instance, avoid using the logo in a way that could contradict the brand's message, tone, or ethics.

Recolouring or Repositioning the Icon

Don't change any of the individual elements or icons within the logo, such as their colors, size, or positions. Each piece of the logo should be used as designed to maintain consistency.

Using Inconsistent Scales

Don't use the logo in inconsistent scales across various materials. The logo should maintain a consistent size relationship and balance with other elements in every application.

Primary Font Family

IvyStyle Sans

To complement the previous font's classical touch, pairing it with a contemporary sans-serif font, IvyStyle Sans, introduces a modern contrast that elevates the overall design. The sleek, geometric qualities of IvyStyle Sans provide a forward-thinking edge while maintaining balance and readability.

Thin

1234567890!@#\$%^&*()

Thin Italic

1234567890!@#\$%^&*()

Regular

1234567890!@#\$%^&*()

Italic

1234567890!@#\$%^&*()

Semi-Bold

1234567890!@#\$%^&*()

Semi-Bold Italic

1234567890!@#\$%^&*()

Bold

1234567890!@#\$%^&*()

Bold Italic

1234567890!@#\$%^&*()



Display Font Family

IvyMode VF Regular

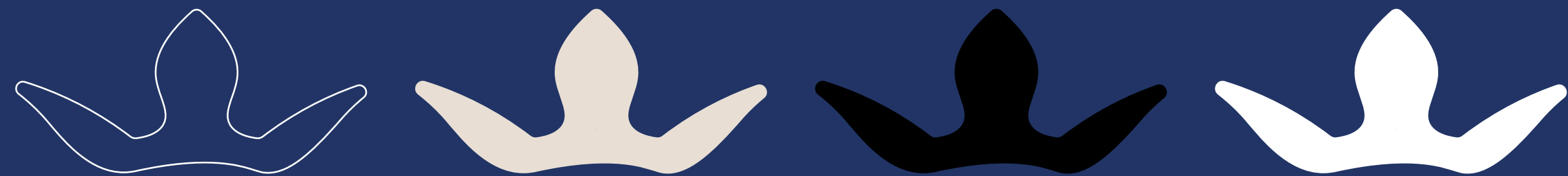
IvyMode VF Regular is a refined, serif typeface used exclusively for headings and display purposes, adding a sense of elegance and heritage to the design. Its classic proportions and timeless appeal are reflected in the “Est. 1856” portion of the logo and the tertiary wordmark, grounding the brand in its historical roots while maintaining a sophisticated, modern presence. The font’s distinctive character brings a sense of tradition to the overall identity, making it ideal for standout, impactful use.

Regular

1234567890!@#\$%^&*()



Colour Palette



BRISTOL BLUE

#213465

R 33 G 52 B 101

C 99 M 88 Y 32 K 22

PANTONE 534

ANTIQUE IVORY

#E9DFD4

R 233 G 223 B 212

C 8 M 10 Y 14 K 0

PANTONE 482 C

SLEEK BLACK

#000000

R 0 G 0 B 0

C 75 M 68 Y 67 K 90

PANTONE BLACK

BRIGHT WHITE

#FFFFFF

R 255 G 255 B 255

C 0 M 0 Y 0 K 0

PANTONE WHITE

The combination of Bristol Blue and Antique Ivory creates a sophisticated palette that reflects both the heritage and contemporary revitalization of the loft building. The blue evokes elegance and renewal, celebrating the brand’s transformation, while the ivory symbolizes tradition, grounding the building’s historical significance in its modern design.



THE FEDERAL LOFTS

Est. 1856



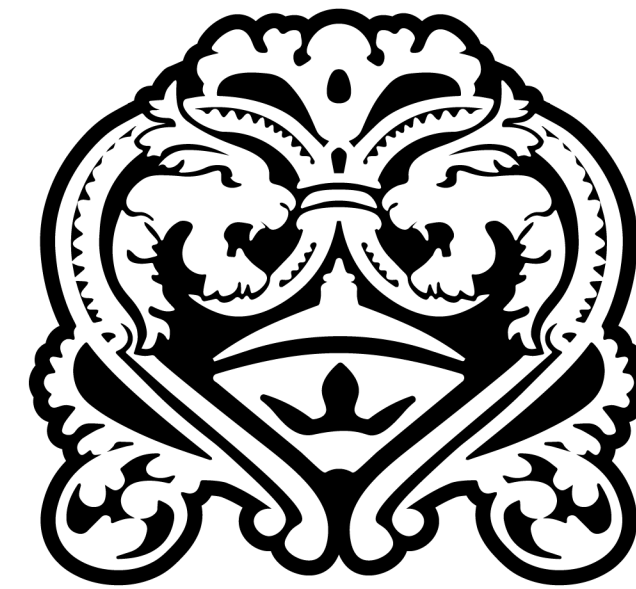
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Est. 1856



THE FEDERAL LOFTS

Est. 1856



THE FEDERAL LOFTS

Est. 1856

Brenden Hewko
Ceo & Founder

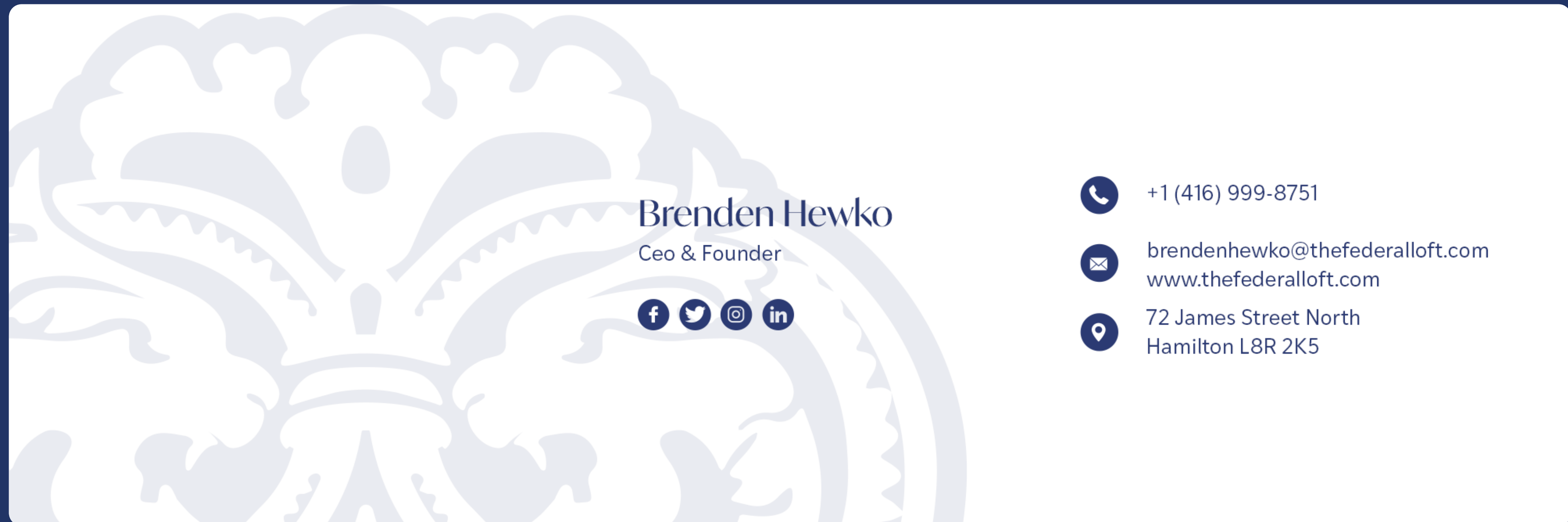
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Email Signature



Social Media Presence



thefederallofts
Hamilton, Ontario



♥ 507 Likes

thefederallofts Beautiful day at the lofts
[#Hamilton](#) [#TheFederalLofts](#) [#Explorepage](#)







Step into history, live
in modern luxury.

