

SINCE 1778
ST. PAUL
—
SQUARE
SAN ANTONIO, TEXAS



ST. P
ESTD
1778

Hello!

In your hands you have “St. Paul Square” brandbook, containing tools that will serve as a guide to apply our brand in everything we do and say as a company. Our brand is not just a name, logo or the way we sell our services. Our brand represents our principles and how we will communicate to get our ideas heard with one voice.

This is where it all begins.

*Our brand is not only a name or a logo. Is much more;
It represents who we are, our purpose and ideas that
we communicate*

Brand Personality

St. Paul Square is an experienced tale-teller, gracefully balancing the rich heritage of San Antonio's past with the vibrant pulse of its present, and exciting embrace of its future. With the warmth of a welcoming host and the wisdom of an age-old guardian, he invites you to explore and connect, offering a mosaic of experiences within its historic buildings. St. Paul Square always embraces every visitor and local with open arms, inviting them to be part of its ongoing, dynamic narrative.

The human characteristics and traits attributed to a brand to give it a distinct and relatable identity. Establishing a brand personality helps create a connection with the target audience by making the brand more approachable and relatable.

Brand Promise

AT THE SQUARE

A dynamic and welcoming space where businesses thrive, cultures mingle, and history is honored. It's not just a location; it's a destination where every visit enriches, every service is a story, and every business is part of a larger community narrative.

A brand promise is a commitment or assurance made by a company to its customers. It is a declaration of what the customers can expect from the brand in terms of quality, value, service, and overall customer experience.

Our Essence

St. Paul Square embodies the essence of rich heritage, vibrant diversity, and deep community engagement. It stands as a testament to the enduring strength of tradition, the dynamic array of entertainment, and the collective spirit of inclusivity. At its core, St. Paul Square represents a harmonious blend of historical depth, cultural richness, and active community participation, making it not just a destination, but a living legacy cherished by all.

The fundamental nature or identity of a brand. It encapsulates the key characteristics, values, and attributes that define what a brand stands for.

Creative context

A living gallery where each business, from the quaint café to the vibrant restaurant, from the sacred walls of the church to the lively event venues, contributes to the masterpiece that is the community. It's a place where the bricks and walls don't just stand; they speak of legacy, dreams, and the future.

Refers to the specific environment or set of circumstances in which a brand's creative elements, such as advertisements, visuals, and messaging, are presented to the audience.

Manifesto

In the heart of St. Paul Square, every brick is a story, every wall a canvas, and every business a character in our collective narrative. Here, history isn't just remembered; it's lived. Join us, add your chapter to our story, and be part of the legacy, where history, community, and business thrive together.

A formal statement that articulates the core beliefs, values, and purpose of a brand. It serves as a declaration of the brand's identity, mission, and aspirations.

Content pillars

• **CULTURAL VIBRANCY**

Celebrating the diverse cultural events, traditions, and community gatherings that make the Square a dynamic hub.

• **COMMUNITY CANVAS**

Featuring local businesses, their stories, and how they contribute to the Square's vibrant life.

• **HISTORICAL HERITAGE**

Showcasing the architectural beauty and historical significance of the Square, connecting the past with the present.

• **INNOVATIVE EXPERIENCES**

Promoting events, gatherings, and the dynamic nightlife that keeps the Square pulsating with energy.

*Represent our principles as a company
and should guide all our decisions,
communications and our personality.*

Concept

- **AT THE SQUARE**
- **TIMELESS TALES**
- **BRICK BY BRICK**
- **BRICKS, BEATS AND EATS**

Our concept defines the way we speak, we write and how we see each other. Applied to everything we do helps us create a strong and recognizable brand.

Tone/Voice

- **INSPIRING**
- **WELCOMING**
- **INVIGORATING**

Encourages a journey through time, nudges you to embrace each moment's legacy.

Tones and voice refer to the way you communicate with your audience. Crucial elements of its communication strategy, helping to convey its personality and overall identity to its audience.

The Do's n Dont's

Do's

- Highlight the individual stories and contributions of local businesses.
- Celebrate the cultural and historical richness of the Square.
- Create content that invites participation and fosters community.
- Use visuals and narratives that reflect the diversity and vibrancy of the Square.
- Maintain impartiality at all times.

Dont's

- Do not neglect the individuality of each business while promoting the community as a whole.
- Do not underplay the significance of the historical and cultural heritage of the Square.
- Do not enter into an argument with a hater
- Do not censor opinions
- Do not post or reply without using our voice or tone, it could generate mistrust.

OUR BRANDING!

Our Fonts

ROC GROTESK

This font will be used for large titles, unlike Anth, which will be employed for titles in general. Its purpose is not to divert attention but to convey a general point. This font, in combination with Anth, aims to create a contrast between the old and the new.

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

Our Fonts

ANTH

The body font should be highly readable, particularly across various mediums such as signage, brochures, or digital platforms. It should enable easy comprehension of information without causing strain on the reader's eyes. Additionally, this font will be utilized for significant titles within the branding; its old-style design helps highlight points of interest.

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsT tUuVvWwXxYyZz
1234567890

Our Fonts

BAHNSCHRIFT

This font should be utilized in subtitles based on its weight, maintaining a balance between its regular and bold versions. An attempt is made to strike a balance between this font and the title typography "Roc Grotesk" While this font is more condensed and not as heavy, Neue Haas Grotesk Text Pro carries a more imposing presence.

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsT tUuVvWwXxYyZz
1234567890

Our Colors

The colors draw inspiration from the buildings of St. Paul, encompassing the most iconic hues that characterize the square. Earth Yellow and Chestnut symbolize the buildings, with Asparagus serving as the primary color for the railings, concurrently representing the green spaces within the area. Lapis Lazuli is seamlessly integrated into numerous details of the square, imparting a modern flair. Conversely, Rich black originates from the signage and streets, while Silver signifies the medium where all information is printed.



Earth Yellow

CMYK 14, 39, 84, 0
RGB 217, 158, 69
HEX #D99E45

Chestnut

CMYK 28, 81, 98, 24
RGB 150, 66, 35
HEX #964223

Asparagus

CMYK 58, 23, 64, 3
RGB 116, 156, 117
HEX #749C75

Lapis Lazuli

CMYK 85, 57, 28, 7
RGB 51, 101, 138
HEX #33658A



Rich Black

CMYK 82, 71, 59, 77
RGB 10, 19, 28
HEX #0A131C



Silver

CMYK 22, 15, 15, 0
RGB 198, 203, 206
HEX C6CBCE



Hoefgen
100 St. Paul St. Historic District

SPEE
P

UNIVERSITY OF HOUSTON

123



Our Logotype

A wordmark consisting of letters can be simple, clean, and easy to remember. The St. Paul Square logo stands out with elegant details and period-appropriate typography, enhancing its memorability. Our goal is to maintain the essence of the previous logo, keeping the iconic details intact to ensure it remains recognizable and resonates with its audience.



SINCE 1778
ST. PAUL
SQUAR
SAN ANTONIO, TEXAS

SINCE 1778
ST. PAUL
—
SQUARE
SAN ANTONIO, TEXAS

SINCE 1778
ST. PAUL
—
SQUARE
SAN ANTONIO, TEXAS

Our short logo

This simplified version of the logo is designed to occupy spaces where the main wordmark may not be suitable, such as in profile pictures or instances where the primary logo could encounter readability challenges. The goal is to ensure that this simplified version remains distinctive and easily recognizable.



ST. J.
ESTD
1778

ST. P
ESTD
1778

ST. P
ESTD
1778

Our Logotypes

Similar characteristics are retained and shared; both logos should be used appropriately. The St. Paul logo is iconic and well-known within the community; it should be preserved without alterations. While the colors of the logo may vary depending on the situation, it is highly recommended to either adhere to the pre-established colors or keep it in black and white.



Official Logo



Short Logo

The St.Ps Emblem

The St. Paul emblem will serve as an identifier, seeking to impart a timeless style, as if it has always existed. This emblem has the potential to narrate a story or communicate the brand's values, functioning as a symbol that represents the mission, history, or fundamental principles of the company. Each emblem color combination has a specific meaning and purpose, serving as an identifier for the various experiences St. Paul has to offer.

- **Eat Local:** Restaurants and Bars
- **Vibrant Experiences:** Special Events
- **Stay and Live:** Both Offices and Apartments



**OUR BRAND
IN ACTION!**



AT THE SQUARE



AT THE SQUARE



TIMELESS TALES —



— **TIMELESS TALES**



BRICKS BEATS AND EATS —

— **BRICKS BEATS AND EATS**





BRICK BY BRICK



BRICK BY BRICK



TIMELESS TALES



TIMELESS TALES



YOUR WEEKEND



AT THE SQUARE

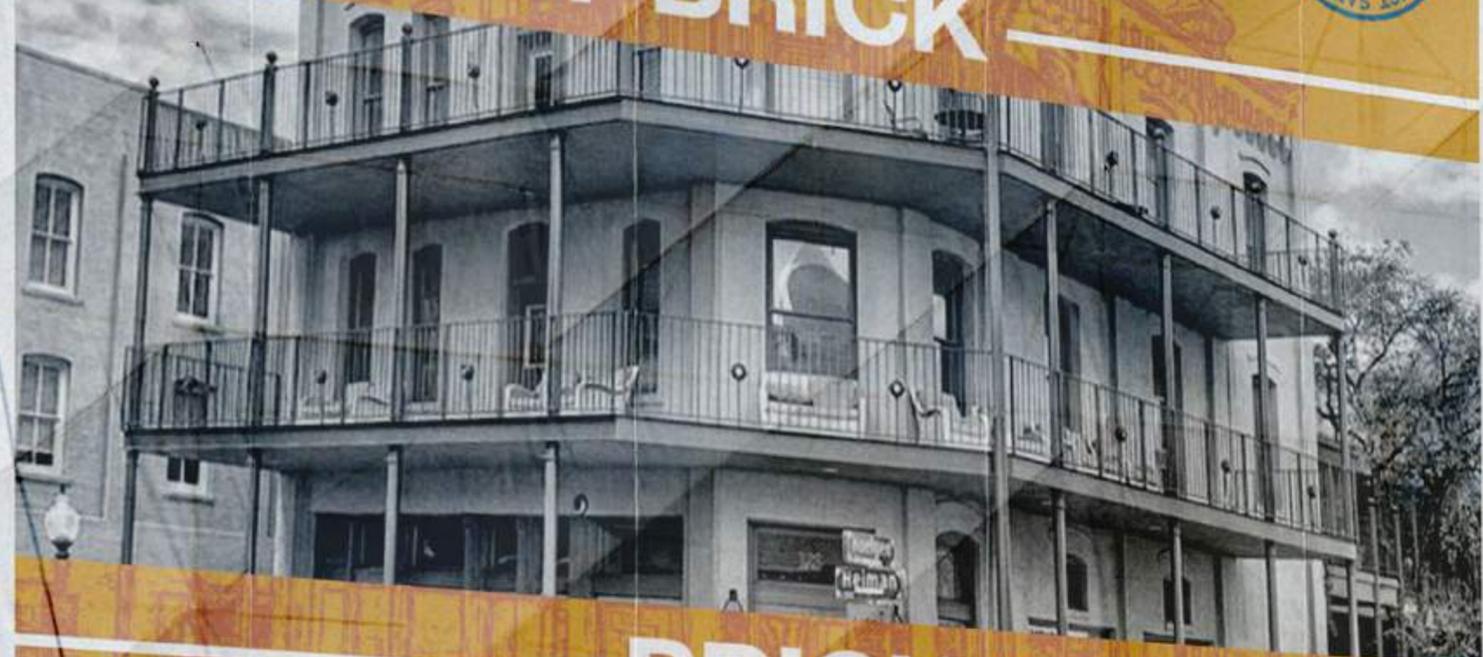


AT THE SQUARE



**TORO, CUISHE, CELLAR, STYLUS, BOOMBOX
1902 VENUE, THE SPIRE, THE ESPEE**

BRICK BY BRICK



BRICK BY BRICK





ST. PAUL SQUARE HISTORIC DISTRICT
ST. PS
ESTD 1778
SAN ANTONIO

150





ST. P.S.
ESTD
1778

SAN ANTONIO
ST. PAUL SQUARE HISTORIC DISTRICT
ESTD 1778
ST. P.S.







THANK YOU

