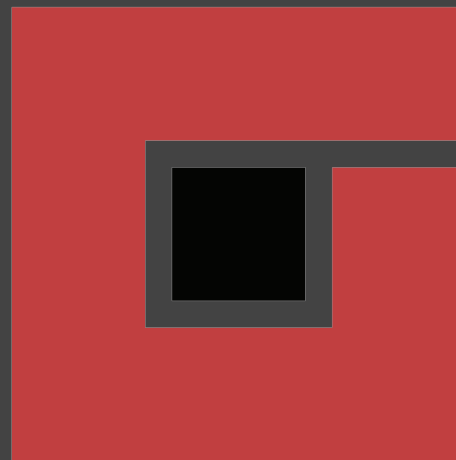
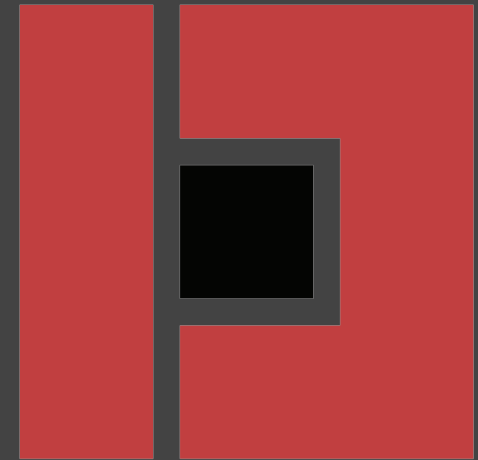
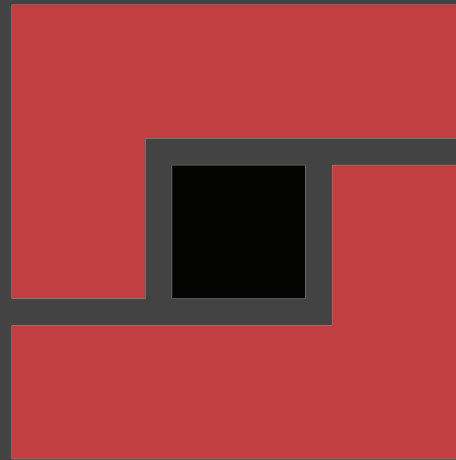
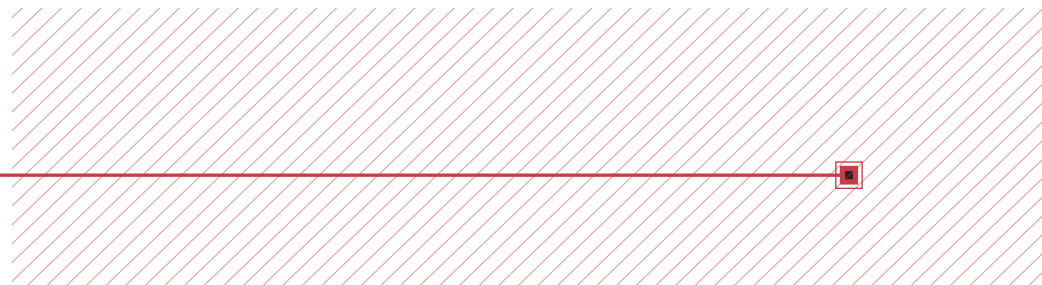








STANLEY
DESIGN
GROUP

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MISSION STATEMENT

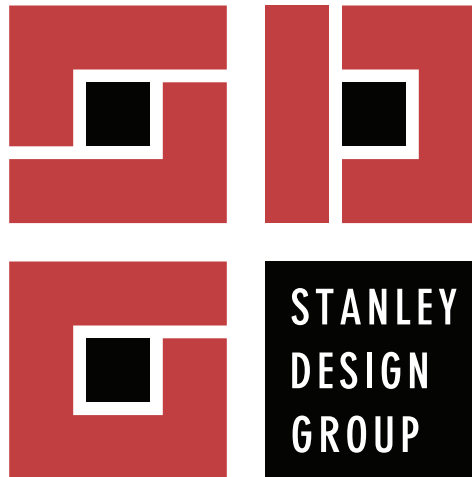


OUR MISSION

To be a leading design firm in the creation of unique outdoor spaces that enhance individual's lives, integrate into environmental systems, and achieve client goals.

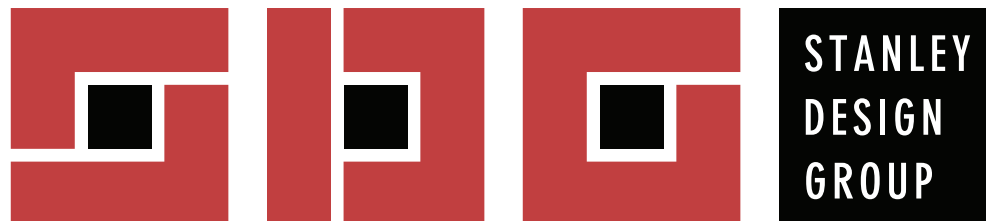
PRIMARY LOGO

= square



SECONDARY LOGO

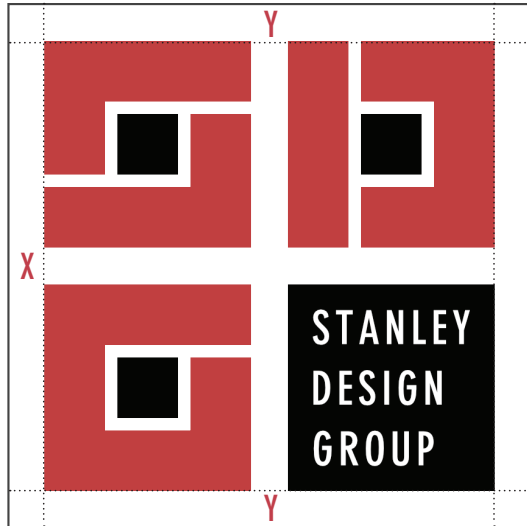
= horizontal



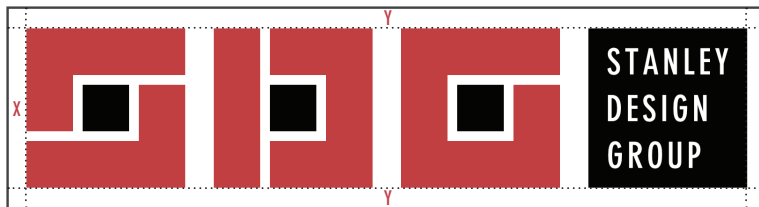
LOGO



LOGO USAGE

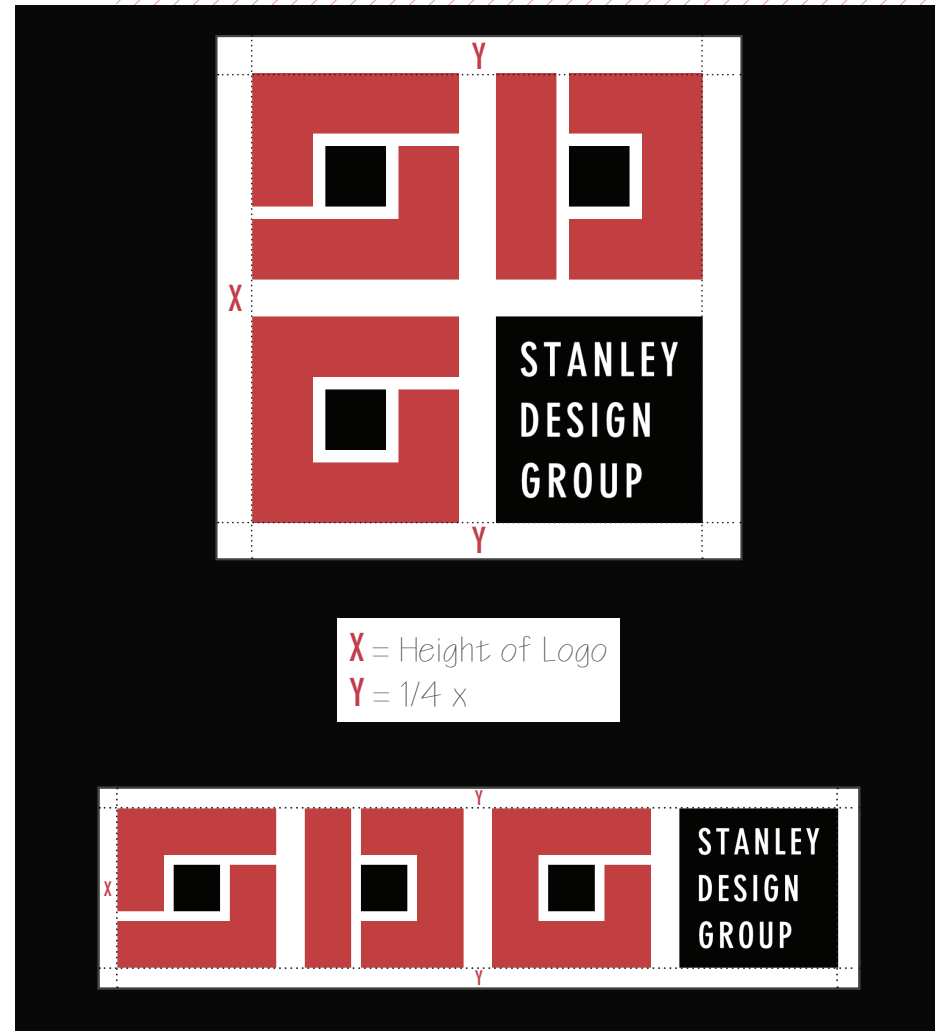


X = Height of Logo
Y = 1/4 x



CLEAR ZONES

The logo must be free of elements (graphics, typography, color blocks) on all sides and is surrounded by a clear space that must not be less than one-quarter the height of the logo.



X = Height of Logo
Y = 1/4 x

COLORLED BACKGROUNDS

In applications where the original logo with a transparent background is not possible due to the media or substance, the use of the logo with the white background is an acceptable alternate.



PRIMARY DRAFT

CD. position title block - logo size

CD. position on sheet - logo size

Logo position for



SECONDARY DRAFT

CD. position title block - logo size

CD. position on sheet - logo size

Logo position for

COLOR LOGO USAGE

Either logo is appropriate to use on any application as long as it is used in correct form. However, the primary square logo is the preferred initial option.

BLACK AND WHITE LOGO USAGE

On applications where color is not used, the black and white logo is acceptable. The SDG RED should be changed to 60% black, and the SDG BLACK staying the same (see primary color reference).

SIZING

Be conscious of maximum readability when using a minimum size. Be sure the proportions change accordingly and are not altered.

DO NOT:

- Change orientation or skew
- Add extraneous effects
- Place on busy backgrounds
- Change colors
- Attempt to recreate
- Scale unproportionately
- Make alterations
- Change or add elements

The primary SDG Red has been developed to reinforce the brand values. It is a physical color which calls for action to be taken. Its high energy and strength is the focused color space for our brand to exist in.

SDG RED

C = 18 R = 193 HEX =
M = 89 G = 63 C13F4B
Y = 68 B = 75
K = 6

SDG BLACK

C = 72 R = 9 HEX =
M = 68 G = 6 090605
Y = 67 B = 5
K = 88

PRIMARY COLORS

SDG DARK GRAY

C = 67 R = 47 HEX =
M = 60 G = 57 2F393B
Y = 59 B = 59
K = 44

SDG LIGHT GRAY

C = 37 R = 161 HEX =
M = 30 G = 179 A1B2B2
Y = 30 B = 179
K = 0

While the primary brand colors may not always be necessary in all materials, the colors used must be complimentary to the brand colors and stick with the whole identity of the brand.

SDG TYPOGRAPHY

To help ensure that all of our visual communications are consistent, SDG uses a select group of preferred typfaces.

PRIMARY TYPOGRAPHY:

- **FUTURA** - May be used for print, web, digital and general correspondence.
- **ARIAL** - Use for all Drafting purposes or for instances when Futura is unavailable on all other applications.

SECONDARY TYPOGRAPHY:

- **DIN 30640 STD NUEZEIT GROTESK BOLD COND** - Uses include logo and print headlines and/or captions.
- **ARCHITECT** - Uses include print headlines or captions.

In order to maintain maximum visual consistency throughout the brand follow the typography guidelines as close as possible. If there is an instance when Nuezeit Grotest Bold or Architect is unavailable, Futura is the acceptable alternate, or Arial as a second alternate.

FUTURA

A geometric sans-serif, modern typeface having an appearance of efficiency and forwardness.

Medium
= body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium Italic
= body text quotes and/or captions

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Condensed ExtraBold
= headlines and/or captions

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Condensed Medium
= body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL

A contemporary sans-serif and extremely versatile family of typefaces which we utilize for all drafting purposes.

Regular
= body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Italic
= body text, quotes and/or captions

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold
= headlines and/or captions

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Italic
= body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PRIMARY TYPOGRAPHY

DIN 30640 Std

Nuezeit Grotesk Bold Cond

= Logo and headlines

= Set tracking at 80

Nuezeit Grotesk Bold Cond is the grotesk-sans typeface used for the Stanley Design Group logo.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ARCHITECT

Regular

= body text and/or captions

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

A sans-serif, modern typeface designed to emulate the unique handwriting style of architects.

BOLD

= HEADLINES : USE CAPS AND NUMBERS ONLY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

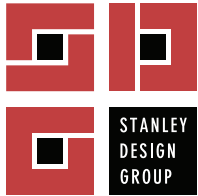
abcdefghijklmnopqrstuvwxyz

1234567890

APPLICATIONS

To help ensure consistent communication of the Stanley Design Group brand, we have a comprehensive system of templates. Using the brand identity system in a consistent manner will build credibility for the brand, speed recognition and differentiate us from the competition.

- = LETTERHEAD
- = BUSINESS CARD
- = PROJECT SHEETS
- = DRAFTING



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DESIGN: SITE DESIGN • IRRIGATION
• PLANTING • PARKS & RECREATION



STANLEY
DESIGN
GROUP

PLANNING: LAND USE • SUSTAINABILITY
• LONG-RANGE MASTER PLANS

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1215 Mount Rushmore Road Rapid City, SD 57701



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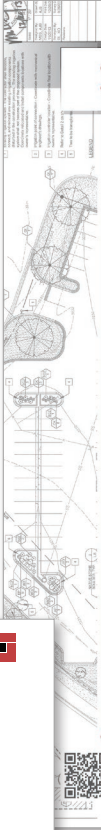
1215 Mount Rushmore Road Rapid City, South Dakota 57701

605.791.2533



STANLEY
DESIGN
GROUP

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1215 Mt. Rushmore Rd.
Rapid City, SD 57701






Stanley Design Group's mission is to be a leading design firm creating unique outdoor spaces that enhance individual's lives, integrate into environmental systems, and achieves our client's goals. Our Design Team approaches each project with a fresh perspective and exhibits culture of listening, imagining, designing and creating.

Our landscape architects are able to work as the lead designer or part of a multi-disciplinary team. We work to define the problem, collaborate with the client and other design professionals, we create partnerships with the client and contractors, and finally work to build the design.

Our clients range from residential homeowners to private developers, municipalities, and military institutions.

Our office was recently awarded a sustainability design award for the development of the Rapid City Center.

DESIGN SERVICES
Commercial Site Design & Planning
Residential Site Design & Planning
Planting Design
Irrigation Design
Long-Range Master Planning

DRAFT EXAMPLE?

- = LISTEN
- = IMAGINE
- = DESIGN
- = CREATE

For clarifications and help in defining appropriate use for the Stanley Design Group visual identity, contact:

STANLEY DESIGN GROUP

605.791.2533 | stanleydesigngroup.com

CONTACT

