

GALLERIA

DALLAS

BRAND GUIDE

LOGO & MARKS

LOGOTYPE

THE LOGOTYPE FOR GALLERIA DALLAS SHOULD ALWAYS BE FEATURED IN THIS LOCKUP. WHEN POSSIBLE THIS MARK SHOULD APPEAR LARGE AND CENTERED FOR BRAND EQUITY.

GALLERIA
DALLAS



CLEARANCE ZONE
50% HEIGHT OF THE MARK

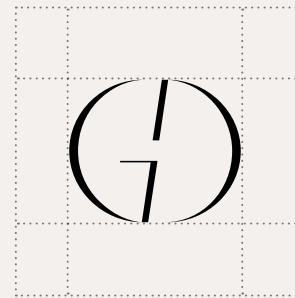


LOGO & MARKS

ICON

THE GALLERIA DALLAS CAN BE REPRESENTED BY THE MONOGRAM CREATED FROM THE "G" AND THE "D."

THIS MARK CAN ONLY BE USED INDEPENDENTLY OF THE WORD MARK.



CLEARANCE ZONE
50% HEIGHT OF THE MARK



INCORRECT LOGO USAGE

TO MAINTAIN THE INTEGRITY OF THE GALLERIA DALLAS IDENTITY, AVOID ANY ALTERATIONS TO THE PRIMARY SOLID AND INVERSED LOGO, INCLUDING CHANGES TO THE COLOR, SIZE OR PLACEMENT.

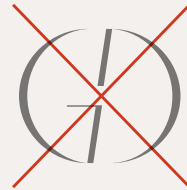


INCORRECT ICON USAGE

TO MAINTAIN THE INTEGRITY OF THE GALLERIA DALLAS IDENTITY, AVOID ANY ALTERATIONS TO THE PRIMARY SOLID AND INVERSED ICON, INCLUDING CHANGES TO THE COLOR, SIZE OR PLACEMENT.



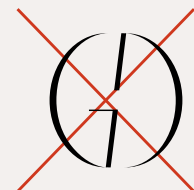
DO NOT SKEW



DO NOT LOWER OPACITY



DO NOT STRETCH



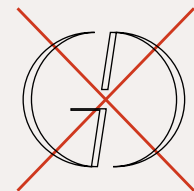
DO NOT COMPRESS



DO NOT USE UNAPPROVED COLOR



DO NOT INVERSE COLORS



DO NOT OUTLINE



DO NOT CHANGE WEIGHT



DO NOT MAKE VERTICAL

INCORRECT USAGE CONTINUED

THE GALLERIA DALLAS LOGOTYPE AND ICON SHOULD NOT BE USED
IN A LOCKUP TOGETHER. THEY SHOULD BE ALWAYS BE USED
INDEPENDENTLY OF EACH OTHER.



INCORRECT USAGE



INCORRECT USAGE

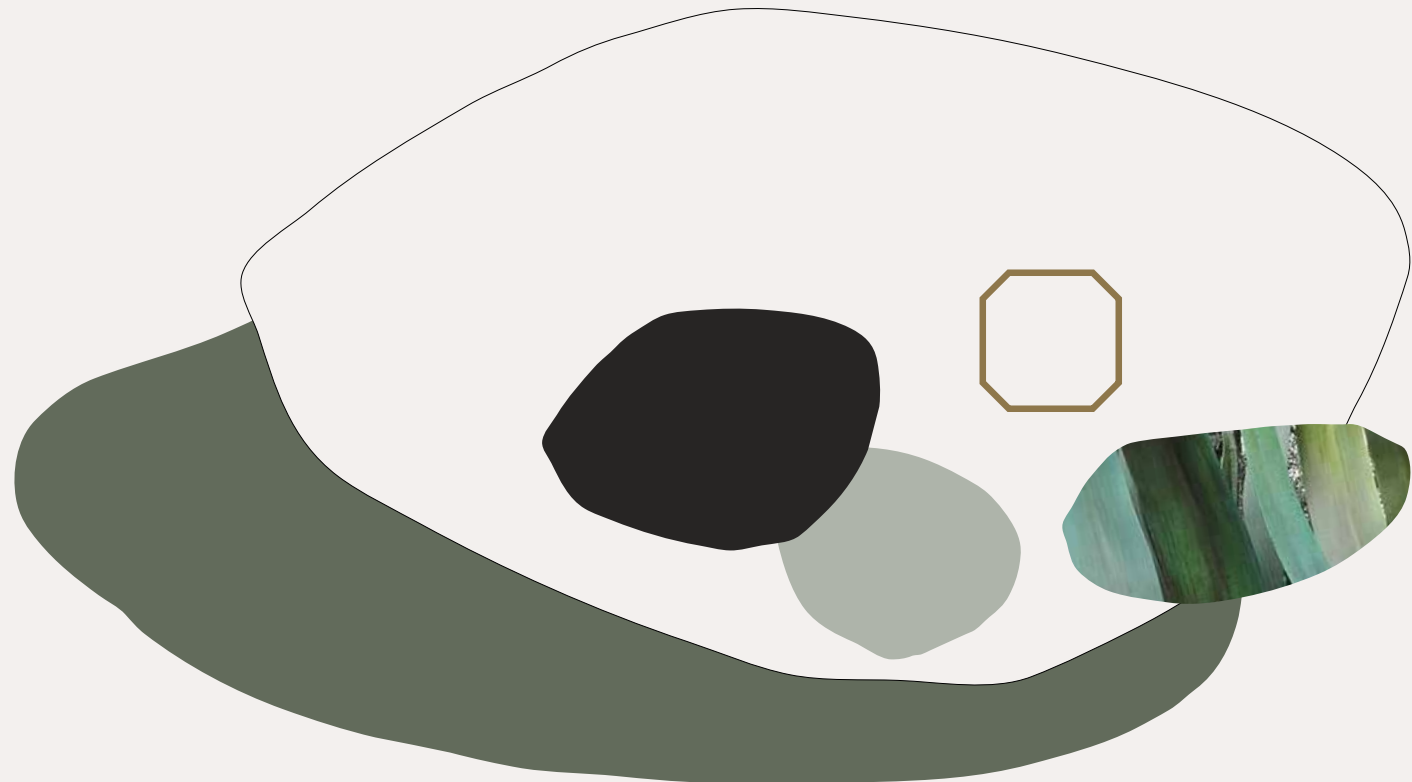


INCORRECT USAGE

COLOR

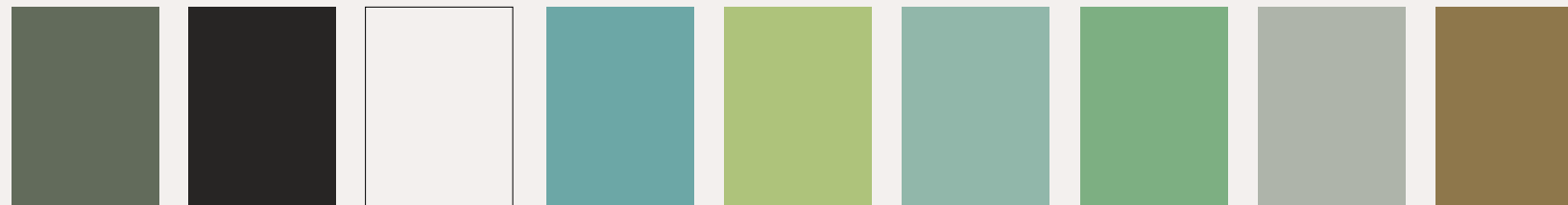
COLOR SYSTEM

THE GALLERIA DALLAS COLOR PALETTE IS VERDANT AND GROUNDED. THE COLORS ARE USED IN HONEST MATERIALS AND LARGE FLOODS. THEY ARE SUPPORTED WITH A SECONDARY COLOR SELECTION, USED SPARINGLY AS TEXT OR SMALL DETAILS.



PRIMARY COLORS

SECONDARY COLORS



| | DARK GREEN | SOFT BLACK | BONE | BOTTLE GLASS | FRESH GREEN | SEA GREEN | NEW GREEN | LICHEN | PATINA BRASS |
|------|-------------------|-------------------|-------------|---------------------|--------------------|------------------|------------------|---------------|---------------------|
| HEX | 465441 | 232323 | F3F0ED | 73A4A0 | ADC17A | 93B9AA | 73A67D | AEB4A9 | MATERIAL ONLY |
| CMYK | 68,48,72,38 | 70,65,65,70 | 3,3,4,0 | 60,20,35,0 | 35,10,65,0 | 45,15,35,0 | 55,15,61,0 | 27,17,27,8 | |
| RGB | 70,85,66 | 35,35,35 | 243,240,238 | 115,104,160 | 173,193,122 | 147,185,170 | 115,166,125 | 174,180,170 | |

