
BRAND GUIDELINES

York Factory Brand Guidelines



01. Brand Voice
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03. The Logo
04. Color Palette
05. Typography
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A Beautiful
Workday

01

Brand Voice

1.01 / MISSION

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1.03 / FOR THE MEMBER AUDIENCE

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1.06 / PERSONALITY TRAITS

1.07 / COPORATE WORKDAY

Mission



To create inspiring work environments that facilitate culture, community and productivity through thoughtful design, engaging programming and flawless operations.

About York Factory

HUDSON'S BAY COMPANY

Hudson's Bay Company is a 350 year old heritage brand. Over the years, we have evolved from trading to fashion and are now innovating once again to create workspace amenities with a hospitality-forward approach.

York Factory was a settlement and Hudson's Bay Company (HBC) factory (trading post) located on the southwestern shore of Hudson Bay in northeastern Manitoba, Canada, at the mouth of the Hayes River.

York Factory was one of the first fur-trading posts established by the HBC, built in 1684 and used in that business for more than 270 years.

Like the settlement from the past, the modern York Factory will be a place to live, work and socialize.



For the Member Audience

A must have.

*Seductive & enticing - a
new social requirement.*

INVITING

ASPIRATIONAL

ELEVATED

VOICE

All about anticipation and
fear of missing out

LOOK

Clear, approachable sex
appeal, for the workspace.

TARGET USER

The insta-influenced
corporate worker

1.04 / BRAND VOICE

For the HR Audience

*You can't afford
NOT to offer this
to your employees.*

INSPIRED

IMPRESSIVE

IMPORTANT

IMPERATIVE

VOICE

Direct, Targeted,
Data-driven, Visionary

LOOK

Professional, Polished
& Sophisticated

TARGET USER

HR, corporate benefits
deciders. C Suite

Target Market

THE YORK FACTORY USER IS:

Self-motivated

Millennial-minded

Early Majority

Easily influenced

Passive, wishful

Brand aware/ focused/ driven

Live life on social media

Personality Traits

YORK FACTORY IS:

Ahead of the curve

Reliable

Smart

Aware

Elevated and approachable

Familiar

Warm

Welcoming

Thoughtful

Hospitality focused

Sophisticated but attainable

Timeless

Corporate Workday

YOUR WORKDAY NEVER LOOKED SO GOOD.

7:30 AM: Cappuccino in hand, you sit in the chair for your drybar appointment and check the days news, emails and of course insta-stories

8:30 AM: You approach your personal concierge to pick up your RTR look for your big board meeting.

8:40 AM: Quick change for your executive realness look

8:45 AM: Another cappuccino just in case

9:00 AM: Go time. Answering an hour of emails from the Garden.

10:00 AM: Head upstairs to crush the day at your desk and meetings

1:00 PM: Back to York Factory to pick up your sweetgreen salad. Oh! Have the concierge make you a dinner reservation while you're here.... Carbone?

1:15 PM: Hearthside virtual visit with your wellness coach, multitasking as usual...

5:30 PM: You've crushed this day. Time for an exhale with an amazing Yoga class at York Factory.

7:00 PM: A well-deserved cocktail while you pick up your amazon prime and Hello Fresh box that's been waiting for you.

Another day in the big city complete and great news, your corporate workday never looked so good.

02

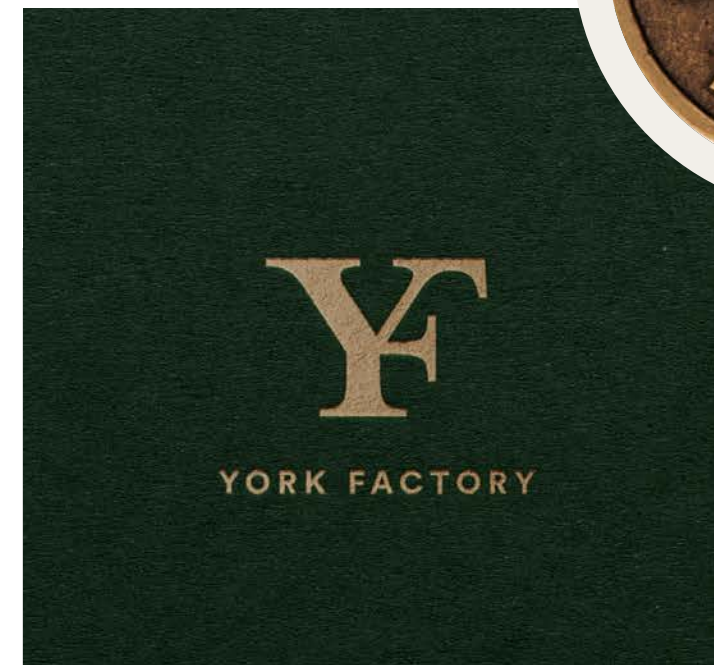
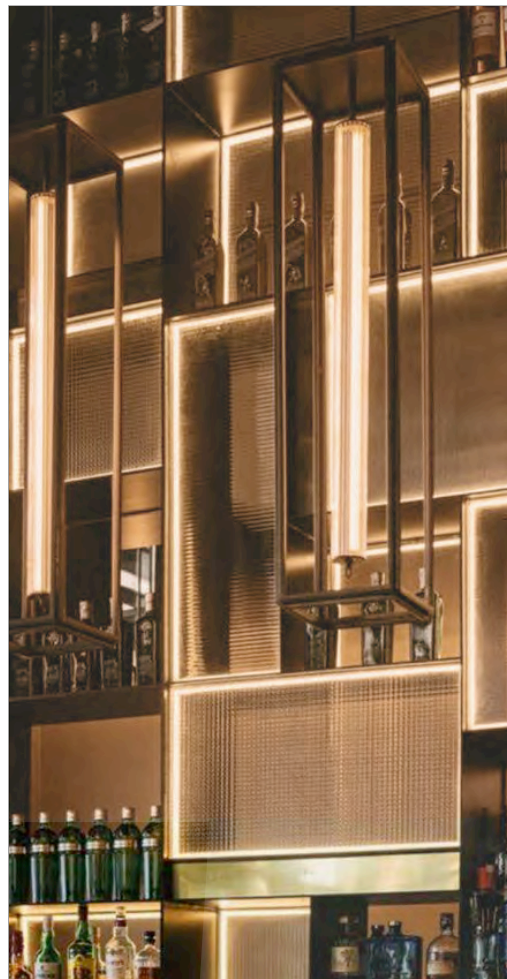
Moodboard

2.01 / COLOR INSPIRATION

2.02 / BHDM RENDERINGS

2.01 / MOODBOARD

Color Inspiration



2.02 / MOODBOARD

BHDM Renderings



OVERALL REVIEW

BHDM

The Logo

3.01 / PRIMARY LOGO

3.02 / LOGO VARIATIONS & MISUSE

3.03 / CLEARSPACE & MINIMUM SIZE



YORK FACTORY



YORK FACTORY

3.01 / LOGO

Primary Logo



THE YORK FACTORY LOGO

The York Factory logo is inspired from the original York Factory. The Y and F letterforms are a combination of Mrs. Eaves Bold font (based on their condensed letterforms). The York Factory wordmark is in the Circular Font from the branding style guide.

BRANDMARK

The York Factory brandmark can be used on it's own.

Logo Variations & Misuse

COLOR VARIATIONS



YORK FACTORY



YORK FACTORY



YORK FACTORY



YORK FACTORY

MISUSE



YORK FACTORY

Do not scale disporportionately.



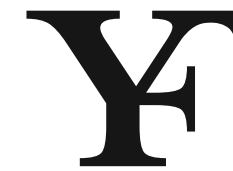
YORK FACTORY

Do not scale disporportionately.



YORK FACTORY

Do not scale elements individually.



YORK FACTORY

Do not combine colors.



YORK FACTORY

Do not use unapproved colors.



YORK FACTORY

Be careful of contrast issues.

3.03 / LOGO

Clearspace / Minimum Size



CLEARSPACE

Maintaining an appropriate amount of clear space around our logo creates a positive impression and impact. Therefore, a minimum amount of clear space must always surround the York Factory logo, in order to separate it from other elements such as headlines, text or imagery.

MINIMUM SIZING

For clarity and legibility, the full lockup should be sized no smaller than 120px wide at 72ppi for screen or .5inches wide for print use.

04

Color Palette

4.01 / PALETTE

4.02 / TINTS

4.01 / COLOR PALETTE

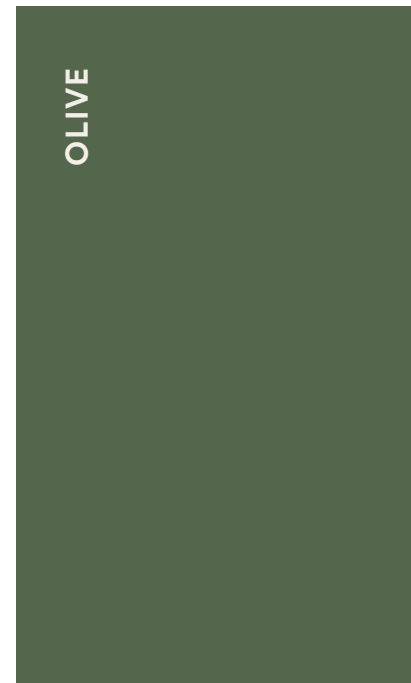
Palette

The palette uses the green from the original York Factory sign as inspiration for the base of the branding. Bringing in rich colors such as olive, caramel, black and brown creates a warm dark and earthy aesthetic.



YORK FACTORY GREEN

HEX: #0A2110
RGB: 10 / 33 / 16
CMYK: 9 / 0 / 7 / 87



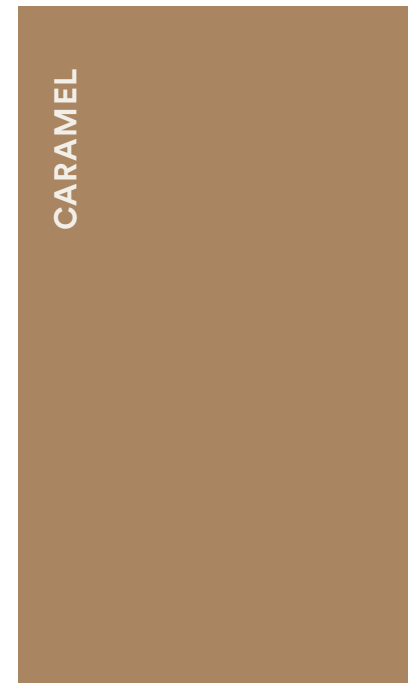
OLIVE

HEX: #54664C
RGB: 84 / 102 / 76
CMYK: 7 / 0 / 10 / 60



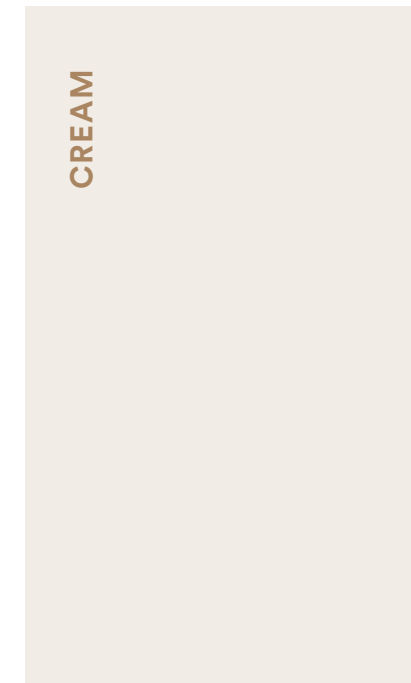
WARM BROWN

HEX: #6A3315
RGB: 106 / 51 / 21
CMYK: 0 / 22 / 33 / 58



CARAMEL

HEX: #A98661
RGB: 169 / 134 / 97
CMYK: 0 / 14 / 28 / 34



CREAM

HEX: #F1ECE6
RGB: 241 / 236 / 230
CMYK: 0 / 2 / 4 / 5

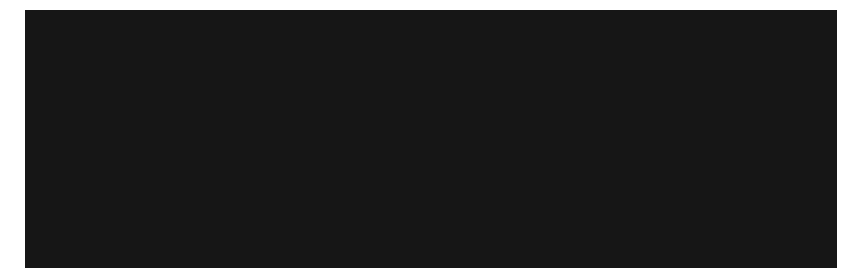
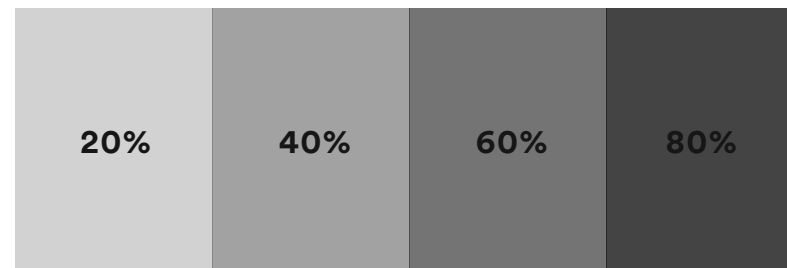
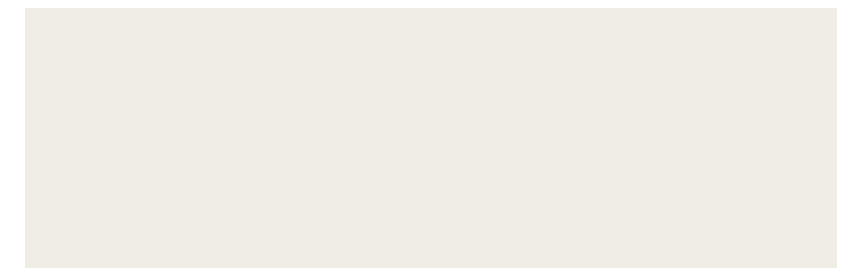
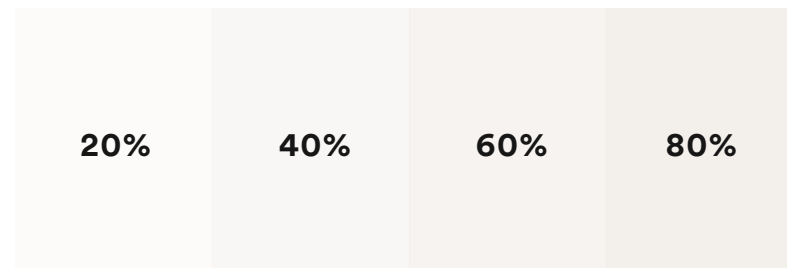
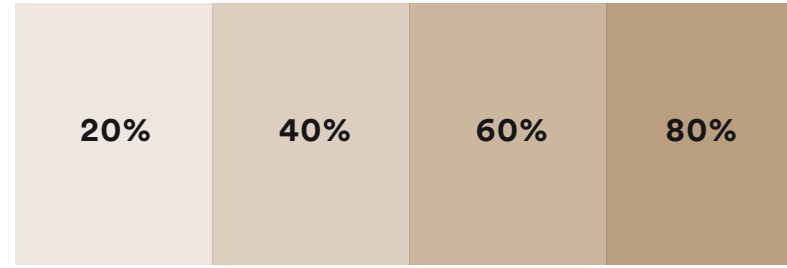
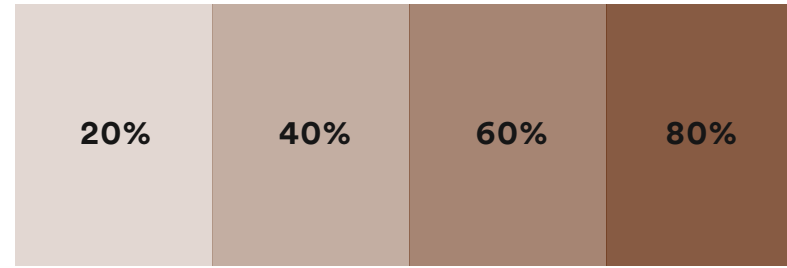
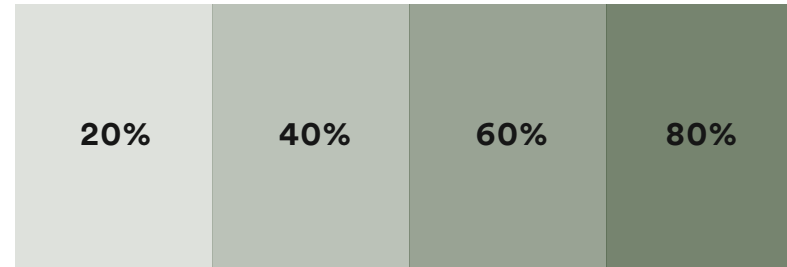
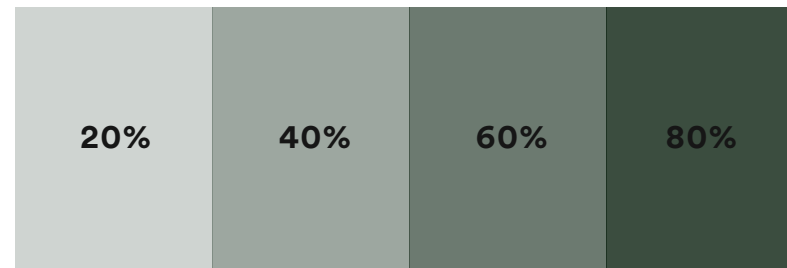


MIDNIGHT

HEX: #161616
RGB: 22 / 22 / 22
CMYK: 0 / 0 / 0 / 91

4.02 / COLOR PALETTE

Tints



05

Typography

5.01 / CIRCULAR FONT

5.02 / CIRCULAR SIZE

5.03 / BELL MT STD FONT

5.04 / BELL MT STD SIZE

Circular Font

Circular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!#&%*+,-?@

Circular Light

Circular Book

Circular Medium

Circular Bold

Circular Black

Circular Size

Circular is a geometric sans-serif typeface created by Swiss designer Laurenz Brunner and released through Lineto in 2013. Although the design is based primarily off geometric forms, Circular has quirks that give it a lot of warmth. I think the design of the lowercase t is very distinctive and makes Circular easy to identify compared to other geometric sans-serifs.

SIZE 60 PT

Circular Medium

SIZE 48 PT

Circular Medium

SIZE 34 PT

Circular Medium

SIZE 24 PT

Circular Medium

SIZE 18 PT

Circular Medium

Bell Mt Std Font

Bell Mt Std

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

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 ! # & % * + , - ? @

Bell Mt Std Regular

Bell Mt Std SemiBold

Bell Mt Std Bold

Bell Mt Std Size

Bell is a facsimile of the typeface cut originally for John Bell by Richard Austin in 1788, , the year the original York Factory was built. It was regarded as the first English Modern face. Although inspired by French punchcutters of the time, with a vertical stress and fine hairlines, Bell is less severe than the French models and is now classified as Transitional.

SIZE 60 PT

Bell Mt Std Semibold

SIZE 48 PT

Bell Mt Std Semibold

SIZE 34 PT

Bell Mt Std Semibold

SIZE 24 PT

Bell Mt Std Semibold

SIZE 18 PT

Bell Mt Std Semibold

06

Stationery

6.01 / BUSINESS CARD RENDERING

6.02 / BUSINESS CARD SPECS

6.03 / LETTERHEAD



BRIAN BORDAINICK
EXECUTIVE DIRECTOR

YF
YORK FACTORY

230 Vesey St,
New York, NY 10281
P: +(1) 181 181 1888
E: contact@yorkfactory.com
www.YORKFACTORY.com



YORK FACTORY



DAVID FITZPATRICK
DIRECTOR OF OPERATIONS

P: 646.689.4165

E: David@york-factory.com

WWW.YORK-FACTORY.COM

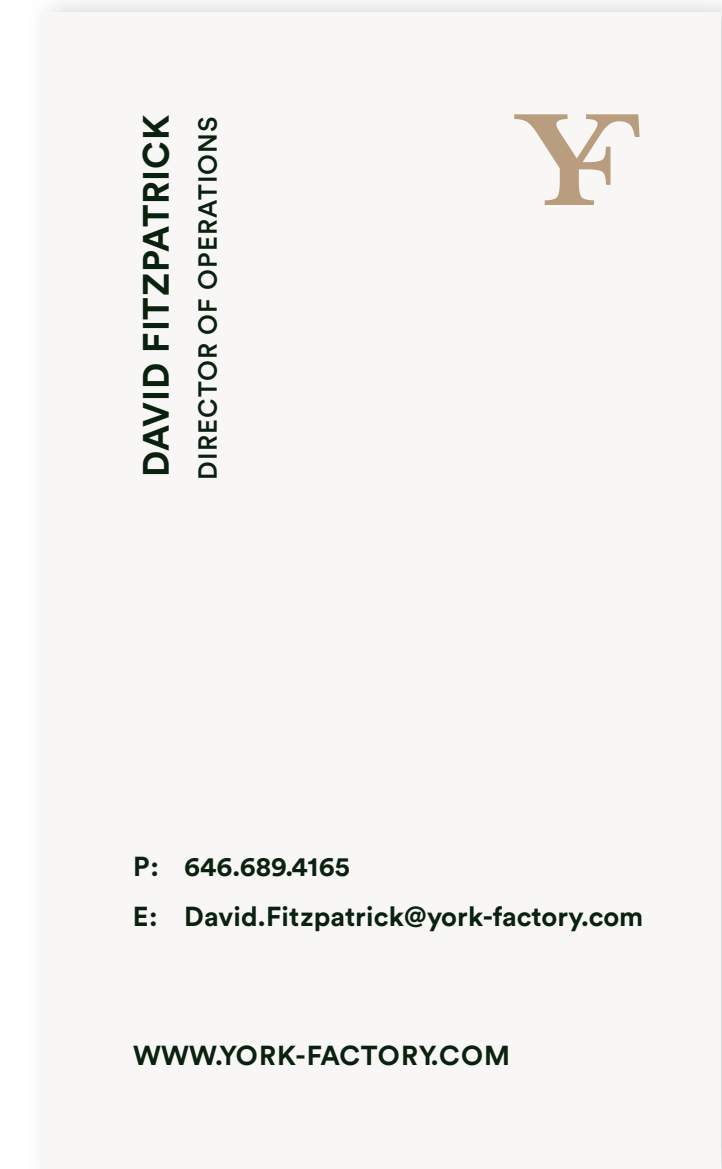
6.02 / STATIONERY

Business Card Specs

Dimension: 3.5 x 2 in

Paper Weight: 32pt

Printing: CMYK with Gold Foil & Embossed





YORK FACTORY

A Beautiful Workday.

Brookfield Place
250 Vesey St,
New York, NY 10281

Get in Touch
info@york-factory.com
www.york-factory.com

07

Digital Design

7.01 / WEBSITE RENDERING

7.02 / EMAIL SIGNATURE



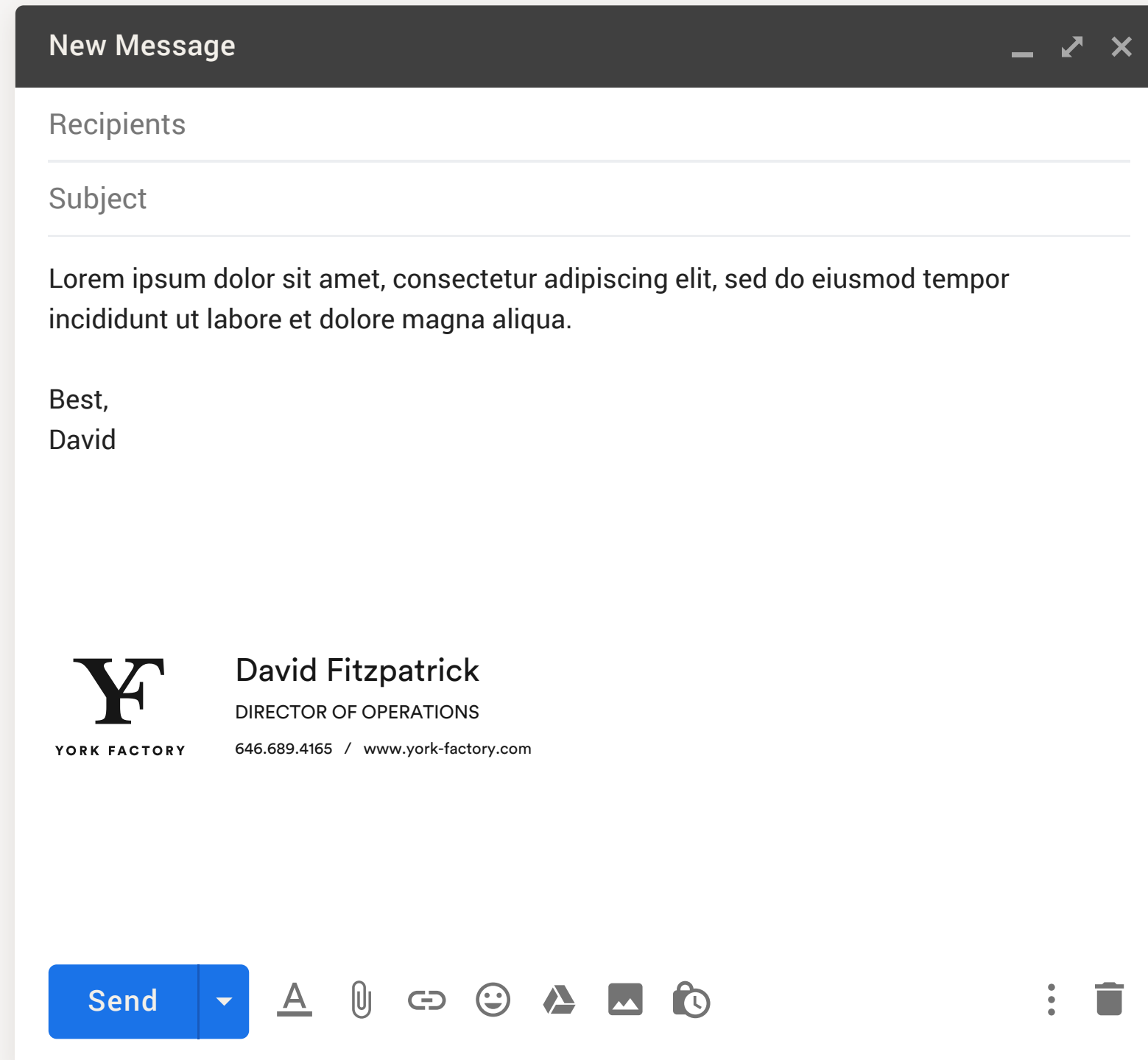
A BEAUTIFUL WORKDAY

SIGN UP



7.02. DIGITAL DESIGN

Email Signature



Window Graphics

8.01 / OPTION 1

8.02 / OPTION 2

8.03 / OPTION 3



YORK FACTORY

OPENING
FALL 2020

A Beautiful Workday.



RECHARGE



WORK



CONNECT



BE WELL

YF

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FALL 2020

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Workday.



RECHARGE



WORK



CONNECT



BE WELL

YF
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Recharge



Work



Connect



Be Well



APRIL 2020

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