

# St. Botolph Apartments Signage

*70 St. Botolph Street*



**BRAND COLORS**

The BHA color palette has been selected to serve as building blocks for bold, engaging communications across a variety of media. The palette is organized into primary and secondary colors, as well as neutrals.

RGB is intended for digital pieces and CMYK color are intended for print pieces. Printing RGB colors will not give good results. Using CMYK colors in digital pieces will similarly create poor results.

PRIMARY BRAND COLORS



**RGB** 167/197/57  
**CMYK** 40/05/100/00

**PANTONE** 390 U  
**HEX** a7c539



**RGB** 00/61/104  
**CMYK** 100/55/00/10

**PANTONE** 2196 U  
**HEX** 003d68

SECONDARY BRAND COLORS



**RGB** 91/196/191  
**CMYK** 50/00/25/00

**PANTONE** 3105 U  
**HEX** 5bc4bf



**RGB** 255/207/01  
**CMYK** 04/18/100/00

**PANTONE** 7404 U  
**HEX** ffcf01



**RGB** 109/104/179  
**CMYK** 65/65/00/00

**PANTONE** 2726 U  
**HEX** 6d68af



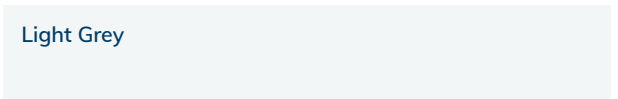
**RGB** 243/116/67  
**CMYK** 00/61/68/00

**PANTONE** 166 U  
**HEX** f37443



**RGB** 88/88/82  
**CMYK** 00/10/00/80

**PANTONE** 440 U  
**HEX** 585852



**RGB** 242/242/242  
**CMYK** 04/02/02/00

**PANTONE** 649 U  
**HEX** f2f2f3

**COMBINING COLORS: TEXT**

Colors can be combined to create both complementary and contrasting compositions. Color pairs should be based on use.

RECOMMENDED COLORS

When showing text in a color, we recommend using one of the following pairings. These combinations will evoke the brand's personality without compromising legibility.

Using black and white:

**Black text** may be used against any solid-colored background, except navy.

**White text** may be used against any solid-colored background, except yellow.

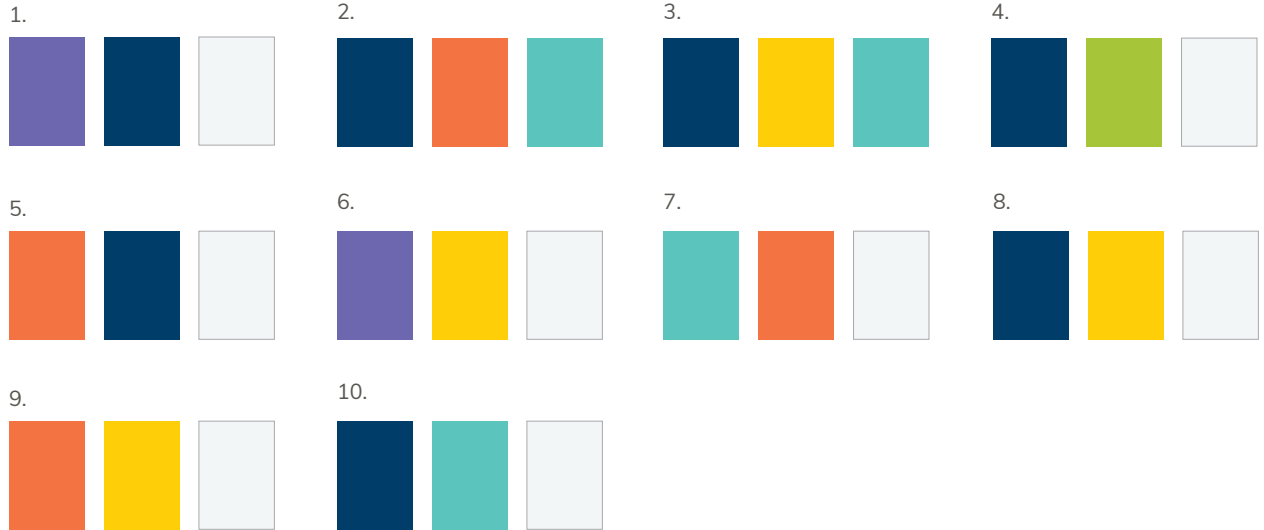
The grid displays 16 recommended color pairings for the text 'We are the BHA' and 'The largest housing provider in Boston'. Each pairing is shown in a square with the text and a set of three color swatches below it. The swatches indicate the colors used for the text and the background.

- Example 1:** Navy background, yellow and white text. Swatches: Navy, Yellow, White.
- Example 2:** Navy background, teal and white text. Swatches: Navy, Teal, White.
- Example 3:** Light grey background, navy and white text. Swatches: Navy, Grey, White.
- Example 4:** Light grey background, lime green and white text. Swatches: Lime Green, Navy, White.
- Example 5:** Light grey background, orange and white text. Swatches: Orange, Grey, White.
- Example 6:** Light grey background, purple and white text. Swatches: Purple, Grey, White.
- Example 7:** Light grey background, teal and white text. Swatches: Teal, Grey, White.
- Example 8:** Lime green background, navy and white text. Swatches: Lime Green, Navy, White.
- Example 9:** Navy background, white text. Swatches: Navy, White, White.
- Example 10:** Orange background, white text. Swatches: Orange, White, White.
- Example 11:** Purple background, white text. Swatches: Purple, White, White.
- Example 12:** Teal background, white text. Swatches: Teal, White, White.
- Example 13:** Teal background, navy and white text. Swatches: Navy, Teal, White.
- Example 14:** Orange background, yellow and white text. Swatches: Orange, Yellow, White.

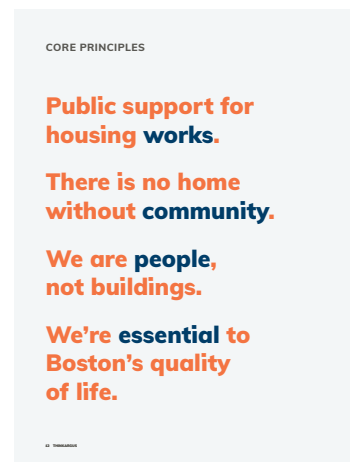
**COMBINING COLORS:  
VISUAL ELEMENTS AND MORE**

**NON-TEXT COLOR COMBINATIONS**

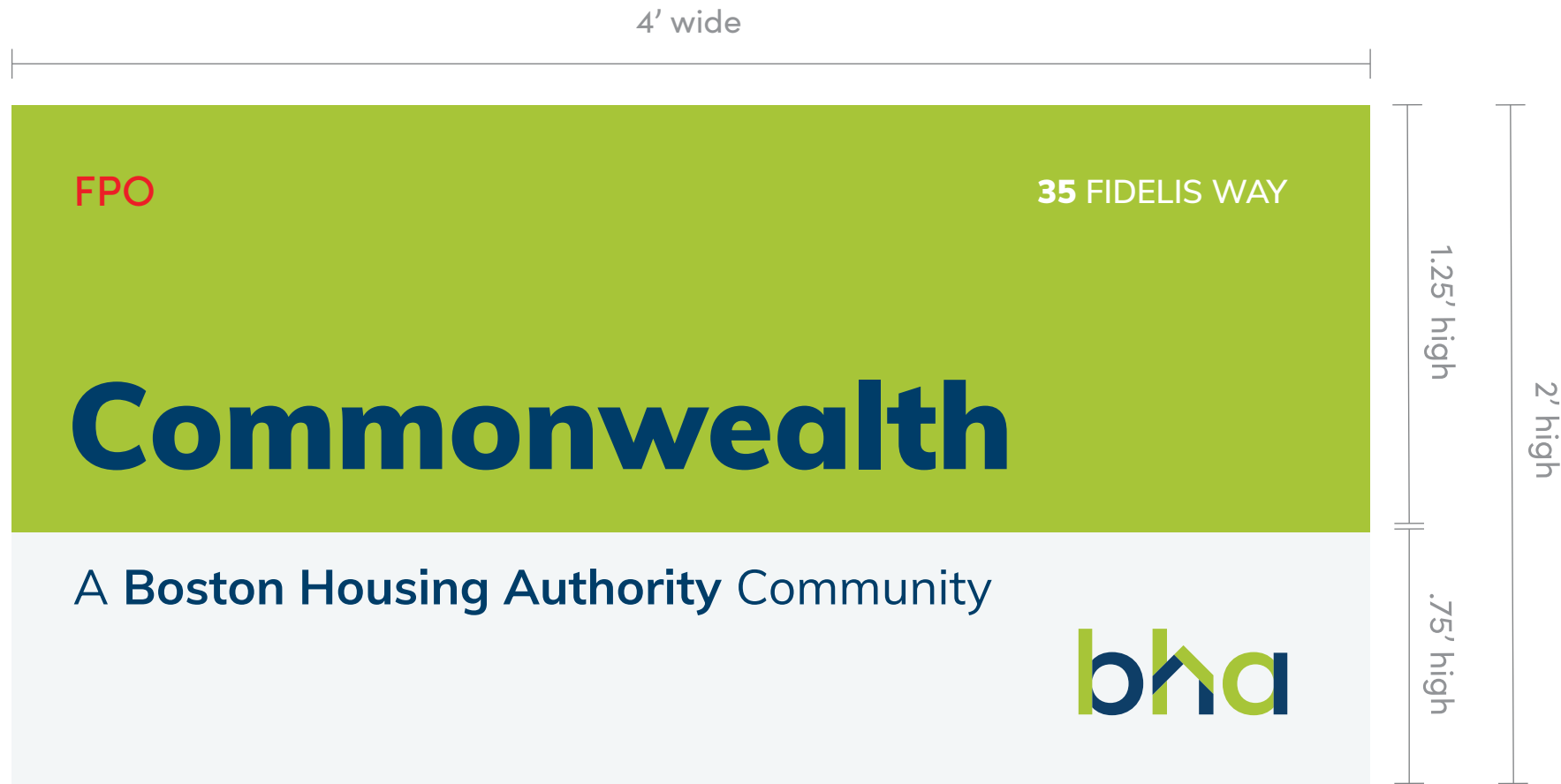
Design elements other than text (e.g., shapes, patterns, etc.) should use one of the recommended color combinations below. Never combine more than three colors together (not including neutrals).



Color use examples (see pages 13-19 for more information)



# LARGE SIGN



## COLOR



### Primary Navy

CMYK 100/55/00/10

PANTONE 2196 U



### Primary Lime

CMYK 40/05/100/00

PANTONE 390 U



### Light Gray

CMYK 04/02/02/00

PANTONE 649 U

## TYPOGRAPHY

### Property Name (Commonwealth)

Type: Mulish Black

Type Size: 308 pts

Leading: 342 pts

Color: Primary Navy

### Street Address

Type (street name): Mulish Semibold

Type (building number): Mulish Black

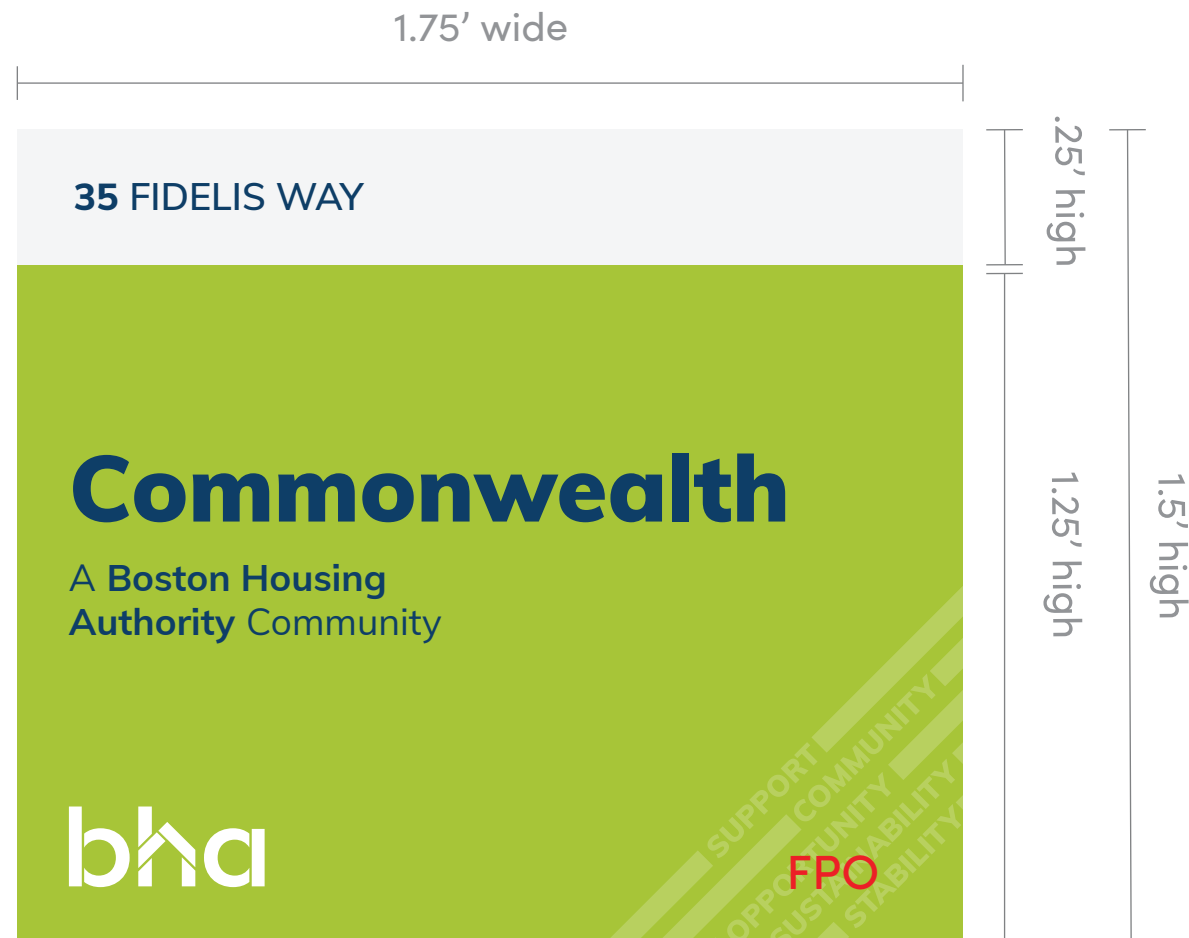
Type Size: 82 pts

Color: White

## IMPORTANT NOTE

All vector files include a .25" bleed with crop marks. The final sign will be 4 ft. by 2 ft.

## SMALL SIGN



### IMPORTANT NOTE

All vector files include a .25" bleed with crop marks.  
The final sign will be 1.75 ft. by 1.5 ft.

## COLOR



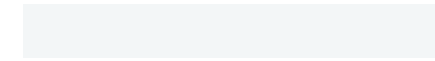
### Primary Navy

CMYK 100/55/00/10  
PANTONE 2196 U



### Primary Lime

CMYK 40/05/100/00  
PANTONE 390 U



### Light Gray

CMYK 04/02/02/00  
PANTONE 649 U

## TYPOGRAPHY

### Property Name (Rev. Martin Luther King Jr. Towers)

Mulish Black  
Type Size: 148 pts  
Leading: 164 pts  
Primary Navy

### Street Address

Mulish Semibold for street name  
Mulish Black for building number  
Type Size: 60 pts  
Primary Navy

# LARGE SIGN



## COLOR



**Primary Navy**  
CMYK 100/55/00/10  
PANTONE 2196 U



**Aqua**  
CMYK 50/00/25/00  
PANTONE 3105 U



**Light Gray**  
CMYK 04/02/02/00  
PANTONE 649 U



**Primary Lime**  
CMYK 40/05/100/00  
PANTONE 390 U

## TYPOGRAPHY

### Property Name (Commonwealth)

Mulish Black  
Type Size: 308 pts  
Leading: 342 pts  
Primary Navy

### Street Address

Mulish Semibold for street name  
Mulish Black for building number  
Type Size: 82 pts  
White

## IMPORTANT NOTE

All vector files include a .25" bleed with crop marks. The final sign will be 4 ft. by 2 ft.

## SMALL SIGN



### IMPORTANT NOTE

All vector files include a .25" bleed with crop marks.  
The final sign will be 1.75 ft. by 1.5 ft.

## COLOR



### Primary Navy

CMYK 100/55/00/10

PANTONE 2196 U



### Aqua

CMYK 50/00/25/00

PANTONE 3105 U



### Light Gray

CMYK 04/02/02/00

PANTONE 649 U



### Primary Lime

CMYK 40/05/100/00

PANTONE 390 U

## TYPOGRAPHY

### Property Name (Rev. Martin Luther King Jr. Towers)

Mulish Black

Type Size: 148 pts

Leading: 164 pts

Primary Navy

### Street Address

Mulish Semibold for street name

Mulish Black for building number

Type Size: 60 pts

Primary Navy

151683

Version 01  
06-10-22





**Boston Housing Authority**  
70 St. Botolph St  
Boston, MA 02116

**Building Sign Panels (Wall Mounted)**

Quantity: 2 Single-Sided

- 1 2" Angle Frame with .080 White Aluminum Pan faces (Graphics to Wrap Sides of Pan Face); Graphics Digitally Printed (Latex) on IJ180 Vinyl with 3M Matte Lamination; Remove and dispose of existing dimensional letters, fill holes with silicone Mechanically Fastened Flush to Facade with Aluminum Clips

**Client Supplied PMS Colors**

	PMS 2196 C		PMS 390 C
	PMS 649 C		PMS 3105 C



170 Liberty Street  
Brockton, MA 02301  
508-580-0094

SALES REPRESENTATIVE  
Chrissy Ripley

INT. PROJECT MANAGER  
Marie Mercier

EXT. PROJECT MANAGER  
Shaun White

ACCOUNT COORDINATOR  
Laurie Kalivas

DESIGNER  
OC

SCALE 25%

SHEET  
**G01.00**

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Version 01  
06-10-22

**Boston Housing  
Authority**

70 St. Botolph St  
Boston, MA 02116



170 Liberty Street  
Brockton, MA 02301  
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Version 01  
06-10-22

Boston Housing  
Authority  
70 St. Botolph St  
Boston, MA 02116



170 Liberty Street  
Brockton, MA 02301  
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SALES REPRESENTATIVE  
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Authority**

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Boston, MA 02116

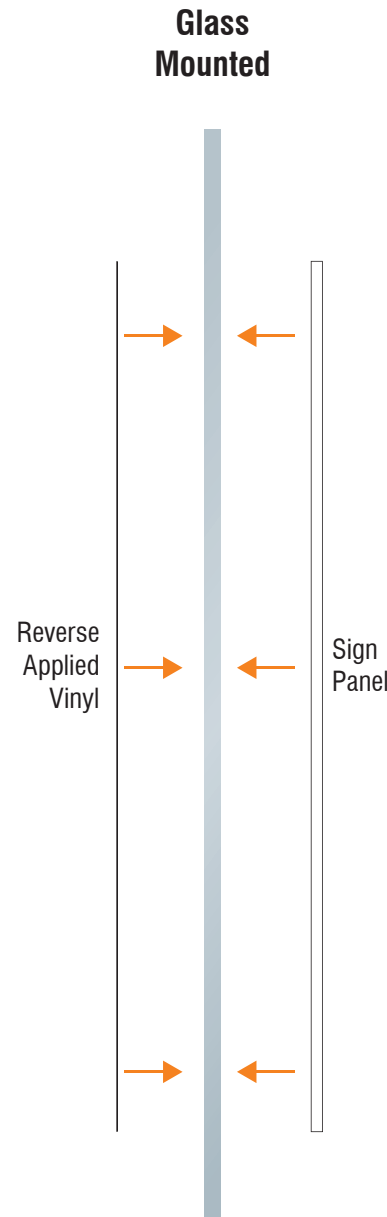
**Building Sign Panels (Glass Mounted)**

Quantity: 1 Single-Sided Signs with 1 Vinyl Backers to Conceal Adhesive

- 1 1/4" White Acrylic (Edges to Remain White);  
Graphics Digitally Printed (Latex) on IJ180 Vinyl with 3M Matte Lamination;  
Attached to Glass with VHB 3M4910 and Silicone Adhesive;  
Pressure-Sensitive Vinyl Backer (Avery A7 Black) Reverse Applied to Glass to Conceal Adhesive

**Client Supplied PMS Colors**

PMS 2196 C
  PMS 3105 C  
 PMS 649 C



170 Liberty Street  
Brockton, MA 02301  
508-580-0094

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**Boston Housing  
Authority**

70 St. Botolph St  
Boston, MA 02116



170 Liberty Street  
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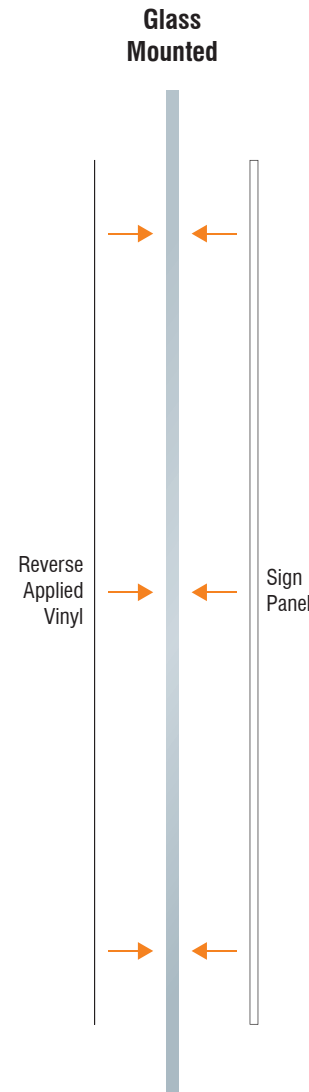
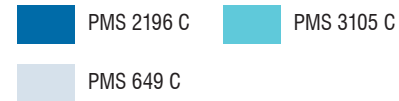
70 St. Botolph St  
Boston, MA 02116

**Building Sign Panels (Glass Mounted)**

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**Client Supplied PMS Colors**



170 Liberty Street  
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508-580-0094

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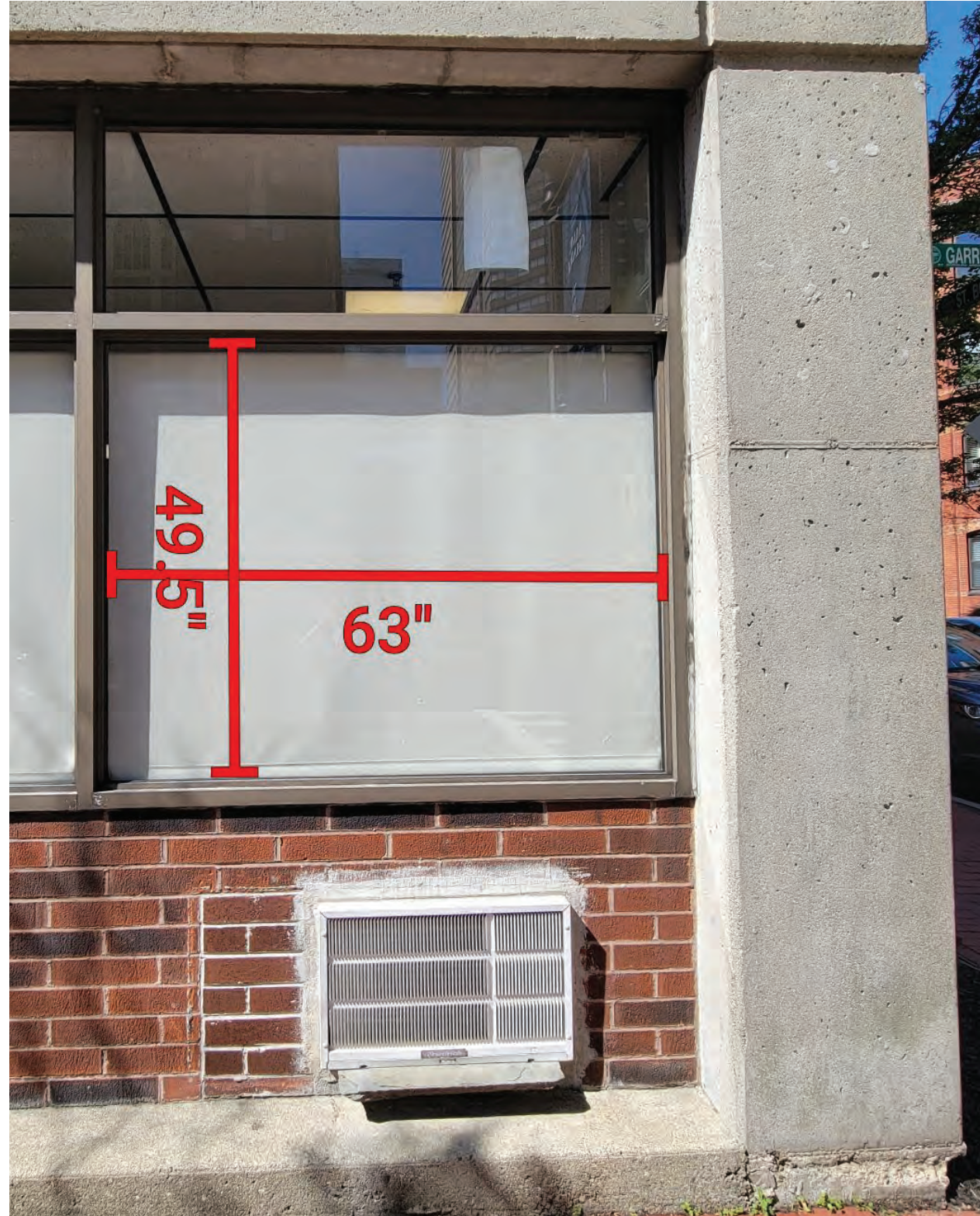
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**Boston Housing  
Authority**

70 St. Botolph St  
Boston, MA 02116



REMOVE EXISTING AND APPLY NEW DECAL



170 Liberty Street  
Brockton, MA 02301  
508-580-0094

SALES REPRESENTATIVE  
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INT. PROJECT MANAGER  
Marie Mercier  
EXT. PROJECT MANAGER  
Shaun White  
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Laurie Kalivas  
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OC

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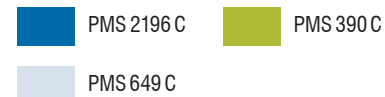
**Boston Housing Authority**  
70 St. Botolph St  
Boston, MA 02116

**Building Sign Panels (Wall Mounted)**

Quantity: 2 Single-Sided

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**Client Supplied PMS Colors**



Wall Mounted



170 Liberty Street  
Brockton, MA 02301  
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EXT. PROJECT MANAGER  
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Version 01  
06-10-22

**Boston Housing  
Authority**

70 St. Botolph St  
Boston, MA 02116



170 Liberty Street  
Brockton, MA 02301  
508-580-0094

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Marie Mercier  
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OC

SCALE N/A

SHEET  
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70 St. Botolph St  
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170 Liberty Street  
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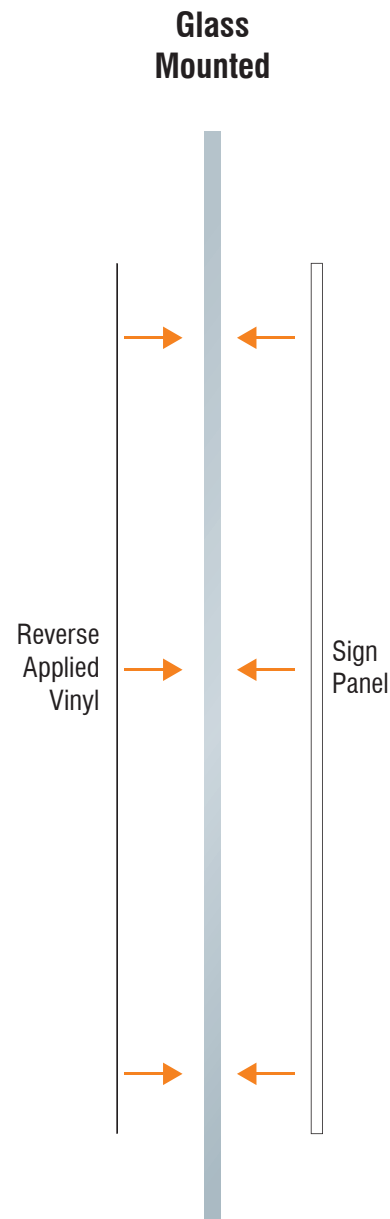
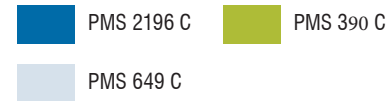
70 St. Botolph St  
Boston, MA 02116

**Building Sign Panels (Glass Mounted)**

Quantity: 1 Single-Sided Signs with 1 Vinyl Backers to Conceal Adhesive

- 1 1/4" White Acrylic (Edges to Remain White);  
Graphics Digitally Printed (Latex) on IJ180 Vinyl with 3M Matte Lamination;  
Attached to Glass with VHB 3M4910 and Silicone Adhesive;  
Pressure-Sensitive Vinyl Backer (Avery A7 Black) Reverse Applied to Glass to Conceal Adhesive

**Client Supplied PMS Colors**



170 Liberty Street  
Brockton, MA 02301  
508-580-0094

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OC

SCALE 25%

SHEET  
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70 St. Botolph St  
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170 Liberty Street  
Brockton, MA 02301  
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DESIGNER

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SCALE N/A

SHEET  
**G02.01**

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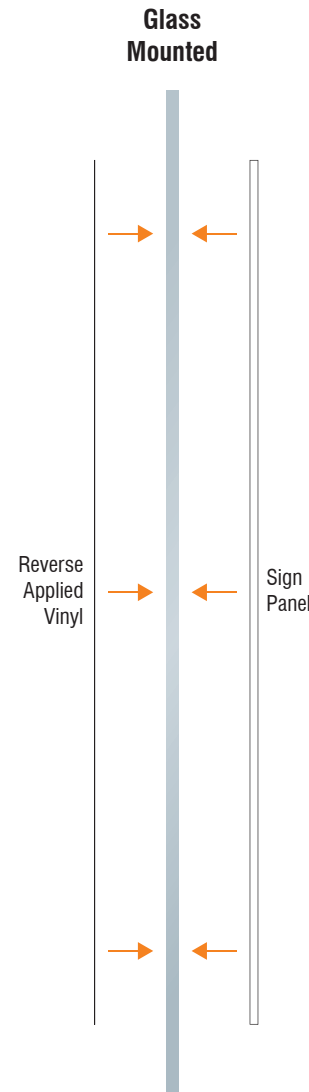
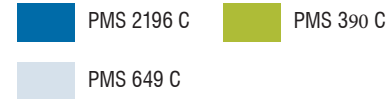
70 St. Botolph St  
Boston, MA 02116

**Building Sign Panels (Glass Mounted)**

Quantity: 1 Single-Sided Signs with 1 Vinyl Backers to Conceal Adhesive

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Attached to Glass with VHB 3M4910 and Silicone Adhesive;  
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**Client Supplied PMS Colors**



170 Liberty Street  
Brockton, MA 02301  
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OC

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SHEET  
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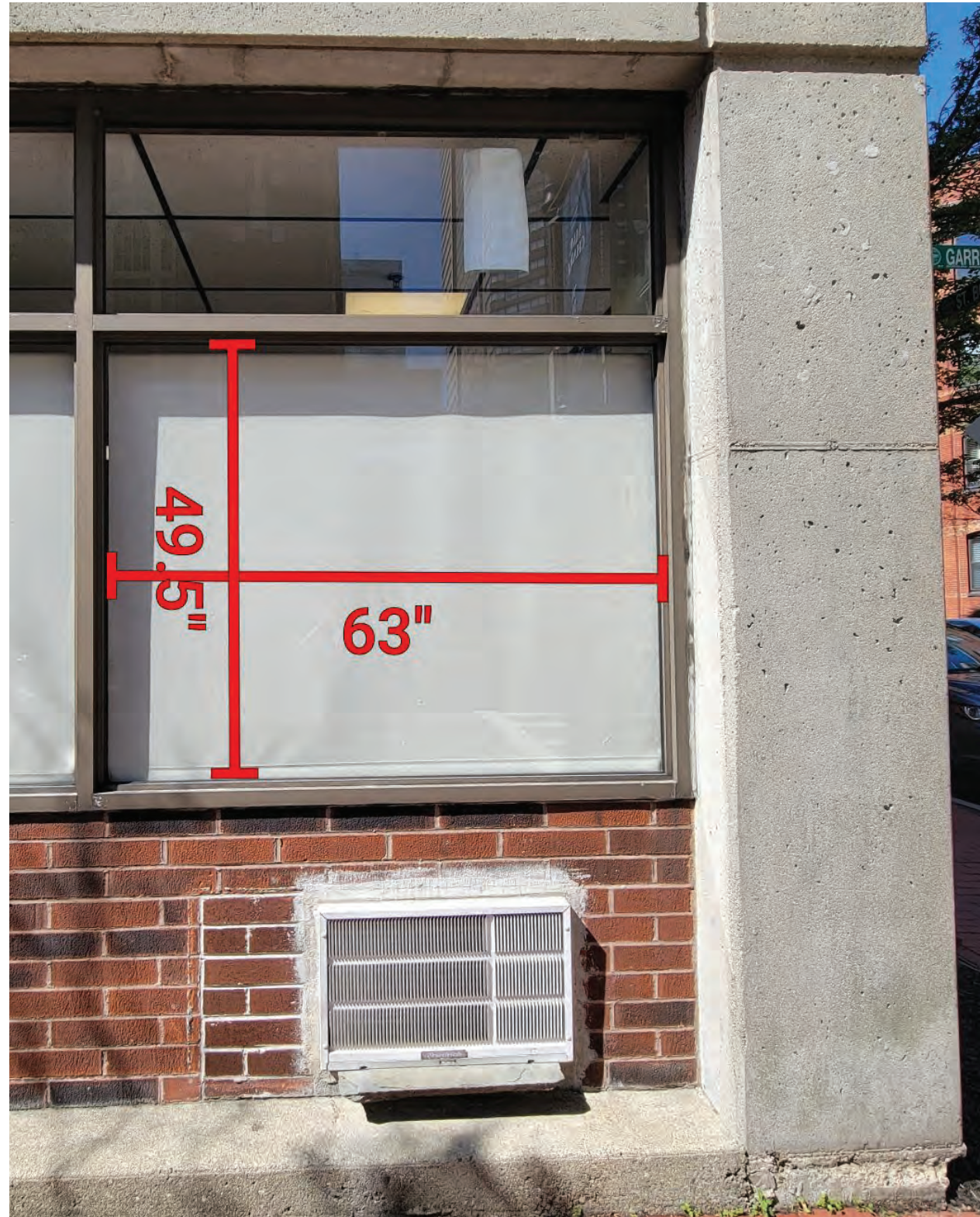
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06-10-22

**Boston Housing  
Authority**

70 St. Botolph St  
Boston, MA 02116



REMOVE EXISTING AND APPLY NEW DECAL



170 Liberty Street  
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Shaun White  
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DESIGNER  
OC

SCALE N/A

SHEET  
G03.01

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