



SIXTH&RIO

BRAND STANDARDS MANUAL

The Logo · Primary Lockup

The Sixth&Rio logo has been carefully designed to effectively articulate the lifestyle of the residences. As such, care must be taken wherever the logo is utilized by maintaining a proper margin surrounding the Sixth&Rio logo.

A minimum spacing amount equivalent to the height of the “H” glyph of the logotype must be adhered to for all logo applications.



Horizontal Lockup

The Logo · Secondary Lockup

For additional logo applications where the primary, horizontal lockup of the logo is not able or does not suit the situation it is being used in, a secondary, stacked lockup has been developed.

The same spacing regulations should be understood and maintained for this secondary lockup: a minimum spacing amount equivalent to the height of the “H” glyph of the logotype.



Stacked Lockup

The Logo · Colorways

The Sixth&Rio colorways are designed to be distinct in the market yet cohesive with each other. Each of the four colorways are shown here, both on light & dark backgrounds, as well as single-color options for when color is not permitted.

Be aware that this is the brand logo and it **should not be modified in any way, nor presented in any colorway not pictured here.**

Horizontal Lockup

SIXTH&RIO

Primary Colorway

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1-Color Black Colorway

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Secondary Colorway

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1-Color Knockout Colorway

The Logo · Colorways

For the stacked lockup of the Sixth&Rio logo, the colorways echo the horizontal iterations, as demonstrated on this page.

Again, be aware that this is the brand logo and it **should not be modified in any way, nor presented in any colorway not pictured here.**

Stacked Lockup



Primary Colorway



1-Color Black Colorway



Secondary Colorway



1-Color Knockout Colorway

Brand Typography

The brand's typography direction aims to echo the same distinction as the brand's logo, while simultaneously not overshadowing its impact. To achieve this, a humanist sans serif typeface has been selected for all typographic applications: **Helvetica Now**.

When typography is restricted in a web environment, a backup Google Font has been selected in **Inter**, with **Helvetica** being the ultimate fall-back typeface.

Helvetica Now

Primary Typeface

Aa Bb Cc Dd Ee Ff Gg Hh Ii
0 1 2 3 4 5 6 7 8 9

The Intersection of **Urban&Oasis**.

Indulge in the tranquility of Rio Vista.
Revel in the excitement of Riverwalk.
Live it up on Las Olas. Experience a
new level of luxury on the New River.

Inter

Backup Web Typeface

Aa Bb Cc Dd Ee Ff Gg Hh Ii
0 1 2 3 4 5 6 7 8 9

The Intersection of **Urban&Oasis**.

Indulge in the tranquility of Rio Vista.
Revel in the excitement of Riverwalk.
Live it up on Las Olas. Experience a
new level of luxury on the New River.

Brand Color Palette

The Sixth&Rio color palette acts as an emphasis to the location & lifestyle that residences will experience, being carefully selected to create a distinct art direction while simultaneously developing ample legibility and readability.

The palette is divided into a primary pair set of colors and a supplementary pair, with the primary colors being used in most applications, with the two supplementary colors being used for accents or background elements.

Primary Colors



RGB **0R 63G 93B**
 CMYK **100C 73M 41Y 30K**
 HEX **#003F5D**
 PMS **7694 C**

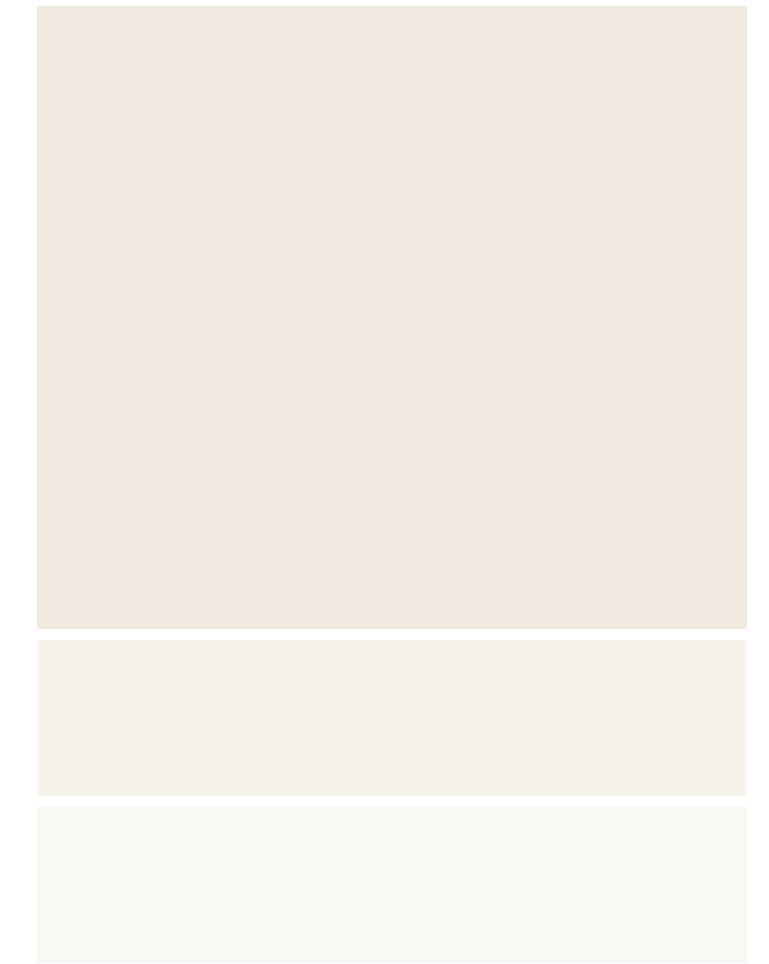


RGB **196R 169G 129B**
 CMYK **23C 31M 52Y 0K**
 HEX **#C4A981**
 PMS **466 C**

Supplementary Colors



RGB **5R 31G 56B**
 CMYK **95C 80M 45Y 55K**
 HEX **#051F38**
 PMS **289 C**



RGB **240R 234G 224B**
 CMYK **5C 6M 11Y 0K**
 HEX **#F0EAE0**
 PMS **Warm Gray 1 C**



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