



BRICKLINE
BRAND BOOK

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01

OUR STORY

OUR COMMUNITY

Brickline serves to unite all of San Mateo to create a destination, not just a stopping point. Rooted in tradition and innovation, Brickline is a place to gather and build a connected community that embraces the past, the present, and the future.

WE WELCOME INNOVATION.

WE CELEBRATE COMMUNITY.

WE IGNITE IMAGINATION.

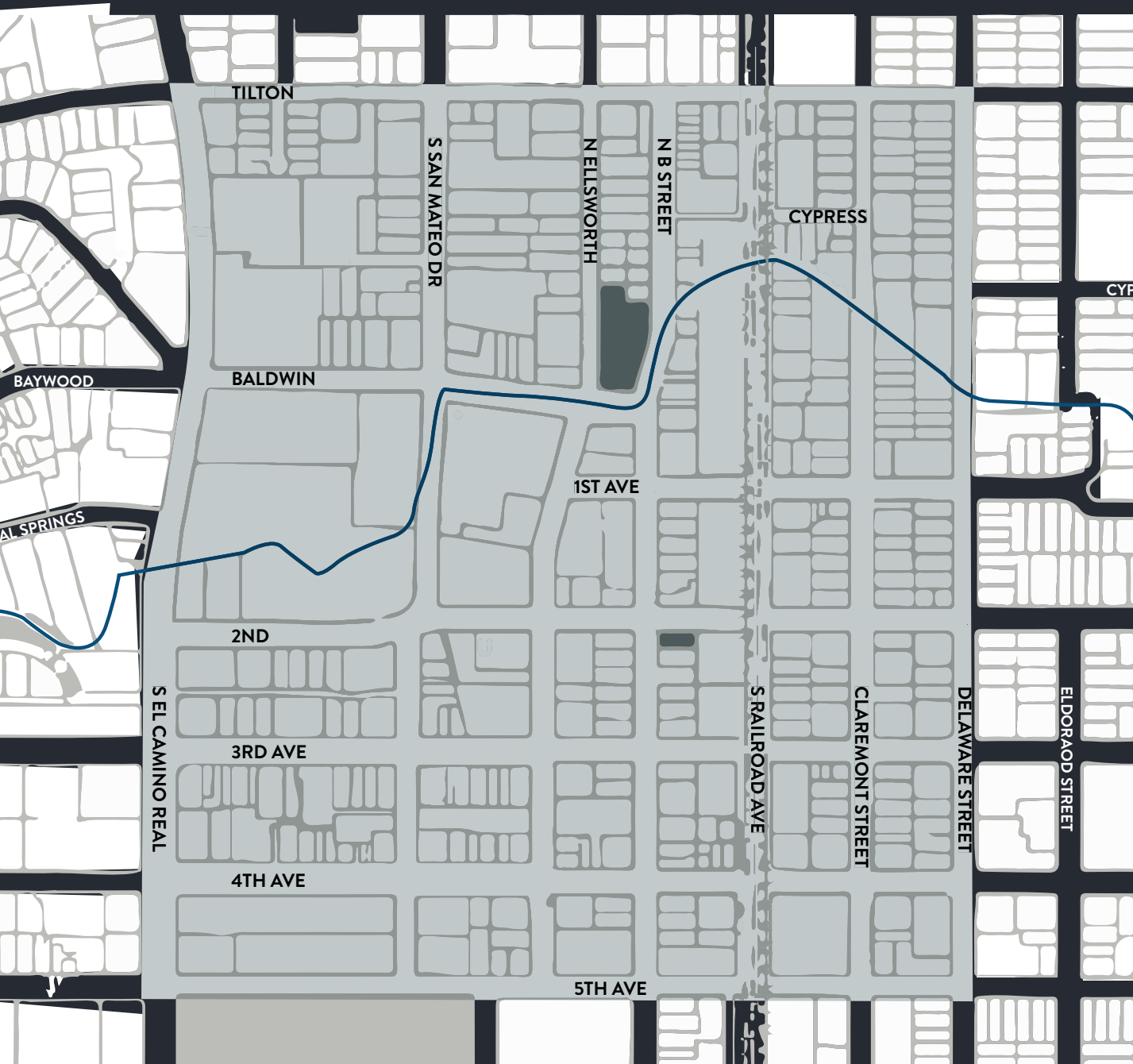


OUR DISTRICT

UNITING A COMMUNITY

By redefining the district we hope to bring San Mateo vendors together to create a destination, not just a stopping point. Our goal is to expand the district from El Camino at the top of Tilton, to Delaware, down to 5th Ave and back.

Throughout history, San Mateo has been a place where many cultures come together to form a united community. We honor this tradition with a community of our own that values the strong connection of neighbors and celebrates cultural differences and simple acts of kindness. Our name was inspired by the physical ties that bound the community. Brick was one of the major components used in San Mateo construction, dating from the early 1900s when the railroad began to flourish, to today.



OUR NARRATIVE

REMEMBER WHERE YOU STARTED.

IMAGINE WHERE YOU'LL GO.

We thrive off the spirit of creation. Whether it comes in the form of code breaking or soufflé baking, we welcome the doers and the makers – those of us that look to build, shape, and create the very best version of ourselves.

Artisan top to bottom, we are local and sustainable. We have a vested interest in making the area around us thrive. We delight in open and welcoming spaces for a community that thrives on the communal.





BRAND CONCEPT

PIVOTAL INSIGHT

In a digital age where we are constantly connected, we look to create in different ways. We look to the makers of the past to power the creation of the future.

BRAND ESSENCE

Brickline is a flexible space where you have the freedom to honor your craft. Stay connected and thrive in the communal, or disconnect to discover your potential. The choice is yours.

TARGET AUDIENCE

Couples, Commuters, Pace-Setters & Go-Getters.

VALUES

Creative | Customizable | Sustainable

PERSONALITY

The Modern Craftsman

VOICE AND TONE

Consistent with The Prometheus Brand

BRICKLINE | OUR NEIGHBORHOOD

OUR NEIGHBORHOOD

HOME OFFICE

THE ART OF HOME

The Promethean office will welcome, **surprise and delight** employees and guests. Effortlessly sophisticated, the spaces will offer **residential comfort and amenities** while providing ample transformable spaces for collaborations. Rooted in the nature infused “**California Modern Home,**” the office aesthetic will be home to an artful contrast of scale and accents of eclectic, vintage pieces as well as colorful art and decor. Where possible, art and materials will be **sourced locally**, including working to provide spaces for Prometheans to incorporate their own personal decor.

The walls will feel **warm and neutral**; timber, ceramic, cork, grass cloth or plaster will be used to define natural elements in the Bay Area. The floors will be wide planked timber, gray stone and thick textile carpets. We will soften the glass perimeter with layered sheer curtains. The public areas will feel warm, **welcoming and delightful** through eclectic furniture groupings and a mix of colorful, functional workspaces.





PACIFIC MODERN HOME

Natural Landscape • Daylight Captured • Framing Views • Raw Materials • Residential Programming



ARCHITECTURAL



THE LOCAL GROCER

+ A Space for Community • Shared Pantry • Agricultural Focus • Wellness Celebrated • Clear Circulation • Living For a Purpose



CONTEXTUAL



CONVERSATIONS WITH NATURE

+ Indoor/Outdoor Connection • Reinterpreted Nature Into Art • Carved Spaces & Furnishings • Work-Life Balance



MUSE

PACIFIC MODERN HOME

Pacific Modern Home epitomizes a truly considered space - at once an exploration of proportion and also a template for self-expression. Crafting a combination of the simplest forms with a deft use of natural materials, the Pacific Modern Home produces objects that are timeless and welcoming. The line between furniture and space is blended to produce a tailored, seamless experience.

TOUCHPOINTS

- **LAYERED + LOCAL MATERIALS & DETAILS**

Unique combination of paired down, forms made with local materials. Makes use of readily available, raw materials. Materials and furniture sourced from local vendors when possible.

- **FORM AND FUNCTION**

An architecture whose forms respond to natural cues and borrows from natural forms. Clean, considered built-ins designed for specific functions with purposeful geometries.

- **SHARED OPEN SPACE**

Space planning allows for flexibility to transform depending on user group and function.

- **EXPOSED POSTS, BEAMS, AND FRAMES**

Concepts explored through exposed ceiling elements and architectural details.



THE LOCAL GROCER

The Neighborhood Grocer embodies the ideal neighbor while acknowledging the integral role food plays in bringing people and community together. We celebrate Prometheus' core values of inclusion and doing good for the greater good, while tapping into the agricultural history of Silicon Valley.

TOUCHPOINTS

- **ORGANIZED CIRCULATION**

Clear organization and wayfinding through space

- **A PLACE FOR EVERYTHING**

Freshness cues at entry points as well as storage and display integrated seamlessly

- **FRIENDLY WELCOME**

Extroverted and gregarious, the grocer embodies the ideal neighbor. The grocer speaks to generosity of spirit and a willingness to go the extra mile.

- **A SPACE FOR GATHERING**

The grocer provides communal breakfasts and fully stocked kitchen, creating opportunities for connection. Speaks to the plenty of California and seeks to share its bounty with the community and the public beyond.



CONVERSATIONS WITH NATURE

In *Conversations with Nature* encapsulates the Californian spirit of both harmonizing alongside and engaging with the natural world. Inspired by Bay Area artists including Richard Diebenkorn, we seek intimacy with nature as a way to elevate everyday life.

TOUCHPOINTS

- **INSPIRED BY THE LANDSCAPE**

Transforming the natural world into an idealized landscape. Art & textures inspired by topography, weather and vegetation. Local California artists to be explored for art features.

- **THE NATURAL JOURNEY**

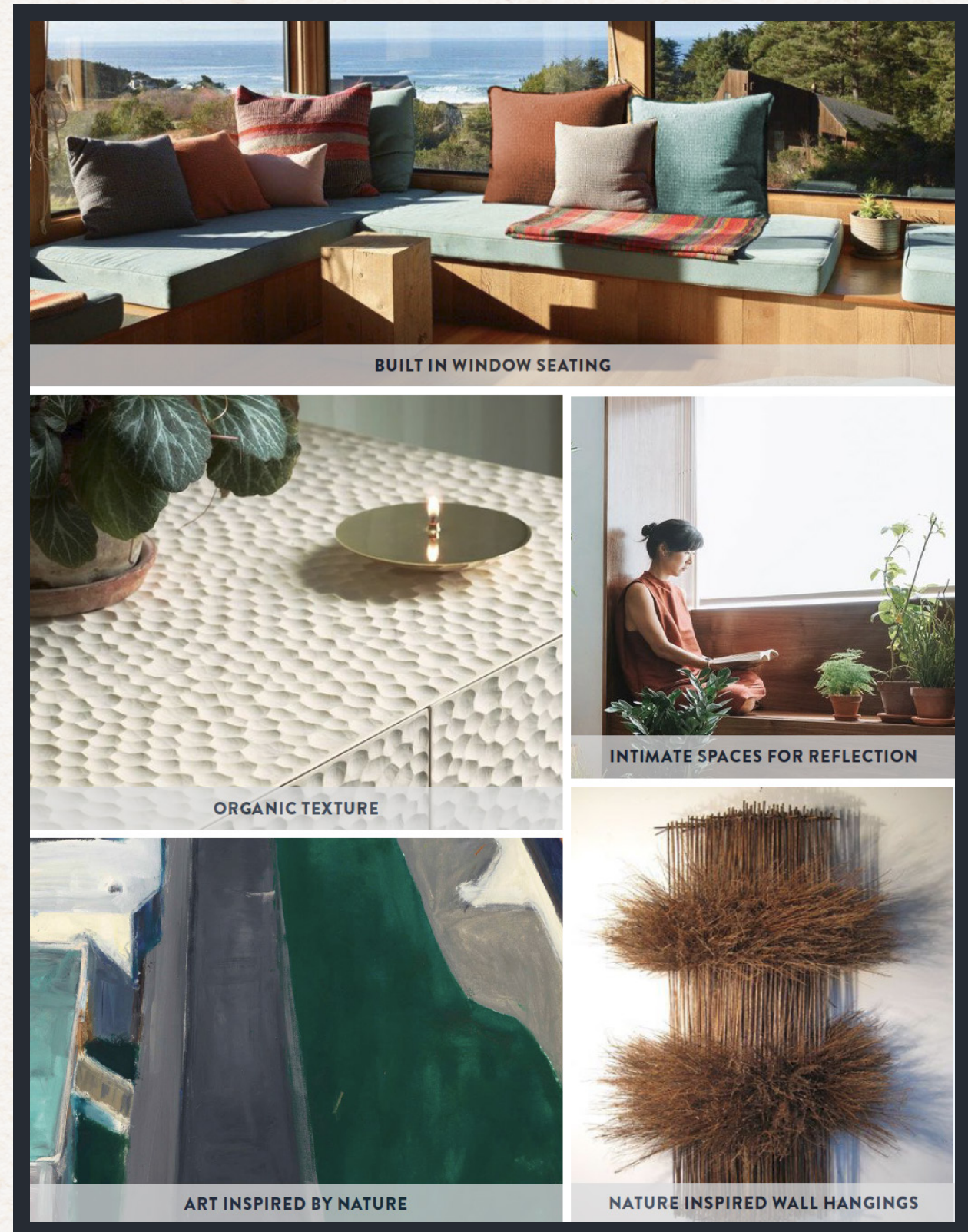
Exploring and articulating the human pathway through the space.

- **ARTFUL COLLABORATIONS**

Collaborate with artists through featured floral, figural, and organic motifs. Incorporated through the interiors in the form of upholstery, carpets, and painted objects, imparting a levity, poetry and playfulness.

- **FRAMING VIEWS OF NATURE IN INTENTIONAL WAYS**

Creating moments to pause and enjoy the outdoor patio and roof views. Offering opportunities and intimate spaces inside and outside to spend time with nature, with the belief that intimacy with nature produces introspection and elevates our lives.



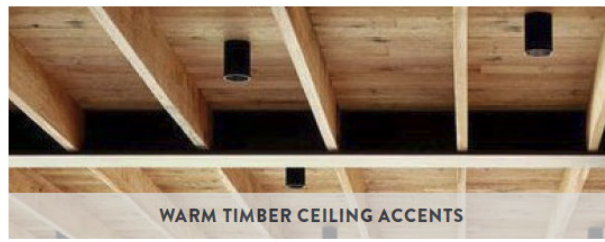
MOODBOARD



RESIDENTIAL HALLWAYS



ABSTRACT KITCHEN ISLAND



WARM TIMBER CEILING ACCENTS



ORGANIC AND NATURAL MATERIALS



BRINGING NATURE IN



COMMUNITY FOCUS



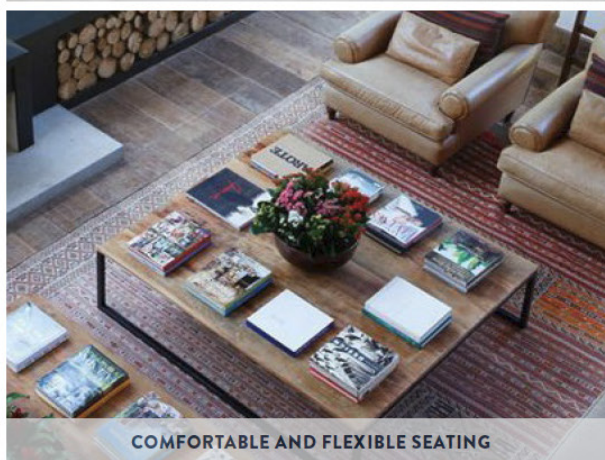
RESIDENTIAL WARMTH



WOVEN COLOR



CALIFORNIA ARTIST INSTALLATIONS



COMFORTABLE AND FLEXIBLE SEATING



FOUNDATIONAL FURNITURE

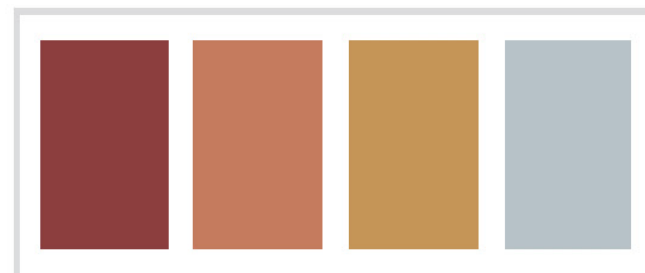


CURATED MOMENTS

COLOR STORY



TERRIER - MOSS



MERLOT - FLAME - OCHRE - SKY



MARINE - MIST



STONE

I AM HOME

NEIGHBORHOOD CONCEPT

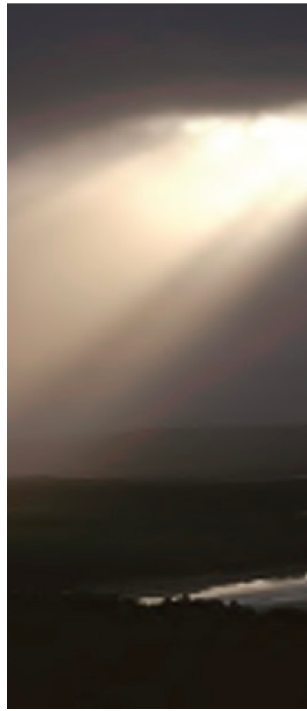
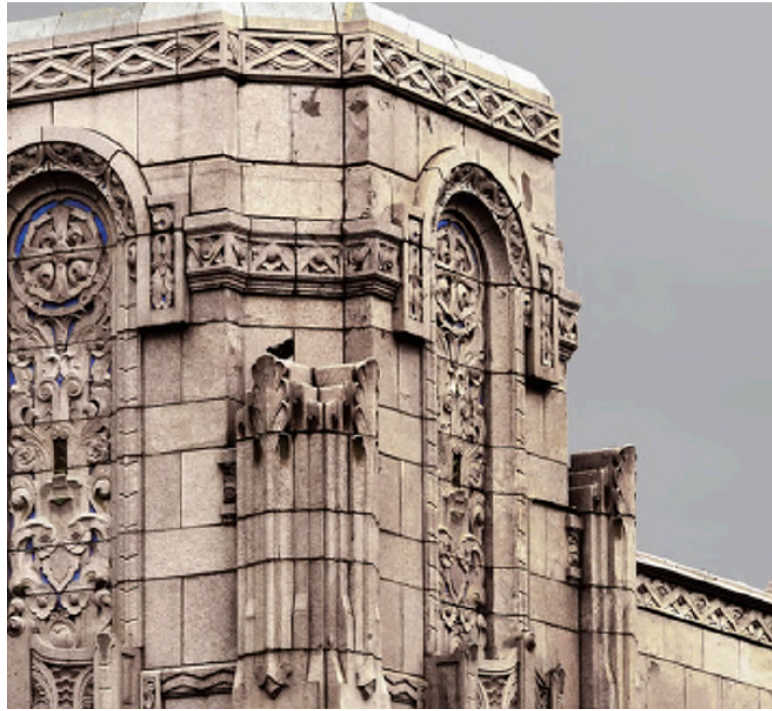
The Interiors at 303 Baldwin will draw from several springs, both expected and unexpected. Naturally, the architectural context of San Mateo and the exterior of the building will inform the palette, but in subtle, honest, and unexpected ways. Materiality, Texture, and Layering will mesh into an unpretentious luxury.

Another influence will be the incorporation of some of the discoveries from the Neighborhood of the Future study. These celebrations of neighborhood and special moments throughout the public spaces, the circulation, and the residential units.

Finally, Art and the Decorative Arts will weave thru the building in unexpected and rich ways.



MOODBOARD



OUR IDENTITY

An aerial photograph of a dense forest with a mix of green and brown tones, suggesting a mix of tree types and possibly some dry patches. A white L-shaped graphic element is overlaid on the image, starting from the left edge and extending downwards from the end of the 'OUR IDENTITY' text.

BRICKLINE

WORDMARK

The Brickline's bold and modern wordmark celebrates San Mateo's history, growth, inclusion, and opportunity. Do NOT attempt to recreate or alter it in any way.

This is our primary mark, to be used in all communications and executions that visually represent our brand.



MINIMUM CLEARSPACE

The clearspace is the recommended amount of open space to be kept around the wordmark in order to maintain legibility and integrity of the mark. The minimum clear-space is the height of the interior cap N in the logotype.

BRICKLINE



USAGE WITH PROMETHEUS LOGO

The Prometheus logo can appear in relation to the wordmark, but there is no lock-up, per se. Always maintain the proper minimum clearspace.

LOCATION IDENTIFIERS

The identifier line can be adapted to denote location within the Neighborhood. The identifier line should never be used for long-form copy.

BRICKLINE
SAN MATEO

BRICKLINE
STATION

BRICKLINE
APARTMENTS

BRICKLINE
MARKET

~~BRICKLINE~~

~~BRICKLINE~~

~~BRICKLINE~~

~~BRICKLINE~~

~~BRICKLINE~~

~~BRICKLINE~~

INCORRECT USAGE OF LOGO

There is only one approved lock-up. Never change the configuration.
Never stretch or compress the proportions.

MAIN LOGO WITH ONE SUPPORTING BRAND

BRICKLINE



EQUAL BRAND PLACEMENT

BRICKLINE



SECONDARY BRAND



BRICKLINE

USAGE WITH PARTNER LOGO

When placed with a partner's logo, the Brickline wordmark can appear in these formats based on the denoted partnership type.

BRICKLINE COLOR PALETTE

Our palette consists of Denim, Linen, Blue Sage and Leather.

DARK WASH DENIM

CMYK: 77, 67, 58, 61

RGB: 38, 44, 50

HEX: #262C32

BLUE SAGE

CMYK: 56, 28, 35, 1

RGB: 120, 156, 158

HEX: #789C9E

LEATHER

CMYK: 31, 73, 94, 26

RGB: 143, 76, 40

HEX:

LINEN

CMYK: 5, 5, 7

RGB: 239, 235, 231

HEX: #EFEBE7

BRICKLINE | OUR IDENTITY

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PRIMARY FONT – ATRAMENT

The Brickline font is a tall, geometric sans serif font named Atrament. It is an Adobe CC font designed by Tomáš Brousil from Suitcase Type Foundry. The font is free for use by anyone with a Creative Cloud license.

If the end user is not a Creative Cloud subscriber, perpetual desktop font licenses and custom font licenses can be purchased from the font foundry website:

www.suitcasetype.com/fonts/atrament

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt

Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

SECONDARY FONT – Mallory

The Brickline's body copy font is Mallory. It is the secondary font for the entire Prometheus Brand.

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq Rr

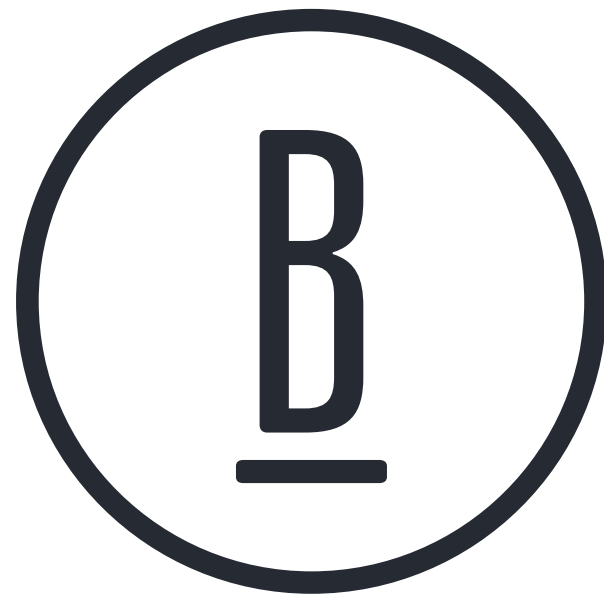
Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

TYPOGRAPHY

DESIGN ELEMENTS

BRICKLINE "B" STAMP



INTERACTIVE LINE



LARGE FORMAT NUMBERS



TEXTURES




LOGO AND LINEWORK OVER PHOTOGRAPHY

The Brickline logo can sit in negative space on an image as long as it lies horizontally on the interactive line. The line may break to interact with an image once in each instance.



BRICKLINE



REMEMBER WHERE YOU STARTED.
IMAGINE WHERE YOU'LL GO.

THE BRICKLINE
XXX B STREET
SAN MATEO, CA 94410

PROMETHEUS


WELCOME TO
THE NEIGHBORHOOD

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BRICKLINE

PROMETHEUS

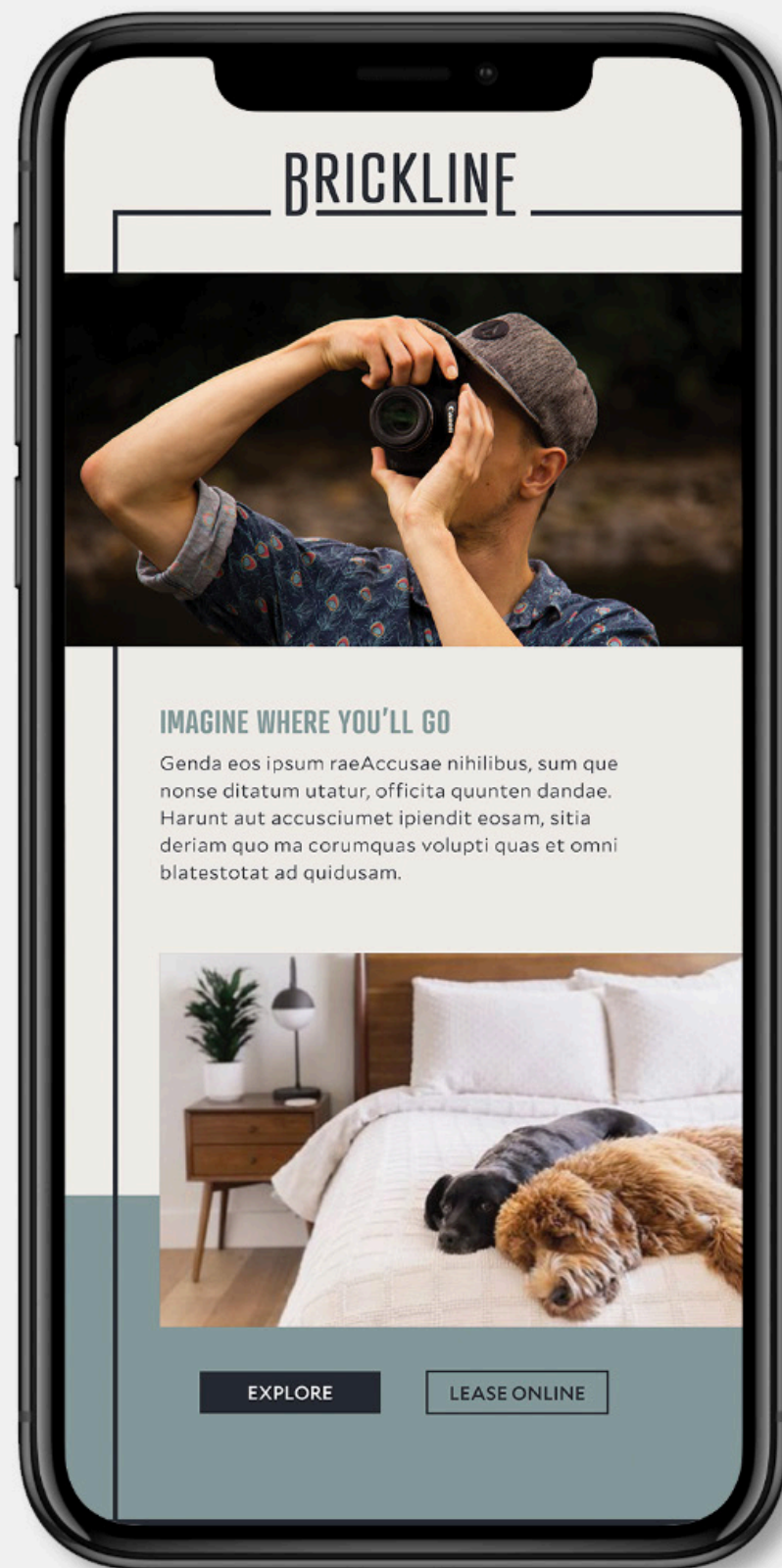
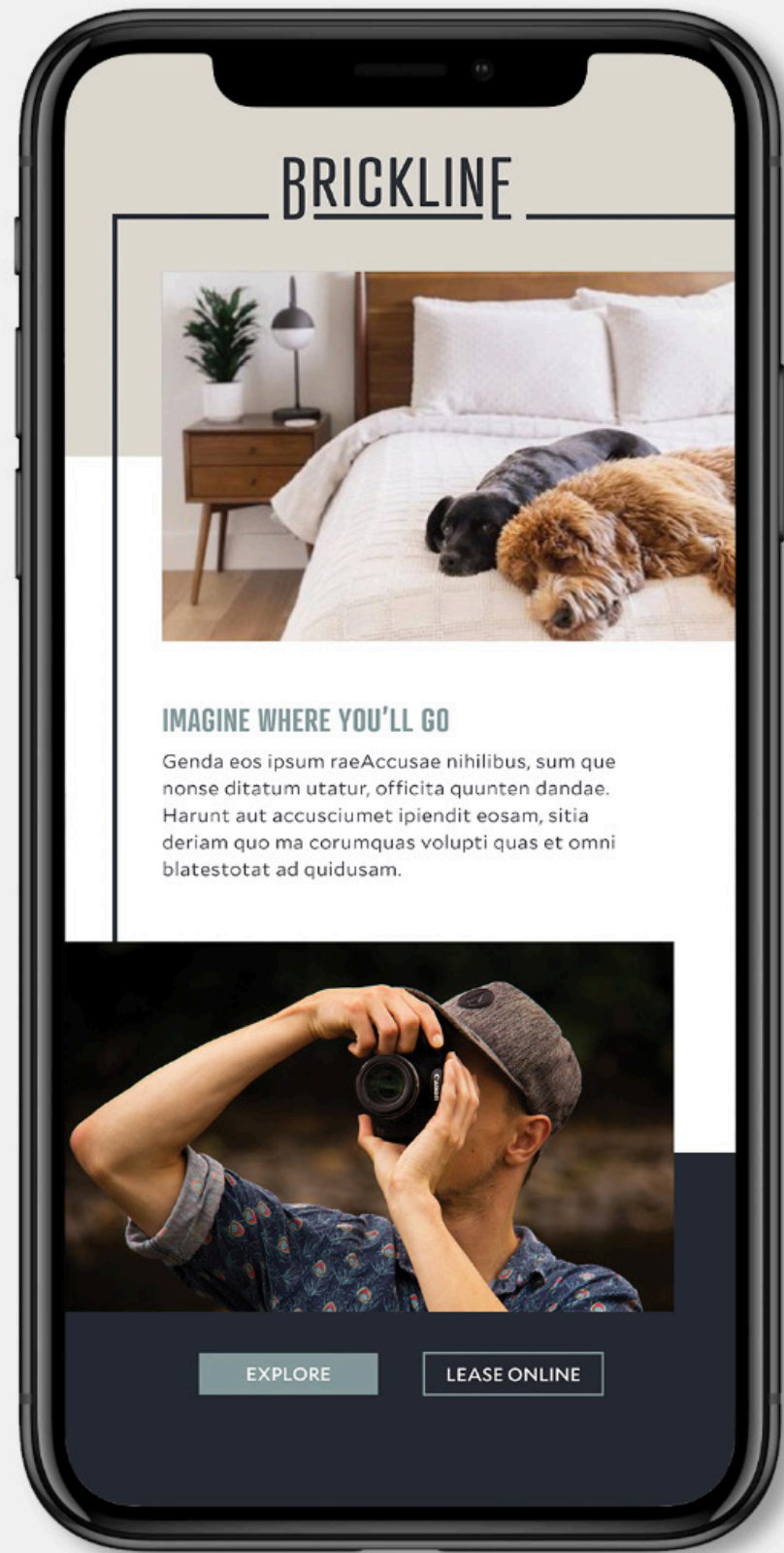


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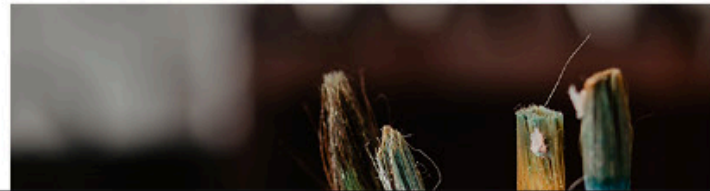
PRINT



MOBILE



BRICKLINE



IMAGINE WHERE YOU'LL GO

Genda eos ipsum raeAccusae nihilibus, sum que nonse ditatum utatur, officita quunten dandae. Harunt aut accusciumet ipiendit eosam, sitia

DESKTOP



DESKTOP

BRICKLINE | OUR IDENTITY

MAIN SPONSOR WITH SUPPORTING BRANDS

A poster for a 'Brickline Love Thy Neighbor Block Party' set against a dark brick wall background. The text is arranged in a central white-outlined box. At the top, 'BRICKLINE' is written in a large, white, sans-serif font. Below it, 'LOVE' is in an even larger font. Underneath, 'THY Neighbor' is written in a white script font. At the bottom of the box, 'BLOCK PARTY' is written in a white sans-serif font. Below the box, the text 'FIRST FRIDAY // 5-9 PM' is centered. Below that is a horizontal line with icons of a fork, a bottle, and a fork. Underneath the line, the text 'LIVE MUSIC, CRAFT BEER GARDEN & NEIGHBORHOOD FOOD FEST ON BALDWIN STREET' is centered. At the bottom, there are logos for several supporting brands: 31st Union, Curry Up Now, Bon Chon, Wursthall Restaurant & Bierhaus, Pacific Catch West Coast Fish House, Ginji, Poush, and Vault one sixty four.

ONE OF MANY BRANDS

A poster for 'San Mateo Restaurant Week' featuring a background image of a wooden board with meat and lime wedges. The text is overlaid on the right side. 'SAN MATEO RESTAURANT' is in a white sans-serif font, followed by '#SMRW' and 'WEEK' in a larger font with a diagonal line pattern to its right. Below that, 'AUGUST 7-14, 2022' is written. At the bottom, it says 'VIEW MENUS AND MAKE RESERVATIONS AT SMRESTAURANTWEEK.COM'. At the very bottom, there are logos for participating restaurants: Wursthall Restaurant & Bierhaus, Pacific Catch West Coast Fish House, Brickline, 31st Union, and Curry Up Now.

SPONSORED EVENT



PARTNERSHIP ASSETS





ENVIRONMENTAL SIGNAGE

