

THE
TILLERY



BRAND BOOK



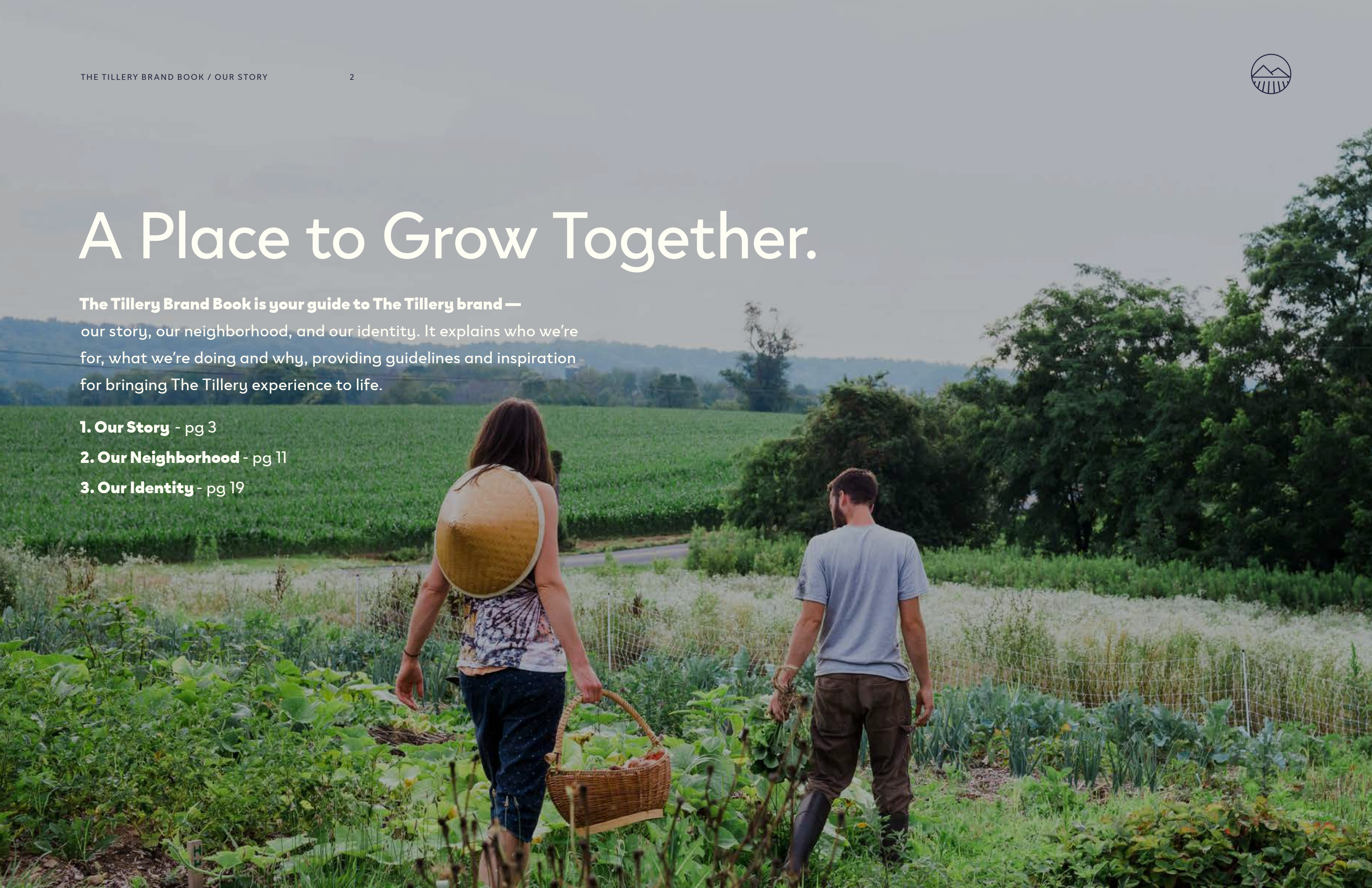
A Place to Grow Together.

The Tillery Brand Book is your guide to The Tillery brand — our story, our neighborhood, and our identity. It explains who we're for, what we're doing and why, providing guidelines and inspiration for bringing The Tillery experience to life.

1. Our Story - pg 3

2. Our Neighborhood - pg 11

3. Our Identity - pg 19





Our Story

The Farm & Field Lifestyle



THE FARM & FIELD LIFESTYLE

The Tillery offers Neighbors a uniquely Mountain View take on California living, encouraging wellness and community through spaces and experiences inspired by the nature and the Silicon Valley's farming history.

A 10-minute walk from downtown Mountain View and a 10-minute drive from the Googleplex, The Tillery offers a natural escape and true sense of home, right in the heart of Silicon Valley.

The spaces are well-appointed with modern comforts and technology, but the neighborhood's design is layered with cozy, residential moments and experiences inspired by the rich agricultural history of the land once known as The Valley of the Heart's Delight.





MEET THE NEIGHBORS

The Tillery is home to a diverse range of neighbors—rather than focus on any one kind of person, we’re creating a place and brand that speaks to a shared neighbor mindset, or psychographic.

TARGET AUDIENCE

The Humble Up-and-Comers are highly motivated and successful individuals with bright futures ahead. They’re striving for the best in their personal, professional, and social lives.

HALO AUDIENCE 1

The Silicon Valley Stereotype

has a high disposable income and is willing to spend on things that make their lives easier. They seek out quality—expensive, but not fancy.

HALO AUDIENCE 2

Soon-to-Be and Beginner Parents

are looking for their starter homes—somewhere they can practice making house. They’re looking for a place to “settle up” before settling down for the long-haul.



OUR PURPOSE

The Tillery is a neighborhood with purpose. Our Mission describes why we do what we do, and our Vision describes the future we're working towards.

OUR MISSION

Cultivate community and wellness through spaces and experiences inspired by nature and the history of the land.

OUR VISION

A home that grows with its neighbors; a platform for personal and community improvement.



OUR VALUES

Our Values guide everything we say and do. They're the foundation of our neighborhood, and inspire the human experience within.

Carefree Wellness

A relaxed approach to health and wellness as the natural output of a balanced lifestyle.

Natural Comfort

Experiences that provide modern comforts and technology while celebrating nature and simplicity.

Labor as Leisure

Fun, impactful community events and activities that contribute to personal and neighborhood growth.



OUR PERSONALITY

Our Personality helps align all communications and actions with a single voice and point of view, ensuring that every message we send—online or in-person—is consistent, impactful, and on-brand.

The Natural Guide

The Natural Guide is the person you turn to for advice and expertise. They're friendly and down-to-earth, and approach every challenge and decision with thoughtful consideration.

The Natural Guide doesn't need to convince others of their knowledge; they lead by example, and are never overbearing. When they speak, they are listened to, because each word carries weight.

More approachable than a teacher, but more knowledgeable than a friend, The Natural Guide helps Humble Up-and-Comers navigate their personal and professional journeys.





OUR TONE OF VOICE

Our tone of voice describes how the brand's character and personality comes to life. These traits work together to guide consistent communications, and can be individually dialed up or down for different audiences and situations.

Knowing

Fully aware and involved; expressing knowledge with expertise and confidence.

Good-natured

Warm, friendly, and inviting; ready to laugh, but never at the expense of another.

Grounded

Well-balanced, sensible, and down-to-earth; someone you can always depend on.



BRAND ESSENCE

The Farm & Field Lifestyle

A uniquely Mountain View take on California living, encouraging wellness and community through spaces and experiences inspired by the nature and the Silicon Valley's farming history.

MISSION

Cultivate community and wellness through spaces and experiences inspired by nature and the history of the land.

VISION

A home that grows with its neighbors; a platform for personal and community improvement.

VALUES

Carefree Wellness / Natural Comfort / Labor as Leisure

AUDIENCE

The Humble Up-and-Comers

PERSONALITY

The Natural Guide

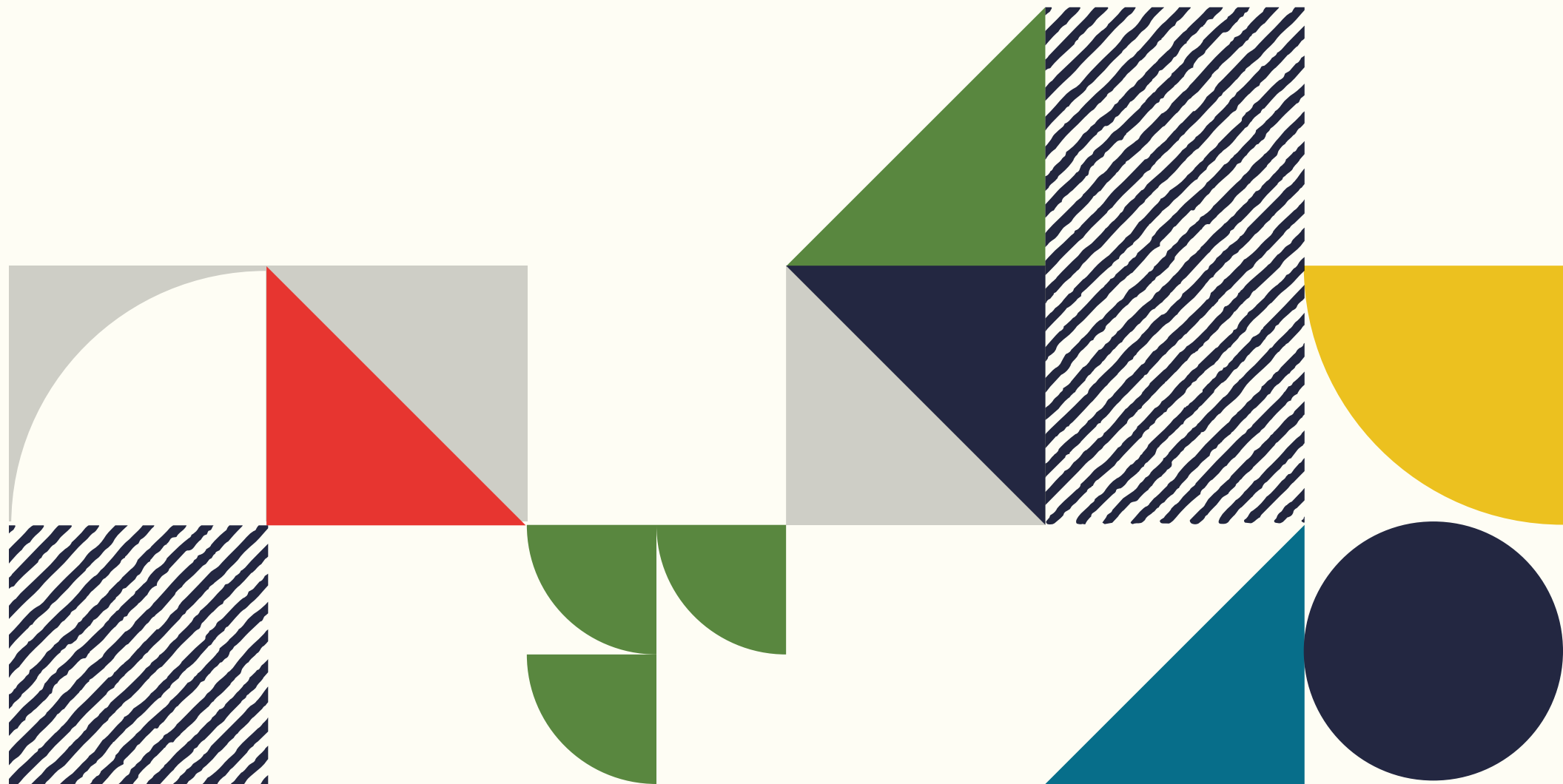
VOICE

Knowing / Good-Natured / Grounded



Our Neighborhood

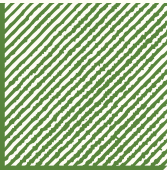
Designing The Tillery





THE DESIGN OBJECTIVE

Connect neighbors to the land and history of *Mountain View*, encouraging community and carefree wellness to define the local style of California living.





DESIGN CONCEPT

Residential Reinvented / Co-Living Culture / Ralph Rambo



OUR INSPIRATION

Residential Reinvented

The Case Study House program challenged SoCal architects, such as Schindler, Neutra, and Eames, to rethink residential living from the ground up.

The California lifestyle was celebrated with equal design consideration for outdoor gathering areas with framed views and continuous materiality.

The focus was to create harmony between work and relaxation; separate but close spaces where one could easily transition between. Built-ins and flexible partitions encouraged personalization and allowed the resident to grow and evolve with their home.





OUR INSPIRATION

Co-Living Culture

From farm communes to Kibbutzes, the concept of intentional co-living has evolved into a consideration for both privacy and community — balancing the social needs of how people want to gather and grow.

Spaces inspire organic gathering and support flexibility for different occasions — encouraging people to truly make a place their own.

Co-Living Culture gives sense of contributing to community and a lifestyle of wellness as a common purpose.

OUR INSPIRATION

Ralph Rambo

Ralph Rambo, a graphic artist, branded the history of the Santa Clara Valley through his use of bold and striking colors for the Muirson Label Company in the early to mid 1900s.

His intricate “pen and inkings” embraced the now lost art of hand stippling to capture what was once an agricultural haven of California.

Through anecdotes meant to entertain, he became the unofficial “nostalgician,” remembering the community history of the Valley of Heart’s Delight.





FARM & FIELD MOOD BOARD





THE TILLERY NEIGHBORHOOD



THE BARN



THE SHED

THE TRADING POST



THE MUDROOM



THE LOFT

THE LIBRARY





Our Identity

Graphic Design & Style Guide





THE TILLERY WORDMARK

The Tillery logotype is a custom typeface that is both contemporary and friendly.

Do NOT attempt to recreate or alter it in any way.

THE
TILLERY



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 clearspace is double the height of the cap T in the logotype.





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 clear space.

THE
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 PROMETHEUS



SECONDARY GRAPHIC

A secondary graphic consisting of a sun symbol and location identifier was created to appear with the wordmark where space allows. This helps establish a stronger connection to Mountain View. It should NEVER appear in external communications as a replacement for the wordmark.

THE
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SUN SYMBOL



LOCATION IDENTIFIER



MOUNTAIN VIEW



SUN SYMBOL

The Tillery Sun Symbol can appear on its own as a decorative element **ONLY** when used on property. It is not intended to be shown at a large scale. Please keep its maximum size to 4 picas in diameter.

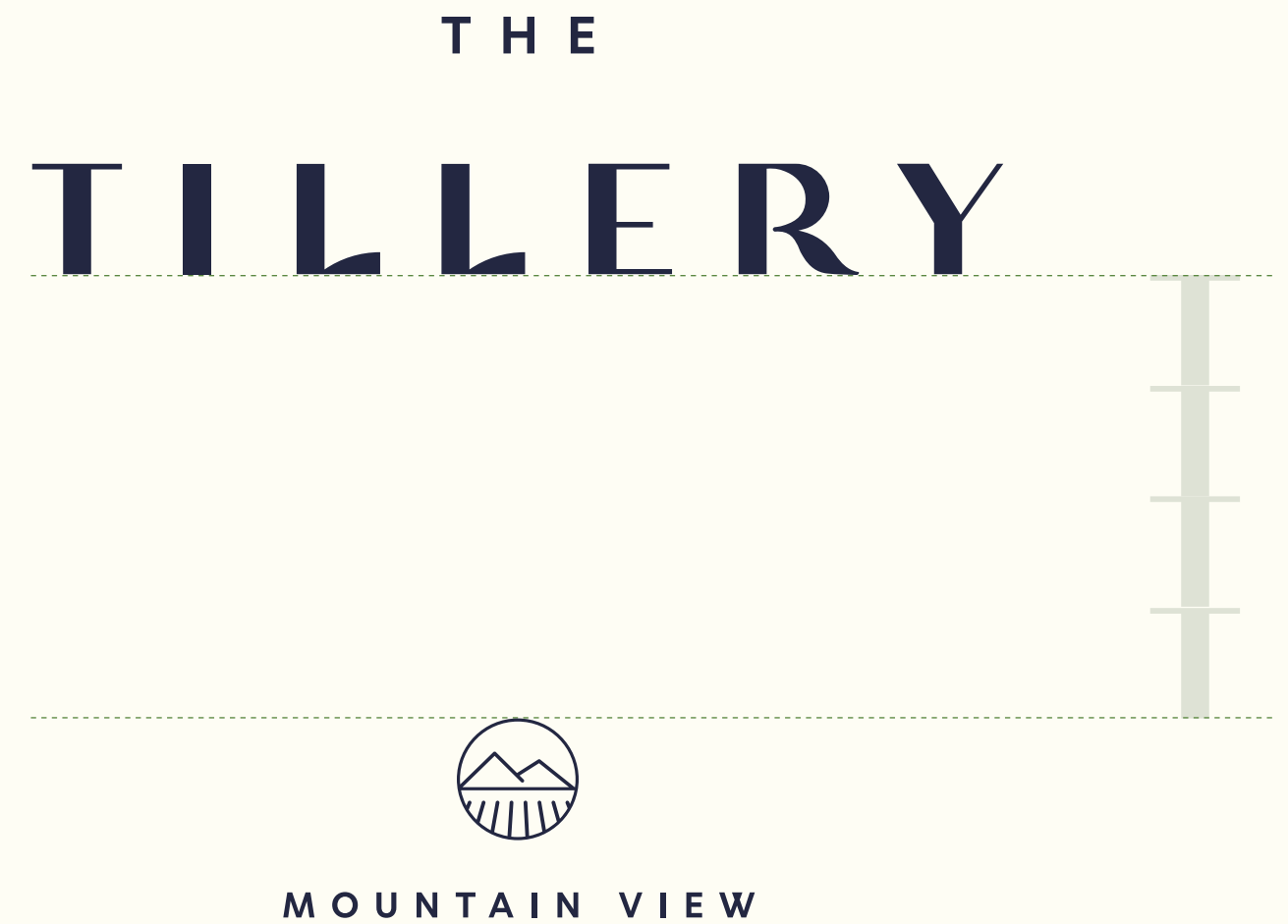
MAX SIZE
4 Picas Diameter





SECONDARY GRAPHIC LOCK-UP & CLEAR SPACE

When the Secondary Graphic locks-up to the wordmark, it should center-align. It should never appear closer than the minimum clear space (see p 21). If the space allows, it can appear further from the logo based on multiples of the cap T.





LOCATION IDENTIFIER (ALTERNATES)

The identifier line can be adapted for the street address or “apartments”, for limited uses.

THE
TILLERY



1696 VILLA ST.

THE
TILLERY

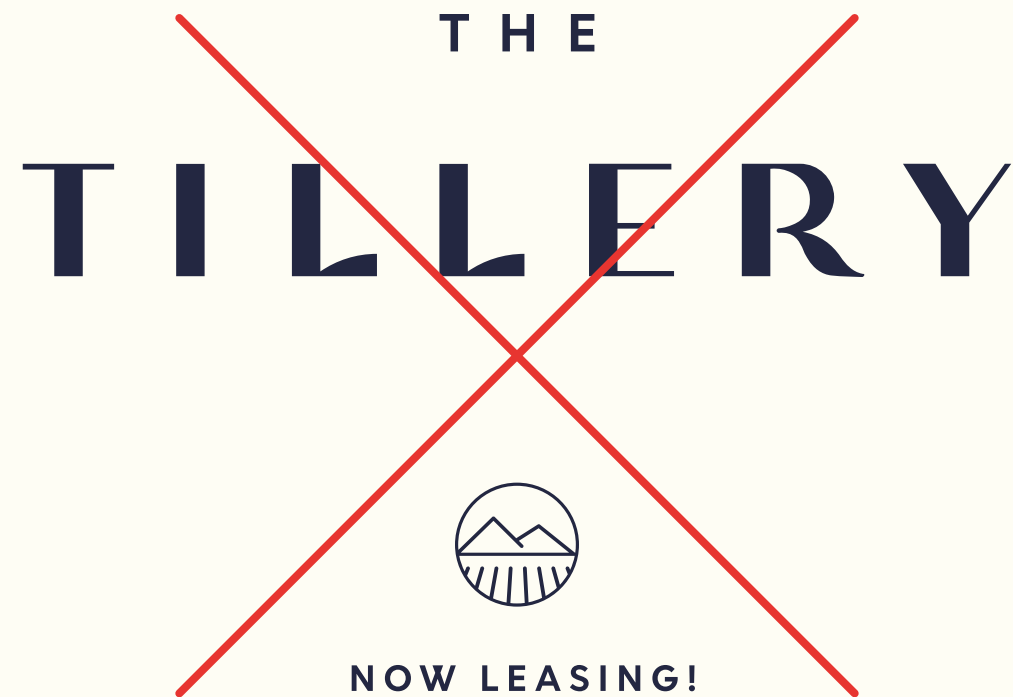


APARTMENTS



INCORRECT USAGE OF THE SECONDARY GRAPHIC

The identifier line should never be used for marketing language or long-form copy.





THE TILLERY COLOR PALETTE

Our palette consists of Navy and Cream plus four vibrant secondary colors. PANTONE UNCOATED spot color is the preferred printing method. CMYK/Digital printing methods will not produce an exact match to the specified PMS swatches.

TILLERY NAVY

This color should be used instead of black whenever possible. Printing as a PMS is optimal.

PMS 295U
PMS 295C
CMYK 100.80.0.40
RGB 35.39.65

TILLERY CREAM

This color is only used in digital applications to simulate a natural white paper.

RGB 254.253.244

TILLERY GREY

This color is only used for pattern

PMS Cool Grey 2U
PMS Cool Grey 2C
CMYK 15.11.10.0
RGB 205.206.200

TILLERY BLUE

PMS 640U
PMS 2185C
CMYK 100.20.0.0
RGB 7.110.139

TILLERY RED

PMS 2034U
PMS 2034C
CMYK 0.100.90.0
RGB 89.135.64

TILLERY GOLD

PMS 604U
PMS 605C
CMYK 15.13.100.0
RGB 236.193.31

TILLERY GREEN

PMS 361U
PMS 7738C
CMYK 75.13.100.0
RGB 89.135.64



CORRECT COLOR USAGE OF THE LOGO

The Tillery logo primarily appears as Navy on a Cream background or a knockout on Navy. It can also appear as a knockout from a solid field of any of the secondary colors.

THE
TILLERY



MOUNTAIN VIEW

THE
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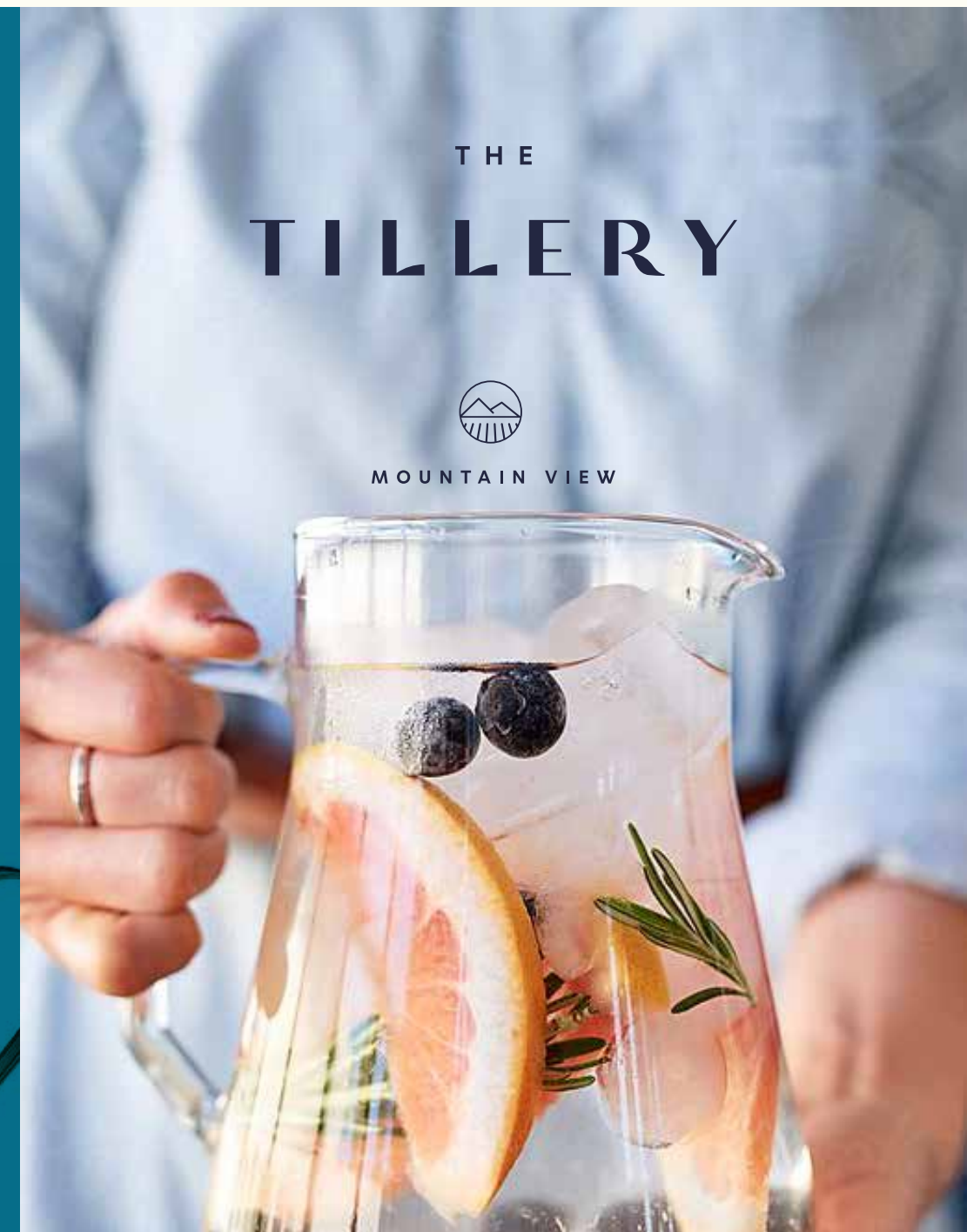
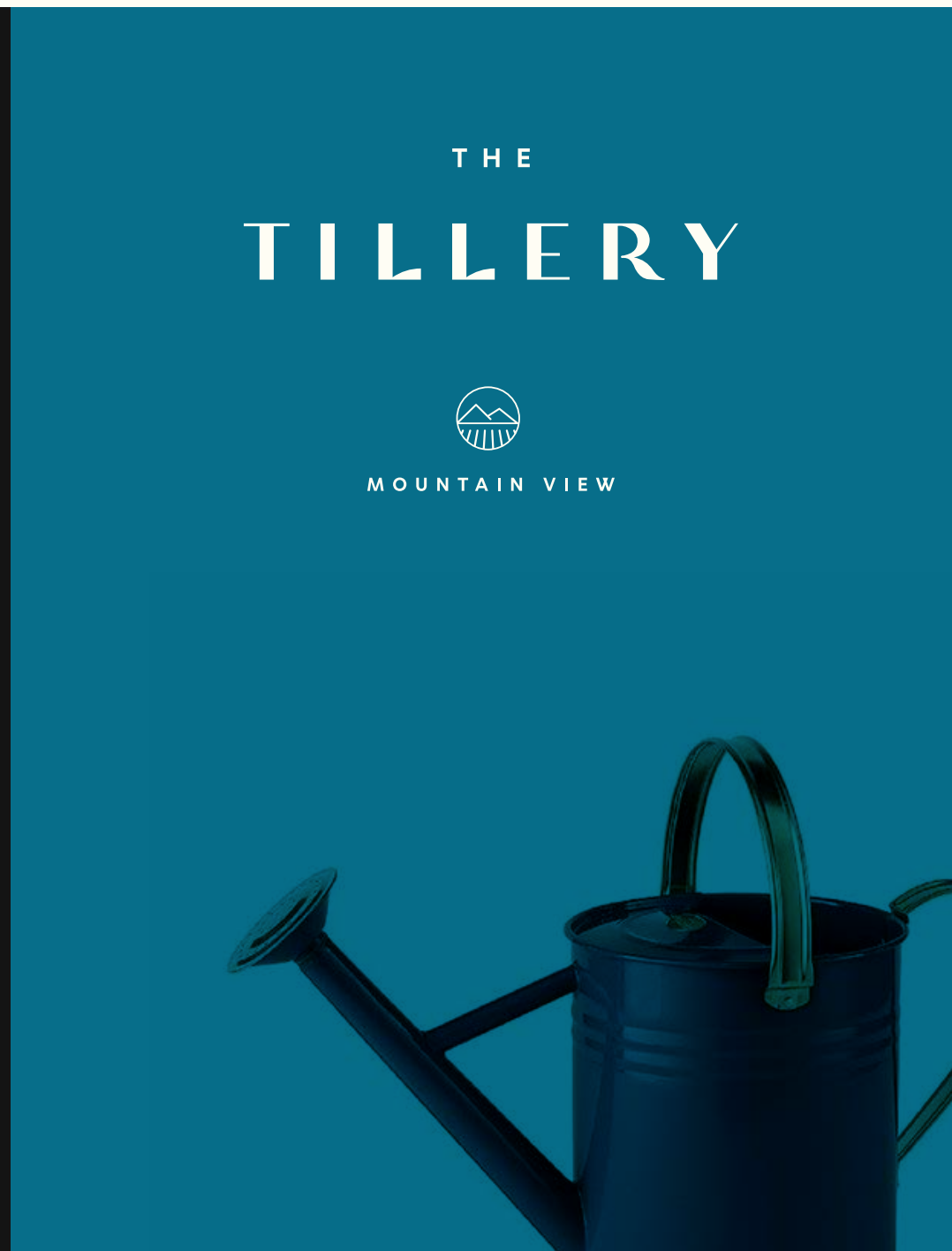


MOUNTAIN VIEW



LOGO OVER PHOTOGRAPHY

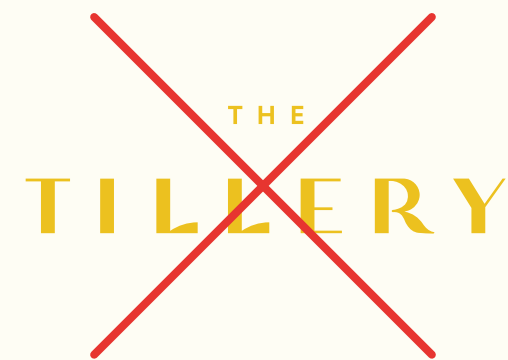
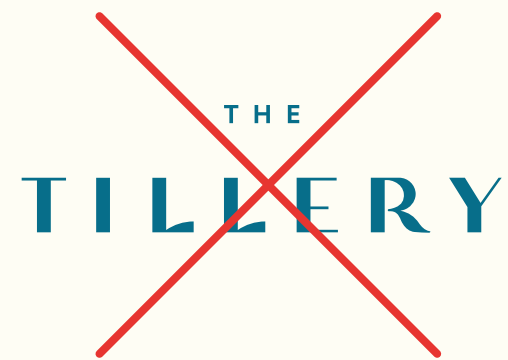
The Tillery logo can appear in Navy over a light photo or knockout of a dark or colorized photo. Always make sure that maximum readability is maintained.





INCORRECT COLOR USAGE OF THE LOGO

The logo should never appear in the secondary colors. Nor should it appear as Navy over a field of any of the secondary colors.





THE TILLERY PATTERN

To diversify the visual language, a pattern has been developed.





INSPIRED BY A MASTER

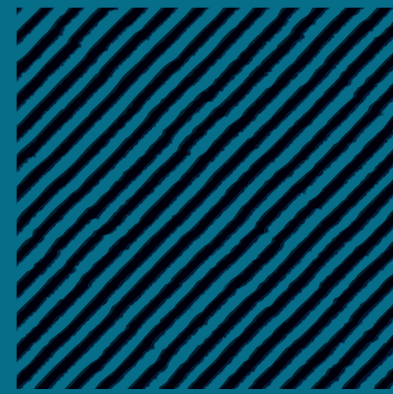
The Tillery pattern is composed of abstracted elements typically found in the colorful fruit labels of Graphic Designer, Ralph Rambo.



THE CALIFORNIA SUN



NATURE/FLORA



TILLED FIELDS



COASTAL MOUNTAINS



RULE OF THUMB

Avoid plastering the pattern on every touchpoint as overuse will diminish the thing that makes it special. Because of its boldness, the pattern works best when used at a larger scale where it can make the most impact. For example, don't consider it using it for a business card, but perhaps for the cover or the interior of a 9x12 pocket folder.



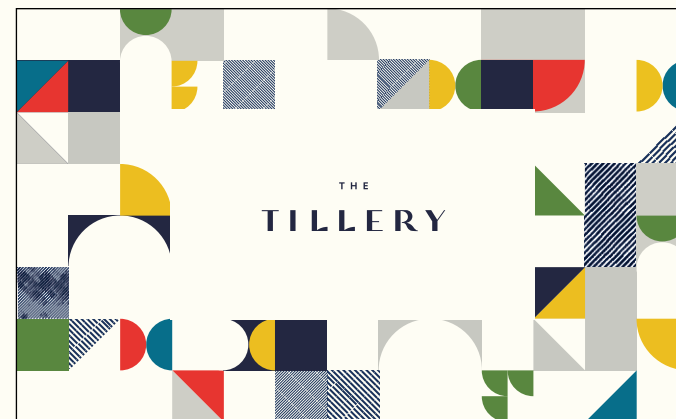
MODULARITY ALLOWS FOR VARIETY

The Tillery Pattern is modular, meaning you can cut it up, reassemble it, and scale it in a variety of ways. Pages 40-47 provide inspiration for how the pattern can be applied to the brand touchpoints.



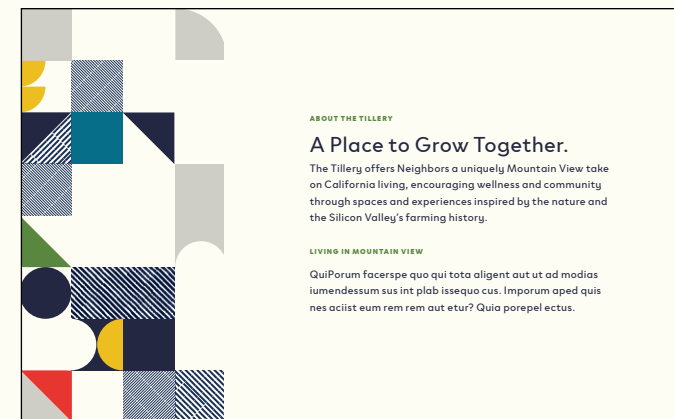
FULL PAGE

The pattern can be used in its entirety when the logo or text does not need to appear with it. Consider using for inside covers of books, folders, and swag items.



AS A FRAME OR PORTION OF PAGE

This provides a clear space for the logo or text to appear with the pattern. The logo or text should NEVER appear over the pattern.



CORNERS OR EDGES

Use a cluster of elements from the pattern to help "frame" an image. This treatment is especially useful when space is limited and does not allow for the pattern to be used in its entirety. Consider for digital banners, eblasts and postcards.



INCORRECT USAGE OF THE PATTERN

Neither the logo nor any text should ever appear over the pattern. Always maintain a clear separation of these elements for maximum legibility.





TYPOGRAPHY

The Tillery font is a contemporary geometric sans serif font named Clother. It is available for purchase from: black-foundry.com

Clother

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
!@#\$%&? \>*1234567890



TYPESETTING GUIDELINES

Set headlines as U&lc. Limit using all caps to eyebrows or subheads. As a general rule, set headlines at least 2x the size of the body copy (as shown below). When possible the type should appear as Navy on a Cream ground or as a knockout from a solid color in the palette. Consider using one of the secondary colors for subheads, but keep it consistent throughout the piece of collateral.

ABOUT THE TILLERY

A Place to Grow Together.

The Tillery offers Neighbors a uniquely Mountain View take on California living, encouraging wellness and community through spaces and experiences inspired by the nature and the Silicon Valley's farming history.

LIVING IN MOUNTAIN VIEW

QuiPorum facerspe quo qui tota aligent aut ut ad modias iumendessum sus int plab issequo cus. Imporum aped quis nes aciist eum rem rem aut etur? Quia porepel ectus.

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PHOTOGRAPHY POV

Photography should be warm and inviting; use natural light whenever possible. Try to include people (or other living things: plants, animals) interacting or if singly, in an activity: yoga, gardening, cooking, etc. If shooting an empty space, try to allude to human activity through accessories (say a pile of shoes), emphasize the indoor/outdoor lifestyle with open windows, doors, etc.





PUTTING IT ALL TOGETHER

The following pages show in situ examples that help provide inspiration & guidance how the visual identity can be implemented across applications.



LEASING OFFICE SCREENSAVER





BROCHURES / PAMPHLETS





PARK SUPPLIES





EBLAST

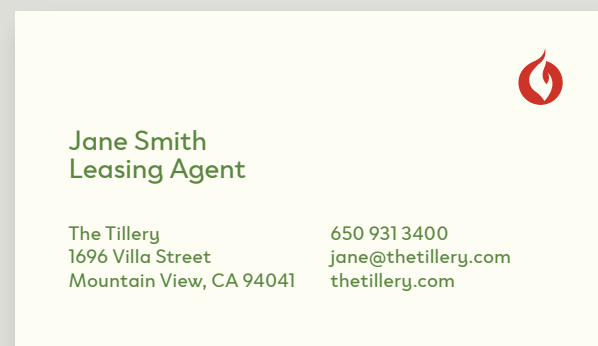
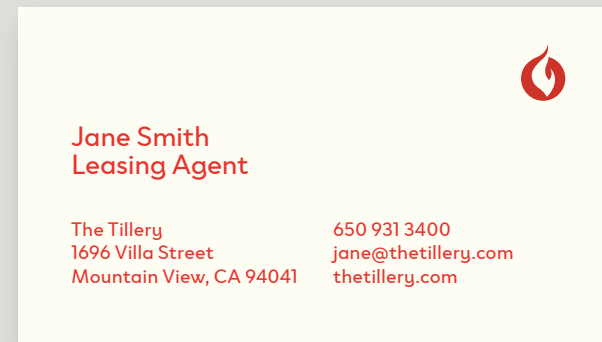
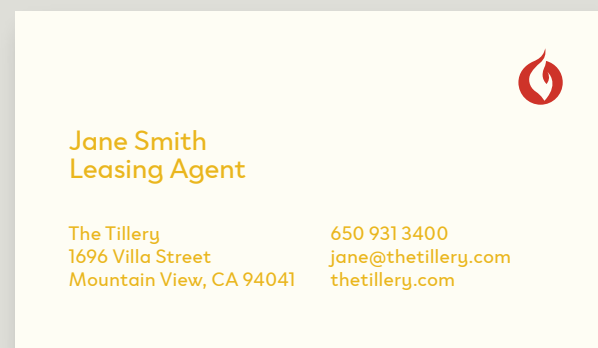
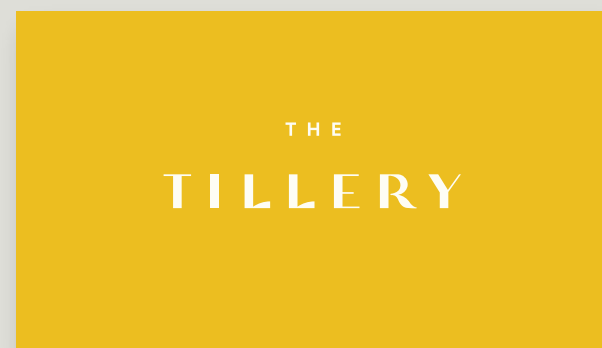


TOTE BAG

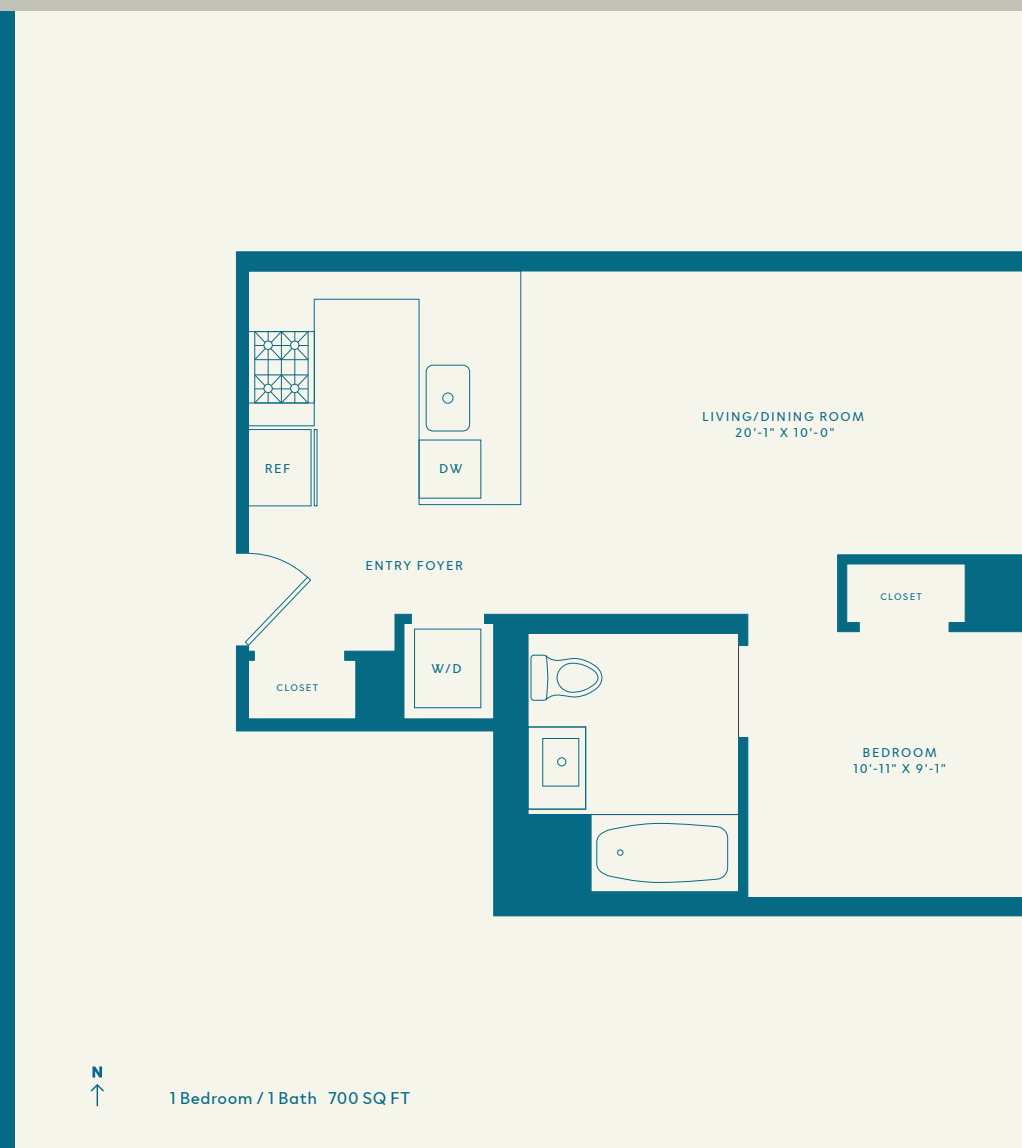
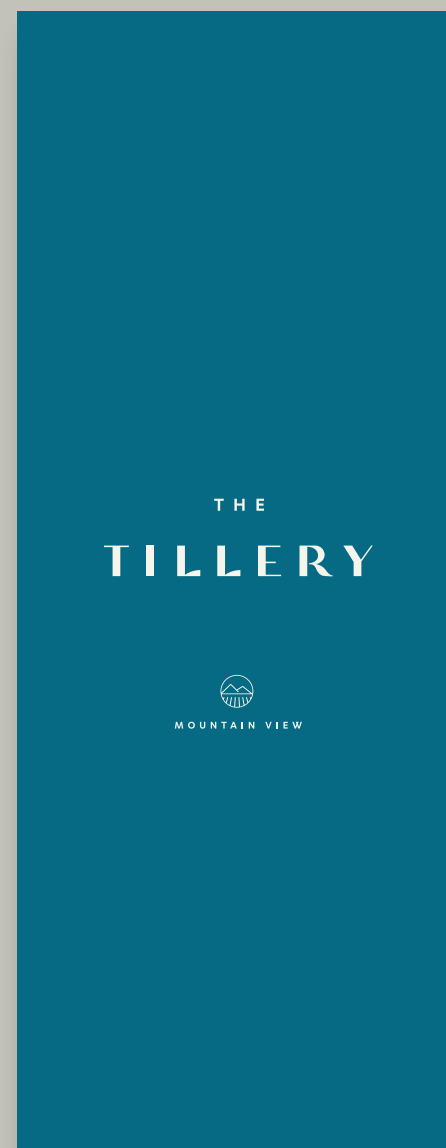




BUSINESS CARD



FLOOR PLAN





WAYFINDING

Trading Post



The Loft



RESIDENCE NUMBERS





CONSTRUCTION BARRICADE





ACTIVATING THE BRAND

Some things to keep in mind about when producing materials for The Tillery:

- Always consider sustainable materials when producing anything. Use uncoated stock with recycled content for printing; our recommendation is Neenah Paper, Avon Brilliant White. Consider the stipple finish for added uniqueness.
- Other activation ideas: seeds, book end papers, welcome kits for residence, area trail maps, etc.

