



**STYLE GUIDE** July 2022

PREPARED BY THE GETTYS GROUP COMPANIES

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# BRAND GUIDELINES

# PRIMARY LOGOTYPE

The logotype is the primary symbol of recognition for the Tilt brand identity.

This element should therefore be applied with consistency and only be reproduced from the artwork provided.

The logotype should always be used in its entirety and never re-typed or altered.



# LOGOTYPE DETAILS

Playful motion lines extend from the T, visualizing the energetic movement of the Tilt ride.



The letters tilt to the right in reference to the Tilt ride. This action is emphasized through the cut of the letters' baselines.

# TAGLINE LOCKUP

The “At 360 Chicago” tagline is placed to the right of the logo to ensure correct phrasing.



# TYPOGRAPHY

## TUNGSTEN & TUNGSTEN NARROW

Tungsten is a sans-serif with tall, graphic letterforms and is used for setting titles and headlines. Using Tungsten ensures a cohesive link to the parent brands, 360 Chicago and Magnicity.

[Purchase Tungsten Licenses](#)

## POPPINS

Poppins is a geometric sans-serif with rounded letterforms and is used for setting body copy and small headings. Using Poppins ensures a cohesive link to the parent brands, 360 Chicago and Magnicity.

[Purchase Poppins Licenses](#)

**Aa**

**TUNGSTEN**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

**Aa**

**Poppins**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

# COLOR PALETTE

The Tilt identity leads with Martini and Lime, consistent with the Magnicity and 360 Chicago brand guidelines to ensure a cohesive brand relationship.

Black and white are used as supporting colors.

**PMS 3298 C**  
**RGB 6 86 63**  
**CMYK 99 11 72 35**  
**HEX #06563F**

**MARTINI**

**PMS 7479 C**  
**RGB 29 215 97**  
**CMYK 68 00 86 00**  
**HEX #IDD761**

**LIME**

**RGB 0 0 0**  
**CMYK 100 100 100 100**  
**HEX #000000**

**BLACK**

**RGB 255 255 255**  
**CMYK 00 00 00 00**  
**HEX #FFFFFF**

**WHITE**



# 2

# USAGE GUIDELINES

# CLEAR SPACE

Clear space is the area around the logo that is free of any graphics, partner identities or typography. This space ensures the logo is prominent and readable.

The minimum clear space on all four sides of the logo is equal to X. X is equal to 1/4" the height the logo's height. Where possible, we recommend setting a clear space of 2X or more.



# MINIMUM SIZING

Recommended minimum sizing refers to the smallest size at which the logo should be applied.

It is important to follow these guidelines for both print and digital applications to ensure the logos maintain their legibility.



25px  
.3"



45px  
.6"

# BACKGROUND COLOR

The Tilt logo should establish a strong presence wherever it is applied, making background and color selection of great importance to its success and recognition.

For photographic backgrounds, always ensure the image contains either very light or very dark colors to provide enough visual contrast to the logo artwork.

TIP — It is important to avoid heavily patterned or textured imagery as it can visually compete with the logo and inhibit its visibility and impact.



# LOGO DON'TS

Shown here are some common mistakes to avoid when using the Tilt logo. This is not an exhaustive list.

Please keep in mind that the logo is never to be altered, added to or redesigned in any way.



DO NOT OBSTRUCT THE LOGO



DO NOT CHANGE THE PROPORTIONS



DO NOT INTRODUCE NEW ELEMENTS



DO NOT DISTORT THE LOGO



DO NOT CHANGE THE FONTS



DO NOT INTRODUCE NEW COLORS



DO NOT APPLY EFFECTS



DO NOT OUTLINE THE LOGO



DO NOT REARRANGE LOGO ELEMENTS

# WITHIN MAGNICITY FAMILY

The Magnicity brand is robust—with diverse offerings across the globe—and has an established, bold look with tall, condensed typography and vibrant color palettes for each location’s experience.

The Chicago experience, 360 Chicago, is home to Tilt, CloudBar, and CloudWalk.

The goal of the Tilt identity is to fit within the 360 Chicago brand and by extension, the Magnicity brand.

# MAGNICITY

PARENT COMPANY



360 CHICAGO BRANDS

# CLOUDBAR    CLOUDWALK

F&B OUTLETS

**THANK YOU**