

- BRAND STORY -

Like Silicon Valley, 39 North is a physical place, and a distinct idea.

A place that is dense, walkable, bikeable and vibrant. Where common space enables and encourages collision and collaboration. An expansive place of mind and spirit that feels urban and alive, yet embraces the openness and green space synonymous with ag tech and plant science. 39° N is a place where scientists, students, start-ups, innovators, investors, companies and the community want to be, not have to be. Where colleagues and co-workers get out of their labs and cubicles and co-mingle over soccer, coffee or cocktails. A place where people from all over the world move to because they want to be part of something that matters, that's enduring and bigger than themselves. It's that energy, that sharing of ideas, that's at the very heart of 39° N – and that ultimately stimulates breakthrough innovation.

Being at the nexus of food, water, energy and the environment, 39° N creates the perfect breeding ground for innovation. Innovation that couldn't happen in a vacuum. And the world's most significant breakthroughs were conceived because the right set of conditions and building blocks existed at their time in history. The ideas and discoveries at 39° N are alive, and always evolving.

Our human capital, infrastructure and proximity to the majority of farms and food producers of America's Heartland make 39° N utterly unique and poised for growth and possibility. Of any place in the world, or any time in history, this could only happen here and now. 39° N is a massive undertaking. It's lofty and aspirational – as it should be. We're growing a neighborhood by connecting communities of interest, and innovation. As daunting as that is, the real challenge is much bigger: how do we turn 39° N into a beacon of light and hope, calling to people from all over the world, while bringing together the diverse aspects of our region?

Yes, like Silicon Valley, 39° N will be a vital and exciting place to work. Like Wall Street, it will be a concentration of capital and influence. But unlike those places, 39° N will be a place of innovation and reinvention, not just for innovation's sake or wealth creation, but innovation to make the world a better place.

At 39° N, we're building a place and championing a place and an idea that, hundreds of years from now, history will celebrate as changing the world and forever improving the human condition. Both in St. Louis, and around the world.

- BRAND PILLARS -

Converge

A congregation of human capital, infrastructure and institutions that could only happen here and now. A place where people want to be because of its energy, aspiration and sense that anything is possible.

Inspiration
Excitement
Unification
Culmination

Collide

The world's brightest minds and most daring entrepreneurs working, socializing and thriving in a common space. Collisions lead to collaboration. Collaboration leads to innovation and breakthrough.

Collaboration
Innovation
Learning
Disruptive

Cultivate

A place where resources and relationships yield more than new products and innovations; it's a nurturing environment continually cultivating new ways to discover sustainable solutions to the world's greatest food, medicine and energy challenges.

Challenging
Commitment
Influential
Foresight

- BRAND MARK -



The logo design starts

with a frame that was inspired by science - namely the periodic table or a microscope slide. It can also denote a frame or window, and whether you are looking in or out, you feel like you are a part of 39° N.

Driven by innovation and discovery in food, energy, medicine and technology, the droplet shaped degree symbol translates across sectors.



39°N

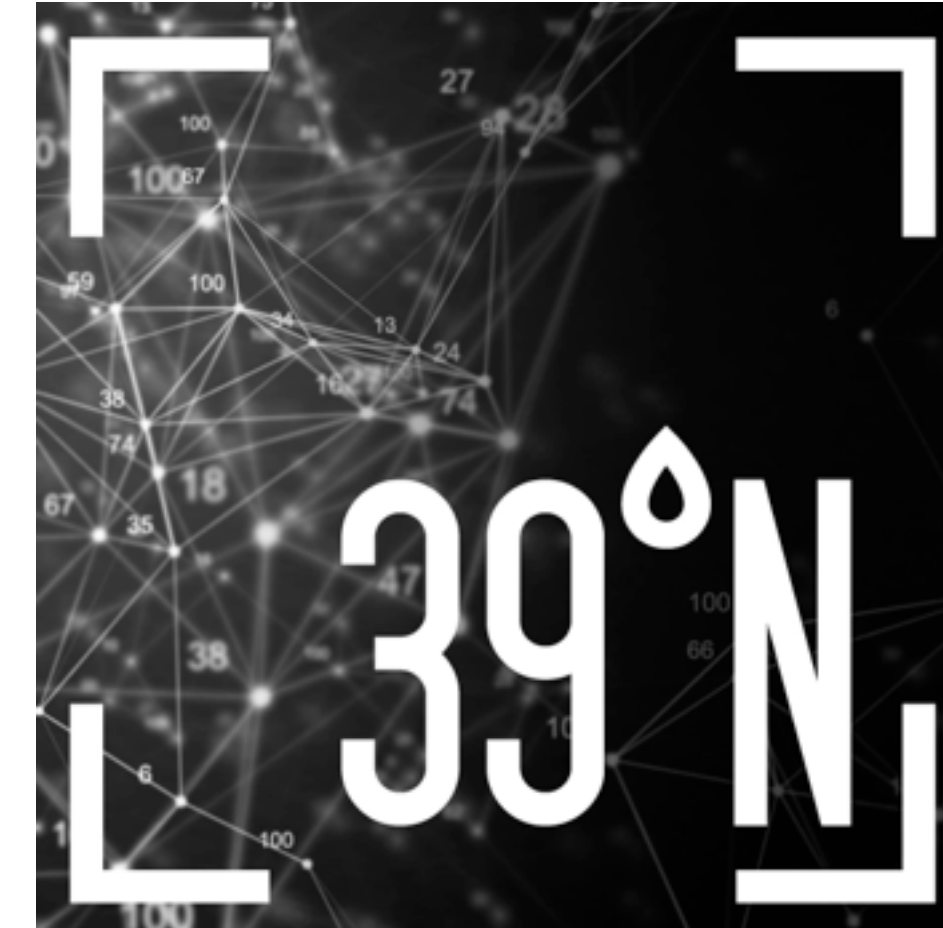
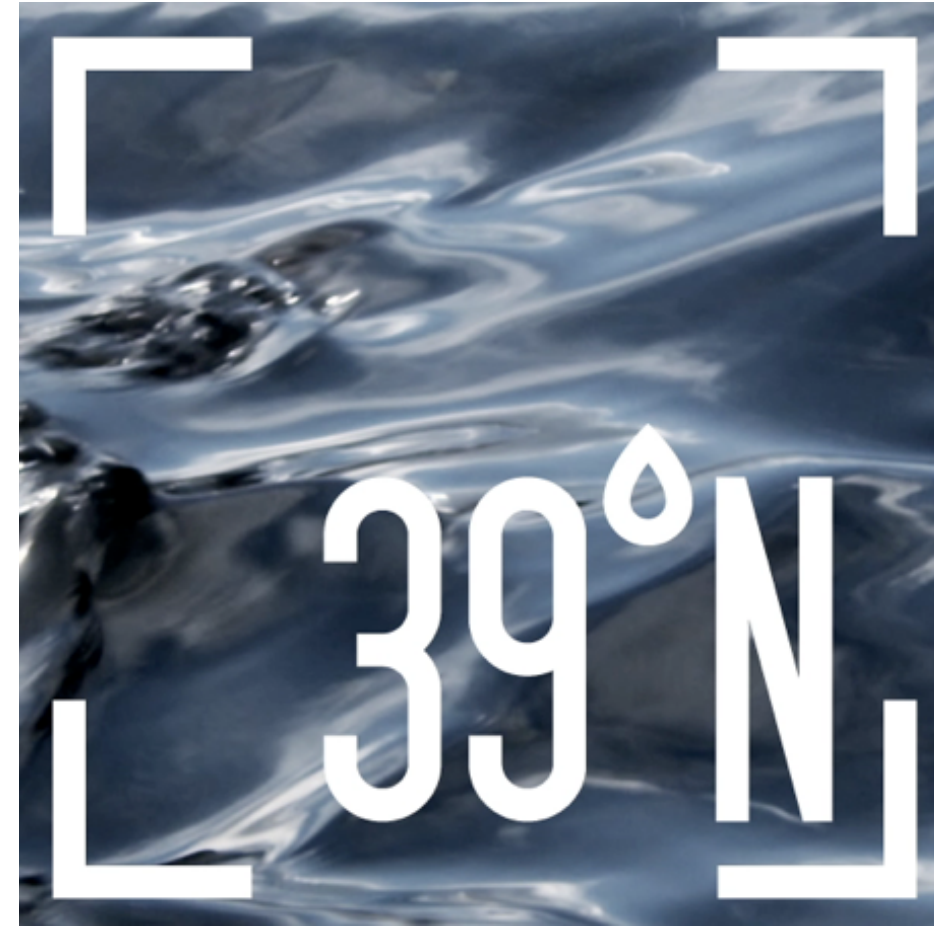
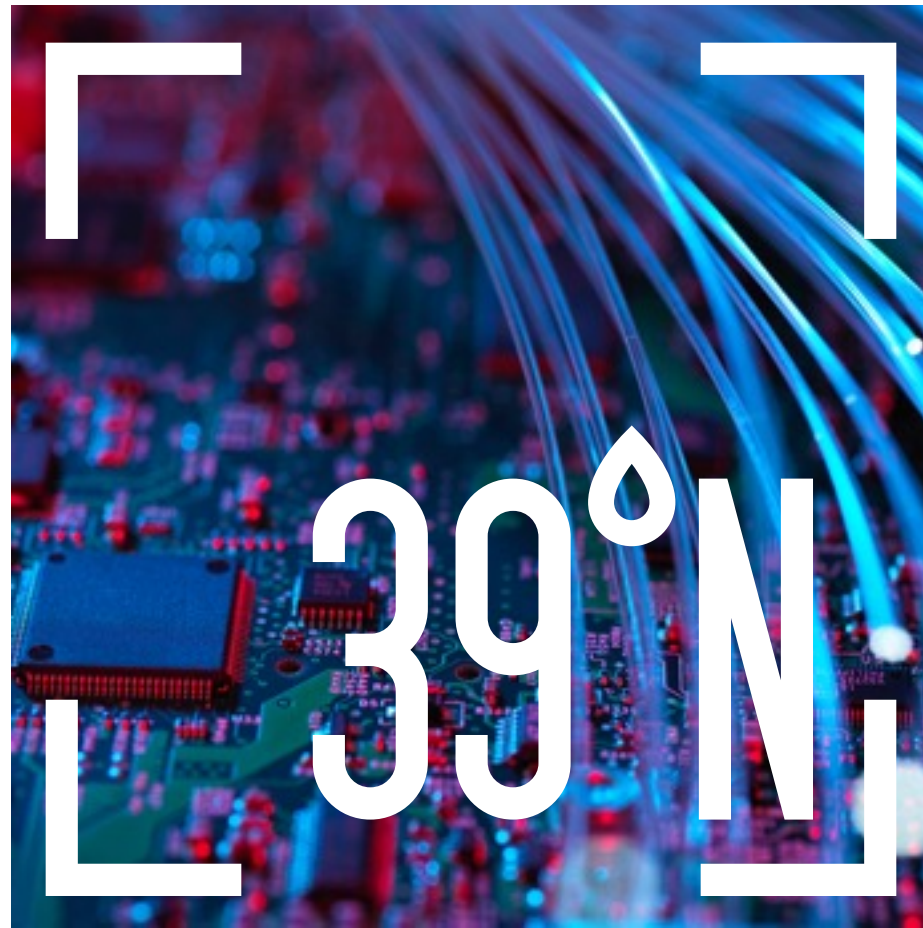
Our logo can be layered

As a district that's building and adding to its community, the brackets become a framing device that can float above imagery — plant life, circuit boards, a place setting in a restaurant — so the logo can constantly evolve.



The photography and video

communicates food, water, energy, technology or the environment.
The imagery is mostly monochromatic to improve legibility.

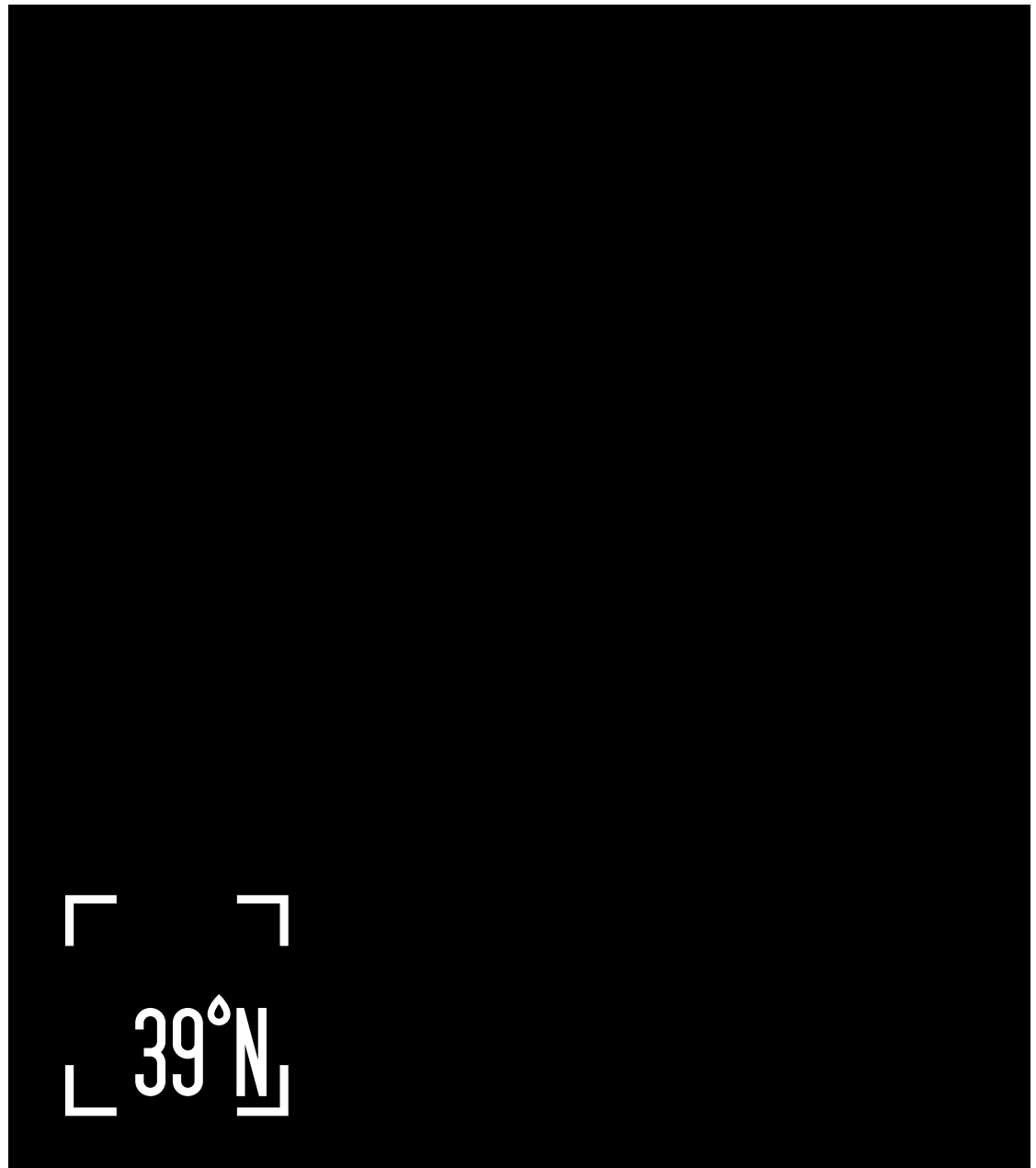
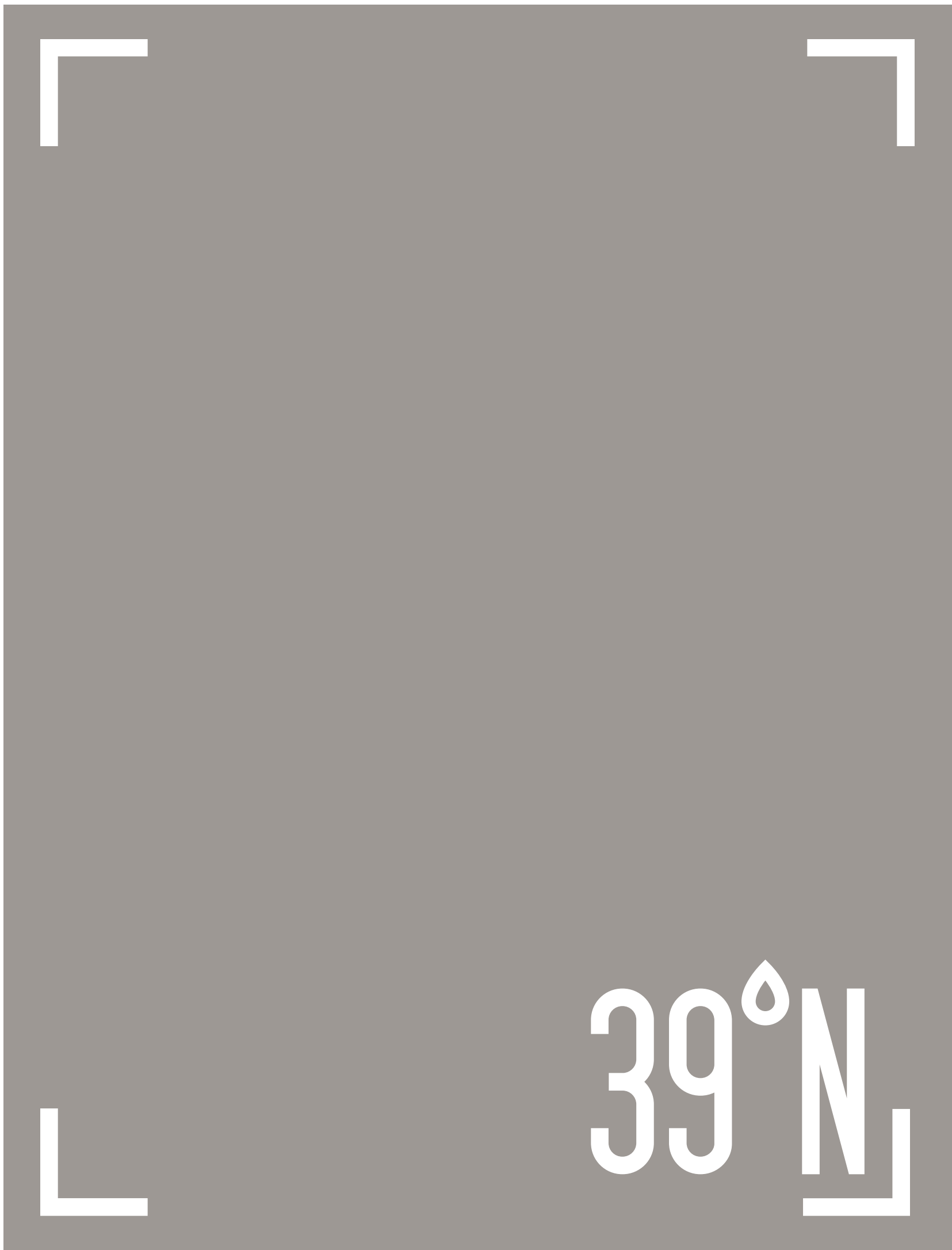


Approved Logo Imagery



The logo can be placed

in any corner or centered at the top or bottom.



The logo can also be broken apart

to create a border, but only when 39° N goes in the lower righthand corner and the entire background is a full-bleed image.

The logo should always be at least a bracket-length away from anything else on the page.





TRANSPARENT WHITE LOGO



REVERSED LOGO ON BLACK



BLACK LOGO

The preferred version of the logo is transparent white.

But there are additional versions if white doesn't work for your application.

In plain text only.

39° N

Preferred nomenclature.

To type a degree mark:

On PCs - hold down the Alt key and on the numeric keypad on the right of the keyboard, type 0176, or Alt+ 248
On Macs - option shift 8.

39 North

Spell out 'North' when you don't have access to an degree mark.
For example in social posts or typing on a mobile device.

39North

Remove the space between '39' and 'North' when using it as a hashtag in social posts.

- BRAND ELEMENTS -

PREFERRED HEADLINE FONT

BENCH NINE | LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

BENCH NINE is an elegant, condensed font. Its rounded corners bring in a sense of nature, while its condensed aesthetic allows it to feel direct.

A a [B b] C c

PREFERRED BODY COPY FONT

SIGNIKA | LIGHT

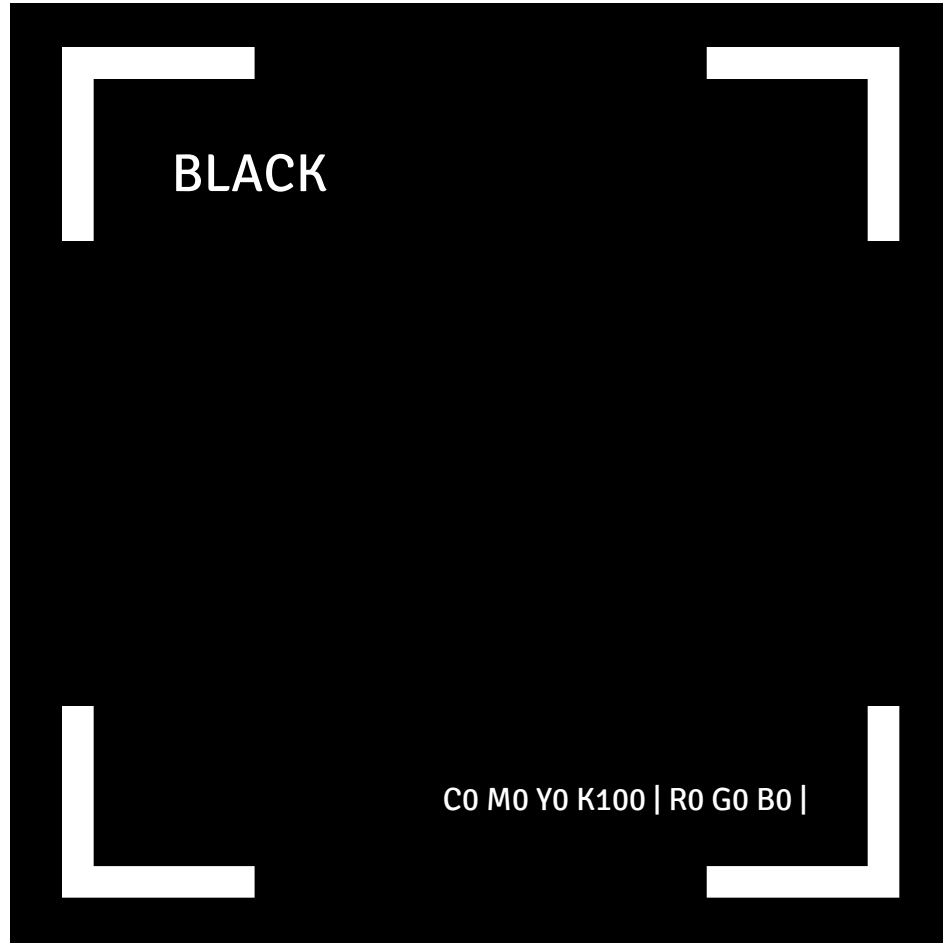
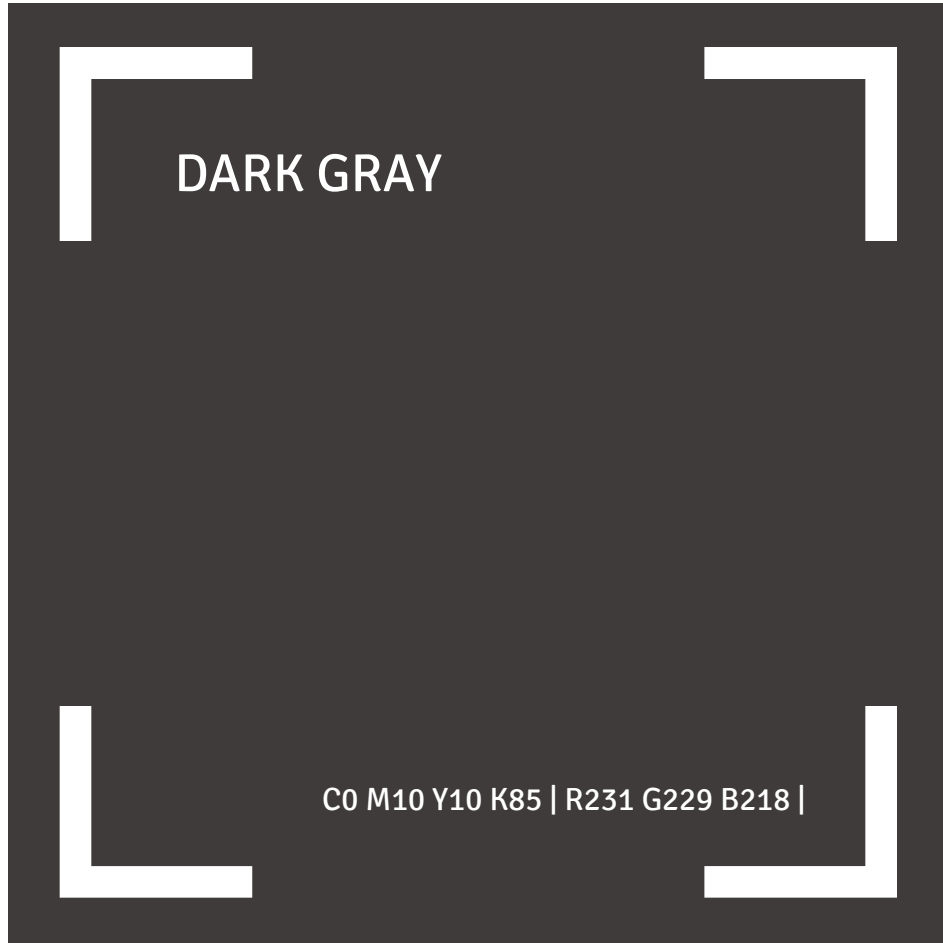
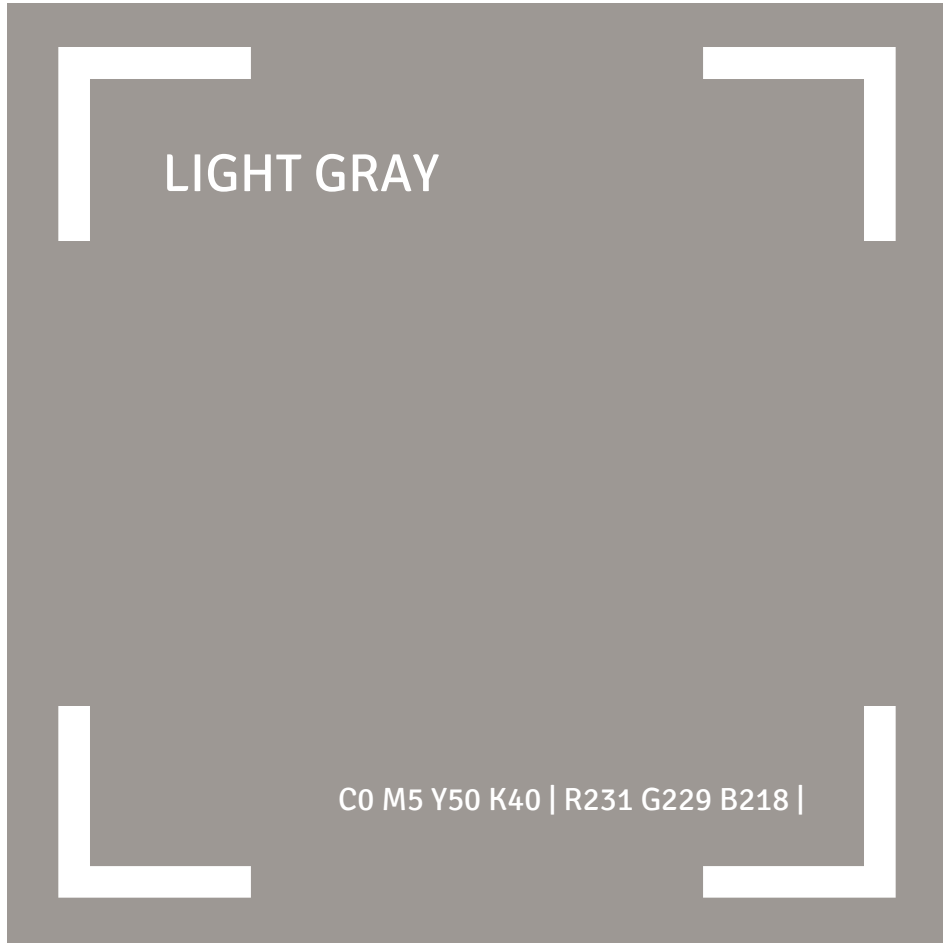
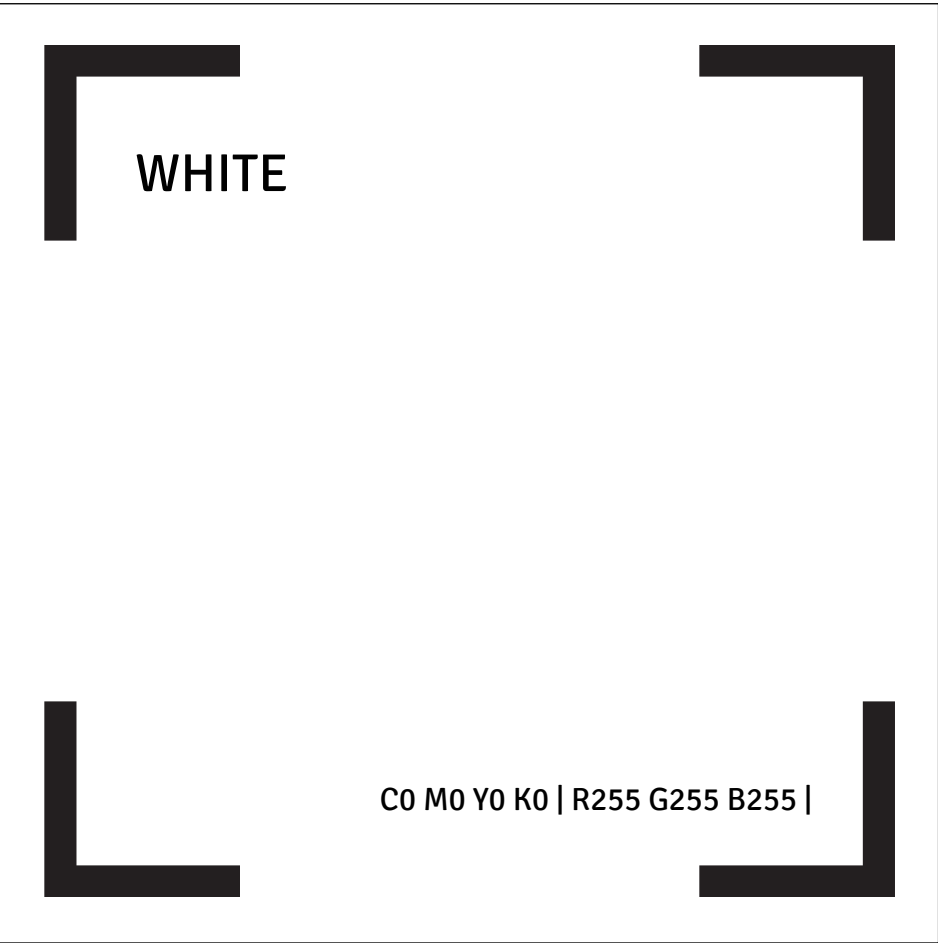
a b c d e f g h i j k l m n o p q r s t u v w x y z

SIGNIKA is a modern font.
Its balance of rounded and sharp corners bring
a sense of technology and innovation to the brand.

A a B b C c

COLORSTORY

We let imagery, video and snaps of real life tell our story. In addition, you can use colors from this palette. Our shades use more yellow than blue to create a more inviting tone.



- SIGNAGE -

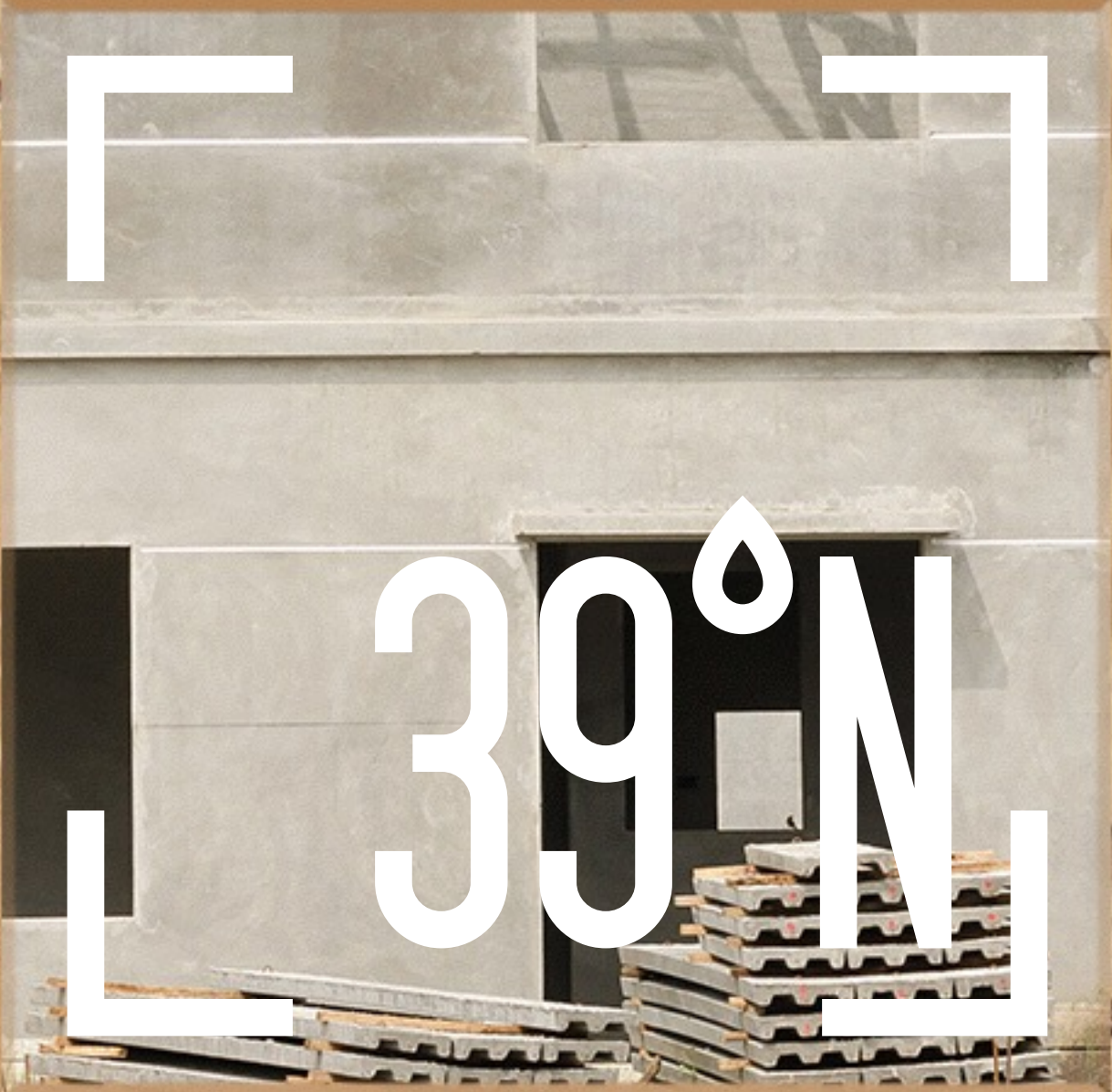
Wherever possible

use natural materials or screens to construct the logo in signage.



Our brand is transparent.

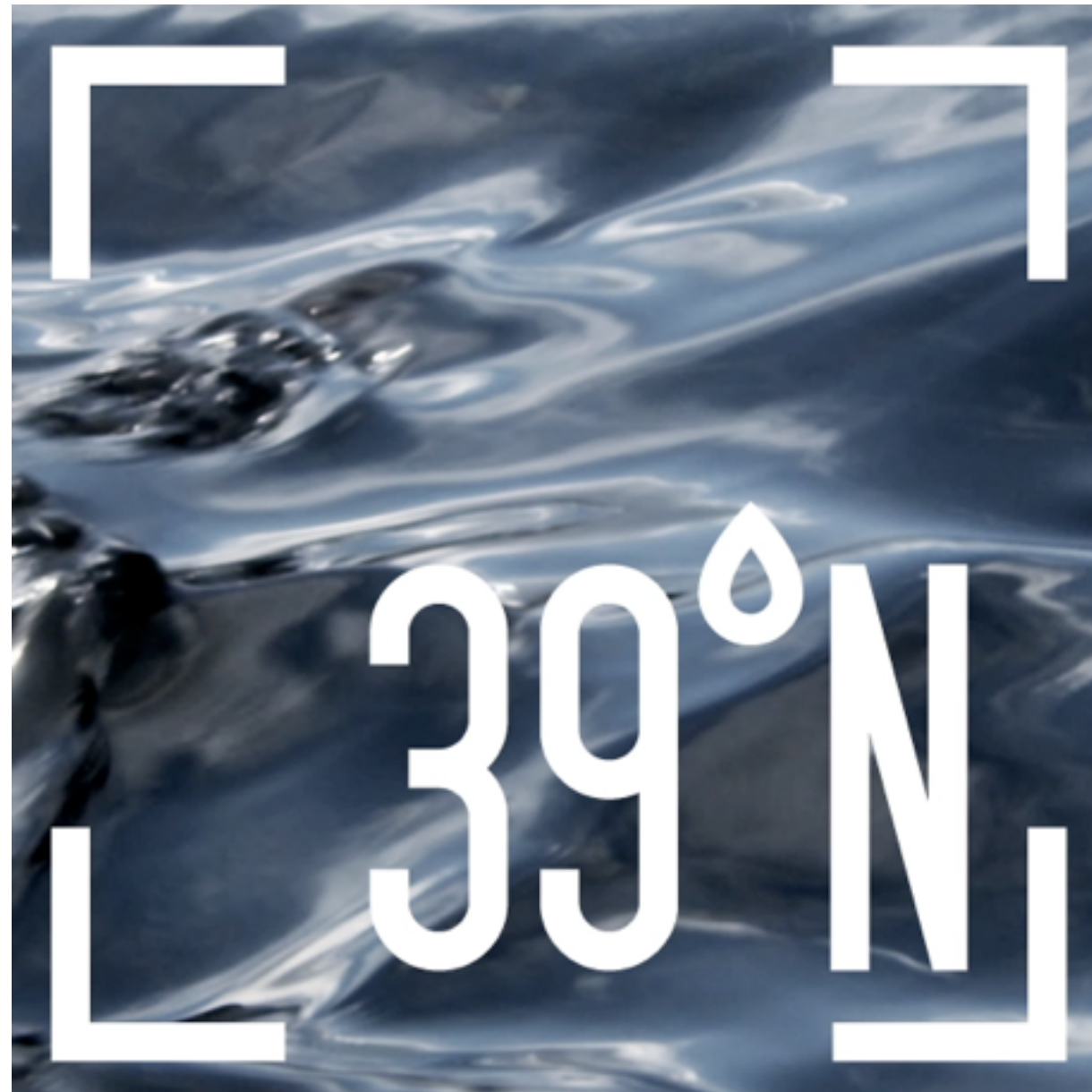
Our logo can be too.



Our brand is transparent.

Our logo can be too.

┌ 39°N ┐



39° N is an active, inspiring and utterly unique place where the world's brightest minds in food, water, energy and the environment converge, collide and cultivate to solve our biggest challenges and advance the human condition.