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In winter 2021, a community committee met with Grey Matter Group to revise a brand for South Division Avenue between Fulton and Wealthy Street. Biweekly, the committee met with Grey Matter Group to review new ideas and provide feedback. The following guidelines are intended to assist community partners in utilizing the brand to attract and retain residents, visitors, and small business owners on South Division between Fulton and Wealthy Street.

We hope you will join us in embracing and sharing the logo, using the colors and language to celebrate SoDiv.
For people who love discovering the story of a place, the South Division Corridor, nestled in the heart of Downtown Grand Rapids, is rooted in historic architecture and a culture of caring. Home to contemporary creatives, we have a bold and energetic atmosphere offering a slew of activities as diverse as we are. A fresh yet familiar experience, our business corridor offers an eclectic array of shopping, gallery, dining and entertainment experiences that can be easily accessed on foot. Explore our bustling, innovative hub where diverse people connect, and all are welcome.
SoDiv
To highlight the diversity of South Division and the businesses on the corridor, we will use a play on “SoDiv”, creating phrases with positive adjectives that start with “D”. These phrases would act as headlines for advertising and marketing pieces but could also speak directly to a specific shop or aspect that we’d like to highlight.

HEADLINES*

SoDiverse.
SoDiv is so cultured.

SoDistinct.
SoDiv marches to the beat of its own drum.

SoDynamic.
SoDiv is where life happens.

SoDifferent.
SoDiv doesn’t do boring.

SoDelicious.
SoDiv is cookin’ up something tasty.

*Only use provided headlines. Please reach out to jschaub@dpgr.org for approval on any additional headlines that are not part of the above list.
This is the main SoDIV logo. The logo can be used with and without the SOUTH DIVISION name. The angle is 45° which nicely aligns with the SoDIV type treatment. This angle element can also be used in design elements to help bring a uniqueness to a specific design and also helps reinforce the logo mark and brand.
ALTERNATE LOGO OPTIONS

This vertical logo can be used on banners, t-shirt design, or when you’re trying to make a bold statement with the brand.

This horizontal logo should only be used in conjunction with 3 SoDIV headlines to help wrap up the SoDIV messaging. See examples on page 12.
Poppins is available in multiple weights and is available on Canva and Google Fonts. This font was picked for its boldness, simplicity and variety of options. It’s also a nice compliment to the logo font.

The logo font is “Novecento Slab Wide Bold” but only available for purchase or through adobe fonts.
*These are suggested color combos for the best contrast. If contrast is not a priority, feel free to mix colors for the desired design effect. For example, mixing pink and "yellow" is okay as long as contrast isn't needed.
**LOGO DON’TS**

**DO NOT** place logo on poor contrast backgrounds.

**DO NOT** stretch logo.

**DO NOT** add embellishments, shadows, or “glows” to logo.

**DO NOT** change the thickness of the border or add a stroke.

**DO NOT** rotate logo or name. Use provided logo.

**DO NOT** use logo in unspecified colors.
It’s okay to crop logo in lower left corner when appropriate and treating the mark as a bold graphic element.

It’s okay to show the logo without the SOUTH DIVISION name.

It’s okay if SOUTH DIVISION interacts with the logo in some situations. As long as there’s good contrast and it’s not distracting. See more examples on pages 13-14.

It’s okay to add SoDIV language to the logo for applications like stickers and signage.
Use uppercase & lowercase when using headlines.
The “S” and “D” should always be uppercase.
Three SoDiv word pairings is recommended.

SoDiverse
SoDistinct
SoDynamic
SoDIV

SoDivine
SoDelicious
SoDowntown
SoDIV
SoDiverse
SoDistinct
SoDynamic
SoDIV
BRAND EXAMPLES
BANNERS/BROCHURES/STORE SIGNAGE/T-SHIRTS

SoDivine
SoDelicious
SoDowntown
SoDIV

Vinyl Type Example

Brochure Cover Example

T-Shirt Design Example

Banner Example