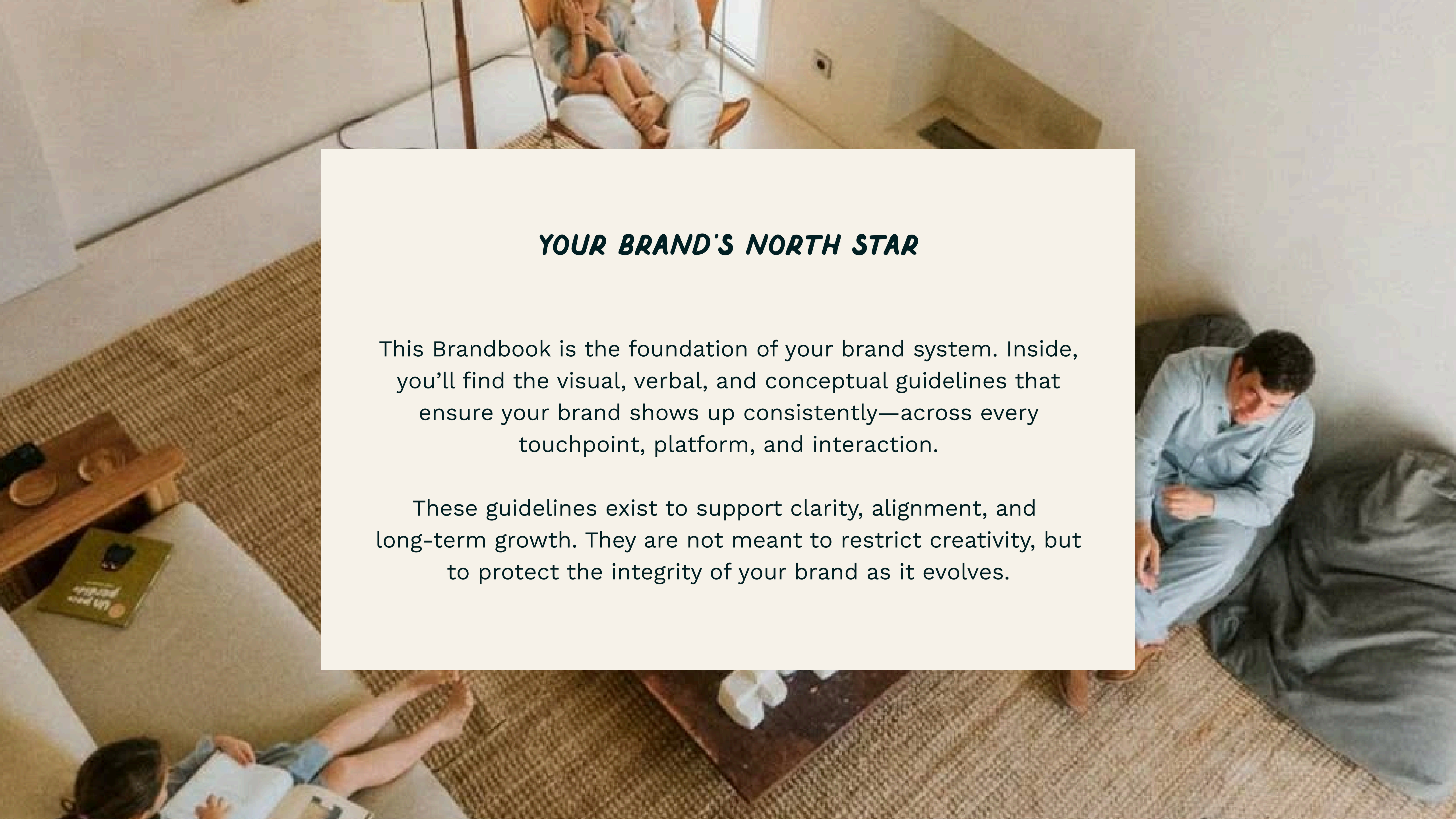


Baker Street Club

Brand Guidelines



YOUR BRAND'S NORTH STAR

This Brandbook is the foundation of your brand system. Inside, you'll find the visual, verbal, and conceptual guidelines that ensure your brand shows up consistently—across every touchpoint, platform, and interaction.

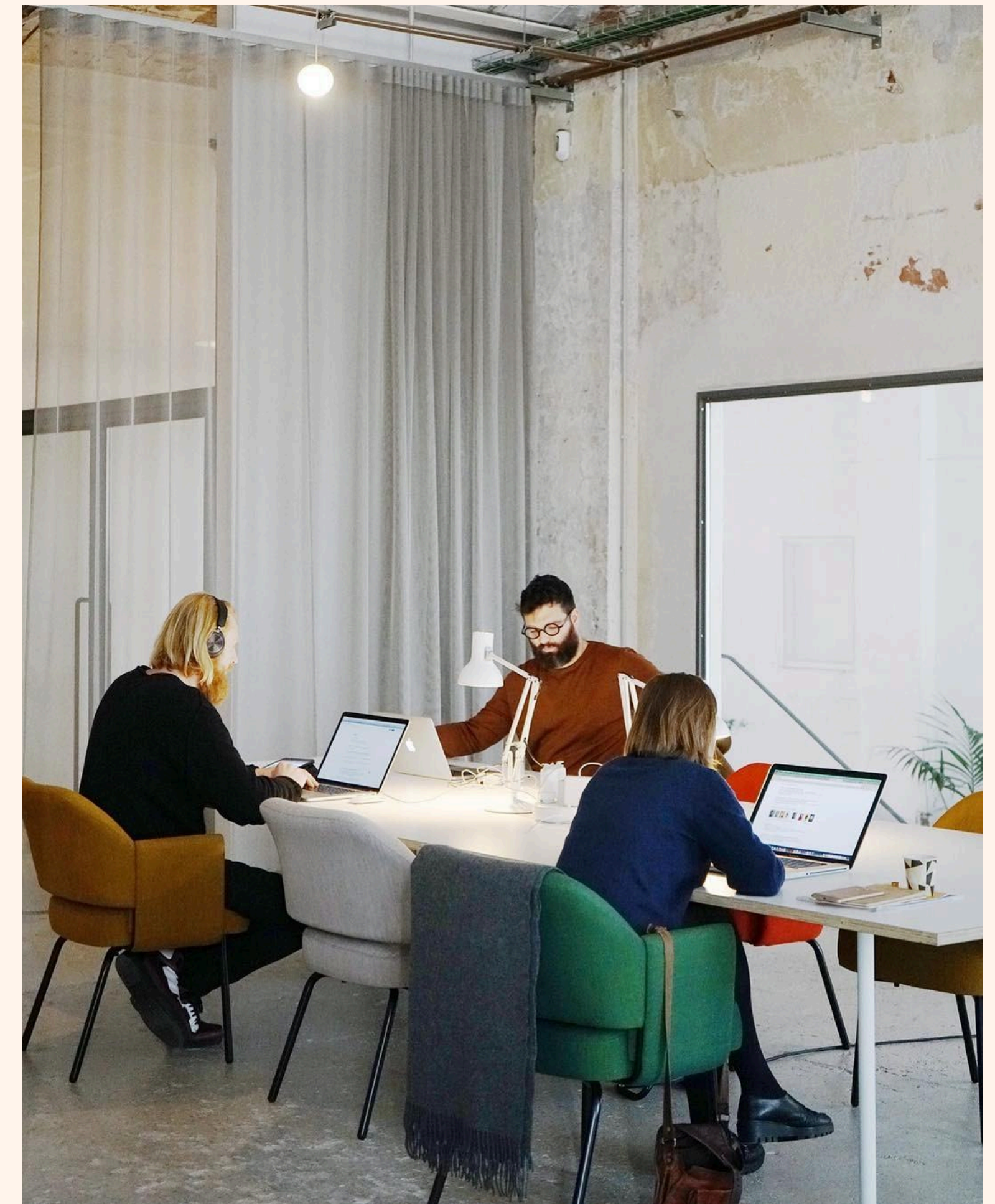
These guidelines exist to support clarity, alignment, and long-term growth. They are not meant to restrict creativity, but to protect the integrity of your brand as it evolves.

Brand Essence

FIRST AND FOREMOST, A CLUB YOU WANT TO BELONG TO

The Work Club moves beyond the idea of a rented workspace. **It is grounded in the fundamental human need for connection and community**, responding to what both traditional offices and remote work have failed to sustain in today's working landscape.

We want to bring back the camaraderie, excitement and connection we felt as teenagers or young adults when we participated in clubs in school or college. The same sense of achieving great things together while working hard on our passions.



THE GUIDING PRINCIPLES

Purpose

Why the brand exists beyond profit and the value it brings to people’s lives.

To remove the stress and uncertainty from property ownership, replacing it with clarity, care, and confidence.

Mission

What the brand does today and how it delivers on that purpose through action.

To manage properties with quiet discipline and thoughtful care—where the systems run steadily, and the work is guided by human judgment and clarity.

Vision

Where the brand is going and the future it is intentionally working toward.

To be known as the team that makes property ownership feel steady, predictable, and fully supported—quietly, consistently, and without friction.

OUR CORE VALUES.

WE DON'T MANAGE PROPERTIES. WE TAKE CARE OF HOMES

We believe a property is more than an asset, it's where people live, and what owners are building for their future.

→ This means we approach every decision with care, balancing the needs of both owners and tenants, and treating each property as something we're accountable for.

SYSTEMS SUPPORT THE WORK. PEOPLE LEAD IT.

We believe great operations don't replace people, they support better thinking, better decisions, and better outcomes.

→ This means we use technology and structured processes to stay organized and efficient, while relying on human judgment to guide decisions and take responsibility.

FOR YOUR PEACE OF MIND

We believe property ownership shouldn't feel like a constant source of stress, interruptions, or second-guessing. When things are managed well, they don't demand your attention, they simply run.

→ This means we take responsibility for the details, communicate clearly, and step in before issues escalate, so owners feel informed, supported, and free from the day-to-day burden.

HANDLED BEFORE YOU ASK

We believe trust comes from knowing nothing is being missed, delayed, or left unattended.

→ This means we stay ahead, act early, and take full responsibility—so you don't have to double-check or chase updates.

THE STANDARD DOESN'T CHANGE

We believe good property management isn't situational. The level of care, attention, and execution should remain consistent, regardless of the property, the owner, or the complexity involved.

→ This means we apply the same level of structure, judgment, and follow-through to every property, so owners can expect reliable outcomes, not variability.

Our Secret Sauce

Care, Built In

Thoughtfulness isn't an extra layer—it's part of how decisions are made, communication is handled, and properties are looked after every day.

+

Systems That Hold Everything Together

Nothing relies on memory or improvisation. Structured systems keep operations consistent, visible, and running smoothly at any scale.

+

Clarity at Every Step

Owners always understand what's happening, why it matters, and what comes next—without needing to chase or decode information.

Handled Before It Escalates

Issues are anticipated, not just addressed. The goal is fewer surprises, fewer disruptions, and better outcomes over time.

+

Local Knowledge That Actually Works

Deep understanding of Ann Arbor's market, regulations, and relationships—used to navigate challenges efficiently and confidently.

+

A Standard That Doesn't Slip

Every property is managed with the same level of care, detail, and professionalism—regardless of size or complexity.

Real People, Thoughtful Decisions

Technology supports the work, but people make the calls. Judgment, context, and experience guide every decision that matters.

=

The Baker Street Property's Way: A way of managing properties where systems create consistency, people bring judgment, and ownership feels steady, clear, and under control.

The value / Emotional benefit

Our Logo

Our logo does the quiet work of holding the brand together. It carries our colors and typography across every touchpoint, creating recognition through consistency. It allows Baker Street to move between tech and human without ever feeling like two different brands.



Our trademarks should not be misinterpreted, modified or added to. Do not alter them in any way. Their orientation, colour and composition should remain as indicated in these guidelines — with no exceptions. **Always use the alternative with the best legibility.**

Our Logo

Primary Wordmark

Our primary wordmark represents Baker Street’s vision of a service that is both human and innovative.

It feels friendly and welcoming, while remaining professional, consistent, and dependable.

Preferred Wordmark

When we can, we use the wordmark in the Primary main color.

BAKER STREET
properties

Alternative Wordmarks

If it doesn’t work in our primary color, for example on imagery or a dark background we can use any of these alternatives.

These variations may also be applied to merchandise and motion assets when a more expressive look is desired.



Our Logo

Stacked Wordmark
Lockup

The primary logo lockup brings together the wordmark and tagline into a single, balanced composition.

This version represents is a more compact version of it perfect for left aligned or more dynamic compositions.

Preferred Wordmark lockups

When we can, we use it in the Primary main color (flow state)

BAKER
STREET

Alternative Wordmark lockups

If it doesn't work in our primary color, for example on imagery or a dark background we can use any of these alternatives.

These variations may also be applied to merchandise and motion assets when a more expressive look is desired.

BAKER
STREET

BAKER
STREET

BAKER
STREET

Our Logo

Wordmark and Logomark
Lockup

This lockup features the stacked version of our wordmark with the double B logomark.

We will use this lockup when we’re looking for a bolder, more playful look or with a simpler composition where the logotype can have more space to shine.

Preferred lockups

When we can, we use it in the Primary main color (flow state)



Alternative lockups

If it doesn’t work in our primary color, for example on imagery or a dark background we can use any of these alternatives.

These variations may also be applied to merchandise and motion assets when a more expressive look is desired.



Our Logo

Secondary Wordmark

This secondary version is the elegant side of our stacked logomark.

Preferred Wordmark lockups

When we can, we use the wordmark in the Primary main color (flow state)



Alternative lockups

If it doesn't work in our primary color, for example on imagery or a dark background we can use any of these alternatives.

These variations may also be applied to merchandise and motion assets when a more expressive look is desired.



Our Logo

Stacked Secondary Logo Lockup

This vertical lockup is a variation of the previous one. To be used in centered layouts and compositions

Preferred Wordmark lockups

When we can, we use the wordmark in the Primary main color (flow state)



Alternative lockups

If it doesn't work in our primary color, for example on imagery or a dark background we can use any of these alternatives.

These variations may also be applied to merchandise and motion assets when a more expressive look is desired.



Our Logo

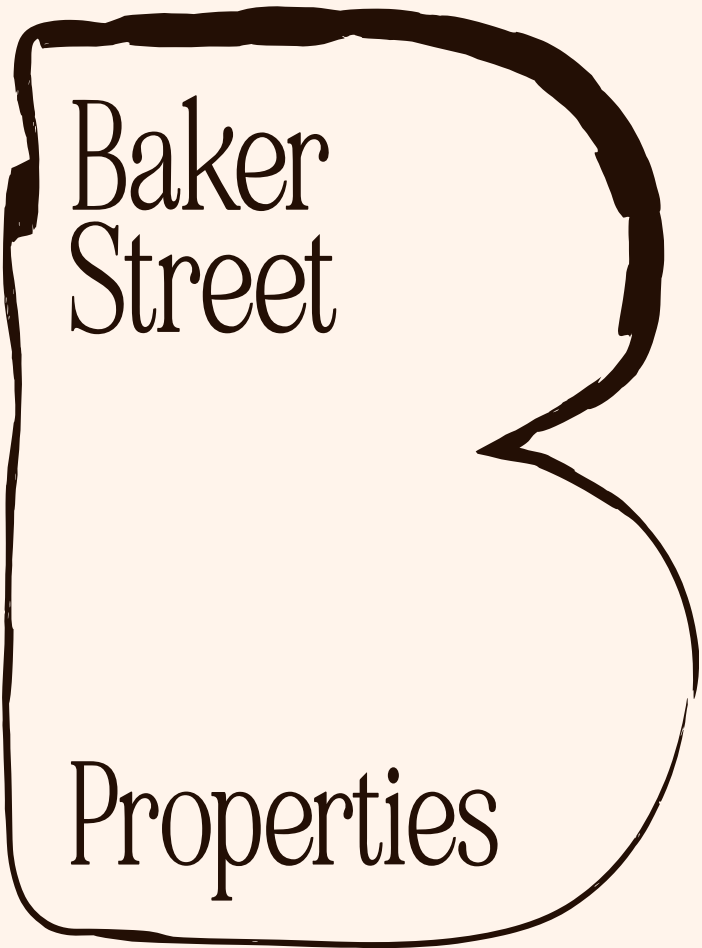
Bold Wordmark lockup

This all-caps wordmark introduces the asterisk as a bold, graphic detail.
It can appear with the tagline and “Established 2026” or stand alone for a more expressive treatment.

This is the primary logo choice for merchandise and dynamic applications where the brand can feel less formal and more playful.

Preferred Wordmark lockups

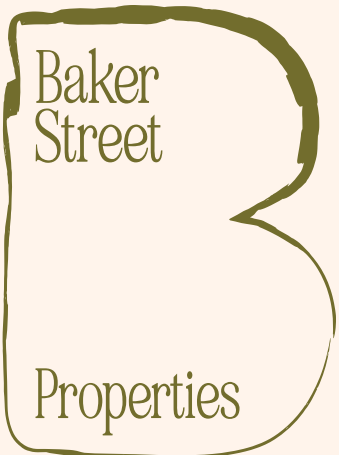
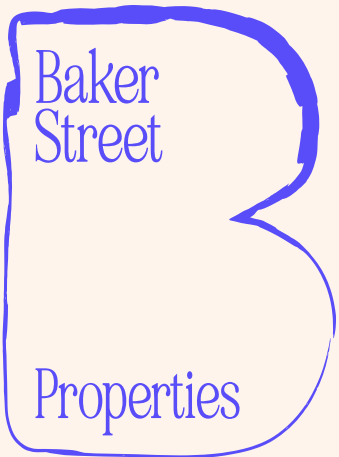
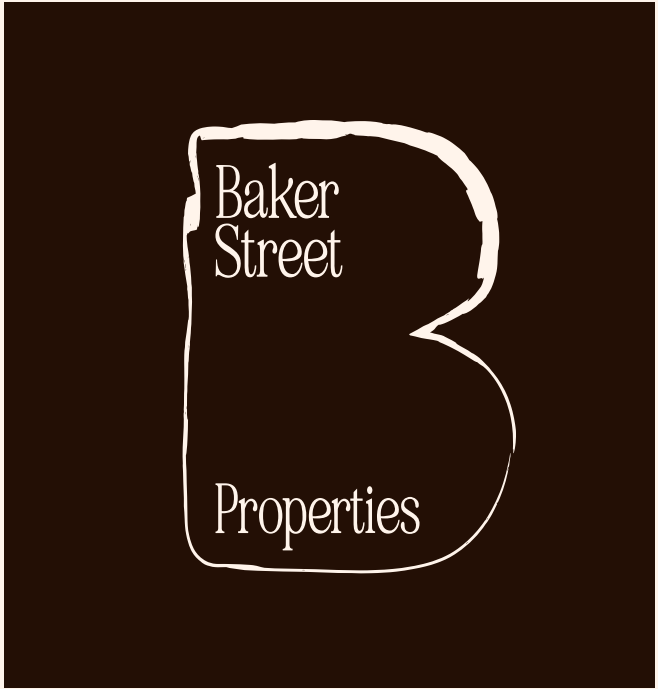
When we can, we use the wordmark in the Primary main color (flow state)



Alternative Wordmark lockups

If it doesn’t work in our primary color, for example on imagery or a dark background we can use any of these alternatives.

These variations may also be applied to merchandise and motion assets when a more expressive look is desired.



Our Logo

Our Logomark

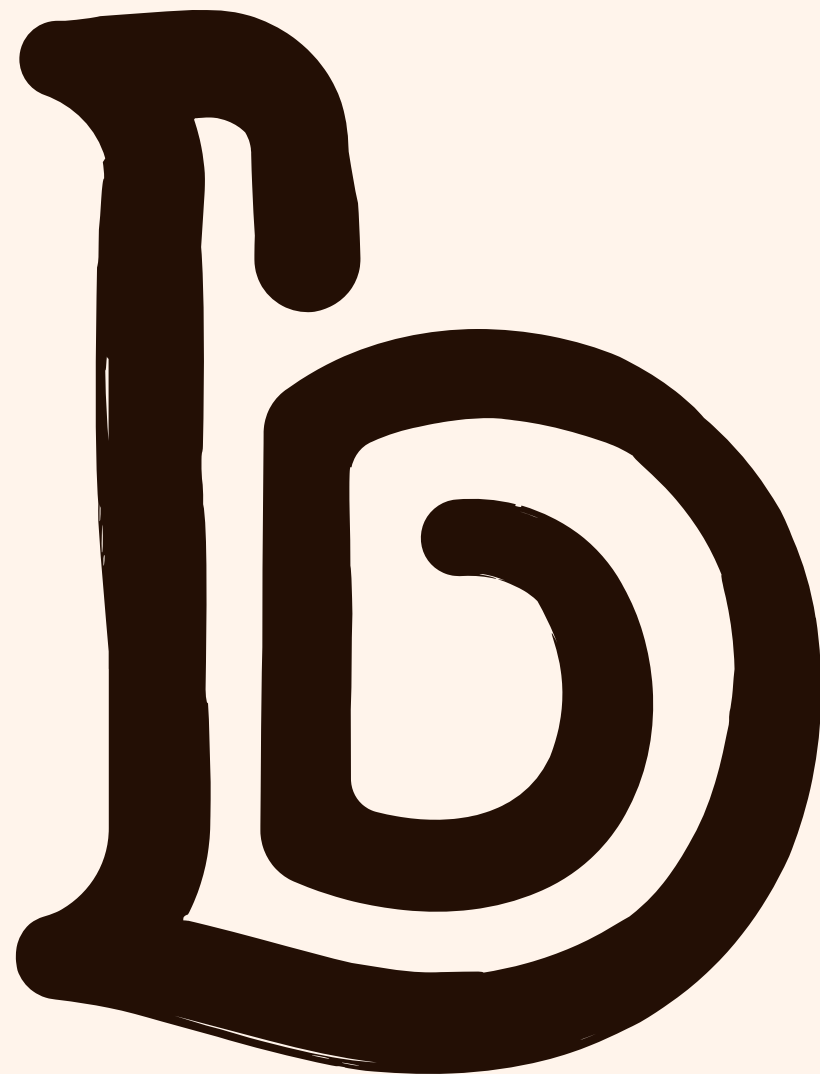
The logo mark is built from two chairs facing one another.

A quiet symbol of work and connection, it reflects the shared workday in all its forms, from focused solitude to conversation.

The chair is an invitation to arrive, get comfortable, and spend time here.

Preferred Logomark lockups

When we can, we use it in the Primary main color (flow state)



Alternative Logomark lockups

If it doesn't work in our primary color, for example on imagery or a dark background we can use any of these alternatives.

These variations may also be applied to merchandise and motion assets when a more expressive look is desired.



Our Logo

Our Logomark. Multicolored

The logo mark may also be used in dual-tone combinations, as shown on this page.

This treatment introduces a more playful expression and can be applied across a wide range of brand applications.

Preferred Logomark lockups

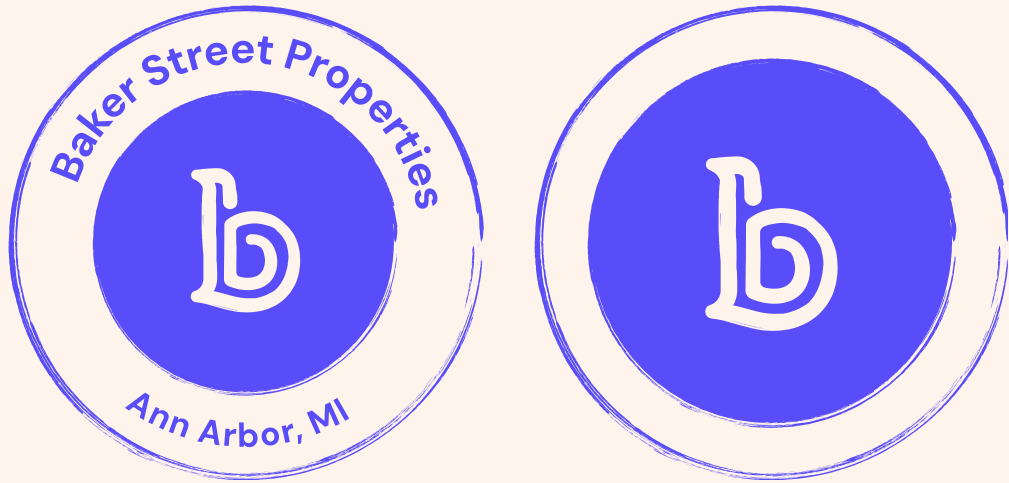
When we can, we use it in the Primary main color (flow state)



Alternative Logomark lockups

If it doesn't work in our primary color, for example on imagery or a dark background we can use any of these alternatives.

These variations may also be applied to merchandise and motion assets when a more expressive look is desired.



Our Logo

Placement

Trademarks should always be placed for maximum legibility. Unless it is not possible, place the trademark right aligned, at the bottom.

Different placements are allowed for some trademarks including logotypes, logo lockups and partnership lockups. See the placement list for details.

Placement 1

- Primary Wordmark
- Primary Wordmark
- Logomark
- Avatar

Placement 2

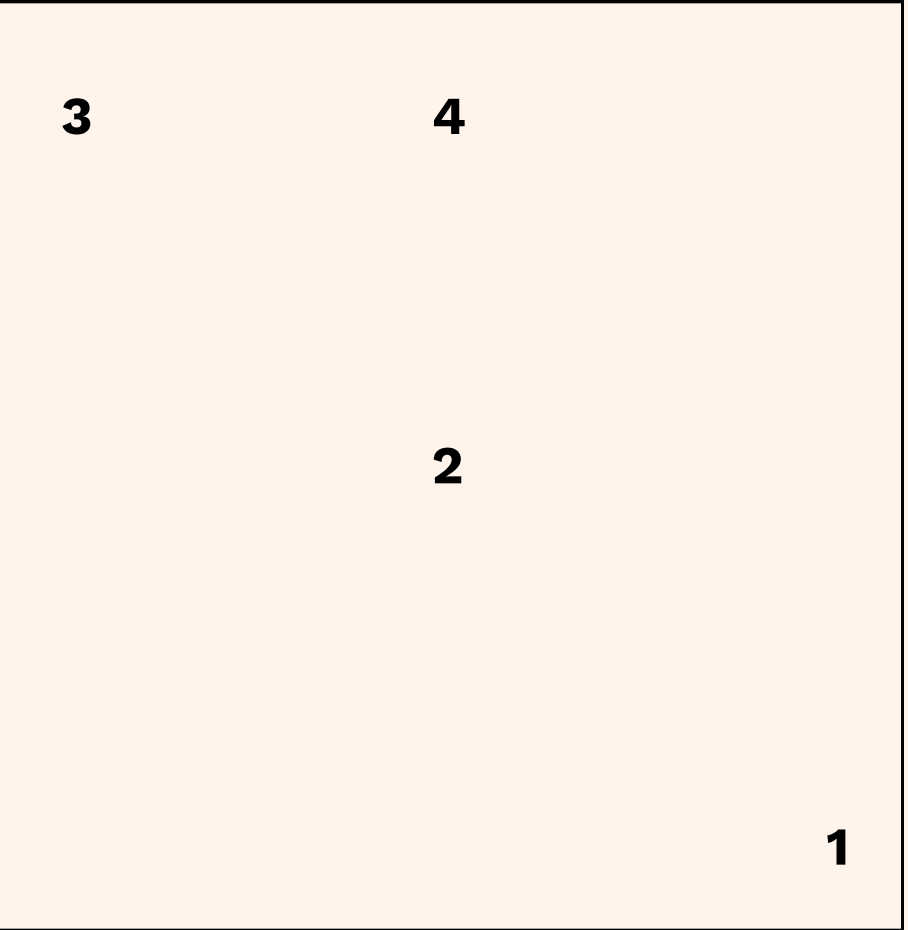
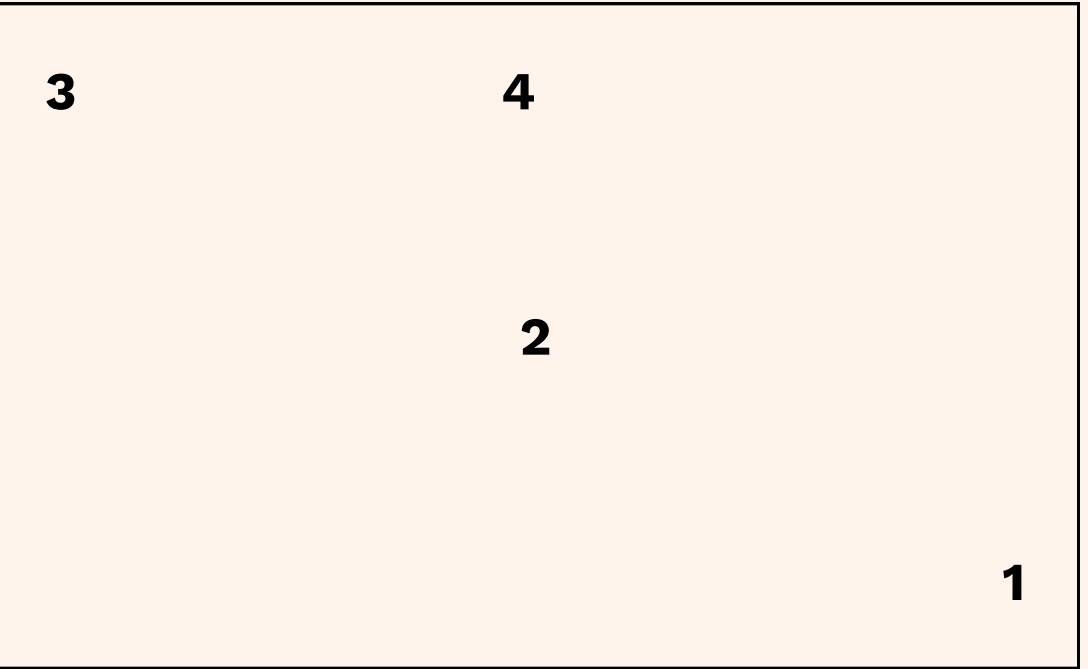
- Primary Wordmark
- Secondary Wordmark Lockup
- One-Liner Wordmark Lockup
- Bold Wordmark Lockup
- Logomark
- Logomark Lockups

Placement 3

- Primary Wordmark
- One-Liner Wordmark
- Logomark
- Logomark Lockups
- Avatar

Placement 4

- Primary Wordmark
- Primary Wordmark Lockup
- Secondary Wordmark Lockup
- Primary Wordmark
- One-Liner Wordmark Lockup
- Bold Wordmark Lockup
- Logomark
- Logomark Lockups



Typography

Typography is a fundamental pillar of Baker Street's identity.

The interplay between our typefaces reflects a brand rooted in excellence and innovation, while underscoring our commitment to treating every client as an individual and every property with the utmost care.

Typography

Eighties Comeback

Eighties Comeback is Baker Street's primary display typeface.

Applied to large-scale headlines, it brings a sense of structure and quiet sophistication, offsetting the playfulness of the logotype and color palette.

Its use is reserved for bold, high-impact titles and key statements.

Eighties Comeback

ABCDEFGHIJKLMNOPQRSTUVWXYZ

::...!/?#/(){}[]--_.,'""'''\$€£+
 -=%@&|1234567890

Typography

DM Sans

DM Sans is the primary typeface for body copy.

Highly readable and versatile, it brings clarity and consistency to longer text while carrying enough character to feel intentional and considered within the wider type system.

DM Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz ;, ... ! ? • * # \
() { [] - _ ' " " " " " " " " " " \$ € £ + - = % @ & |
1234567890

DM Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz ;, ... ! ? • * # \ () {
[] - _ ' " " " " " " " " " " \$ € £ + - = % @ & |
1234567890

DM Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz ;, ... ! ? • * # \ () {
[] - _ ' " " " " " " " " " " \$ € £ + - = % @ & |
1234567890

Typography

Barro

Barro is a handwritten typeface used to introduce a human, caring layer into the system

Raw and expressive, it brings warmth and personality to select titles and accent moments.

It is used sparingly, where a more personal touch is needed.

BARRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

! ? # / () { } [] - _ ' " , . \$ € £ +
= % @ & | 1 2 3 4 5 6 7 8 9 0

Typography

Titles

Typography should be used in a dynamic, high contrast way to create interest and set a strong identity. Use the Mega title for large, bold headlines. Secondary Title should be used to highlight certain parts of information or other less prominent headlines. It should not be used on hero images and covers. Title should be used for smaller sized texts when readability is key.

Mega Titles

Short one line or two line titles (8–10 words max) & Longer titles or big quotes.

Posters,
Merch
Website hero section
Social Media quotes
Space signage

Print: Any size over 80pt
Digital: Any size over 115px

Secondary Titles

Longer titles or big quotes.
Navigation text. We can use Eighties
Comeback here as well.

Posters
Documents
Newsletters
Merch
Website hero section
Social Media quotes
Space signage

Print: Size 80–55pt
Digital: 110–40 px

Title

Paragraph texts that are smaller size and need good readability (8–10 words max)

Documents
Newsletters
Paragraphs
Small text

Print: Size 30–8.5pt
Digital: 50–15 px

We take care
of homes.

*SIT BACK AND LIVE YOUR
LIFE. WE’LL TAKE CARE
OF THE REST.*

Local Knowledge That
Actually Works.

Typography

Paragraphs

Subheaders should be used above or below headlines as an intro. Use the paragraphs for longer texts.

Subheader

As an introduction for paragraphs
Typeface: Work Sans Medium

Print: Size 20–8.5pt
Digital: Size 50–36px

Mega paragraph

Big quote, standout statement.
Typeface: Work Sans Bold

Print: Size 30/36pt
Digital: Size 64–75px

Paragraph

Body copy text for print and digital.
Typeface: Work Sans Regular

Print: Size 12–8,5pt
Digital: Size 19–12px

Numbers

Big numbers or data
Typeface: Flapjack

Print: Size 200–40pt
Digital: Size 200–40px

The Work Club sits between home and the office, between focus and connection.

The Work Club sits between home and the office, between focus and connection.

Some days call for silence, others for conversation. The Work Club makes room for both. A neighbourhood space where work fits into life, where the day has structure without stiffness, and where being around others feels supportive, not distracting. It’s not a destination. It’s part of your day.

44 100 \$6K

Colors

Our colors are a huge part of our brand. We use consistent colors so we can strengthen our brand awareness. When people see our color palette, we want them to think about The Work Club.

Color

Our Colors - Main Color Palette

Our main color palette sets the tone for The Work Club. Calm, grounded, and warm, it creates a consistent foundation that feels welcoming without distraction and professional without stiffness.

Primary Colors

Blueprint

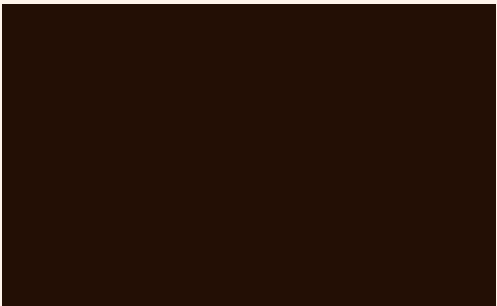
HEX: #5A4DFA
CMYK: 64| 69 | 0 | 2
RGB: 90 | 77 | 250



Neutrals

Brownstone

HEX: #230F05
CMYK: 2 | 57 | 86 | 86
RGB: 35 | 15 | 5



Plaster

HEX: #FFF5EB
CMYK: 0 | 4 | 8 | 0
RGB: 255 | 245 | 235



Fieldstone

HEX: #726D2D
CMYK: 0 | 4 | 61 | 55
RGB: 114 | 109 | 45



Secondary

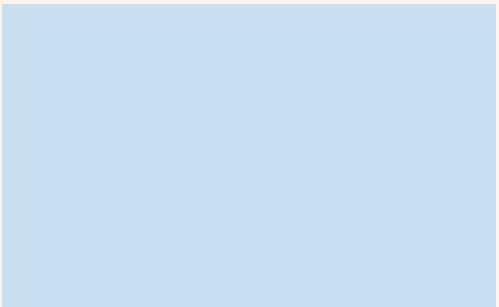
Brass

HEX: #DDAD43
CMYK: 0 | 22 | 70 | 13
RGB: 221 | 173 | 67



Glass Blue

HEX: #C9E0F2
CMYK: 17 | 7 | 0 | 5
RGB: 201 | 224 | 242



Accents

Adobe

HEX: #EC7233
CMYK: 0 | 52 | 78 | 7
RGB: 236 | 114 | 51



Color

Our Colors – Extended Palette

The extended palette introduces tonal variations of our core colors, expanding the system through shifts in saturation. These variations add flexibility and depth, allowing the brand to adapt across layouts, applications, and moments without losing its character.

Blueprint

#2317B7	#5A4DFA	#7B71FB	#9C94FC	#BDB8FD
---------	---------	---------	---------	---------

Brownstone

#180A03	#230F05	#4F3F37	#7B6F69	#A79F9
---------	---------	---------	---------	--------

Plaster

#E6DACE	#FFF5EB	#FFF7EF	#FFF9F3	#FFFBF7
---------	---------	---------	---------	---------

Fieldstone

#4A4615	#726D2D	#8E8A57	#AAA781	#C7C5AB
---------	---------	---------	---------	---------

Brass

#9B7114	#DDAD43	#E4BD69	#EBCE8E	#F1DEB4
---------	---------	---------	---------	---------

Glass Blue

#97C8EE	#C9E0F2	#D4E6F5	#DFECF7	#E9F3FA
---------	---------	---------	---------	---------

Adobe

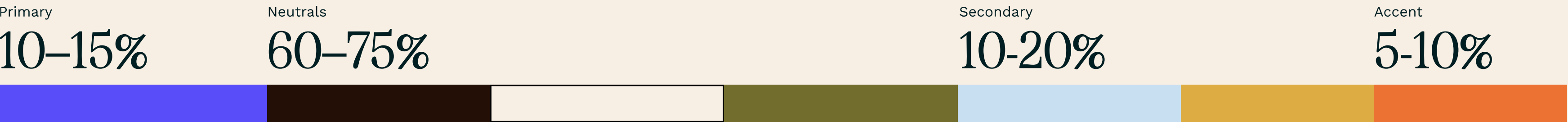
#B9460B	#EC7233	#F08E5C	#F4AA85	#F7C7AD
---------	---------	---------	---------	---------

Typography

Color Use

Our color palette is intentionally concise, but not all colors play the same role. Clear hierarchy and thoughtful use ensure consistency while allowing the brand to remain flexible across applications.

Color usage %



Color usage description

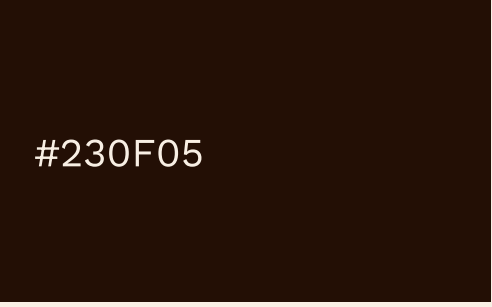
Primary - Blueprint



Your hero. Used for the logotype, bold typography, key moments, and select backgrounds. This should feel intentional and confident, not everywhere. When it appears, it should feel like a decision.

- Statement color
- High impact
- Visually memorable

Neutral - Brownstone



This is your quiet workhorse. Primary text color on light backgrounds and illustration line art means it will naturally appear often, but never shout.

- High presence
- Low visual weight
- Trust-building, grounding

Neutral - Plaster



Your main background color and dark-mode counterbalance. For typography and elements over dark or image backgrounds.

- Structural color
- Sets atmosphere
- Supports readability and contrast

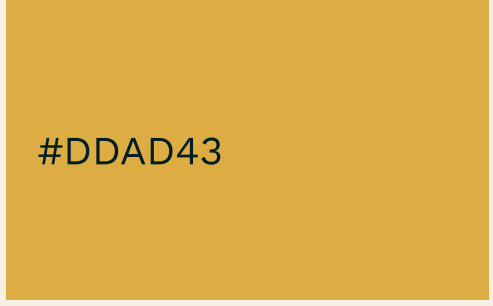
Neutral - Fieldstone



A rich neutral used to introduce depth and grounded sophistication to the palette.

- Secondary backgrounds
- Layered brand applications
- More organic sense of contrast.

Secondary - Brass

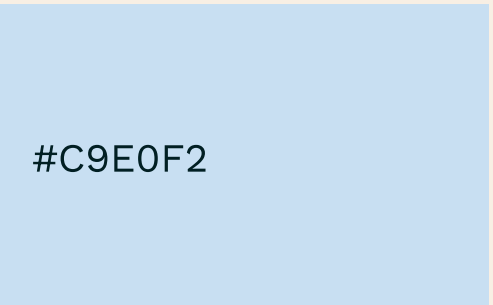


Your soft counterweights to the darker tones. They brings warmth, calm, and balance but shouldn't dominate.

Perfect for:

- secondary backgrounds
- large typographic moments
- tonal contrast
- Geometric shapes and partial backgrounds

Secondary - Glass Blue



→ Emotional balance
→ Warmth without noise

Accent - Adobe



Pure accent. This is seasoning, not a base.

Used sparingly, it will:

- guide the eye
- add energy
- create moments of emphasis

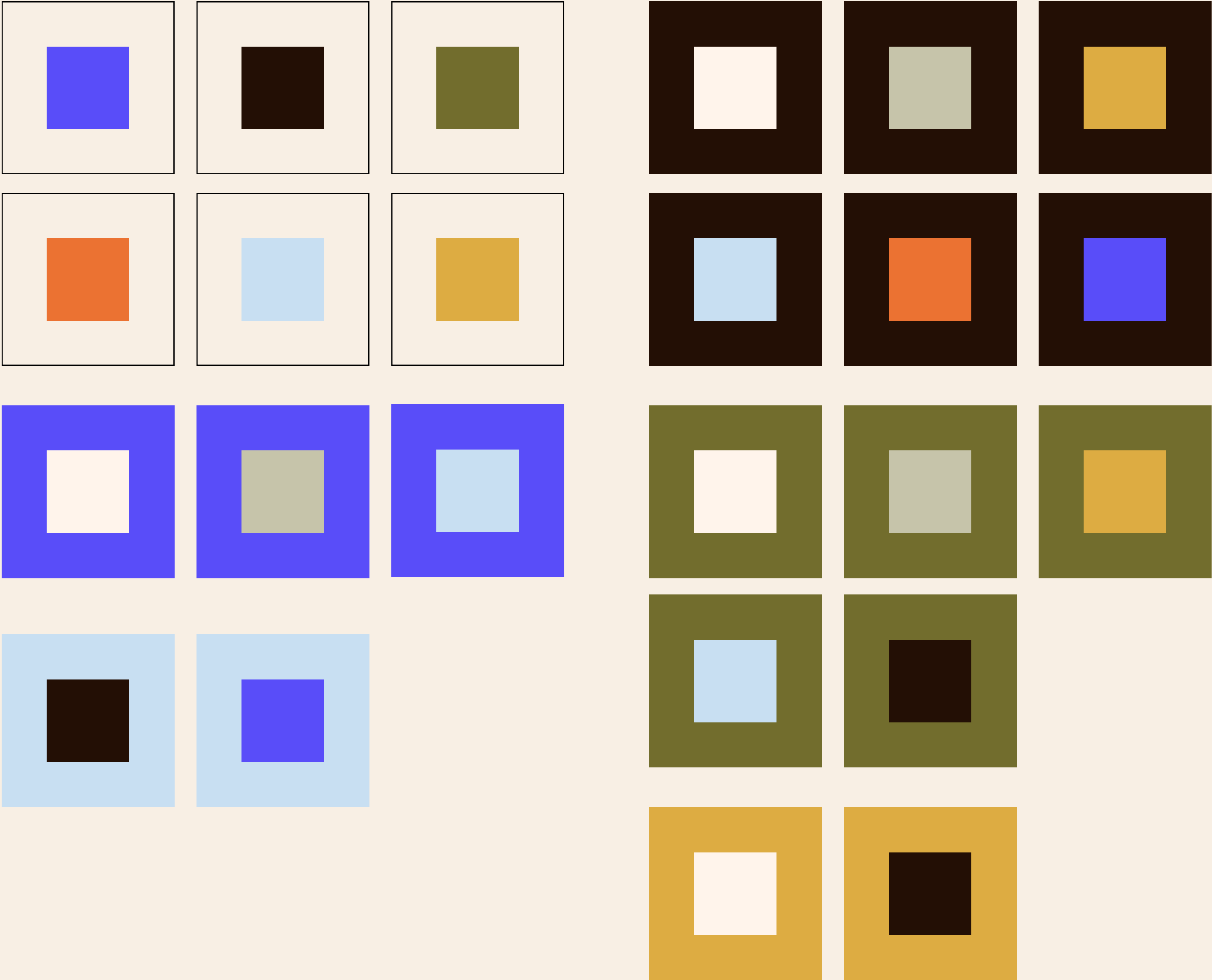
Any more than this and it stops feeling special.

→ Highlight only
→ Never background unless its social media

Color

Color Combinations

Some colors of the palette work well together, others don't this is your guide for what colors to put together



Brand Imagery

We approach brand imagery as an extension of the shared workday. Calm, lived-in, and quietly confident, our visuals sit between focus and connection, offering space rather than demanding attention.

They create recognition through repetition and curiosity through subtlety.



The principals for these images is that they need to feel unstaged, imperfect, human, analog and have a range between deep focus and vibrant connection.

Brand Imagery

A Life Well Lived

Imagery in this category should capture the feeling of everyday life at its best, warm, effortless, and quietly elevated. It should reflect the pace, comfort, and human moments that make a property feel truly lived in and loved.



Brand Imagery

The Spaces We Hold

This category focuses on the properties themselves, showcasing the architecture, interiors, and spatial character that define Baker Street’s offering.

Images should feel clean, refined, and intentional, highlighting both structure and atmosphere.



Brand Imagery

Character in the Details

These images bring attention to the subtle moments that give a space depth and distinction, materials, finishes, light, texture, and craftsmanship. They represent the care for detail that Baker Street puts into everything.

This category adds richness to the brand and reinforces a sense of care, quality, and individuality.

