

BRAND STYLE GUIDE



- 01** BRAND FOUNDATION
- 02** LOGO
- 03** TYPEFACE
- 04** COLOR PALETTE
- 05** LAYOUT SYSTEM
- 06** VOICE AND COPYWRITING

BRAND FOUNDATION

01

MISSION — HOW WE GET THERE

To showcase a curated mix of emerging and established artists from the Bronx and beyond, while creating a refined and culturally aware space that attracts both local creatives and high-art audiences across NYC and the world.

BRAND VISION — WHERE WE'RE HEADED

To establish the Bronx as a globally respected destination for contemporary art, bridging local talent with international recognition.

Cliff Gallery is more than a community space — it's a modern institution that redefines what Bronx-based art can be: culturally rooted, creatively elite, and globally competitive.

BRAND PROMISE — WHAT MAKES US DIFFERENT

Cliff Gallery stands at the intersection of Bronx authenticity and high-art sophistication. Unlike traditional Bronx galleries focused solely on grassroots community outreach, Cliff Gallery expands the narrative — presenting the borough not only as a source of raw talent but as a cultural force on par with NYC's elite art world.

BRAND VALUES — WHAT DRIVES THE BRAND BEHAVIOR

AUTHENTICITY

COMMUNITY

EXCELLENCE

LEGACY

GROWTH

CULTURAL

LOGO

02

LOGO – INTRO

Inspired by the legacy of the graffiti pioneer Cliff 159, the Cliff Gallery logo serves as both wordmark and symbol.

Its form is bold, modern, and deliberately geometric – reflecting confidence, clarity, and the discipline of craft. The structure of the logo is intentional and should be treated with respect.

Do not alter, distort, or redraw the logo in any way.

Always apply it as outlined in this guide to ensure consistency and integrity across every touchpoint.



LOGO — PALLETE

The Cliff Gallery logo may be used in any color from the brand palette, with contrast as the primary priority. The logo should always remain clear, legible, and visually dominant within its environment.



CLIFF

CLIFF
Gallery

LOGO – CONSTRUCTION



LOGO — SPACING

- Care must be taken to ensure our brand assets are always presented clearly and consistently.
- A clear space of at least 50% of the height of the symbol should be maintained.
- Always keep the clear space free of any other design elements.



LOGO – MISUSE

- Do not apply colors outside of the approved brand palette.
- Do not alter or modify the logo's color values.
- Do not outline, add effects, or apply textures to the logo.
- Do not rotate, stretch, skew, or distort the logo in any way.



TYPEFACE

03

TYPEFACE

Dunbar is the primary typeface of the Cliff Gallery identity system.

Its geometric construction echoes the bold clarity of the logo, while its range of styles allows the brand to move between expressive display and refined communication.

Dunbar's form is modern, confident, and intentional—rooted in precision, yet never rigid. Its shapes feel built, not written, reflecting the architectural and cultural foundation of the Bronx itself.

We use Dunbar Tall for headlines and exhibition statements, where presence and clarity are essential. Dunbar Mid supports body text, captions, labels, and navigation, offering readability without losing character.

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

COLOR PALETTE

04

COLOR PALETTE

The Cliff Gallery color palette balances clarity and contrast. Black and White establish structure and space, setting a calm foundation for typography and layout. Maroon introduces a bold accent that reflects the Bronx’s material landscape, while Warm Sand provides a neutral grounding tone that softens compositions and supports artwork without competing with it.

A00000
Maroon

EEE3AB
Warm Sand

ffffff
Black

000000
White

LAYOUT SYSTEM

05

LAYOUT SYSTEM

Favor right alignment for key elements and text blocks.

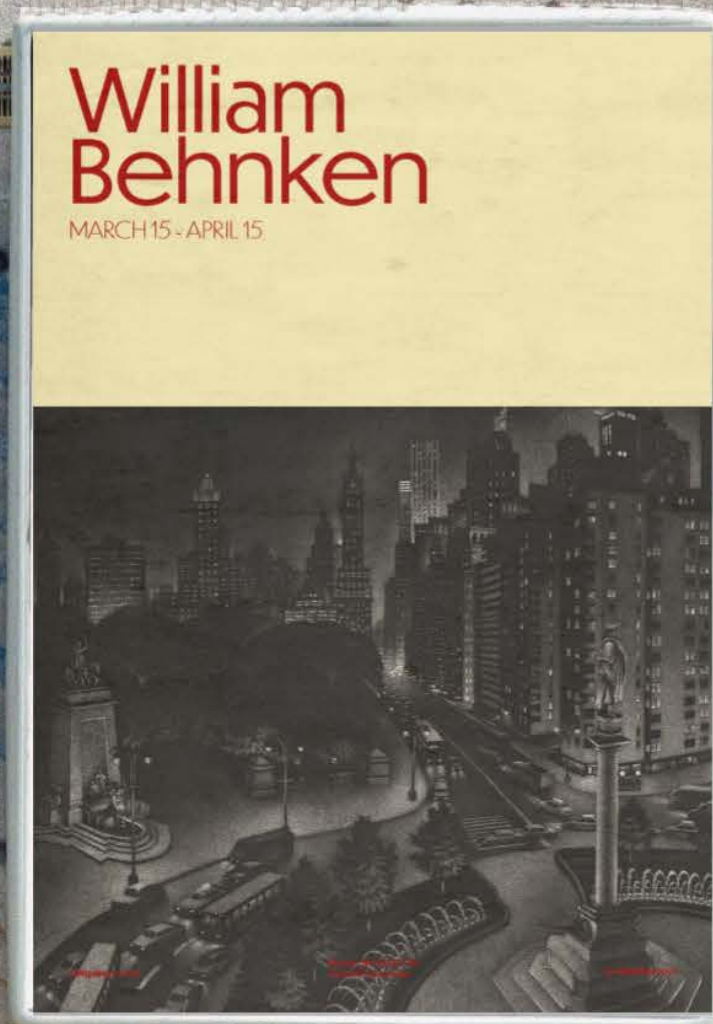
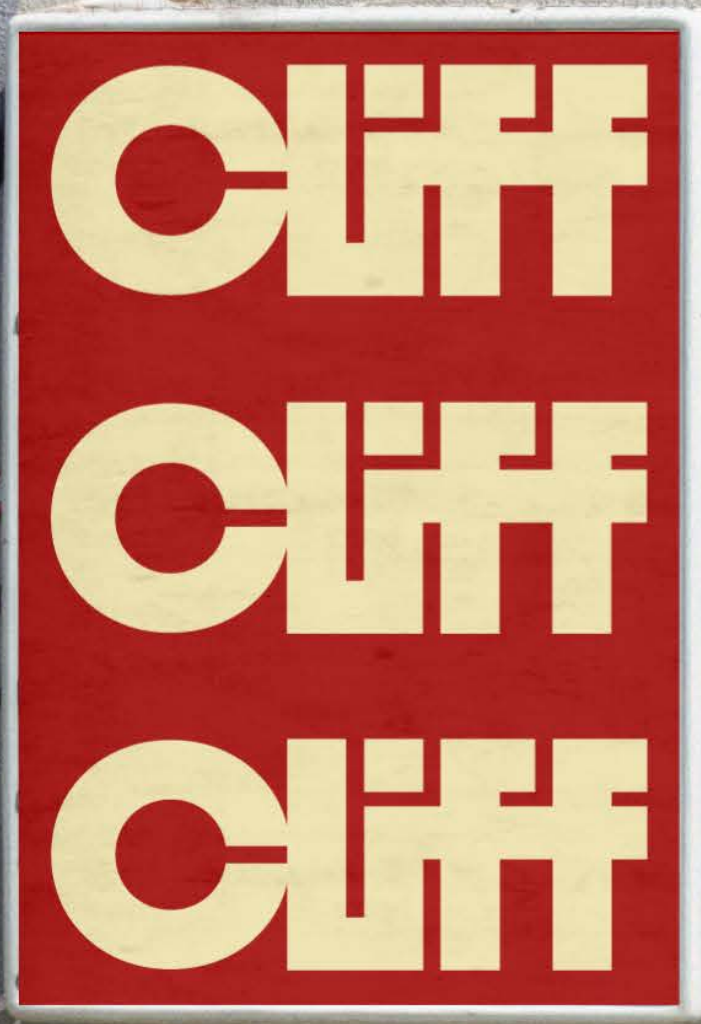
Maintain a sense of symmetry and visual balance across compositions.

Logo must never overlap or compete with any visual element.

Contrast is essential use scale, weight, and whitespace intentionally.



LAYOUT SYSTEM — EXAMPLES



LAYOUT SYSTEM

The logo and imagery should not sit side-by-side in a way that competes for attention.

Keep clear spacing between logo, headline, and image to maintain hierarchy and presence.

Headlines are always set in ALL CAPS for clarity and emphasis.

Use contrast in casing to establish hierarchy:

If the headline is in ALL CAPS, supporting text should appear in Title Case (and vice-versa).



LAYOUT SYSTEM — EXAMPLES



Order Number:
80987987

**WILLIAM BEHNKEN:
NIGHT WATCH**

General Admission
Order Number: 80987987
March 15, 2025
Total: \$20.00



General Admission \$20.00

William Behnken March 15 - 30 2025

CLIFF

LAYOUT SYSTEM — EXAMPLES



NOT JUST A GALLERY. A PROVING GROUND.

CLIFF

OUR MISSION

Cliff Gallery is dedicated to elevating Bronx-born creativity to the global stage. We showcase artists who turn grit into greatness — from printmakers and painters to photographers redefining what the Bronx means to art. Every exhibition here is proof that mastery grows where it's least expected.

CURRENT & UPCOMING EXHIBITIONS

Night Watch — William Behnken
Daily: Vibrance — John Mascaro
Illusions — Alex Fernández

New shows every season featuring Bronx artists. Visit [cliffgallerynyc.com](#) for the full calendar.

PLAN YOUR VISIT

Address: 159 Grand Concourse, Bronx, NY 10453
Hours: Mon, Wed–Sun 10:30 AM – 6 PM
Admission: \$12 General | \$8 Students/Seniors | Free Fridays (First of Month)

Accessibility: Fully accessible facility
Transit: 4 or D Train → 161 St Yankee Stadium

VOICE AND COPYWRITING

06

VOICE & COPYWRITING

Cliff Gallery's voice is confident, clear, and restrained. Language is minimal and purposeful showing rather than telling. Sentences are concise, with emphasis on presence and experience over explanation. Avoid slang, filler, and overly poetic language. Every word should feel intentional and grounded in authenticity and ascendance.

THANK YOU!