



Primary Name

Intersection Badya

Segment Descriptors *(Functional Only)*

- Retail
- Offices
- Clinics

Mandatory Rules

- “Intersection” is always written without “The”.
- “Badya” is always written in full.
- Segments are never treated as brands.
- Segments must never appear without “Intersection Badya” in formal contexts.
- No abbreviations, acronyms, or short forms are permitted.



The Intersection Badya identity is built on restraint, clarity, and hierarchy.

The System Consists Of

- One master Intersection logo (destination identifier)
- One extracted dot from the logo (segment identifier)
- Three approved dot colors, one per segment

Core Rule

- The full logo identifies the destination.
- The dot identifies the function.



Each segment is represented only by the colored dot extracted from the Intersection logo.

Segment	Identifier	Usage Scope
Retail	Canary Yellow	Wayfinding, entrances, maps, leasing
Offices	Orange	Wayfinding, directories, materials
Clinics	Light Blue	Wayfinding, guidance, signage

Dot Rules

- The dot must retain its original proportions.
- The dot must never be altered, stretched, outlined, or stylized.
- No patterns, or textures.
- No text inside the dot.
- No icons may replace the dot.



When to Use the Full Logo

- District identification
- Main entrances
- Master signage
- Cover pages (sales decks, brochures)
- Landing pages

Core Rule

- The full logo identifies the destination.
- The dot identifies the function.



Clear Space

- A minimum clear space must surround the logo on all sides.
- No dots, text, arrows, or architectural details may enter this space.
- Clear space must scale proportionally with logo size.



Minimum Size

- The logo must never be reduced to the point of illegibility.
- In small formats, use the logo sparingly and prioritize clarity.



6.1 Primary Wayfinding (District Level)

Used for:

- Main directional signs
- Vehicular navigation
- Area identification

Structure:

- Intersection Badya logo appears once.
- Colored dots indicate destinations.
- Text follows the dot, never precedes it.



Rules:

- Dots must always match their approved segment color.
- Logo is never repeated per direction.
- Directional clarity overrides branding scale.



6.2 Secondary Wayfinding (Internal)

Used for:

- Corridors
- Lobbies
- Parking areas
- Floors

Rules:

- Logo is removed.
- Dot + text only.
- Typography must remain neutral and highly legible.
- Dots act as anchors, not decoration.





7.1 Main Intersection Entrances

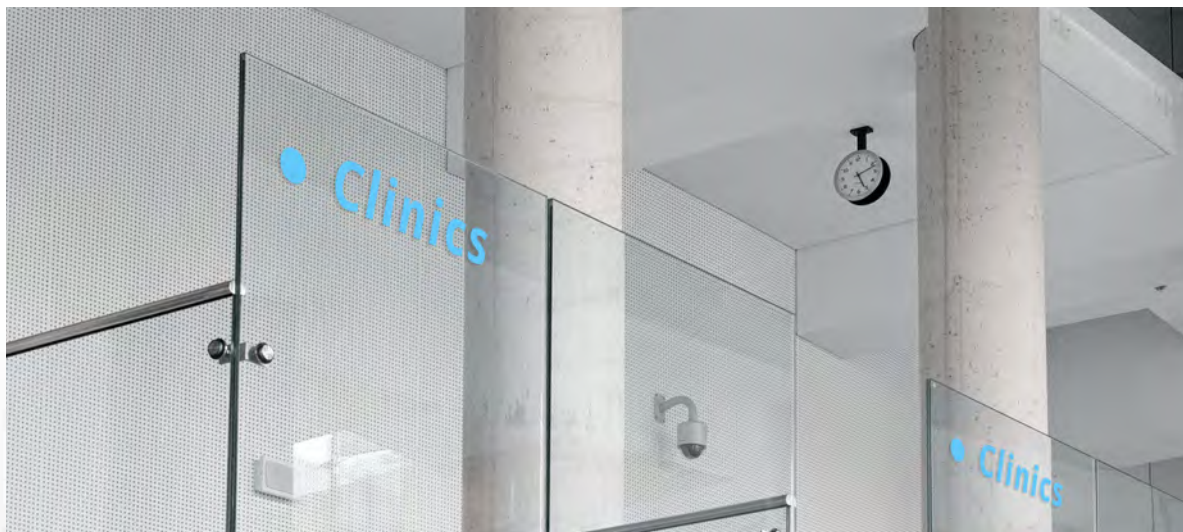
- Full Intersection logo used.
- Neutral, architectural materials only.
- Integrated into the façade—not applied as surface graphics.





7.2 Segment Entrances

- No logo usage.
- Only the colored dot appears.
- Segment name appears as text beside or beneath the dot.
- Dot may be dimensional, engraved, or backlit.
- Treatments must remain minimal and architectural.



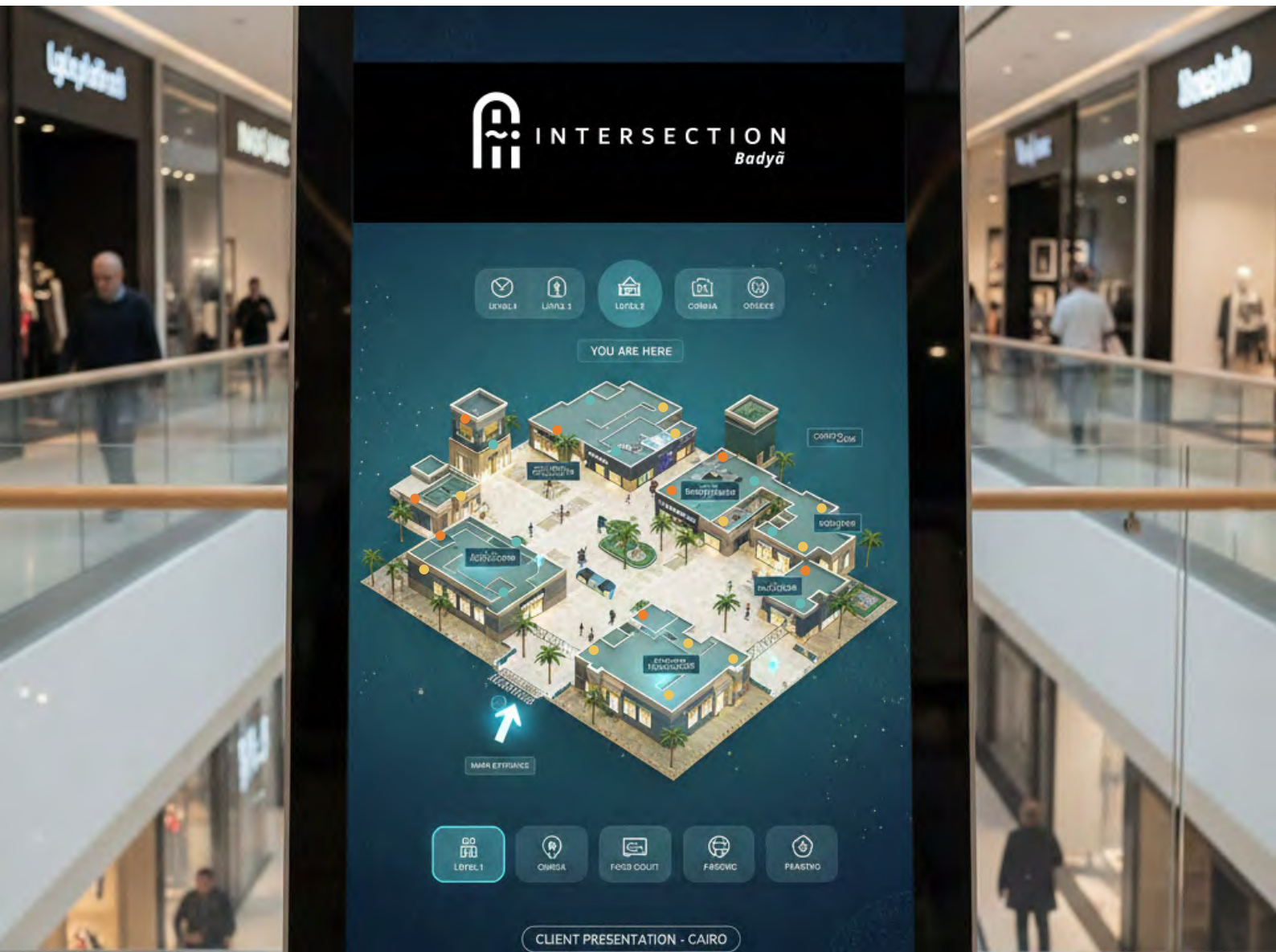


Masterplan Views

- Intersection identified once with the logo.
- Segments represented only by dots.
- Dot usage remains consistent across all scales.

Directories

- Logo appears once at the top.
- Dots function as legend keys.
- No logo repetition per tenant or listing.



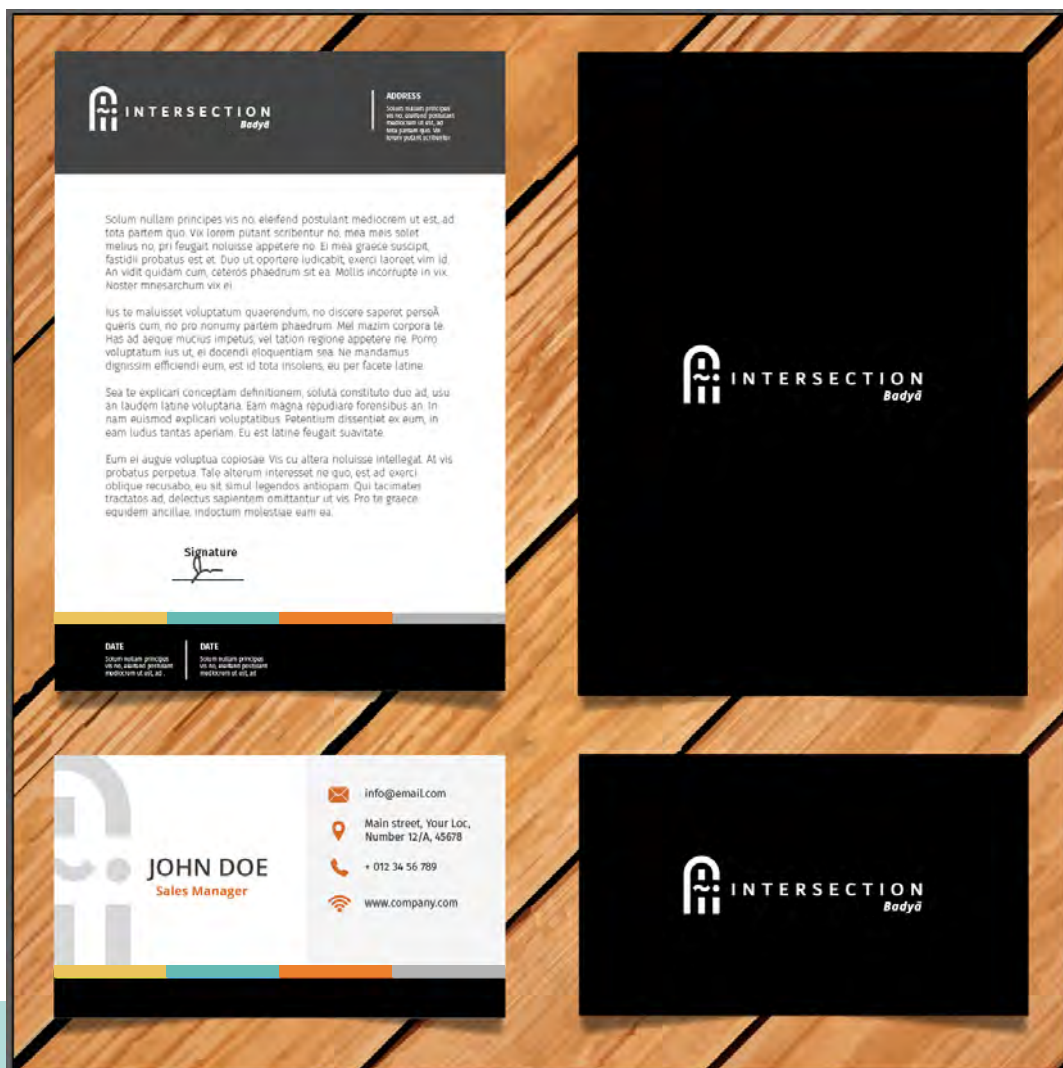


Brochures & Pitch Decks

- Cover: Intersection Badya logo.
- Interior sections: dot-led segmentation.
- Dots used in headers, legends, and navigation.

Floor Plans

- Dot used only when necessary.
- No logos inside technical drawings.
- Branding must never interfere with clarity.





Websites & Landing Pages

- Logo appears once per page.
- Dots used for:
 - Navigation
 - Filters
 - Section markers
- No standalone segment microsites.

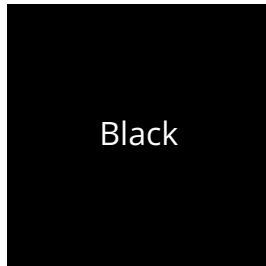
Digital Campaigns

- Dot may be animated subtly (fade, slide, pulse).
- Logo remains static and minimal.
- No segment-specific branding systems.

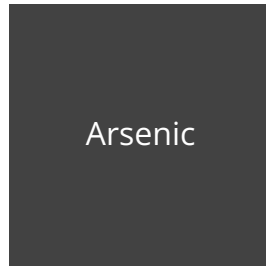




Primary Colors



Black
HEX: #000000
RGB: 0, 0, 0
CMYK: 75, 68, 67, 90



Arsenic
HEX: #424242
RGB: 66, 66, 66
CMYK: 67, 60, 59, 45



Light Grey
HEX: #b3b3b3
RGB: 179, 179, 179
CMYK: 3, 60, 95, 0



White
HEX: #ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Gradient



Secondary Colors



Citrus Zest
HEX: #ecc45c
RGB: 236, 196, 92
CMYK: 8, 22, 76, 0



Bright Cyan
HEX: #65bab3
RGB: 101, 186, 179
CMYK: 59, 6, 33, 0



Bright Orange
HEX: #ed802c
RGB: 237, 128, 44
CMYK: 3, 60, 95, 0



100% -> 20%



100% -> 20%



100% -> 20%



Typography

Open Sans

abcdefghijklmnopqrstuvwxy0123456789
ABCDEFGHIJKLMN0PQRSTUVWXYZ0123456789

Aa

abcdefghijklmnopqrstuvwxy0123456789
ABCDEFGHIJKLMN0PQRSTUVWXYZ0123456789

abcdefghijklmnopqrstuvwxy0123456789
ABCDEFGHIJKLMN0PQRSTUVWXYZ0123456789

abcdefghijklmnopqrstuvwxy0123456789
ABCDEFGHIJKLMN0PQRSTUVWXYZ0123456789

Open Sans Italic

abcdefghijklmnopqrstuvwxy0123456789
ABCDEFGHIJKLMN0PQRSTUVWXYZ0123456789

Aa

abcdefghijklmnopqrstuvwxy0123456789
ABCDEFGHIJKLMN0PQRSTUVWXYZ0123456789

abcdefghijklmnopqrstuvwxy0123456789
ABCDEFGHIJKLMN0PQRSTUVWXYZ0123456789

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