


70 St. Botolph Street Signs

August 2023




Boston Housing Authority
70 St. Botolph Street

St. Botolph Street Architectural Conservation District



0 100 200 300 Feet



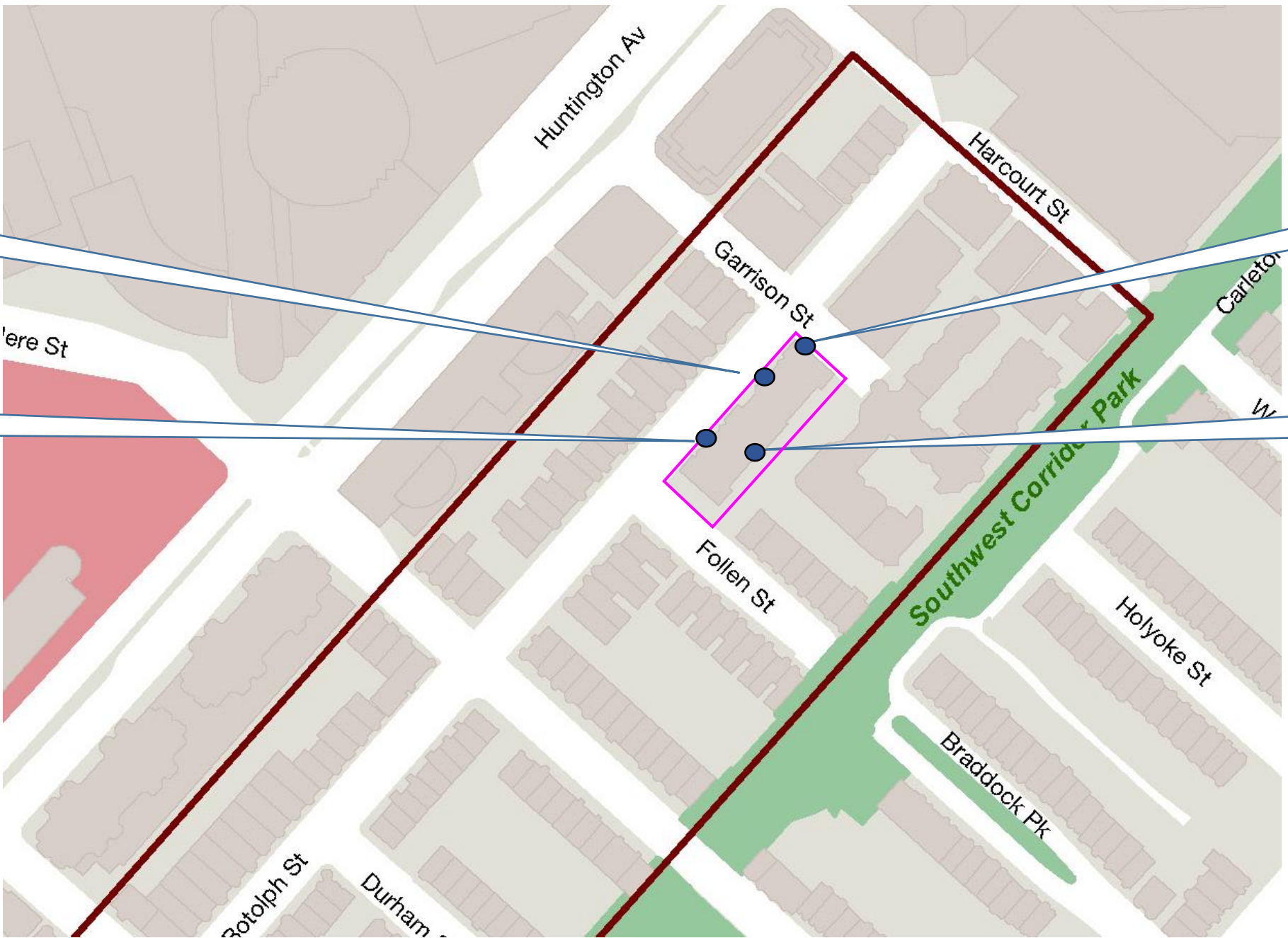
This map is intended for informational purposes only.

2

1

4

3



Huntington Av

Harcourt St

Garrison St

Carleton

ere St

Follen St

Southwest Corridor Park

Holyoke St

Braddock Pk

Botolph St

Durham

Large Sign Installed (Front)



Wall next to 70 St. Botolph Street Main Entrance

Large Sign Installed (Back)



Parking and back entrance on Studio Place

Small Sign Installed (Front)



View From 70 St. Botolph Street Front Entrance

Small Sign Installed (Side)



Corner of Garrison Street and St. Botolph Street

Non-Design Decisions

1. The primary front display sign will be removed and replaced with a different sign. That sign will be reduced in size from its current 3'X6' (18 sq ft) size and replaced with a to 2'X4' sign (8 sq ft).



Non-Design Decisions

2. BHA will remove both smaller signs from the St. Botolph building without replacement. These signs are the secondary entrance sign on St. Botolph St, and the sign at the Garrison Street/St. Botolph Street Corner.



Non-Design Decisions

3. The back display sign on Studio Place will remain on site to accommodate seniors, and vision impaired residents, and to deter unauthorized parking. This sign is not visible from a public street.





BHA Rebrand Colors

BRAND COLORS






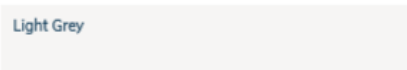
The BHA color palette has been selected to serve as building blocks for bold, engaging communications across a variety of media. The palette is organized into primary and secondary colors, as well as neutrals.

RGB is intended for digital pieces and CMYK color are intended for print pieces. Printing RGB colors will not give good results. Using CMYK colors in digital pieces will similarly create poor results.

PRIMARY BRAND COLORS

 <p>Primary Lime</p>	 <p>Primary Navy</p>
RGB 167/197/57 CMYK 40/05/100/00	PANTONE 390 U HEX a7c539
RGB 00/61/104 CMYK 100/55/00/10	PANTONE 2196 U HEX 003d68

SECONDARY BRAND COLORS

 <p>Aqua</p>	 <p>Yellow</p>
RGB 91/196/191 CMYK 50/00/25/00	PANTONE 3105 U HEX 5bc4bf
RGB 255/207/01 CMYK 04/18/100/00	PANTONE 7404 U HEX ffcf01
 <p>Purple</p>	 <p>Orange</p>
RGB 109/104/179 CMYK 65/65/00/00	PANTONE 2726 U HEX 6d68af
RGB 243/116/67 CMYK 00/61/68/00	PANTONE 166 U HEX f37443
 <p>Dark Grey</p>	 <p>Light Grey</p>
RGB 88/88/82 CMYK 00/10/00/80	PANTONE 440 U HEX 585852
RGB 242/242/242 CMYK 04/02/02/00	PANTONE 649 U HEX f2f2f3

RECOMMENDED COLORS

When showing text in a color, we recommend using one of the following pairings. These combinations will evoke the brand's personality without compromising legibility.

Using black and white:

Black text may be used against any solid-colored background, except navy.

White text may be used against any solid-colored background, except yellow.

 <p>We are the BHA The largest housing provider in Boston</p> <p>● ● ○</p>	 <p>We are the BHA The largest housing provider in Boston</p> <p>● ● ○</p>	 <p>We are the BHA The largest housing provider in Boston</p> <p>● ● ○</p>	 <p>We are the BHA The largest housing provider in Boston</p> <p>● ● ○</p>
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New Proposed Sign Design

70 ST. BOTOLPH STREET

St. Botolph Apartments

A Boston Housing Authority Community

bha



New Sign in context

