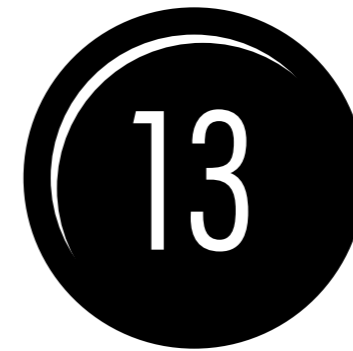




— *The* —  
**THIRTEENTH**  
— *Floor* —



— *The* —  
**THIRTEENTH**  
— *Floor* —

### Option 1

The mark in this arrangement is symbolic of an elevator button. There are two versions of the button: the first more subtle and restrained, the second more literal. The typography is reminiscent of the early 1900s, chosen because of its relevance to the period in which the hotel was built and because of the classy sophistication associated with such fonts, making them the perfect match for an equally classy venue. In addition to pairing nicely with each other, the button and the type are able to live separately: the button might show up as a coaster or sign, while the typography might appear on a menu or business card.

I 3 T H  F L O O R

### **Option 2**

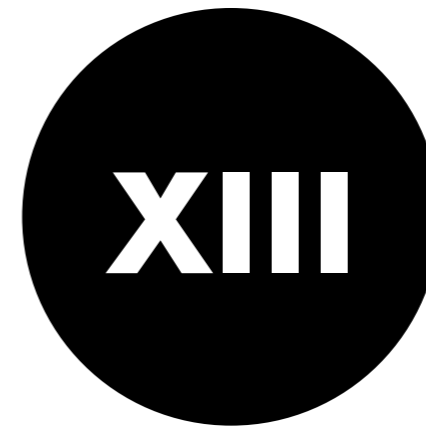
The mark (the cat) in this lock-up acknowledges the most prevalent association with the number 13. The name is typed out and words are separated by the black cat literally "crossing the path" of the typography. The font is a modern interpretation of a classical serif typeface, lending an air of sophistication to the whole arrangement. This logo concept is fun, playful, and builds on the ying/yang of the venue's concept and physical location.

**THE THI3TEENTH FLOOR**

**Option 3**

This logotype takes advantage of the instant legibility of the word "thirteen." Because it has so many letters, it retains its readability even when losing the "R" character. Called out using a shift in color, the number "13" is seamlessly integrated into the overall wordmark. The typography used in this arrangement is a classical serif.

**XIII<sup>TH</sup>  
FLOOR**



#### **Option 4**

These two marks work in conjunction as a "family." They will never appear side-by-side as seen here. They are meant to be utilized in different applications where more square or round formats are desired. For example: The mark on the left might show up in print ads or on a business card, while the mark on the right might show up as the medallion sign seen as you walk into the restaurant. The round mark could also become a drink coaster or a patch on a server's uniform. The font used in this arrangement is a gothic sans-serif reminiscent of the early 1900s.

**13<sup>TH</sup> FLR**



#### **Option 5**

Similar to the last pair, these two marks work as a family. Again, the medalion would be better suited to particular applications than the wordmark.

The typography in this pairing is an industrial, American-style slab-serif which gained popularity at the turn of the 20th century.



— *The* —  
**THIRTEENTH**  
— *Floor* —



— *The* —  
**THIRTEENTH**  
— *Floor* —

I 3 T H  F L O O R

THE THI3TEENTH FLOOR

**13<sup>TH</sup> FLR**



**XIII<sup>TH</sup>  
FLOOR**

