

— 57 —
GRAND
by
NICOLE CURTIS

ESTD MMXXI

2022
BRAND
GUIDELINES



a note from
NICOLE CURTIS



After 20 years of saving distressed historic properties and discovering antique treasures for them, I'm no stranger to a challenge. When I decided to start 57 grand, I set out to create products that encourage a personal connection, and celebrate the past, present, and future. I used my experiences with the charm and quirkiness of the beautiful spaces I have given new life to and distilled it into three core principles: **Heritage, Quality and Trust.**

Thanks to all the partners, vendors, and retailers who have made 57 Grand possible, together we can continue our mission of making timeless products that are ready to become part of anyone's history.

A handwritten signature in black ink, appearing to read 'Nicole Curtis'.



HERITAGE

Restoring and preserving historic homes is what helped give life to 57 Grand, but we believe every house has a story, every home has its own history to write. By looking to the past, we strive to incorporate vintage design elements, textures, finishes and colors into products that beautify any space.

QUALITY

We believe in delivering quality and timeless looks that are accessible to everyone. Working with experienced designers, supply chain and manufacturing experts enables us to create unique products that look great for years to come.

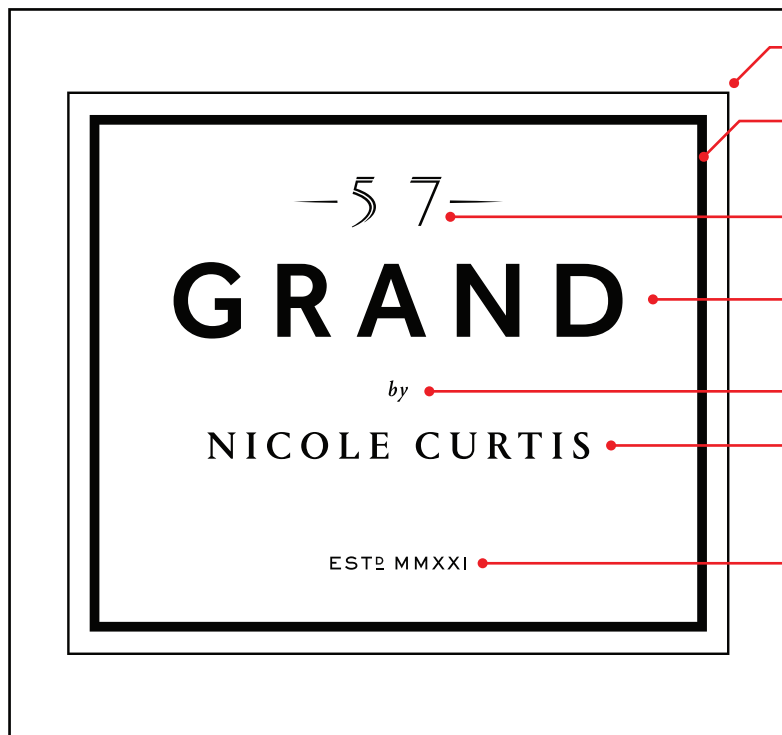
INTEGRITY

We strive to be open, honest, and committed in all our practices. Whether it be using a supply chain that operate ethically or minimizing the use of foam blocks and plastics in our packaging, every decision we make is not based on trends, or profits, but what we think is right.

ORIGINALITY

With extensive experience in salvaging distressed historic properties and discovering antique treasures, I am no stranger to challenges. When founding 57 Grand, my goal was to create products that foster personal connections and celebrate the past, present, and future. Drawing from my expertise in restoring and reimagining beautiful spaces, I distilled three core principles: Heritage, Quality, and Trust.

Type / 1:1 Ratio



- 3.6 pt thickness
- .09 pt thickness
- Portrait (Type)
- Effra Medium (Type)
(41 pt, 170 Tracking)
- Portrait (Type)
- Editor Bold (Type)
- Sackers Gothic (type)
(6.4 pt)

Version 1: Black and Gold



HEX: E0BA7E
C: 12 M: 26 Y: 57 K:0

HEX: DBB778
C: 14 M: 26 Y: 61 K:0



Rich Black
HEX: 000000
C: 60 M: 40 Y: 40 K:100

Version 2: Gold and White



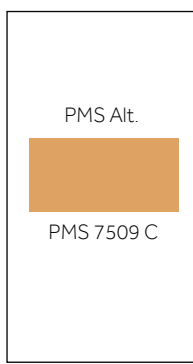
Gradient (-40.2°)



HEX: DEB87E
C: 13 M: 27 Y: 57 K:0



HEX: B1884C
C: 29 M: 44 Y: 80 K:6



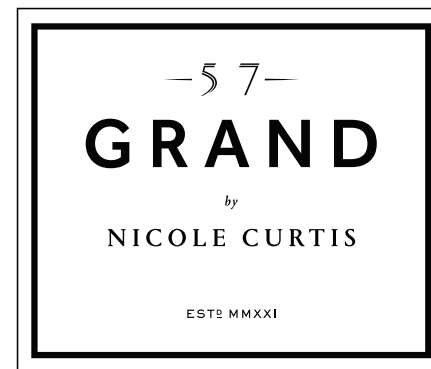
PMS Alt.

PMS 7509 C



White

Version 3: Black and White



Rich Black
HEX: 000000
C: 60 M: 40 Y: 40 K:100

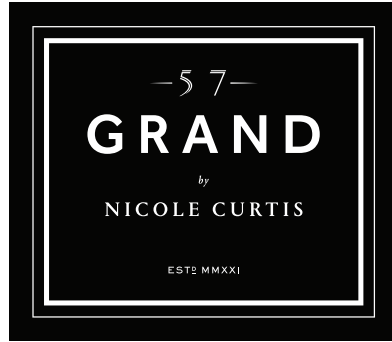


White

Square Logo Lockup



Black & Gold



Inverse B&W



White & Gold
(Gradient)



White & Gold
(PMS7905 C)



Black & White

Horizontal Logo Lockup



Black & Gold



Inverse B&W



White & Gold
(Gradient)



White & Gold
(PMS7905 C)



Black & White

Square Badge



Social Media Circle



— *inspiration* —



BRICK HIGHLIGHTS

**SHERWIN WILLIAMS
JOGGING PATH**

**LEATHER, BOOTS
& OLD WOOD**

DENIM

VINTAGE PAINT

OLD RADIATOR

BRICK & RUST

**HOUSE PLANTS &
VINTAGE PAINT**

color palette
NICOLE CURTIS

Please make sensible design decisions when utilizing the primary colors. Though the primary colors are used in most cases, it should not overpower the overall design.

PRIMARY COLORS

CMYK 15-20-20-0
RGB 215-198-192

CMYK 60-50-40-10
RGB 110-114-125

SECONDARY COLORS

CMYK 70-60-30-0
RGB 101-109-143

CMYK 50-30-70-10
RGB 129-143-98

CMYK 20-75-90-10
RGB 185-88-50

TERTIARY COLORS

CMYK 45-70-70-50
RGB 90-56-48

CMYK 25-20-20-0
RGB 192-191-191

CMYK 2-50-40-0
RGB 240-150-136

HIERARCHY OF COLOR USAGE



GANDHI BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvwXxYyZz
1234567890

PORTRAIT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

PORTRAIT INLINE

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

SACKERS

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

EFFRA LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

EFFRA MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

EFFRA BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890



FULL QUOTE- Products

From [Nourison.com/rugs/brands/57-grand-by-nicole-curtis](https://www.nourison.com/rugs/brands/57-grand-by-nicole-curtis)

"As someone who has been in home design and renovation for more than 20 years, I am excited to share a life-long dream of creating my own home collection, 57 Grand by Nicole Curtis. We have created an exquisite range of vintage inspired products, that are crafted to compliment today's active families and lifestyles." ~ Nicole Curtis

FULL QUOTE- About Nicole Curtis

From [Nicolecurtis.com/about](https://www.nicolecurtis.com/about)

Welcome to my world of Old houses, Old people, Old dogs™.

Most know me as the "Rehab Addict" on HGTV/DIY Network. However, I wasn't made "for TV", I was working on old houses long before the show came calling. There are over 120 episodes of my show-Season One debuted on October 10, 2010. At the time, I was hustling as a much-younger mommy burning both ends of the candle between real estate, design and house restoration. Also, I avidly sold garbage finds on cragislist. Thanks to all the great support, it quickly hit Number One. After shooting 4 seasons in my adopted town of Minneapolis, I brought the show home to Detroit. Through the years, it has raised awareness for historical properties and hopefully, saved some great beauties from sledgehammers and demolition crews. It's been rumored that we hung up our house restoration hats, but the truth is that our little Rehab family went through some heartbreak (Tessa Prothero) and we decided to take a break. We are happy to announce that we have regrouped and are not only building again, but also filming new shows for HGTV. In the meantime, be sure to sign up for my newsletter - It's how I keep everyone informed. And, if you aren't following me on social media then you are missing out on the everyday things. Facebook. Twitter. Instagram

*Nicole is also a licensed realtor with Keller William

music
NICOLE CURTIS

Senseless- Johny Grimes

<https://freetousemusic.com/product/johny-grimes-senseless/>

Fashion Ambient

<https://pixabay.com/music/upbeat-fashion-ambient-11305/>

Lounge Downtempo

<https://pixabay.com/music/beats-lounge-downtempo-11251/>

Young and Free

<https://www.bensound.com/royalty-free-music/track/young-and-free-happy-folk-freedom>

Cheerful dance

<https://www.royaltyfree-music.com/music/263-cheerful-dance>

House

<https://www.royaltyfree-music.com/music/204-house>