

# LAKE ~ VIEW

R E S I D E N C Y

BRAND GUIDELINE

BRAND

GUIDELINE

# CONTENT

BRAND STORY

FONT

COLOURS

PRIMARY COMBINATION LOGO

CLEARANCE SPACE

SECONDARY LOGO

VISUALS

# BRAND STORY

01

# LAKE ~ VIEW

R E S I D E N C Y

## Serene

The concept's main goal was to draw attention to the peace it surrounds. By refining the lake's depiction for the logo, we aim to bring notice to its inherent beauty. It highlights how Lake View offers its residents a space to start over and reinvent themselves while maintaining a serene environment that creates reflection.

FONT

02

# CLASSICO BOLD

A a

A B C D E F G H I

a b c d e f g h i

J K L M N O P Q R

j k l m n o p q r

S T U V W X Y Z

s t u v w x y z

# GOTHAM

Aa

A B C D E F G H I

a b c d e f g h i

J K L M N O P Q R

j k l m n o p q r

S T U V W X Y Z

s t u v w x y z

# COLOURS

03

BRAND

GUIDELINE

#9E9786

#E9EADC

PRIMARY  
COMBINATION  
LOGO

04



A combination mark is a logo comprised of a combined wordmark or lettermark and a pictorial mark, abstract mark, or mascot. The picture and text can be laid out side by side, stacked on top of each other, or integrated together to create an image.

# CLEARANCE SPACE

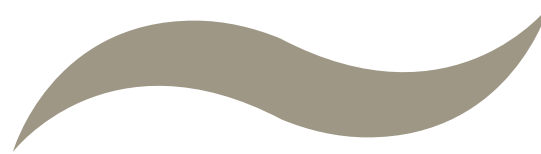
05



This page illustrates the minimum clearance space for the word mark. Use the cap height of the word mark to create a square box. Use this as a guide around the word mark to insure nothing else on the page is intruding.

# SECONDARY LOGO

06



The secondary logo is a simplified version of the primary logo. This design may eliminate some text or rearrange the elements to improve readability in small sizes. Secondary logos are intended for online use or when you must resize your logo to small formats.

# VISUALS

07

BRAND

GUIDELINE



LAKE ~ VIEW  
RESIDENCY

NAME  
9912345670  
[WWW.LAKEVIEW.COM](http://WWW.LAKEVIEW.COM)  
ABC. LOREM IPSUM. STREET 400020

BRAND

GUIDELINE

# LAKE ~ VIEW

R E S I D E N C Y

# LAKE ~ VIEW

RESIDENCY



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THANKYOU