EASTWOOD
H O M E S

built with care.

Brand Standards 2018 / V1

The Eastwood Homes Brand Standards manual has been created as a guide for use of the Eastwood Homes names and logos to ensure that a consistent visual image is presented to our buyers, vendors, and staff. We are proud of our image, and always want to put our best foot foward.

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EASTWOOD
H O M E S

built with care.

The Eastwood Homes logomark is the primary visual symbol representing the company's brand - it's reputation.

Its proper usage is a key element in maintaining a consistent message to our clients, vendors and stakeholders.

Logomark

The Eastwood Homes logomark is a combination mark consisting of a graphic element and typographic name treatment. The Double-E graphic element portrays the pitched roof of a home.

Acceptable applications of Logomark only (without "built with care"

· all exterior signage

· small printed applications

· cases where the logo needs to be maximized , without distraction

Logo + Tagline

When possible, use a version of the logo with our accompanying tagline, "built with care." The tagline should appear in lowercase form.

"built with care." should only be presented in Avenir Heavy font

Acceptable applications of Logo + Tagline combo

· recommended for ALL printing applications

· All web and social media

Full Color

For print applications, use a version of the logo with "4C" in the file name to ensure accurate color reproduction.

Blue = Pantone 294 CP
Gray = Pantone Cool Gray 7 CP

Reverse - Grey

Reverse (Grey) should be used when placing the logo over a dark background, but still requiring contrast between the shapes. The filename will contain "RG".

Black and White:

When full-color printing is not an option, use a black-and-white version. The filename should contain "BW."

Black = 100% ink density
Gray = 50% ink density

Reverse - All White

Reverse (White) should be used when placing the logo over a dark background. The filename will contain "REV".

Clearspace

Whenever possible, ensure the logo is not crowded and has plenty clear space around it. Use the height of the name elements as a clearspace guide for all 4 sides.

Extend the clearspace when including the tagline.

Separating the logo - Proceed with Caution!

The logo should never be separated, **except** for a few particular circumstances where the full l ogo is not proportionate to the application. For example, embroidered clothing, or awning signage. **Must** gain permission from Eastwood Homes marketing before using any of these options.

Embroidery Variation

1 Color Blue Variation
(light color is 35% tint)

Don't Stretch or Distort

Don't Change Element Size

Make sure the resolution is high
enough to avoid blurry results.

Don't Change Fonts or Color

Don't Change Element Position

Avoid placing the logo over "busy"
backgrounds. Make sure there is
enough contrast to see the logo clearly.

Avoid using a white box to place the logo
over any type of background. Choose a
background image with large areas of
continuous tone to place the logo.

No using any older variations of the tagline including, but not limited to, Carolina Builder,
Carolina Lifestyles, Builder of Integrity, Right Where You Belong.

Color and Typography

Consistent usage of colors in all branded materials helps to aid in recognition of the Eastwood Homes brand. Please ensure you're using the correct colors in all software applications.

Consistent usage of typography helps to provide a solid basis for our branding efforts. Please install the recommended fonts on your computer and use them for all company communications and branded materials.

Primary Colors:

The primary colors used in all Eastwood Homes communications will be "Eastwood Blue" and "Eastwood Gray."

Pantone 294 CP

C100   M69   Y7   K30
R0   G47   B108

hex #002F6C

Pantone Cool Gray 7 CP

C23   M16   Y13   K46
R136   G139   B141

hex#888B8D

Accent Colors:

When needed, please use only the approved accent colors. At no time should the accent colors be used at a proportion greater than the primary colors.

Pantone 7548 CP

C0   M12   Y98   K0
R255   G198   B0

hex#FFC600

Pantone 290 CP

C23   M0   Y1   K0
R191   G231   B247

hex#BFE7F7

**Typically at 35 - 65% opacity*

Pantone® Matching System:

Pantone® refers to a color matching system used by the printing industry to specify colors. Most applications that support color printing allow you to specify colors by indicating the Pantone® name or number. This assures that you get the right color when the file is printed, even though the color may not look right when displayed on your computer's monitor.

The colors in this guide have been specified using the Pantone Plus+ Color Bridge swatch books.

We have also indicated the correct CMYK, RGB and HEX color combinations for consistency across all media.

Primary Typeface Usage

Lato Regular should be used for all body text. Heavier versions should be used for display text including headings and subheadings.

Lato Typeface Family

1234567890 !@£$%^&*()-=+
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

About Lato:

Lato is an extensive sans serif typeface family started in the summer of 2010 by Warsaw-based designer Łukasz Dziedzic ("Lato" means "Summer" in Polish). In December 2010 the Lato family was published under the Open Font License by his foundry tyPoland, with support from Google.

The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness. "Male and female, serious but friendly. With the feeling of the Summer," says Łukasz.

https://fonts.google.com/specimen/Lato

Lato Hairline	Lato Light	Lato Medium	**Lato Bold**	**Lato Black**
Lato Hairlinc Italic	*Lato Light Italic*	*Lato Medium Italic*	***Lato Bold Italic***	***Lato Black Italic***
Lato Thin	**Lato Regular**	Lato SemiBold	**Lato Heavy**	
Lato Thin Italic	*Lato Regular Italic*	*Lato SemiBold Italic*	***Lato Heavy Italic***	

Secondary Typeface Usage

Dancing Script may be used sparingly as an accent typeface. On printed materials, it should not be used at a size smaller than 18pt.

Dancing Script

1234567890 !@£$%^&*()-=+
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Dancing Sript Regular
Dancing Sript Bold

About Dancing Script

Dancing Script is a lively casual script where the letters bounce and change size slightly. Caps are big, and goes below the baseline.

Dancing Script references popular scripts typefaces from the 50's.

Use it when you want a friendly, informal and spontaneous look.

https://fonts.google.com/specimen/Dancing+Script

Handling of URL and Social Buttons

Consistent use of how our web addresses are displayed, as well as our social media buttons, help create a uniform look throughout both digital and print assets.

Website displayed in -25 Tracking

EastwoodHomes.com

EastwoodHomes.com/AutumnCove

Use in full full color, or grey. No other color combinations.

Use with stacked website. Website should be in rectangle container.

EastwoodHomes.com/AutumnCove

Use with horizontal website.. Container Optional.

EastwoodHomes.com

EastwoodHomes.com/AutumnCove

Handling of Email Signature

Consistent email signatures are important for brand recognition. The Eastwood server is equipped with the appropriate email signature for all Eastwood users. For external emails, the signature will include the current Eastwood logo, plus the employee's name, title, contact information, and the appropriate links to EastwoodHomes.com and social media platforms. For internal emails, the signature will be condensed to the employee's name, title, and phone number.

New Message

To

Subject

Thanks so much! Have a great day!

EASTWOOD
HOMES

built with care.

John Smith
New Home Specialist

O 123.456.7890 | jsmith@eastwoodhomes.com
Corp. Office | 2857 Westport Road, Charlotte, NC 28208

EastwoodHomes.com
Facebook | Twitter | Instagram | YouTube

HEX #002F6C ⟶ **John Smith**
HEX #888B8D ⟶ New Home Specialist

Design Considerations

- Create a graphic system of elements that are unique to Eastwood Homes that can be easily replicated across different types of ad formats and content needs.

- Design elements that integrate well with the logomark.

- Create a softness that will be appealing to female buyers.

- "Photo-forward" design.

Key Elements

- Make the logomark a stronger visual element by placing it at the top of designs whenever possible and reducing the amount of dark blue used in other design elements.

- Soft background and typography styles.

- More room between design elements.

- Angled photo framing that mimics elements of the logomark.

- Angled color blocks that help to highlight the design and distinguish it from competitors' advertising.

Sample Shape Combinations
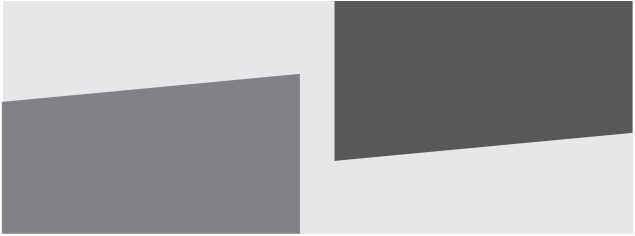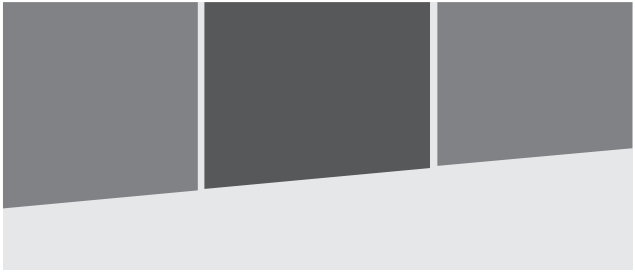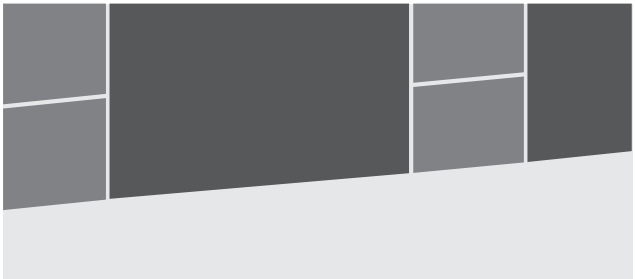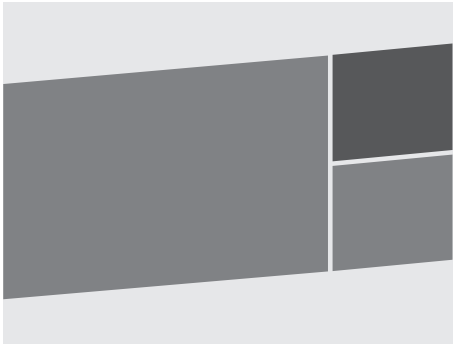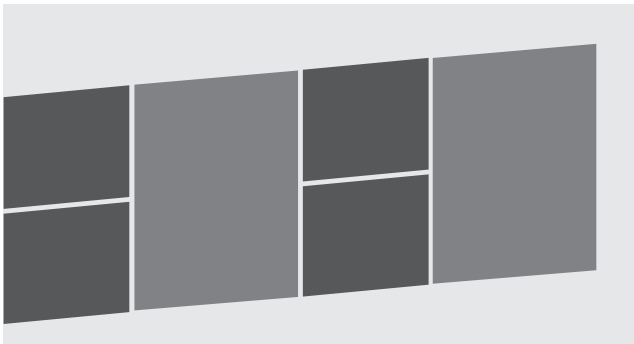
Product/lifestyle Mix

Any time we have good product photography we should take advantage. The headline, body copy, primary and secondary photos should all work together to deliver a compelling message.

This ad manages to be compelling and still delivers community-specific information as well as a map that illustrates Eastwood Homes' many communities in the Charlotte area.

LESS IS MORE.

The key to creating great ads is that the design must be efficient - fewer elements, all working together.

Magazine Ad 1

For example, the above layout and dimensions could be used in New Homes Guide.

Magazine Ad 2

For example, the above layout and dimensions could be used in New Homes Guide.

Magazine Ad 3

For example, the above layout and dimensions could be used in Richmond Times Dispatch.

Within Ad 2:

Honeycutt Landing
from the **$300s**

Featuring world-class amenities with private homesites, 3-car garages and single-level living. Don't miss out!

What matters to you, *matters to us.*

In most homes the real magic happens in the kitchen, which is why we offer luxury features like gourmet appliances, hardwood floors, premium surfaces and more!

Visit our website today and discover over 19 Charlotte-area communities, with even more coming in 2018.

EASTWOOD HOMES
built with **care.**

EastwoodHomes.com

for information, contact John Smith
123.456/7890 | jsmith@eastwoodhomes.com

Within Ad 3:

we're open!

Wynwood at Fox Creek *from the* **$300s**

For a limited time, purchase a new Eastwood Home in any of our Richmond area communities and receive $4,000 in closing costs and $1,500 in Design Center options!

EASTWOOD HOMES
built with **care.**
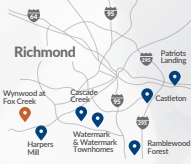
Wynwood at Fox Creek Features:
- Distinctive section in the highly coveted Fox Creek neighborhood
- Ranch, master-down, two and three-story homes
- Three-story townhomes coming soon!
- Included membership to Terrace Swim and Racquet Club
- Personalize your home in our innovative Design Center

Decorated Model
now open

100 Swift Fox Drive
Moseley, Virginia 23120

Tues-Sat, 11:00 am - 6:00 pm
Sat./Sun., 1:00 pm - 6:00 pm

Richmond

EastwoodHomes.com

for information, contact John Smith
123.456/7890 | jsmith@eastwoodhomes.com

Prices and promotions subject to change. $4000 in closing costs only available when using Eastwood Homes' preferred lender. Subject to change or expire without notice. See a New Home Specialist for details.

Direct Mailer

Direct mailers should be lifestyle focused and branded with the Eastwood colors, style, and logo.

Typical Mailer Size: 6" x 11"

FRONT

BACK

Hope Valley Ridge
1300 Cook Road
Durham, NC 27713
919.539.0917

Homesite 004
Cypress
2,772 Sq Ft
5 Beds / 3 Baths
MLS 2078707
AVAILABLE NOW $366,365

Homesite 009
Davidson
3,447 Sq Ft
5 Beds / 4.5 Baths
AVAILABLE MAY $392,580

Homesite 018
Davidson
3,044 Sq Ft
5 Beds / 4 Baths
AVAILABLE MAY $379,800

Flowers Crest
11925 Buffalo Road
Clayton, NC 27527
919.243.0425

Homesite 039
Cypress III
2,745 Sq Ft
5 Beds / 4 Baths
MLS 2101083
AVAILABLE NOW $270,610

Homesite 085
Ellerbe
2,303 Sq Ft
3 Beds / 2.5 Baths
MLS 2101778
AVAILABLE NOW $243,505

Homesite 086
Ellerbe
2,057 Sq Ft
3 Beds / 2.5 Baths
MLS 2101686
AVAILABLE NOW $232,280

Granite Falls
400 Granite Saddle Drive
Rolesville, NC 27571
919.263.9722

Homesite 044
Drexel
3,092 Sq Ft
5 Beds / 3.5 Baths
MLS 2106665
AVAILABLE NOW $370,900

Homesite 064
Caldwell
2,638 Sq Ft
4 Beds / 3 Baths
MLS 2108978
AVAILABLE APRIL $349,440

Homesite 065
Cypress III
2,437 Sq Ft
6 Beds / 4 Baths
MLS 2109144
AVAILABLE APRIL $373,135

Hampton Pointe
901 Morning Still Court
(nearest model at Granite Falls)
919.263.9722

Homesite 071
Drexel
2,630 Sq Ft
4 Beds / 2.5 Baths
MLS 2069187
AVAILABLE NOW $318,885

Homesite 072
Jefferson
2,476 Sq Ft
4 Beds / 2.5 Baths
MLS 2035365
AVAILABLE NOW $319,900

Homesite 115
Cypres III
2,417 Sq Ft
4 Beds / 3 Baths
AVAILABLE MARCH $315,435

Honeycutt Landing
1409 Black Spruce Way
Willow Spring, NC 27592
919.762.7077

Homesite 126
Davidson
3,044 Sq Ft
4 Beds / 2.5 Baths
AVAILABLE MARCH $324,860

Homesite 128
Cypress III
2,561 Sq Ft
4 Beds / 3 Baths
MLS 2110307
AVAILABLE APRIL $322,260

Homesite 134
Davidson
3,044 Sq Ft
4 Beds / 2.5 Baths
MLS 2104963
AVAILABLE NOW $333,380

Move-In Ready Flyer

This flyer is designed to feature a select number of inventory homes to partner brokers on a division level. This flyer should always be two sided, with inventory information on the back page. The front should be used to highlight incentives or serve as a cover page.

Site Plan Map

Site maps are an important tool to showcase available and sold lots, as well as any features that a community may have. Keep the color scheme limited to this color palette, and an overall minimalist design.

Site plans are commonly in 8.5 x 11 flyers, as well as large table maps (check the size of your table before printing).

Walnut Creek

Artist rendering for display purposes only. Actual site conditions may vary. Eastwood Homes 10/25

NOW SELLING

EASTWOOD
H O M E S
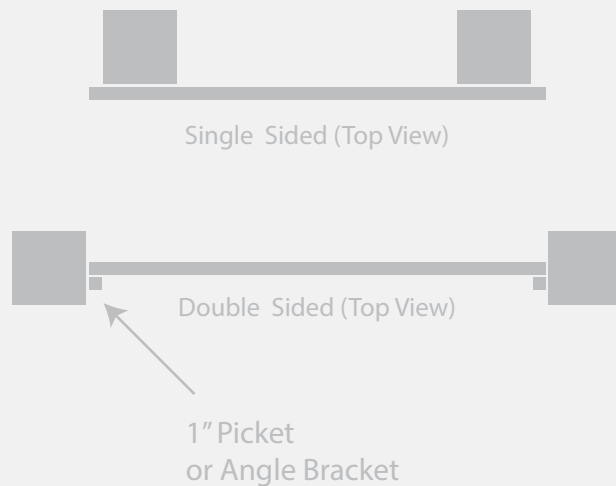
Sweetwater

New Homes
Low $400s

843.714.9478

EastwoodHomes.com

Signage is a crutial branding element for a homebuilder. We take our signs very seriously, and require that all divisions follow the same guidelines for a uniform appearance company-wide.

Some signs have two hardware options available: Standard and Premium.

This page shows a standard site sign's mounting specs, as opposed to premium mounting on the next page.

Single Sided (Top View)

Double Sided (Top View)

1" Picket
or Angle Bracket

NOW SELLING

EASTWOOD
H O M E S

Sweetwater

New Homes
Low $400s

843.714.9478
EastwoodHomes.com

8" x 56" ACM Dibond Rider

NO signage should have "Built with Care" below logo

All community names in Lato Heavy with -25 Tracking

Descriptor in Yellow Price in White

48" x 96"
1/4" Alumacore or 6mil ACM Dibond

Phone Number Blue

Website darker gray 80% Black (darker than the Eastwood "E"

4x4" Posts with PVC Sleeves to match SW 7075 Web Gray

SHERWIN WILLIAMS.

Concrete Posts into the ground
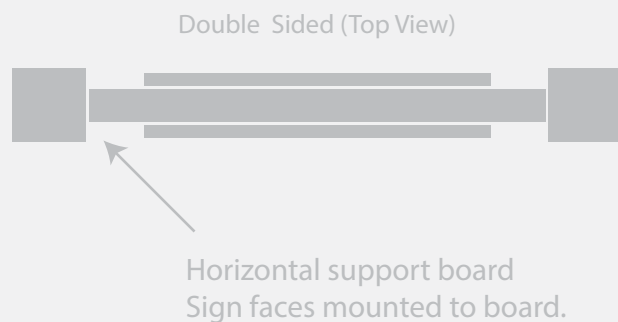
8" Rider

8ft Sign Face

12ft Post

2ft Above Ground

Premium Design

Some signs are available as a premium mounting option. These are considered more high-end, and somewhat more expensive to produce and install.

The main features of the Premium hardware are the 6x6" posts, and that the sign is 'floating' between them, where the sign face is mounted to horizontal boards.

Double Sided (Top View)

Horizontal support board
Sign faces mounted to board.

NOW SELLING

EASTWOOD
H O M E S

Sweetwater

New Homes
Low $400s

843.714.9478

EastwoodHomes.com

SHERWIN WILLIAMS.

8" x 64" ACM Dibond Rider

NO signage should have "Built with Care" below logo

All community names in Lato Heavy with -25 Tracking

Descriptor in Yellow Price in White

48" x 96"
1/4" Alumacore or 6mil ACM Dibond

Phone Number Blue

Website darker gray 80% Black (darker than the Eastwood "E")

6x6" Posts with PVC Sleeves to match SW 7075 Web Gray

Concrete Posts into the ground

8" Rider
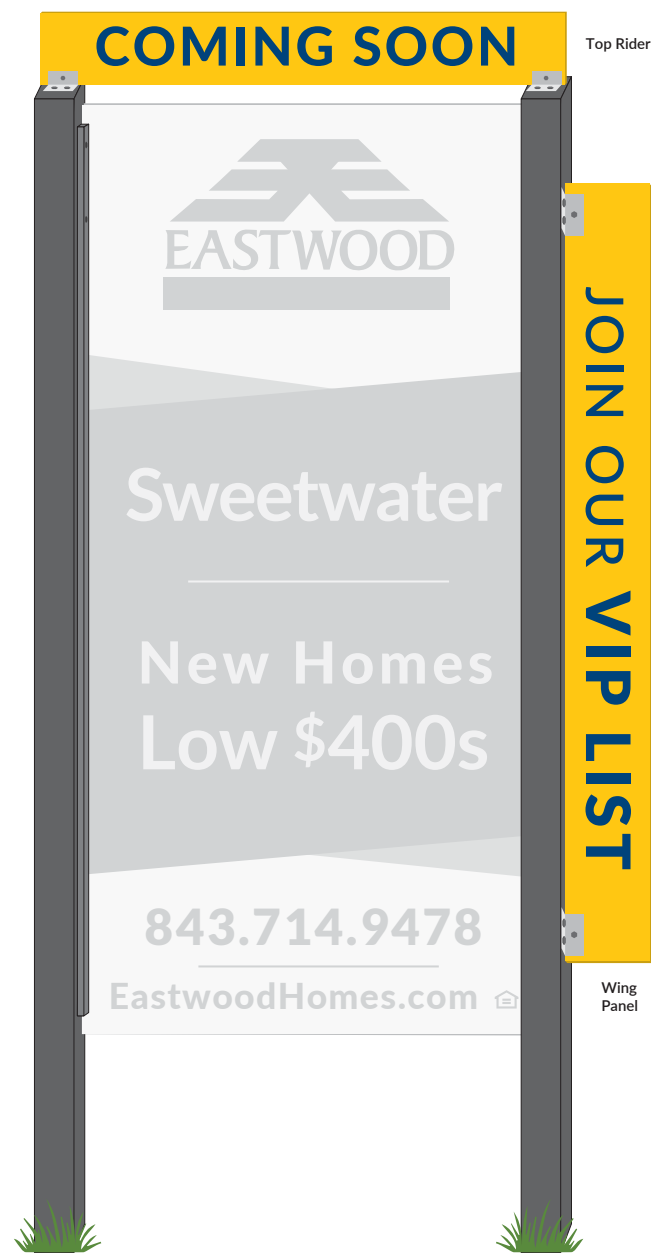8ft Sign Face
12ft Post
2ft Above Ground

Rider Usage

Top Riders

- 8"tall (width varys depending on Standard or Premium sign types)   1/4" Alumacore, or 6mil ACM Dibond

- 4ft wide rider placement should always be at the top of the sign, never the bottom.

- It should be installed using metal singage brackets for easy change-out. Riders should ALWAYS be yellow (Pantone 7548).

Wing Panel Riders

- 72"t' x 8"w 1/4" Alumacore, or 6mil ACM Dibond

- Vertical riders, also known as Wing Panels, are 6ft tall, and mounted to the outside of the 4x4 post and sleeve.

- Wing panels are optional, but there should never be more than one wing panel per sign, never on both sides of the sign.

- It should be installed using metal singage brackets for easy change-out. Riders should ALWAYS be yellow (Pantone 7548).

COMING SOON

Top Rider

EASTWOOD

Sweetwater

New Homes
Low $400s

843.714.9478

EastwoodHomes.com

JOIN OUR VIP LIST

Wing Panel

Sweetwater

---

new homes 🚫

Low $400s

🚫 *dancing script*

Typography on Signage

To maximize visibility on all signage, the script font "Dancing Script" is NOT permitted on any signage. All typography should default to the Lato font family.

Text Container

The cornerstone of the 2017 Eastwood Signage Package is the use of the new text container shape. The shape utilizes a skewed rectangle, with two opposing triangles above and below it. This creates a crutch in the objects, which compliments the angle of the Eastwood Homes logo.
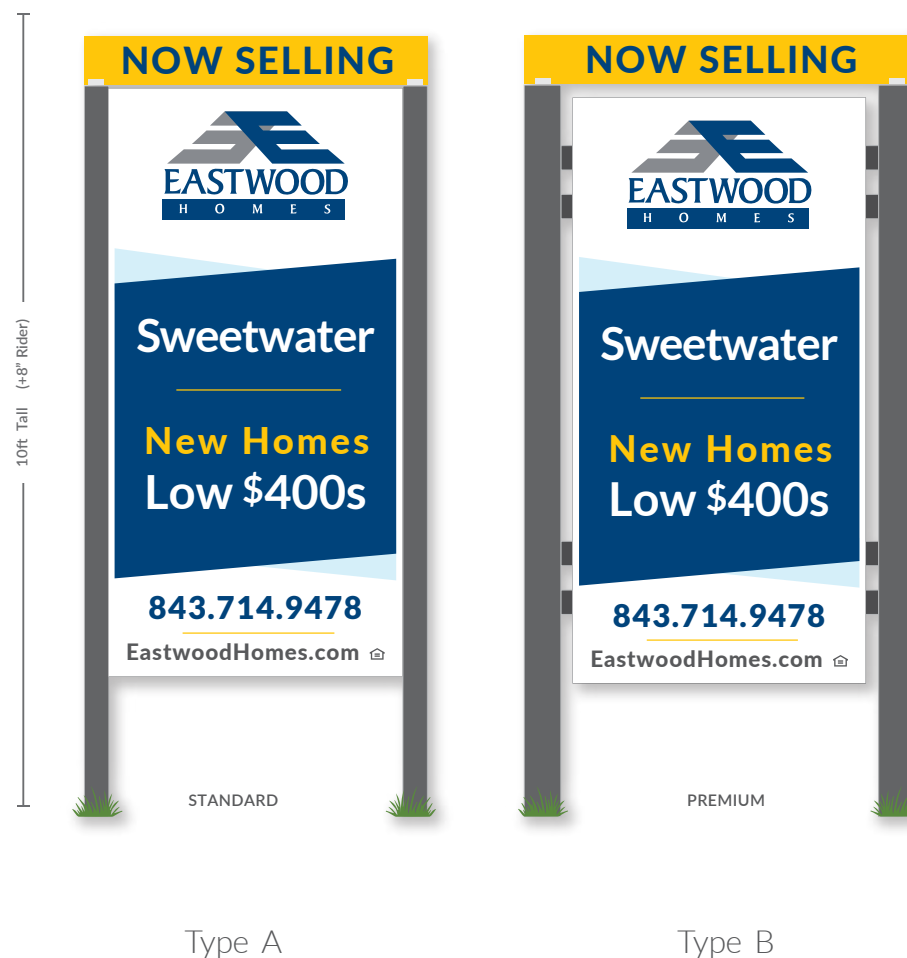
Site Signs

Community Site Signs are the first impression a potential buyer sees when entering the community. This style sign is intended for inside the community, or just outside of it.

There are two mounting styles of site signs. The sign face is identical, but options for either standard or premium mounting style.

SPECIFICATIONS

- 4' x 8' 1/4" Alumacore, or 6mil ACM Dibond
- **TYPE A - Standard Community Site Sign**, utilizing heavy-duty 4x4 posts, with grey PVC sleeves. Sign face printed double-sided, and mounted to the posts using a 1" picket.
- **TYPE B - Premium Community Site Sign**, utilizing heavy-duty 6x6 posts, with grey PVC sleeves, mounting with horizontal boards. 2in of space between sign face and posts. Requires (2) sign faces, printed single sided.
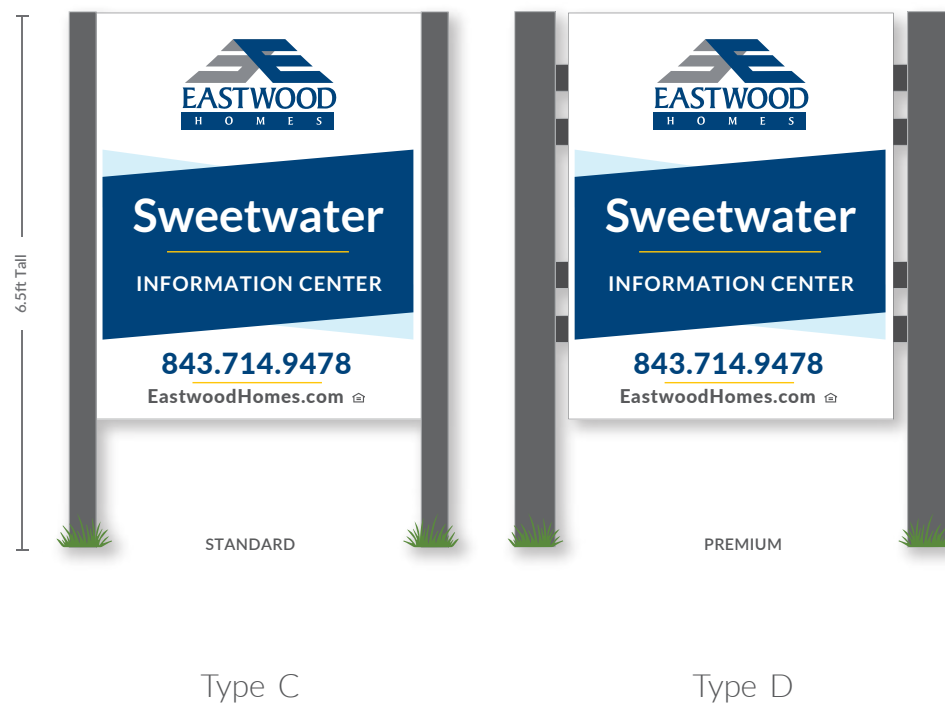
10ft Tall   (+8" Rider)

NOW SELLING

EASTWOOD
H O M E S

Sweetwater

New Homes
Low $400s

843.714.9478
EastwoodHomes.com

STANDARD

Type A

NOW SELLING

EASTWOOD
H O M E S

Sweetwater

New Homes
Low $400s

843.714.9478
EastwoodHomes.com

PREMIUM

Type B

Welcome Signs

This style sign is used inside the community, for slow-moving or foot traffic. Often times located right outside of the sales center.

SPECIFICATIONS

- 4' x 5' 1/4" Alumacore, or 6mil ACM Dibond

- **TYPE C - Standard Community Site Sign**, utilizing standard 4x4 posts, with grey PVC sleeves. Sign face printed double-sided, and mounted to the posts using a 1" picket.

- **TYPE D - Premium Community Site Sign**, utilizing heavy-duty 6x6 posts, with grey PVC sleeves, mounting with horizontal boards. 2in of space between sign face and posts. Requires (2) sign faces, printed single sided.

6.5ft Tall

EASTWOOD H O M E S

Sweetwater

INFORMATION CENTER

843.714.9478
EastwoodHomes.com

STANDARD

Type C

EASTWOOD H O M E S

Sweetwater

INFORMATION CENTER

843.714.9478
**EastwoodHomes.com**

PREMIUM

Type D

Banner Frame

Roped-in banner frames are used to convey a rotating message for the community, or advertisement. The artwork itself is intended to be changed out periodically.

Generally, a community's banner should include one interior or exterior photo, along with a lifestyle photo.

SPECIFICATIONS

- 4' x 8' Matte Vinyl Banner

- If double sided, suggested to print two banners and mount back-to-back, to avoid light bleeding through.

- 5'x9' Frame - 4x4 posts, with grey PVC sleeves. Installed using rope and eyehooks. Maximum 6" between banner and lumber.
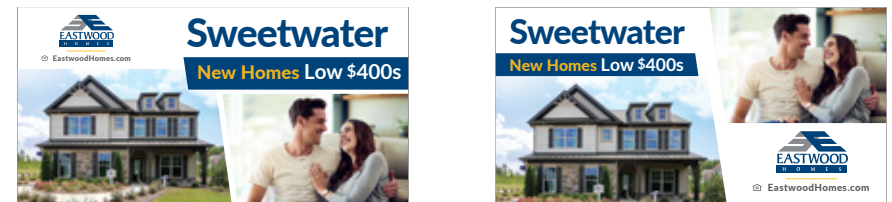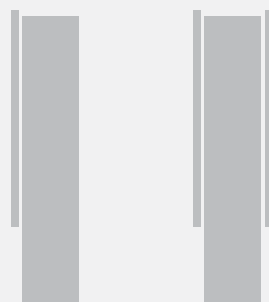

Type E

Message Signs

A series of at least 3 message signs leading into the community. The message on the signs are specific to the community's amenity features.

SPECIFICATIONS

- If double sided, two sign faces will be printed, and mounted back-to-back on the lumber. Do not print sign face two-sided.

- **TYPE F - Standard Message Sign**, 16" x 24" 6mil ACM Dibond, Standard 4x4 posts, with grey PVC sleeves

- **TYPE F - Premium Message Sign**, 24" x 32" 6mil ACM Dibond, heavy-duty 6x6 posts, with grey PVC sleeves. Meant for communities with a larger and wider entrance.

Single Sided   Double Sided

New Floor Plans   Pool and Cabana   Large Home Sites

5ft - 6ft Tall

STANDARD

New Floor Plans   Pool and Cabana   Large Home Sites

5ft - 6ft Tall

PREMIUM

Type F

Other Single Post Signs

Various other inner community signs.

SPECIFICATIONS

- **TYPE G - Model Directional Sign**
  Standard 4x4 posts, with grey PVC sleeves.
  16" x 24" 6mil ACM Dibond.

- **TYPE H - Realtor Lock Box Sign** includes a U-Bolt
  mounted to the sign face, which a realtor can attach a lock
  box to.
  Standard 4x4 posts, with grey PVC sleeves.
  24" x 32" 6mil ACM Dibond.

- **TYPE I - Parking Sign**
  Standard 4x4 posts, with grey PVC sleeves.
  12" x 18" 6mil ACM Dibond.

- **TYPE J - Model ID sign.**
  Standard 4x4 posts, with grey PVC sleeves, generally very
  low profile, about 18" off the ground.
  10" x 12" 6mil ACM Dibond.

Single Sided   Double Sided

45° Angle

EASTWOOD
HOMES

Model
Home

→

EastwoodHomes.com

Please
TAKE ONE

Sorry we missed you

Model Hours
Tues - Fri   11:00 - 5:00
Saturday   10:00 - 6:00
Sun - Mon   1:00 - 5:00

COURTESY
LOCK BOX
KEY

EASTWOOD
HOMES

Future
Homeowner
Parking

EastwoodHomes.com

The
EDISTO

EASTWOOD
HOMES

5ft - 6ft Tall

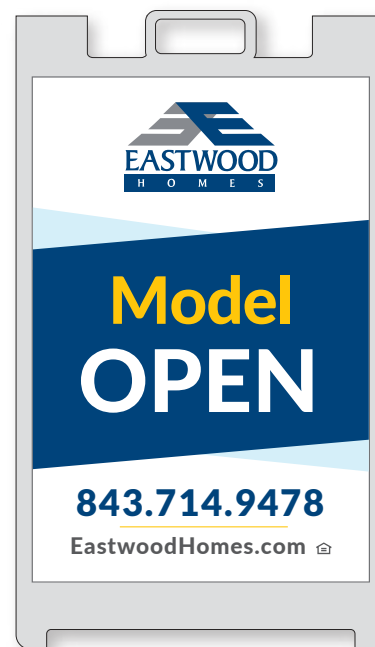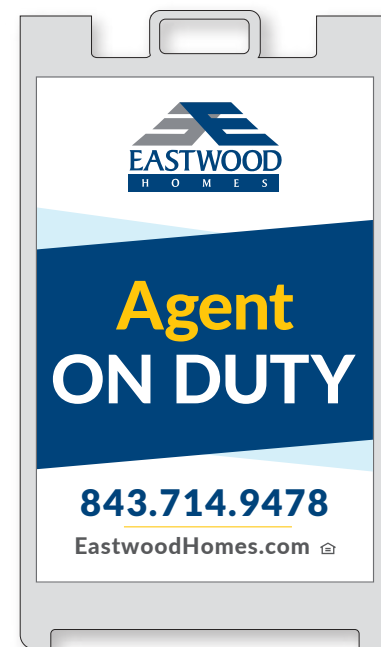Type G   Type H   Type I   Type J

Aframe Signs

Sandwich board signs are often in front of the sales center or model home. The faces can easily be switched out if needed. Avoid including directional arrows.

SPECIFICATIONS

- 24" x 36" Coroplast Sign Faces
- White Signacade Deluxe

K1

K2

Type K

Yard Signs

Yard signs can be used for messages, such as 'Event Today' or simply directionals leading buyers to the community. It is important that the message is brief and has enough whitespace to be legible.

These style signs are often NOT reusable, due to the nature of how and where they are used.

SPECIFICATIONS

- **TYPE L - Coroplast Directional**
  16x24" Coroplast Sign Face, Single or Double Sided
  Short-Term: lightweight silver step stake
  Long-Term: heavy duty black step stake

- **TYPE M - STANDARD Lot Sign**
  16x24" Coroplast Sign Face, Single Sided
  also available as ACM dibond, for longevity.
  Mounted to angle-iron 'Sign-Stake'

- **TYPE N - PREMIUM Lot Sign**
  16x24" ACM dibond Sign Face, Single Sided
  Mounted to standard 4x4 post, with grey PVC sleeves. This option is more durable than Type L (standard)

- **TYPE O - Sold Decal**
  3x15" Blockout Vinyl Decal, which should be applied directly to the sign face, to cover the word AVAILABLE. Decals are not reusable.
  Color: PMS 485 Red

SOLD decal fits over top of the word AVAILBLE

SOLD

Type O

Type L

STANDARD LOT SIGN

Type M

PREMIUM LOT SIGN

Type N

Weekend Directional Signs

Weekend directional signs are directional yard signs that are only put out on Saturday and Sunday, to help promote traffic to selling communities.

SPECIFICATIONS

- **TYPE P - Weekend Directional**
  16x24" Coroplast Sign Face

  Cut to an angle top and bottom, to help visually differenciate it from the other weekend directionals.

  Mounting: Wooden Stake
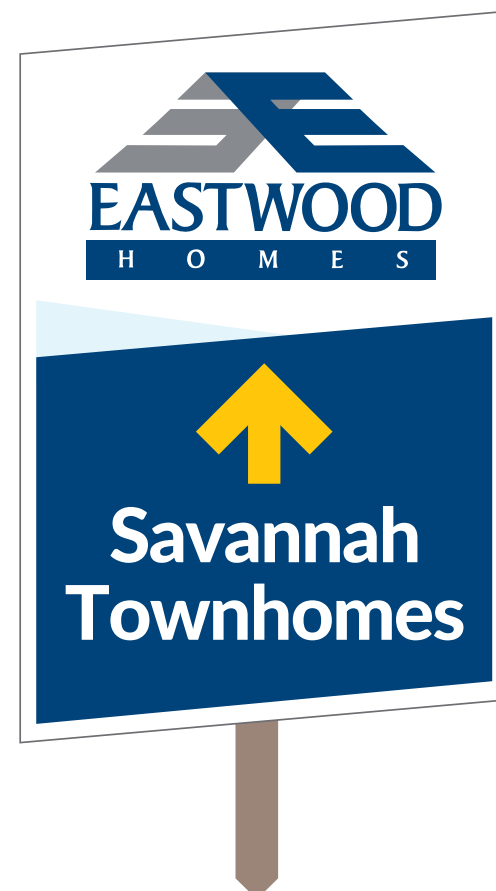
Type P

Window Corner Decals

These decals are applied to the home itself, in a prominant window high up on the building. Starting with "Available" and being replaced with "SOLD" after the home has been sold.

SPECIFICATIONS

- 24" x 24" Low-Tack removable vinyl decals
- Green is HEX#118040
- Red is HEX#ED2024

Q1

Q2

Type Q

Feather Flags

Razor flags can be installed just outside the community, often installed as a repeating series, close together.

SPECIFICATIONS

- 10ft Tall Rectangular Flag Kits (7ft and 14.5ft also available)

- For Interior use: pedestal bases
  For Exterior use: ground spikes

- Double Sided (Imprint Both Sides)
  Single Sided (will see reverse on back, not recommended)

- Meant for seasonal use, not intended for 24/7 outdoor exposure

WELCOME TO Sweetwater

EASTWOOD HOMES

NEW Homes

R1

R2

R3

Type R

Boulevard Banners

Boulevard banners, or pole banners, can be mounted to lightposts within the community. Often installed as a repeating series, close together, each with a different image or message.

Meant for seasonal use, the banners will need to be replaced over time.

SPECIFICATIONS

- 24"x72" Matte Vinyl Banner, or DyeSub outdoor fabric
- Stitched top and bottom for pole pocket
- Cut wind slits based on your location
- Fiberglass boulevard banner pole hardware

Type S

Flagpole Flag

Standars 3x5 Flagpole flag, dye sublimated. Recommending extra reinforced stitching for high-wind areas.

SPECIFICATIONS

- 36x60" Standard Flagpole flag
- Available to print single/reverse, or double sided (recommended)
- Vinyl banner NOT permitted as a substitution

Type T

Driveway Barricades

Barricade signs are put out to prevent anyone from accessing the driveway.

SPECIFICATIONS

- Frame built from custom cut lumber, painted SW 7075 Web Gray
- 6x32" ACM Dibond sign face screwed to the front side

6ft Long

SIDE PROFILE
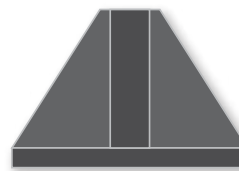
Type U

Billboards

Typically 14 feet high and 48 feet wide, a billboard provides 672 square feet of roadside advertising.

SPECIFICATIONS

- Standard billboard size: 14' x 48'

V1

V2

V3

Type V

Triple Cluster Balloon Boppers

These reusable balloon clusters are durable, weatherproof, and helium-free. One kit contains a pole and 3 balloons.

SPECIFICATIONS

- Triple Cluster Pole Kit
- Colors: Blue, Silver, and White Balloon Boppers
- Available on the VMD
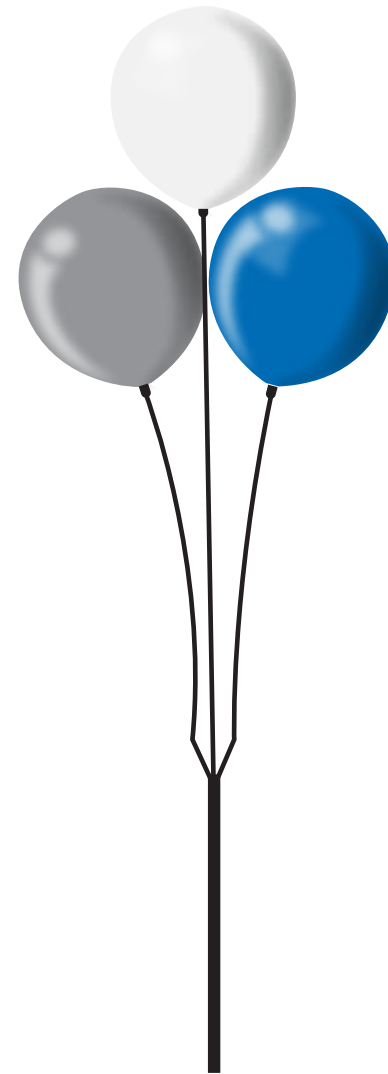
Type W

As stated before, signage is very important to a homebuilder's identity in the field. To maintain a consistent brand, signage outside of the approved signage package must be replaced or removed if noted by the marketing team. Examples of elements that should not be included on signage are site maps, legacy shapes, yellow reverse outs, etc.

Pay attention to brand specs
(no maps, careful with colors)

No large yellow reverse-outs

No legacy signage
or old custom-cut shape signs

No out of brand fonts
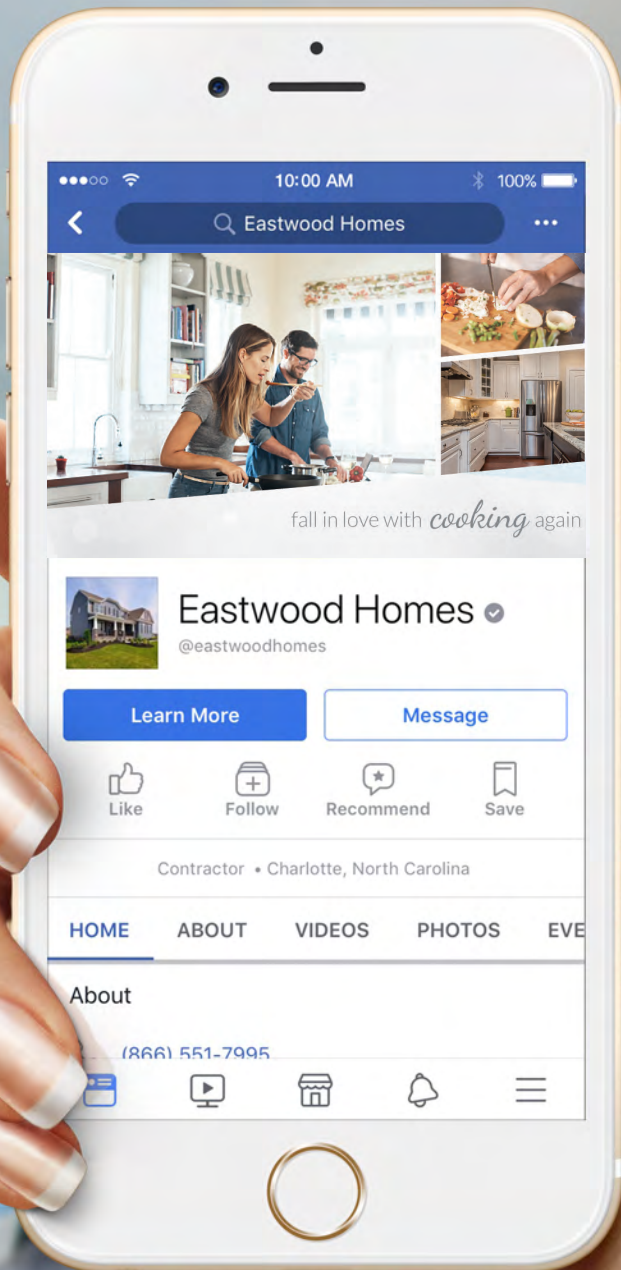
Web Assets

All digital platforms must respect the brand standards outlined in this guide. To bridge the gap between what is out in the field and what is out in the digital world, it's important to keep consistent brand messages and styles.

Base Primary Icon

The square version is the primary application. Most apps and websites will crop this version down to fit to their application.

Example: Facebook Profile

Rounded Radius

The application will automatically round the corners of the rectangular version.

Example: iOS shortcut icon

Rounded Radius

The application will automatically round the corners of the rectangular version into a circle.

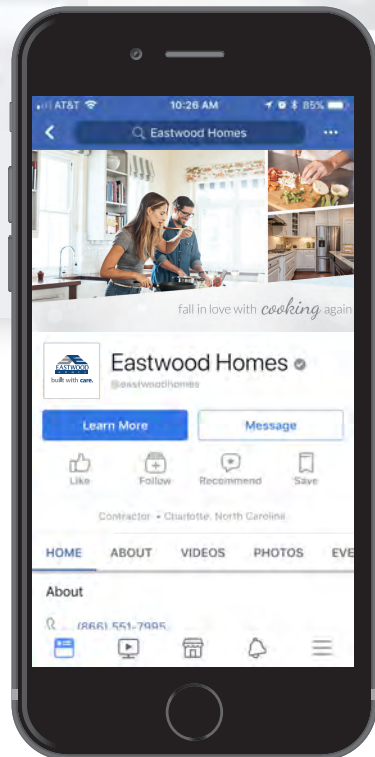Example: Twitter, Instagram, Facebook comment section.

fall in love with *cooking* again

Because sanctuary matters to you.
it matters to us.

experience Lake Wylie living
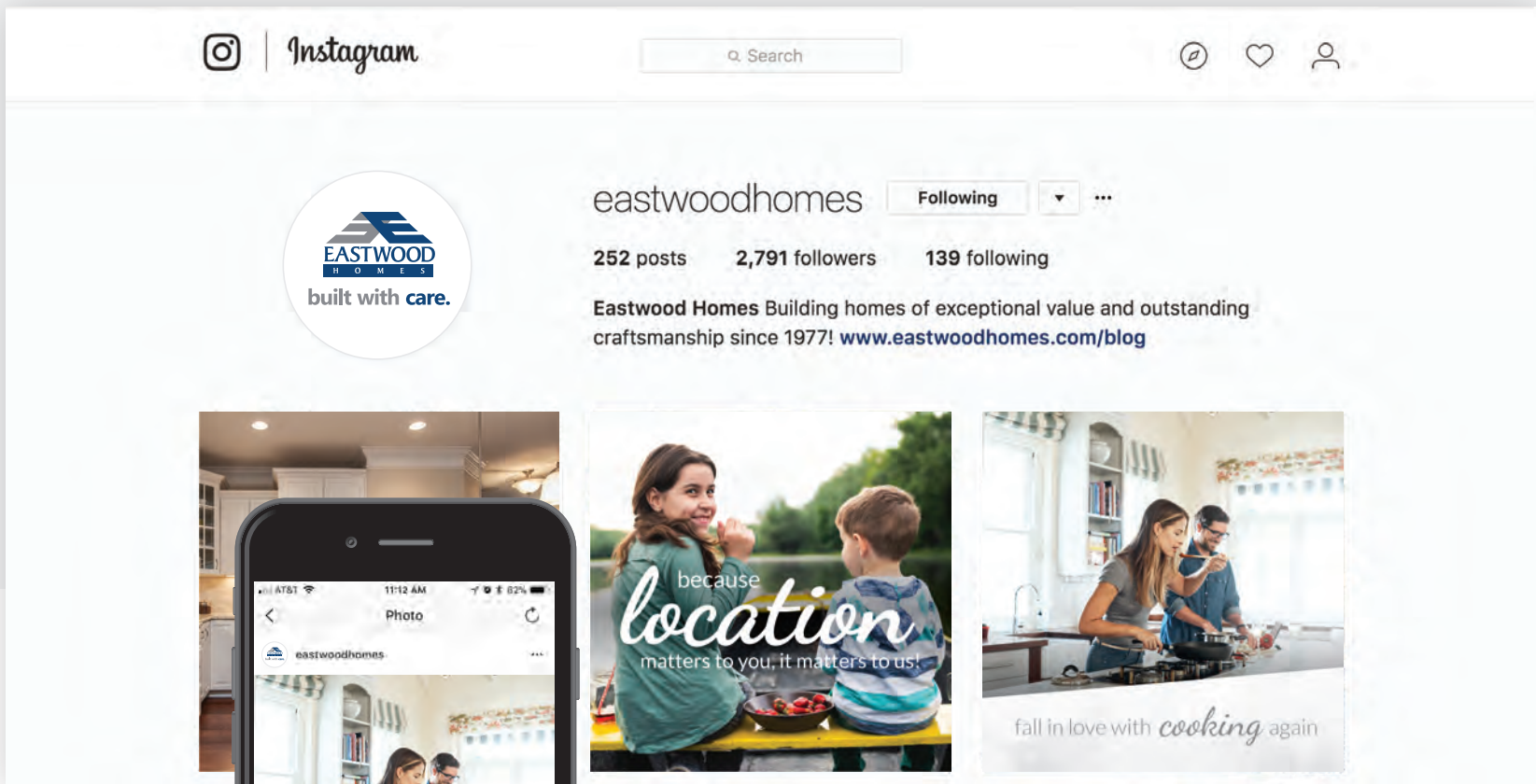**Somerset at Autumn Cove**

Social Media Covers

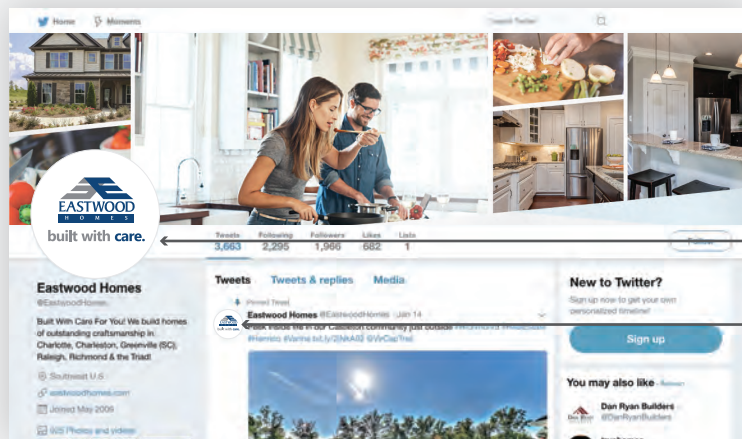A sample of Social Media Header concepts
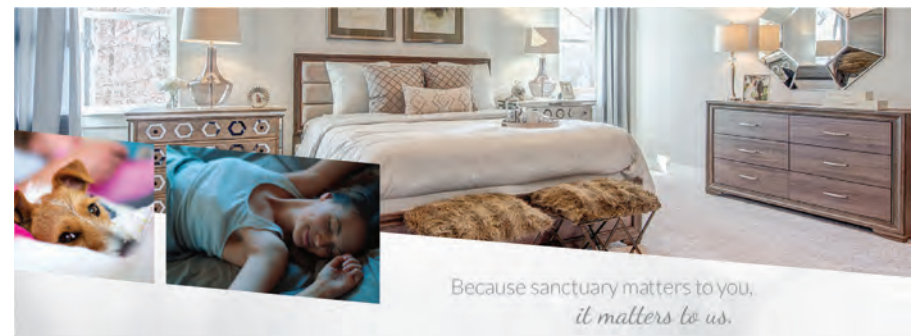
Facebook

Facebook has a profile picture, as well as a cover image across the top.

Note that on mobile applications, the center of the cover image is used, cropping off the left and right sides.

Instagram

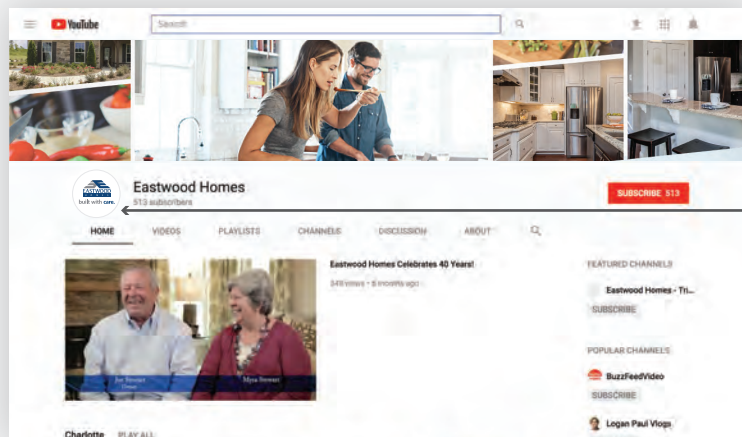Instagram simply has a profile image, always shown in a circle.

Paralax Cover Image

Profile (Circle)

Profile in Comments

Twitter

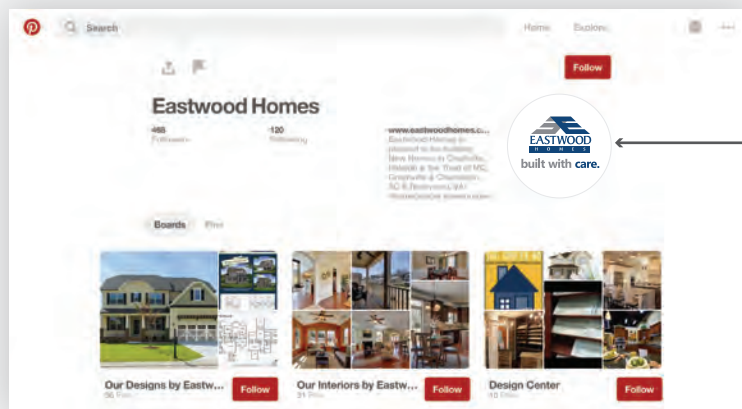Twitter has a circle profile picture, as well as a large paralax cover image.

Cover Image

Profile (Circle)

YouTube

Youtube has a circle profile picture, as well cover image.

Profile (Circle)

Pinterest

Pinterest simply has a profile image, always shown in a circle.