
BERKELEY HOMES

TRENT PARK BRAND TOOLKIT

ISSUE 01 - DECEMBER 2017

trent-park.com



INTRODUCTION

This document provides a brand toolkit with the aim of delivering the Trent Park vision and brand in a clear, coherent and consistent manner. Trent Park will evolve and develop over time and there will always be new things happening. To ensure consistency across all of our communication touch points it is especially important that we adhere to the basic design principles detailed here.

VISUAL IDENTITY



TRENT PARK

VISION & VALUES

These guidelines establish a simple set of best practice measures to deliver:

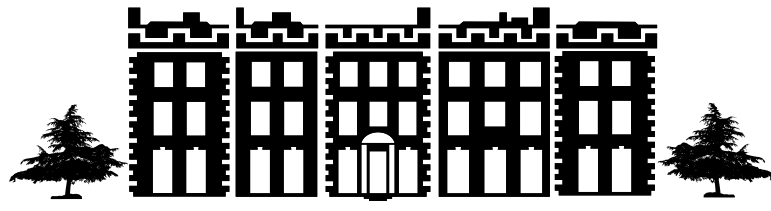
- Maximum clarity, consistency and visibility for the Trent Park visual identity and brand
- Creative freedom for designers and creative agencies

We believe that identity guidelines should not be overly restrictive and should allow you, and the designers you work with, flexibility to respond to the ever changing needs of your audiences and the marketing environment.

These therefore are simply *guidelines*. They allow for consistent application, communication and recognition but also the freedom to think creatively. We aim to deliver a beautiful product with the respect and inspiration it deserves.

“Our vision is to create a strong, integrated community where people know one another and welcome the public to enjoy the safe and beautiful setting. Both residents and visitors will stay and contribute to the rich history and share the tranquil open spaces.”

Berkeley Homes



TRENT PARK

ENFIELD, LONDON

MASTER LOGO

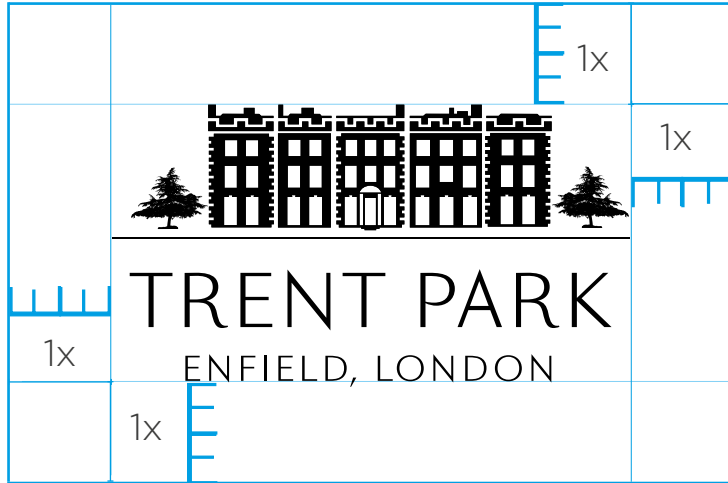
EXCLUSION ZONE

Trent Park and what it represents is a priceless asset worth protecting with the ultimate aim being to establish the brand as a quality and trusted mark.

Given this aim, the Trent Park logo has been designed as the visual identity mark that represents the key values of the brand. Designed to be an elegant mark that stands proudly in a competitive market place.

The Trent Park logo should appear on all marketing materials to provide ownership and works within the Berkeley Group Brand Guidelines. The Berkeley Homes logo should appear on all collateral and provides the quality endorsement.

The master logo must never be redrawn. Please ensure you always use the master files provided. Please contact *Trent Park Team - Berkeley Homes (North East London) Ltd* for master artwork files and any further information.



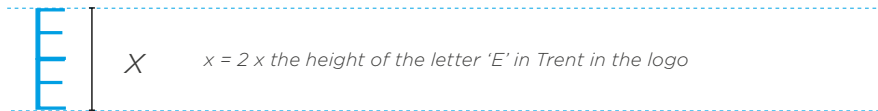
MASTER LOGO

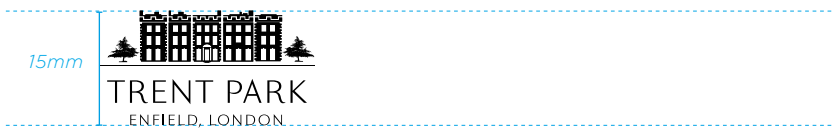
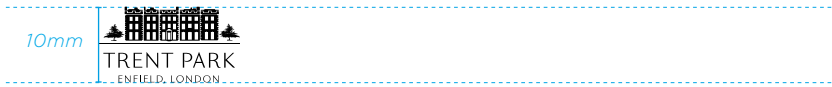
EXCLUSION ZONE

An exclusion zone exists around the logo to protect its legibility.

The exclusion zone is defined by 'x', which is twice the height of the letter 'E' in TRENT shown here.

'1x' is the minimum clear space required around all sides of the logo. No other elements must appear within this space.





MASTER LOGO

MINIMUM SIZES

For Print:

A5/DL literature
A height of 10mm is used for A5/DL literature.

A4 literature
The most common logo size is a height of 15mm for A4 literature.

A3 literature
A height of 20mm is used on A3 literature.

Large formats

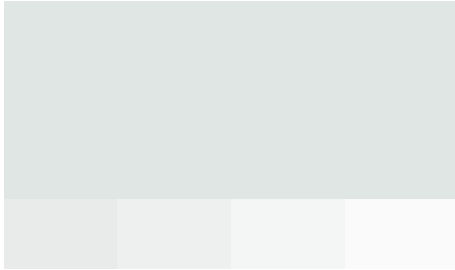
For larger formats always use the master artwork EPS file, as these can be scaled indefinitely.

Jpegs or similar will not be acceptable for print.

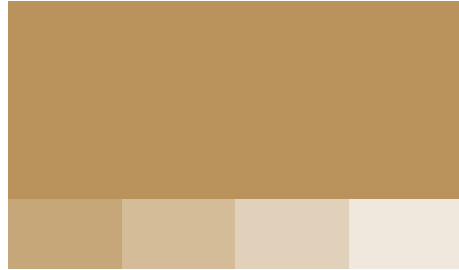
For Digital:

Digital ads
A height of 30 pixels can be used as the minimum size for digital ads where there is minimal space.

PRIMARY



Paper Stock: GF Smith Cool grey
Pantone Pantone Cool grey 1c
CMYK: 4/2/4/8
RAL: 260 90 05
RGB: 230/233/232



Pantone 871c
CMYK: 24/38/67/13
RAL: 075 70 40
RGB: 185/147/91



Gold foiling: Foilco 6128

COLOUR

PRIMARY & SECONDARY

We are keen for the Trent Park logo to be respectful to the heritage of the site so have selected a smart, traditional dark blue and a complimentary warm gold as the primary colours.

These key colours will help visually identify the master logo and the brand.

If you have any queries on colour use or wish to discuss it further please refer to the brand guardians. Please contact *Trent Park Team - Berkeley Homes (North East London) Ltd* for further information.

SECONDARY



Paper Stock: GF Smith Imperial Blue
Pantone 7463 CP
CMYK: 100/63/12/67
RAL: 260_20_15
RGB: 0/39/73



COLOUR

LOGO VARIANTS

There are various colour variations of the logo shown here and that can be used as appropriate to the reproduction requirements.

These master logos must never be redrawn. Please ensure you always use the master files provided. Files are available in all formats for online and offline reproduction. Please contact *Trent Park Team - Berkeley Homes (North East London) Ltd* for master artwork files and further information.



Never add elements to the logo, crop, stretch or alter the logo in anyway



Never try and recreate the logo with different fonts, alignment or spacing



Never try and recreate the logo with alternative colourways



Never add elements to the logo, crop, stretch or alter the logo in anyway



Never try and recreate the logo with different fonts, alignment or spacing, or in alternative colourways



When using the logo on imagery please ensure there is no compromise in legibility

PLEASE DON'T

USE THE LOGO INCORRECTLY

The Trent Park logo visually represents the group and it is important to reproduce it correctly. Consistency of brand representation in all visual communication can be achieved by using the supplied logo artwork only and this will also help avoid incorrect usage.

Illustrated here are a few common mistakes that should be avoided.

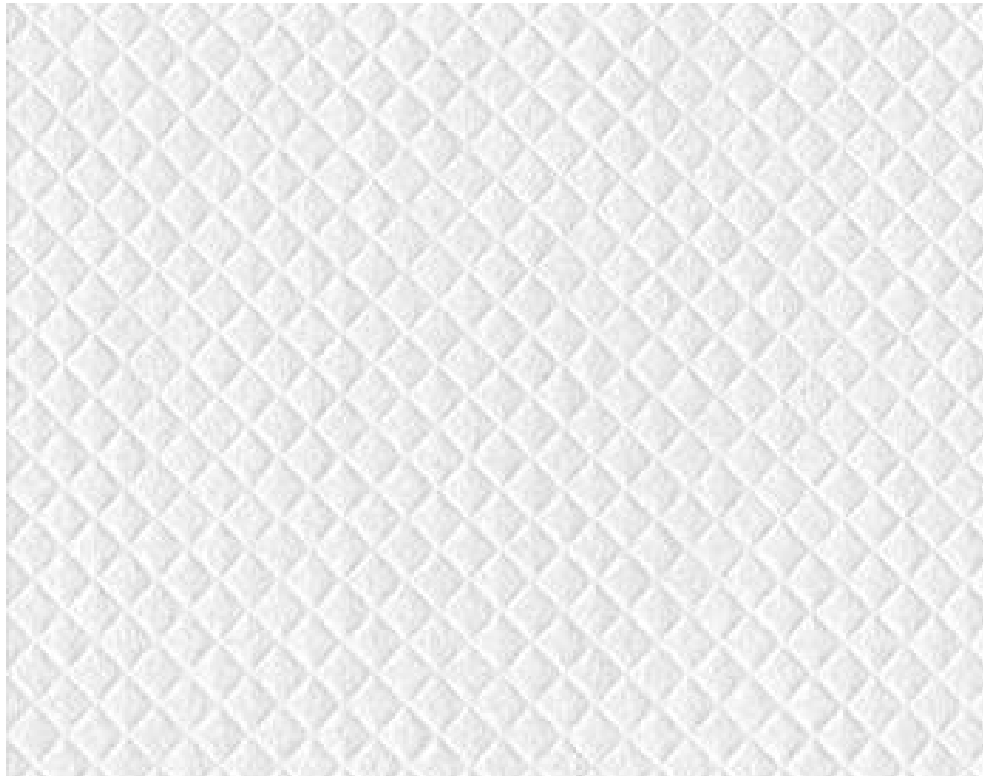


MASTER LOGO

FINISHINGS

The Trent Park logo is a quality endorsement on the development and marketing literature. We are keen for it to be as flexible as possible in its usage without compromising legibility.

Various finishings can also be utilised such as foiling or embossing providing the finished result is premium and legible.



STOCK

PAPER CHOICE

Where the budget allows all paper stock for covers should be in GF Smith colourplan. The embossing to use is Gravure.

GF Smith with gravure embossing

SANG BLUE SANS

HAIRLINE

ABCDEFGH
abcdefgh
12345@£%&

LIGHT

ABCDEFGH
abcdefgh
12345@£%&

BOLD

ABCDEFGH
abcdefgh
12345@£%&

TIEMPOS TEXT

REGULAR

ABCDEFGH
abcdefgh
12345@£%&

ITALICS

ABCDEFGH
abcdefgh
12345@£%&

MEDIUM

ABCDEFGH
abcdefgh
12345@£%&

TYPEFACES

& TONE OF VOICE

The fonts of Trent Park are both traditional and contemporary.

The two key fonts are Sang Blue Sans and Tiempos Text. Both can be used for titles, key headings and body copy as appropriate to the design.

The fonts have been chosen to reflect the heritage of Trent Park, but should be used in a contemporary way. Chosen for their clarity, they also maintain a timeless quality, and a uniqueness, so please ensure you are using the right fonts.

The typefaces are our visual communication of the written word. Every time the brand speaks it comes from an intention to connect with people in the most authentic way possible.

Honest, approachable and clear communications are fundamental to our values. Our brand is further underpinned by the things people genuinely care about in a modern world.

TONE OF VOICE

The purpose of a tone of voice is to breathe life into the copy... bring the brand out of its shell... and help your customers connect with your brand and offering.

A great tone can inspire desirable emotional responses in your customers and emotional responses are huge in decision-making.

Tone of voice

Expressive, brief, succinct and simply articulate

Example copy

TRENT PARK lies in *58 acres of rolling meadows*, enchanting abrooks, exquisite lakes, *ancient woodland*, and imposing HISTORICAL sites.

With it's wide *open spaces*, STUNNING TREES and *flora*, TRENT PARK provides the *perfect environment* for children to let their *imagination*s run wild.

IMAGERY



IMAGERY

LIFESTYLE PHOTOGRAPHY

The Imagery needs to capture the feeling of living in the natural, rural and tranquil atmosphere of Trent Park. It needs to reflect a country meets city feel and give potential buyers a summary of what's it like to live in the area.

The photography style should always reflect a reportage feel and all shots need to be natural and represent the area.

The images above are only indicative moodboard of the style that needs to be captured or chosen
- licences need to be purchased for usage.

LOGO



COLOURS



BRAND ELEMENTS

VISUAL IDENTITY

PHOTOGRAPHY



TYPEFACES

abcdefghijklmnopq
ABCDEFGHIJKLM
0123456789
abcdefghijklmnop
ABCDEFGHIJK
1234567890

TONE OF VOICE

TRENT PARK lies in *58 acres of rolling meadows*, enchanting brooks, exquisite lakes, *ancient woodland*, and imposing HISTORICAL sites.

The key elements that make up the brand visual identity are:

- Logo
- Typefaces
- Colours
- Imagery
- Tone of voice