WOODBERRY DOWN

NOVEMBER 2014
PLACEBOOK VERSION 1.3

BOTH A DISTINCTIVE MARK TO LOOK AT AND AN INDEFINITELY VERSATILE WINDOW FOR LOOKING THROUGH INTO THE WORLD OF WOODBERRY DOWN

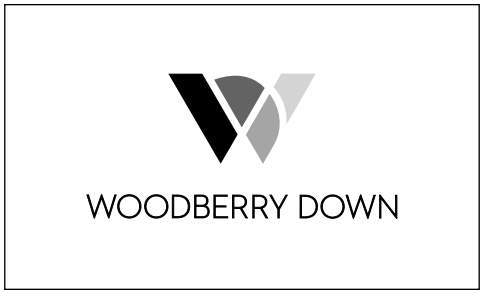
WOODBERRY DOWN

WOODBERRY DOWN

WOODBERRY DOWN IDENTITY – IN COLOUR

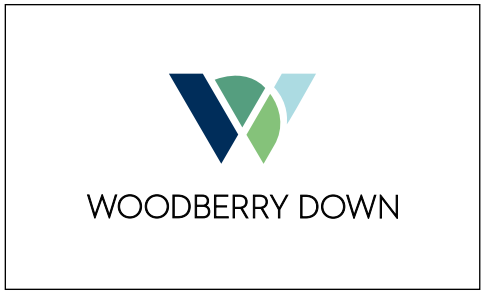
STANDARD

Greyscale Woodberry Down logo on a white background.



COLOURED

Coloured Woodberry Down logo on a white background.



COLOURED BACKGROUND

When using a brightly coloured background the logo should always be black.

FOIL STAMPING

When using foil stamping technique for the Woodberry Down logo, the 'D' in the logo should be a different color foil.

WOODBERRY DOWN LOGO – MASKING

GOOD IMAGERY

When using the Woodberry Down logo as a mask, use images that are specific to Woodberry Down, its environment, residents and characteristics.

UNSUITABLE IMAGERY

Images that are too generic, out of context or give a distorted impression should be avoided. Food photography and imagery that contains persons looking straight in the camera should also be avoided.

WOODBERRY DOWN LOGO - COLOUR PALETTE

COLOUR PALETTE

PANTONE: 295
C:100 M:69 Y:8 K:54

PANTONE: 556
C:54 M:8 Y:47 K:14

PANTONE: 7488
C:52 M:0 Y:82 K:0

PANTONE: 2975
C:34 M:0 Y:5 K:0

BLACK & GREYSCALE PALETTE

PANTONE: PROCESS BLACK
C:29 M:1 Y:100 K:18

PANTONE: PROCESS BLACK
C:29 M:1 Y:100 K:18
75% tint

PANTONE: PROCESS BLACK
C:9 M:29 Y:66 K:24
42% tint

PANTONE: PROCESS BLACK
C:12 M:58 Y:81 K:42
21% tint

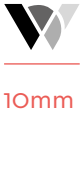
WOODBERRY DOWN LOGO – MINIMUM SIZE

MINIMUM SIZE LOGO

To ensure legibility the Woodberry Down logo should not be produced at less than 30mm wide.

MINIMUM SIZE LOGOMARK

If the Woodberry Down logo should be used as a logomark, it should not be produced at less than 10mm.



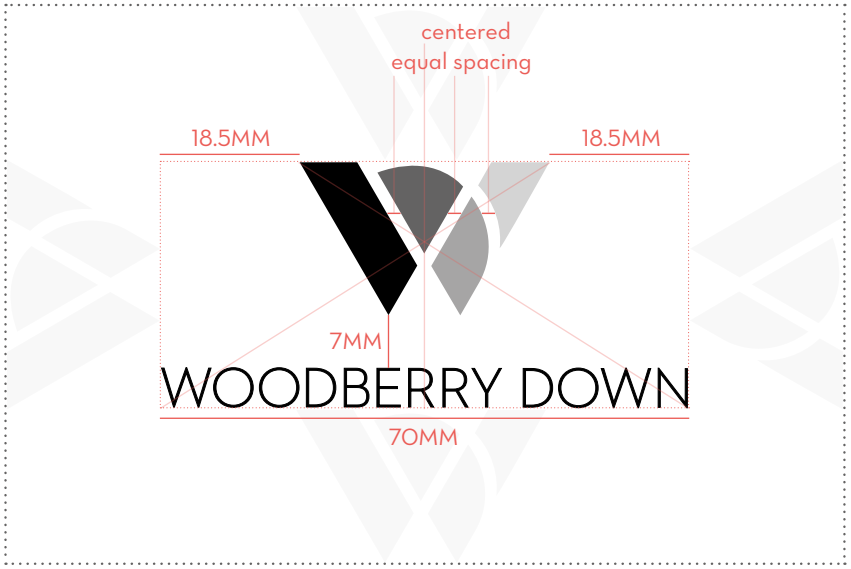
WOODBERRY DOWN LOGO – CLEAR SPACE, SCALING & FONT

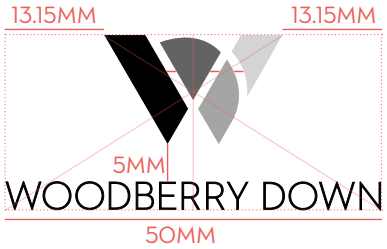
CLEAR SPACE

Clear space should be maintained around the Woodberry Down logo to ensure prominence and legibility. The minimum clearspace around the logo is the height of the logomark.

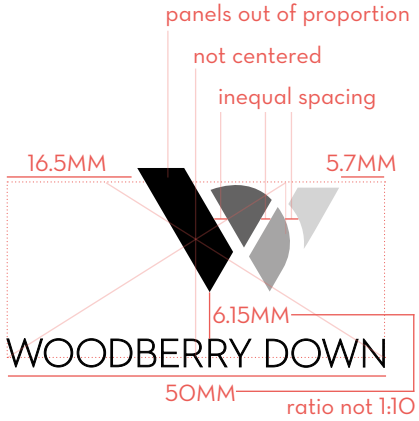
SCALING

There should be a 1:10 ratio in gapsize between the logomark and 'WOODBERRY DOWN'. Spacing between the panels of the logo mark should be equal. The logomark should be centered parallel to 'WOODBERRY DOWN'





An example of CORRECT use of scaling



An example of INCORRECT use of scaling

FONT

The logoname is set in Neutraface 2 text, uppercase, with a 0.31 outlining, based on a 70MM wide Woodberry Down logo.

HEADLINES

Headlines should be set in
Neutra Display Medium, upper case.

UPSIDE

ODELL HOUSE

A GREAT PLACE TO LIVE

NEW PHASE SKYLINE COMING SOON.

PULL OUTS

Pulled out copy and quotes should be set in Neutra Text Book Italic Alt.

Reflecting city life in floor-to-ceiling glass, only clean lines of grey cut through. The imposing front aspect is confidently framed in white – sheer concrete that accentuates generous dimensions and optimum daylight.

BODY COPY

Body copy should be set in Neutra Text Book Alt, titles are set in Neutra Text Bold Alt in uppercase.

CROSSRAIL

Donec massa leo, finibus ac massa eu, fringilla pretium elit. Ut imperdiet purus at imperdiet iaculis. Aenean accumsan dolor non neque maximus, eget ultricies magna ultrices. Vestibulum consectetur erat sapien, sit amet dictum dui rhoncus pharetra. Duis luctus, erat sit amet convallis gravida, ligula lacus ultricies tortor, varius viverra eros augue vitae risus. Sed ac venenatis risus, at dignissim sem. Sed blandit pretium condimentum.

Should be unique, feel indigenous as possible, not generic

Seek to be inclusive and guard against exclusivity

For the long-term, not just for marketing

Aid wayfinding

Add value to the offer

WOODBERRY DOWN NAMING - PUBLIC SPACES

WOODBERRY DOWN NAMING - PHASE 2

WOODBERRY DOWN NAMING - KSS4