

TWELVETREES PARK

L O N D O N E 1 6

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TWELVETREES
P A R K
L O N D O N E 1 6

The brand

TWELVETREES
PARK

LONDON E16

Positioning statement

At TwelveTrees Park, the energy is palpable.

Once completed, the new East London development will create more than 3,800 quality new homes with different tenures so everyone can call TwelveTrees Park, home.

With health and wellbeing at the forefront of our designs, a kilometre-long trim trail will be created around the new park, with sections of smart paths, generating kinetic energy with every step, powering everything from LED displays to charging points. While solar-powered artwork will help charge lights across the 4.5 acres of WiFi-enabled park.

Energy isn't just a feeling here. It's rooted in all areas of life.

12 tree-themed installations will line an interactive arts trail – ranging from classic bronze sculptures to pieces made from recycled construction materials to hands-on pieces to climb on and slide down – establishing TwelveTrees Park as a catalyst for culture.

A matter of minutes from West Ham train station and featuring residents' spaces from rooftop gardens to flotation tanks, the site is both literally and figuratively a catalyst for connection. Residents and visitors alike will feel that they're really part of something here in a place designed for people to explore and enjoy, together.

Inspired by the Olympic legacy of nearby Stratford, the mind, body, and soul are nourished equally at TwelveTrees Park, which acts as a catalyst for wellness. An onsite school, outdoor science classes for students and visitors, and a rich history itching to be explored will get inquisitive minds racing. State-of-the-art fitness facilities for residents – think hydrotherapy floatation tanks and outdoor active equipment – will get heart rates going. While a dozen acres of beautiful landscaping and gardens, new animal habitats, and a natural pond will enrich the soul.

All elements of life will be experienced and enjoyed here.

As well as new places to live, new places for people to work will be created with thoughtfully placed, WiFi-enabled outdoor workspaces to inspire people to work and study from wherever suits them.

Carefully selected onsite businesses will offer something for everyone, from craft breweries and artisan food shops to restaurants and farmers' markets.

Retail and business space will integrate seamlessly with residential space, providing local employment opportunities and bringing a new lease of life to this pocket of the city.

More than anything else, TwelveTrees Park is a catalyst for life.

Thoughtful design with playful touches. Sustainable technology powered by human movement. Thousands of quality new homes, built to last. There's something for everyone to discover at every corner of TwelveTrees Park.

A catalyst for life

Brand hierarchy

The TwelveTrees master logo is a key part of our brand identity and establishes it as a trusted mark that represents Berkeley quality.

The master logo should not be altered. It has been carefully designed to retain the brand integrity across different media and applications.

When using The Cordova Club or The Redwood brands the TwelveTrees logo should work as an endorser logo for them.

Master brand

TWELVETREES
P A R K

L O N D O N E 1 6

THE
CORDOVA
CLUB

Facilities

THE
REDWOOD

Residences within the development

Guidelines

TwelveTrees Park

TWELVETREES
PARK

LONDON E16

TWELVETREES
PARK
LONDON E16

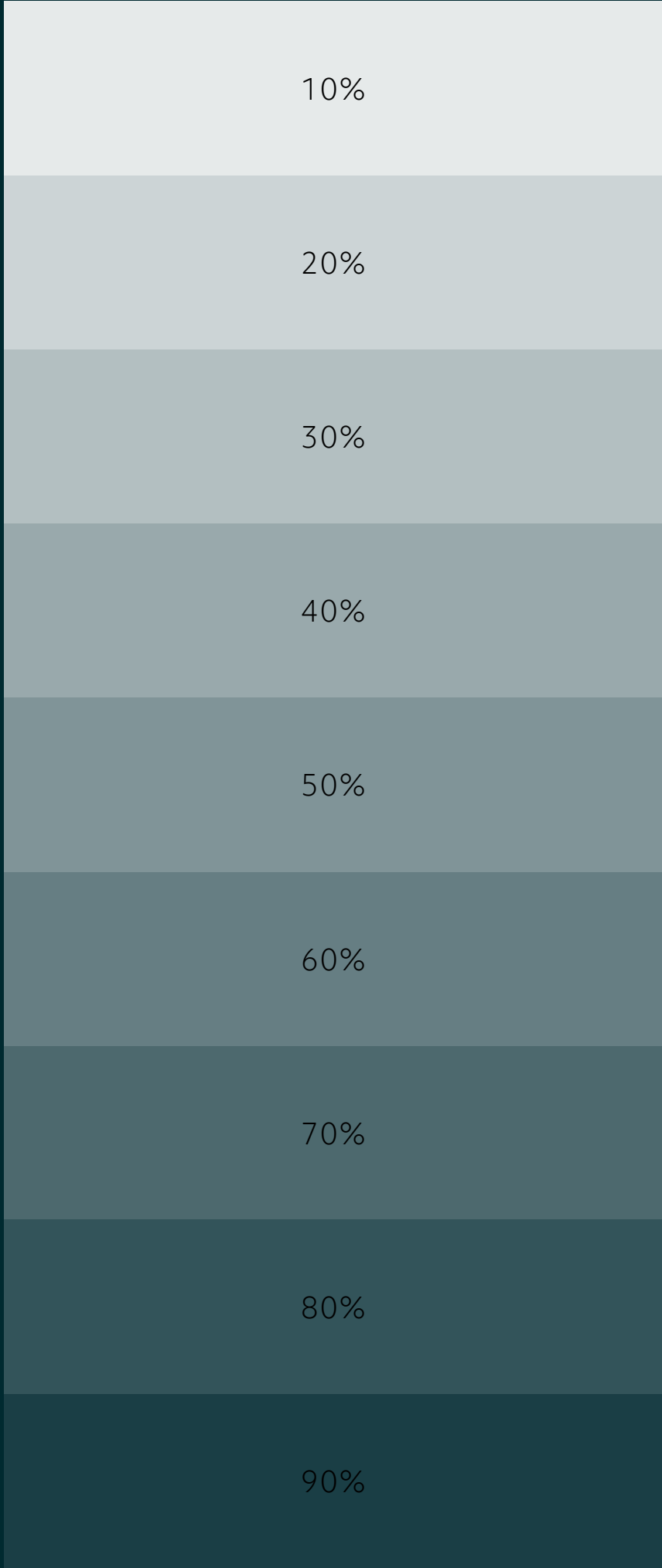
TWELVETREES
PARK
LONDON E16

- 1 Logo
- 1.2 Clear space



Pine

PMS 2217C
CMYK C88 / M0 / Y28 / K88
RGB R0 / G42 / B48
RAL 200 20 20



Metallic Gold

PMS 871C
FOILCO 6144 VINTAGE GOLD

PMS 155C
CMYK C5 / M32 / Y70 / K7
RGB R228 / G174 / B89

Mint

PMS 564C
CMYK C43 / M0 / Y23 / K0
RGB R157 / G211 / B207
RAL 170 80 25

Print and digital

The master logo should not be altered. It has been carefully designed to retain the brand integrity across different mdeia and applications.

The colourways here show versions suitable across digital and print. Additional versions are available for print usage and shown on the following page.

TWELVETREES
P A R K
L O N D O N E 1 6

Pine + white

Pine + white

TWELVETREES
P A R K
L O N D O N E 1 6

TWELVETREES
P A R K
L O N D O N E 1 6

Mint + white

Pine + mint

TWELVETREES
P A R K
L O N D O N E 1 6

Print
only

These addiional colourways should be used on print materials only. The use of the copper foil is restricted to certain high value print items in order to elevate appropriate* collateral.

Monochrome logos may be used when printing can only be produced in black.

*Copper foil should never be visualised as faux metallic (for example, in print advertising)

TWELVETREES
P A R K
L O N D O N E 1 6

Pine + metallic

Black + white

TWELVETREES
P A R K
L O N D O N E 1 6

TWELVETREES
P A R K
L O N D O N E 1 6

Mint + metallic

White + black

TWELVETREES
P A R K
L O N D O N E 1 6

Please don't...

The master logo should not be altered. It has been carefully designed to retain the brand integrity across different mdeia and applications.

Although not an exhaustive list, the examples here show what not to do are simply examples and not an exhaustive list.

- 1 DON'T change the brand colours
- 2 DON'T use the logo in keyline
- 3 DON'T distort the logo's propertions
- 4 DON'T use the logo with drop shadow



1



2



3



4

Objectiv Mk 2

The TwelveTrees Park font is a contemporary sans serif to reflect the vibrancy of modern living.

The font has been chosen for its clarity, reflecting honest, approachable and a clear tone of voice in communications.

Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Objektiv Mk 2

Brand illustration

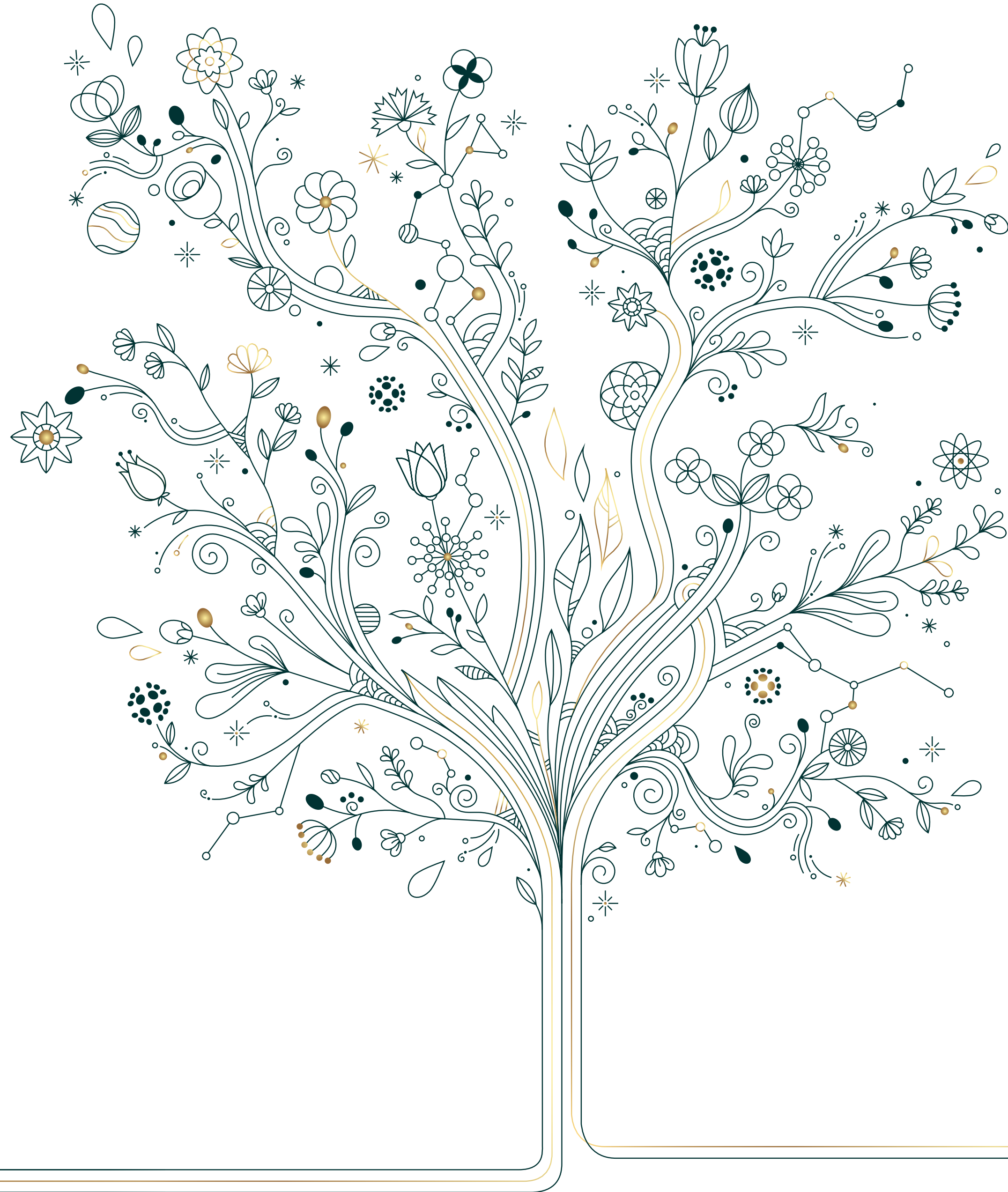
The illustration represents the many facets of TwelveTrees, it features the 5 lines of connections, the park, elements of science.

The illustration should be used primarily on a dark background.



Brand illustration

Where required, in exceptional circumstances, a positive version of the illustration can be used.



Brand illustration

The master illustration can be cropped or sections used.

Ideally the illustration should grow from the base of any design.



Abstract nature

We have signature colourised, abstract photography which make up our brand. These can be used in many ways to add texture and interest.

They should not be used with the illustration on top of them.



Please don't...

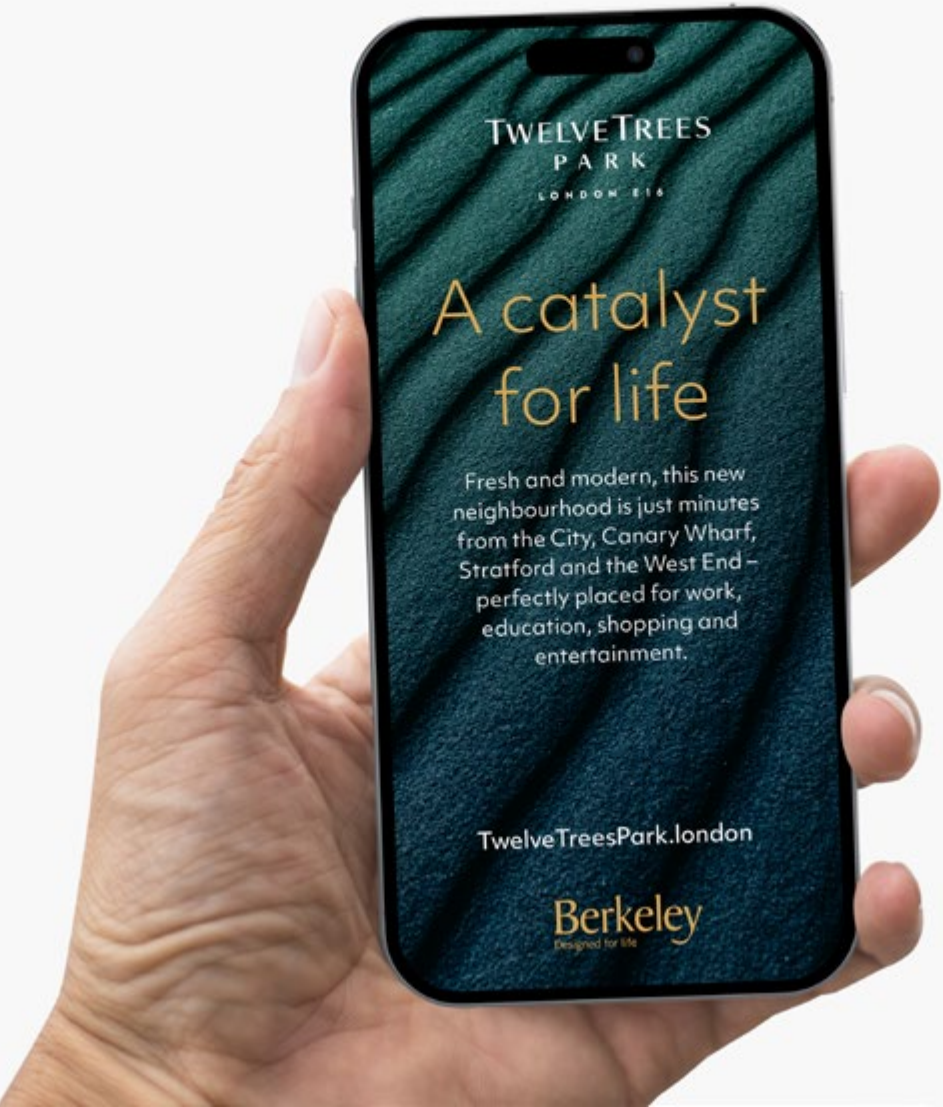
The illustration should not be used
on top of brand photography.



Guidelines – TwelveTrees Park

6 Brand expression

6.1 Combining the elements



Guidelines

The Cordova Club

TWELVETREES
P A R K

L O N D O N E 1 6

THE
CORDOVA
CLUB

THE
CORDOVA
CLUB

Brand hierarchy

When using The Cordova Club brand the TwelveTrees logo should work as an endorser logo and should be used smaller than The Cordova logo on collateral.

Facilities

TWELVETREES
P A R K
L O N D O N E 1 6

Master brand

T H E
REDWOOD

Residences + Master brand

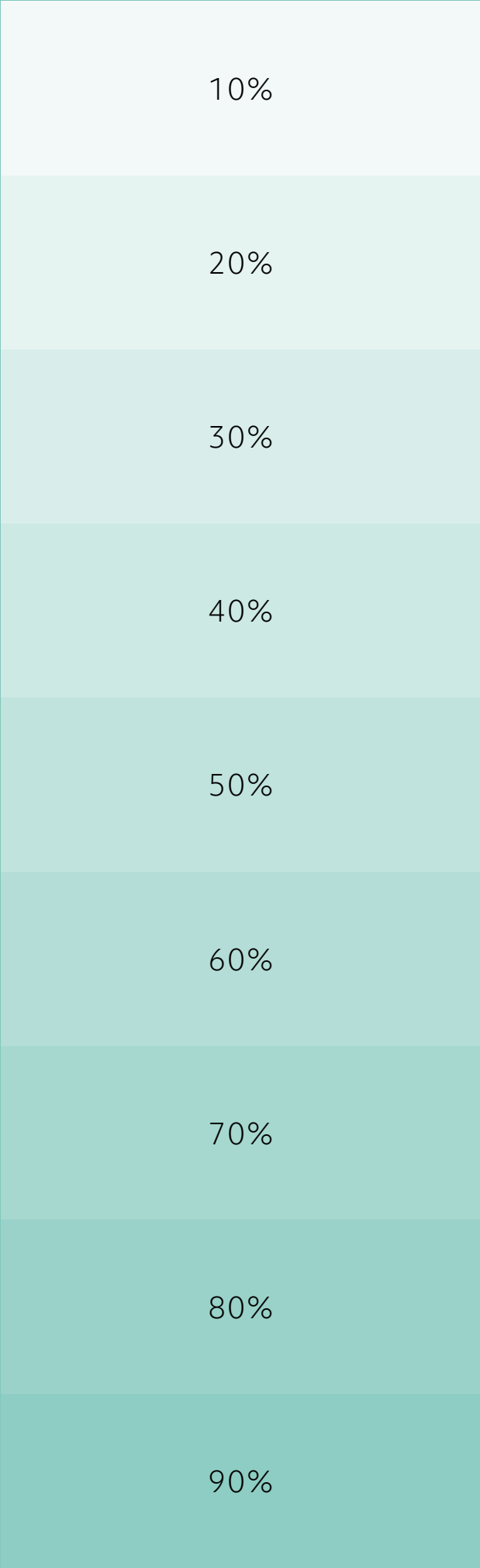
TWELVETREES
P A R K
L O N D O N E 1 6

T H E
CORDOVA
C L U B



Mint

PMS 564C
CMYK C43 / M0 / Y23 / K0
RGB R157 / G211 / B207
RAL 170 80 25



Metallic Gold

PMS 871C
FOILCO 6144 VINTAGE GOLD

PMS 155C
CMYK C5 / M32 / Y70 / K7
RGB R228 / G174 / B89

Pine

PMS 2217C
CMYK C88 / M0 / Y28 / K88
RGB R0 / G42 / B48
RAL 200 20 20

Brand illustration

The Cordova Club has it's own version of the master illustration.

The illustration should be used primarily on the mint background.



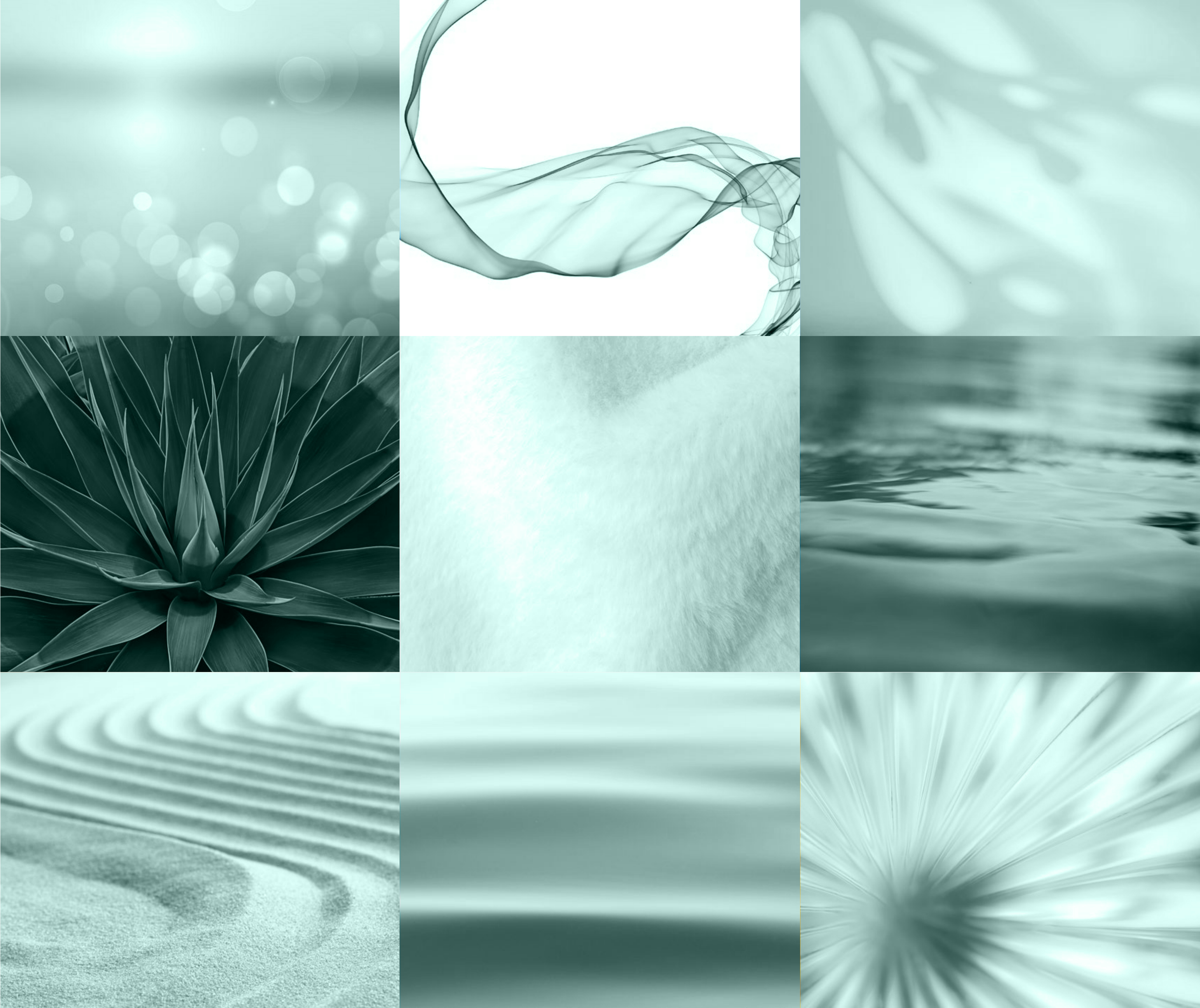
Brand illustration

An alternative positive version of the Cordova illustration is provided.



Wealth of wellness

We have signature colourised, abstract photography for The Cordova Club. These can be used in many ways to add texture and interest.



Guidelines – The Cordova Club
10 Brand expression
10.1 Combining the elements



Guidelines – The Cordova Club
10 Brand expression
10.1 Combining the elements





Guidelines

The Redwood

TWELVETREES
PARK

LONDON E16

THE
REDWOOD

THE
REDWOOD

Brand hierarchy

When using The Redwood brand the TwelveTrees logo should work as an endorser logo and should be used smaller than The Cordova logo on collateral.

Facilities

Master brand

THE
REDWOOD

TWELVETREES
PARK
LONDON E16



PMS 871C
FOILCO 6144 VINTAGE GOLD

Metallic

PMS 155C
CMYK C5 / M32 / Y70 / K7
RGB R228 / G174 / B89

Berry

PMS 155C
CMYK C5 / M32 / Y70 / K7
RGB R228 / G174 / B89

Gold

10%

20%

30%

40%

50%

60%

70%

80%

90%

Redwood

PMS 7645C
CMYK C55 / M100 / Y50 / K80
RGB R50 / G4 / B24
RAL 350 20 25

Brand illustration

The Redwood has it's own version of the master illustration.

The illustration should be used primarily on the redwood background.



Brand illustration

An alternative positive version of the Redwood illustration is provided.



Abstract imagery

We have signature colourised, abstract photography for The Redwoodb. These can be used in many ways to add texture and interest.



Guidelines – The Redwood
14 Visual elements
14.1 Combining the elements



TWELVETREES
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Any questions? Feel free to contact
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