WELBORNE

GARDEN VILLAGE

BRAND GUIDELINES

OUR LOGO

The Welborne Garden Village logo is a classic and timeless mark which will represent our brand going forward for years to come. It's traditional nature projects a sense of a higher class of service with it's use of serif type, subtle flicks and classic style.

OUR LOGO

Our logo works best when it has room to breathe, by using the height of the 'W' as a guide for how much room to leave we can always ensure that our logo stands strong on any piece of collateral.

The smallest the logo should ever be sized down to is 30mm and for web should be 180px.

CLEAR SPACE

MIN SIZE PRINT = 30mm
MIN SIZE WEB = 180px

30mm / 180px

LOGO USE

There are 3 different ways in which the logo can be used. The full logo should always be used up front when possible e.g. for a front cover of a brochure.

Having the flexibility of splitting out the logo is testament to the strength of the brand but must always be considered before doing so.

Examples of splitting the logo out in this way could be to accompany a piece of photography, within signage on site, as an icon for the website.

FULL LOGO

WELBORNE

GARDEN VILLAGE

SIMPLIFIED

WELBORNE

ICON

TYPE

WELBORNE

GARDEN VILLAGE

LOGO USE

LIGHT

Use of the light logo would be suggested for things such as letterheads, inner pages of brochures.

DARK

Suggested scenarios for the dark logo would be front covers, business cards, email headers.

MONO

The mono variations are to be used when there is no option for full colour.

LIGHT COLOURWAY

DARK COLOURWAY

MONO

MONO

OUR COLOUR PALETTE

We have two ways to approach use of colour in our palette, this is light and dark.

Our light palette consists mainly of white backgrounds with the secondary colour used for things such as the logo or text. The secondary and accent colour can also be used at 50% and 10% when needed.

A similar process is used in our dark palette, using the dark green as the main holding colour and the secondary and accent colours to stand out against it.
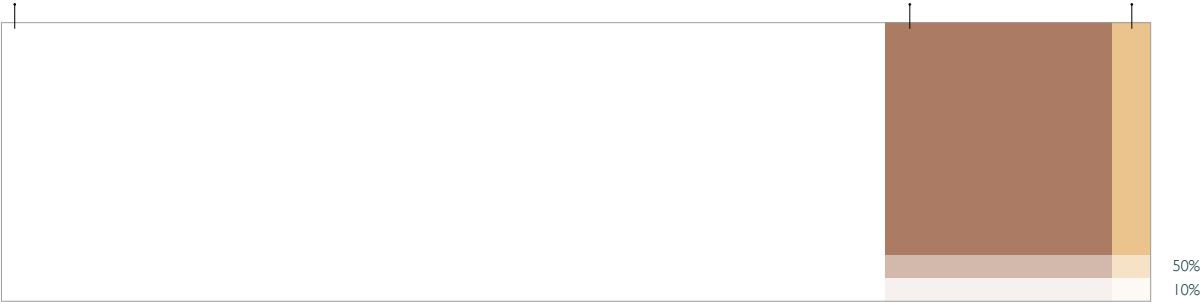
LIGHT

PRIMARY	SECONDARY	ACCENT
CYMK : 0/0/0/0	CYMK : 27/50/55/18	CYMK : 8/25/50/1
RGB : 255/255/255	RGB : 171/123/100	RGB : 235/196/140
HEX : FFFFFF	HEX : AA7A64	HEX : EBC48C

50%
10%

DARK

PRIMARY	SECONDARY	ACCENT
CYMK : 95/56/56/63	CYMK : 8/25/50/1	CYMK : 0/0/0/0
RGB : 0/50/55	RGB : 235/196/140	RGB : 255/255/255
HEX : 003236	HEX : EBC48C	HEX : FFFFFF

50%
10%
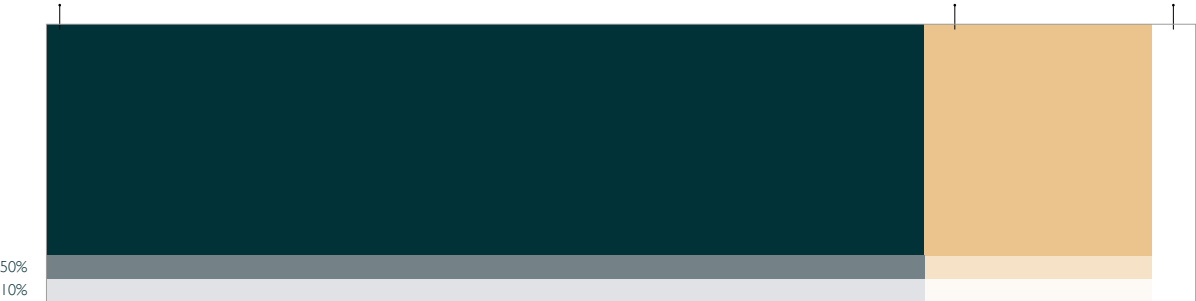
TYPOGRAPHY

Our primary font is Trajan Pro 3 in the regular weight, this is used for things such as headlines and is always used in uppercase with a leading value of 3 points higher than the point size and tracking value of 200.

Our secondary font is Gill Sans reg and light which is used for things such as body copy, subheadings etc.

For the web we use fonts which reflect the same style, this is Cinzel reg for headings which should be used in uppercase. We then use Lato reg and light for body copy and subheadings.

PRIMARY (PRINT)

TRAJAN PRO 3 REG
ABCDEFG
HIJKLMN
OPQRSTU
VWXYZ
0123456789

SECONDARY (PRINT)

GILL SANS REG
ABCDEFG
0123456789

Gill Sans Light
AaBbCcDdEe
0123456789

PRIMARY (WEB)

CINZEL REG
ABCDEFG
HIJKLMN
OPQRSTU
VWXYZ
0123456789

SECONDARY (WEB)

LATO REG
ABCDEFG
0123456789

Lato Light
AaBbCcDdEe
0123456789

LOGO PARTNERSHIP

The Welborne Garden Village Logo must be accompanied by our development logo. Whilst it doesn't have to sit right next to it, it must appear in proximity on the same piece of collateral where possible. The scheme logo must take priority in terms of size and our development logo should appear at the height of (X) which is the distance from the top of the icon down to the bottom of the 'W'.

The Buckland Development Logo may appear in full colour, white or black, depending on application requirements at the time.

'X' HEIGHT

WELBORNE
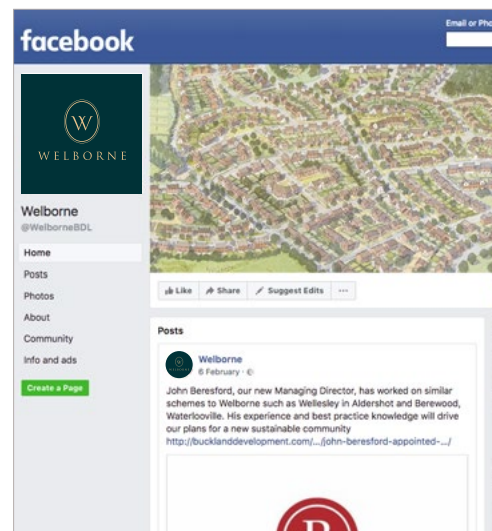
GARDEN VILLAGE

Buckland

DEVELOPMENT LTD

LOGO
ON SOCIAL

The dark logo should be used on social channels in the simplified form which does not include the garden village subheading.

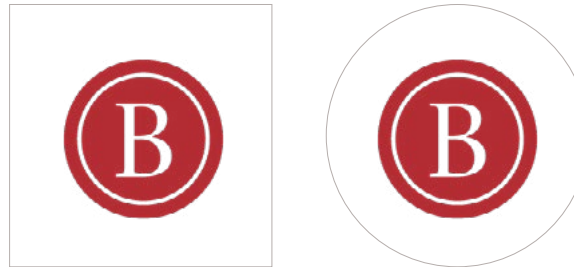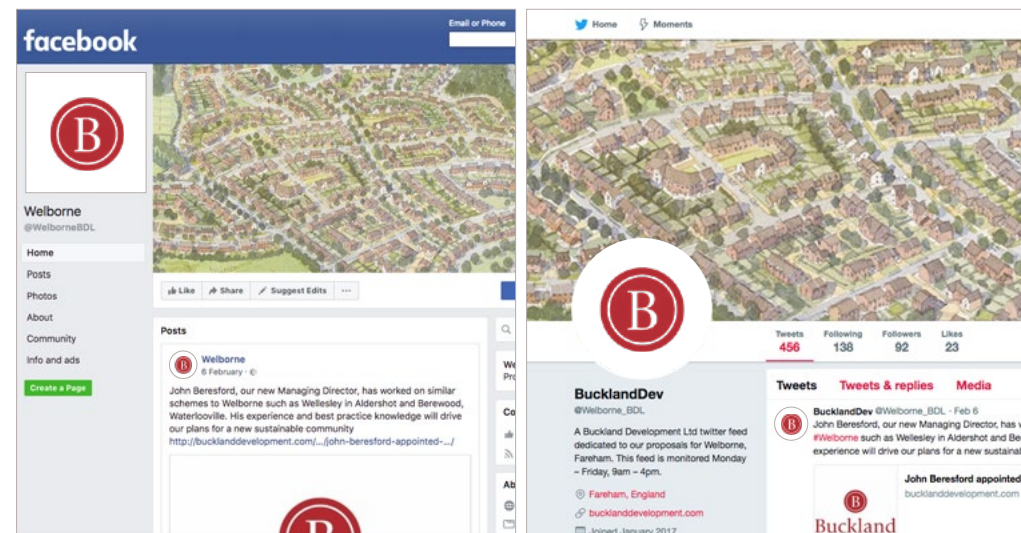FACEBOOK - 170PX X 170PX | TWITTER 400PX X 400PX

IN SITU

LOGO
ON SOCIAL

The Buckland logo should only be used in icon form. Both of our logos are strong enough to work seperate from the type but are always accompanied by the company name within the social channel which supports the icon.

FACEBOOK - 170PX X 170PX | TWITTER 400PX X 400PX

IN SITU

EXAMPLES OF USE

The following are just a few examples of how the brand can be applied to various formats.

Example of a report cover.

EXAMPLES OF USE

Example of a newsletter cover / back.

EXAMPLES
OF USE

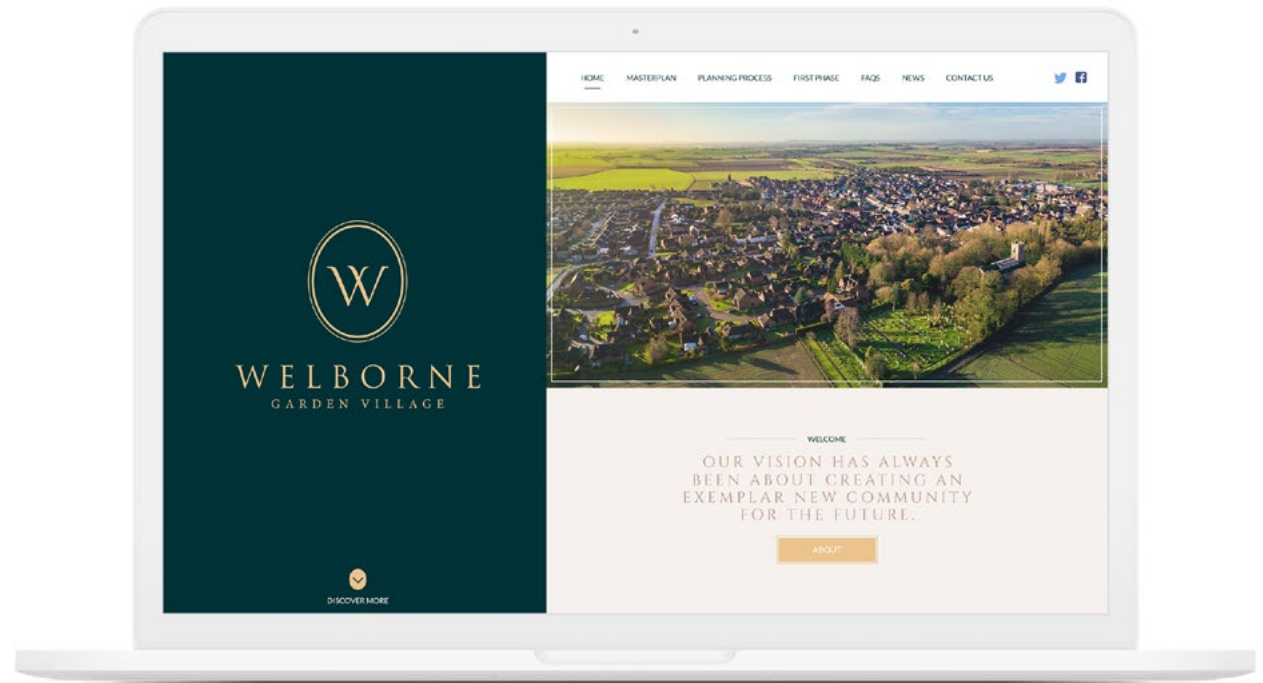**Example of a newsletter / brochure inner spreads.**

EXAMPLES OF USE

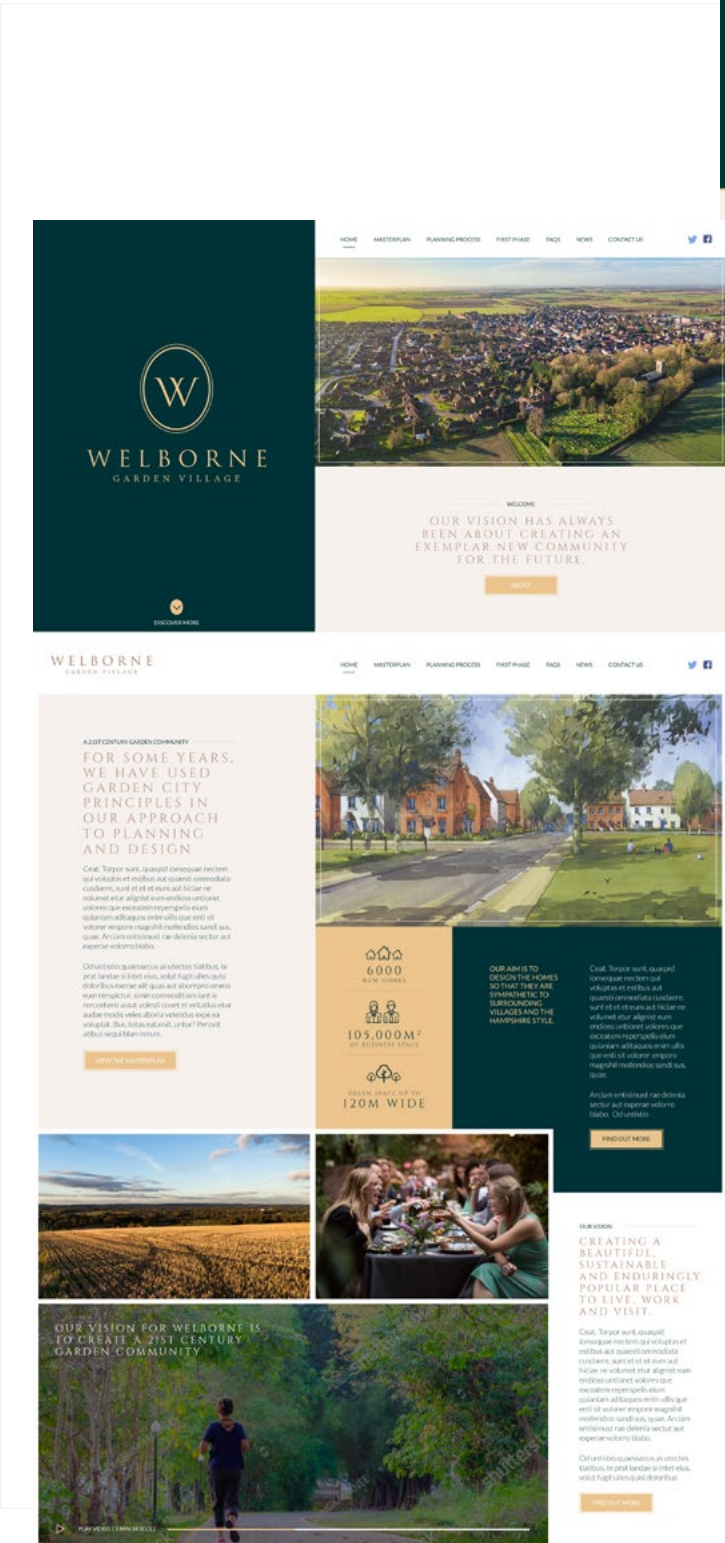**Example of a website header.**

VIEW THE WEB EXAMPLE IN FULL HERE

INVIS.IO/D3MW8U54RHP

EXAMPLES OF USE

Example of a website homepage

VIEW THE WEB EXAMPLE IN FULL HERE

INVIS.IO/D3MW8U54RHP

THANK YOU

FOR ANY FURTHER INFORMATION ON USING OUR BRAND PLEASE CONTACT

ENQUIRIES@BUCKLANDDEVELOPMENT.COM

OR CALL 01962 873300