



McKenzie

BRANDING GUIDELINES



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LOGO + ICON

The McKenzie logo and icon are a distinctive word mark. In layouts, they work individually or together as a focal point for the viewer as well as an anchor for other visual components. This section will show the logo and icon versions available and specifications for using them correctly in communications.





The logotype is clean, bold, and modern. The spacing, proportions and scalability have been thought out in order to create an efficient and well designed logo.

The following pages will provide information to ensure that the logo is used correctly.



WHOLE LOGO



ICON



LOGOTYPE



Variations created to compliment the main McKenzie logo, but uses different taglines ("By Lux Living") or location modifiers for more versatility. This is to ensure that the user always has options no matter where it is being used.





The icon is structurally composed with as a serif mark, which can be used alone or in the main or alt logos in collateral and adds personality with different widths and sizes.

The spacing, proportions and scalability have been thought out in order to create a truly unique and well designed icon.

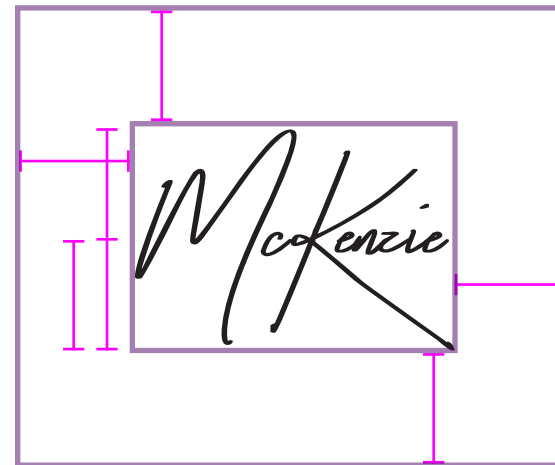




To ensure the logo's visibility in all applications, surround it with sufficient clear space — free of type, graphics, and other elements that might cause visual clutter. The clear space rule specified here accounts for all versions of our logo.

The minimum clearance area is defined by "x" where "x" is set to the width of the circle. Do not place typography in the clear space area.

Also, do not allow the icon and logo to share its surrounding border with any other logo. When being used in a small space, allow as much breathing space as possible.





When using all versions of the logo and icon, make sure both are large enough so it can easily be read. Follow the size specifications detailed here to help maintain the visual integrity of this important brand asset when working with small sizes.

The McKenzie favicon is a representation of the brand for mobile and social media.



32 x 32px
App Icon/Favicon



48mm | Letter



35mm | Tabloid



32mm | Print
120px | Digital
MINIMUM SIZE



25mm | Legal



18mm | Letter



80mm | Tabloid



55mm | Tabloid



40mm | Legal



30mm | Letter



12mm | Print
45px | Digital
MINIMUM SIZE



20mm | Print
60px | Digital
MINIMUM SIZE



The logo has been created to ensure optimal results when reproducing it at a variety of sizes across different types of media.

Use the logo according to the specifications outlined and avoid these common mistakes. These apply to all versions of the logos. Please note that improper use of the logo diminishes the impact of our brand identity.



Do not disproportionately scale



Do not change to non-brand color



Do not alter the spacing



Do not change orientation



Do not add special effects



Do not fill in shapes



Do not alter placement of shapes



Do not put place on a busy background

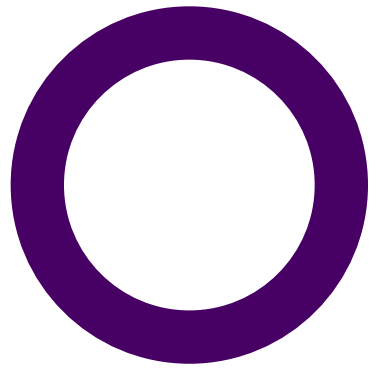


Do not add stroke

VISUAL SYSTEM ELEMENTS

The following section shows elements that form the foundation of the McKenzie visual identity. The components have been designed to complement each other and provide multiple layout possibilities, while maintaining consistency across McKenzie communications and touchpoints.

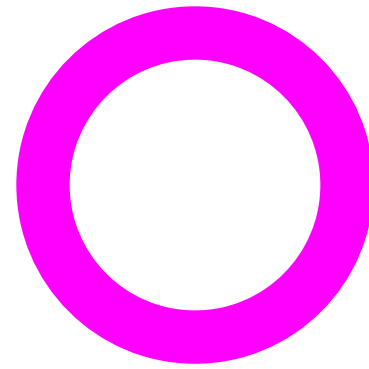
PRIMARY



HEX # 470063

RGB 71, 0, 99

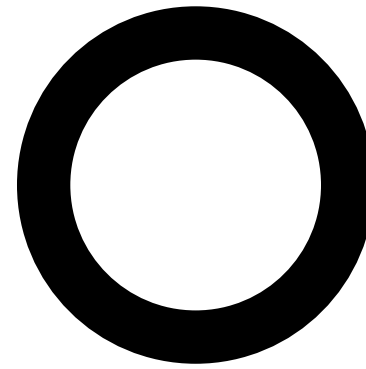
CMYK 28, 100, 0, 61



HEX # FF00FF

RGB 255, 0, 255

CMYK 0, 100, 0, 0



HEX # 000300

RGB 0, 3, 0

CMYK 100, 0, 100, 98

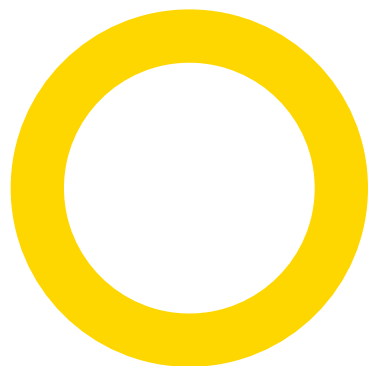


The color palette is sophisticated, yet approachable. The color palette is divided into a hierarchy. Each color is accompanied by its CMYK, RGB, and Hexadecimal values for accurate reproduction across all types of media.

The logo and icon should be produced only from the primary colors unless using a special printing process (ie: gold foiling or embossing). Secondary colors can be used for backgrounds and patterns (as well as accents) to help bring attention to the logo and icon. Because of the brightness of the accent colors, they must only be use in conjunction with a primary color in a gradient (see Brand Patterns) or at 50% opacity or less.

A primary color can also be used as a background however, ensure that the background color is not be the same as the logo or icon color.

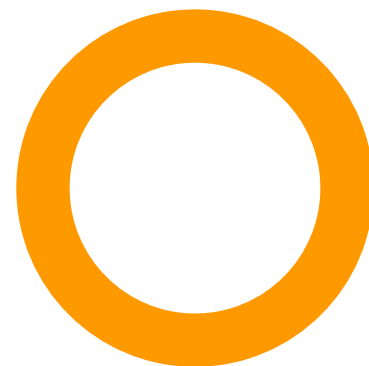
SECONDARY/ACCENTS



HEX # FFD700

RGB 255, 215, 0

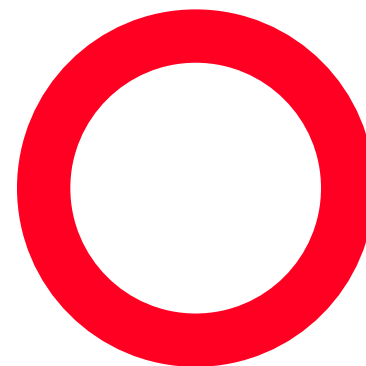
CMYK 0, 15, 100, 0



HEX # FF9900

RGB 255, 153, 0

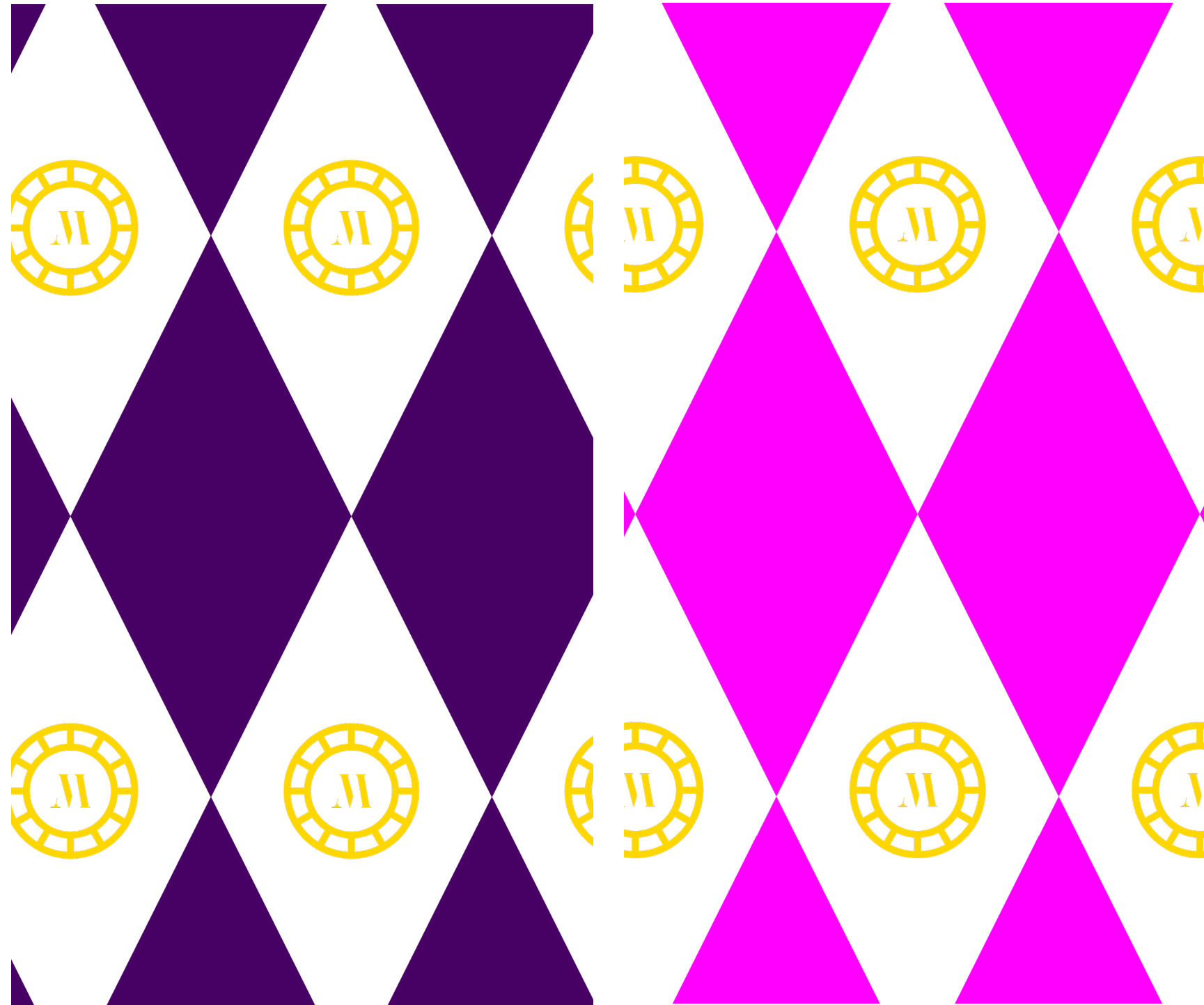
CMYK 0, 40, 100, 0



HEX # FF0022

RGB 255, 0, 34

CMYK 0, 100, 86, 0



CASINO COIN - DARK PURPLE

CASINO COIN - FUCHSIA

Patterns add texture and an extra layer of graphic element to layouts. These patterns are inspired by all things luxurious, upscale, and opulent of nightlife in Las Vegas. Each pattern can be layered top of each other, but still must be distinctive.

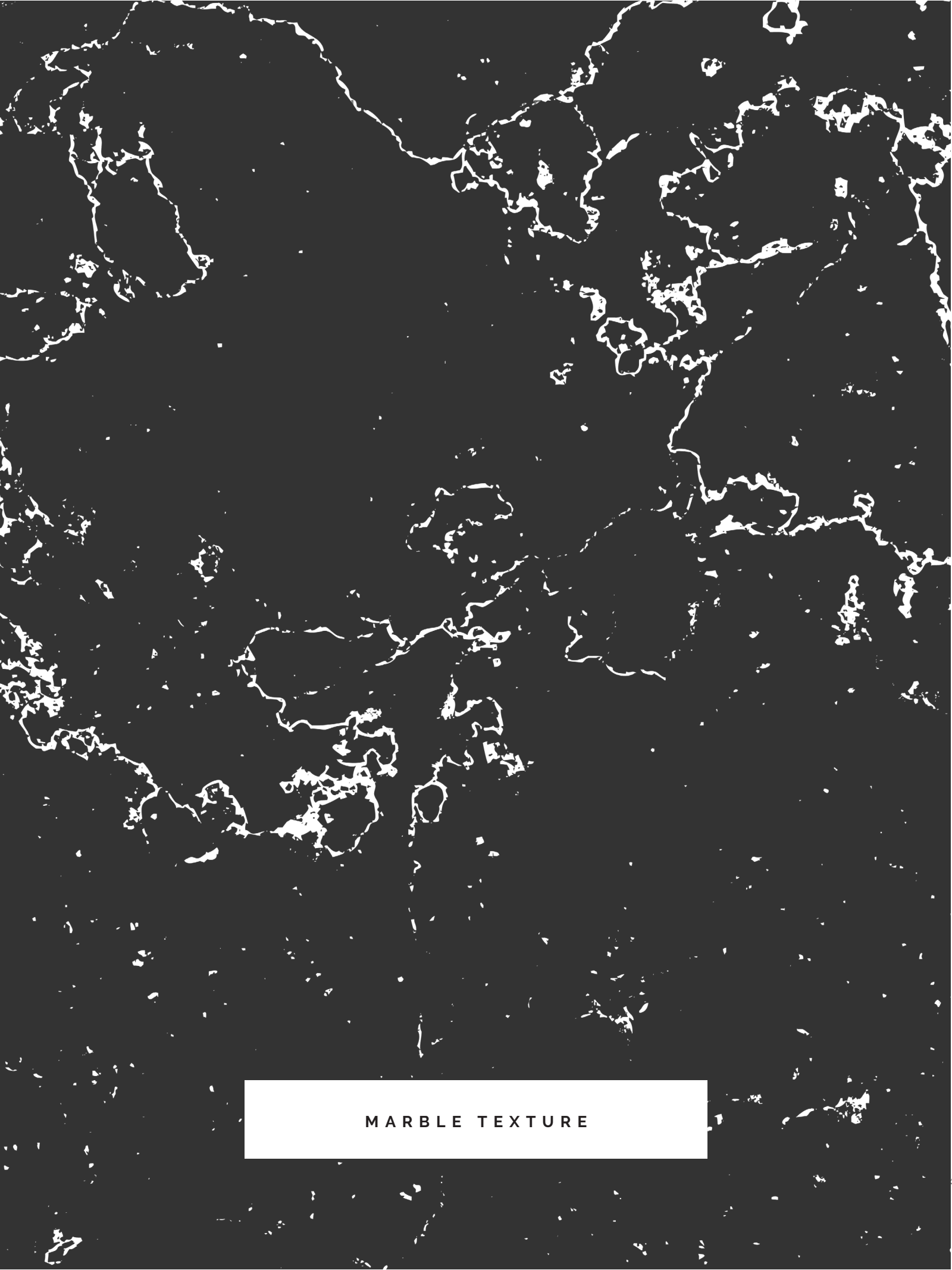
When used in conjunction with copy and photography, the pattern should be a subtle element and used as a "trim" and should not dominate the overall visual design.

The background is a dark purple-red gradient with a pattern of thin, white, wavy lines that create a sense of movement and depth. The lines are closely spaced and follow a similar wave-like path across the entire surface.

GEO WAVES -
DARK PURPLE-RED

The background is an orange-fuchsia gradient with a pattern of thin, white, wavy lines. The lines are closely spaced and follow a similar wave-like path across the entire surface, creating a vibrant and dynamic visual effect.

GEO WAVES -
ORANGE-FUSCHIA



MARBLE TEXTURE



GOLD FOILED COIN



Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications.

The style of type we use to bring your communication to life sets the tone of our brand: sophisticated, warm, distinctive and legible. The selected fonts are a great combination of contrasting fonts: Didot Bold + Regular and Gotham Medium + Book.

HEADERS

Prata Regular

AaBbCcDdEe

SUBHEADERS + BODY

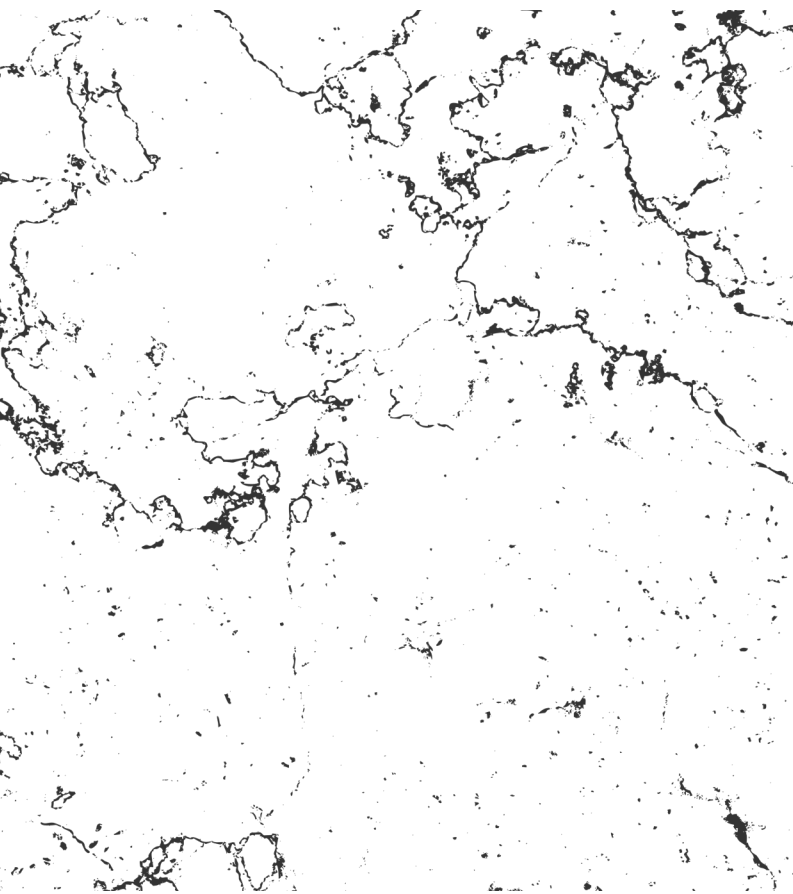
RALEWAY BOLD

AABBCCDDEE

Raleway Regular + Light

AaBbCcDdEe

AaBbCcDdEe



HEADERS
LOOK LIKE THIS

SUBHEADERS LOOK LIKE THIS

Body copy looks like this. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at mollis tellus. Maecenas feugiat accumsan magna, sed fermentum ligula sodales non. Donec eget commodo lacus. Sed quis ultricies orci, pretium pulvinar lacus. Morbi tristique eu leo nec finibus. Duis eu maximus libero. Nam vel lorem in augue scelerisque cursus accumsan id ipsum. Donec condimentum eros id metus blandit elementum. Vestibulum aliquet commodo enim, dignissim porttitor lectus pulvinar nec. Etiam tristique molestie nisl vitae maximus.



It is recommended that as a guide, there should be a minimum of 5pt difference between the point size and leading of the body copy.

For example, if using the copy at 10pt it is recommended that leading should be set to 15pt. Finally, please keep the headlines at a significantly larger size than sub heads and body copy. It is recommended that the headline point size is at least 36pts larger than the subhead and body copy.

**INTERIOR + EXTERIOR + LIFESTYLE**

Photography for McKenzie should showcase two scenes. For the first scene, look for imagery with high contrast and a festive, fun feel. Showing gorgeous spaces and a design aesthetic that has undeniable sense of luxury with ease. These images should feel moody and have a slight warmth in tone.

Look for imagery that feels more dramatic. Close up and detailed shots of architectural elements and textures throughout the building. These images can have a warmer color tone and will invoke luxury with an emphasis in architecture.

- high contrast
- action-oriented
- environmental shots are wider and encompasses more of the scene
- lots of light, whether it's natural or artificial
- warm cinematic style when possible
- interaction and group shots when possible, but individual shots showcase fun lifestyle

DESCRIPTORS

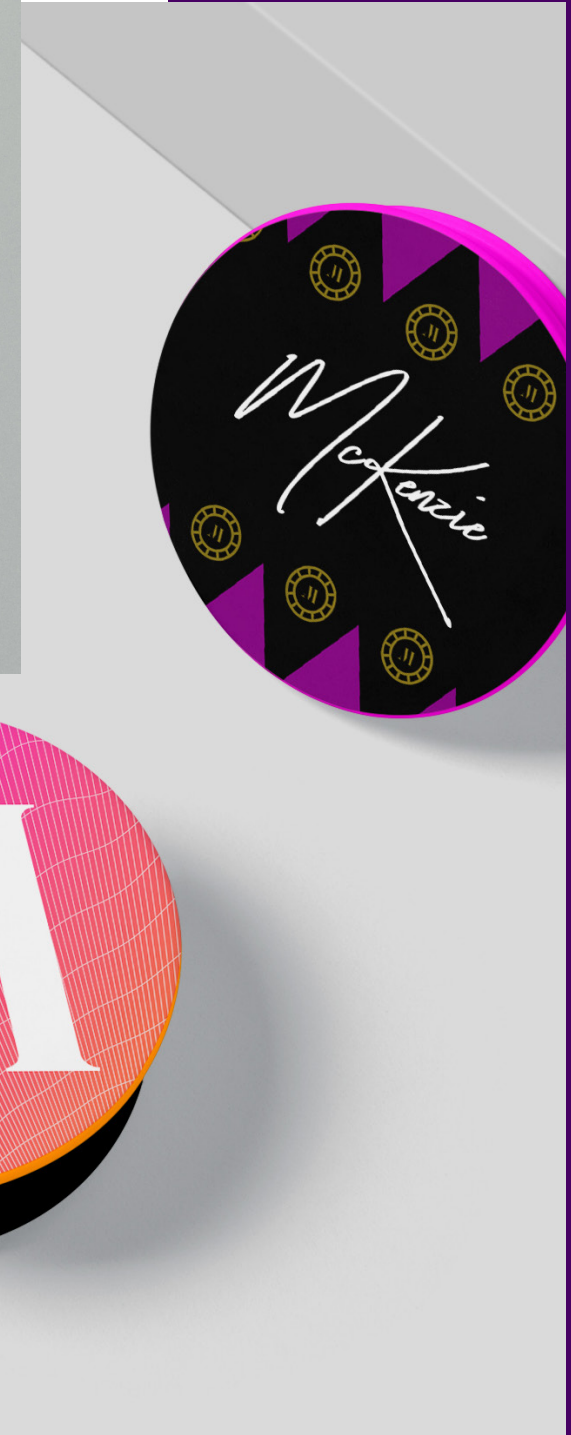
- luxurious
- warm & fun
- adventurous
- tasteful
- thrilling and wild





BRAND IN ACTION

The following section brings all of the identity elements together to show the McKenzie brand in action and demonstrates the flexibility of the brand, exploring the use of all the elements.





McKenzie

McKenzie

John Smith

John Smith
PROPERTY MANAGER
email@website.com www.web site tele: (111) 111-1111

McKenzie

John Smith
PROPERTY MANAGER
www.web site tele: (111) 111-1111

John Smith
PROPERTY MANAGER
www.web site tele: (111) 111-1111

BUSINESS CARDS



STATIONARY

BILLBOARD

M

McKenzie

WE LIVE LUX

tele: (111) 111-1111 www.web.site email@mckenzie.com

Instagram



McKenzie

Follow

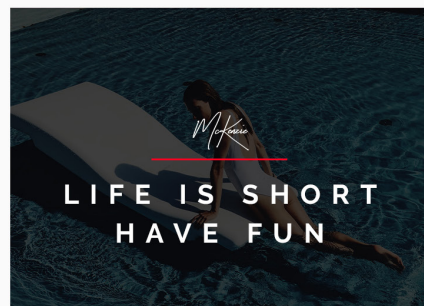
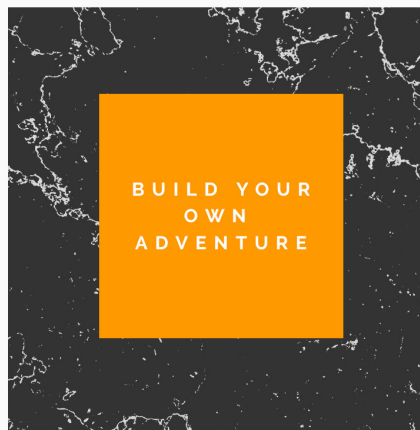
3,660 posts 232k followers 587 following

McKenzie By Lux Living

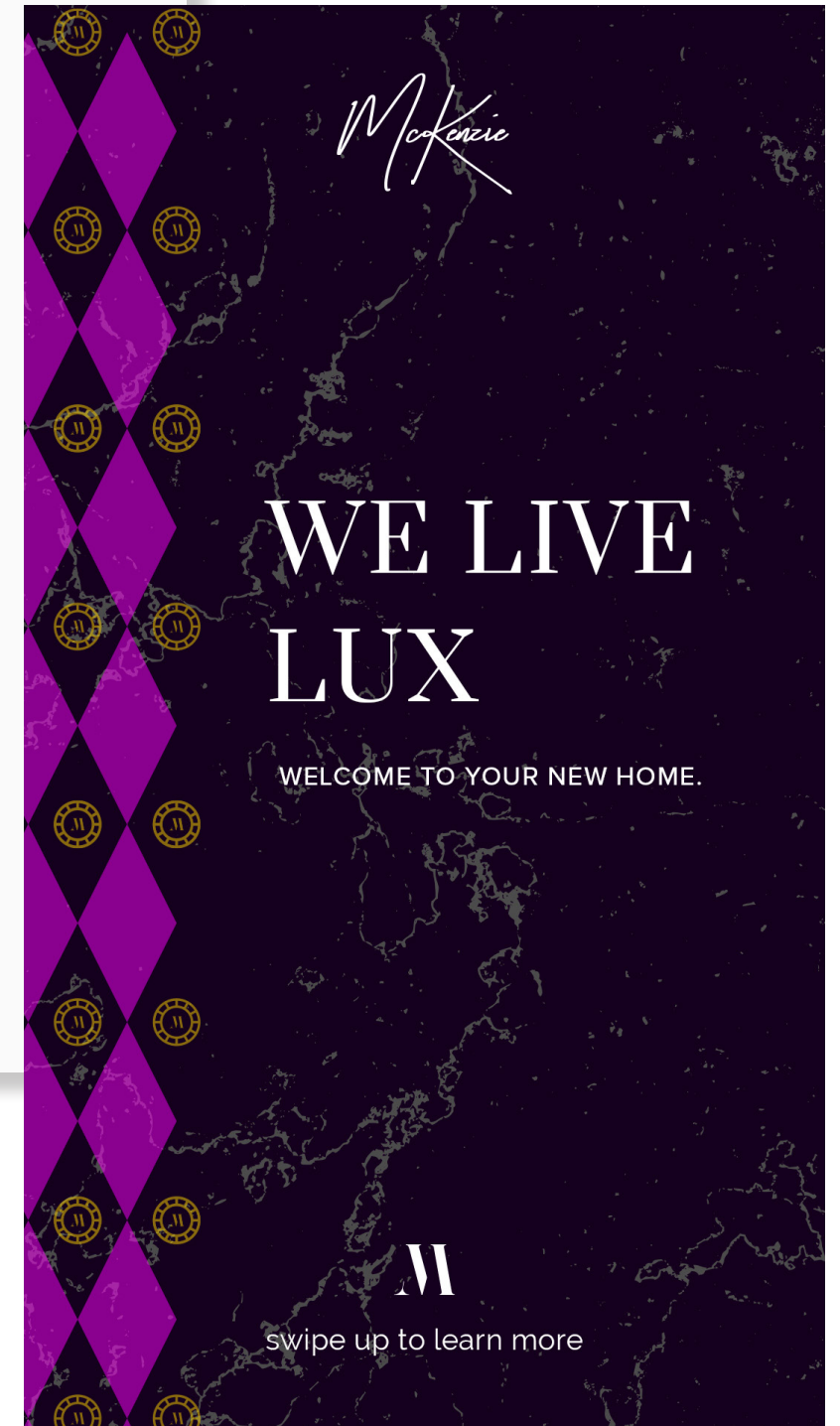
Located at 8400 Delmar Blvd in St Louis, MO, McKenzie is a 5-story multifamily building.

www.mckenzie.site

POSTS IGTV SAVED TAGGED



INSTAGRAM



McKenzie



M

BY LUX LIVING

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

EXPLORE

FLOOR PLANS

AMENITIES

LOCATIONS

ABOUT US

CONTACT US