NARI

wilshire

ABOUT THIS GUIDE

With any brand, it is important that all of the elements follow a predefined set of rules. This helps to ensure the brand remains strong, keeps consistency and is easily recognizable when used throughout all brand collateral.

This guide is designed to set out a few rules for how to use The Nari brand, and covers topics such as word mark usage, colors, typefaces and imagery amongst other things.

Please take the time to read this guide and ensure it is correctly followed when using the Nari brand.

LOGO LOCKUP

This is the primary logotype for Nari. This is a fundamental component of Nari brand and must be used appropriately to maintain it's integrity.

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N A R I

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LOGO CLEARENCE

The minimum clearance area is designed to ensure the logotype is always presented clearly and consistently. The minimum clearance area is defined by The Nari Logomark. This area should be kept clear at all times. The logotype must not go below the size stated.

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BREAKING HEIGHT
.75in or 50px

MINIMUM HEIGHT
.125in or 10px

BRAND ICON

This is a fundamental component of the Nari brand and must be used appropriately to maintain its integrity. This icon is to be used in support of the Nari logo and can be used as a decorative element in all applications.

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NARI
wilshire

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NARI
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NARI
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DO NOT
STRETCH

NARI
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DO NOT
ADJUST
WEIGHT

NARI
wilshire

DO NOT
COMBINE SAME
COLORS

NARI
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DO NOT
OUTLINE

NARI
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DO NOT
SUBSTITUTE
TYPEFACES

NARI
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DO NOT USE
UNDEFINED
COLORS

NARI
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TYPEFACE SUITE

It is recommended that as a guide, there should be a minimum of 6pt difference between the point size and leading of the body copy. For example, if using the copy at 9pt it is recommended that leading should be set to 15pt.

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Mrs Eaves XL Serif OT

Aa

Mrs Eaves XL Serif OT
Titles

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 !@#$%^&*()-_+={}

SACKERS GOTHIC

Aa

sackers gothic reg
Titles, Subtitles and highlights

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 !@#$ &*()-{}

Noto Serif

Aa

Noto Serif Reg
Body Copy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

*Noto Serif Reg
Body Copy*

1 2 3 4 5 6 7 8 9 0 !@#$%^&*()-_+={}

Web Fonts

Cormorant Garamond

Aa
Main Titles, Subtitles and Highlights

SACKERS GOTHIC

Aa
SACKERS GOTHIC REG
Titles, Subtitles and highlights

TYPEFACE IN NUSE

Below is an example of how the typefaces can work together. 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 20pts larger than the subhead and body copy.

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HEADLINE TEXT
Mrs Eaves XL
Point Size: 55pt
Leading: 0pt
Tracking: 50
Kerning: Metrics

HEADINGS WILL BE POSITIONED LIKE THIS

SUB HEADING
Sackers Gothic
Point Size: 36pt Leading:
39pt Tracking: 50
Kerning: Metrics

INTROS & SUB HEADS SET IN SOURCE SANS REGULAR

BODY COPY
Noto Serif
Size: 10pt
Leading: 17pt Tracking: 20
Kerning: Metrics

Body copy looks like this using Alverata Light set to 11pt/17pt with 10pt tracking. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam at viverra velit. Sed congue vehicula felis sit amet euismod. Pellentesque faucibus, sem eu blandit varius, nisi massa elementum dui. Nam at viverra velit. Sed congue vehicula felis sit amet euismod. Pellentesque faucibus, sem eu blandit varius, nisi massa elementum dui. Nam at viverra velit. Sed congue vehicula felis sit amet euismod. Pellentesque faucibus, sem eu blandit varius, nisi massa elementum dui. Nam at viverra velit. Sed congue vehicula felis sit amet euismod. Pellentesque faucibus, sem eu blandit varius, nisi massa elementum dui.

To maintain a consistent and recognizable brand appearance it is important that not only the colors are reproduced correctly but also that each one is used to the correct degree.

Forest Green
RGB 57, 71, 63
CMYK 67, 47, 61, 52
HEX 39473f
PANTONE 2410C

Light Cream
RGB 242, 227, 208
CMYK 4, 9, 17, 0
HEX f2e3d0
PANTONE 7506C

Light Pink
RGB 254,224,207
CMYK 0,13,16,0
HEX fee0cf
PANTONE 475C

Midnight
RGB 16, 34, 45
CMYK 88, 71, 56, 66
HEX 10222d
PANTONE 534C

Charcoal
RGB 52, 51, 51
CMYK 69, 63, 62, 58
HEX 343333
PANTONE 425C

Grey
RGB 112, 108, 107
CMYK 41, 38, 37, 35
HEX 706c6b
COOL GREY 8C

Green
RGB 159, 173, 108
CMYK 20, 0, 58,28
HEX 9fad6c
**PANTONE 577C**

BRAND PATTERN

The pattern should be used as a subtle element when complimenting the logo. When using the pattern alone it can be scaled to attain the look and feel the creative calls for and also lowered opacity.

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PHOTOGRAPHY APPLICATION

All photography should be respresentational of the local area and the ideal resident.
Using branding colored filters as an overlay.

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PHOTOGRAPHY APPLICATION

All photography should be respresentational of the local area and the ideal resident. Using branding colored filters as an overlay.

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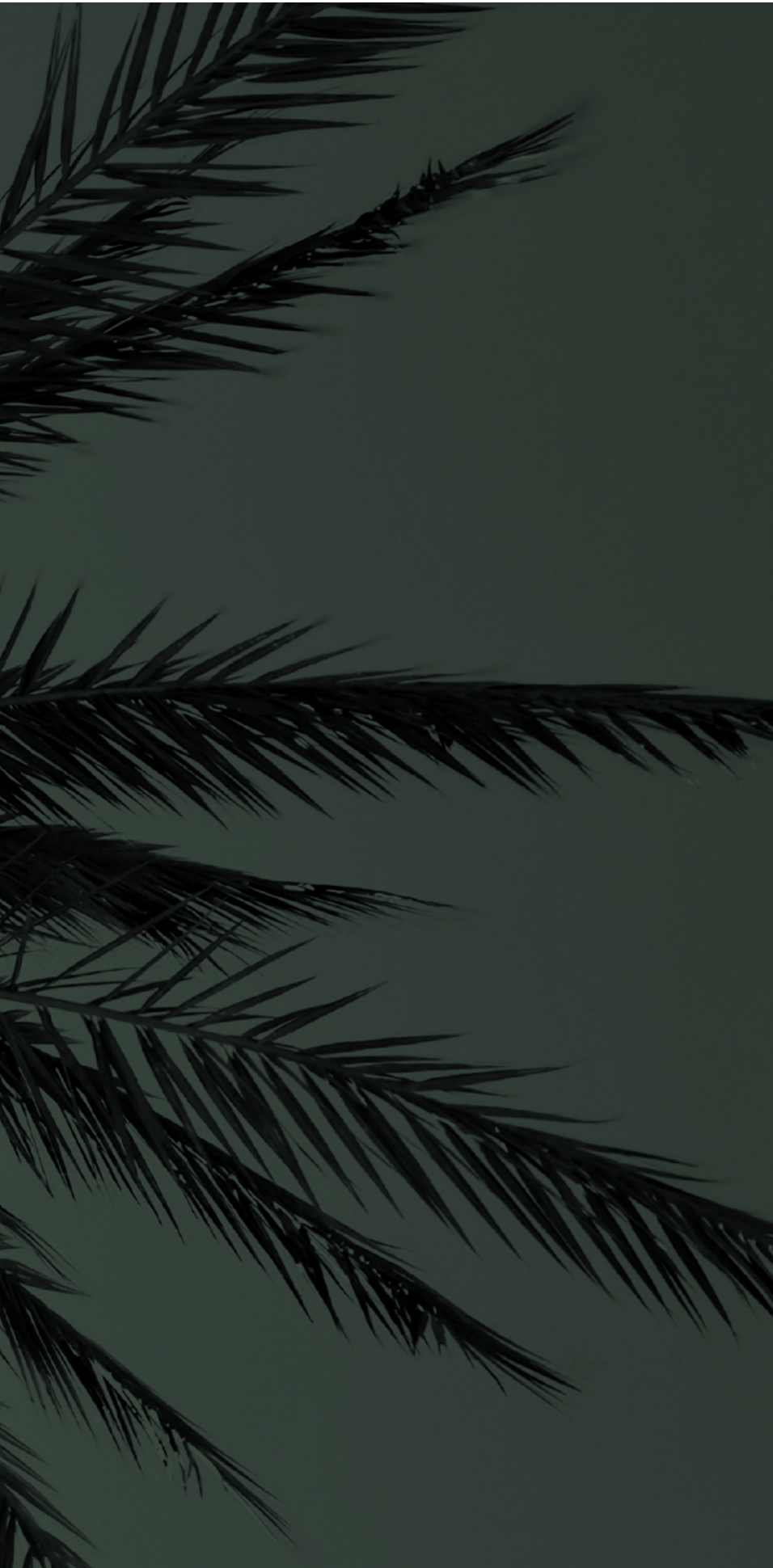
1 & 2 Bedrooms
Now Available

NARI
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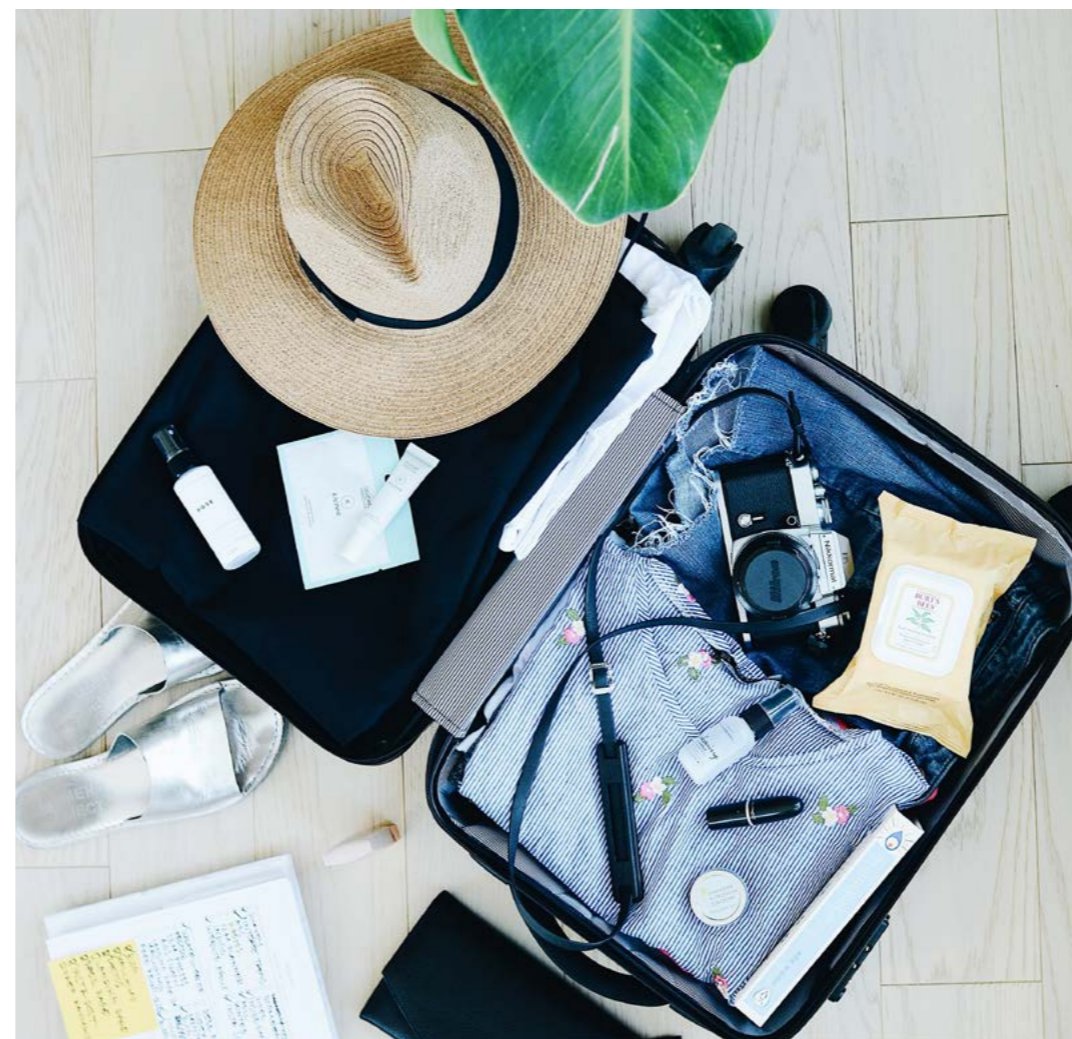A Resort-Like Living
Experience

PHOTOGRAPHY

All photography should be respresentational of the local area and the ideal resident. Vibrant lifestyle shots create a fresh, clean, natural and positive happy community vibes. Images that are community housing based and appropriate lifestyle are perfect examples.
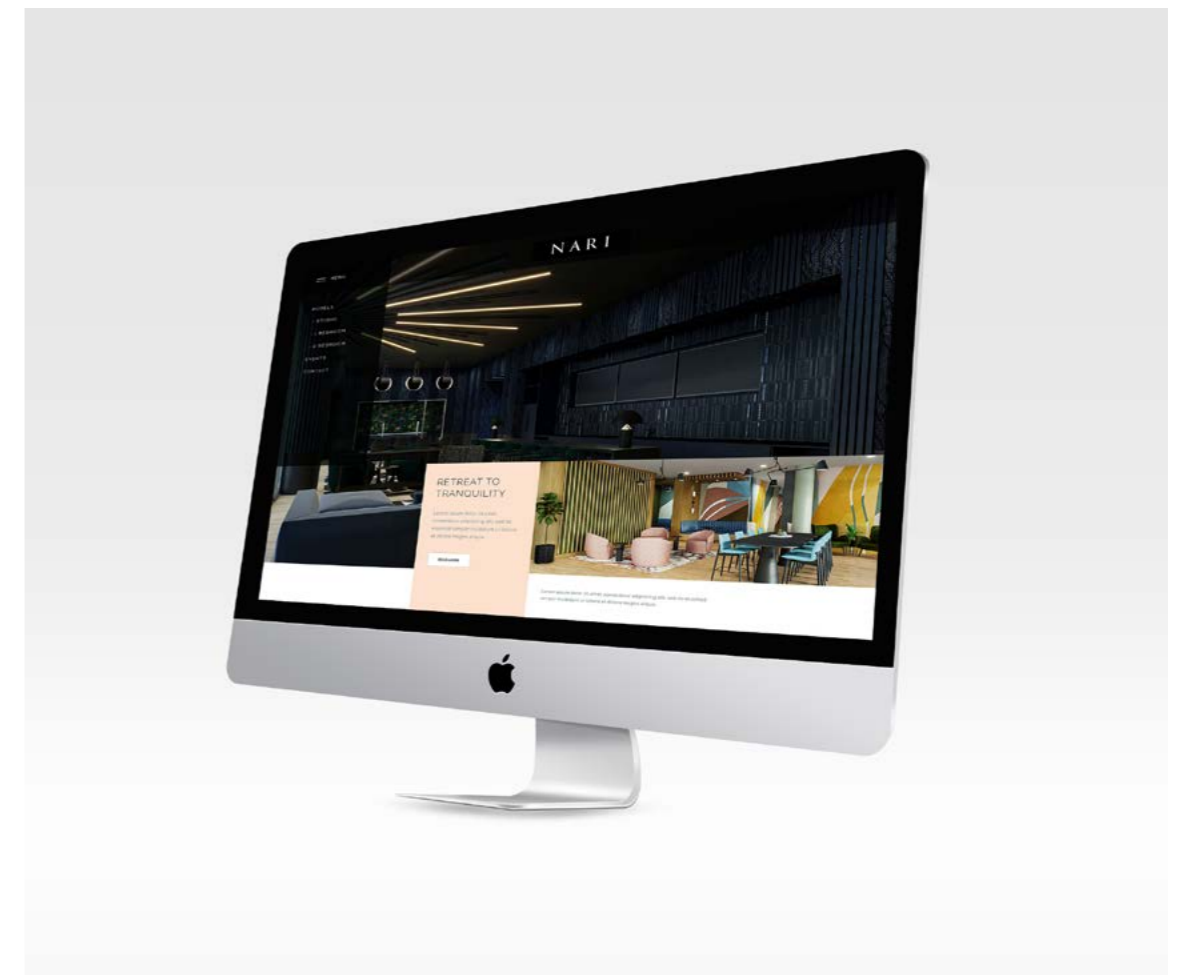
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PRINT

APPAREL

SINGAGE

WEB

GIFTS

STATIONERY

BILLBOARDS / SIGNAGE