THE WAYNE

BRAND GUIDE

about this guide

Welcome to The Wayne! As a premier real estate development company, we are proud to present our official brandbook. This guide provides you with insight into who we are, what we stand for, and how to effectively communicate our message.

This brandbook is designed to help ensure that our distinct image and values are communicated consistently and accurately. From our logo and color palette to our messaging and marketing materials, we have provided detailed information to ensure our brand is represented accurately and effectively.

We look forward to bring The Wayne experience to life.

table of contents

1.0 brand voice

2.0 the logo
2.1 logo & icon
2.2 logo color
2.3 spacing
2.4 sizing
2.5 incorrect uses

3.0 colors and patterns
3.1 color palette
3.2 patterns
3.3 icon as a placeholder

4.0 typography
4.1 primary font
4.2 pairing font
4.3 styling sample

5.0 photography
5.1 look & feel
5.2 interiors & exteriors
5.3 lifestyle

6.0 brand in action

1.0

BRAND VOICE

C O M I N G S O O N

2.0

THE LOGO

2.1

logo &icon

The Wayne logo is a modern, minimalist take on an iconic symbol of good luck and fortune. The icon combines the classic horseshoe shape with the letter ‘W’ to create a logo that conveys power and prestige. The horseshoe is a universally recognized symbol of luck and protection, and the letter ‘W’ stands for Wayne, a perfect blend of classic and contemporary.

The Icon

Logotype

Stacked Logo

2.2

logo color

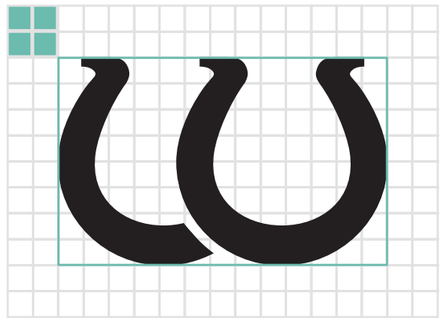
In most cases, the logo should be displayed in The Wayne's color palette selections, Maroon, Onyx, Green (see section 3.1) or in Black and White when the color options are limited. The logo color can also vary within other options of The Wayne color palette for added design variation or for a more subtle effect.

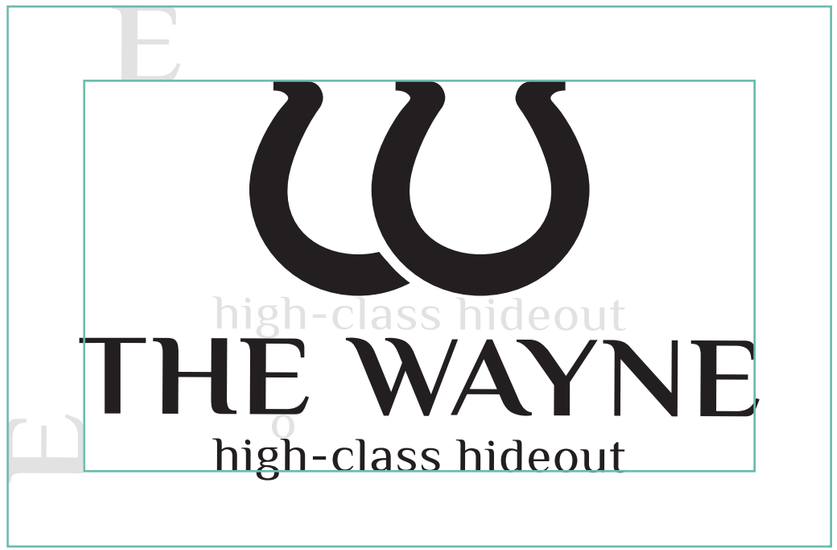
In all the cases the color of the logo should always be within the appropriate contrast appearance.

2.3

spacing

Clear space around a logo should be kept free of any graphic elements or text. This space allows the logo to stand out and be seen without any distractions. Additionally, the logo should not be placed directly against any other graphic elements or text.





2.4

sizing

The size of the The Wayne logo and icon should never be smaller than these minimum sizes.

68X42 px
13X8 mm

MINIMUM SIZE

180x50 px
30x8 mm

MINIMUM SIZE

306x180 px
34x20 mm

MINIMUM SIZE

2.5

incorrect uses

When using The Wayne logo in a layout or graphic make sure to avoid these errors. The logo should be placed so that it is clear and consistent, without any off-brand modifications. Same rules apply for the icon as well.

CORRECT USAGE

~~HARSH DROP SHADOWS~~

~~SKEWED LOGO~~

~~MODIFIED SPACING~~

~~OFF-BRAND COLOR~~

3.0

COLOR PALETTE

3.1

color palette

The Wayne color palette consists of each of the following colors along with pure white and black when the color options are limited. The following color codes should be used so that assets and colors are consistent across mediums.

Warm Yellow

RGB 255, 170, 77
CMYK 0% 33% 70% 0%
#FFAA4D
PMS 804 C

Orange

RGB 255, 92, 57
CMYK 0% 64% 78% 0%
#FF5C39
PMS 171 C

Maroon

RGB 124, 37, 41
CMYK 0% 4% 33% 51%
#7C2529
PMS 1815 C

Onyx

RGB 77,72,69
CMYK 0% 2% 3% 70%
#4d4845
PMS Neutral Black U

Dark Cyan

RGB 72 122 123
CMYK 20% 0% 0% 52%
#487a7b
PMS 7475 C

Fade Green

RGB 107 187 174
CMYK 31% 0% 5% 27%
#6bbbae
PMS 563 C

White Truffle

RGB 226 226 226
CMYK 0% 0% 0% 11%
#e2e2e2
PMS Cool Gray 1

3.2

patterns

The Wayne patterns are liner and geometric and are inspired by the logo and icon. Each of them can work in multiple color combinations and can be modified in shape and size to fit various layouts.

3.2

icon as a placeholder

The icon placeholder can be filled with a logo, pattern, or other image. This placeholder can be used to create a diverse yet recognizable look. As an additional visual tool, it can be creatively customized for different usages, such as; website, social media, print materials, and more.

4.0

TYPOGRAPHY

4.1

primary font

Philosopher font style is a fancy typeface. Its textual style includes an amazing sequence. It is a well-distinguished typeface style due to appearing on some famous websites but especially on the Adobe fonts website. The typeface characters seem very clear and have very unique lettering visuals.

Philosopher

The quick **brown** fox *jumps* over the lazy dog!
0123456789

4.2

pairing font

Strong, sharp and well-spoken, Articulat was built from scratch to be versatile, charismatic and legible. Use it for a hit of timeless mid-century clarity – reimagined for today.

Text
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,!?{}$#&@”

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,!?{}$#&@”

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,!?{}$#&@”

Medium Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,!?{}$#&@”

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,!?{}$#&@”

Bold Pblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,!?{}$#&@”

Decorative

Balestya Script Regular

4.3

styling sample

HEADER SAMPLE

Title Sample

Subtitle Sample

Paragraph sample unt adisqui quatquodi oditent magnis aborerfercia nobitiosa si sunt. Corissi berit quiatessero in resequam id minverio eseniente volorepro blacea santis dolum qui omnia dolorectium abo. Fuptatis alibust ionserchit, sin co Nam, quam quo dolut voluptatem. Erum a comnimus dicia nost repero milicia quodis est, sus am re, suntessum sequam, volorent dolupta dolorum.

> *"Cuptatis alibust ionserchit, sin co Nam, quam quo dolut voluptatem."*

Corissi berit quiatessero in resequam id minverio eseniente volorepro blacea santis dolum qui omnia dolorectium abo.

5.0

PHOTOGRAPHY

5.1

look &feel

Light

Natural

Clean

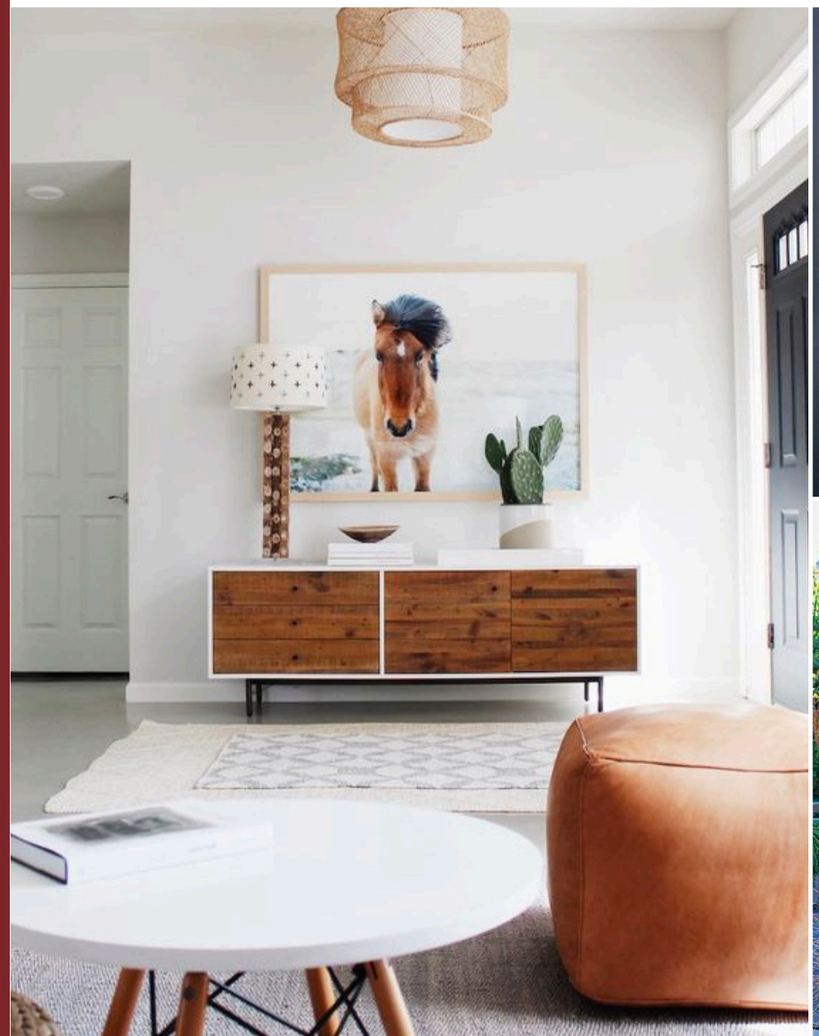
Minimal

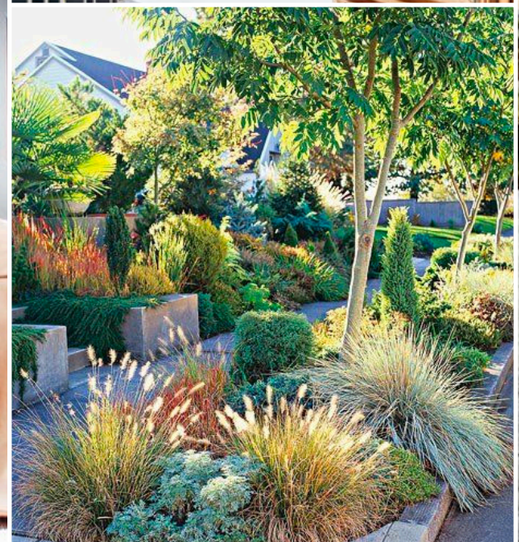
1 - Do not use highly saturated colors
2 - Do not over filter or stylize the edit
3 - Pay attention to allignment and use natural geometry
4 - Keep images light and airy
5 - Focus on colors that harmonize with one of the color sets

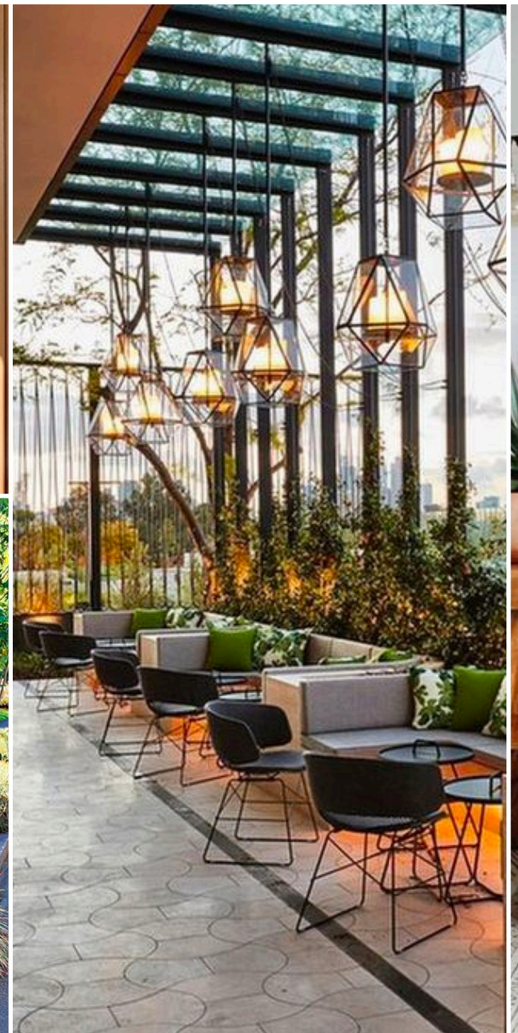
5.2

interiors &exteriors

The Wayne architectural photos should emphasize the buildings clean design and upscale ammenities. Photos should be bright and welcoming and avoid overly saturated colors in favor of more neutral tones.



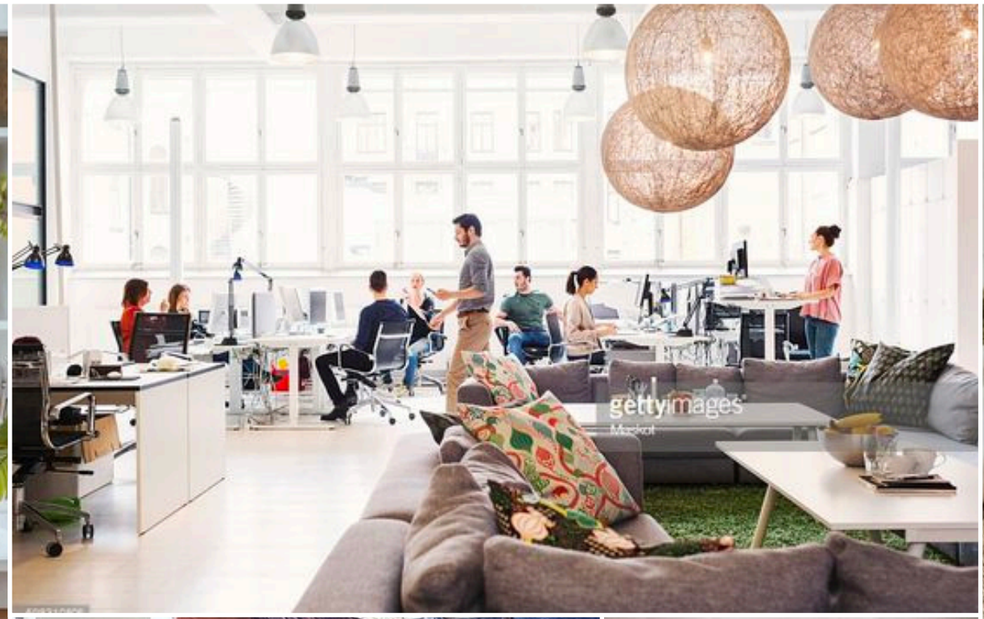


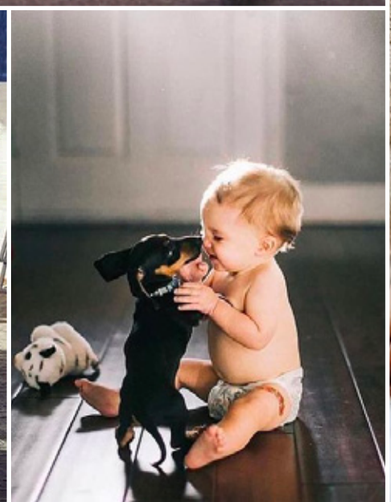


5.3

lifestyle

The Wayne' lifestyle photos should focus on a mix of indoor and outdoor everyday moments that feel natural. Avoid overly posed shots and don't have more than one subject look at the camera.





6.0

BRAND IN ACTION

high-class
hideout

THE WAYNE

Lorem ipsum dolor sit amet, consectetuer 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.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue facilisi.

THE WAYNE
high-class hideout

theWayne.us

THE WAYNE
high-class hideout

John Doe
JOB POSITION GOES HERE

high-class
hideout

Lorem ipsum dolor sit amet, consectetuer 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.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue facilisi.

John Doe
JOB POSITION GOES HERE
Address Line 01, The Wayne Drive
Crestwood, MO 63126
321-123-4567
hello@thewayne.us
facebook.com/thewayne
twitter.com/thewayne
thewayne.us

THE WAYNE
high-class hideout

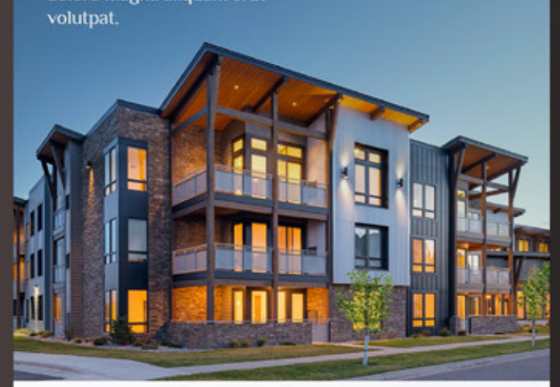
leasing now!

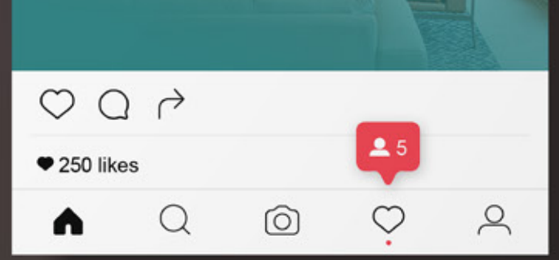
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue facilisi.

thewayne.us

5

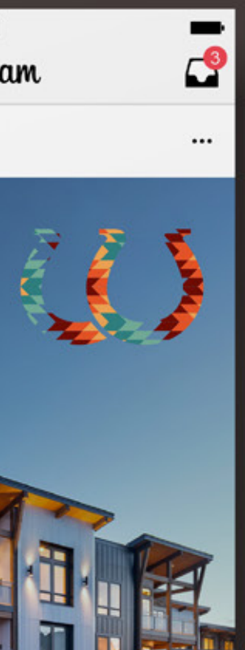

volutpat.
250 likes
5


250 likes
5

2:50 AM
Instagram
CityWide
leasing now!
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
250 likes
5

2:50 AM
Instagram
CityWide
THE WAYNE
high-class hideout
250 likes
5

Lorem ipsum dolor sit
consectetuer adipiscing
sed diam nonummy nibh
euismod tincidunt ut lao
dolore magna aliquam e
volutpat.
250 likes


5

2:50 AM
Instagram
CityWide
lorem ipsum
Dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
thewayne.us
THE WAYNE
high-class hideout
250 likes
5

2:50 AM
Instagram
CityWide
250 likes
5

2:50 AM
Instagram
CityWide
leasing now!
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
250 likes
5

CityWide
250 likes

THE WAYNE

high-class hideout