

THE  
WESTCOTT  
AT CANTON

BRAND GUIDELINES

# About This Guide

With any brand, it is important that all elements follow a pre-defined set of usage guidelines. This helps to ensure the brand remains strong, keeps consistency and continues to build brand familiarity when used across all channels.

This guide is designed to set out a few rules for how to use the Westcott at Canton brand, and covers topics such as logo and icon usage, color palette, brand patterns, typefaces, and imagery.

Please take the time to read this guide and ensure it is correctly followed for all avenues under the Westcott brand.

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**Logotype**

Full lockup

THE  
WESTCOTT  
AT CANTON

Wordmark - No Tagline

THE  
WESTCOTT

## Wordmark - color variations

The Westcott at Canotn brand is meant to be rich and hopeful. The logo should be a direct extension of that - which allows for several colorways.

The wordmark can be reflected in any color of the brand color palette.

THE  
WESTCOTT

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## Logo Parameters and Legibility



The wordmark should have a minimum clearance area of X, where X is equal to the width and height of the C in Westcott.

The same standard applies to the full lockup, as well as the wordmark version of the logo.

Min Height: [ THE  
.5" print WESTCOTT  
35px digital



## Incorrect Uses

The Westcott logo has been developed to ensure optimal results upon reproduction across mediums and scales.

This guide will help you avoid common mistakes, and applies to all versions of the logo as well as the icon.

Please note that breaking any of these guidelines risks the integrity of your brand identity and recognition.



THE  
WESTCOTT

Do not disproportionately scale



THE  
WESTCOTT

Do not alter the spacing



THE  
WESTCOTT

Do not change to non-brand color



THE  
WESTCOTT

Do not change orientation



THE  
WESTCOTT

Do not add a stroke



THE  
WESTCOTT

Do not put place on a busy background



THE  
WESTCOTT

Do not add special effects or filters



NOW LEASING  
THE  
WESTCOTT  
MONKEY LIVING IN CANTON

Do not overlap brand elements

# Iconography

## Icon Mark

The icon should only be used in spaces where the word mark or full lockup is already present to ensure brand recognition.

The icon should only be utilized on simple, clean backgrounds to ensure legibility.



# Typography

HEADER COPY

Regular

# Watch Quinn

FIND YOUR HOME HERE -  
LUXURY LIVING IN CANTON

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Aa

## BODY COPY

Coco  
Sharp

FIND YOUR HOME HERE -  
LUXURY LIVING IN CANTON

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in reprehenderit in voluptate.

Extra Light

*Extra Light Italic*

Light

*Light Italic*

Regular

*Italic*

**Bold**

***Bold Italic***

**Extra Bold**

***Extra Bold Italic***

**Heavy**

***Heavy Italic***

Aa

## Typography in Use

It is recommended that as a guide, the header size should be a significantly larger size than subheads and body copy. It is recommended that the headline point size is at least 50pts larger than the subhead and body copy.

Also, subheaders should be used to emphasize key takeaways. They should be displayed in the regular font weight and with no added tracking to provide a decent contrast next to the header text.

Body copy should primarily be displayed in regular font weight, with bold weight being reserved for callouts only.

# Headlines go here.

Subheader goes here.

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# Color Palette



Pantone Cool Gray 1C 14C 11M 12Y 0K  
217R 216G 214B #D9D8D6

Pantone 475C  
5C 13M 32Y 0K  
242R 218G 178B  
#F2DAB2

Pantone 4655C  
25C 42M 58Y 2K  
192R 148G 115B  
#C09473

Pantone 7592C  
21C 78M 89Y 10K  
181R 84G 52B  
#B55434

Pantone 715 C  
0C 54M 94Y 0K  
248R 141G 42B  
#F88D2A

Pantone 7476 C  
92C 52M 55Y 33K  
2R 81G 87B  
#025157

Pantone 624 C 118R 157G 145B  
57C 25M 45Y 2K #769D91

Pantone 5463 C 6R 38G 45B  
90C 66M 60Y 66K #06262D

# Textures & Patterns

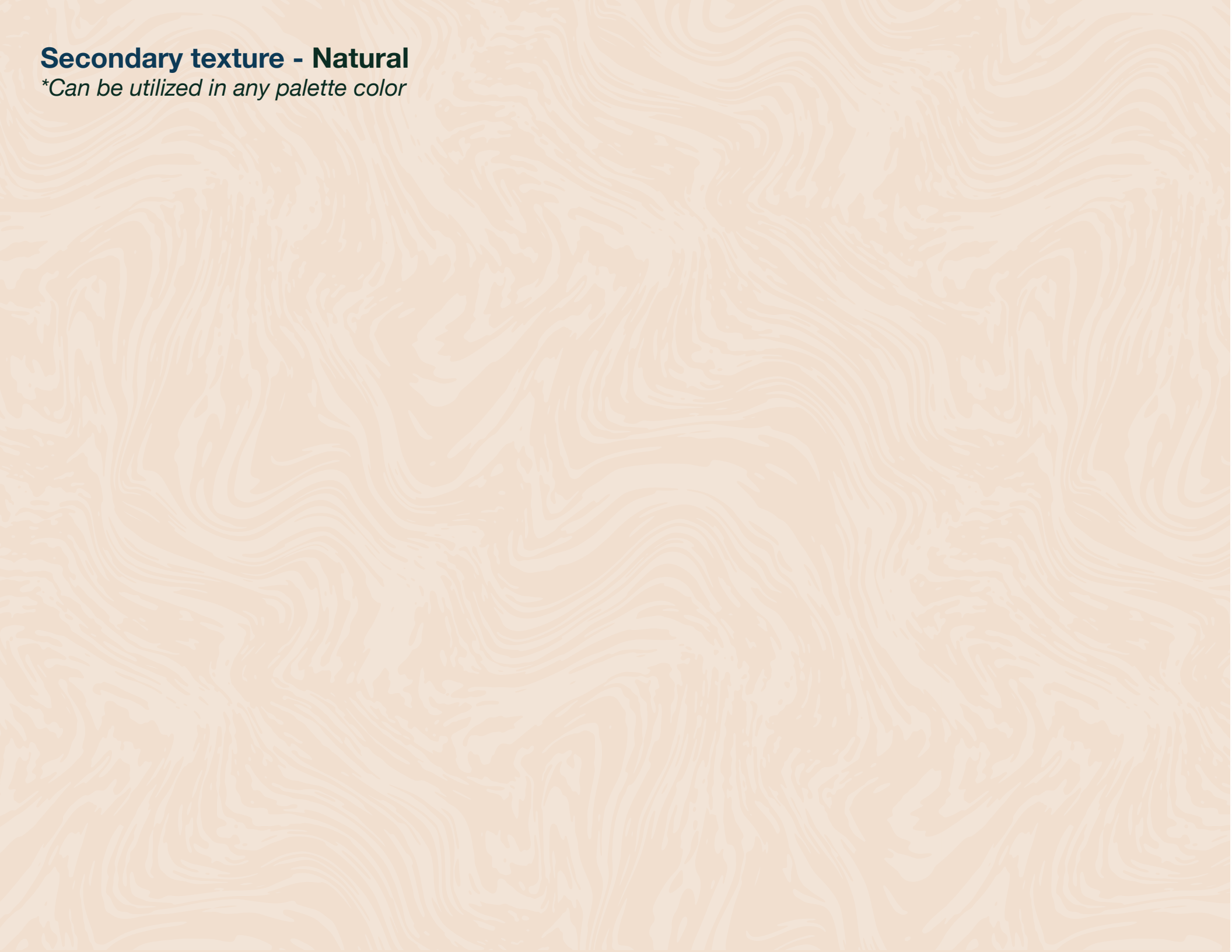
## Primary texture - Etowah River - Classic Illustration

*\*Can be utilized in any palette color*



## **Secondary texture - Natural**

*\*Can be utilized in any palette color*



# Photography





**Brand In Use**



# Business Card



NOTE: "W" Watermark can be spot-varnish or embossed

Letterhead

THE  
**WESTCOTT**  
AT CANTON



123 WEST POINT AVE, CANTON GA 12345  
123.456.7890 | HELLO@LIVESTCOTT.COM

# Sell Sheet



## THE WESTCOTT AT CANTON

### Luxury living in the heart of Canton

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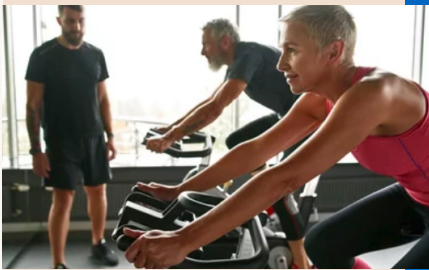
### Residence Features

- Benefit can be listed here
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### Community Features

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# Brochure



## THE WESTCOTT AT CANTON

### Community Features

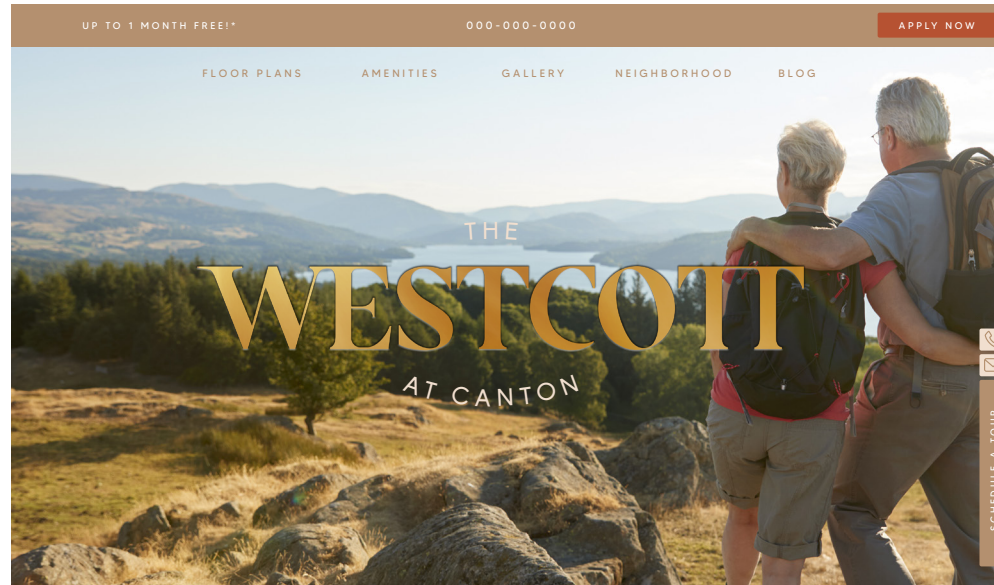
- Benefit can be listed here
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### in Canton

#### Luxury

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# Homepage Mock



SUBHEADER GOES HERE

## Header goes here.

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READ MORE

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio.

READ MORE



A Frame

Now  
Leasing

LUXURY LIVING IN CANTON

123.456.7890 | [hello@livewestcott.com](mailto:hello@livewestcott.com)



THE  
WESTCOTT  
AT CANTON



## Leasing Banner

THE  
**WESTCOTT**  
AT CANTON

**Now Leasing**

123.456.7890 | [hello@livewestcott.com](mailto:hello@livewestcott.com)

**Resident Gift - Wine**





Uncomn®

**Thanks.**