

BRAND GUIDELINES



VERSION 1.0



CONTENTS

This document sets forth verbal and visual guidelines for Latigo’s brand expression.

It offers the visual tactics needed to meaningfully and consistently bring their brand to life across all communications media — creating a cohesive sensibility that people feel whether they are visiting in person or seeing in print and digital communications.

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OUR VISION

WE ARE HOMEMAKERS.

We believe in a collaborative approach that keeps every player involved and moving towards one vision: to deliver best-in-class residential developments featuring superior amenities and exceptional design. We believe that exceptional is rooted in honoring the needs and wants of the local community through listening and thoughtful conversations.

Our namesake comes from the stretch of Malibu, California known as Latigo Canyon and Latigo Beach, our happy place.

The sense of haven we feel in Latigo is what we strive to manifest in each of our developments.





OUR PERSONALITY

HAPPY

OPTIMISTIC

THOUGHTFUL

EASYGOING

INSPIRED

CREATIVE

SOPHISTICATED

CULTURED

CLASSIC

BUILDERS

PARTNERS

LOCAL

INVITING

OUR VALUES

QUALITY

CRAFT | HONESTY | DISCIPLINE | THOROUGHNESS

COMMUNITY

COLLABORATION | CULTURE | TRUST | COMMUNICATION

STRATEGY

FOCUS | KNOWLEDGE | VISION | EXECUTION

BEAUTY

DESIGN ORIGINALITY | CREATIVITY | REFINEMENT



PRIMARY LOGO MARK

The brand for the new Latigo Residential Development captures a spirit of bold energy - it's warm, confident, and aspirational.

The primary logo mark is a custom sans serif that embodies modern elegance. The mark should always appear as solid letters without any additional adornment.

Form is inspired by buildings and seamless movement that is the effortless west coast lifestyle. The shapes are visually designed to be an abstraction of a building in the form of an L. The colors are inspired by the natural elements found on the west coast.

Whenever placing the logo, the clear space should be provided around all sides of the logo, imagery, patterns, typography, or other graphic elements should not impede this clear space. This is to ensure the highest possible legibility.



SECONDARY LOGO MARK

The secondary logo should be used in instances that are below 200 pixels and/or after the primary logo mark has been introduced or experienced.



LOGO MARK SCALING

The primary logo mark should be used only in situations where the logo mark is above 200 pixels wide. The secondary logo mark can be used in situations where it appears greater or less than 200 pixels.

The icon can be shown in situations 21 pixels and above on a color that provides 70% contrast between the background or substrate color.



HOW NOT TO USE LOGO MARKS

The logos should remain as solid letters with no future adornment or alterations. The logos will only be used in the primary color palette and maintain a 70% contrast between the logo and the background or substrate color.



Do not color the tagline in different color than 'Latigo'



Do not add drop shadows, bevels, or other effects.



Do not use the logo in colors that are not in the color palette.



Do not outline the logo.



Do not stack the logo, tagline, and icon.



Do not enlarge the tagline or change the placement.



Do not skew the logo.



Do not distort, stretch, or alter the logo in any way.

TYPOGRAPHY

Proxima Nova is the primary typeface used for titles, tag-lines, and body copy. The weight of the font will shift per copy type to support in hierarchy and readability.

Color text may be used—choose colors from the brand palette that have high contrast for the highest possible legibility.

PRIMARY

PROXIMA NOVA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

PROXIMA NOVA SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

PROXIMA NOVA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

SECONDARY

QUICHE SANS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY USAGE

Proxima Nova Regular or Light is to be used for all body copy. When used in all caps headlines, Proxima Nova Bold should have a kerning of 100 to space the letters out for an effortless look. All other instances of Proxima Nova should have a kerning of 0.

Quiche Sans should be used for any large quotes or headlines needing a unique touch or attention.

The weight of the font will shift per copy type to support in hierarchy and readability.

QUICHE SANS MEDIUM
ALL CAPS

PROXIMA NOVA REGULAR
Sentence case

PROXIMA NOVA BOLD
ALL CAPS, Kerning: 100

PROXIMA NOVA LIGHT
Sentence case

PROXIMA NOVA SEMIBOLD
Sentence case

PROXIMA NOVA REGULAR
Sentence case

QUICHE SANS MEDIUM
ALL CAPS
HEAVY LEADING

WE ARE HOMEMAKERS

Our namesake comes from the stretch of Malibu, California known as Latigo Canyon and Latigo Beach, our happy place.

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We are homemakers.

Our namesake comes from the stretch of Malibu, California known as Latigo Canyon and Latigo Beach, our happy place.

OUR NAMESAKE COMES FROM THE
STRETCH OF MALIBU, CALIFORNIA
KNOWN AS LATIGO CANYON AND
LATIGO BEACH, OUR HAPPY PLACE.

COLOR PALETTE

The color palette embodies the cool and casual lifestyle of the west coast with approachable energy.

The color palette can be used on any and all printed collateral and digital media. Ensure a 70% contrast when pairing the logo or type on a background or substrate color.

Do not use arbitrary colors that are not included in the color palette.

Do not use complicated gradient backgrounds.

Refrain from using all colors within the same instance.



GREEN

PANTONE 316 C
#00363B

R | 0
G | 54
B | 59

C | 93
M | 60
Y | 59
K | 54



GOLD

PANTONE 7562 C
#C0985C

R | 192
G | 152
B | 92

C | 25
M | 39
Y | 73
K | 2



BLUE GRAY

PANTONE 443 C
#8E9C9C

R | 142
G | 156
B | 156

C | 47
M | 31
Y | 35
K | 1



WARM SAND

PANTONE 7522 C
#B96955

R | 185
G | 105
B | 85

C | 23
M | 66
Y | 67
K | 7

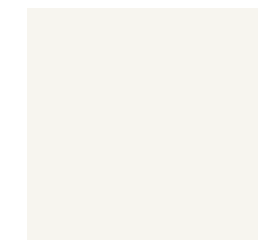


GRAY

PANTONE 441 C
#BBC6C3

R | 187
G | 198
B | 195

C | 27
M | 15
Y | 20
K | 0



CREAM

N/A
#F8F6EF

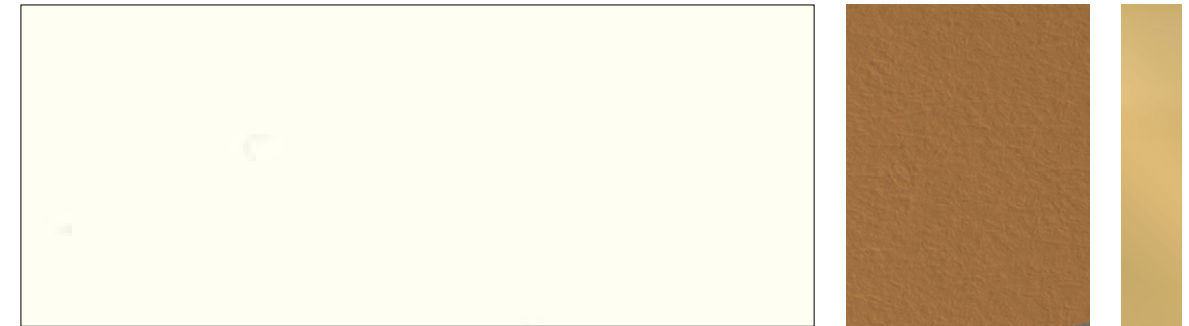
R | 248
G | 246
B | 239

C | 2
M | 2
Y | 5
K | 0

SUBSTRATE SPECIFICATIONS

Mohawk Superfine stock is the preferred paper type. Use a similar weight, color, and texture if using another paper brand or an online printer.

CUSTOM STOCK



MOHAWK SUPERFINE STOCK

BUSINESS CARDS STOCK

Weight: Double-Thick Cover (DTC)
Color: White (gold foil if desired)
Texture: Eggshell
Uncoated
Standard 3.5" x 2"

LETTERHEAD STOCK

Weight: 25% Cotton Writing / Text
Color: White
Texture: Eggshell
Uncoated
Letter

STANDARD ENVELOPE

Weight: 70T
Color: White
Texture: Eggshell
Uncoated
Letter

INVITATION STOCK

Weight: Cover
Color: White
Texture: Eggshell
Uncoated
A6

INVITATION ENVELOPE

Weight: 25% Cotton Writing / Text
Color: Strathmore Premium Wove Chino, gold foil lined
Texture: Eggshell
Uncoated
A6

ONLINE PRINTERS

VISTAPRINT

BUSINESS CARDS STOCK

Weight: 16pt
Premium Uncoated
Standard 3.5" x 2"

MOO

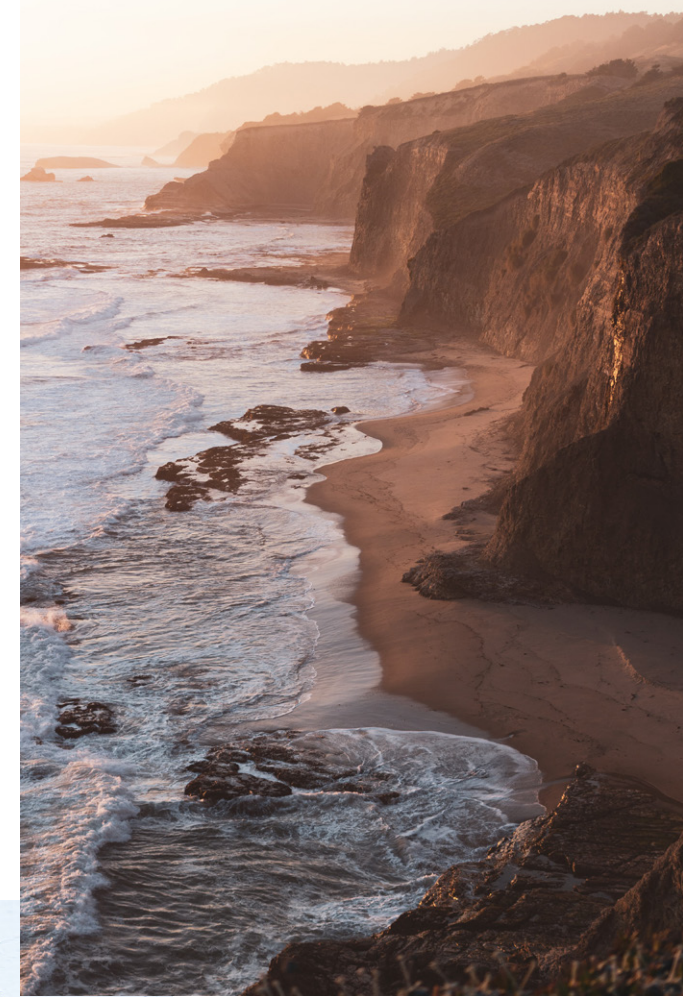
BUSINESS CARD STOCK

Weight: 32pt
Uncoated
Standard 3.5" x 2"

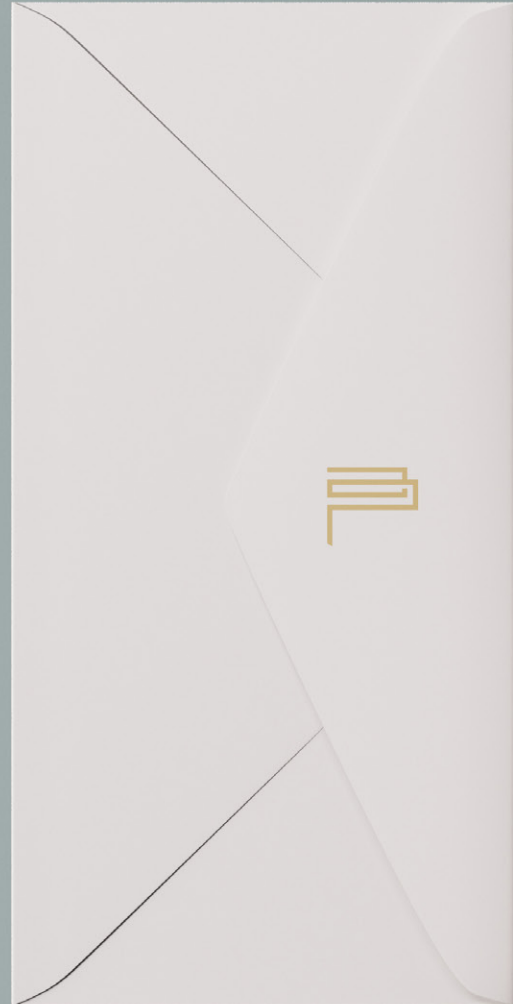
PHOTOGRAPHY

Fresh. Timeless. Aspirational. Our brand and photography are authentic and candid, with natural light to welcome all to the Latigo family.

Photography should be used to illustrate high-level concepts. Landscape and people photos should be dynamic and energetic. Layering and cropping is encouraged.







 **LATIGO**

JANUARY 23, 2021

12424 WILSHIRE BLVD #650
LOS ANGELES, CA 90025

TO WHOM IS MAY CONCERN,

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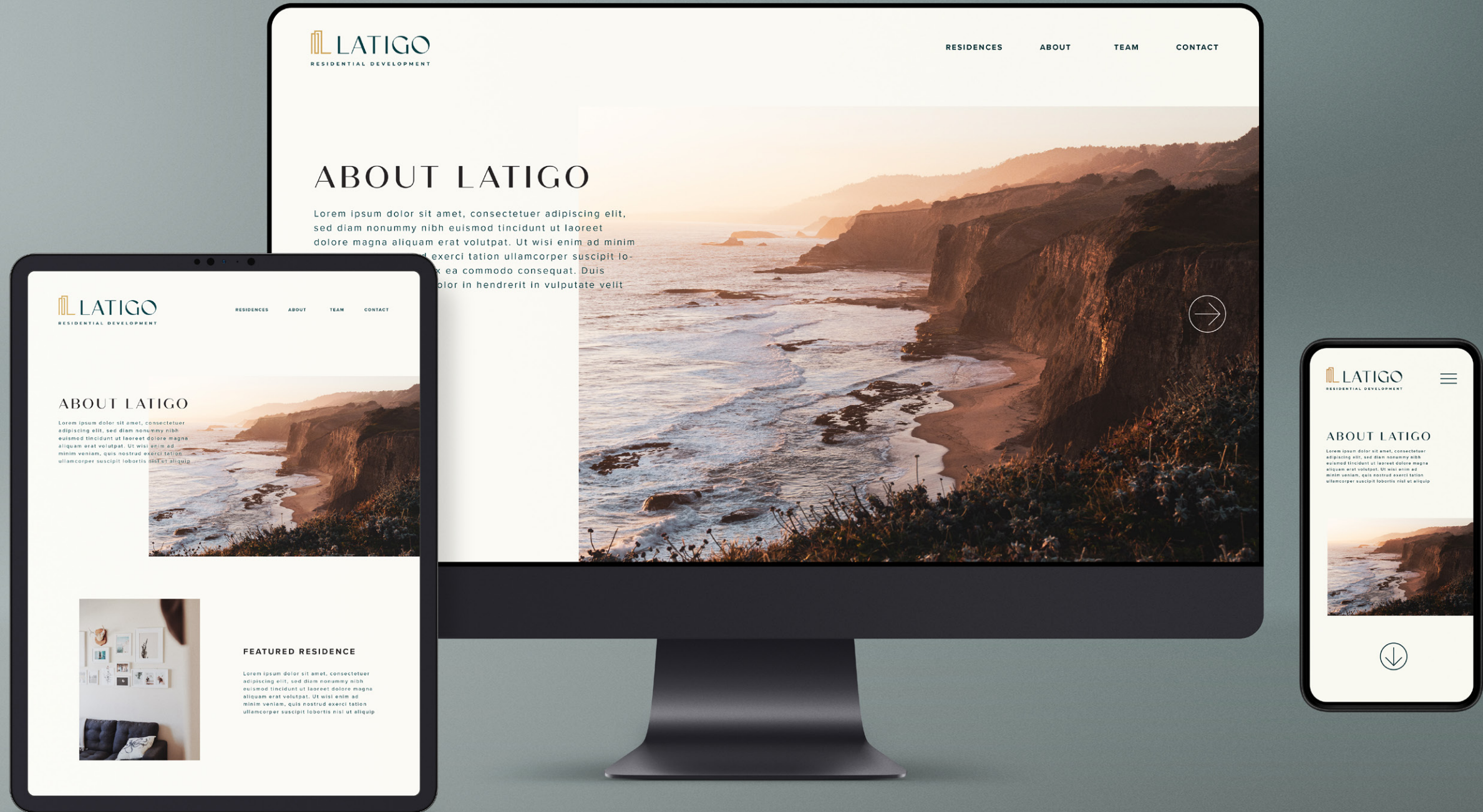
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Sincerely,
LATIGO





LATIGO BRAND GUIDELINES

THANK YOU

LATIGO-GROUP.COM