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Introduction

The focus of a graphic identity is usually a symbol or logo. However, an identity system is much more than the utilization of a symbol. A comprehensive graphic system is a structure for communicating and presenting information logically, clearly and with distinction.

The standard and guidelines presented in this manual have firm institutional support. Embracing and following these standards will be advantageous to the entire Arquitera community, enabling us to achieve clarity and effectiveness in all print and electronic communications.

At this time, it is impossible to cover all of the possible uses and applications of the new identity; therefore, this manual is intended to be an introduction and a guide to the basic components of the identity system. Implementation of these standards will develop greater awareness of the company as a whole, while enabling the developments to convey distinct identities.

Our comprehensive commitment to excellence in design will exemplify our commitment to quality in all other respects. When the graphic system is fully implemented, the identity will consistently distinguish all Arquitera publications and advertising – all print, electronic and audio visual materials. This graphic system will thus provide visual unity to our expansive and diverse company.



Signatures & Variations

The Arquitera Tree Temple logo may be used independently from the Arquitera signature. The only colors the Tree Temple may be printed in are Pantone 273 C, Pantone 348 U, or Pantone Black C. If the signature is being utilized the Tree Temple may only be Pantone 273 C with Text in Pantone 348 U, or both elements in Pantone Black C. No other variations of signature may be used.





Incorrect Signatures

In order to establish and maintain consistent and effective use of the Arquitera logo and signature, it is essential to follow the standards in this manual. The sample incorrect examples illustrated on the next page demonstrate some common errors that can be made.

Such misuses will undermine the company's effort to present a strong and unified image, and will alter the perception and meaning of the logo and signature.



The logo and signature should not be subject to distortion or manipulation, i.e., slanting, stretching, twisting, or curving.



In the signature format, the size of the symbol in relationship to the typography should not be altered. Reduce and enlarge signatures proportionately.






In the signature format, the typography should not be altered.



In the signature format, the placement of the symbol relative to the typography should not be altered.



Color Palettes

| | | | |
|---------|---|--|---|
| Pantone |  |  |  |
| | PANTONE 273 C | PANTONE 348 U | PANTONE Black C |
| CMYK | C 100 M 96 Y 0 K 8 | C 100 M 0 Y 85 K 24 | C 0 M 0 Y 0 K 100 |
| Web | #333399 | #009966 | #000000 |
| RGB | R 39 G 49 B 139 | R 0 G 136 B 82 | R 0 G 0 B 0 |

Typography

Whether it is used as an ad headline or as body copy in a directory, typography is an integral component of the Arquitera Homes identity.

Three type families, Cochin, Hypatia Sans Pro, and Nueva Std, have been chosen to be used exclusively in all Arquitera Homes media.

| | | |
|---|--|--------------------------|
| Cochin Regular | abcdefghijklmnopqrstuvwxyz | 1234567890 |
| Cochin Bold | abcdefghijklmnopqrstuvwxyz | 1234567890 |
| <i>Cochin Italic</i> | <i>abcdefghijklmnopqrstuvwxyz</i> | <i>1234567890</i> |
| <i>Cochin Bold Italic</i> | <i>abcdefghijklmnopqrstuvwxyz</i> | <i>1234567890</i> |
| Hypatia Sans Pro Extra Light | abcdefghijklmnopqrstuvwxyz | 1234567890 |
| Hypatia Sans Pro Light | abcdefghijklmnopqrstuvwxyz | 1234567890 |
| Hypatia Sans Pro Regular | abcdefghijklmnopqrstuvwxyz | 1234567890 |
| Hypatia Sans Pro Semibold | abcdefghijklmnopqrstuvwxyz | 1234567890 |
| Hypatia Sans Pro Bold | abcdefghijklmnopqrstuvwxyz | 1234567890 |
| Hypatia Sans Pro Black | abcdefghijklmnopqrstuvwxyz | 1234567890 |
| Nueva Std Condensed | abcdefghijklmnopqrstuvwxyz | 1234567890 |
| Nueva Std Bold Condensed | abcdefghijklmnopqrstuvwxyz | 1234567890 |
| <i>Nueva Std Condensed Italic</i> | <i>abcdefghijklmnopqrstuvwxyz</i> | <i>1234567890</i> |
| <i>Nueva Std Bold Condensed Italic</i> | <i>abcdefghijklmnopqrstuvwxyz</i> | <i>1234567890</i> |



Developments



THE RESIDENCES AT
BRANDYWINE WOODS

FOX RIDGE OVERLOOK





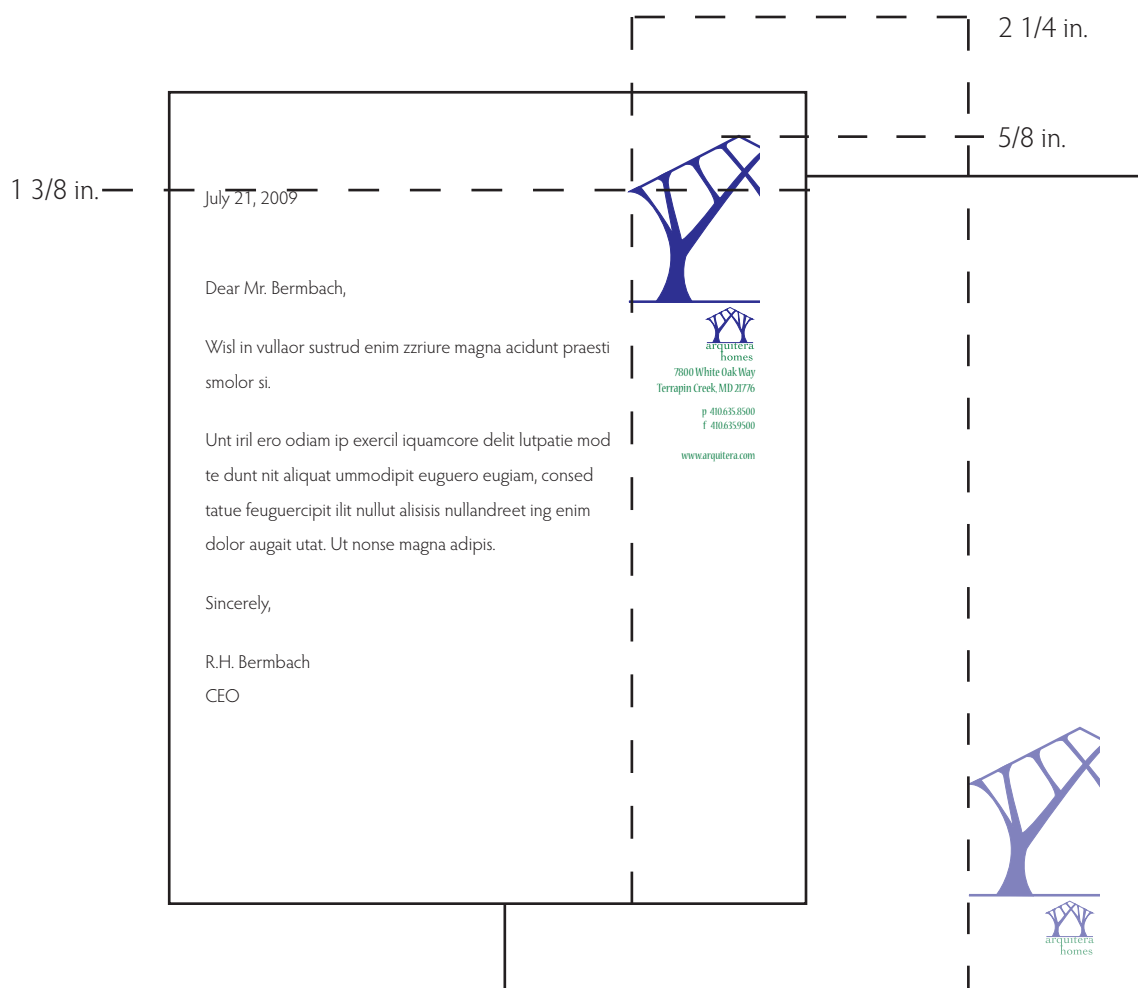
Wolfe Street Paddocks



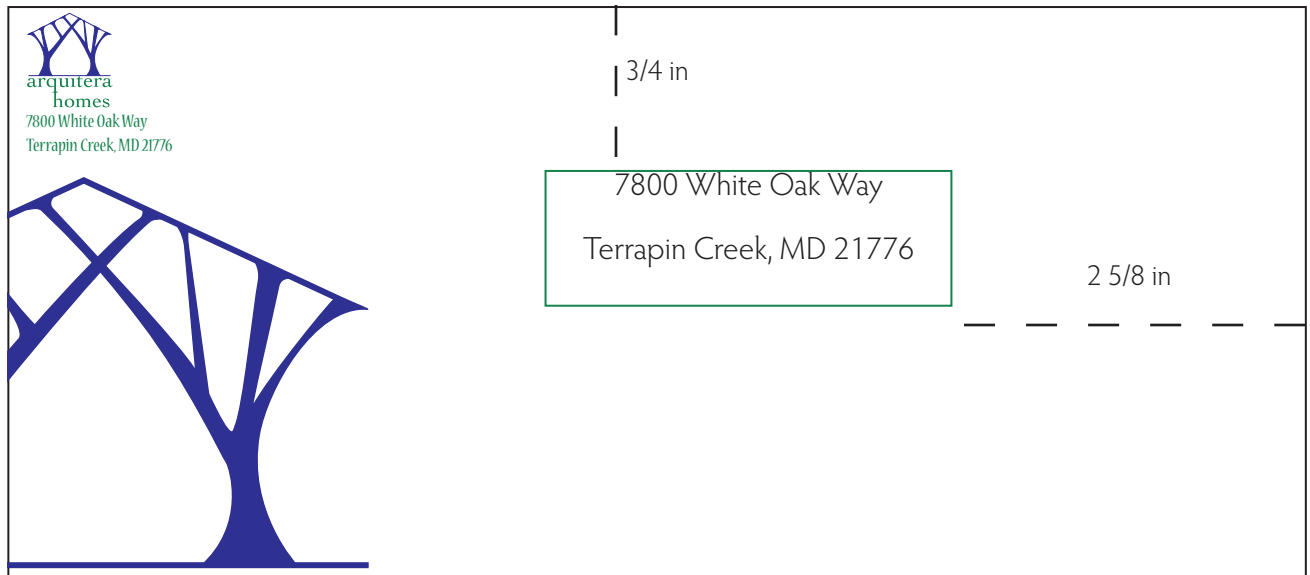
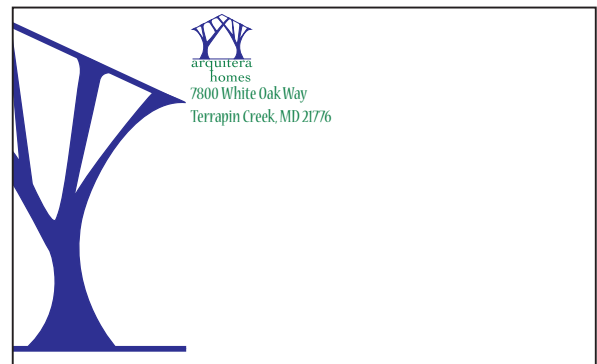
Fells Street Crossing

Letterhead

This page and the following page show the correct location for content on letterhead, envelopes, business cards, and mailing labels. Please use these guidelines to help Arquitera correspondence look consistent. The address information on this envelope sample and the letter typed on the following page are 11pt. Hypatia Sans Pro.



Business Cards, Envelopes, and Mailing Labels





Additional Information

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Arquitera Homes

Graphic Standards Guide