



WILSON PREMIER
PROPERTIES

NOVEMBER 2023

Brand Guidelines

This style guide is meant to inform and inspire Wilson Premier Properties brand stewards. Use this as a guide to shape and strengthen brand communications. These guidelines cover brand strategy, logo, icon, color and font recommendations. For further detail, consult the brand strategy documents.

Contents

Brand Strategy	01	Logo & Icon	12	Color & Typography	20
Competency	02	Logo	13	Brand Colors	21
Brand Features	03	Color Usage	14	Primary Palette	22
Brand Attributes	04	Minimum Breathing Space	16	Secondary Palette	23
Reson to Believe	05				
Unique Differentiator	06	Icon	17	Typography	24
Brand Promise	07	Color Usage	17	Plantin MT Pro	25
Brand Values	08	Minimum Breathing Space	19	Work Sans	26
Brand Archetype	09			Example of Application	27
Overall Brand DNA	10				
Tagline	11				

WILSON PREMIER PROPERTIES

Brand Strategy

The brand strategy forms the foundation of the brand identity.

The design elements are directly inspired by the Wilson Premier Properties brand strategy.

01

Competency

SETTLE FOR...THE EXTRAORDINARY

Settle for...The Extraordinary

Set your sights on a truly luxurious lake experience with Wilson Premier Properties at Smith Mountain Lake. Expect thoughtful design, luxurious amenities, impeccable service and meticulous attention to detail. Indulge and experience a truly extraordinary lake vacation with Wilson Premier Properties.

Brand Features

WHAT WILSON PREMIER PROPERTIES OFFERS



Reunion Homes & Lakeside Townhomes

Gather and reconnect in an extraordinary way. Our luxuriously appointed reunion homes are designed to meet your every need with elegant accommodations, serene surroundings, details that delight and ample entertainment amenities. See why our residences bring families together for memories that last a lifetime.



Breathtaking Resort

Discover extraordinary luxury at Smith Mountain Lake. Indulge yourself at Milan at Waters Edge, a five-star luxury resort featuring luxurious accommodations, impeccable service, a world-class wine cellar, top-rated dining and our rejuvenating wellness center. Immerse yourself in the natural tranquility and beauty of the area, and indulge yourself with true luxury at the lake.



Community Properties

Is the Lake your home? Wilson Premier is passionate about elevating the Smith Mountain Lake community. Whether it's our well-appointed long term rentals, stylish townhomes, boat slip rentals, long-term storage or our community event center, we strive to amplify the serenity of our beautiful surroundings with extraordinary and elegant design solutions for all.



Memorable Lake Experiences

Smith Mountain Lake has much to offer; let us be your guide. From the expert hiking guide who knows the best trails to boat captains who know where the fish are biting, we're delighted to offer our guests an exceptional roster of activities that highlight the very best of the region and the lake. Designed to inspire and delight, our lake activities and experiences will make lasting memories.

Brand Attributes

OUR STANDARD OF EXTRAORDINARY

01 | The Extraordinary

It's time to upgrade your standards. At Wilson Premier, we strive to deliver the extraordinary to every guest, at every touchpoint. Our mission is to elevate the Smith Mountain Lake experience and bring “luxury” to the forefront for our guests, staff and even community. This means building a world-class resort & impeccable residential properties, offering our guests exceptional activities and sporting experiences and creating a standard of service that exceeds expectations - especially our own. We're proud to serve not only our guests but our community, and we strive to deliver beyond the ordinary at every opportunity.

02 | They Thought of Everything

What makes a Wilson Premier stay different from other resort stays?

We think through every detail of a guest's stay. From unique touches like your favorite cocktail upon check-in to seamless conveniences like device-charging ports on bedside tables, we consider every need guests might have and address them ahead of time. Our vision is simple: to go beyond what's expected and what's ordinary. We strive to take the stress out of the vacation experience, and to deliver a truly extraordinary Lake experience that indulges our guests and will make lasting memories for years to come.

Reason to Believe

OUR PLEDGE

Our ‘They Thought of Everything’ Pledge

We know firsthand the excitement and anticipation of planning a special vacation, only to have it unravel when something about your stay isn’t right. That’s why at Wilson Premier, we deliver extraordinary rental properties and experiences, and back it up with our “They thought of everything” pledge.

We’ve thought through every aspect of our guests’ stay — from luxurious accommodations to expertly guided recreational activities to much more. Stay with us to experience what so many of our guests say: “wow, they’ve really thought of everything!”

See why a stay at a Wilson Premier Property is unlike any other.

Unique Differentiator

UNLIKE ANY OTHER

We bring a level of luxury to
the lake experience that is
extraordinary

Brand Promise

OUR COMMITMENT

To go beyond the ordinary
and create extraordinary luxury rentals
and experiences for our guests
and community

Brand Values

WHAT WE STAND FOR

01. Authentic

We are simple, elegant and genuine. Never pretentious or overextended.

02. We've Thought of Everything

We've thought of everything so you can expect luxury and the exceptional at every touchpoint.

03. Extraordinary

If it's expected, we're a step beyond. We deliver the extraordinary for our guests and community.

04. Humility

We're honored to have you in our company. We look forward to serving you.

05. Integrity

We do the right thing in all matters, even if - and especially when - it's hard.

Wilson Premier Brand Archetype

CREATOR

The Creator has a passionate need for self-expression, to be a cultural pioneer. Creating offers a means of dealing with how out of control the world seems. The Creator is highly imaginative, with a developed sense of the aesthetic. This archetype often appears in environments that are reflective of good taste and a unique point of view. On a quest to create things and expressions of lasting value, the Creator constantly seeks to acquire new skills. The Creator notices and acts upon the need for innovation, invention and reinterpretation. Believing in the value of inner expression, the Creator is dedicated, hardworking and achievement-oriented. This archetype's self-esteem and confidence are

anchored in the practice of creative expression, which also provides an antidote for existential depression. Sometimes seen as elitist or eccentric, people can be challenged to understand the volume of the Creator's inner critic, misunderstanding how fragile and vulnerable the Creator's self-confidence can be. Creating transmutes the need to find meaning in life into the power to make meaning. Trusting in inspiration, the Creator pursues those moments when ideas flow effortlessly and creativity is a cherished companion but learns to practice patience when the channel doesn't feel quite so open. Believing wholeheartedly in the creative process, the Creator quests for immortality through creative work.

Strengths

Creativity. Imagination. Nonlinear thought.
Nonconformity. Developed aesthetic.

Challenges

Overdramatization. Depression accompanying a failure to make meaning. Perfectionism. Fear of mediocrity and judgment.

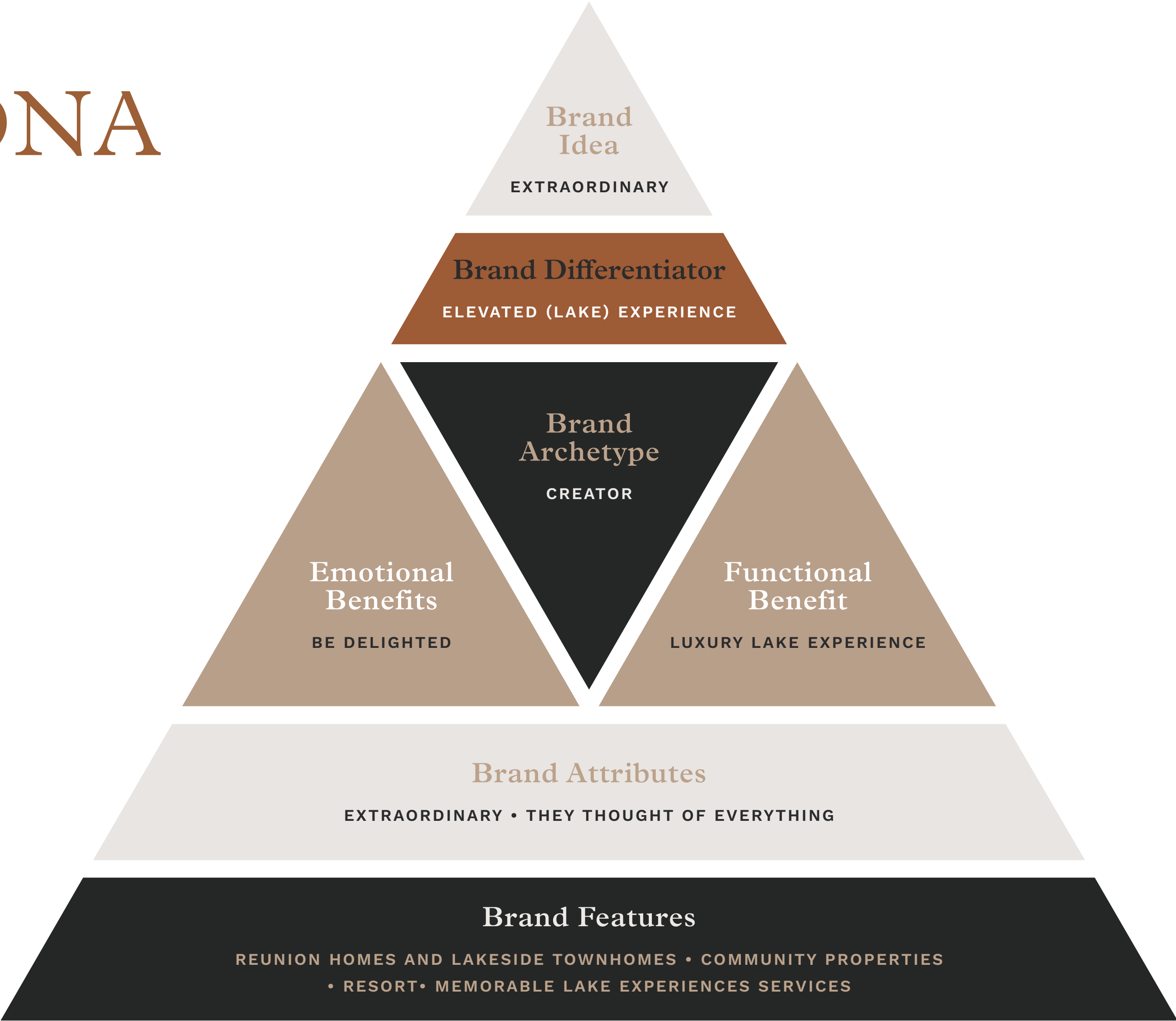
Examples

Wolfgang Amadeus Mozart. Dame Judi Dench. Walt Disney. LEGO. Adobe. Etsy.



Overall Brand DNA

WILSON PREMIER PROPERTIES



Tagline

WILSON PREMIER PROPERTIES

Settle for... the Extraordinary

WILSON PREMIER PROPERTIES

Logo & Icon

The logo and icon serves as the visual identifier of the brand.

Guidelines on how to use the logo and icon include color usage,
background color recommendations, and spacing and size.

02

Our Logo

THE MAJESTIC CRANE

Exceptionally elegant, these serene creatures grace their surroundings with tranquility and beauty, lending a touch of the extraordinary to their environment.

They are also powerfully strong and known for their longevity.

When considering a logo, we looked for a symbol that was authentic to Smith Mountain Lake, and also reflected our longstanding commitment to our guests, to crafting extraordinary experiences, and to bringing luxury to the lake. The crane is an elegant reminder of everything we strive to accomplish everyday, and for every guest, at Wilson Premier Properties.



WILSON PREMIER
PROPERTIES

Color

LOGO AND BACKGROUND COLOR USAGE

The logo should always be used in a single solid color.

You may use the logo in the secondary brand colors – however, the primary brand colors always take preference. Avoid using the logo in multiple colors at the same time as this can make the design look cluttered. The use of the logo directly on an image is only allowed if the logo is clearly visible. Be mindful of the overall look and feel of the design. The Wilson Premier Properties brand is sophisticated and elegant, use the logo colors in a way that reflects that.



Charcoal on white



Charcoal on linen



Linen on charcoal



Charcoal on taupe



Taupe on white



Linen on rust



Rust on white



White on ruby



Ruby on white



White on navy



Navy on white



White on forest



Forest on white

Spacing

MINIMUM BREATHING SPACE

When using the logo, please avoid placing it too close to other text, images, or borders.

The minimum spacing around the Wilson Premier Properties logo is equal to the height of the wordmark in the logo as shown here. This spacing should be maintained on all sides of the logo, and there should be no other elements within the minimum spacing.

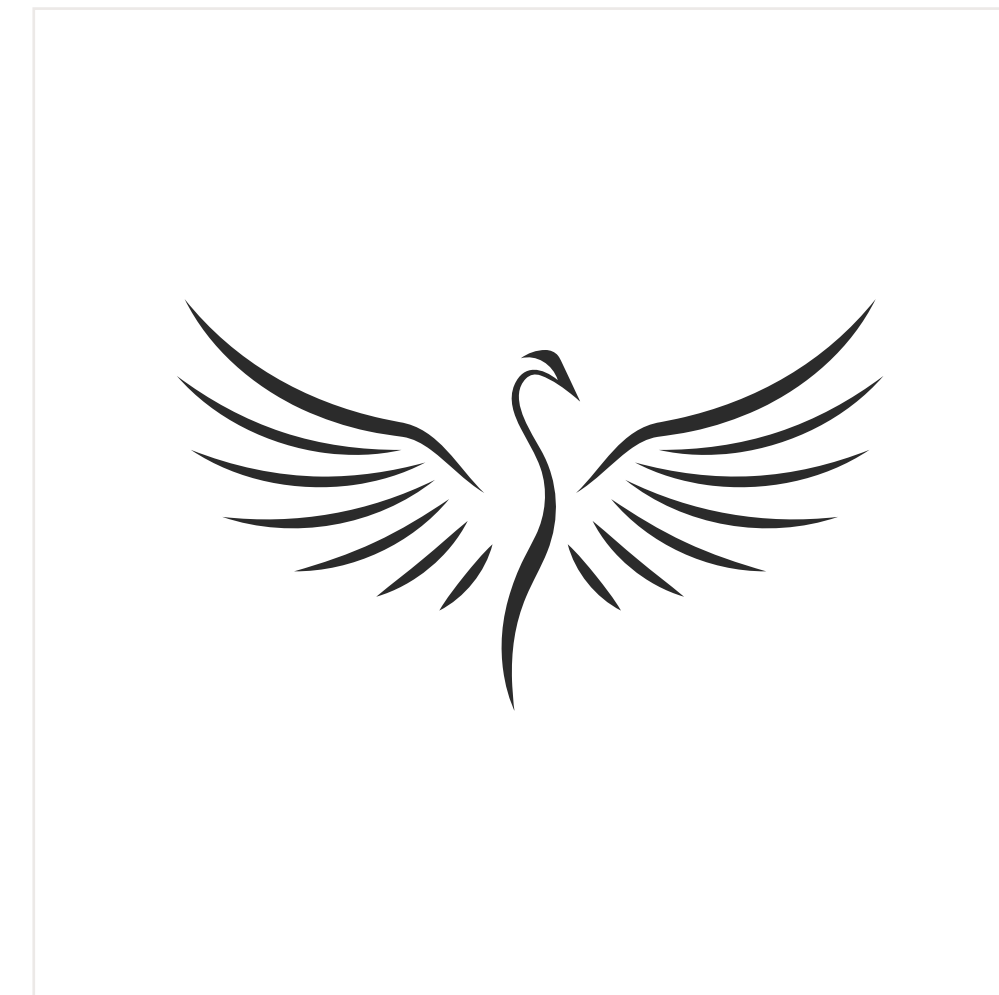


Color

ICON AND BACKGROUND COLOR USAGE

The icon should always be used in a single solid color.

You may use the icon in the secondary brand colors – however, the primary brand colors always take preference. Avoid using the icon in multiple colors at the same time as this can make the design look cluttered. The use of the icon directly on an image is only allowed if the icon is clearly visible. Be mindful of the overall look and feel of the design. The Wilson Premier Properties brand is sophisticated and elegant, use the icon colors in a way that reflects that.



Charcoal on white



Charcoal on linen



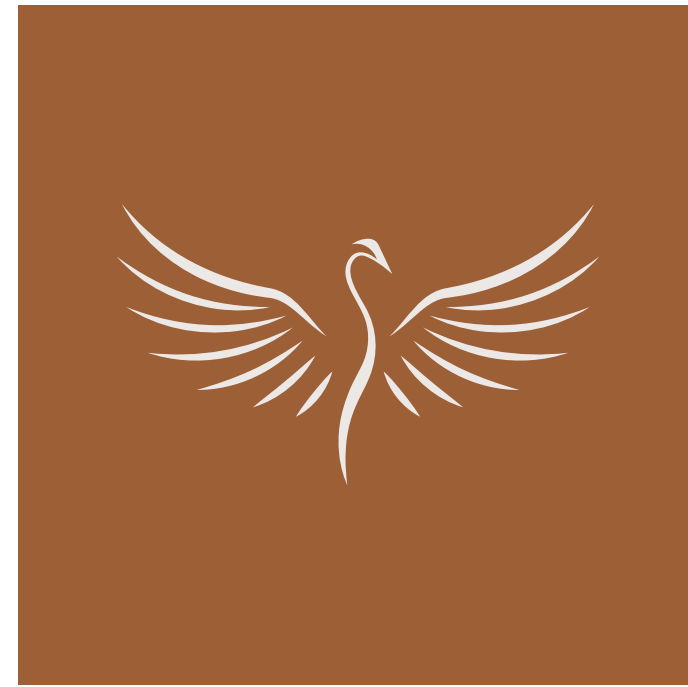
Linen on charcoal



Charcoal on taupe



Taupe on white



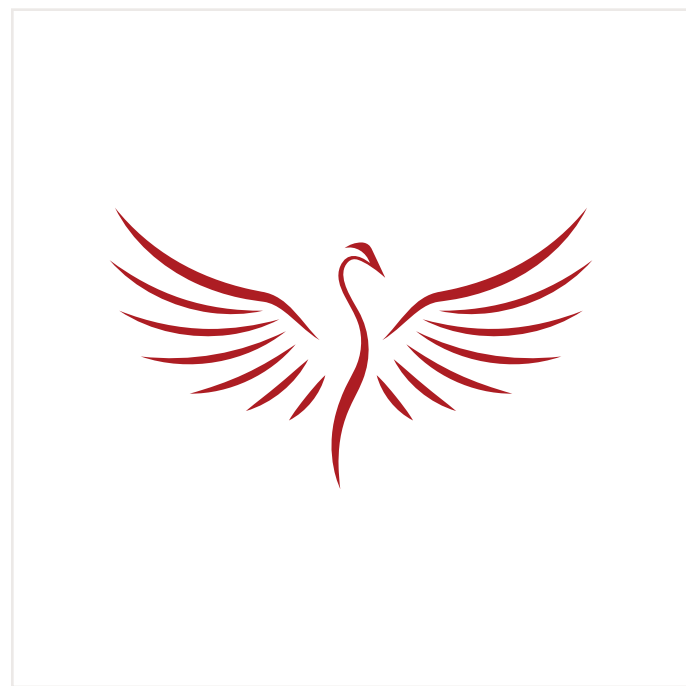
Linen on rust



Rust on white



White on ruby



Ruby on white



White on navy



Navy on white



White on forest



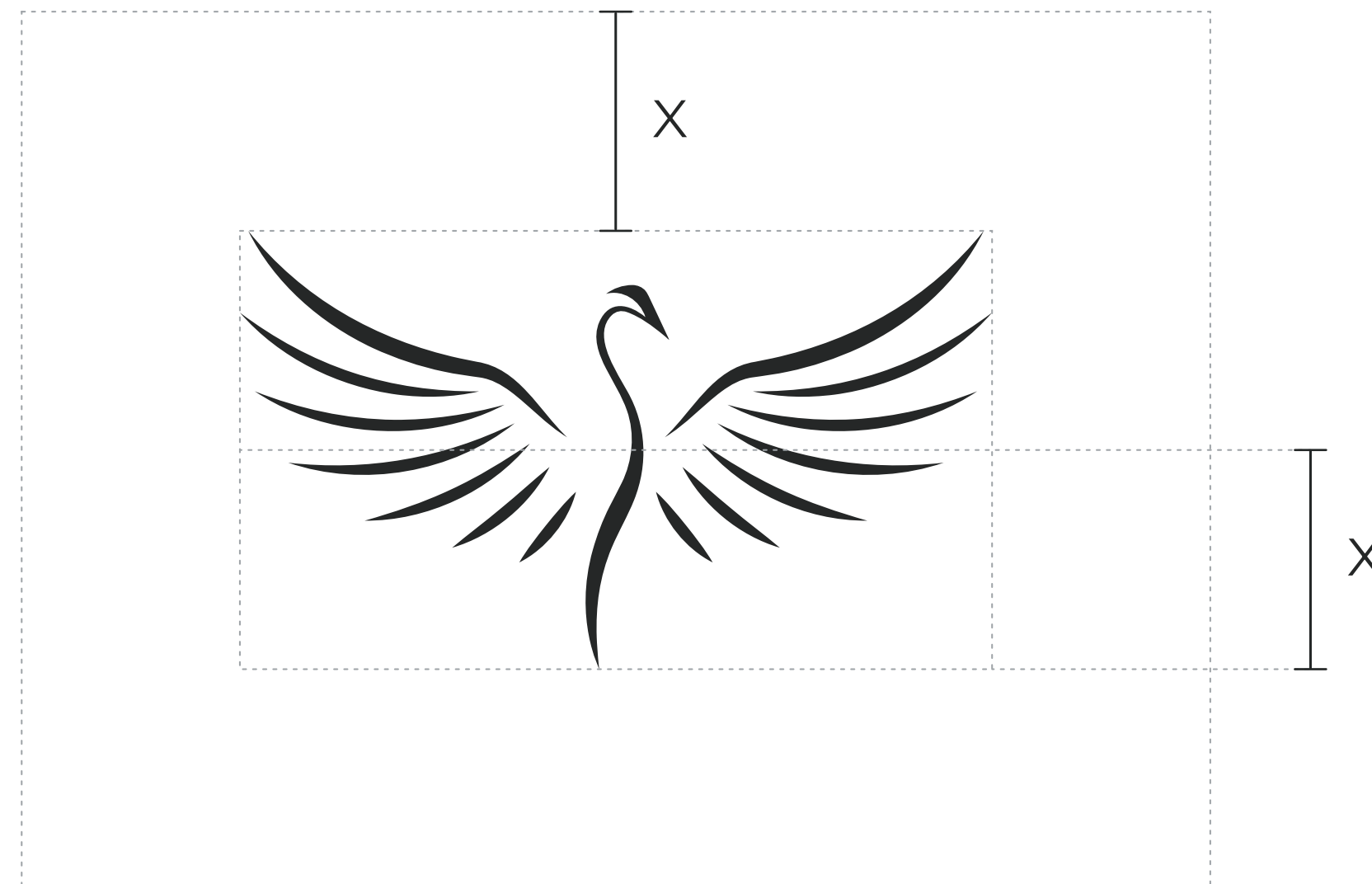
Forest on white

Spacing

MINIMUM BREATHING SPACE

When using the icon, please avoid placing it too close to other text, images, or borders.

The minimum spacing around the Wilson Premier Properties icon is equal to half the height of the icon as shown here. This spacing should be maintained on all sides of the icon, and there should be no other elements within the minimum spacing.



WILSON PREMIER PROPERTIES

Color & Typography

The Wilson Premier Properties brand color and typography are essential elements of our visual identity. Reference this section for color technical details and font specifications.

03

Brand Colors

BRAND SWATCHES

The brand color scheme is neutral and classic, with a focus on earthy tones and rich accent colors.

The primary swatches include light grey (linen), taupe and rust, and charcoal. The color scheme is complemented with three secondary colors: ruby, navy, and forest.

All colors may be used at a transparency and overlapped as with the section dividers in this guide.

LINEN

The light grey (linen) is a calm and inviting color that can be used for design elements. It also works well as a background color to create a warmer look and feel compared to a stark white background.

TAUPE & RUST

The main brand color is split into two shades: taupe and rust. The shades bring warmth and an earthy touch to designs. Both shades can be used as backgrounds, or for accent elements like headers.

CHARCOAL

The neutral pallet is contrasted with a dark grey – perfect to add a touch of class and exclusivity to the brand. The color works well for type, and used with disgression, can create a stylish dramatic background.

RUBY, NAVY & FOREST

These secondary colors can be used when more colors are required. The Wilson Premier Properties color palette should be used with discretion, with a minimalist look and feel top of mind.

Primary Palette

LINEN

PANTONE P 169-1

CMYK: 8, 7, 8, 0

RGB: 236, 233, 231

HEX: #ECE9E7

80%

60%

40%

20%

TAUPE

PANTONE P 23-6

CMYK: 30, 36, 46, 0

RGB: 188, 162, 138

HEX: #BCA28A

80%

60%

40%

20%

RUST

PANTONE 36-13

CMYK: 0, 53, 70, 43

RGB: 157, 95, 54

HEX: #9D5F36

80%

60%

40%

20%

CHARCOAL

PANTONE 179-15

CMYK: 72, 64, 63, 69

RGB: 43, 43, 43

HEX: #2B2B2B

80%

60%

40%

20%

Secondary Palette

RUBY

PANTONE 53-16
CMYK: 0, 97, 80, 30
RGB: 173, 29, 35
HEX: #AD1D23

80%

60%

40%

20%

NAVY

PANTONE 103-16
CMYK: 100, 96, 38, 24
RGB: 32, 43, 84
HEX: #202B54

80%

60%

40%

20%

FOREST

PANTONE 141-14
CMYK: 67, 0, 63, 40
RGB: 51, 125, 88
HEX: #337D58

80%

60%

40%

20%

Typography

FONT FAMILIES AND COMBINATIONS

Our brand uses two typefaces: Plantin MT Pro and Work Sans.

Plantin MT Pro is a serif typeface that is both elegant and readable.

It is perfect for headings, subheadings, and other important text elements.

Work Sans is a sans-serif typeface that is clean, modern, and versatile.

It is well-suited for body text, captions, and other general-purpose text.

This section of the style guide provides guidelines for using our brand typefaces consistently across all of our communications. Please follow these guidelines to ensure that your work is visually appealing and on-brand.

DOWNLOAD LINKS:

cufonfonts.com/font/plantin-mt-pro

fonts.google.com/specimen/Work+Sans

Aa

PLANTIN MT PRO

Aa

WORK SANS

Plantin MT Pro

HEADER / ACCENT COPY

Light

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
01 02 03 04 05 06 07 08 09
!@#\$%^&*()_+:"' | <>?;'\,./

LARGE HEADERS

Semi-bold

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
01 02 03 04 05 06 07 08 09
!@#\$%^&*()_+:"' | <>?;'\,./

MEDIUM HEADERS & BODY COPY ACCENT

Work Sans

BODY COPY / ACCENT COPY

Light

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
01 02 03 04 05 06 07 08 09
!@#\$%^&*()_+:"'<>?;\,./

Regular

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
01 02 03 04 05 06 07 08 09
!@#\$%^&*()_+:"'<>?;\,./

Semi-bold

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
01 02 03 04 05 06 07 08 09
!@#\$%^&*()_+:"'<>?;\,./

Light Italic

*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
01 02 03 04 05 06 07 08 09
!@#\$%^&*()_+:"'<>?;\,./*

Italic

*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
01 02 03 04 05 06 07 08 09
!@#\$%^&*()_+:"'<>?;\,./*

Semi-bold Italic

***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
01 02 03 04 05 06 07 08 09
!@#\$%^&*()_+:"'<>?;\,./***

Plantin MT Pro Light

Example

Work Sans Semi-bold; kerning: 25

ACCENT TAG

Plantin MT Pro Semi-bold

Secondary Header

Work Sans Regular

Body copy sample: Ommos arum errum que voluptae nonse adite eaquatius.
Xerum sin eum incia voluptas aligend esequatur, qui dolorempore, omnis
dolori con nulparu ptatiis dolupta tibustissum nonsecusam net occus et fuga.

Plantin MT Pro Light

Accent 1: “Rum quodi necum re venihit rerror sanducit, none consequassit adio
excearita vellecum num solorep erchili tatur, illit liat ratisit alitibus reratur.”

Antiatin et eum, vit explaborum et adipsa abo. Nat volorro volumenia doloria
qui cum reius doluptati bea nestrum lat. Quatibust, utemperrum quisqui
blacea nis doluptat.

Work Sans Semi-bold

Accent two

