



BRIO

BRENTWOOD

BRAND GUIDELINES

RIO  CAN
LIVING

 boardwalk
Lifestyle

WHAT'S IN A BRAND?

EVERYTHING

This brand book is more than just a collection of statements. It's the heart and soul of Brio. The intangible side of the bricks, mortar, and glass that will come together to create a new community. It shapes the way we think about, speak about, and visually represent the Brio brand.

Because a unit is something people buy, but the brand is what they buy into.

It's the reason they choose our bricks, mortar, and glass. The idea that sparks an emotional connection. The reassurance that they made the right choice. With this justification, they don't just buy into the Brio brand, they live into it, too.

When we go forward with a strong, clear, and unified message across all consumer touchpoints, we strengthen and reinforce the Brio brand. We make it believable, trustworthy, and aspirational. Then, and only then, can we create desire, excitement, and anticipation.

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BRAND LANGUAGE

Something special is coming to Brentwood.

The neighbourhood that welcomes all with open arms is opening them even wider to make space for a new and exciting rental experience that will attract the young and the young-at-heart in search of premium living and a place they can call “home” now and for years to come.

Brio is coming to Brentwood.

BRIO

Focusing on the residents of Brentwood, Brio is a way of describing a quality that is active or spirited, or alive and vigorous. We'll also perfectly complement our dynamic interior design, with its bright colours and sense of vibrant energy.

BRAND PERSONALITY

Drawing on the spirit and energy that inspired our name, our goal is to create a sense of excitement for the people who engage with our brand. We will do this by presenting the Brio brand personality consistently and purposefully throughout all our communications.

BRIO IS

FRIENDLY

We are happy, real, and open.
We are the one everyone wants to be around.

ENERGETIC

We are curious, positive, and eclectic.
We attract the same.

WELCOMING

We are warm, neighbourly, and decent.
We think you belong.

RELIABLE

We are trustworthy, solid, and confident.
We will never let you down.

BRAND VOICE

What we say is just as important as how we say it. When we speak to our audience, we must do so in a way that truly reflects the Brio brand personality. By using a consistent voice, tone, and manner across all touchpoints in our communications, we make the Brio brand believable, engaging, and inspirational.

WHEN WE SPEAK, OUR VOICE IS

GENUINE

Our language is friendly, straightforward, and down-to-earth.
We are always inclusive.

ENGAGING

Our words are inspiring, upbeat, and playful.
We want to excite and motivate.

POSITIVE

Our tone is encouraging, bold, and optimistic.
We reflect our energetic audience.

CONFIDENT

Our manner is believable, honest, and open.
We will inspire trust in our brand.

TONE OF VOICE

Please use the following paragraph as inspiration when writing for our consumer audience. This is how we can bring our brand personality and brand voice to life.

Something special is coming to Brentwood. Brio is a new and exciting rental experience that invites the young and the young-at-heart to enjoy premium living and the strong sense of community that Brentwood is known for. Located at the gateway to the city, Brentwood is surrounded by green space, major parks, and is well connected to transit. It is one of the best places to live in Calgary and is consistently ranked in the top five neighbourhoods year after year.

Brio residents will enjoy condo-style amenities in this professionally managed rental property. Fitness facilities, a community room with kitchen, lobby wifi bar, terraces with barbeques, and a 24-hour concierge make Brio a welcoming place for residents to live for many years to come.

VISUAL IDENTITY

PRIMARY LOGO

Our logo is the most important and most visible element of the brand identity. It represents a mark of style and quality everywhere it appears. It adds a bold statement to communications and should be used to represent the lifestyle that Brio—the building—represents.

The primary logo consists of a metallic gradient, comprising the gold on the 'B' monogram. It should be applied wherever four-colour printing is possible.



BRIO
BRENTWOOD

PRIMARY LOGO VARIANTS

Our logo is also available in three additional colour variants: white (knocked out), black, and grey. The gold version should always be the first choice, with the others used only where legibility and contrast become a concern.

This logo variant should be used in cases to introduce the brand or for brand awareness. For example, print, out-of-home, on-site signage, or hoarding.

VERTICAL LOGO VARIANTS



HORIZONTAL LOGO & VARIANTS



THE 'B' MONOGRAM

In addition to our logo, the 'B' monogram can be used as a secondary icon. It's not meant to be a substitute for the logo, but as a complement or accent. Please see the Brand Application Section for 'B' monogram usage.



SECONDARY LOGO

As a variant to the primary logo, the secondary logo is a leaner version that would be used mainly for brand communication. It still has the same bold statement as the primary logo, but without the additional elements that are not necessary for brand communication.

The image shows the word "BRIO" in a large, bold, black, sans-serif typeface. The letters are thick and have a clean, modern feel. The "B" and "R" have a slightly rounded but firm structure, while the "I" and "O" are simple and vertical. The overall impression is one of strength and clarity.

SECONDARY LOGO VARIANTS

Our secondary logo is available in two colour variants: white (knocked out), and black. The black version should always be the first choice, with the white used only where legibility and contrast become a concern.

LOGO VARIANTS

The word "BRIO" in a bold, black, sans-serif font, centered on a white background.The word "BRIO" in a bold, white, sans-serif font, centered on a black background.

This logo variant should be used for communication where brand awareness is not the primary purpose. For example, interior design or text overlay on organic social posts.

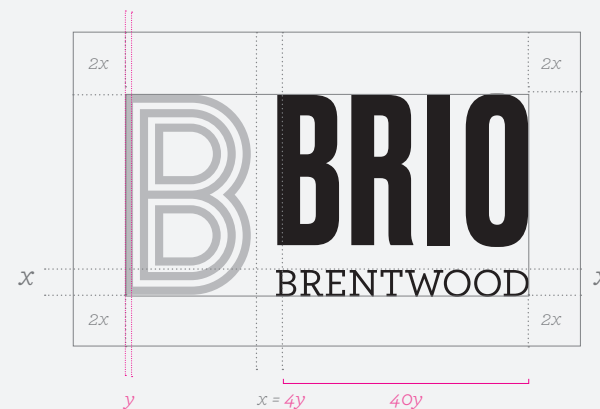
CLEAR SPACE & MINIMUM SIZE

This illustration describes the clear space that must always surround the Brio logo. As a rule of thumb, the space above and below the logo can be measured as the approximate height and width of '2x' where 'x' is the cap height of the wordmark Brentwood.

The relationship between the 'B' monogram and the Brio wordmark is measured by the thickness of one stroke of the 'B' monogram. This is referred to as 'y' in the diagram below.

The minimum size of the horizontal version of the logo is 1" and the vertical logo is 0.5".

CLEAR SPACE



MINIMUM SIZE



LOGO : BEST PRACTICES

The integrity of our logo lockup must be respected at all times and should not be modified. Do not redraw, distort, disrupt, or alter it in any way. Illustrated here are some examples of logo misuse.



Do not squish or change proportions



Do not rotate



Do not change the colour



Do not change the orientation



Do not stretch the proportions



Do not change the font of 'B'



Do not change the font of the wordmark



Do not overlay the wordmark and monogram

PARTNERS PRIMARY LOGO VARIANTS

When partner logos are required to be present in communications, they must be displayed in a secondary manner. The illustration here is an example of the ideal relationship to the Brio logo. Both partner logos are placed underneath with a thin keyline separating the two secondary logos.



PARTNERS SECONDARY LOGO VARIANTS

When partner logos are required to be present in communications, they must be displayed in a secondary manner. The illustration here is an example of the ideal relationship to the Brio logo. Both partner logos are placed underneath with a thin keyline separating the two secondary logos.



PRIMARY TYPEFACE

Druk Medium is the primary typeface of Brio. It should be used for headlines and will always be used in all caps.

DRUK MEDIUM

DRUK IS UNCOMPROMISINGLY BOLD.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,./?

SECONDARY TYPEFACE

Archer is our secondary typeface. This slab serif comes in multiple weights. It should be used for captions and body copy for the Brio brand.

Sweet but not saccharine,
earnest but not grave, Archer
is designed to hit just the
right notes of forthrightness,
credibility, and charm.

ARCHER

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890,./?

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890,./?

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890,./?

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890,./?

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890,./?

COLOUR PALETTE

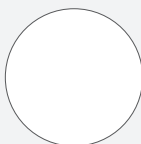
Our colour palette is an extremely important part of our brand identity. It is neutral but fashion forward and has a premium feeling to it. The primary colours should always be considered prior to using the secondary colours.

PRIMARY



BLACK

PANTONE BLACK 6C
CMYK 100 79 44 93
RGB 16 24 32
HEX/HTML 101820



WHITE

CMYK 0 0 0 0
RGB 255 255 255
HEX/HTML FFFFFFFF



GOLD PROCESS

PANTONE 7506 C
CMYK 0 7 25 1
RGB 239 219 178
HEX/HTML EFDDB2



GOLD GRADIENT

CMYK 0 7 25 1
CMYK 0 0 0 0
RGB 239 219 178
RGB 255 255 255



GOLD

Foil

SECONDARY



DARK GREY

PANTONE
COOL GREY 9C
CMYK 30 22 17 57
RGB 117 120 123
HEX/HTML 75787B



MEDIUM GREY

PANTONE
COOL GREY 4C
CMYK 12 8 9 23
RGB 187 188 188
HEX/HTML BBBCBC

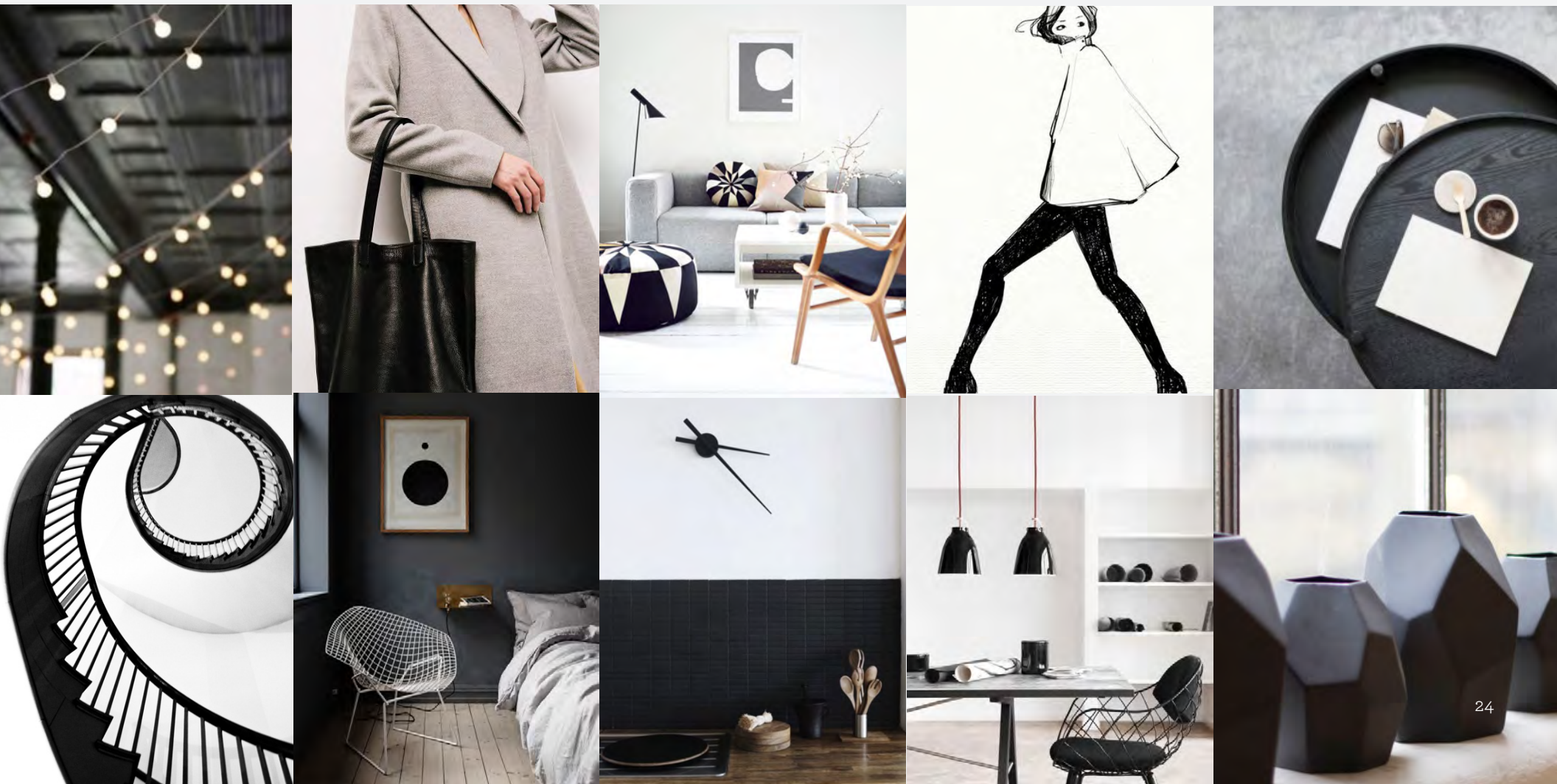
TEXTURES & BACKGROUNDS

In addition to our brand colours, textures and backgrounds can be used to add warmth and humanity to the brand. These should feel reminiscent of the colour palette—images should be treated to feel as such.



PHOTOGRAPHY & SPACE

All photography created or purchased for Brio should align with our brand guidelines. The collection of images below are an illustration of the required tone, feel, and lighting. The images are clean, contemporary, and minimalist. Colours of props and items should be shifted/selected to match our palette.



BRAND APPLICATION

STATIONERY

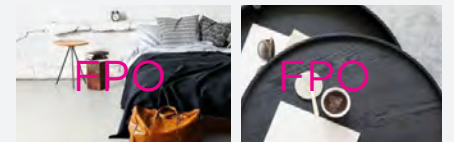
As tangible pieces of our brand identity, any collateral or stationery created should feel premium. Paper weights and materials should be considerable. Gold foil can also be applied to logos and icons as an accent. Textures and backgrounds can also be utilized.



PRINT AD

Print ads and communications should feel premium and clean, allowing for larger portions of negative space around the copy. They should feature an image of the exterior render of the building as the feature image and other interiors or lifestyle images where space allows. Type should be set cleanly, with both legibility and aesthetic in mind.

The Brio logo should be clearly displayed with the RioCan Living logo and Boardwalk Lifestyle logo as secondary.



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SAY HELLO TO BRIO

Say hello to Brentwood.

Something special is coming to Brentwood. It's a new and exciting rental experience made for the young, the young and the young-at-heart in search of premium living and a place they can call 'home' now and for years to come.

www.url.com

WEBSITE

As a major communication hub, our website should also feel like an extension of the brand guidelines. It should be clean, simple, and easy to navigate. Images and typography should be consistent with printed materials and collateral.

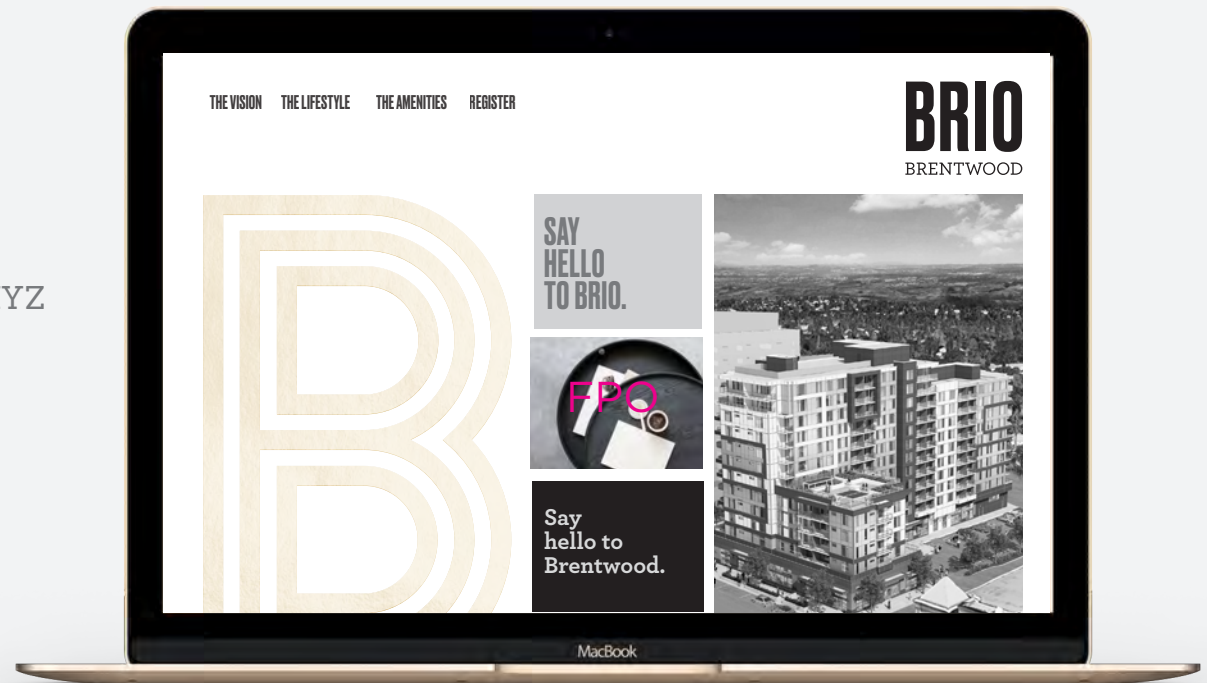
When using fonts for the website, the following Google websafe typefaces should be used:

Anton for headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sanchez for body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz



ON-SITE SIGNAGE

Any on-site visuals or out-of-home applications should continue our visual aesthetic. Building and lifestyle images should be applied in a clean and structured manner. The Brio logo should take precedent, with the RioCan Living and Boardwalk Lifestyle logos working as a secondary element.

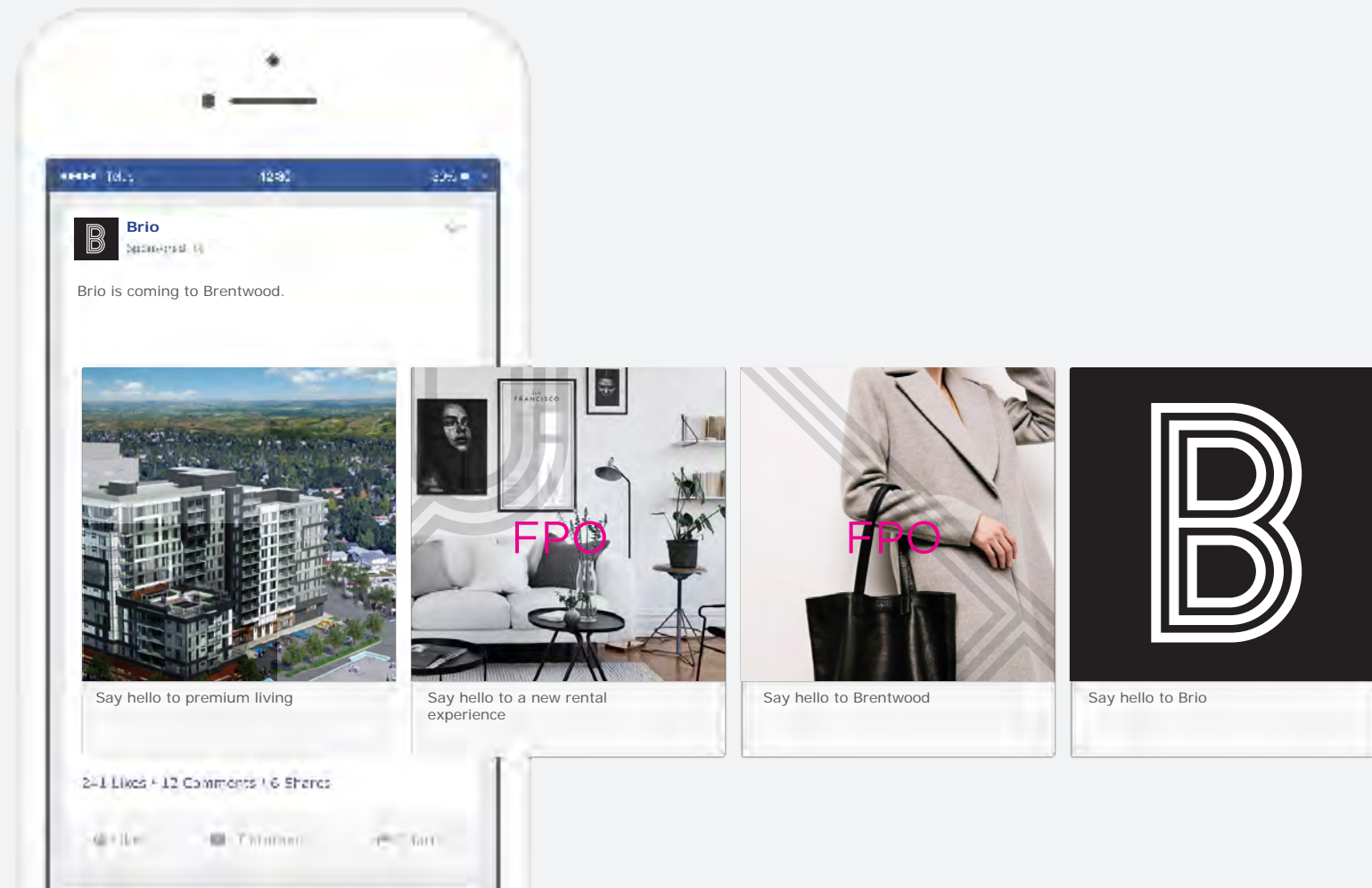


ON-SITE SIGNAGE



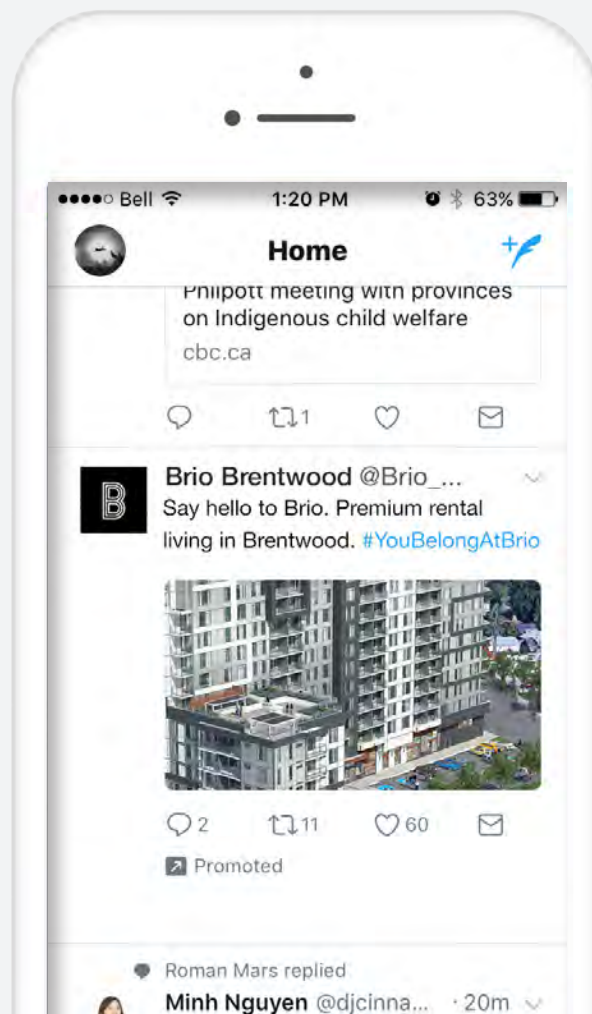
FACEBOOK CAROUSEL AD

When building social posts, the Brio logo should always stand out and the photography used should be in line with the brand.



PROMOTED TWEET

When building social posts, the Brio logo should always stand out and the photography used should align with Brio photography look & feel.





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