



NORTHWOOD
— SQUARE

Visual Identity Cascade

August 2018

Section 01

Masterbrand Logo



Logo Specifics

The logo comprises of the wordmark “ NORTHWOOD SQUARE ” and graphic logo.

Section 02

Logo Application & Standards



Colored Graphic Logo



Colored Wordmark



Single Color White Wordmark

Key Design Elements

The design elements above are used alone or in combination to represent the Northwood brand in all communications.

Section 02

Logo Application & Standards

Application on a background

Logo A

Background Black Version



Logo B

Background Colored Version



Logo C

Background Grey Version



Logo D

Background White Version



Section 02

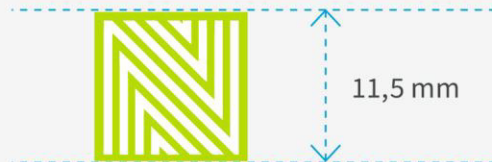
Logo Application & Standards

Minimum Logo Sizes

Full Logo



Graphic Logo



Wordmark



Section 03

Typography

Primary Font

ABCDEF
GHIJKLMNO
PQRSTUV
WXYZ

1 2 3 4 5 6 7 8 9 0

JOSEPHIN SANS.BOLD

JOSEPHIN SANS.REGULAR

JOSEPHIN SANS.LIGHT

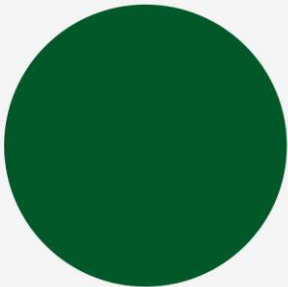
Section 04

Color Scheme

Primary Color

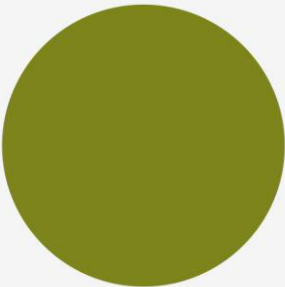


Green



CODE#
015929

Nature Green



CODE#
7c841b

Custard Yellow



CODE#
b6db02

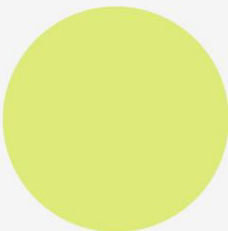
Secondary Color



CODE#
171f07



CODE#
e3e7c4



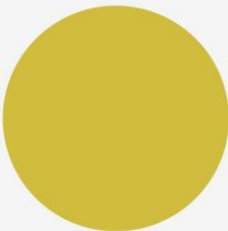
CODE#
deea7a



CODE#
272c2f



CODE#
e3e7e8



CODE#
d0bd3d

Section 05

Signages Application



Mini Pylon

Section 05 Signages Application



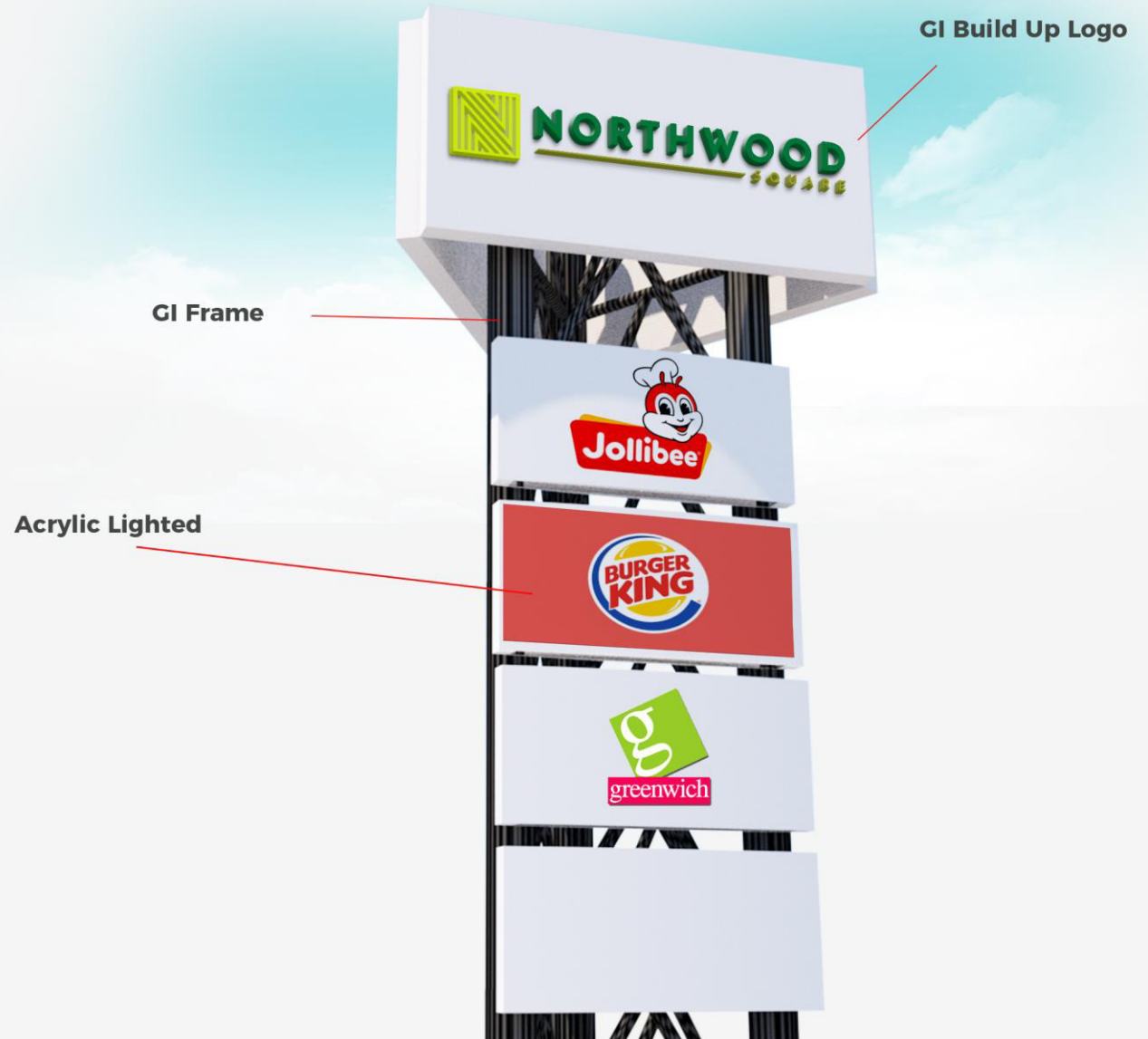
Outdoor Signage 

Section 05

Signages Application



Section 05 Signages Application



Pylon Signage 2
