

WYATT

BRAND GUIDELINES

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BRAND POSITIONING

SECTION I.0

- 1.1 — Brand DNA
- 1.2 — Brand Personality
- 1.3 — Brand Messaging
- 1.4 — Brand Positioning Statement

ESCAPE

At our core, we are:

- A home with views of pines, not parking lots
- Tucked away from the loud density of the metro area
- A retreat from the hustle and intensity of work life

CURATION

At our core, we are:

- Hand-picked, selective aesthetic
- A place that embraces its own quirks and authenticity
- We don’t settle for basic and beige, we add our own twist

URBAN
ELEVATION

At our core, we are:

- The same level of interesting sophistication you’d find in city living spaces
- Well-connected to everything Arlington has to offer
- A sense of in-the-know, metropolitan style
- The beginning of a new urban oasis, located right across from the upcoming Innovation Station

AIRY

- We want to look, sound, and act like:
- Nestled in greenspace
 - Light, minimal, and sleek
 - Spacious with open space and fresh air
 - We feel freshly innovative, tech-savvy, and on the edge of something new and uplifting

FUNKY

- We want to look, sound, and act like:
- Artful, eclectic, quirky, and lively
 - An engaging sense of wit
 - A cultured and curiosity-driven edge that keeps us intriguing and layered
 - We don’t take ourselves too seriously

TEXTURAL

- We want to look, sound, and act like:
- Elevated and organic with natural grit and grain
 - Our design plays with the raw, unfinished textures of our interiors
 - A clean urban industrial design feel

Urban sophistication with
room to breathe.

Nestled in nature.

Close. Comfortable. Connected.

Find your place in the pines.

Keep your getaway close.

BRAND POSITIONING

1.3 — Brand Messaging

When writing copy for Wyatt, use key phrases similar to the examples provided.

To forward-thinking renters who want the ease of metropolitan-style living and more room to breathe, our Rock Hill community offers urban sophistication, tastefully nestled in nature, with perfect proximity to all the comforts of the city.

BRAND POSITIONING

1.4 — Brand Positioning Statement

Your Brand Positioning Statement is a crucial piece of internal messaging that clearly articulates your target market, product service offering, competitive framework, and unique point of difference. It is the yardstick that all brand and marketing efforts should align with.

LOGO

SECTION 2.0

- 2.1 — Primary Logo
- 2.2 — Secondary Mark
- 2.3 — Clear Space
- 2.4 — Black and White
- 2.5 — Logo DON'Ts

PRIMARY LOGO

WYATT

LOGO

2.1 — Primary Logo

This is Wyatt's main logo. It should be used as often as possible. The logo should never be modified or recreated.

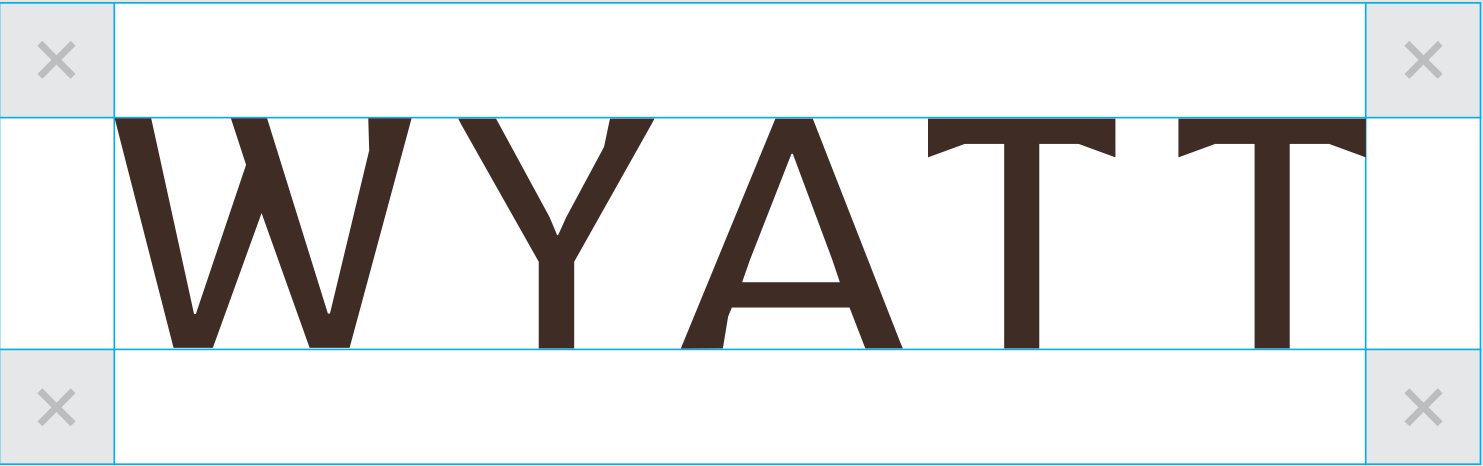
SECONDARY MARK



LOGO
2.1 — Secondary Mark

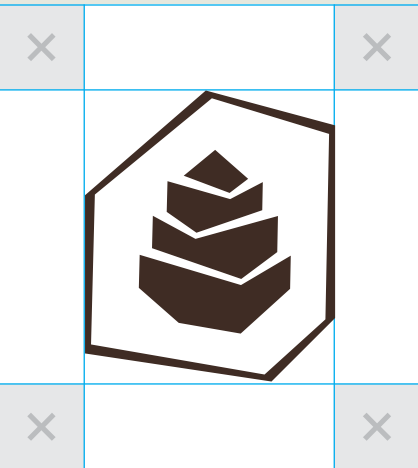
This is Wyatt's secondary mark. It should be used when the primary logo has already been implemented or when there is not enough space to use the primary logo. The logo should never be modified or recreated.

PRIMARY LOGO



x = 1/2 height of T

SECONDARY MARK



LOGO
2.2 — Clear Space

Using ample clear space ensures Wyatt's logo is not placed too close to other elements in a designed piece.



LOGO

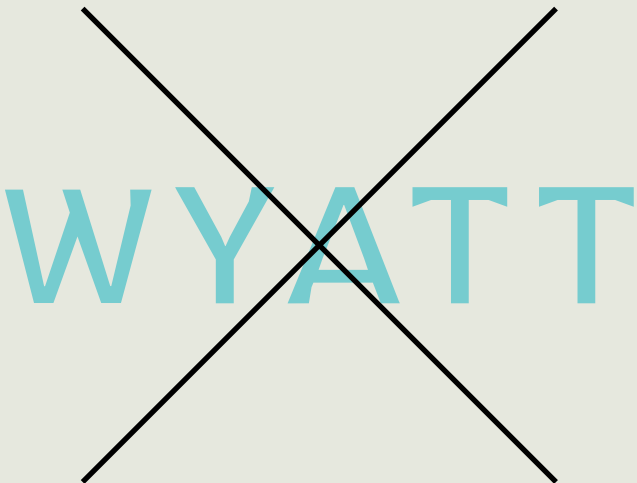
2.3 — Black and White

Black and white versions of the logo should be used when color printing is not an option. The white version of the logo can also be used on dark backgrounds where the color logo may not be sufficiently legible.

DO NOT STRETCH LOGO



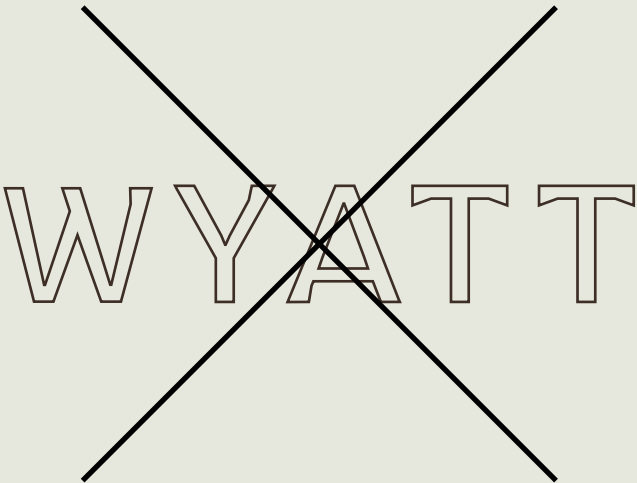
DO NOT SET LOGO IN UNAPPROVED COLORS



DO NOT PLACE LOGO ON LOW-CONTRAST IMAGES



DO NOT OUTLINE LOGO



LOGO
2.4 — Logo DONT's

Stick to the guidelines to maintain visual consistency within Wyatt's brand. Do not alter the logo in any way.

TYPOGRAPHY

SECTION 3.0

3.1 — Typefaces

3.2 — Hierarchy

BECKETT REGULAR & DEMI

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

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

TIEMPOS TEXT 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

This is an example of typographic hierarchy in Wyatt's brand. This is not the only way to set type but a guideline to be referenced. Using an efficient type hierarchy ensures that information is broken up in a comprehensible way.

HEADLINE
Beckett
Regular
Uppercase

FIND YOUR PLACE
IN THE PINES.

SUBHEAD
Tiempos Text
Regular

Lorem ipsum dolor

BODY
Beckett
Regular

Nullam in ligula sollicitudin, porttitor dui in, efficitur magna. Sed ornare sit amet libero eget porta. Suspendisse non molestie neque. In posuere imperdiet augue, ac tincidunt quam ornare non. Phasellus at lorem odio. Nunc est erat, gravida id blandit id, commodo sit amet justo unc est erat, id home modern.

LARGE BODY
Tiempos Text
Regular

Nullam in ligula stylishly modern
interior di in, efficitur eget lorem is
designed ornate destro to libero.

CAPTION
Beckett
Demi
Uppercase

LIVEWYATT.COM

COLOR

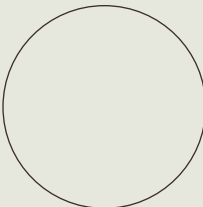
SECTION 4.0

- 4.1 — Brand Color Palette
- 4.2 — Color Distribution

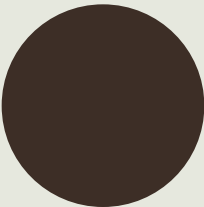
BRAND COLORS



SLATE
CMYK 39 / 20 / 25 / 0
RGB 161 / 179 / 181
PMS 2177 C / 2177 U
HEX #A1B3B5



NATURAL WHITE
CMYK 7 / 3 / 9 / 0
RGB 235 / 237 / 230
PMS Cool Gray 1 C / Cool Gray 1 U
HEX #E5E8DE



LUMBER
CMYK 54 / 67 / 71 / 64
RGB 61 / 45 / 37
PMS 4104 C / 4104 U
HEX #3D2D25



MOSS
CMYK 55 / 39 / 81 / 20
RGB 112 / 117 / 74
PMS 5773 C / 5757 U
HEX #70754A



EMBER
CMYK 0 / 71 / 87 / 0
RGB 232 / 119 / 63
PMS 2024 C / 1585 U
HEX #E8773F

COLOR
4.1 — Brand Color Palette

The colors of Wyatt's brand color palette have been carefully selected to convey and identify the brand.



COLOR

4.2 — Color Distribution

Wyatt's brand color palette have been carefully selected to convey and identify the brand. This guide shows an appropriate Color Distribution with the amount each color should be used in all branded material.

BRAND ELEMENTS

SECTION 5.0

- 5.1 — Duotone Photographic Cutouts
- 5.2 — Patterns
- 5.3 — Containing shape

EXAMPLES

BRAND ELEMENTS

5.1 — Duotone Photographic Cutouts

Core to Wyatt's brand is a set of duotone photographic cutouts that speak to the natural textures of the surrounding landscape. They should be used to add visual interest and further establish the brand's presence in a given context.

To give these elements center stage, only use in instances where there is minimal copy or when copy will be large enough to layer around the cutouts. Additionally, cutouts may be layered on colored backgrounds with the exception of Lumber and Ember. Allowing for these moments to be infrequent will make them feel more special and have a greater impact on the viewer.

Note: Do not use this pattern in the same layout as the duotone cutouts and do not use renderings when masking photos.



BRAND ELEMENTS

5.2 — Patterns

An additional component of Wyatt's brand is a nature-inspired pattern that speaks to the natural forms found in the surrounding landscape. This element should be used sparingly and is meant to add visual interest and further establish the brand's presence in a given context. When deciding where to apply a pattern, consider where it would have the most impact on the viewer.

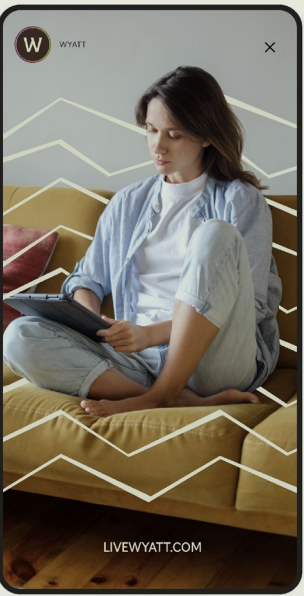
The pattern may be used as a standalone element or it can be used as a layering component over an image in which the main subject is not imepeded by the lines (see examples).

Note: Do not use this pattern in the same layout as the duotone cutouts.

PATTERN



EXAMPLES



EXAMPLES



BRAND ELEMENTS
5.3 — Containing Shape

In some cases, a containing shape identical to the shape of the secondary mark may be used to create more graphic brand moments by framing images in a way that creates a greater sense of dynamism. This design element should be used to highlight the hero image in a given spread where there is minimal copy.

PHOTOGRAPHY

SECTION 6.0

6.1 — Lifestyle Photography

PHOTOGRAPHY
6.1 — Lifestyle Photography

The lifestyle photography of Wyatt's brand has a distinct relaxed-style that speaks to the quiet, airy nature of life outside the city. Use this style direction when choosing and shooting photography. Shots should feature candid moments with people and families enjoying nature to create a sense of peace and playfulness for any potential renter.

Images of the interiors should be shot close up with plenty of natural light to capture the textural details of the interior spaces. Images of exterior spaces should feel wide and playful and showcase the beautiful landscapes of the area.

These principles should apply for both choosing and shooting photography.



BRAND EXAMPLES

SECTION 7.0

7.1 — Brand Examples





WYATT



Keep your
getaway close.



For those who
want the ease of
metropolitan-style
living and more
room to breathe.

LIVEWYATT.COM



LOUDOUN CO.
V ——— A



TASTEFULLY YOURS.

Urban sophistication
with room to breathe.

LOUDOUN CO.
V ————— A

WYATT

UNIT A2

2 Bed / 3 Bath / 900 Sq. Ft.

The floor plan for Unit A2 is a rectangular layout. At the top left is Bedroom 1 (16'0" x 11'8") with an adjacent Walk-In Closet. Below it is Bedroom 2 (11'0" x 11'9") with its own Walk-In Closet. To the right of the bedrooms is a large Living area (16'0" x 19'2") that opens up to a Balcony. The Kitchen is located at the bottom right, featuring a Pantry and Wine storage. There are three bathrooms: one at the top right, one in the center, and one at the bottom left. Other features include a Powder room, a Mud Room, and a central hallway with a closet (D) and a linen closet (W).

123 MAIN ST. ARLINGTON, VA 12345

LIVEWYATT.COM





SUBHEAD
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation nisllex ea commodo consequat.





WYATT

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