

BRAND STYLE GUIDE



— THE —
VILLAGE[™]
CASTLE PINES

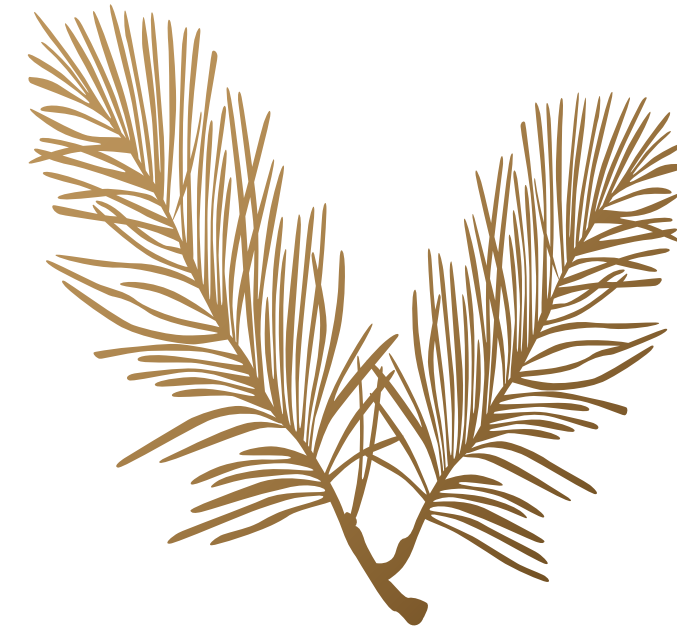
THE BRAND AND THE LOGO

THE VILLAGE AT CASTLE PINES IS A ONE-OF-A-KIND COMMUNITY THAT'S MADE UP OF PARKS AND POOLS, TWO WORLD-CLASS GOLF COURSES, MILES OF TRAILS, BEAUTIFUL SCENERY AND BEAUTIFUL HOMES. WHILE WE SHARE THE WORDS "CASTLE PINES" WITH OTHER COMMUNITIES, ONLY THE VILLAGE IS THE VILLAGE.

Our name and our logo help to clarify who we are and help differentiate us from other communities in the area and across Colorado. Which is why it's so important we protect both.

This guide has been developed to provide everyone who has the permission to use our brand and our logo with some guidelines, protocols and specifications.

ICON



LOGO TYPE

— THE —
VILLAGE[™]
CASTLE PINES

UNIQUE. SOPHISTICATED. DISTINCTIVE.

The word “Village” is a custom typeface. The words “the” and “Castle Pines” are typeset with Mirador Book. The logo has been customized with a unique letter L in the middle making it a distinctive, ownable mark. It’s imperative that our logo only be used in a way that upholds our aesthetic standards.

MINIMUM SIZE

The logo should never be displayed smaller than 1".

Exceptions may be made to the minimum size for the creation of branded merchandise, with prior approval. (Such as small sized items like golf balls or pens.)

CLEAR SPACE

To ensure legibility, always keep a minimum clear space around the logo. This helps isolate our logo mark from competing graphic elements like other logos or body copy that might conflict with, overcrowd and lessen the impact of the mark.

The minimum clear space should be maintained as the logo is proportionately resized.



COLOR USAGE

Color is an integral part of our logo. Whenever possible, it should be displayed in four color. However, it is also acceptable for it to be displayed one color – in solid gold, solid black or reversed in white.



OUR PRIMARY LOGO:
FOUR COLOR

Color A: C26 M40 Y73 K3 R188 G148 B92 #BD965C	Color B: C44 M65 Y100 K46 R97 G65 B24 #614118
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ONE COLOR:
SOLID GOLD

Pantone 465
C26 M40 Y73 K3
R188 G148 B92
#BD965C



ONE COLOR:
BLACK



REVERSED IN WHITE
(FEATURED ON VILLAGE UMBER COLOR)

Pantone 1685
C30 M81 Y95 K32
R134 G58 B32
#863A20

UNACCEPTABLE USAGE

To maintain the integrity of our brand, we have designed these rules and guidelines around its usage. Our logo must never be compromised by distorting or skewing it in any way.



Incorrect colors



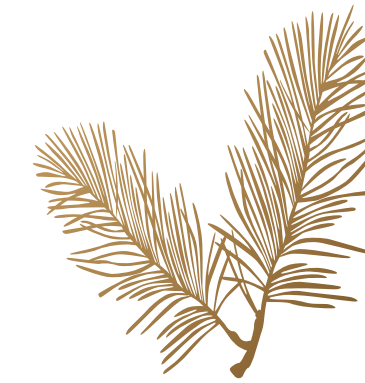
Incorrect orientation



Incomplete logotype



Incorrect logotype



Incorrect orientation



Incorrect orientation

WRITTEN GUIDELINES

Our name is The Village at Castle Pines.

In print, at the start of a sentence it is written as,
The Village at Castle Pines

In print, in the middle of a sentence, we do not
capitalize the “T” in the word “the”. It is written as:
the Village at Castle Pines.

In the logo, our name is The Village Castle Pines
(the at is assumed).

VERBAL GUIDELINES

**YOU MAY REFER TO US AS “THE VILLAGE
CASTLE PINES”, OR THE “VILLAGE AT
CASTLE PINES”. OR MORE COLLOQUIALLY,
SIMPLY AS THE “VILLAGE”, SINCE THE WORD
VILLAGE IS WHAT DIFFERENTIATES US FROM
SURROUNDING COMMUNITIES.**

LOGO LICENSING

Our logo may not be used without our express written consent. No less frequently than once each calendar month, Licensee will provide to the Association legible copies of all public marketing materials in which the Logo has been used by Licensee. Licensee may change the size of the logo, but under no circumstances change the logo colors or the proportions of height and width. (See the Logo Rules and Regulations page.) **The logo may ONLY be used in conjunction with the sale of homes in the Village.**

THE HOMES ASSOCIATION PROCESS

If you would like permission to use our logo, you must contact Mark Larson at The Homes Association. Once a Logo License Agreement has been signed, The Homes Association will provide you with all the necessary art.

CONTACT

Mark Larson at 303-814-1345 or at mark@thevillagecastlepines.com



LOGO USAGE WITHIN THE VILLAGE.

We have designed logos for the Village sports clubs. For the most versatility, the logos should be used in one color. They may be printed in black, white, gold, or umber.

If you would like a logo for your team, group or club, contact Mark Larson at 303-814-1345 or at mark@thevillagecastlepines.com





— THE —

VILLAGE™

CASTLE PINES