

# CW Estates Brand Book

created by: orth multimedia



## CW Estates

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# CW Estates



# About

Century Wharf is one of Cardiff's premier apartment complexes built on the east bank of the River Taff, south of the City Centre. This 10 acre residential development boasts over 900 apartments, set in beautiful landscaped gardens, providing Residents with a tranquil environment and a sense of space in the heart of Cardiff Bay.



# Logo

A grid is used to organize relations between all elements of the logo. It serves us an armature or framework on which we can organize graphic elements in a rational manner.



The font used in logo is called Nobile.

Its thickness gives an impression of strong company and solid foundations on which people can build their trust. On the other hand, soft shape of the font memorizes the beauty of estates surroundings.

## Nobile Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890-!=!@#\$%^&\*()\_+**

# Colour Palette

## Colours

Colours used in the logo are described by its values for both: print (CMYK and PANTONE) and electronical use (RGB and HEX).

### Warning!

It's just a preview. Colours used in this document can be different than in the actual logo.

RGB: 7:35:55  
CMYK: 95:80:45:60

Pantone: 296 C  
HEX: #072337



RGB: 197:198:200  
CMYK: 0:0:0:30

Pantone: 30% Black  
HEX: #C5C6C8



RGB: 52:116:181  
CMYK: 80:50:0:0

Pantone: 3005 C  
HEX: #3474B5



RGB: 111:112:114  
CMYK: 0:0:0:70

Pantone: 70% Black  
HEX: #6F7072



# CW Estates

# Colour Palette

## Colours - Negative

Colours used in the logo are described by its values for both: print (CMYK and PANTONE) and electronical use (RGB and HEX).

### Warning!

It's just a preview. Colours used in this document can be different than in the actual logo.

RGB:	135:136:138	Pantone:	60% Black
CMYK:	0:0:0:60	HEX:	#87888A



RGB:	197:198:200	Pantone:	30% Black
CMYK:	0:0:0:30	HEX:	#C5C6C8



RGB:	94:154:206	Pantone:	2925 C
CMYK:	65:30:0:0	HEX:	#5E9ACE



RGB:	52:116:181	Pantone:	3005 C
CMYK:	80:50:0:0	HEX:	#3474B5



RGB:	255:255:255	Pantone:	White
CMYK:	0:0:0:0	HEX:	#FFFFFF



# Colour Palette

## Grayscale

Colours used in the logo are described by its values for both: print (CMYK and PANTONE) and electronical use (RGB and HEX).

### Warning!

It's just a preview. Colours used in this document can be different than in the actual logo.

RGB: 46:45:48  
CMYK: 0:0:0:95

Pantone: 95% Black  
HEX: #2E2D30



RGB: 197:198:200  
CMYK: 0:0:0:30

Pantone: 30% Black  
HEX: #C5C6C8



RGB: 111:112:114  
CMYK: 0:0:0:70

Pantone: 70% Black  
HEX: #6F7072



# CW Estates

# Colour Palette

## Grayscale - Negative

Colours used in the logo are described by its values for both: print (CMYK and PANTONE) and electronical use (RGB and HEX).

### Warning!

It's just a preview. Colours used in this document can be different than in the actual logo.

RGB: 135:136:138  
CMYK: 0:0:0:60

Pantone: 60% Black  
HEX: #87888A



RGB: 197:198:200  
CMYK: 0:0:0:30

Pantone: 30% Black  
HEX: #C5C6C8



RGB: 255:255:255  
CMYK: 0:0:0:0

Pantone: White  
HEX: #FFFFFF



# Colour Palette

## Achromatic

Colours used in the logo are described by its values for both: print (CMYK and PANTONE) and electronical use (RGB and HEX).

### Warning!

It's just a preview. Colours used in this document can be different than in the actual logo.

RGB: 0:0:0  
CMYK: 0:0:0:100

Pantone: Black  
HEX: #000000



# CW Estates

# Colour Palette

## Achromatic - Negative

Colours used in the logo are described by its values for both: print (CMYK and PANTONE) and electronical use (RGB and HEX).

### Warning!

It's just a preview. Colours used in this document can be different than in the actual logo.

RGB: 255:255:255

Pantone: White

CMYK: 0:0:0:0

HEX: #FFFFFF



# CW Estates



# Colour Palette

## Backgrounds

The logo looks best on a light plain background. When there is a colourful background it is recommended to use an additional background just for the logo.



In case you can't use an additional background and the original background is too intense it is recommended to use an achromatic version of the logo.



# Protection

## Protection Box

Protection box is defined by the red lines. This area should be free from any other text fields or images.

To define the protection box, a basic unit has to be used. In this case, the basic unit is made from a shape of a letter "E" from a word "Estates" that exist in the logo.



# Protection

## Basic Field

The basic field defines a distance from the edge of a surface, where the logo is placed. The distance must be kept to preserve a proper visual identity and autonomous value of the sign.

In this particular project, the basic field and the protection box are the same.



# Protection

## Scaling

While scaling it is required to keep the aspect ratio.

The logo is unmergable and all of its elements must be included.



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# Protection

## Minimum Size

For print, the minimum size of the logo is 1 inch.  
Smaller logo could be blurred and unreadable.

1 inch



1 inch



# Usage

## Improper Usage



Aggressive background



Deformation



Colour change



Unauthorised font



Logo is too close to the edge



Other objects in the protection box area

# Usage

## Examples of Usage

