Brand Guidelines

2018 UPDATE

VENTANA™

BY BUCKNER

Inspiring happiness.

INTRODUCTION

LOGO

BRAND

BRAND EXPRESSION

Introduction

VENTANA

BY BUCKNER

A brand identity is comprised of a group of elements working together to bring a brand's promise to life and distinguish it in the minds of our customers and prospects. These elements include name, typography, colors, graphics, imagery and tone of voice.

These brand guidelines are provided to ensure consistency of the brand identity across all mediums, categories, forms of expression and experiences.

Word Mark

VENTANA™
BY 🞧 BUCKNER.

Inspiring happiness.℠

Corporate Mark

Tagline

Logo
TYPEFACE + COLOR

VENTANA
BY BUCKNER

Diner Skinny
(customized)

Trajan Pro Reg

VENTANA
BY BUCKNER

Minimal Size
(2" width)

logo color

PMS 288

85c 72m 22y 5k

65r 86g 136b

Web 415689

Logo
ALTERNATE COLOR USAGE

VENTANA
BY ⬡ BUCKNER®

1- Color White

VENTANA
BY ⬡ BUCKNER®

1- Color PMS 288

VENTANA
BY ⬡ BUCKNER®

1- Color PMS 7672

VENTANA
BY ⬡ BUCKNER®

1- Color Black

Logo
CLEAR SPACE

To ensure the integrity and maximum visual impact of our logo, a minimum clear space around it has been established and should always be maintained. This space is equal to ½ the height of the primary word mark.

VENTANA™

BY ✿ BUCKNER®

Inspiring happiness.℠

VENTANA
BY BUCKNER®

Logo shown in proper use

Do NOT change color of logo

Do NOT add drop shadow to logo

Do NOT alter size relationship

Do NOT add graphics to logo

Do NOT place logo over busy photographic backgrounds

Do NOT change the opacity on the logo

Do NOT flush left the logo

Do NOT contain the logo inside a box

Do NOT distort the logo

Do NOT outline the logo

Do NOT place logo over dark backgrounds unless reversed out

Brand
MANDATORIES + REQUIREMENTS

VENTANA
BY BUCKNER®

TYPEFACE SETTINGS

Cera Basic Regular
Recommended Size: 13 pt
Rec. Leading: 15 pt
Rec. Tracking: 20 pt

Address Lockup —— One Lincoln Park Building
8401 N. Central Expressway
Suite 725
Dallas, TX 75225

Alt. Address Lockup —— One Lincoln Park Building
8401 N. Central Expwy., Suite 725
Dallas, TX 75225

Main Local —— 214.234.1035

Website URL —— VentanabyBuckner.com

Support Logos ——

Lockup Sign Off —— Opens 2019 | VentanabyBuckner.com |

Descriptor
(when space allows) —— Life Care Meets Luxury in the Park Cities

Brand Expression

VENTANA
BY BUCKNER.

Headlines on all marketing materials utilize the Yummo Family, Cera Family, or a combination of the two. Select words, titles or phrases also use these families.

Printed material copy is set in 13 pt Futura Std Light to present a clean, readable text. Body copy should be set in black to ensure readability for Ventana's senior audience.

PowerPoint presentations should be set in the Arial Family. Word documents should be set in Arial 11 pt.

Headlines —

Yummo Thin
Yummo Light
Yummo Regular
Yummo SemiBold
Yummo Bold

Cera Basic Regular
Cera Basic Bold
Cera Basic Black

Body Copy —

Futura Std Light

Microsoft PowerPoint + Word —

Arial Light
Arial Bold

Brand Expression
COLOR PALETTE

VENTANA™
BY BUCKNER®

TEXT

100k

PRIMARY PALETTE

Buckner International Corporate Color

PMS 288

85c 72m 22y 5k

65r 86g 136b

Web 415689

Light Purple

PMS 7671c

71c 78m 1y 18k

87r 69g 137b

Web 564488

Medium Purple

PMS 7672c

76c 79m 1y 28k

70r 59g 125b

Web 453a7c

Dark Purple

PMS 669c

78c 80m 5y 36k

61r 52g 110b

Web 3c336d

SECONDARY PALETTE

Extra Light Purple

PMS 665c

71c 78m 1y 18k
25% Tint*

195r 190g 217b

Web c2bdd8

*15% / 10% / 5% Tint
  also accepted

Extra Dark Purple

PMS 5265c

95c 97m 32y 24k

47r 39g 95b

Web 2e265e

Brand Expression
VISUAL ELEMENTS + EXAMPLES

Examples of Graphic Elements used in the campaign include angles, diagonal color shapes, transparent color blocks, photos in diagonal shapes and textured backgrounds.

Diagonal White Rules (.75 pt)

Diagonally-cropped Images

Architectural Renderings
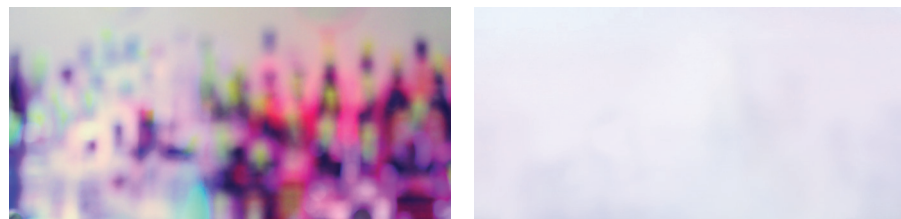
Solid Color Blocks

GIVE YOURSELF THE PRESENT OF A BRILLIANT FUTURE.

Low Opacity Color Blocks

When using any architectural rendering for Ventana, you must include the following disclaimer line on all materials:

Renderings shown for illustrative purposes only. Some details may vary.

Sample Colorful Textured Backgrounds

AVOID IMAGES DEPICTING VIEW OF DALLAS SKYLINE.