

ENHANCED

CORPORATE HOUSING

Visual Identity

OUR VISUAL IDENTITY

LOGO | COLOR | TYPOGRAPHY | PHOTOGRAPHY | DESIGN ELEMENTS

OUR LOGO

The goal of our logo is to build a visually appealing and effective way to communicate our new brand.

Our logo is classic yet modern. We want our clients to feel at home with us, wherever they may stay. A solid brand and logo serves as a strong presence in the community.

Our logo will help reinforce our brand foundation if used properly. The best way to do that is to use our logo together with our photography and design elements consistently throughout our customer touch points. The three elements work in conjunction with each other to articulate our brand message and increase recognizability within the market.

We've established rules on proper use of the logo to help you learn how to use it, along with our other elements, in a way that will allow you to easily and quickly communicate our message. Please review the rules and, regardless of your position at Enhanced Corporate Housing, follow them so that you can help be a brand champion for the new brand.

RULE 1

Always scale proportionally. Maintain the logo's ratio of width to height at all times. Never stretch the logo.

RULE 2

Do not change the layout of the logo. This is the only proper layout of the logo. Any other layout will be considered out of brand.

RULE 3

Legibility is key. Don't change the color of the logo or place it on a background that makes it difficult to read.

RULE 4

The logo should always have .25" of clear space around it. This is labeled as the "Clarity Rectangle."



Logo Specifications

"The Clarity Rectangle" is the minimum amount of clear-space that needs to be around the logo to separate it from other design elements.

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This white rectangle shows the logo perimeter.

.25"

The clarity rectangle is .25" from all four sides of the logo perimeter.

Correct Usage

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Incorrect Usage

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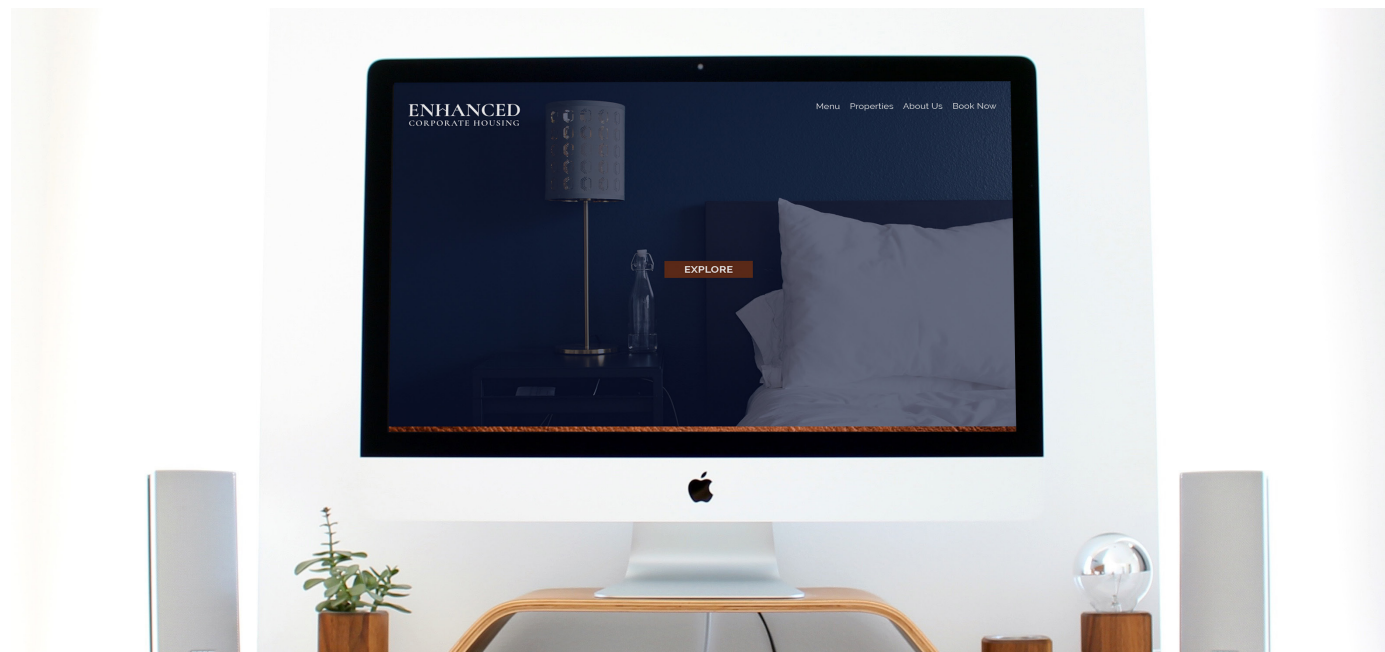


IN BRAND
 This example of a business card is in brand because it follows our logo rules and is legible.

IN BRAND
 Our logo can be used in a variety of different formats and backgrounds. The placement of these logos are in brand.

OUT OF BRAND
 You should never scale the logo disproportionately at any time.

OUT OF BRAND
 While these logos are legible, this is out of brand because there should always be at least .25" around the perimeter of the logo at all times.



IN BRAND
 This is a great example of our logo on an image. The logo is legible and takes up the negative space nicely.

OUT OF BRAND
 Placement of the logo key. This example is out of brand because it is not legible. Doing this will only cause harm to our brand recognizability.

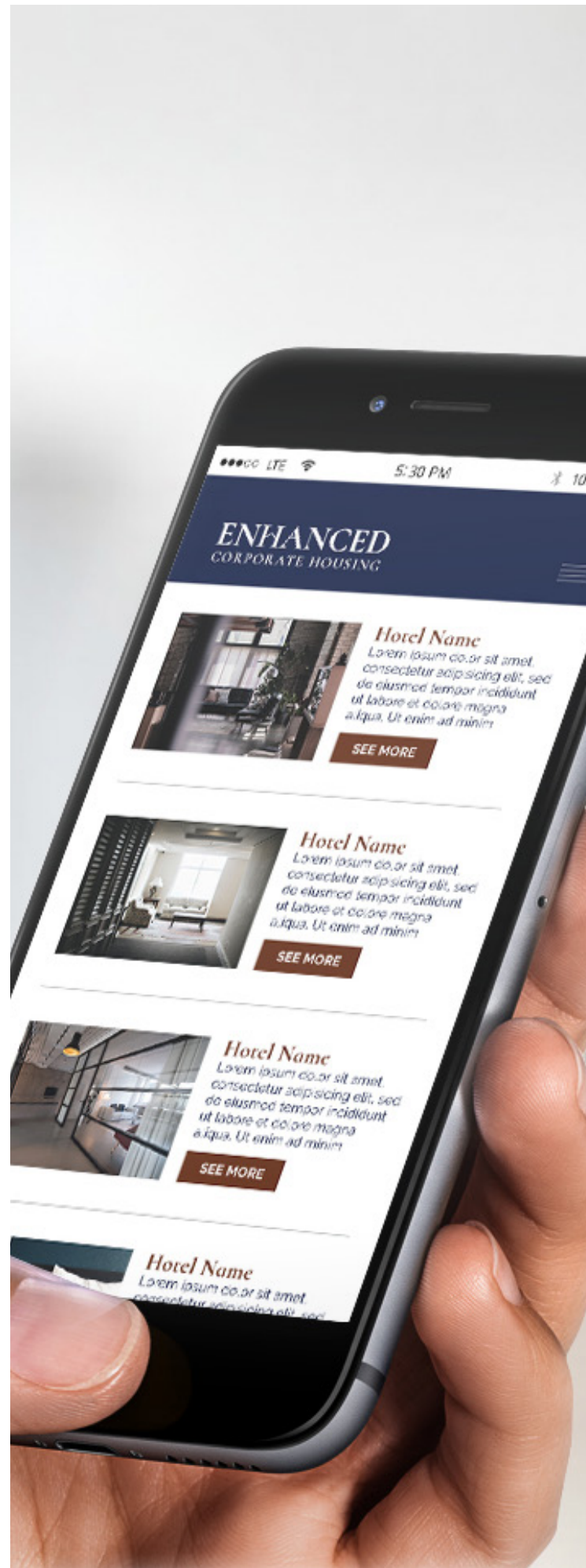
COLOR GUIDELINES

We have chosen a profound yet strong color palette to represent our brand. With these colors, we believe that we can showcase to our clients a down-to-earth and classic firm with personal customer service.

Our two core colors are Deep Blue and Medium Grey. These are the main colors that will make up most of our marketing collateral. Burnt Red, White and Charcoal are considered secondary colors.

Instead of black, we will use Charcoal as a copy color on light backgrounds. When using text on a dark background, we will use white for ultimate legibility.

To add depth to our brand, we can use our colors at 75% and 50% tints. When creating a tint of the color, we want to make sure to have enough contrast between colors to avoid marketing materials looking muddled.



DEEP BLUE

PANTONE	RGB	CMYK	HEX
2768C	12, 23, 61	100, 92, 40, 54	#0C173D

75%

50%

MEDIUM GREY

PANTONE	RGB	CMYK	HEX
Cool Gray 9C	119, 120, 193	0, 0, 0, 65	#77787B

75%

50%

BURNT RED

PANTONE	RGB	CMYK	HEX
483C	98, 44, 23	37, 80, 92, 51	#622C17

75%

50%

WHITE

PANTONE	RGB	CMYK	HEX
000C	225, 225, 225	0, 0, 0, 0	#FFFFFF

CHARCOAL

PANTONE	RGB	CMYK	HEX
Black 7C	65, 64, 66	0, 0, 0, 90	#414042

75%

50%

TYPOGRAPHY GUIDELINES

Cormorant Infant has been chosen as our headline font because it creates a feeling of stability that assists our designs to feel modern but firm. We will use this font for headlines in bold.

A brief description of the font, found at fonts.google.com states, "*Cormorant* is an original design for an extravagant display serif typeface inspired by the Garamond heritage, hand-drawn and produced by Catharsis Fonts. It is characterized by scandalously small counters, razor-sharp serifs, dangerously smooth curves, and flamboyantly tall accents. While many implementations of Garamond at small optical sizes already exist, *Cormorant* aims for the sparsely populated niche of display-size counterparts that exploit the high resolution of contemporary screens and print media to the fullest.

Raleway is an elegant sans-serif typeface family that will be used for our subheadline and copy fonts. We will utilize heavier font weights for subheadlines, while light and regular will be used for copy where appropriate.



CORMORANT INFANT

Cozy lummoX
gives smart
squid who asks
for job pen.

CHARACTERS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
01234567890
!@#%^&*() +

WEIGHTS

Regular
Italic
Bold
Bold Italic

RALEWAY

Cozy lummoX
gives smart
squid who asks
for job pen.

CHARACTERS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
01234567890
!@#%^&*() +

WEIGHTS

Light
Light Italic
Regular
Italic
Bold
Bold Italic
Black
Black Italic

PHOTOGRAPHY GUIDELINES

Our photography revolves around accurate representation of the housing which we provide. We want our photos to feel real and authentic, while steering clear of images that look staged or fake. Our images should always focus on the comfort and relaxation of an extended stay.

Additionally, we focus on the authenticity of the image and if there is a person in it. A smile can be the main indicator of the authenticity of an image. We have several ways to determine if the image has a real or staged smile. This can be found in smiles that show wrinkles, crow's feet, shut eyes or bottom teeth. The person may not even be looking at the camera.

Color overlay is a design element that will add depth and dimension to any photo. This can also be used for text or logo legibility on an image. We cover more about the use of this element on page 14.

RULE 1

Never, for any reason, scale photos disproportionately.

RULE 2

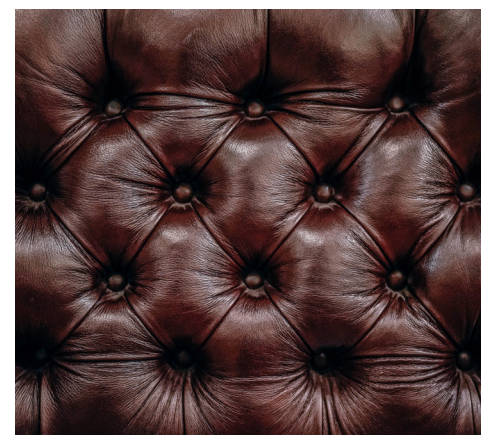
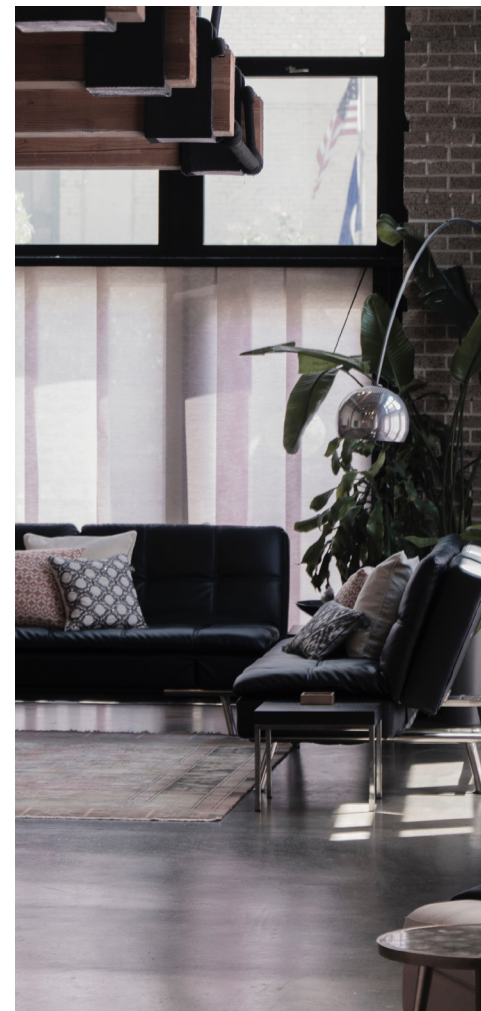
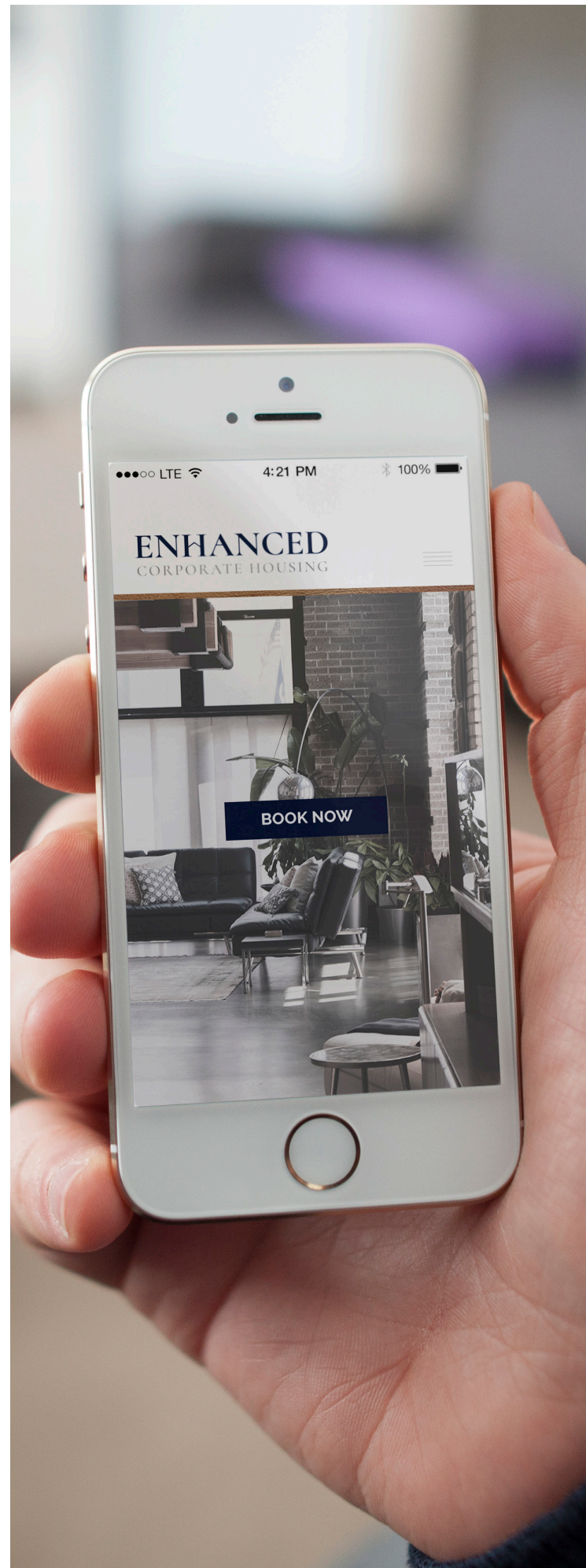
When choosing images pertaining to a hotel or home, try to choose images authentic images that inspire comfort and a sense of calm.

RULE 3

Realism comes from showing details. Our photos should represent the area in which we do business. Showing palm trees or beaches would not accurately represent our business in Michigan.

RULE 4

We want to choose images that are neutral in tone and contrast. Blues, black, white images are in brand. We may also use neutral images with accents of gold. Bright and loud images would be considered out of brand.



DESIGN ELEMENTS

We have chosen two design elements to help enhance our brand foundation and our marketing collateral. When these design elements work together appropriately with our logo, we can create a measurable connection with our clients.

Our first design element is a color overlay on our brand photography. The overlay is set between 40%-75% opacity of Charcoal or Burnt Red over a neutral in brand photo. We like the pop of rich color Burnt Red gives our images, however, we understand this may not work in every scenerio and marketing piece. Charcoal gives our images a classic feel with ultimate legibility for text and logo placement. The overlay element of design creates cohesion through our entire brand and marketing collateral.

The second design element is a leather texture. This sophisticated element is meant to add depth and intensity to the color palette. The texture can be used as a bold line to accent marketing collateral.

RULE 1

Do not mix and match color overlays on the same marketing collateral. Pick one overlay to go along with other complimenting brand colors.

RULE 2

When using color overlay, make sure the color is improving the photo. If not, the overlay may not be needed.

RULE 3

The leather texture should not change color. The given texture is in brand and carefully chosen to accentuate our color palette.

RULE 4

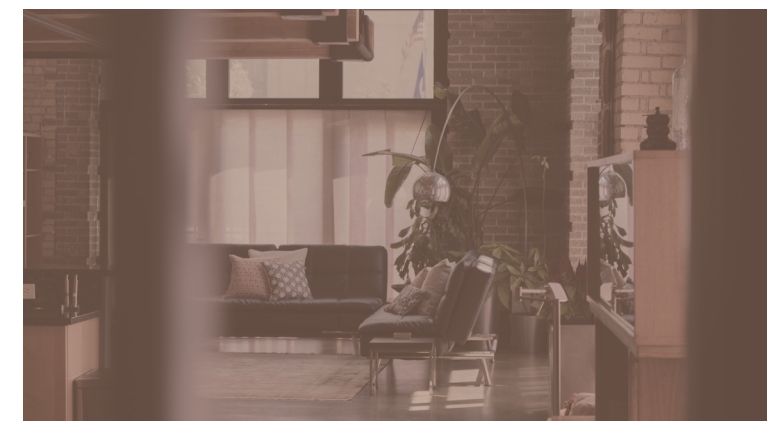
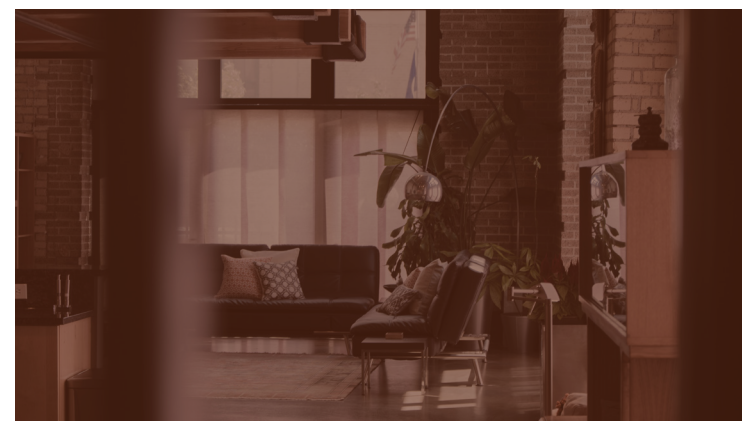
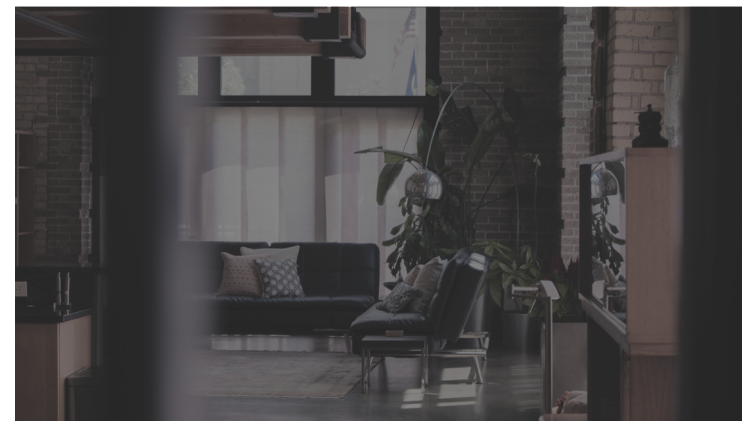
Scale of the texture is key. For any reason, the texture should not take up more than 15% of the marketing material. This is an accent only.

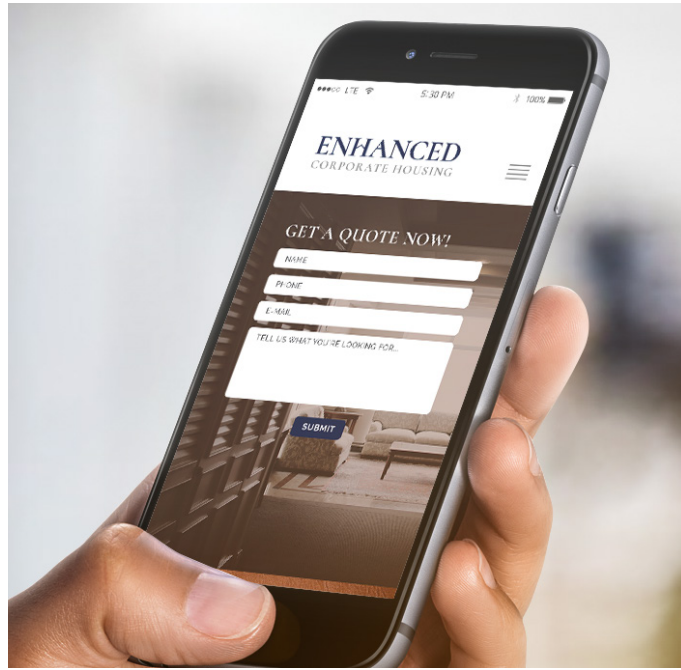


LEATHER TEXTURE



IMAGE COLOR OVERLAY





IN BRAND

This example shows how we use the leather texture as a small accent to add depth to the background.



IN BRAND

This is the appropriate use of an image overlay of Charcoal. The overlay enhances the legibility of the logo.



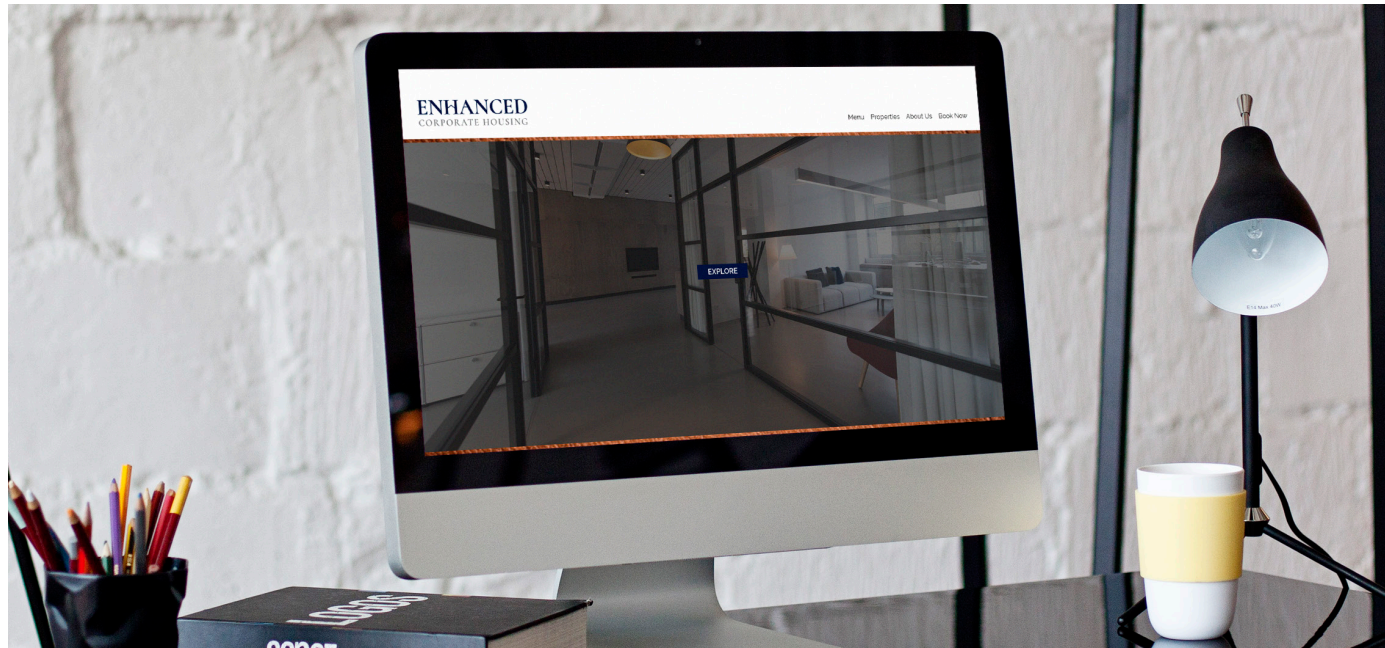
OUT OF BRAND

The texture should never be a focus of the piece. This is meant for accent use only.



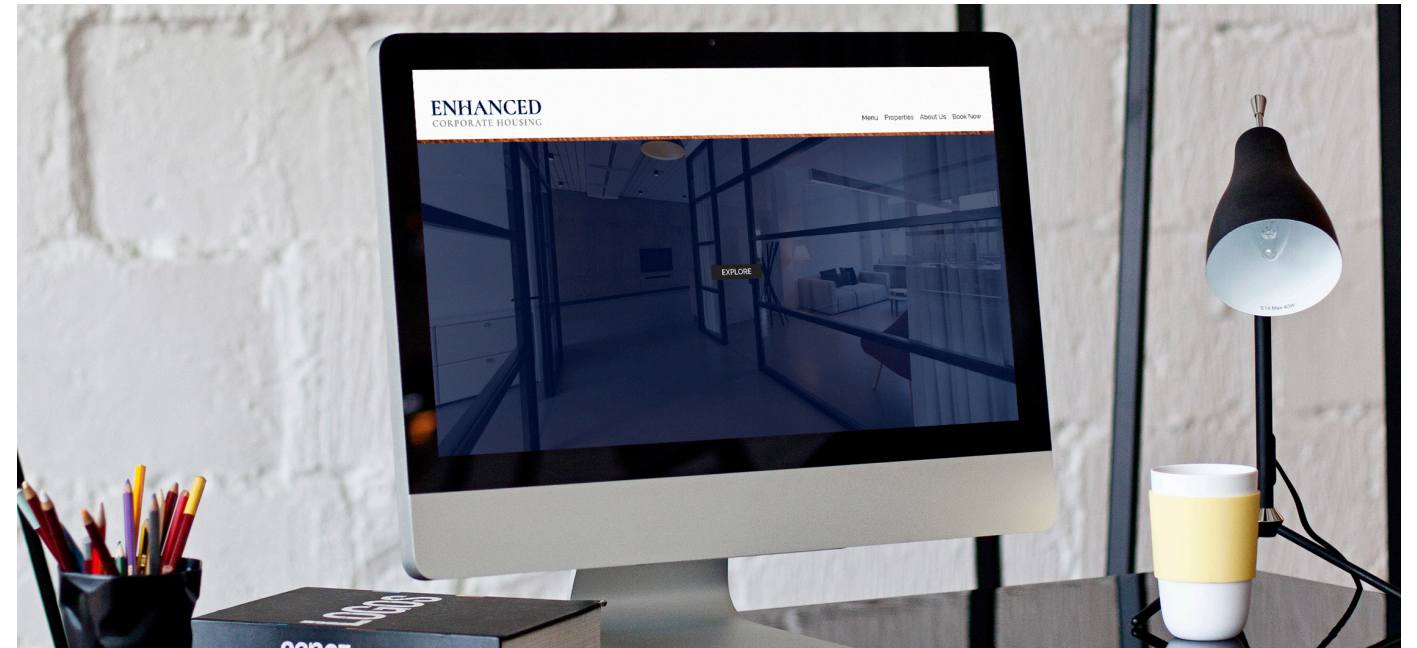
OUT OF BRAND

The saturation of color on the image overlay is too high. It almost covers up the image and does not enhance it.



IN BRAND

This is a great example of how all our design elements work together.



OUT OF BRAND

Changing the layout of the logo is considered out of brand. Doing this will only cause harm to our brand recognizability.

