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April, 2007

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STYLE GUIDE OVERVIEW

Every day, the Lakeview Nuevo Logo will be noticed on communication material ranging from stationary to signage. Each impression represents the community of Lakeview Nuevo and the County of Riverside. The logo and style guidelines unify communications and help them make a clear, strong, consistent message.

Each communication, through its content and presentation, provides information about the Lakeview Nuevo image. Direct information is given through what is stated; indirect information is given through the clarity, tone, style, and professionalism with which the information is presented. The result of this dedication to excellence within the marketing communications will only lead to strengthening the image and character of Lakeview Nuevo.

THE LAKEVIEW NUEVO LOGOS

LAKEVIEW NUEVO MAIN LOGO



LAKEVIEW NUEVO

The Lakeview Nuevo Logo has a four color design treatment.

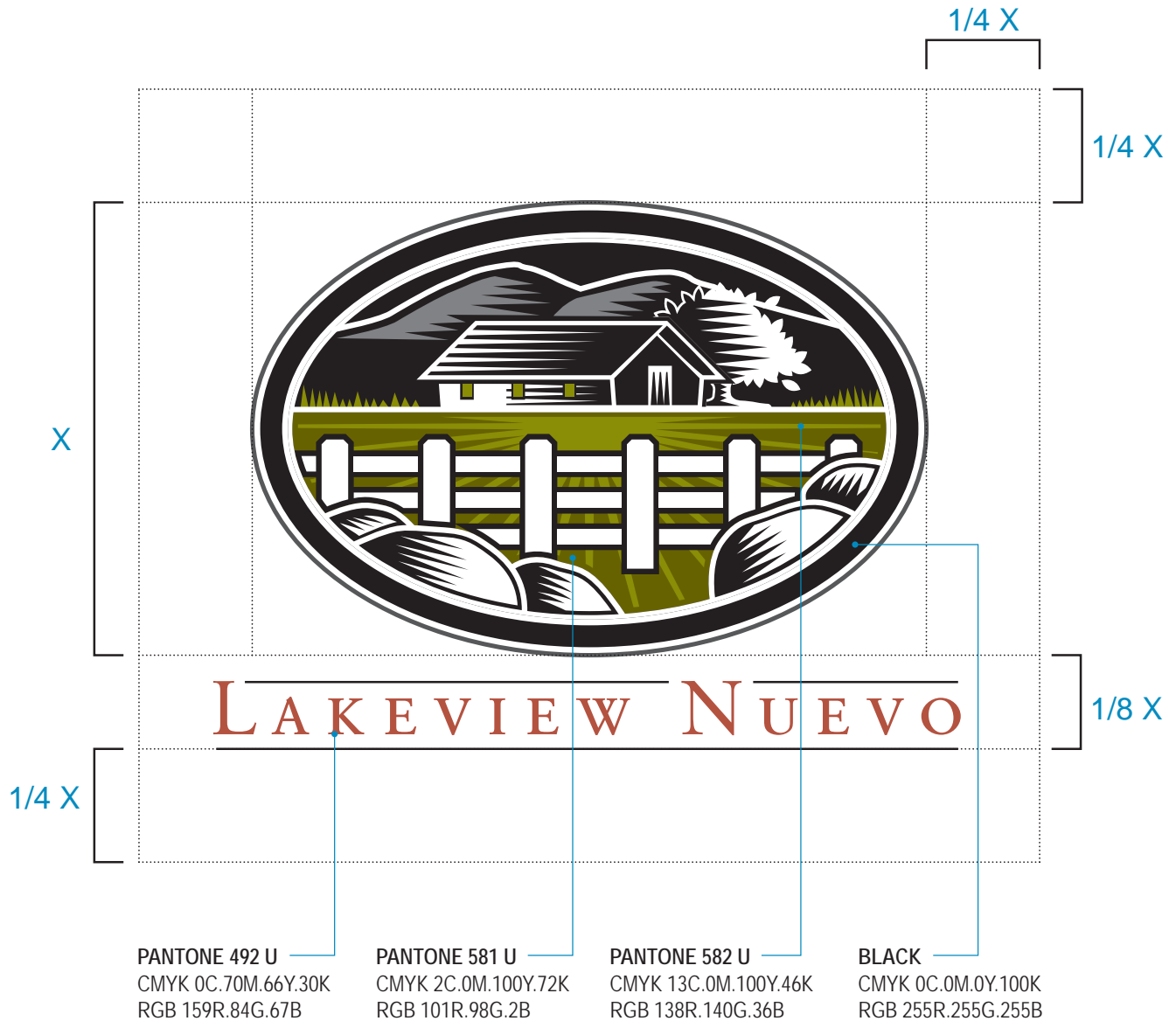
Ideally the logo will be used on a uniformly colored and patterned background for maximum impact and clarity. The logo will have a minimum of 1/4 X-Height white space around it.

In order to maintain legibility of the Lakeview Nuevo Logo, the minimum height dimension is 1/2", 1.28 centimeters, 3.0 picas, or 36 points on letterhead and similar printed materials

LAKEVIEW NUEVO ALTERNATIVE LOGO



THE LAKEVIEW NUEVO MAIN LOGO

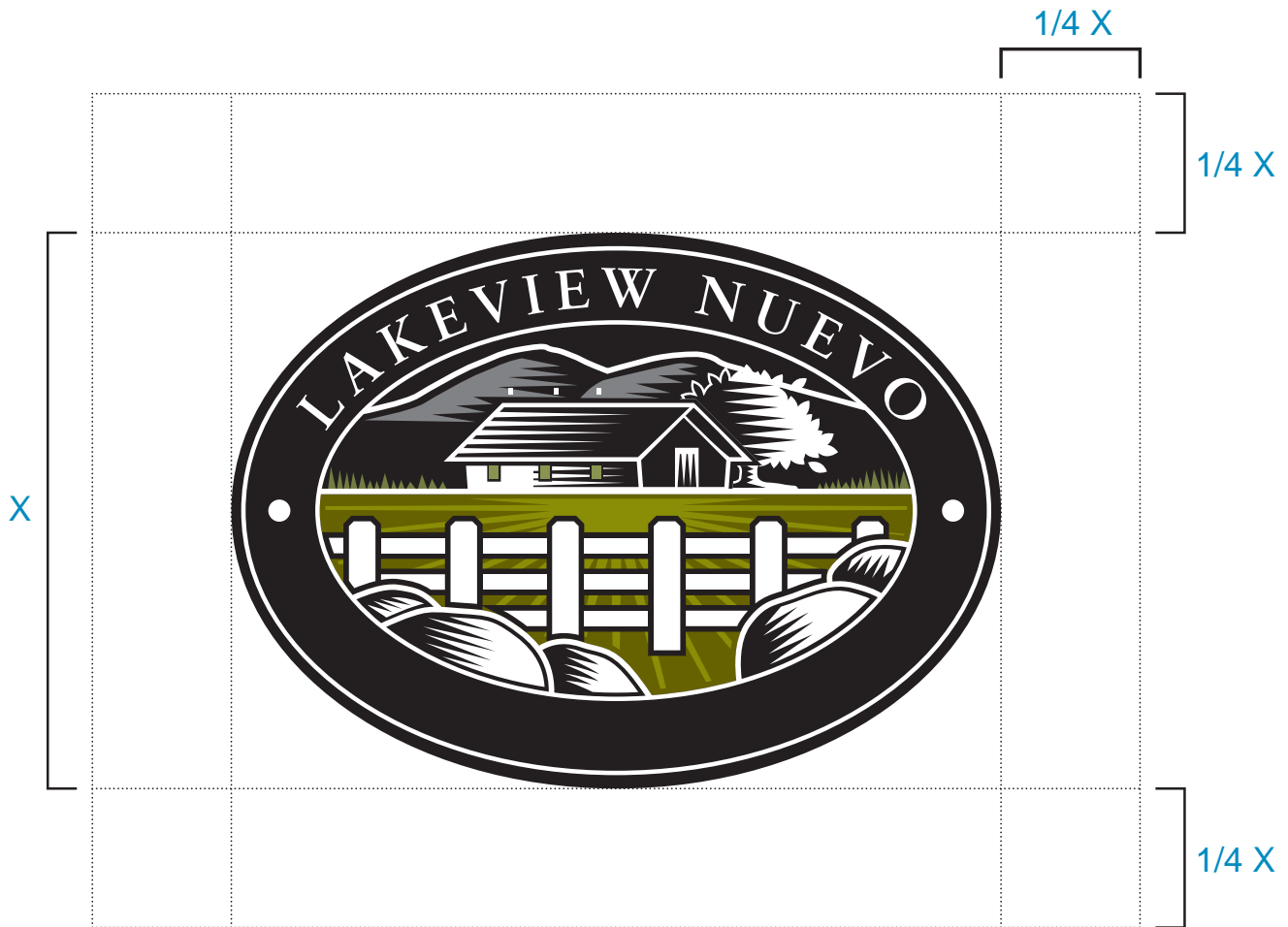


Do not attempt to construct this logo design. Electronic files in PDF format will be provided.

Ideally the logo will be used on a white background on letterhead and similar printed materials for maximum impact and clarity. The logo will have a minimum of 1/4 X-Height white space around it.

When used on signage, walls and other elements of the streetscape, the background should be a uniformly colored and patterned background.

THE LAKEVIEW NUEVO ALTERNATIVE LOGO



Do not attempt to construct this logo design. Electronic files in PDF format will be provided.

Ideally the logo will be used on a white background on letterhead and similar printed materials for maximum impact and clarity. The logo will have a minimum of 1/4 X-Height white space around it.

When used on signage, walls and other elements of the streetscape, the background should be a uniformly colored and patterned background.

This version of the logo incorporates the community name "Lakeview Nuevo" into the logo itself. This logo should be used in situations where the name cannot be placed below the logo as shown on the version of the main logo shown on the previous page.

LAKEVIEW NUEVO BLACK & WHITE LOGO VARIATIONS



ONE COLOR (MONOCHROMATIC)

For applications where only one color is permitted. White areas/background color indicates no ink.



Example of monochromatic logo on a colored background.



Example of monochromatic logo on a white background.

LAKEVIEW NUEVO GRAYSCALE LOGO VARIATIONS



GRAYSCALE

For better legibility and clarity please use the grayscale version of the logo depending on the nature of the background.



Example of grayscale version of logo on colored background.



Example of grayscale version of logo on white background.

LAKEVIEW NUEVO TYPEFACES

The following typeface is to be used as text for the logo and any text that accompanies the logo.

Savoy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Savoy Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Savoy Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Savoy Small Caps

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Savoy Small Caps Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

THE LAKEVIEW NUEVO COLOR PALETTE

PANTONE 581 U

CMYK 2C.0M.100Y.72K

RGB 101R.98G.2B

HEX 6e6c45

PANTONE 582 U

CMYK 13C.0M.100Y.46K

RGB 138R.140G.36B

HEX 888942

PANTONE 492 U

CMYK 0C.70M.66Y.30K

RGB 159R.84G.67B

HEX 6e6c45

BLACK

CMYK 0C.0M.0Y.100K

RGB 0R.0G.0B

HEX 888942

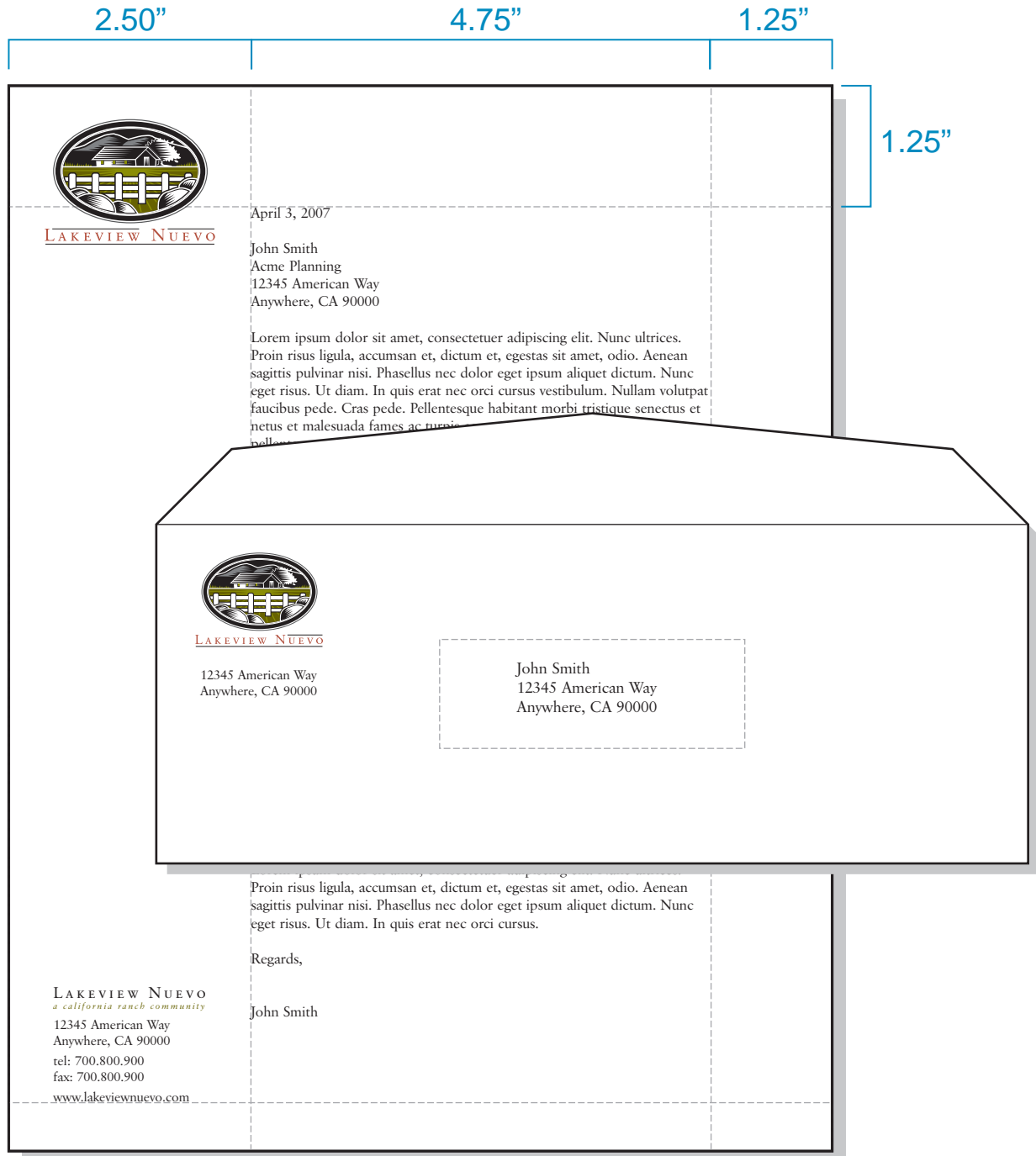
LOGO USEAGE APPLICATIONS



LAKEVIEW NUEVO COMMUNITY MONUMENT

LOGO USAGE APPLICATIONS | STATIONARY

The following information serves as a guide to creating new designs and layouts. A hierarchy of information has been established, through the use of character styles, sizes and secondary graphics. This must be carried through in all future communications to maintain consistency.

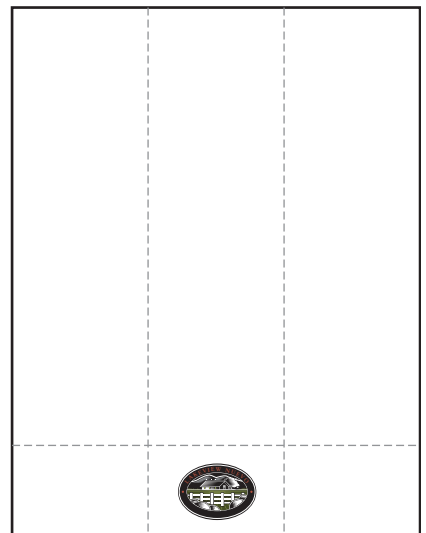
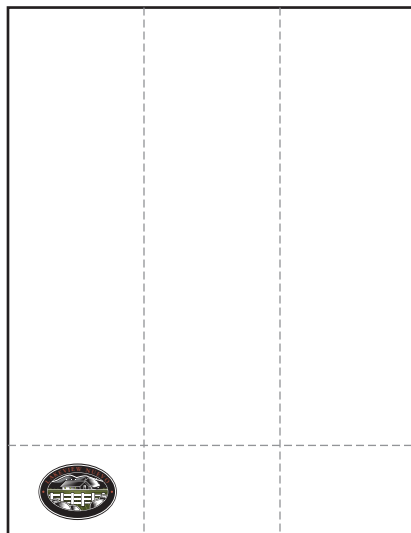
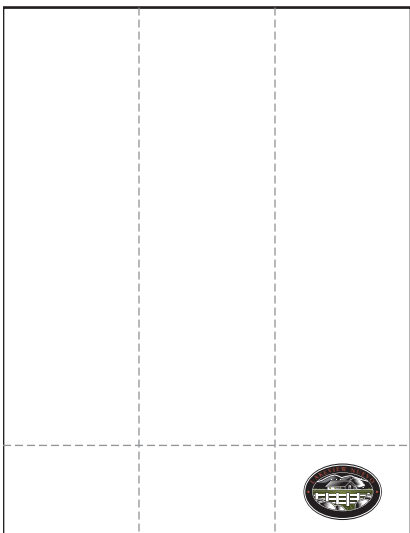
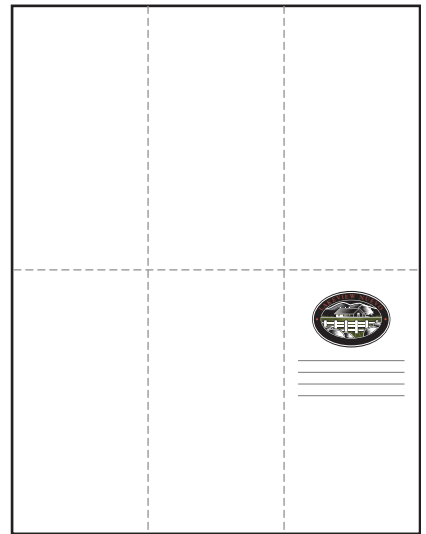
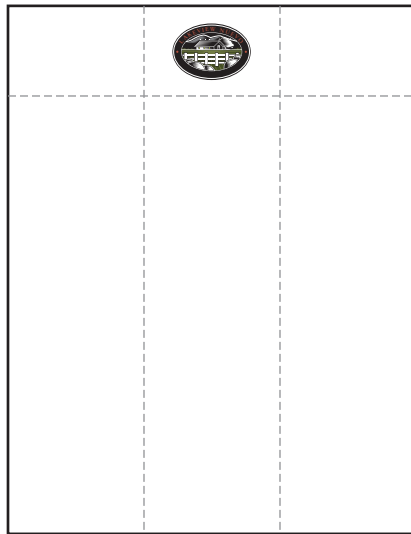


LOGO USAGE APPLICATIONS | LOGO PLACEMENT

For most applications the optimum placement for the Lakeview Nuevo Logo is the top left corner, or right corner of the layout with 1x-height white space around it, or a reasonable margin.

If required, the logo placements shown below are also acceptable. However for signage and large applications the logo must be placed at least 3 feet from the ground.

The size and location of the logo must be in proportion to the required size of signage text and form.



LOGO USAGE APPLICATIONS | DATA SHEETS, FLYERS, ETC.



SHEET TITLE
SECONDARY INFORMATION

Cras congue orci. Etiam semper risus at neque. Donec porttitor laoreet quam. Morbi at enim non elit aliquam aliquam.

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LAKEVIEW NUEVO | a california ranch community | 12345 American Way | Anywhere Town, California 90000


● Section 1
Application Logo
Headline

● Section 2
Key Feature/Message
Color: Pantone 581 U
Related Imagery

● Section 3
Introduction
Body Copy

● Section 4
Footer information

LOGO USAGE APPLICATIONS | DATA SHEETS, FLYERS, ETC.



SHEET TITLE
SECONDARY INFORMATION

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LAKEVIEW NUEVO | a california ranch community | 12345 American Way | Anywhere Town, California 90000

Section 1
Application Logo
Headline

Section 2
Key Feature/Message
Color: Pantone 492 U
Related Imagery

Section 3
Introduction
Body Copy

Section 4
Footer information

LOGO USAGE APPLICATIONS | WEBSITE LAYOUT

The following information serves as a guide to creating new website designs and layouts. An hierarchy of information has been established, through the use of character styles, sizes and secondary graphics. This must be carried through in all future communications to maintain consistency.

Page Width: 760px to 800px

The diagram illustrates a website layout with the following components:

- Section 1 - Focus Area:** Header Bar with Logo, Imagery, Headline, and Lateral Navigation.
- Section 2 - Content:** Subheading, Body text, Vertical Navigation, and Related Imagery.
- Footer:** Must include any legal copy.

Section 1 - Focus Area
Header Bar with Logo
Imagery
Headline
Lateral Navigation

Section 2 - Content
Subheading
Body
Vertical Navigation
Related Imagery

Footer
Must include any
legal copy

LOGO USEAGE APPLICATIONS | ENVIRONMENTAL GRAPHICS

As is evident by the examples shown below, the logo can be presented and constructed out of various materials without altering the colors or the main graphic language that makes up the logo. This way the integrity of the logo can be maintained while still portraying the unique Lakeview Nuevo brand.



Painted/printed substrate or other fabrication method mounted onto a base fabricated out of MDF or other composite material.



Plasma-cut metal mounted onto a wooden background.



Plasma or Laser cut logo embellished with wrought-iron elements.



Routed, etched or “burned into” wood or other material.

LOGO USEAGE APPLICATIONS | ENVIRONMENTAL GRAPHICS



EXAMPLE OF COMMERCIAL SIGNAGE MONUMENT

LOGO USEAGE APPLICATIONS | ENVIRONMENTAL GRAPHICS



EXAMPLE OF COMMERCIAL SIGNAGE MONUMENT



STREET SIGN DESIGN



RURAL GATEWAY ENTRY MONUMENT

LOGO USAGE APPLICATIONS | ENVIRONMENTAL GRAPHICS



EXAMPLE OF "GATEWAY" TYPE OF COMMERCIAL MONUMENT

LOGO USEAGE APPLICATIONS | ENVIRONMENTAL GRAPHICS



EXAMPLE OF “GATEWAY” TYPE OF COMMERCIAL MONUMENT

LOGO USAGE APPLICATIONS | ENVIRONMENTAL GRAPHICS



EXAMPLE OF "GATEWAY" TYPE OF COMMERCIAL MONUMENT