



Cathedral City Estates

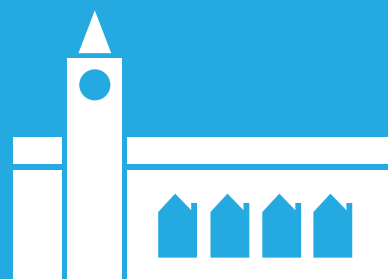
Branding Guidelines



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The Variations

The logo can be reproduced in 3 colour combinations, the one used will depend on the purpose of the logo and the colour of the background it will be placed on to.

- Use the full colour logo whenever possible, preferably on a white background.
- If and when printing or production constraints do not allow use of the full colour, use the black version.
- When being reproduced onto a dark or patterned background, use the blue and white version to ensure clear legibility.

The Files

You will be provided with four different kinds of file for each of these logo variations, which file to use will depend on the output.

- EPS file: This logo has been created on a programme called Adobe Illustrator. An eps file can be reproduced to any size without losing quality, it is perfect for printing and anything that requires a higher quality. This will include brochures, advertisements etc.
- JPEG and GIF: Although they can't be scaled larger like an EPS file, these files are preferred for web use and look sharper on a computer screen. These will be suitable for website use, online banners, email signatures etc.
- TIFF: This is better quality than JPEGs and GIFs but not as versatile as an EPS. A TIFF file is good for standard printing use such as letterheads and word documents.

The Dimensions

When scaling the logo up or down, make sure to keep the original dimensions. Don't squish or stretch the logo.



The Colours

CMYK colours (cyan, magenta, yellow and black) are used for printing purposes. The numbers represent the percentages of each colour that is mixed to create the colour swatch.

C:0 M:0 Y:0 K:0

C:70 M:15 Y:0 K:0

C:85 M:50 Y:0 K:0

C:100 M:95 Y:5 K:0



RGB colours (red, green, blue) are for digital use such as websites. The numbers once again representing the percentage of each colour that are blended create the colour swatch.

R:255 G:255 B:255

R:54 G:169 B:225

R:29 G:113 B:184

R:45 G:46 B:131

The Font

Helvetica Neue Thin
Helvetica Neue Light
Helvetica Neue Regular
Helvetica Neue Medium
Helvetica Neue Bold

Helvetica Neue is the font used in the logo. With the font file provided, you can use this as your primary font for communications and promotional purposes.