






Brand Style Guide

The Well•Spring Logo

The Primary Logo is the main logo to use whenever possible. The 2-color and 1-color logos may be used if needed for certain printing processes where a limited number of colors is required. The logo may also be reversed out in white when appearing on dark backgrounds.

PRIMARY LOGO

-  PMS 370
-  PMS 7462
-  PMS 7458



→ FONTS:
→ Janson
→ Gotham

SECONDARY LOGOS

2-Color:
PMS 370
PMS 7462



1-Color
PMS 7462



Black



White/Reversed Out



Clearspace



To preserve the integrity of the logo, it is important that no other logos, copy or graphic elements infringe on its space. The minimum clearspace is equivalent to 0.5 the height of the "W" in Well-Spring.

The Well-Spring Mark

The Well-Spring mark may be used by itself as a graphic element. Below are the colors in which it may appear.

2-Color
PMS 370
PMS 7458



1-Color
PMS 7462



1-Color
PMS 370



1-Color
PMS 7458



Black



White



WATERMARK

The Well-Spring mark may be used as a watermark as shown below. Use best judgment to determine the best opacity of the mark based on the scale it is used and background color.

2-Color
PMS 370: 15% Opacity
PMS 7458: 30% Opacity



1-Color
PMS 7458: 30% Opacity



White/Reversed Out
PMS 7458: 25% Opacity



Permitted Logo Usage Examples



Full color logo on light complementary background



Full color logo on light complementary background



Use logo in white on darker background textures and images



Use logo in white on deeper/darker colors

Prohibited Logo Usage Examples



Only use the logo in approved colors



Make sure backgrounds contrast well with logo or use a different version of the logo that contrasts well



Do not stretch or distort the logo



Make sure to use the right file format with a transparent background so it does not appear with a white box behind it on colored backgrounds

Primary Color Palette

Below are the primary colors to be used on all branding materials for Well•Spring.

Blue



PMS 7462
CMYK 92 / 58 / 6 / 1
RGB 0 / 105 / 170
WEB 0067ab

Green



PMS 370
CMYK 69 / 20 / 100 / 5
RGB 92 / 151 / 65
WEB 5d9632

Light Blue



PMS 7458
CMYK 44 / 3 / 10 / 0
RGB 137 / 204 / 222
WEB 88ccde

Secondary Color Palette

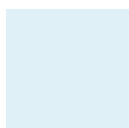
These colors are to be used in conjunction with the primary colors as accent or background colors.

Navy



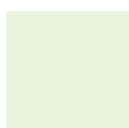
CMYK 98 / 76 / 45 / 41
RGB 9 / 50 / 57
WEB 09324d

Light Blue



CMYK 11 / 1 / 2 / 0
RGB 223 / 239 / 245
WEB e2fof4

Light Green



CMYK 8 / 0 / 16 / 0
RGB 235 / 244 / 220
WEB eaf4db

Primary Fonts

Roboto Sans and *Roboto Serif* are the primary fonts to use in marketing materials (print and digital).

ROBOTO SANS

ROBOTO SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ROBOTO SANS ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ROBOTO SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ROBOTO SANS BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ROBOTO SLAB

ROBOTO SLAB REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ROBOTO SANS ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Accent Font

The font **Julietta Messie** may be used to emphasize and highlight certain words in headlines in ad campaigns and marketing materials as shown below.

JULIETTA MESSIE

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 1 2 3 4 5 6 7 8 9 0

Example:



Brochure Cover

Font Usage

Below is an example of how to use the fonts Roboto Sans and Roboto Serif in text format. Roboto Slab is the font normally used for the main headline and Roboto Sans may be used for subheadlines and body copy. The font Julietta Messie may be used in headlines to highlight certain words and draw attention. It is best to use at a larger font size so it is legible.

*Roboto Slab
Regular, 23 pt*



Subheadline Here

*Roboto Sans
Bold, 16 pt*



Subheadline Here

*Roboto Sans
Regular, 11 pt*



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Find Your Home Here.

*Julietta Messie
Regular, 75 pt*

*Roboto Slab,
Regular, 30 pt*