



Brand Guidelines
2018 UPDATE

VENTANA[™]
BY BUCKNER[®]
Inspiring happiness.™



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Introduction

BRAND IDENTITY

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.



Logo ELEMENTS

VENTANA™
BY  BUCKNER®

Word Mark

VENTANA™

BY  BUCKNER®

Corporate Mark

Inspiring happiness.™

Tagline

Logo

TYPEFACE + COLOR

VENTANA™
BY  BUCKNER®

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



1- Color PMS 288



1- Color PMS 7672



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 $\frac{1}{2}$ the height of the primary word mark.



Logo

RESTRICTIONS + MISUSES



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



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

FONT FAMILIES

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

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.

Diagonally-cropped Images

Solid Color Blocks



Diagonal White Rules (.75 pt)

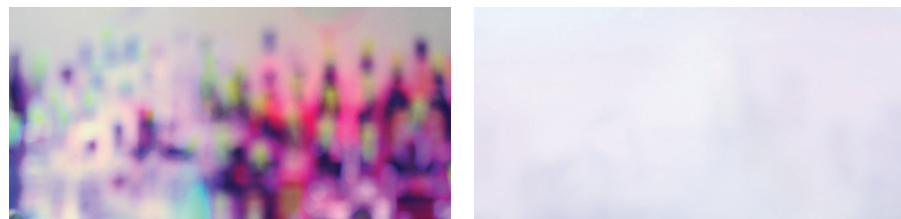
Architectural Renderings

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.

AVOID IMAGES DEPICTING VIEW OF DALLAS SKYLINE.



Sample Colorful Textured Backgrounds