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THE RODADORA CONCEPT

A COMMUNITY

Rodadora is a collection of single-family homes that bring together a community of people that share similar values.

A FRESH START

This community offers new homes and a green perspective for residents searching for a progressive and modern lifestyle.

A SAFER HOME

Rodadora homes are made with steel framing to ensure optimum safety for those living inside.

RODADORA'S PURPOSE

The purpose is to construct environmentally conscious homes with a relentless pursuit of responsibility.

Our mission is to prove that a creative group of innovators, focused on quality, can create immense progress in their community's standard of living.

POSITIONING

Rodadora is constructing steel-framed homes, setting the standard for responsible home building in Austin, TX.

This community is built by a unique group of innovators that have come up with new solutions to old problems in order to build better homes and better lives for Austin residents.

DESIRED PERCEPTION

How do we want people to feel about Rodadora?

A new style of community with a responsible mission.
Modern, contemporary and also a comfortable home.
An easy way to have a more rewarding lifestyle.

PERSONALITY

RESPONSIBLE

It is an environmentally conscious development. Sustainable practices have been implemented from the ground up. All roofs are solar-ready and excess construction materials from the project are recycled.

CONTEMPORARY

These homes were made with a clean design and a modern finish. They are an icon as well as a benchmark for future neighborhoods built in Austin.

PROGRESSIVE

The developers of this project use sustainable construction material to create homes built to exact standards. Steel framing, recycled materials, and virtually no wood are just a few examples of this.

TAGLINE

THE RESPONSIBLE NEIGHBORHOOD.

Progress has to start with someone, so we stepped up to the plate. We're making homes for people to have both functional and rewarding lifestyles without sacrificing natural resources.

PRIMARY LOGO



RODADORA

SECONDARY LOGO



RODADORA

BADGE / BRAND MARK



The brand mark is used for branding on project swag. This includes products such as golf balls, water bottles, journals, steel straws, portable batteries, etc. Variations of the brand mark are found on the [Background Variation](#) page.

MINIMUM CLEARSPACE



MINIMUM SIZE

The minimum logo size is measured by the text, not the pinwheel symbol.



INCORRECT LOGO USAGE



Don't use all gold



Don't add drop shadows



Don't rotate the logo



Don't use colors outside the palette



Don't stretch or warp the logo

BACKGROUND VARIATIONS

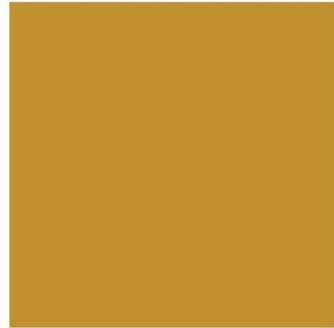
Logos on Dark Backgrounds



Logos on Light Colors



COLOR PALETTE



Harvest Gold

#cc9933

CMYK:

C: 27%
M: 42%
Y: 92%
K: 5%

RGB:

R: 183
G: 141
B: 58



Deep Navy

#262d4a

CMYK:

C: 90%
M: 82%
Y: 44%
K: 42%

RGB:

R: 38
G: 45
B: 74



Pale Blue

#c9d3e3

CMYK:

C: 20%
M: 11%
Y: 4%
K: 0%

RGB:

R: 201
G: 211
B: 227

TYPOGRAPHY: HEADLINES

Avenir Next

This font is the same used in the primary logo. It is to be used in ALL CAPS for major headlines or titles of pages.

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 ! ? @ / + (, ;)

ITC Franklin Gothic LT Pro

This font is used for subheadings and section titles throughout body copy. It may also be used for one-word descriptors or call-outs in ALL 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
1 2 3 4 5 6 7 8 9 0 ! ? @ / + (, ;)**

TYPOGRAPHY: BODY COPY

Sabon MT Std

This serif font incorporates classic elegance in the brand while also creating a comfortable reading experience for consumers. The serif aids in the eye's forward movement along the text line. The font may be used in a variety of sizes as long as it does not exceed the size of the heading or subheadings. This is the only weight the font should be printed in, as a serif font in bold does not present well. If more emphasis is necessary to a part of the copy, use one of the fonts in the previous section: Headings.

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 ! ? @ / + (, . ;)

TYPOGRAPHY: USAGE

BIG HEADLINE

**Follow the heading with a subheading
Adng tyiou eglve sthws.**

This is the body copy of the message.
jal;skdfha;iz kjsdfkjsdlfji ksljfileng lskjfileiih
jwoieryfhkwi. Bvueitusi lsskeuglis skhfielshg
ksioqoeu. Iwhgnvkwi kdhgiror jsdkdieh ksd
owiehrem lskdjfien lskdfjie, lskdfji. lskdjfi,
jlsdifjie sfwioiehg a;sifjeow, sadfoiejg.

Subhead number 2 here

Avenir Next
Size: 40

ITC Franklin Gothic LT Pro
Size: 20

Sabon MT Std
Size: 16

FILE CONTENTS

Rodadora.Primary.Logo.psd
Rodadora.Primary.Logo.jpg
Rodadora.Primary.Logo.png



Rodadora.Secondary.Logo.psd
Rodadora.Secondary.Logo.jpg
Rodadora.Secondary.Logo.png



Rodadora.Badge.Logo.psd
Rodadora.Badge.Logo.jpg
Rodadora.Badge.Logo.png



FILE CONTENTS CONT.

Rodadora.Primary.Logo.VNavy.png
Rodadora.Primary.Logo.VNavy.jpg
Rodadora.Primary.Logo.VWhite.png
Rodadora.Primary.Logo.VWhite.jpg



Rodadora.Secondary.Logo.VNavy.png
Rodadora.Secondary.Logo.VNavy.jpg
Rodadora.Secondary.Logo.VWhite.png
Rodadora.Secondary.Logo.VWhite.jpg



Rodadora.Badge.VNavy.png
Rodadora.Badge.VNavy.jpg
Rodadora.Badge.VWhite.png
Rodadora.Badge.VWhite.jpg

