PECAN
KNOLL

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KNOLL

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THE CONCEPT

An Unconventional Blend

The Pecan Knoll community is the result of a unique blend of luxury lifestyles, modern living, and sustainability. It is constructed for people with full lives and is built in harmony with the land.

THE PURPOSE

Pecan Knoll's purpose is to construct homes that exceed the current industry standards.

While doing so, Pecan Knoll will elevate the expectations of home buyers in the Greater Austin Area and set a higher standard for new home construction.

PECAN KNOLL POSITIONING

Pecan Knoll is building homes that set a higher standard for new home construction in the Austin area.

This project is leading the industry through action and example. We disclose all of our methods and partnerships because we know that everyone should adopt our practices.

DESIRED PERCEPTION

Contemporary, unique, responsible

Pecan Knoll is contemporary in its modern take on luxury living. It is original in its combination of lifestyle and responsible construction. Finally, Pecan Knoll is responsible in that it creates a community while remaining in harmony with the earth.

PERSONALITY

`Chic, original, sensible`

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. They are original in their construction methods and sensible for meeting both the needs of a community and of the earth.

TAGLINE

Living modernized.

Pecan Knoll is the new benchmark for modern living: built responsibly
for the comfort of it's residents and the benefit of the world.

Primary Logo
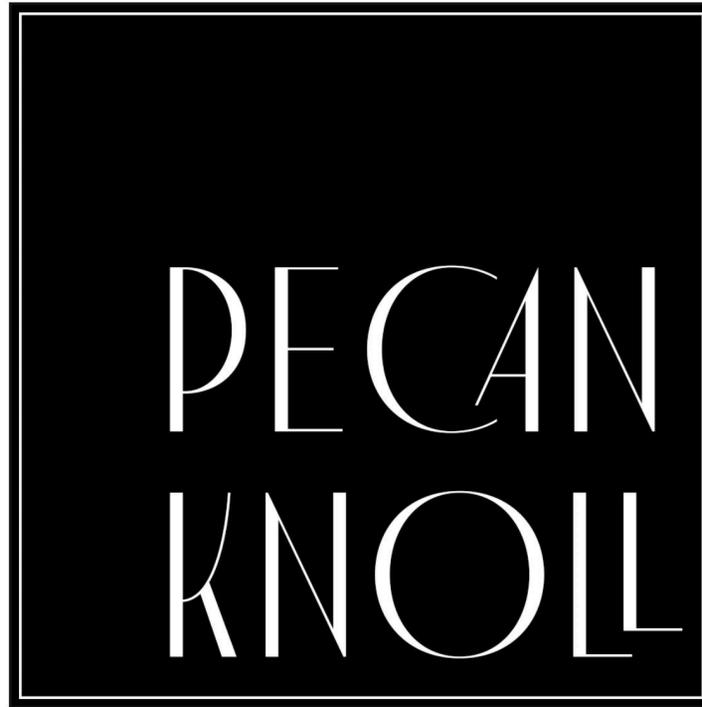
Secondary Logo

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

Keep half of the height clear on all sides of the logo.

MINIMUM SIZE

The minimum logo size is measured by the height of the box.

PECAN
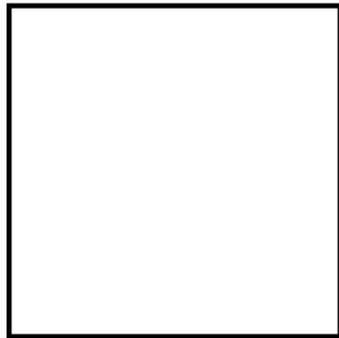KNOLL

.75" printed
54 px on screen

BACKGROUND VARIATION

Dark Background

Light Background

COLOR PALETTE
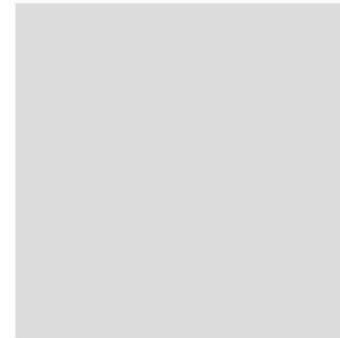
White	Black	Light Gray
#ffffff	#000000	#dddddd
R: 255	R: 0	R: 221
G: 255	G: 0	G: 221
B: 255	B: 0	B: 221
C: 0%	C: 75%	C: 12%
M: 0%	M: 68%	M: 9%
Y: 0%	Y: 67%	Y: 10%
K: 0%	K: 90%	K: 0%

TYPOGRAPHY: HEADLINES

Futura PT: Light

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 ! ? @ / + (,.;)

Courier New

This font is used for subheadings and section titles throughout body copy. It may also be used for one-word descriptors or call-outs.

```
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 !?   @ / + (,.;)
```

TYPEOGRAPHY: BODY COPY

Brandon Grotesque: Regular

This sans serif font brings a modern feel to the brand while
complementing the thin headline font and unique subhead font.
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 this font in bold does
not present well along side the subheading font.

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
```

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
```

FILE CONTENTS

PK.Logo.PKBadgeSolid.png

PK.Logo.PKBadgeTrnsprntBlack.png

PK.Logo.PKBadgeTrnsprntWhite.png

PK.Logo.Solid.png

PK.Logo.TrnsprntBlack.png

PK.Logo.TrnsprntWhite.png