

L A K E V I E W

Identity Book

SLOGAN



THERE'S MORE TO LIFE

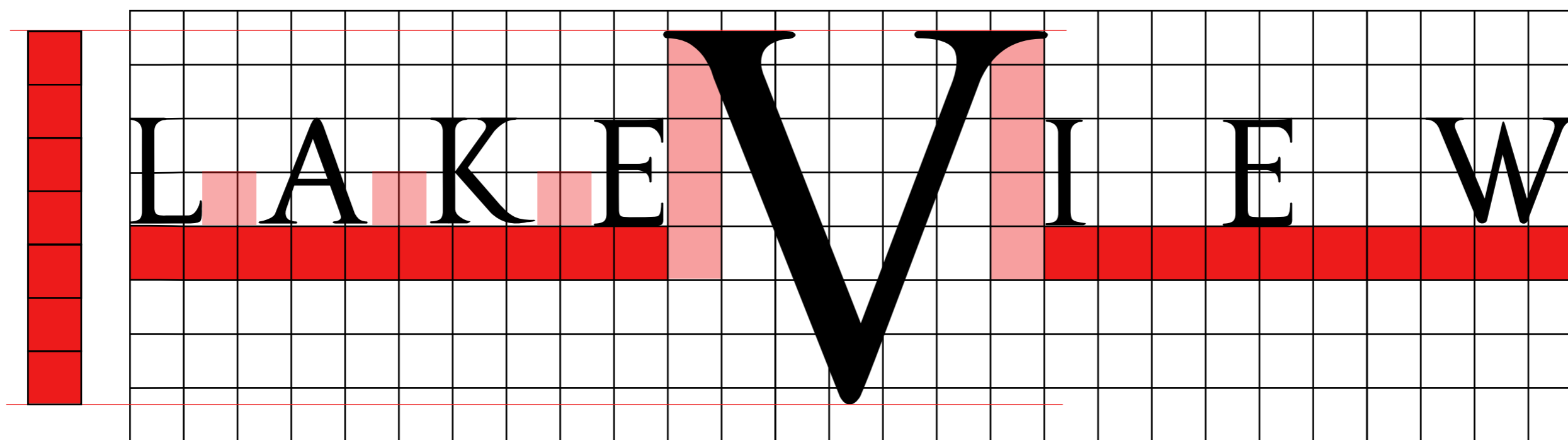
LOGO



construction
alternative
dimensions
usage

LOGO

construction



L A K E V I E W

LOGO

construction



LOGO



alternate

L A K E **V** I E W
RESORT

L A K E **V** I E W
RESORT

LOGO

dimensions

L A K E **V** I E W
RESORT



15 cm

minimum size with suffix

L A K E **V** I E W



5 cm

minimum size without suffix

LOGO



usage

negative



100% black



grey levels



50% black



color background



20% black



LOGO

usage

negative



grey levels



color background



100% black



50% black



20% black



LOGO

wrong usage

Changing font, crazy colors, narrowing, tilting or any kind of deforming are strictly forbidden



BRAND



locations
colors
font family
applications

BRAND

branding places

LAKEVIEW
ACCOMODATION

LAKEVIEW
POOL

LAKEVIEW
VENUE

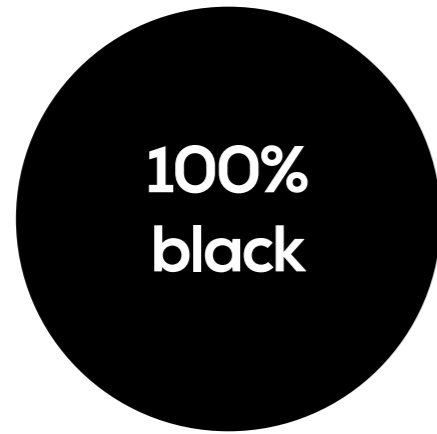
LAKEVIEW
TERRACE

LAKEVIEW
WINERY

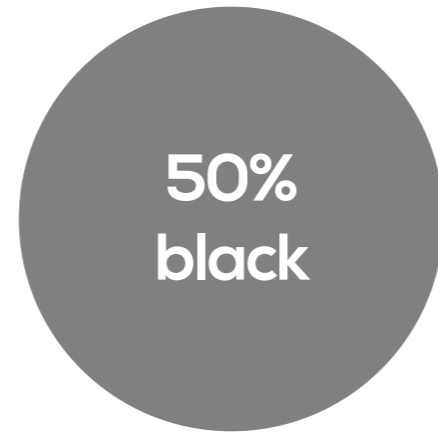
LAKEVIEW
PIANO BAR

BRAND

colors



HEX: #000000
R:0 G:0 B:0
C:0 M:0 Y:0 K:100
PANTONE: Black 6 C



HEX: #808080
R:128 G:128 B:128
C:0 M:0 Y:0 K:50
PANTONE: 877 C



Auxiliary color palette will be used for backgrounds, from pastel or woodlands colors



BRAND

fonts



ROMANUS

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 X Y W Z

1 2 3 4 5 6 7 8 9 0

Sylfaen

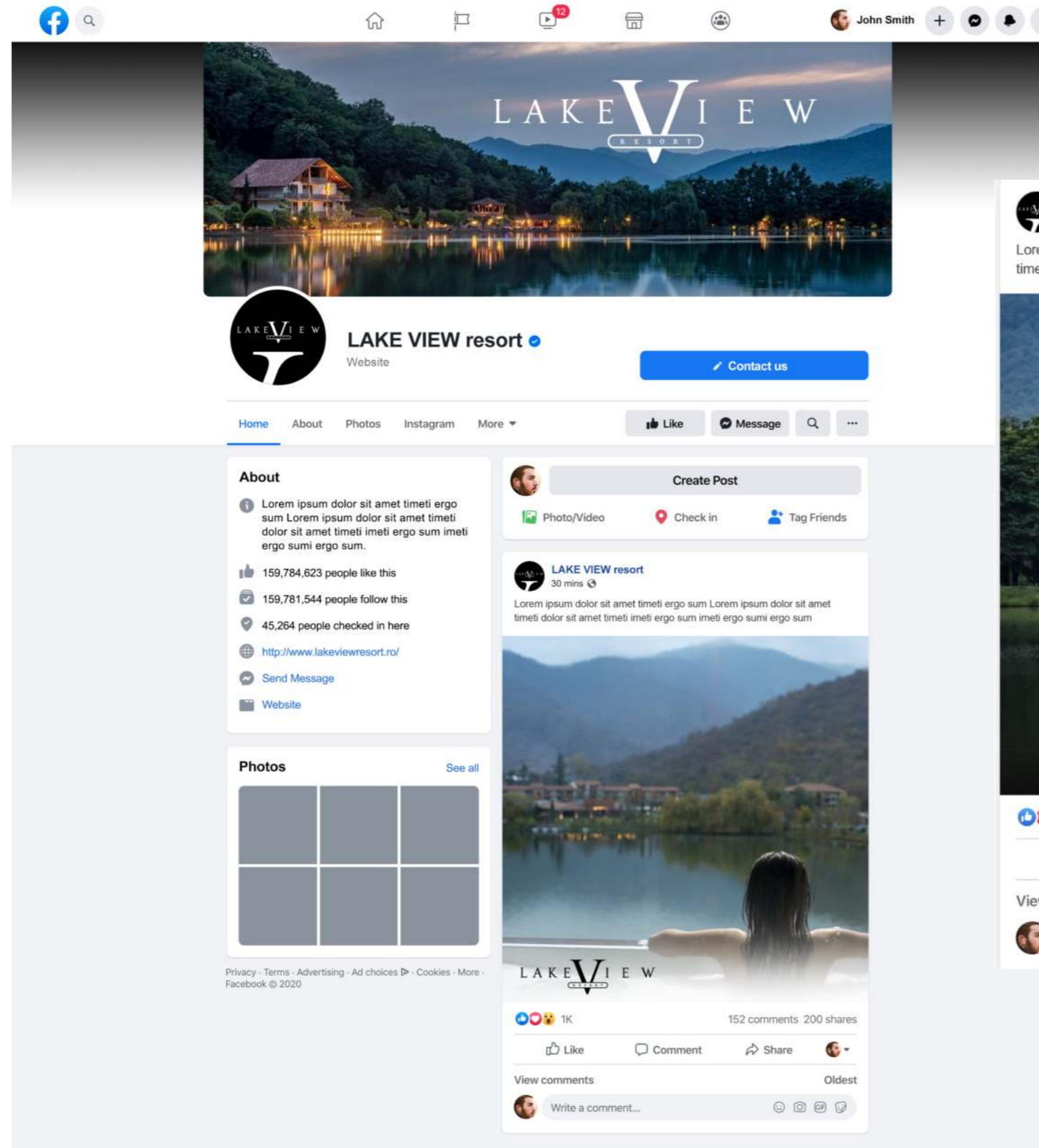
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v x y w z

1 2 3 4 5 6 7 8 9 0

BRAND

applications: FACEBOOK



logo watermak
on black gradient
CENTERED



logo watermak
on white gradient
CENTERED

BRAND

applications: OUTDOOR SIGNAGE



BRAND

applications: INDOOR SIGNAGE



BRAND



applications: CLOTHING



BRAND

applications: PERSONALIZATION



BRAND

applications: PERSONALIZATION

