

PINERY

RESIDENCES

BRAND GUIDE 2025

MASTER LOGO

The PINERY RESIDENCES master logo is for use on signage, printed or digital materials.



PINERY RESIDENCES

CLEAR SPACE AREA

Always keep a minimum clear space around the logo as shown, to isolate the logo from competing graphic elements.

The height of the letter "P" in the master logo defines the minimum area of clear space required.



MINIMUM SIZE

The minimum size for the master logo is 8mm in height for printing and 50px in height for online use.

To ensure legibility and clarity, in no instance should it appear any smaller.



LOGO LOCKUP
VARIATION

PINERY RESIDENCES

The logo variation is only to be used in instances where space is a constraint (e.g. horizontal signage). The master logo is to be used in all other instances where possible.

PINERY RESIDENCES

TAGLINE

PINERY RESIDENCES

This is the concept copy and tagline of PINERY RESIDENCES. It is to be applied with the logo, as an introduction to the development or as a sign-off whenever appropriate for all marketing collaterals.

TAGLINE

Everything,
everywhere,
every day

LOGO WITH TAGLINE



Everything, everywhere, every day

The typeface and its family have been chosen for usage in all communications. When creating additional documents, signage or other visual communication components for the brand, this font family is highly recommended.

Bricolage Grotesque is the recommended typeface used for headlines, subheads and body copy across all marketing collaterals. Likewise for corporate documents such as the content of a letterhead, memorandum and all communication materials. This font is available from Google Fonts.

Headlines

Bricolage Grotesque Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bricolage Grotesque Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Subheads

Bricolage Grotesque Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body copy

Bricolage Grotesque Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BRAND COLOURS

Using these colours for brand and communications helps create a consistent and distinct look unique to PINERY RESIDENCES alone.

The colour specifications cannot be changed. No other colours should be used other than the colours specified here.

PINERY RESIDENCES

BALTIC
PANTONE 645 U
C55 M29 Y10 K0
R119 G158 B195
#779EC3

AMBER
PANTONE 7411 U
C15 M50 Y70 K0
R215 G142 B94
#D78E5E

FLINT
PANTONE 649 U
C11 M8 Y8 K0
R224 G224 B225
#E0E0E1

WALNUT
PANTONE 4254 U
C25 M40 Y60 K0
R195 G154 B115
#C39A73

SAGE
PANTONE 2276 U
C50 M24 Y75 K3
R137 G159 B98
#899F62

GRAPHITE
PANTONE 538 U
C30 M25 Y25 K0
R181 G179 B179
#B5B3B3

LOGO COLOUR APPLICATION

To maintain visual consistency, the PINERY RESIDENCES logo must only appear in Walnut, Black or White.

This is designed for elements intended to be the face of the development, such as the signage. Its role is to provide recognisability and a stable visual anchor.

Walnut



Black



White



MONOGRAM

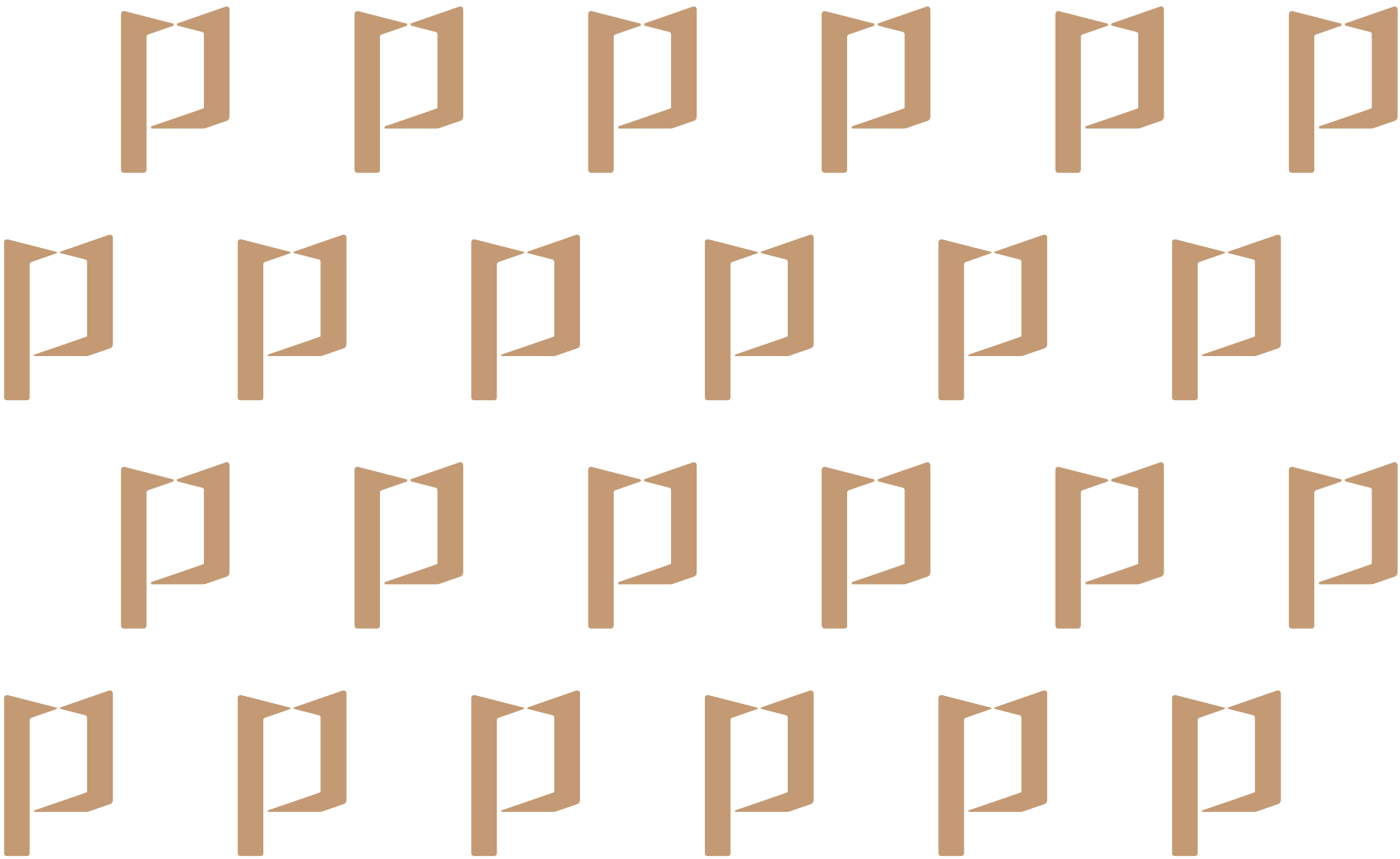
The PINERY RESIDENCES monogram is created for special applications. Similar to the master logo, the monogram is not to be rearranged or altered in any way.

Application examples:

- **Sales Gallery** – branded merchandise such as tote bags, carriers, folders, water bottles, etc.
- **Residence itself** – as design element on signage or doors leading to facilities and even statement pieces like brass in-lay flooring at the development entrance.
- **Digital** – social media profile photo (Facebook, Instagram, WhatsApp).

Minimum size:

 5mm / 20px



The frame represents PINERY RESIDENCES as a gateway to everything, everywhere, every day. It serves as the property’s signature visual device, giving the brand a distinct and recognisable identity.

Application examples:

- **Digital** – video, social media posts, banners, etc.
- **Print** – press ads, brochures.
- **Sales Gallery and Residence itself** – as a design enhancer where suitable.

Example of vertical or square layout



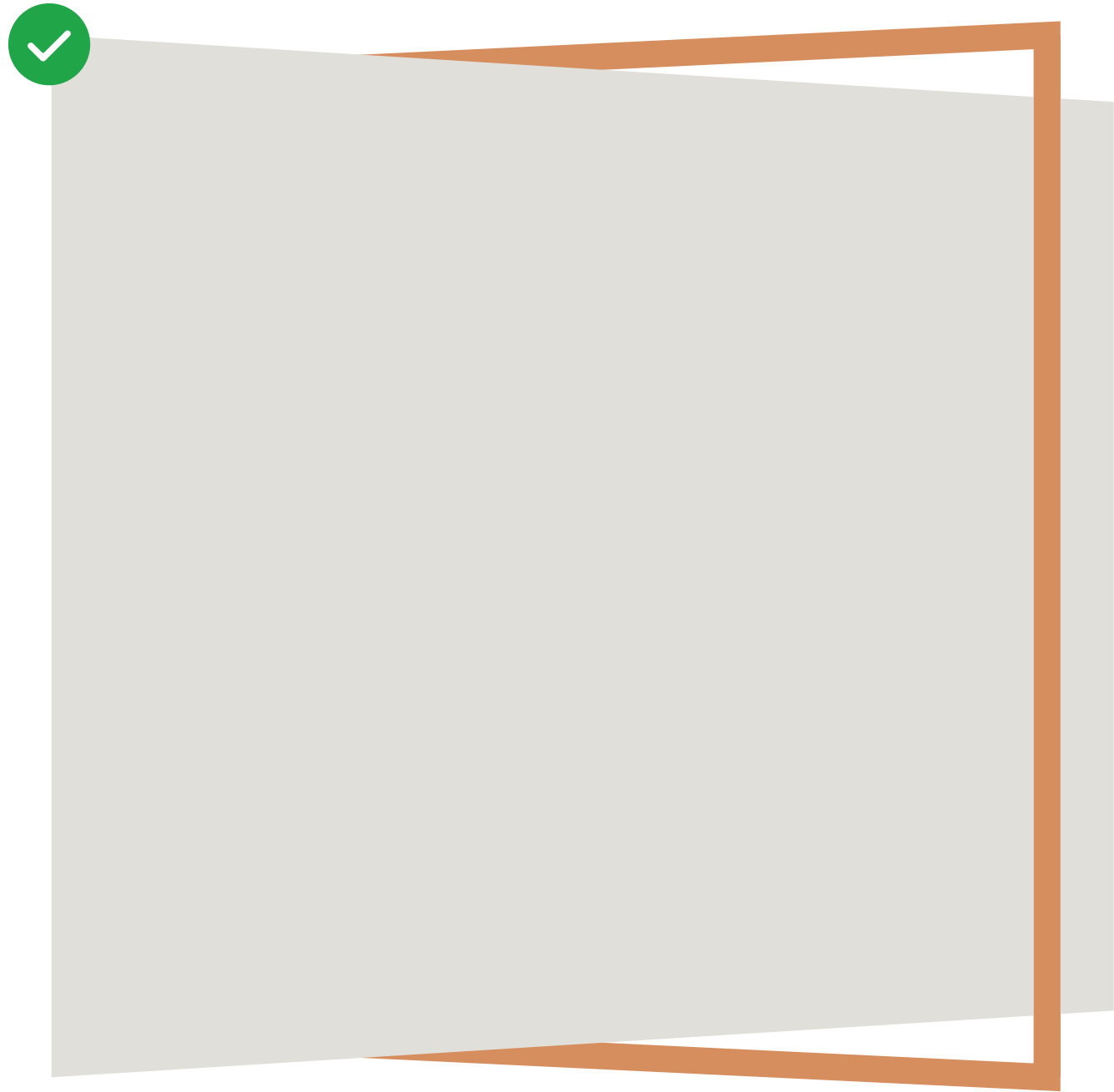
Example of horizontal layout with the frame on the left side of the image



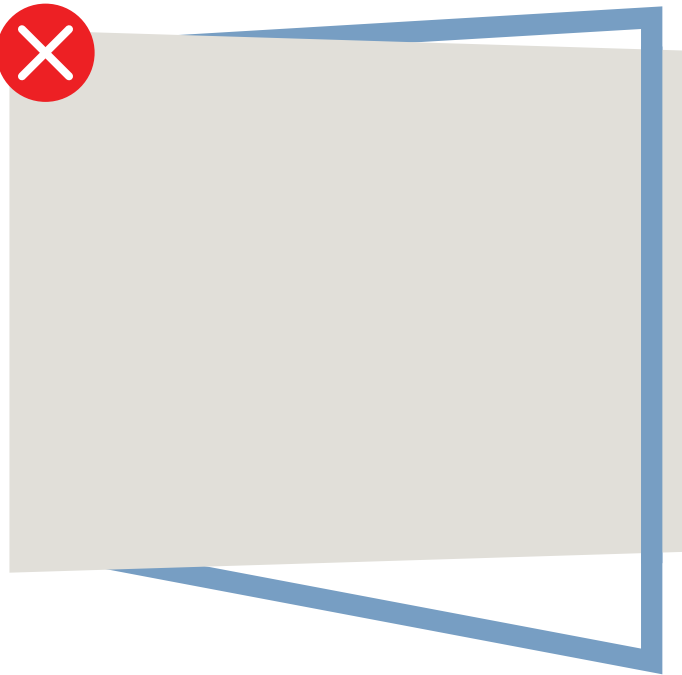
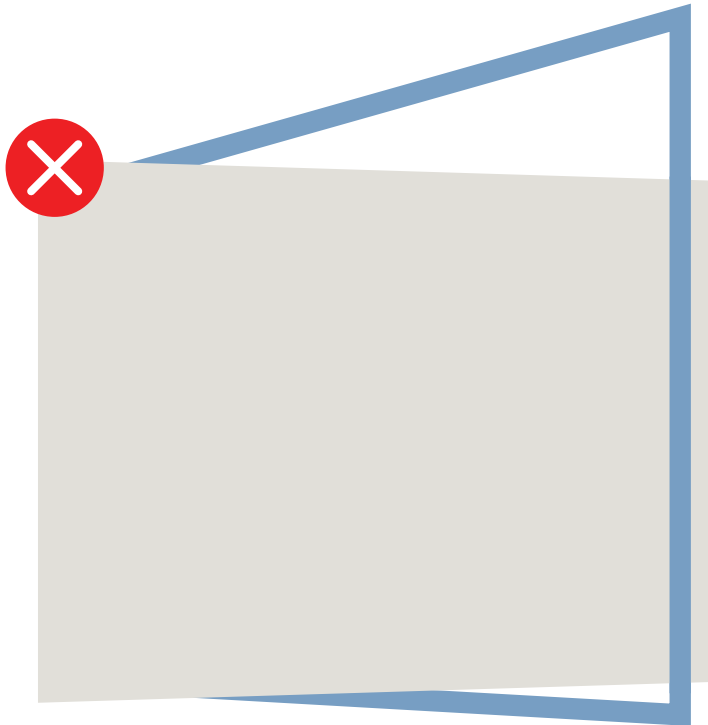
- Ensure that image is cropped to the angular shape when paired with the accent frame, so that there is a symmetrical balance.
- The frame should be placed on the right side of the image whenever possible to maintain visual consistency across all layouts.
- Frame colours should be selected only from the approved colour palette, with shades that best complement the image and enhance visual balance.
- As a general guide, the thickness of the frame should be set at approximately 2-6% of the image width, depending on the layout.
- It is acceptable to have the frame on the left side of the image, but only when space or composition requires.

ACCENT FRAME APPLICATION

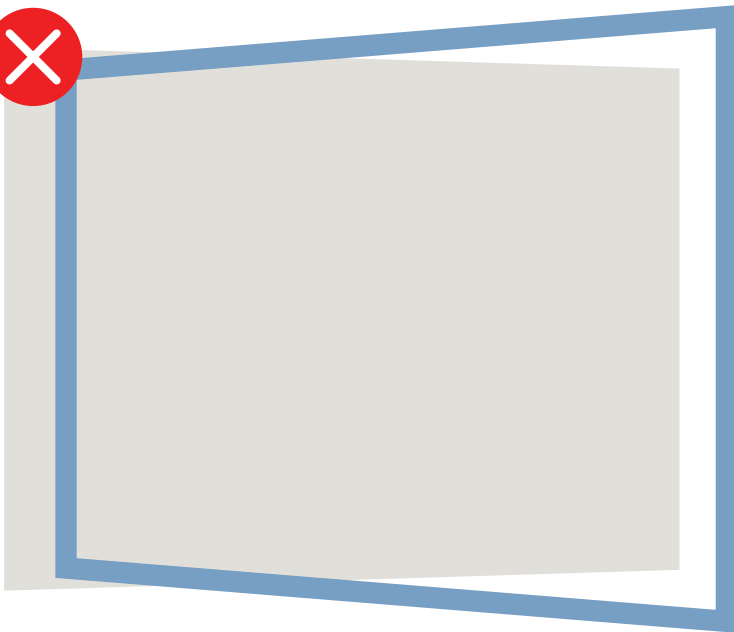
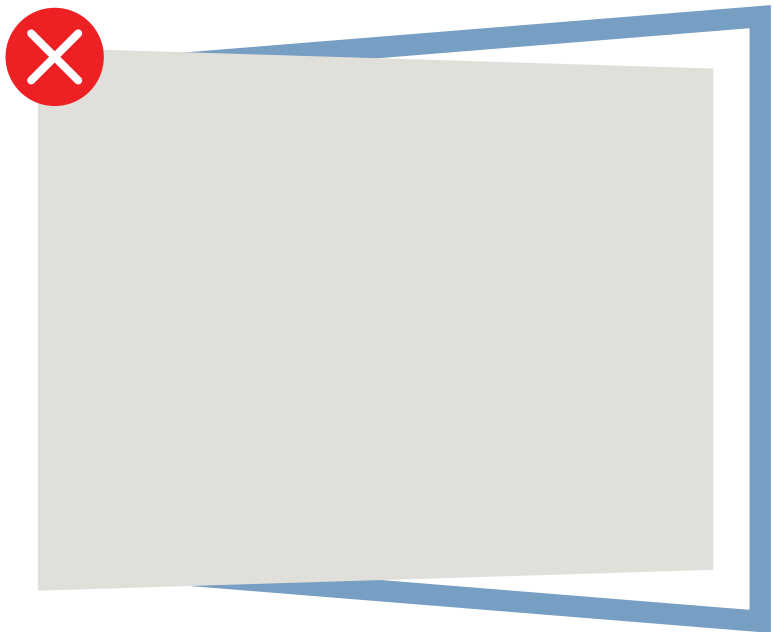
The frame may be extended to suit different image proportions, but they should not be stretched or distorted.



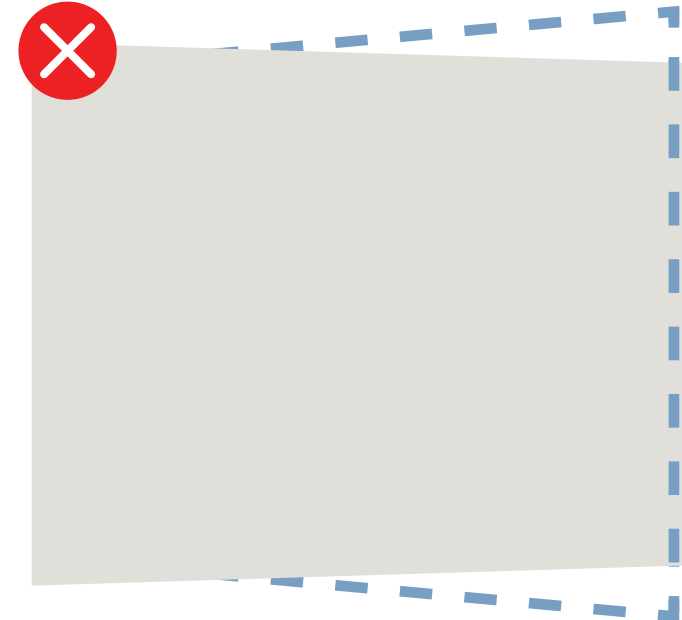
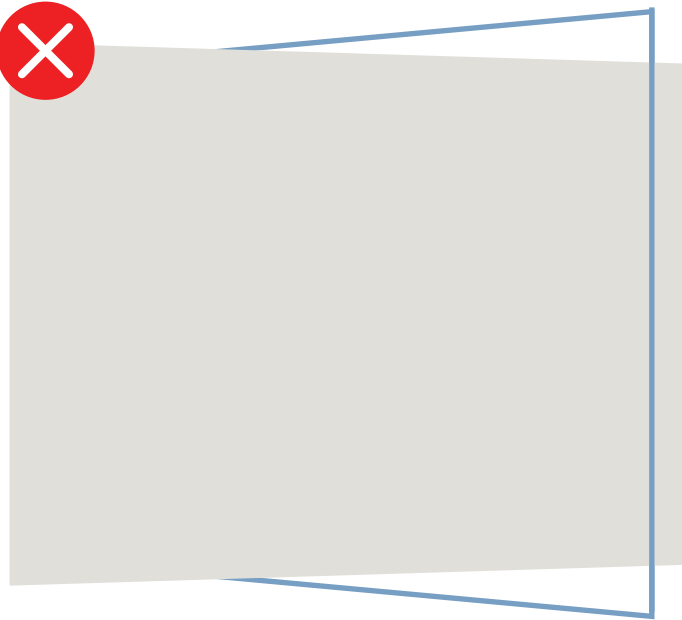
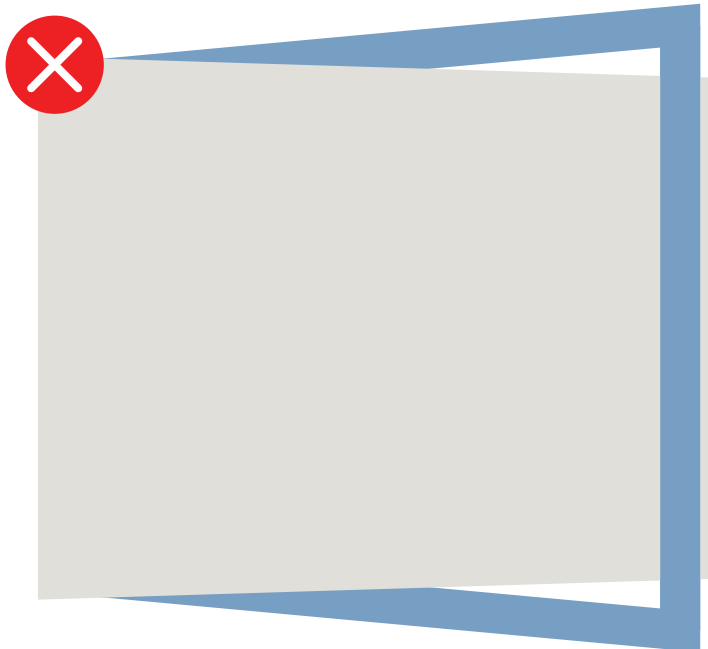
The top and bottom angle of the frame should be symmetrical at all times.



One side of the frame should always overlap the image, while the rest of the frame sits behind it.



The frame stroke should not be overly thick or thin to maintain a clean and consistent look.



ACCENT TEXT FRAME

The text design mnemonic should be used only when there isn't sufficient space to display multiple attributes of the development elsewhere in the layout. The frame design mnemonic should be used whenever possible.

Application examples:

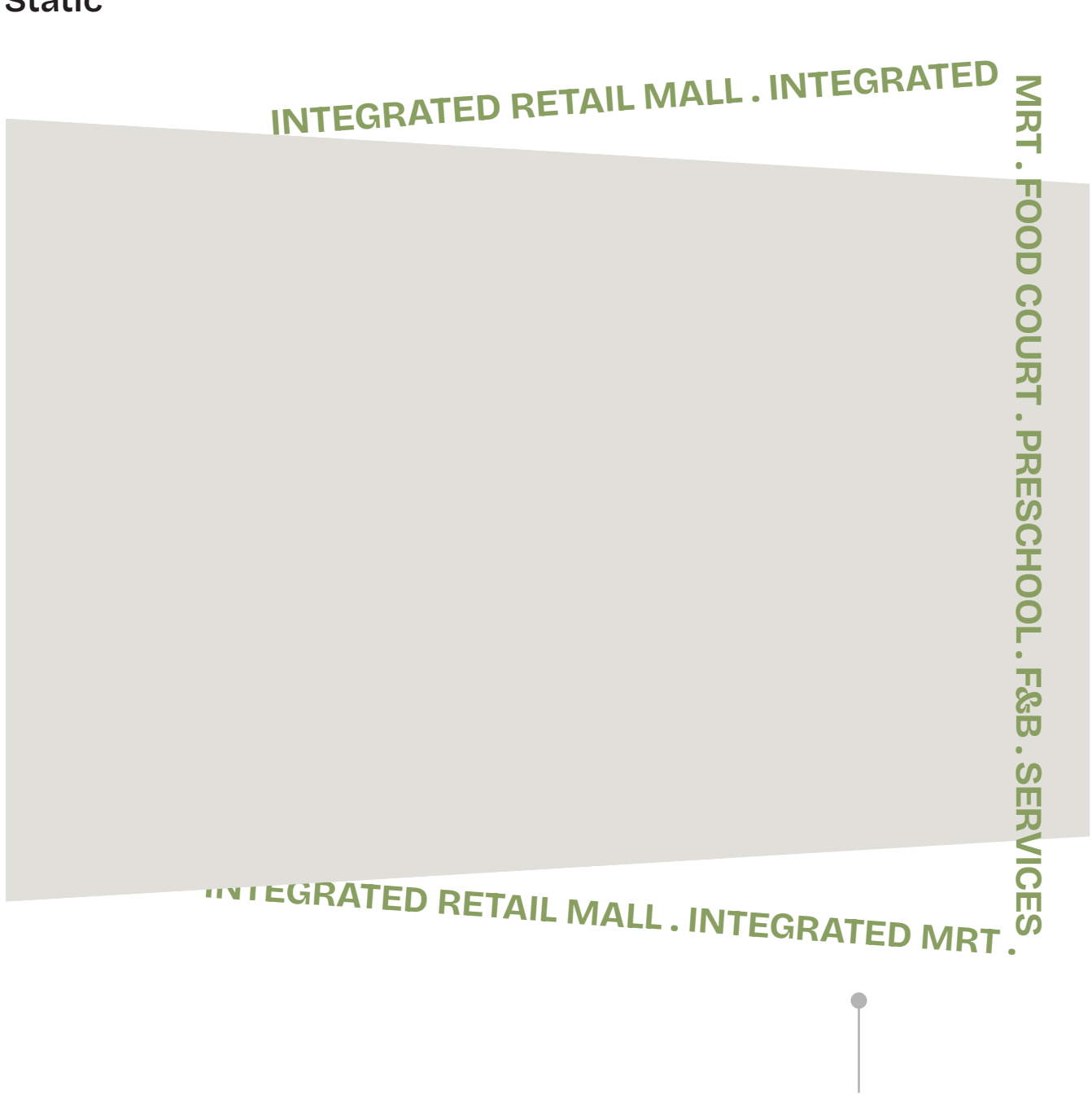
- **Digital** – video, social media posts, website, banners, etc.

Animated



The text will run continually across the image in a clockwise direction (indicated by the arrows).

Static



If this treatment is applied in a static layout, ensure that the bottom line of text sits upright so the words remain easy to read.

- The text frame should be positioned only on the right side of the image.
- One side of the text frame should always overlap the image, while the rest of the text frame sits behind it.
- Ensure typography remains legible against the image and its background.

LINE MOTIF

Inspired by the layered architecture of the development, these lines extend the visual language of the facade into the brand design for a cohesive connection.

Application examples:

- **Digital** – website, social media posts.
- **Print** – press ads, brochures.

- Two line designs are available for use. Choose the version that best fits the layout and visual balance.
- These motifs come in multiple colour variations to suit different backgrounds and applications. Colours are intentionally kept subtle so it doesn't clutter the layout, such as the examples below.

Line Design 1 Examples



Brand colour on light tint (tone-on-tone)



Brand colour (50% opacity) on white



White (50% opacity) on brand colour

Line Design 2 Examples



Brand colour on light tint (tone-on-tone)



Brand colour (50% opacity) on white



White (50% opacity) on brand colour

Thank you