



QUADRANT
HOMES

August 23rd 2017

Brand playbook & guidelines



Logo
Center aligned

The Quadrant Homes logo consists of a symbol and wordmark. The symbol is composed from a combination of symbols that reflect the promise and strengths of the Quadrant Homes brand. The symbol is a combination of a monogram, a location marker, a key & lock, and forward moving arrows.

The logo artwork shown here is the center aligned version. Use this version in the context where there is vertically open space or the space around the logo is more square.

Download this logo at:
quadranthomes.com/quadrant-homes-brand-guidelines



Logo
Left aligned

The Quadrant Homes logo consists of a symbol and wordmark. The symbol is composed from a combination of symbols that reflect the promise and strengths of the Quadrant Homes brand. The symbol is a combination of a monogram, a location marker, a key & lock, and forward moving arrows.

The logo artwork shown here is the left aligned version. Use this version where the context is spatially horizontal or the space around the logo is more horizontal.

Download this logo at:
quadranthomes.com/quadrant-homes-brand-guidelines

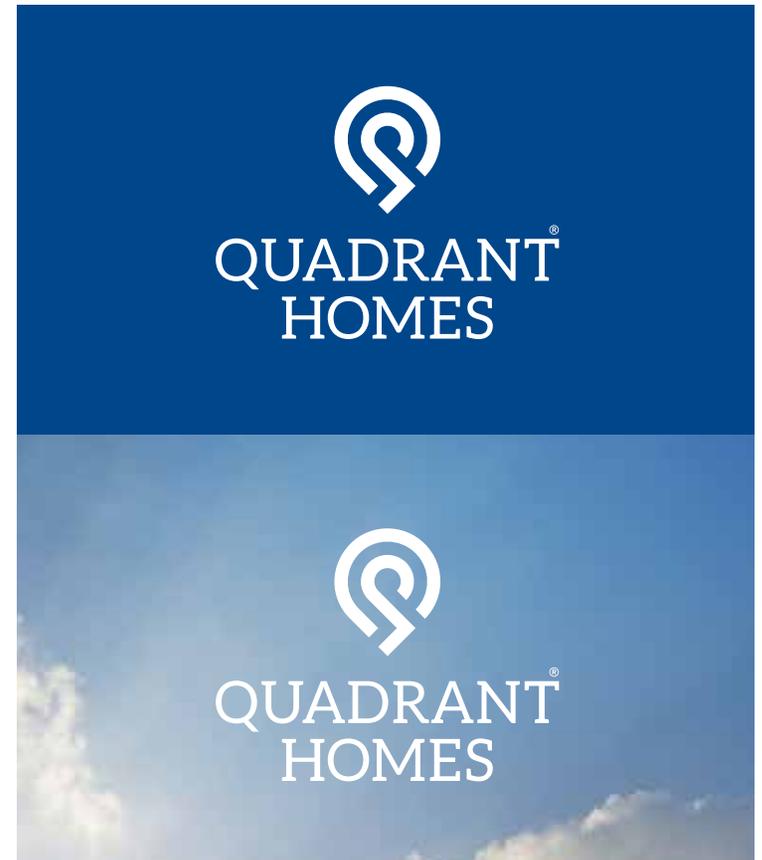


Logo
Color versions

We have developed a library of logo artwork to account for various types of media and communications.

The primary version of the logo is the blue version, shown here in the top left. When background colors or printing prohibits this, the logo may be reversed out. Where possible, Quadrant Homes Blue should be used with the reversed version. In limited applications (fax sheet, CAD drawings etc.), a single-color black version is also available for use.

All versions of the logo may appear on photographic backgrounds as long as the integrity of the logo and image are not diminished.





Logo
Clear space

To ensure legibility and recognizability, our logo must have minimum clear space around it and be large enough in print and on screen.

The proportions displayed here represent the minimum clear space area around our logo. Use the height of the symbol to determine the necessary space (shown as $\frac{1}{2}X$). More space is recommended to underscore its prominent position within the visual identity hierarchy, especially its role as the anchor of a layout. Only use the minimum clear space dimensions when a piece of communication has severely limited space.

The registered trademark symbol must appear to the right of the “T” in Quadrant in all circumstances.

Special printing and reproduction techniques such as embossing, foil stamping or embroidery will require a larger scale to reproduce correctly. Review proofs from vendor to ensure legibility.



Logo
Do not

- a. **Do not** render the logo with unapproved colors
- b. **Do not** change or extract the symbol out of its role as logo
- c. **Do not** set the logo in different typefaces
- d. **Do not** rearrange the orientation of the type and symbol lockup
- e. **Do not** add any effects to the logo
- f. **Do not** compress, skew or otherwise distort the logo
- g. **Do not** lock up any program names or other elements to the logo
- h. **Do not** place reversed logo on busy or low-contrast imagery