

# Visual Guidelines







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WIZIO

## We are Wizio

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We bring **honest, transparent** information to the apartment market. We are **friendly, trustworthy,** and **innovative.** Our brand strategy reflects these **core values** and ensures that tenants will be able to find their next space with more **ease** and **simplicity.**

# 01 primary logo

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## STANDARD COLOR LOGO AND CLEAR SPACE



## MINIMUM SIZE

WIZIO ] .3 in

## ALTERNATE COLOR OPTIONS

\*note use color logo whenever possible





## 01 secondary square logo

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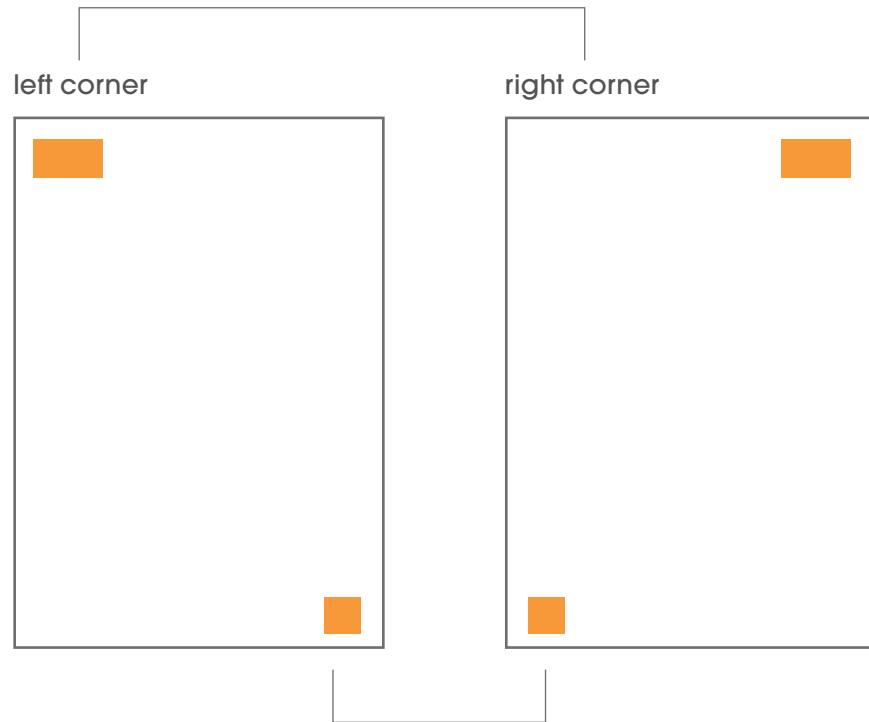
The secondary logo can be used when the logo is being placed in a square, especially for social media icons. It can also be used as an endorsement or if the primary logo already appears on the content in another place.



# 01 logo placement and proportion

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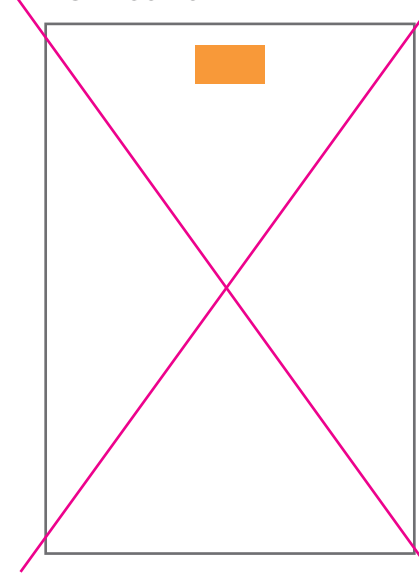
the primary logo should appear on either the upper left or right corner



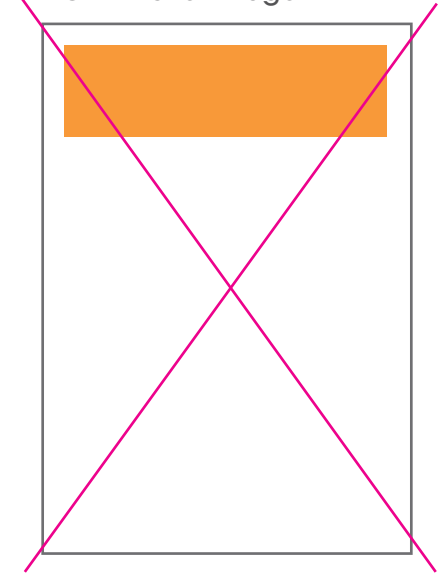
secondary logo can only appear as an endorsement on the bottom, the primary logo should always accompany it.

It is not necessary to always use the secondary logo

DONT center



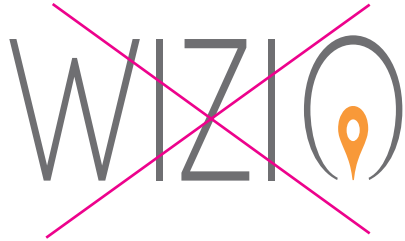
DONT make it huge





# 01 logo misusage

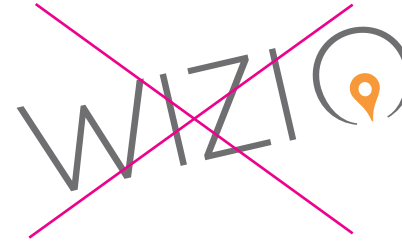
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DONT:  
Stretch the logo



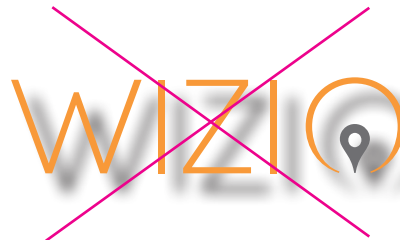
DONT:  
Change the colors



DONT:  
Tilt the logo



DONT:  
Place the color logo on a color, only  
white backgrounds or use the knocked  
out logo (all black or all white)



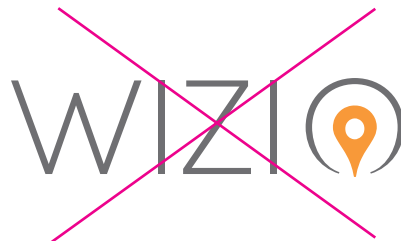
DONT:  
Swap the colors or add drop shadows,  
the pin should be orange whenever  
possible, otherwise black or white.



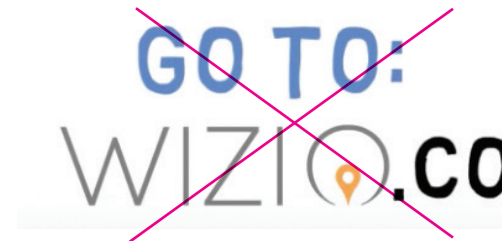
DONT:  
Use the logo in other words



DONT:  
Outline the type



DONT:  
Make the pin bigger



DONT:  
Use the logo as a url and don't use off brand  
typefaces

## 02 tagline

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### MAIN TAGLINE

WIZIO  FIND  
YOUR  
SPACE

WIZIO  FIND  
YOUR  
SPACE

### MINIMUM SIZE

WIZIO  FIND  
YOUR  
SPACE ] .5 in

### BOTTOM TAGLINE

WIZIO   
FIND YOUR SPACE

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### ENVIRONMENTAL AND HORIZONTAL TAGLINE (for large signage such as billboards)

WIZIO  FIND YOUR SPACE



## 03 typefaces

**\*note:** Both typefaces in all weights must be purchased for use

# Avant Garde Gothic

Avant Garde Gothic Extra Light

Avant Garde Gothic Book

Avant Garde Gothic Medium

**Avant Garde Gothic Demi**

**Avant Garde Gothic Bold**



# Caecilia

Caecilia 45 Light

*Caecilia 45 Light Italic*

Caecilia 56 Roman

*Caecilia 56 Italic*

**Caecilia 75 Bold**

***Caecilia 75 Bold Italic***

\*Avant Garde is the primary typeface.  
Caecilia can be used when visual  
contrast is needed or for italics.

Use of these two typefaces is ideal for  
new print and marketing material, but  
they must be purchased for use.

## 03 free and web typefaces

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# Roboto

Roboto Thin  
Roboto Light  
Roboto Regular  
**Roboto Medium**  
**Roboto Bold**



Be sure to use only these two typefaces on the web to ensure consistency with the current pages that are there.

Both typefaces are suitable for headlines and Roboto is mainly used for body text.

# Roboto Slab

Roboto Slab Thin  
Roboto Slab Light  
Roboto Slab Regular  
**Roboto Slab Bold**



# 04 color

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## LOGO COLORS



Tangerine



Space gray

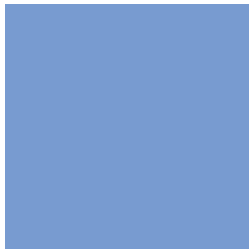
## ACCENT COLORS



Burnt orange



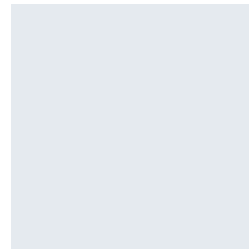
Muted tangerine



Periwinkle Blue



Gray Blue



Light Gray Blue

# 04 color breakdowns

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## LOGO COLORS



Tangerine  
0/47/87/0  
247/153/56  
#F79739



Space gray  
CMYK 57/49/46/15  
110/110/112  
#706F72

## ACCENT COLORS



Burnt orange  
15/78/100/14  
186/81/35  
#BA5123



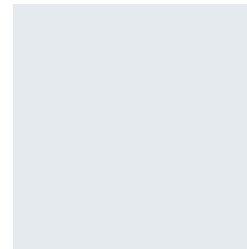
Muted tangerine  
1/38/68/0  
247/170/100  
#F7AA63



Periwinkle Blue  
53/31/0/0  
121/156/210  
#7A9DD1



Gray Blue  
47/33/20/0  
142/156/178  
#8E9BB2



Light Gray Blue  
9/5/3/0  
228/232/238  
#E5E8EE



## 04 balance of color

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Light Gray Blue and Gray Blue are good for smaller color fields, such as the website's footer. They create a nice contrast to the muted tangerine



white and muted tangerine should be the most prevalent colors (ex. backgrounds & color fields)

White can be a text color if placed on a dark enough background



Periwinkle and Tangerine are bright, bold color options to be used for calling attention in small areas of a page (ex. call to action buttons and headlines, or small things like business cards)

Space Gray is a good color for body text on white backgrounds (ex. letters and blog text)

## 05 imagery



Thoughtful imagery enhances the look and feel of both the website and marketing material. Use warm toned, candid apartment images.

\*Don't use stock photos of people smiling directly at the camera.



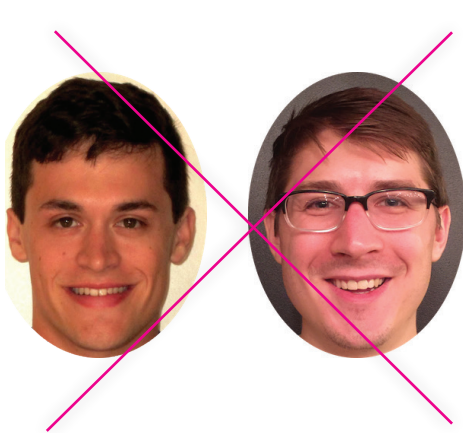
**Suggested websites for images:**  
[unsplash.com](https://unsplash.com)  
[stocksy.com](https://stocksy.com)  
[stocksnap.io](https://stocksnap.io)  
[gratisography.com](https://gratisography.com)  
[negativespace.co](https://negativespace.co)





## 05 imagery misuse

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DONT:  
Crop images too closely and don't make the image frame oval



DONT:  
Use images that look overly stylized



DONT:  
Use stock images of people smiling at the camera



DONT:  
Use images that look fake and overly saturated



DONT:  
Use images that look cliché

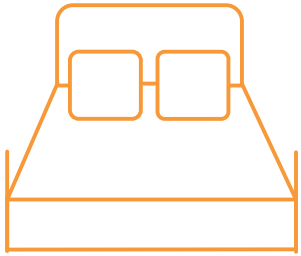


DONT:  
Use cliché real estate imagery of landlords and realtors

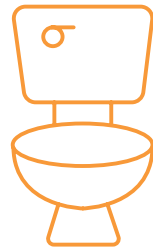


## 06 icons

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# bed



# bath



laundry



dishwasher

Icons can visually display information that would otherwise be boring to read in a plain list.

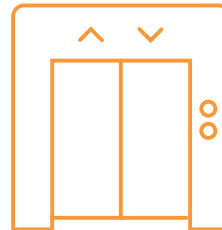
When creating future apartment icons, be sure to use the same stroke size as the current symbols (1.45 pt)



utilities



pets allowed



elevator



fireplace

## 07 composition: pin & space



The pin identifying a space is an opportunity to reinforce Wizio's brand across all different types of media other than just the logo.

Thoughtful usage of this composition will create a cohesive look and draw in the viewer's attention.



### Rules

1. The Wizio pin point must identify the space, the angular space cannot be used without the pin.
2. The primary or secondary logo can be used to create this space, but don't make the primary logo too big.
3. Use only  $\alpha$ -symmetrical compositions

## 08 business cards

**\*note:** Do not round the corners  
of the business cards



WIZIO

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## 08 social media



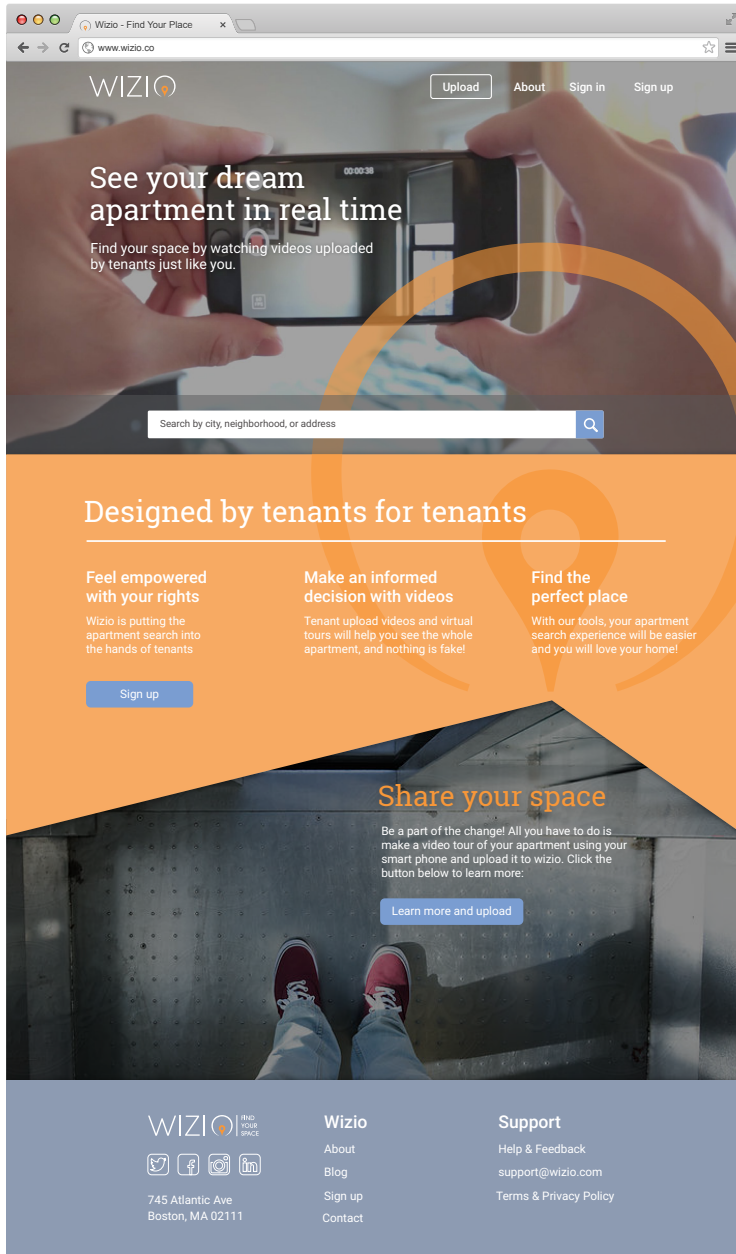
## 08 responsive website

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## 08 website home and about page





## 09 resources

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SITE MOCKUPS AND BRAND ASSETS

<http://bit.ly/1QbFqIU>

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