



NUE VISTA

BRAND  
STRATEGY  
& GUIDE

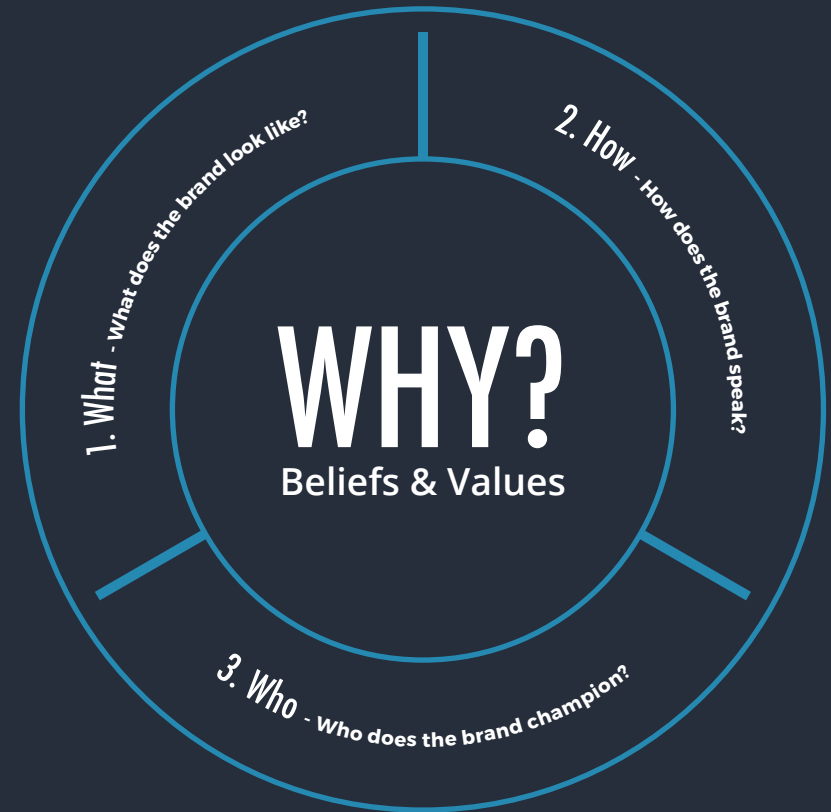


# C O N T E N T S

<b>THE CONCEPT</b>	<b>03</b>	<b>BRAND TAGLINE</b>	<b>28</b>
<b>BRAND STRATEGY</b>	<b>09</b>	<b>VISUAL GUIDELINES</b>	<b>30</b>
<b>BRAND POSITIONING</b>	<b>16</b>	<b>STATIONERY</b>	<b>44</b>
<b>BRAND STORY</b>	<b>22</b>	<b>EVERGREEN CAMPAIGN</b>	<b>48</b>
<b>ELEVATOR PITCH</b>	<b>26</b>		

" A BRAND IS A  
PERSON'S GUT  
FEELING ABOUT A  
PRODUCT, SERVICE,  
OR ORGANIZATION."

*Marty Neumaier*



THE  
*concept*

# SEARCHING FOR *something more*

Owning a home has been a main aspiration for growing families over generations. But things have gotten to the point where many Canadians aren't sure if they'll ever own a home, leaving young families with few options to live and grow.

**Everyone is searching for something more, a community, a place where they can start their story, a home to call their own.**



# A PLACE TO CALL *our own*

Amidst the rolling mountains in the Okanagan Valley awaits an oasis, removed from the bustling sounds of the city, yet close to everything you need. Surrounded by nature, the outdoors become your playground, with unlimited opportunities to satisfy your craving for adventure.

Along the trails that sit in your backyard and the lake within minutes of your front door you find yourself at peace, unbound by your newfound freedom in your own home. Here you don't just get by, here you can thrive.



# YOUR STORY. *your way.*

From the moment you step foot at Nue Vista, you catch a glimpse of what you imagined your life in the Okanagan to be. With the beautiful Mount Boucherie as your backdrop, you feel the mountain air take your breath away as you walk along the tree-lined pathways. Behind the row of houses you see a park nearby, surrounded by the community that brings Nue Vista to life.

As you sit in your backyard and watch the sunset on the mountain, you realize you have found what you have been searching for: a place to call home. Unconfined by the walls of an apartment, Nue Vista provides enough space for you and your family to grow. This is where your new chapter begins; a chance to tell your story, your way.



# AT SAYVEE, WE'VE DEVELOPED SIX COMPONENTS FOR YOUR BRAND.

Each component offers a different perspective on what your brand is, to capture the depth of nuances and meaning.

Taken together, these components provide the foundation upon which your brand is built.



# THE SIX BRAND COMPONENTS.

1. Brand Ambition
2. Brand Purpose
3. Brand Values
4. Brand Promise
5. Brand Characteristics
6. Brand Tone & Voice



**B R A N D**  
*strategy*



# BRAND AMBITION

To create West Kelowna's most inclusive new community where you and your family have the opportunity to flourish and grow in the heart of the Okanagan Valley, while at the same time providing a more achievable alternative for home ownership through secure leasehold land.

# BRAND PURPOSE

To educate new homeowners on the value of leasehold property thereby building a safe and inclusive community for young families with active lifestyles.



# BRAND VALUES

1. To provide the best value to buyers
2. Transparency always/Ensure you always understand
3. Relationships over business
4. Authenticity & Honesty
5. Integrity, we mean what we say
6. Maintain strong relationships with local First Nation bands/municipalities





# BRAND PROMISE

Create an inclusive, family-oriented community that provides opportunities for families, giving them access to the pride of home ownership.

# BRAND CHARACTERISTICS



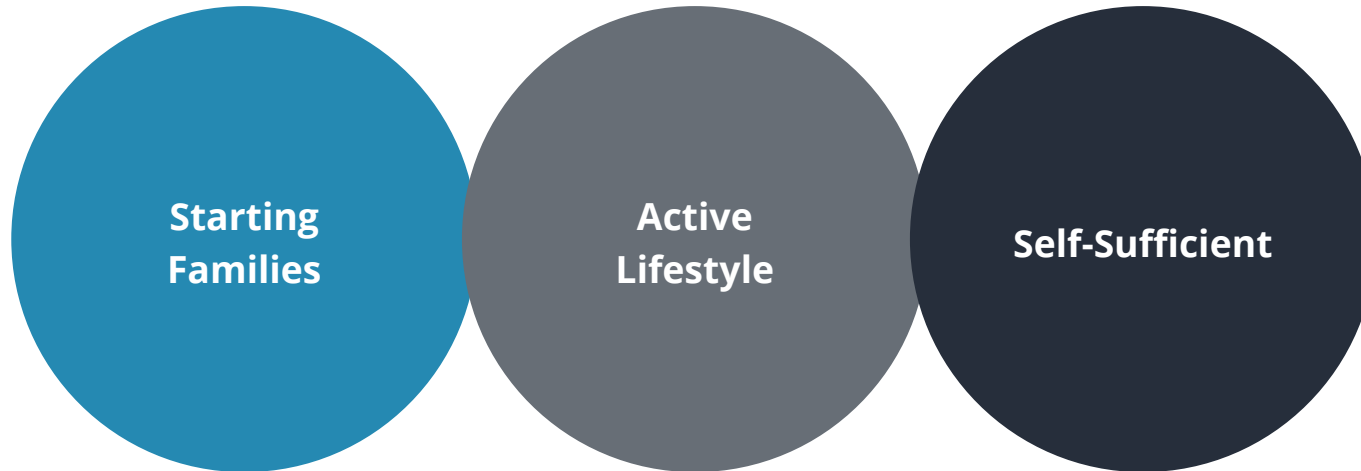
# BRAND TONE & VOICE



**BRAND**  
*positioning*

# TARGET AUDIENCE

Your target audience are the people who are most likely to be interested in your services:



# CUSTOMER PERSONA # 1



**Name:** Jessica Smyth

**Customer Type:** The Social Mom

## DEMOGRAPHICS

Age: 32  
City: Hope, BC  
Profession: Events Coordinator  
Marital Status: Married  
Partner's Name: Henry  
Kids: 1 newborn  
University: VCAD  
City: Vancouver  
Household Salary: \$130,000

## CHALLENGES

- As first-time home buyers, the Kelowna housing market prices are becoming unaffordable
- They have a family now, and don't want to have to settle for a 1 or 2 bedroom apartment, They need room to expand
- Lacks social interaction being at home alone with the baby all day

## STORY

- She always had a flair for the creative fields, participating in art classes, design & theatrics
- After high school she moved to Vancouver to study design at VCAD
- She found Vancouver was very expensive and working/studying was very draining
- After her first year, the opportunity arose for her to finish her course online, so she ended up moving to Kelowna for the slower lake life, and started working part time in events promos
- She realised she loves working in events, because of her outgoing and social personality, and so after her studies she pursued a career and ended up being an event coordinator
- While organising a golf tournament, she met her husband Henry, and within a few years got married
- They recently had a baby boy

## NEEDS

- A spacious affordable home, in a safe neighbourhood, close to schools and amenities
- Needs a good community around her as their family is not nearby
- To be secure in a home that they own and can pass down as an investment for their children
- Needs space for her creative outlet
- A pet friendly environment.

# CUSTOMER PERSONA # 2



**Name:** Jason McNally

**Customer Type:** Activity Enthusiast

## DEMOGRAPHICS

Age: 42

City: Edmonton, AB

Profession: Financial Advisor at Edward Jones

Marital Status: Married

Partner's Name: Angela

Kids: 2

University: U of A

City: Edmonton

Salary: \$200,000

## CHALLENGES

- He is often away from home camping and doing other activities, so yard maintenance and security are a challenge for him
- Living downtown Kelowna only has a limited amount of trails in the vicinity and it takes at least 1 hour to pack up all his gear and get to other trails
- Storage is becoming an issue for him as he has all this sporting gear and storage unit in the building is now full
- Living on the 3rd floor with a large dog is frustrating for the dog

## STORY

- Born & raised in Edmonton
- He is a big sports fans and lives a very active lifestyle
- He met his wife while he was studying and shortly after had their first son
- He loves mountain biking and winter sports, so he moved to Kelowna once his son was born to give them access to an outdoor sports lifestyle
- His job gives him a lot of flexibility as he has already built up a fair portfolio of clients to support is financial needs
- He has a German Shepherd that he enjoys taking along with him on his rides
- Some of the other activities he enjoys are, camping, paddleboarding, kayaking, hiking, backcountry skiing and cross-country skiing
- He enjoys going wine touring with his wife and friends

## NEEDS

- Ability to lock and leave
- Low maintenance outdoor spaces
- Access to trails for biking, hikes and dog walks, preferably without having to travel in the car
- More storage space for sport gear
- Secure outdoor space for his dog

# CUSTOMER PERSONA #3



**Name:** Matt Kowalski

**Customer Type:** The Opportunist Techpreneur

## DEMOGRAPHICS

Age: 28

City: Kelowna, BC

Profession: Software Developer

Marital Status: Newly Wed of a long time partner

Partner's Name: Hannah

Kids: 0

University: Bachelor of Software Development, UVIC

City: Victoria, BC

Household Salary: \$150,000

## CHALLENGES

- He is ready to buy his first home, however, a condo is not ideal to start a family, and a townhouse is out of their budget
- Housing is expensive in Kelowna and it is difficult to save up a sufficient deposit
- He is tired of moving around due to landlords not renewing leases due to increase rental market prices
- Yard maintenance is expensive and he is always trying to keep his monthly expenses low

## STORY

- Born & raised in Kelowna
- After high school, he studied at UVIC, because UBCO and OK College did not offer the program that he was looking for, and so he stayed with his aunt in Victoria while attended university
- He didn't get a student loan because he didn't want to be in debt
- He was freelancing for extra cash while he was studying on upwork.
- He met his wife in Victoria on Tinder, however she is also from Kelowna, and so after school they moved back together.
- Matt someone who is very frugal and likes to play it safe
- He always does his research and makes educated decisions
- They hope to have a family when they is more secure

## NEEDS

- Feel independent
- CMHC approved financing where you can buy with only 5% down
- A place that he can live and build equity
- He needs a lot of clear information and validation on what he is buying
- Return on investment

# INTERNAL *positioning*

COUGAR ROAD DEVELOPMENT PROVIDES LEASEHOLD,  
FAMILY TOWNHOMES TO STARTING FAMILIES, AND  
ACTIVE HOUSEHOLDS, PRESENTED AS A  
FAMILY-ORIENTED, AFFORDABLE OPPORTUNITY,  
WHILE HELPING THEM FEEL PROUD AND SECURE.

**BRAND**  
*story*

# SEARCHING FOR SOMETHING MORE

Owning a home has been a main aspiration for growing families over generations. But things have gotten to the point where many Canadians aren't sure if they'll ever own a home, leaving young families with few options to live and grow.

Everyone is searching for something more, a community, a place where they can start their story, a home to call their own.

# A PLACE TO CALL YOUR OWN

Amidst the rolling mountains in the Okanagan Valley awaits an oasis, removed from the bustling sounds of the city, yet close to everything you need. Surrounded by nature, the outdoors become your playground, with unlimited opportunities to satisfy your craving for adventure.

Along the trails that sit in your backyard and the lake within minutes of your front door you find yourself at peace, unbound by your newfound freedom in your own home. Here you don't just get by, here you can thrive.

# YOUR STORY. YOUR WAY.

From the moment you step foot at Nue Vista, you catch a glimpse of what you imagined your life in the Okanagan to be. With the beautiful Mount Boucherie as your backdrop, you feel the mountain air take your breath away as you walk along the tree-lined pathways. Behind the row of houses you see a park nearby, surrounded by the community that brings Nue Vista to life.

As you sit in your backyard and watch the sunset on the mountain, you realize you have found what you have been searching for: a place to call home. Unconfined by the walls of an apartment, Nue Vista provides enough space for you and your family to grow. This is where your new chapter begins; a chance to tell your story, your way.

ELEVATOR  
*pitch*

NUE VISTA OFFERS A UNIQUE OPPORTUNITY FOR HOME BUYERS AND STARTING FAMILIES. THE NEWEST TOWNHOUSE COMMUNITY IN WEST KELOWNA; CLOSE TO AMENITIES, YET REMOVED FROM THE BUSTLING SOUNDS OF THE CITY.

JUST MINUTES FROM THE LAKE, NUE VISTA IS SITUATED AT THE FOOT OF MOUNT BOUCHERIE, SURROUNDED BY AN ENCLAVE OF TREES AND TRAILS. HOME OWNERS CAN BENEFIT FROM THIS ALTERNATIVE SOLUTION TO HOME OWNERSHIP THROUGH ONE OF WEST KELOWNA'S LONGEST LEASEHOLD AGREEMENTS. SECURED BY A 125 YEAR REGISTERED CMHC APPROVED HEADLEASE, NUE VISTA AIMS TO PROVIDE A VALUE-ADDED SOLUTION TO THE HOUSING MARKET IN THE OKANAGAN, BY BUILDING QUALITY HOMES AT AN ACCESSIBLE PRICE.

NUE VISTA IS MORE THAN JUST A HOME, IT ALLOWS HOME BUYERS AND STARTING FAMILIES A CHANCE TO START ANEW WITH THE FREEDOM TO BE ABLE TO TELL THEIR STORY, THEIR WAY.

**B R A N D**  
*tagline*

YOUR STORY.  
*your way.*

VISUAL  
*guidelines*



NUE VISTA



*your story.  
your way.*



NUE VISTA



# 01

## IDENTITY CONSTRUCTION

### LOGO FORMATTING

**Our logo is the key building block of our brand, and the primary visual element that identifies us.**

The NUE VISTA logo comprises two variations. 1. The full identity which includes the full name and mark in line and 2. the full identity with name stacked below the mark.

The logo is a stylized mark with well defined sans serif typography evoking a sense of clarity. The logo typography has been selected for its simplicity and legibility at smaller sizes.

### BRAND IDENTITY CORE ASSETS

#### LOGO USAGE

Whenever the logo is used, it should be surrounded with clear space or a faded pattern to ensure its visibility and impact.

No graphic elements of any kind should appear in this area.



## CONSTRUCTION

### DEFINITION

The unit of measure is a measurement that is derived from the NUE VISTA logo and is critical to the creation of any branded material. The full unit of measure is the width of the three letters in “NUE”.

## CLEARSPACE

### DEFINITION

Whenever the logo is used, it should be surrounded with clear space to ensure its visibility and impact.

The clear space boundaries begin at the edges of the logo.

No graphic elements of any kind should appear in this area.



# 02

## IDENTITY VERSIONS

### COLOR FORMATTING

**Two approved versions of our logo have been created. Read the usage guide to understand when each logo should be used.**

Various color combinations are accepted for use on our logo.

The color combinations featured in this guide are from a selected palette and color use for the logo are limited only to these specified colors.

## BRAND IDENTITY CORE ASSETS

### LOGO USAGE

**Only approved digital logo files may be used. The identity may not be recreated, regardless of the situation. Please refer to the color palette for the correct color specifications.**

Always use the correct specified color to ensure visual consistency. No approximation or changes from these specifications are acceptable.



## FULL COLOR LOGO

The full color version of the logo is always used on white or on a near-white or light part of an image or photo.



NUE VISTA



NUE VISTA

## BLACK / MONO LOGO

For use on facsimile and other black and white publications.



NUE VISTA



NUE VISTA

## WHITE OUT LOGO

When used on dark and colored backgrounds, the logo must be completely white. This will provide a striking contrast allowing the identity to be clear and consistent.



NUE VISTA



NUE VISTA

## FULL COLOR LOGO (SOLID)

The full color version of the logo is always used on white or on a near-white or light part of an image or photo.



NUE VISTA



NUE VISTA

## BLACK / MONO LOGO (SOLID)

For use on facsimile and other black and white publications.



NUE VISTA



NUE VISTA

## WHITE OUT LOGO (SOLID)

When used on dark and colored backgrounds, the logo must be completely white. This will provide a striking contrast allowing the identity to be clear and consistent.



NUE VISTA



NUE VISTA

# 03

## IDENTITY MINIMUM SIZE

### LOGO SIZING

**Two approved versions of our logo have been created. Read the usage guide to understand when each logo should be used.**

The minimum size for use in all printed materials for the full identity is 30mm wide. For digital on-screen use also 30mm or 100 pixels (at 72dpi) wide for the full inline identity. For the stacked version, a size of 2mm or 70 pixels wide (at 72dpi). The identity should never be used at less than the specified size as this would lead to a compromise in legibility.

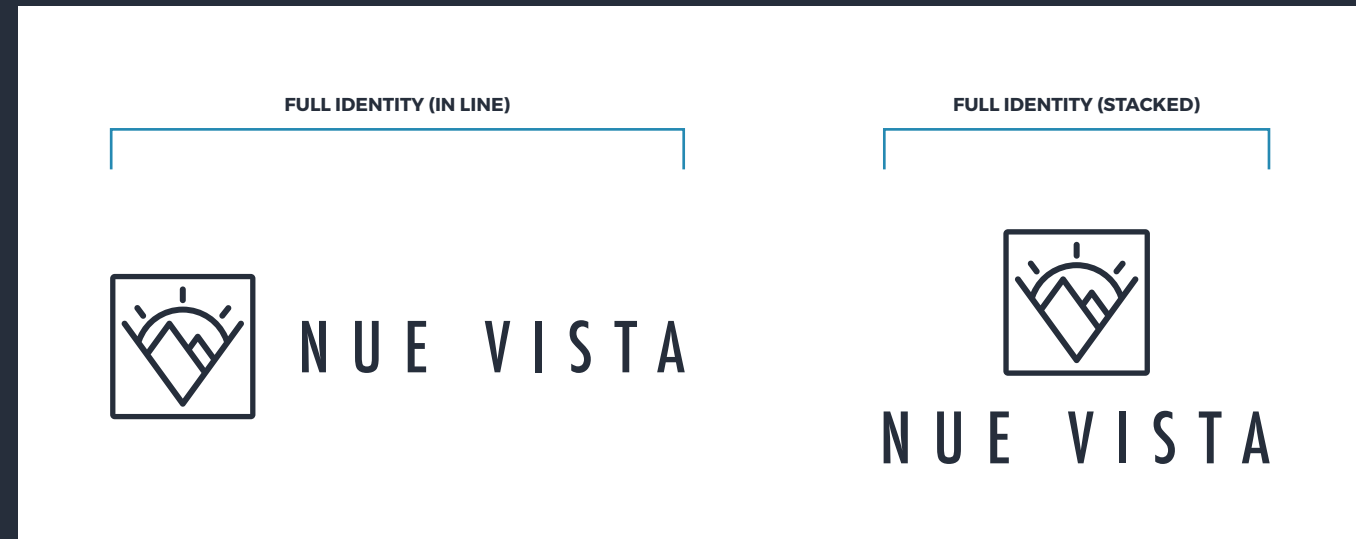
For large formats such as banners, billboards and signage, the logo should be proportionally balanced to the size of the document. The identity must always maintain clear space around it. This will preserve the integrity of the identity and allow for maximum readability.

## BRAND IDENTITY CORE ASSETS

### LOGO USAGE

**Only approved digital logo files may be used. The identity may not be recreated, regardless of the situation. Please refer to the color palette for the correct color specifications.**

Always use the correct specified color to ensure visual consistency. No approximation or changes from these specifications are acceptable.



## SIZE USAGE

The size of the logo has been defined for specific applications. These applications have been identified as the most common sizes and formats in use by NUE VISTA. This table will assist with placing the correct size logo easily.

Placement of the logo in all other formats is at the discretion of the individual producing the element, but must obtain approval from the NUE VISTA branding team.

# IDENTITY SIZE GUIDE

The chart below is intended to show common sizes for logo width on a range of application sizes. Using these sizes will ensure that logos are legible and consistently sized on same size applications.

	● Inline	● Stacked		
Width (mm)	20	30	40	50
<b>Minimum size in application</b>				
Junior Legal (203 × 127)		●	●	•
Letter (216 × 279)	•	●	●	•
Legal (216 × 356)	•	•	●	●
Tabloid /Ledger (279 × 432)	•	•	●	●
<b>Business Cards</b>	•	●	●	•
<b>Compliment slip</b>	•	●	●	•
<b>Letterheads</b>	•	•	●	●
<b>DL Leaflet</b>	•	●	●	•

# 04

## BRAND IDENTITY CORE ASSETS

### LOGO VERSIONS

Only approved digital logo files may be used. The identity may not be recreated, regardless of the situation. Please refer to the color palette for the correct color specifications.

Always use the correct specified color to ensure visual consistency. No approximation or changes from these specifications are acceptable.

### SYSTEM FONT ALTERNATIVE

The standard recommended system font is Arial (a sans serif typeface) which is highly legible when used if the font is not available for use.

# TYPOGRAPHY

## FONT SELECTION

Our typeface has been carefully selected to be clear, modern, dynamic and versatile across various applications.

### Primary Font

The typeface – Futura Condensed Medium – is characterised by excellent legibility in print and digital areas (from corporate brochure ware through to headlines on web applications). The medium weight is for use in headers and titles.

#### Futura Condensed Medium

<b>Aa</b>	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

#### Open Sans Regular

<b>Aa</b>	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

#### Open Sans Bold

<b>Aa</b>	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

#### Moscato Script

<i>Aa</i>	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

### Secondary Font

The secondary typeface – Open Sans – characterised by it's legibility is to be used body text, paragraphs and in fine print.

## BRAND IDENTITY CORE ASSETS

### FONT USAGE

Only approved digital logo files may be used. The identity may not be recreated, regardless of the situation. Please refer to the color palette for the correct color specifications.

Always use the correct specified color to ensure visual consistency. No approximation or changes from these specifications are acceptable.

# TYPOGRAPHIC HIERARCHY

**Typographic hierarchy is a form of visual hierarchy and plays an important role in communicating an overall tone and quality in a design project.**

### Level One

Level-one typography will be the most important content or information, this should be the most immediately and eminently visible typographic element in your design. For use on title pages.

### Level One (Option 2)

Option 2 typography is another way to style the most important content or information, this should be the most imminently and eminently visible typographic element in your design.

### Level Three

Level-three typography is generally the bulk of the design. This is where the copywriting lives, where you get into the message of your design. It could be long or short — a whole article, a short note, a brief description — but the primary concern for this level is that it's easy to read, since the font size will likely be somewhat small.

### Level Four

Level-four typography behaves as a graphic device that allows for interesting captions to be incorporated in a graphical way.

HEADLINE

Level 1

HEADLINE

Level 2 (Option2)

**Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.**

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit.

Level 3

" BLOCK  
QUOTES "

Level 4

# 05

## COLOR PALETTE

**Our primary colors are a critical part of our brand and consistent use of these colors is vital to our identity.**

Our color palette has been carefully selected and are the most obvious visual identifier of our brand second only to the logo. Our guidelines determine how our full range of colors are used and in what proportion.

Applying color correctly ensures that our primary colors are always the most visible and dominant colors. Incorrect use of our secondary and tertiary colors could dilute the association of our primary color palette.

### VISUAL LANGUAGE ASSETS

#### PRIMARY COLORS

Color plays an important role in the NUE VISTA brand identity. The following colors are recommendations for various media. Consistent use of these colors will contribute to the cohesive and harmonious look of the NUE VISTA brand identity across all relevant media.

Check with your designer or printer when using the corporate colors that they will be always be consistent.



#### NAVY

**CMYK:** C80 M68 Y50 K57  
**RGB:** R47 G50 B50  
**Hex:** #2f323c



#### SKY BLUE

**CMYK:** C79 M32 Y16 K2  
**RGB:** R70 G135 B177  
**Hex:** #4687b1



#### OFF WHITE

**CMYK:** C9 M9 Y14 K0  
**RGB:** R235 G230 B222  
**Hex:** #ebe6de



#### WHITE

# 06

## GRAPHIC DEVICES

### ORGANIC SHAPES

**A useful part of our identity is the natural shapes graphic device.**

The device can be applied where appropriate. Though not a prominent part of the brand it can be used as a graphic element where imagery is either unavailable or not required.



### VISUAL LANGUAGE ASSETS

#### VISUAL ELEMENTS

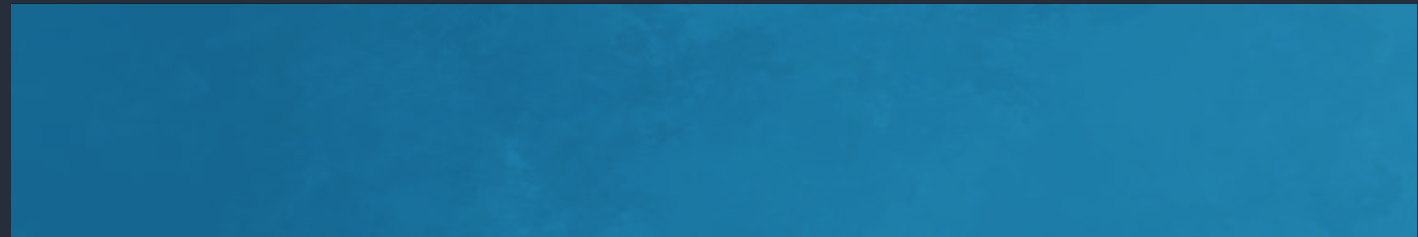
**Only approved digital logo files may be used. The identity may not be recreated, regardless of the situation. Please refer to the color palette for the correct color specifications.**

Always use the correct specified color to ensure visual consistency. No approximation or changes from these specifications are acceptable.

### WATERCOLOR OVERLAY EFFECT

**A distinctive and important part of our identity is the watercolor overlay effect.**

The device can be applied as a holding block for the logo or as an effect overlay on an image etc.



# 07

## IMAGE STYLE AND TONE

### PHOTOGRAPHY

**Our imagery reflects the identity of NUE VISTA. It is professional, clear, bold and uncluttered.**

- NUE VISTA photography should always reflect brightness and a sense of adventure.
- Choose images that show clarity and boldness.
- Images don't always have to be a literal interpretation of a subject. A combination of abstract images and literal images tells a stronger story.

### VISUAL LANGUAGE ASSETS

#### VISUAL ELEMENTS

**Only approved digital logo files may be used. The identity may not be recreated, regardless of the situation. Please refer to the color palette for the correct color specifications.**

Always use the correct specified color to ensure visual consistency. No approximation or changes from these specifications are acceptable.





# BUSINESS CARD

## FORMATTING

**Business Cards are used for all official contact and communication for NUE VISTA.**

The front of the card comprises the logo on the left and the contact information on the right.

The spacing measurements (right) must be followed for consistency.

The back of the card can be left blank or should feature any current visual campaign artwork.

### PARAMETERS

**Dimensions**  
84 x 54 mm

**Weight**  
400g/m Uncoated white

**Print**  
CMYK

## CORPORATE STATIONERY

## FILE VERSIONS

**Only approved digital files of the identity may be used. The identity may not be recreated, regardless of the situation. Please refer to the color palette for the correct color specifications.**

Always use the correct specified color to ensure visual consistency. No approximation or changes from these specifications are acceptable.

### Business Card Frontside



### Business Card Backside



09

## CORPORATE STATIONERY

### FILE VERSIONS

Only approved digital files of the identity may be used. The identity may not be recreated, regardless of the situation. Please refer to the color palette for the correct color specifications.

Always use the correct specified color to ensure visual consistency. No approximation or changes from these specifications are acceptable.

# LETTERHEAD

## FORMATTING

**Letterheads are used for official contact and communication for NUE VISTA.**

The footer includes the NUE VISTA logo in line and rising on the left and contact information on the right.

The spacing measurements (right) must be followed for consistency.

### PARAMETERS

#### Dimensions

Letter (US)

#### Weight

100g/m Uncoated white

#### Print

CMYK

## Letterhead



NUE VISTA

250 469 4004  
info@nuevista.ca  
3105 Cougar Road, West Kelowna, BC  
nuevista.ca

# 10

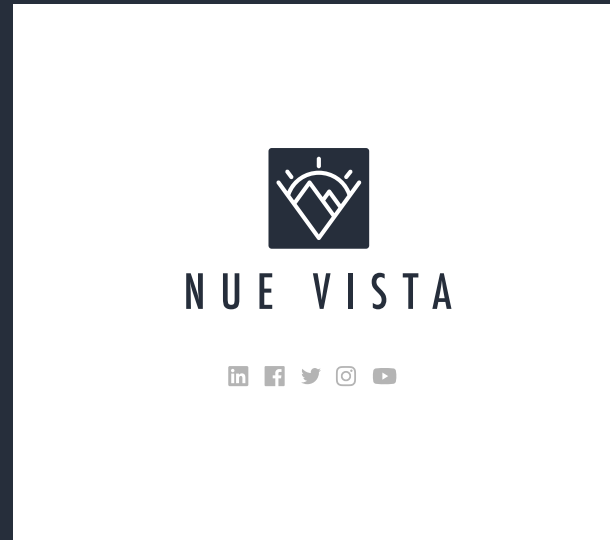
## EMAIL SIGNATURE

### FORMATTING

**Email signatures are used for official contact and communication for NUE VISTA.**

The signature includes the NUE VISTA logo stacked and rising on the left and contact information of the right.

### MailChimp Signature



## CORPORATE STATIONERY

### FILE VERSIONS

Only approved digital files of the identity may be used. The identity may not be recreated, regardless of the situation. Please refer to the color palette for the correct color specifications.

Always use the correct specified color to ensure visual consistency. No approximation or changes from these specifications are acceptable.

### Personal Email Signature





# COMPANY INFO

## FORMATTING

For consistency, the company info for NUE VISTA should always read as indicated in the example (right).

CORPORATE  
STATIONERY

## FILE VERSIONS

Only approved digital files of the identity may be used. The identity may not be recreated, regardless of the situation. Please refer to the color palette for the correct color specifications.

Always use the correct specified color to ensure visual consistency. No approximation or changes from these specifications are acceptable.

### Example

NUE VISTA  
AT MOUNT BOUCHERIE

Address Line 1  
Address Line 2

+0000 0000

nuevista.com

EVERGREEN  
*campaign*



YOUR STORY.  
*your way.*



NUE VISTA

YOUR STORY.  
*your way.*



NUE VISTA

THANK YOU

sayvee  
fueling your | online presence

[sayvee.com](http://sayvee.com)