

BELLA VISTA
HOMES

BELLA VISTAHOMES
HOME OWNERSHIP MADE EASY

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GRAPHIC STANDARDS
GUIDE

UPDATED JANUARY 2019

In keeping with the high standards that the BELLA VISTA HOMES name stands for, this graphic standard guide provides instruction to ensure the visual consistency of the BELLA VISTA HOMES brand in any promotional or advertising materials. For questions regarding using the mark in special cases, please call 210-402-0642.

GENERAL LOGO CHARACTERISTICS

The electronic artwork files provided should be used in their appropriate application whenever the logo is needed. The typeface used in generating the logo type is Arial. This typeface is the preferred font when generating support graphics or copy to go with the BELLA VISTA HOMES mark.

The corporate color for BELLA VISTA HOMES is red, yellow, lime green, gray, and black of the Pantone Color Matching System. The following is a breakdown of the PMS colors in various color modes that may be encountered.

RED



Process: 21C 97M 90Y 12K
RGB: 153R 45G 49B
Web: #992d31
PMS: 1805C

YELLOW



Process:
RGB:
Web:
PMS:

BLACK



Process:
RGB:
Web:
PMS:

LIME GREEN



Process:
RGB:
Web:
PMS:

GRAY



Process:
RGB:
Web:
PMS:

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