Bella Vista Homes

Home Ownership Made Easy

Bella Vista Homes

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.

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**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 in 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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