

The logo is the centre piece of our brand. The following guides must be followed to ensure maximum legibility and consistent application.

1.2

Primary Logo
Centre Lockup

This version of the logo is the preferred lockup across all aspects of the brand.

DAVID REID
HOMES

1.1

Secondary Logo
Inline

This version of the logo is only to be used where the primary logo does not fit the context. Use discretion.

DAVID REID HOMES

1.4

Clear Space
Primary Logo

Please ensure the height of the primary logo (X) is used between it and adjacent elements.

**Secondary Logo**

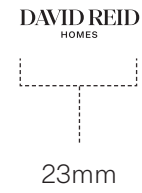
Please ensure the height of the inline logo (Y) is used between it and adjacent elements.



1.3

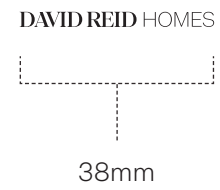
Minimum Size
Primary Logo

Please ensure the minimum size of the logo is never below 23mm.



Secondary Logo

Please ensure the minimum size of the logo is never below 38mm.



1.5

Incorrect Use Logo

The logo integrity must be maintained in all applications. Please avoid treating the logo in the ways listed:

- 1 Not enough contrast
- 2 Stretching the logo
- 3 Resizing the elements
- 4 Rotating the logo
- 5 Additional elements
- 6 Placing the logo in a box
- 7 Infringing clear space
- 8 Placing on confusing background
- 9 Resolution too low
- 10 Removing elements
- 11 Applying effects
- 12 Using incorrect colours

1



2

DAVID REID
HOMES

3

DAVID REID
HOMES

4

DAVID REID
HOMES

5

DAVID REID
HOMES KAPITI

6



7



8



9

DAVID REID
HOMES

10

DAVID REID

11

DAVID REID
HOMES

12

DAVID REID
HOMES