

**WEST EAST**  
**LIFESTYLES**

Brand Guidelines - V.1.0



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# About these Guidelines

To help being successful in building the West East Lifestyles™ brand, we need consistency and uniformity within our identity. This is with our messaging to clients and prospects, as well as the way we represent ourselves visually.

These brand guidelines are designed to help us accomplish that. Within this document are a set of rules to ensure that the visual identity and messaging of West East Lifestyles are applied correctly in every application. When followed, our brand identity will have greater visibility, and help create powerful marketing.

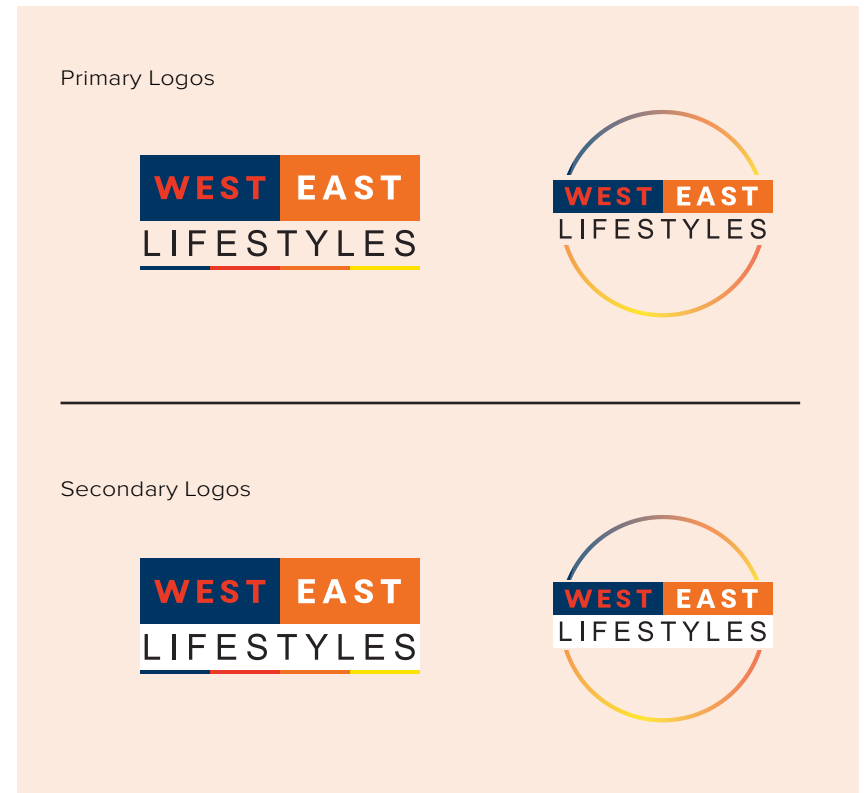
# Visual Identity 2.0

## Logos

The West East Lifestyles logo is an important and valuable asset for our brand. The primary logo should be used for all general marketing, sales, advertising and communication materials.

To ensure consistency across the brand always use the primary logo.

**Please note:** When reproducing the West East Lifestyles identity always use approved artwork.



# Visual Identity 2.1

## Logo exclusion zone

When using the West East Lifestyles logo, there should always be a minimum margin of space around the identity to help create maximum impact.

The diagram opposite shows the exclusion zone for the West East Lifestyles identity. The minimum space is determined by '½ X', which is defined by the height of the identity itself. Where possible, always increase the space around the identity..



# Visual Identity 2.2

## Emblem exclusion zone

The West East Lifestyles emblem sits at the centre of the brand identity. The symbol represents the company and its core values. The emblem can be used on its own as first use or in instances where there is plenty of open space.

The diagram opposite shows the exclusion zone for the West East Lifestyles emblem. The clear space is determined by '½ X', which is defined by the height of the marque itself.

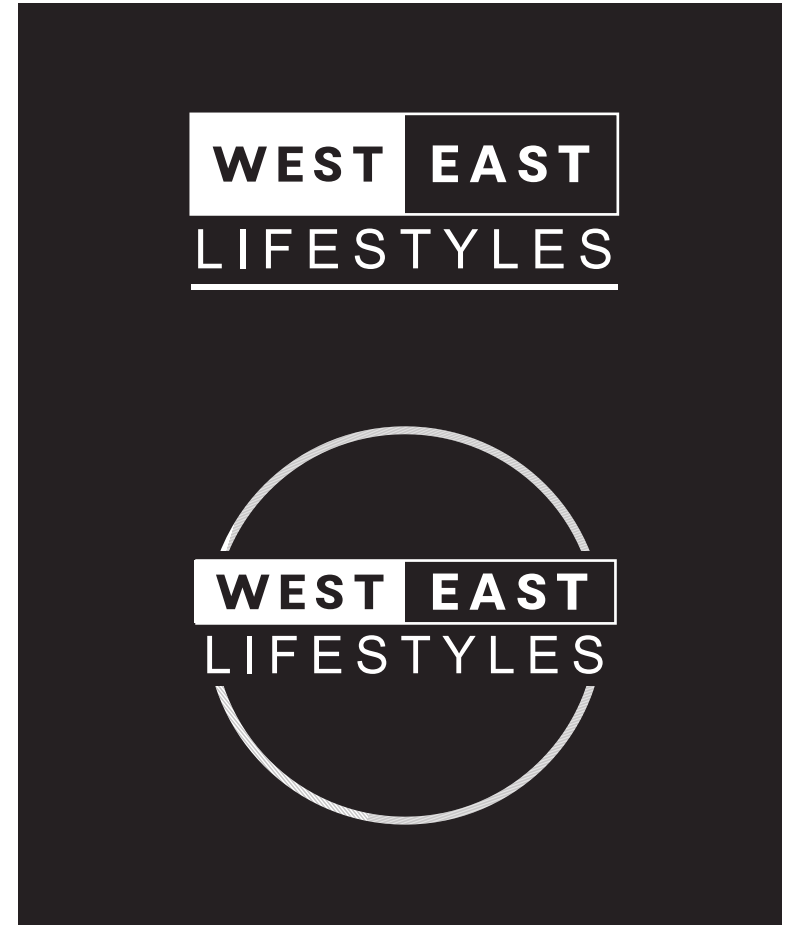


# Visual Identity 2.3

## Logo on solid color

The primary use for the West East Lifestyles identity is the full color logo placed on white or Image backgrounds.

Sometimes we need to use colored backgrounds and imagery to create visual impact. When placing the identity on black or colored backgrounds always use the secondary white version, as shown opposite.



# Visual Identity 2.4

## Logo on imagery

When placing the West East Lifestyles logo on imagery, always ensure clean and clear visibility of the brand identity by using the secondary color logo.

If placing the logo onto a solid dark background, always use the secondary white version of the identity.





# Visual Identity 2.5

## Incorrect logo usage

The West East Lifestyles logo is an important and valuable asset for our brand and should never be manipulated in any shape or form.

Never change the proportion or typeface of the West East Lifestyles brand identity.

Do not change the color specifications or the logo in any way.

Do not outline the logo



Do not use incorrect proportions



Do not change the identities color



Do not manipulate the identity



# Visual Identity 2.6

## Tagline

The West East Lifestyles tagline should never be manipulated in any shape or form.

Never change the proportion or typeface of the West East Lifestyles tagline identity.

*A life you will love™*

**Font** - Betterworks

Proper usage of tagline with logo.



Improper usage of tagline with logo.



# Color Palette 3.0

## Primary colors

To help create an impactful visual identity, we use a bold and vibrant color palette. Our colours are specified as Pantone, HEX, RGB and CMYK values. When communicating West East Lifestyles our primary color palette should always be used.

**Please note:** When printing Pantone colors, the end result can be affected by paper stock (such as coated and uncoated).



**Prussian Blue**

HEX - #003463  
RGB - 0, 52, 99  
CMYK - 100, 85, 35, 25



**Orange Zest**

HEX - #F17124  
RGB - 241, 113, 36  
CMYK - 1, 69, 87, 0



**Abaddon Black**

HEX - #252022  
RGB - 37, 32, 34  
CMYK - 70, 68, 63, 73



**Safflower Scarlet**

HEX - #EA3A27  
RGB - 234, 58, 39  
CMYK - 2, 92, 97, 0

# Color Palette 3.1

## Secondary colors

Our secondary colors are used for backgrounds, typography and divisional identities. This helps to create an impactful delivery of the brand.

All colours should match the values given to ensure identical colors across all media. Offline media should use CMYK and Pantone references and for digital use the RGB and HEX values.



**Winter Palace**

HEX - #426689  
RGB - 66, 102, 137  
CMYK - 81, 57, 28, 7



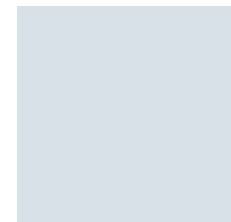
**Red Perfume**

HEX - #F7B793  
RGB - 247, 183, 147  
CMYK - 1, 33, 42, 0



**Fruit Shake**

HEX - #F49D93  
RGB - 244, 157, 147  
CMYK - 1, 47, 34, 0



**Harbour Light**

HEX - #D9E1E8  
RGB - 217, 225, 232  
CMYK - 13, 7, 5, 0

# Typography 4.0

## Creating headlines

When creating headlines throughout our brand communications we always use Open Sans Light.

Headlines should always use the color **Prussian Blue** or **Abaddon Black** when sitting on a white background, and when used on an image or a color background they should be written in white.

Sub headings use the color **Orange Zest** when sitting on a white background, and when used on an image or a color background the secondary color pallet may be used.

## Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
!@£\$%^&\*()\_-=?

Only use 1 weight within this font family.

Aa Bb C

# Typography 4.1

## Secondary typeface

The secondary typeface we use throughout our brand communications is Proxima Nova Light.

We use this for all other copy such as body copy and testimonials.

We use 2 font weights within this font family, which are Light and **Semibold** with the tracking of 10.

## Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
!@£\$%^&\*()\_-=?

## Proxima Nova Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**!@£\$%^&\*()\_-=?**

AaBbC

# Typography 4.2

## Fallback typeface

Our fallback typeface is Calibri. This should only be used in instances where we have no control over fonts, PowerPoint, and where Open Sans and Proxima Nova can not be used.

We use this typeface for both headings, body copy and testimonials. We use 2 font weights within this font family, which are Light and Bold.

## Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
!@£\$%^&\*()\_-=?

## Calibri Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**!@£\$%^&\*()\_-=?**

Aa Bb Cc

# Typography 4.3

## Typography example

We always want our copy to be clean and legible which is why we should always have plenty of white space within our brand communications. The example opposite shows how typography should be applied when communicating the brand.

The clear space between a heading and sub heading is determined by 2 times 'X-height' of the header. The space between sub headings and body copy is determined by 3 times 'X-height' of the sub heading.

Typography throughout our brand should always be aligned left.

### Open Sans Light

Size - 24pt  
Leading - 28pt  
Tracking - 0

### Open Sans Light

Size - 12pt  
Tracking - 0

### Proxima Nova Light

Size - 8pt  
Leading - 12pt  
Tracking - 10

Headline Example  
Aligned Left, which  
can Run Across  
Multiple Lines

'x' height

Sub heading example

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed varius turpis non maximus condimentum. Proin porta non erat in aliquet. Etiam tellus magna, accumsan in tempus et, varius eget justo. Curabitur id lacinia sem. Fusce eu justo eget elit pharetra pellentesque. Maecenas quis diam nunc. Etiam mauris mi, consectetur sit amet libero et, lacinia luctus lorem. Nam facilisis orci leo. Nulla sodales nisi arcu, ut convallis eros vehicula eu. Praesent eu lorem non leo dictum suscipit. Phasellus sodales neque non eros egestas, eget semper.



# Graphic Element 5.0

## Color bar

Our color bar element is used across our communications to build brand recognition, add depth to our visual language and engage our audience.

Our graphic element is inspired by our logotype. This forms the basis for a variety of executions, applications and treatments.



# Photography 6.0

## Photography style

Photography plays a huge part in communicating our brand. We have two photographic routes that compliment each other. These allow usage for any document or media that communicates the West East Lifestyles identity.

Our photography style should capture the moment and the choice of subject should be authentic. Images can be color or black and white overlay of our secondary color Winter Palace.

To create this use the bottom layer color of Winter Palace and set image above to Hard Light with 50% Opacity.

Our photography approaches are:

1. Wellness + Beauty
2. Fashion + Style
3. Design + Build



# Verbiage 7.0

## Tone of voice

A clear and consistent tone of voice will help us to extend the West East Lifestyles brand through the way we write materials, speaking to our customers, clients, and our internal team. Having a consistent tone of voice will help us create a stronger identity, be more easily identifiable and build trust and credibility across the board.

## Core pillars

### Wellness + Beauty

Your core foundation.

Beauty and wellness come from the inside out. Our WELLness specialists are here to help you build a Wellness Roadmap, whether you're ready for a lifestyle overhaul or taking the first steps on your wellness journey.

### Fashion + Style

Your personal brand.

Curate your personal brand, one wardrobe piece at a time. Our WEL ambassadors will work with you and your lifestyle to customize a look for every occasion.

### Design + Build

Your dream home.

From building plans to curating the perfect interior details, WEL has you covered every step of the way as you make your home a place you love.

# Verbiage 7.1

## Verbiage best practices

Using WEL in our verbiage is a branded way to talk about our company like an insider. However, it is important that we remember to stay on-brand and consistent in our usage, for the sake of clarity.

## WEL grammar & usage

Always spell WEL in all-capital letters. For titled items like the WEL Circle, WEL is its own word. For portmanteaus (*two words combined into one*), WEL is always in all capital letters and placed directly next to the rest of the word, no spaces or dashes.

Example of portmanteaus usage.  
WELness

Examples of titled usage.  
WEL Circle  
WEL Ambassador

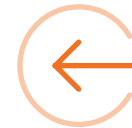
**PLEASE NOTE:**  
Do NOT create your own WEL titles or portmanteaus without consulting a brand expert.

# Iconography 8.0

## Icon kit

Our icons help to visualise and easily summarise content used throughout our brand. In some instances, the icons alone will be enough to communicate to our audience.

Our icon kit is clean and simple with rounded edges. All icons are provided as SVG vectors as well as PNG files, and should always use the West East Lifestyles **Orange Zest** or White depending on the background on which they are placed.



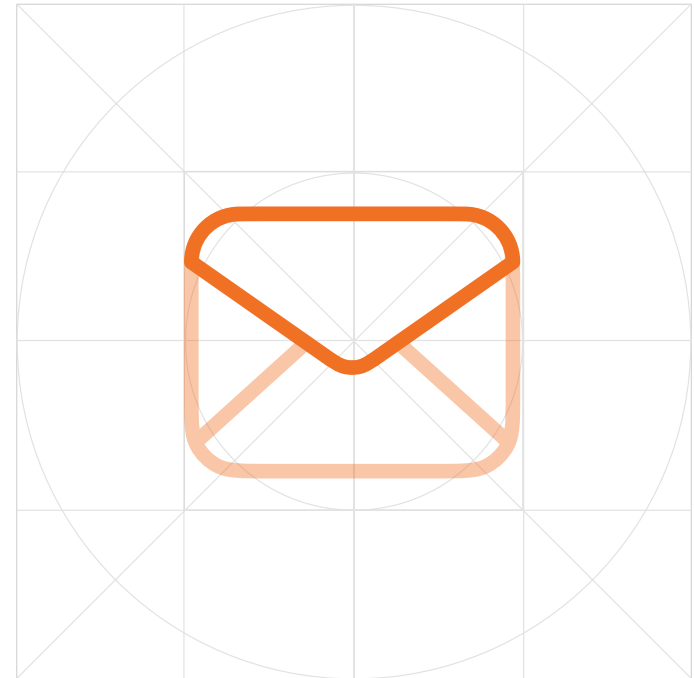
# Iconography 8.1

## Icon construction

When an icon is needed and is not within the West East Lifestyles icon kit, there may be a need for a new icon to be created.

Always ensure that the edges of the icon are rounded to create a soft and friendly feeling whilst reflecting the West East Lifestyles identity marque.

To help keep consistency, try to keep the height and width of the icon within the 4 grid squares, as shown in the example opposite.



# Advertising 9.0

## Advertising Example

Advertising plays a very large part in marketing and communicating the West East Lifestyles brand and its identity.

*A life you will love™*

Wellness + Beauty | Fashion + Style | Design + Build | Powered by AI

West East Lifestyles is a highly curated selection of global brands that combine the best of wellness, fashion, and home design to help you build a life you will love.

**WEST EAST LIFESTYLES**

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