



Brand Style Guide

Revised December 2021



dwella_logo-primary



dwella_logo-rev-no label



dwella_logo-rev



dwella_logo-1C-navy



dwella_logo-1C-no label



dwella_alternate-mark-1



dwella_alternate-mark-2



dwella_alternate-mark-3

Logo System



dwella_logo-primary

The primary logo should be considered the first choice for all designs.



1"

The logo should never be used at less than 1" wide.



dwella_logo-primary



Aktiv Grotesk Ex, XBold, ALL CAPS

If the word "HOMES" should be replaced by another descriptor of the Dwella brand, follow these guidelines:

Set the new descriptor in Aktiv Grotesk, XBold, ALL CAPS.

Put the descriptor in the official Dwella Pink color

The distance from "dwella" to the descriptor should be approximately the width of the stem of the "d" (see X in the square above).

The descriptor should always be the same font size as HOMES in the primary logo.



fargo, nd

dwella_alternate-mark-1



dwella_alternate-mark-2



dwella_alternate-mark-3

Alternate marks should never be used to replace the primary logo, but can be used to support the brand on all mediums.

Logo Rules



dwella_logo-rev-no label

The reversed (white) logo should be used when the background is too dark to allow the primary logo to be legible.



No other elements which would reduce the legibility of the logo should encroach the space between the logo and the dashed-line above. This area must always be clear of any other elements.

Never alter the logo in any way including distortion, adding a drop shadow, or changing the proportions of the elements within the logo.



Logo Rules Continued

Dwella Navy



C: 95 M: 79 Y: 31 K: 18
R: 37 G: 66 B: 111

Teal



C: 32 M: 2 Y: 18 K: 0
R: 171 G: 216 B: 211

Dusty Pink



C: 9 M: 34 Y: 32 K: 0
R: 229 G: 176 B: 161

Dwella Pink



C: 11 M: 57 Y: 43 K: 0
R: 221 G: 133 B: 127

Dwella Colors

Roc Grotesk

LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9
. ! ? & \$, ; ;

REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9
. ! ? & \$, ; ;

MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8
9 . ! ? & \$, ; ;

BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn sOo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6
7 8 9 . ! ? & \$, ; ;

Usual

LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9
. ! ? & \$, ; ;

REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6
7 8 9 . ! ? & \$, ; ;

MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4
5 6 7 8 9 . ! ? & \$, ; ;

BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn sOo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4
5 6 7 8 9 . ! ? & \$, ; ;

Example Headline

Example Sub-headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est.



Roc Grotesk, Bold, 19 pt

Roc Grotesk, Medium, 13 pt

Usual, Light, 10 pt, 15 pt leading.

Typography