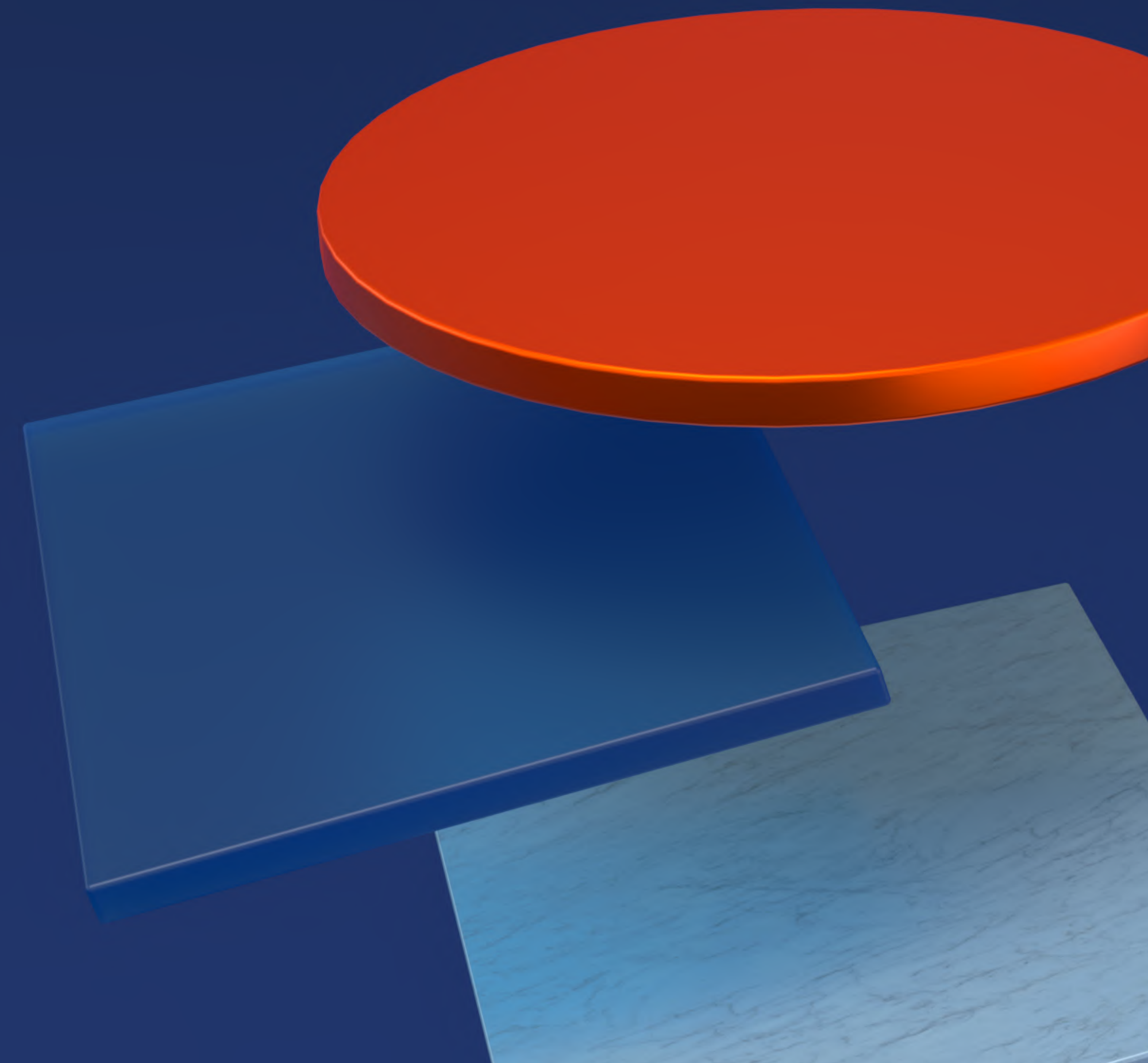


# TOP LAND

# BRAND GUIDELINES

Version 1.0 APRIL 2023



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# Design System

Design Inspiration

Design System Overview

## DESIGN INSPIRATION

# Our visual language is an extension of the logo.

These guidelines describe the visual and verbal elements that represent Top Land's corporate identity. This includes the name, logo and other elements such as colours, typefaces and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect Top Land's commitment to quality, consistency and style. Each of us is responsible for protecting the company's interests by preventing unauthorised or incorrect use of Top Land's brand visual assets.



OVERVIEW

# Design System

Our design system is composed of four core elements: logo, typography, colour and a design tool kit with specific shapes and patterns.

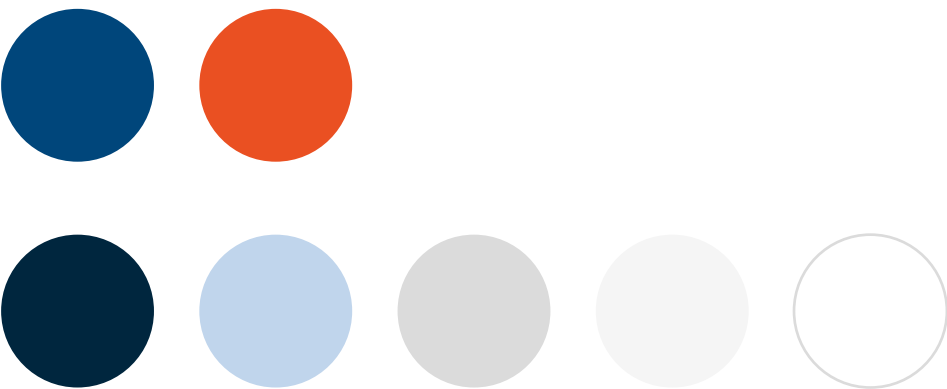
Logo



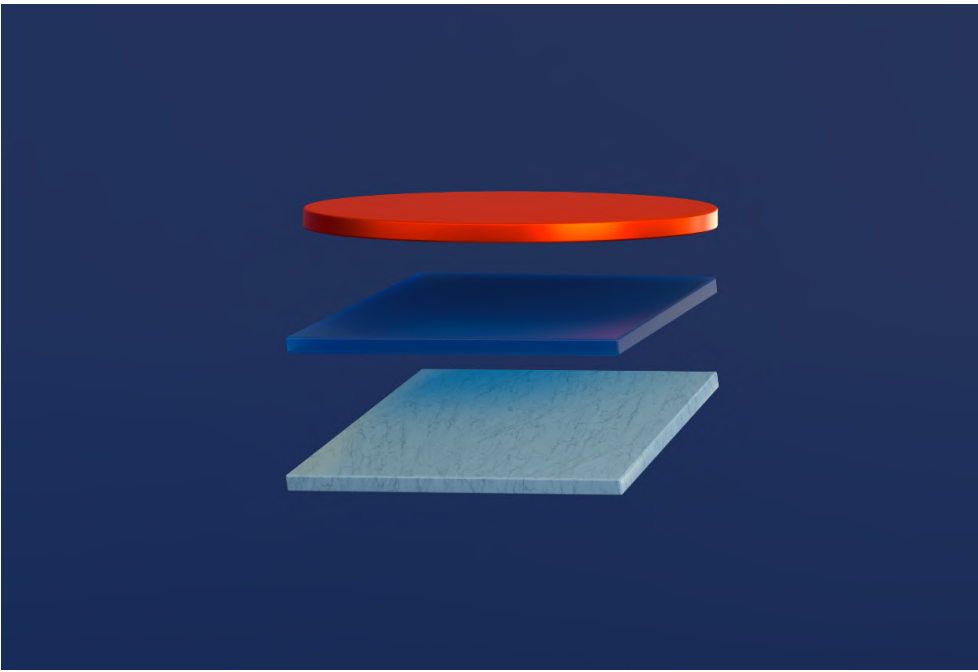
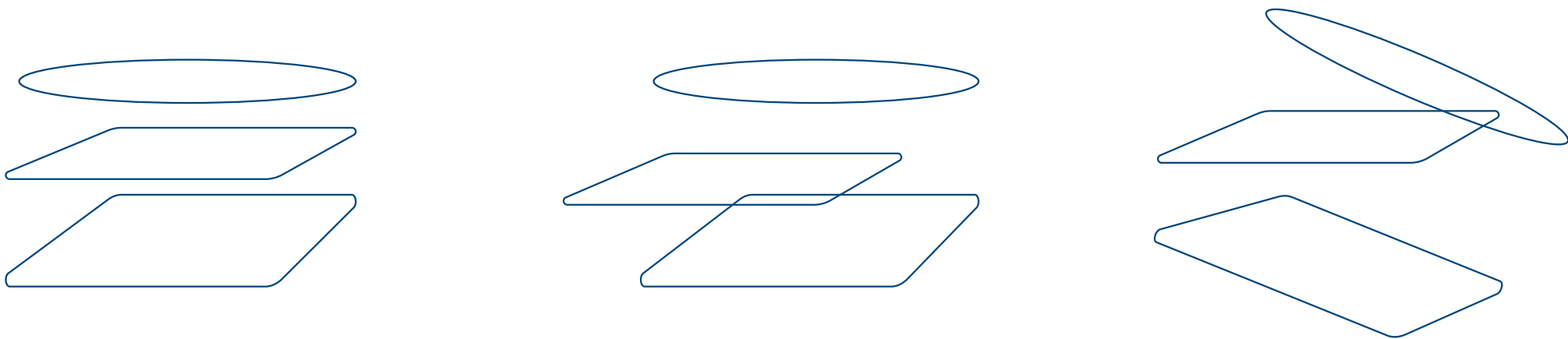
Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Colour



Design Tool Kit



# Logo

Logo Overview

Logo Lockups

Colour Variations

Logo Construction

Scale

Clearspace

Application

Things to Avoid

## LOGO OVERVIEW

# The Logo

Top Land's identity is a persistent evolution of our brand and services.

The Top Land logo comprises the three-layer symbol and the brand name. The logo demonstrates a powerful image evoking the look and philosophy of Top Land's brand - a leading property developer in the residential upgrade market in Melbourne, Australia.



**Top Land Logo**

LOGO

# Logo Lockups

Optical kerning, refined weight, defined clear space, and all lockups help to make the logo instantly recognisable at all sizes and in all contexts.

**Horizontal**

The horizontal lockup option is our primary and preferred option for most applications.



Horizontal Lockup



Horizontal Lockup  
(Reversed)

LOGO

# Logo Lockups

Alternative

The alternative lockup option is our secondary option and best used in tight or vertically oriented applications such as portrait oriented business cards, and when horizontal lockups are not applicable.



Alternative Lockup



Alternative Lockup (Reversed)

## LOGO

# Logo Lockups

### Alternative

The other alternative lockup option is another option and best used in a particular language setting and when the above lockups are not applicable.

**TOP**  **LAND**

Alternative Lockup

**TOP**  **LAND**

Alternative Lockup  
(Reversed)

LOGO

Logo  
Lockups

Wordmark

The wordmark option is another option and best used when the other lockups are not applicable.

TOP LAND

Wordmark

TOP LAND

Wordmark  
(Reversed)

## LOGO

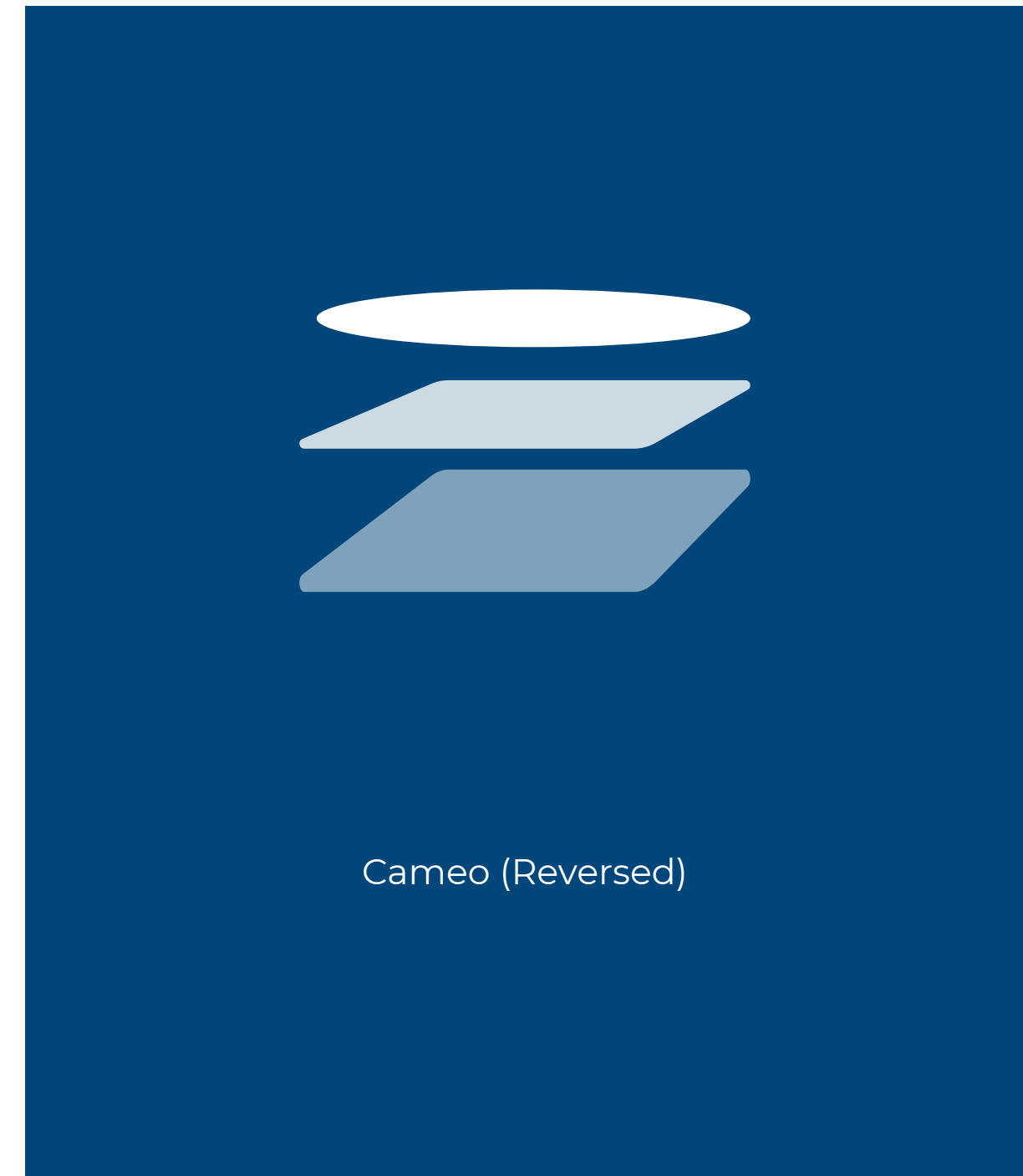
# Logo Lockups

### Cameo

The Cameo option is another option and best used when there is a symbol-only occasion and the other lockups are not applicable, such as small social media profile photo and website favicon, etc.



Cameo



Cameo (Reversed)



## LOGO

# Colour Variations

### Full-colour

Full-colour logo should only be used on #DBDBDB background, #C0D4EB background or white backgrounds.



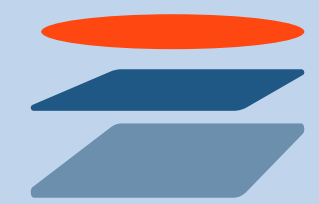
# TOP LAND

Full Colour on White Background



# TOP LAND

Full Colour on #DBDBDB Background



# TOP LAND

Full Colour on #C0D4EB Background

**LOGO**

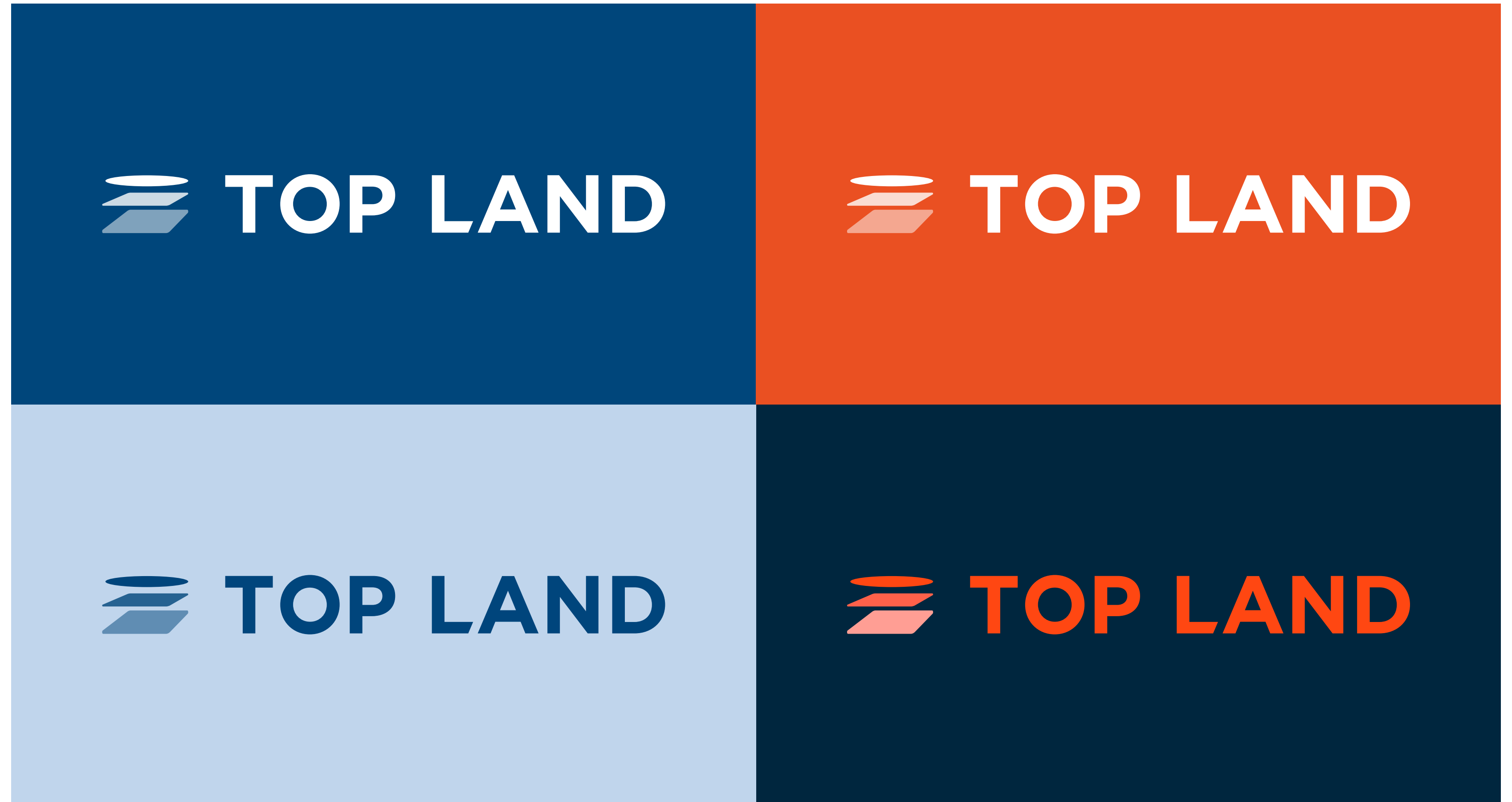
# Colour Variations

**Monochrome**

Monochromatic logos should be white on dark backgrounds and Pantone 2187 C / black on light backgrounds.

White logos can be used on Pantone 2187 C, Pantone 172 C, and Pantone 2965 C background. Pantone 172 C logo can be used on Pantone 2965 C background.

Do not use Pantone 2187 C / black logo on Pantone 172 C and Pantone 2965 C background.

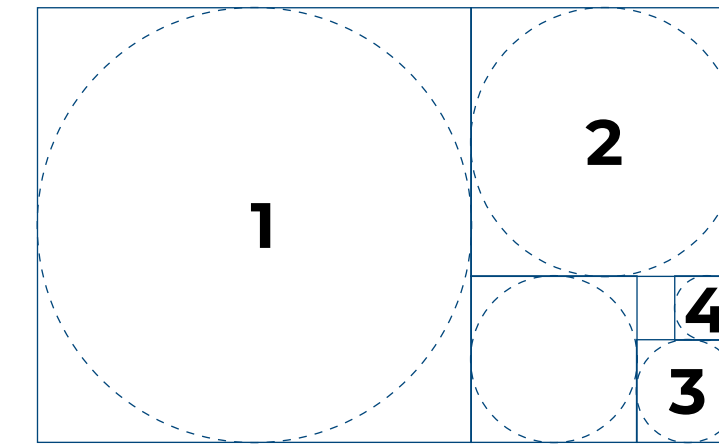
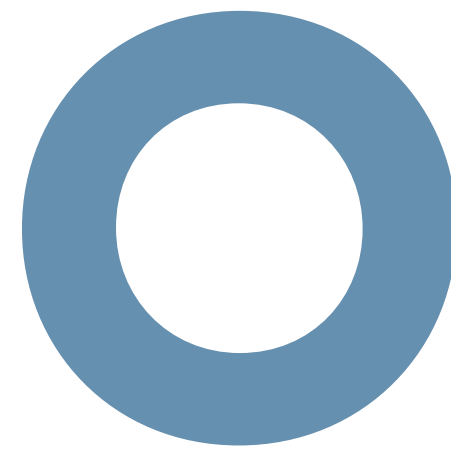


## LOGO

# Logo Construction

Our logo represents the process of **upgrading**, from a blue square plane representing "earth" to an orange circular plane representing "sky." It signifies the upgraded products in the residential industry, as well as embodies the traditional Chinese Yin-Yang theory of "round sky and square earth".

Considering our brand essence (high-quality, practical, and innovation), the logo has been carefully designed for its creative and professional, friendly and simple in style, which has been further enhanced by the use of the golden ratio.



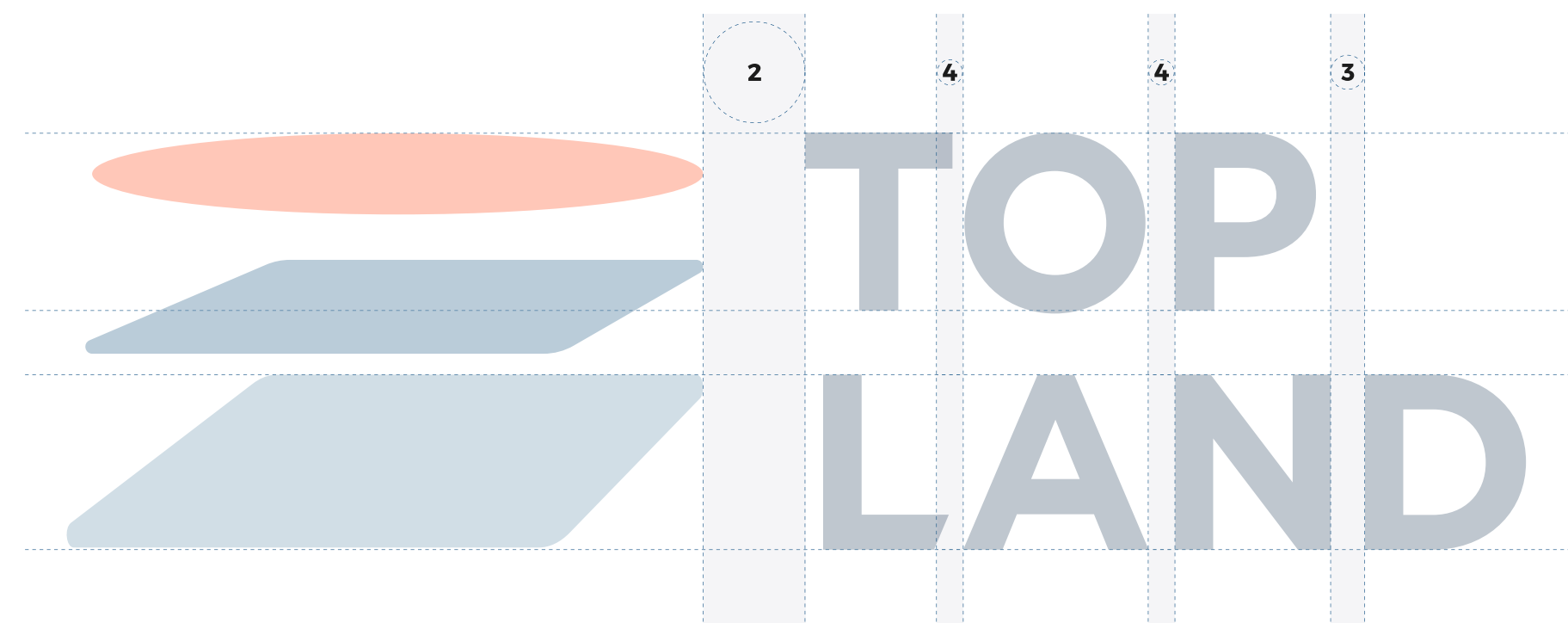
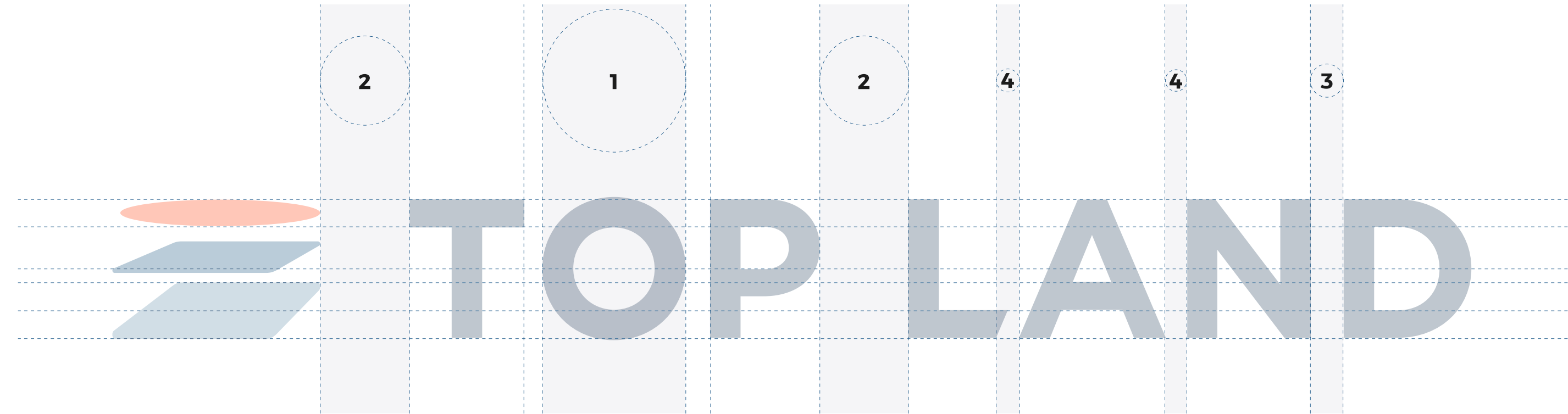
# TOP LAND

## LOGO

# Logo Construction

In the horizontal lockup, the wordmark is set to the right of the symbol, separated from the symbol by a distance equal to the width of the second "O". The height of the symbol is equal to the height of the wordmark.

In the alternative lockup, the two-line wordmark is set to the right of the symbol, separated from the symbol by a distance equal to the width of the second "O". The height of each line of the wordmark is equal to the height of the bottom layer of the three-layer symbol.



LOGO

Scale

Our logo is designed to scale to small sizes on print and screen. Two orientations have been provided to accommodate for portrait and landscape oriented applications.

**Horizontal Smallest Size**  
20px tall (6mm).



Horizontal



20px tall (6mm)



30px tall (10mm)



50px tall (16mm)

LOGO

Scale

Our logo is designed to scale to small sizes on print and screen. Two orientations have been provided to accommodate for portrait and landscape oriented applications.

**Alternative Smallest Size**  
30px tall (10mm).



Alternative



30px tall (10mm)



60px tall (20mm)

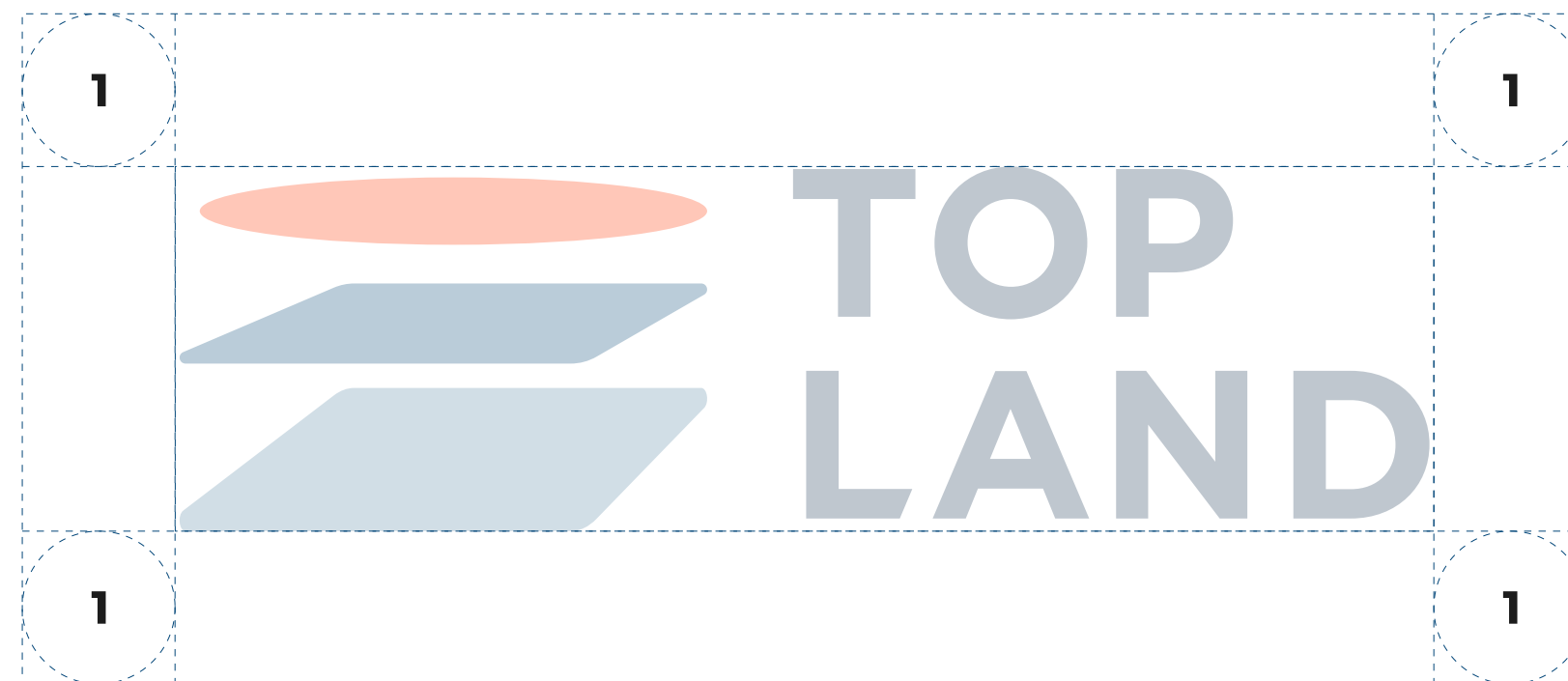


100px tall (33mm)

## LOGO

# Clearspace

Clearspace around the logo is equal to the height of the second "O" for both horizontal and alternative logo lockups.





LOGO

# Application

The logo placement depends on the type of communication and use. Aligning the logo should follow clearspace and colour rules.





## LOGO

# Things to Avoid

1. Do not re-create the logo by typing it with a font.
2. Do not stretch, distort, or manipulate the logo.
3. Do not add effects like drop shadows or gradients.
4. Do not change the logo colour.
5. Do not place the logo on a background that reduces its legibility.
6. Do not outline or create a keyline around the logo.

1



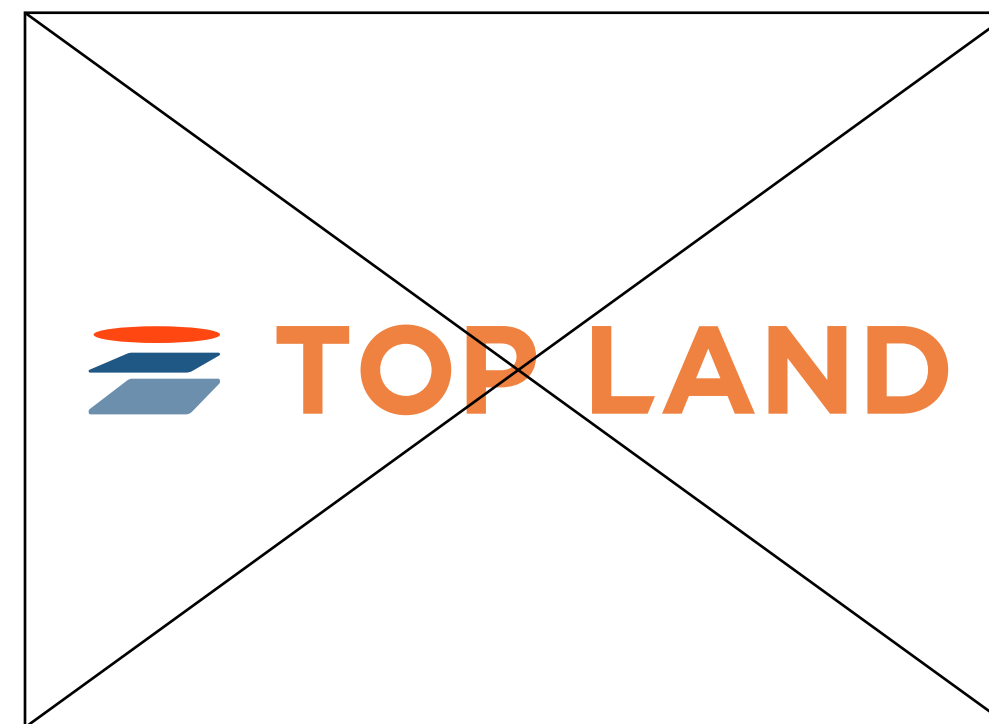
2



3



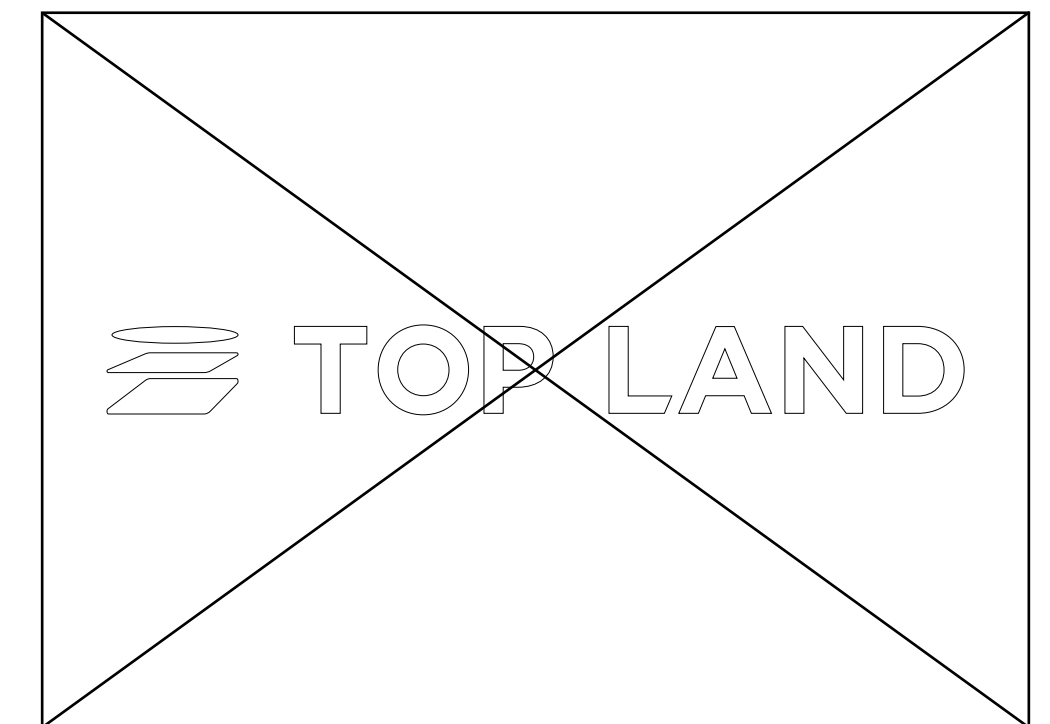
4



5



6



# Typography

Brand Typefaces

Typographic Hierarchy

Things to Avoid

TYPOGRAPHY OVERVIEW

Brand  
Typefaces

Gotham, is a sans-serif typeface family that is clean, modern, and widely used for various design projects, and Roboto, is a sans-serif typeface with a neutral and clean design, making it suitable for a wide range of applications such as UI design, web design, and print design.

Gotham

Regular  
Italic  
Medium  
Bold  
Italic Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 {[(&)]}\*.,;:¿i?!/|\•¶@®©™  
«»‹›“”‘’‚… — — — — — † ‡ ] + < = > ≠ ≤ ≥ 3 { } ∞ ~ ffi °  
\$¢£¥@§#%%

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 {[(&)]}\*.,;:¿i?!/|\•¶@®©™  
«»‹›“”‘’‚… — — — — — † ‡ ] + < = > ≠ ≤ ≥ ± { } ∞ ~ ≈ °  
\$¢£¥@§#%%

Roboto

Regular  
Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 {[(&)]}\*.,;:¿i?!/|\•¶@®©™  
«»‹›“”‘’‚… — — — — — † ‡ ] + < = > ≠ ≤ ≥ ± { } ∞ ~ ≈ °  
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Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 {[(&)]}\*.,;:¿i?!/|\•¶@®©™  
«»‹›“”‘’‚… — — — — — † ‡ ] + < = > ≠ ≤ ≥ ± { } ∞ ~ ≈ °  
\$¢£¥@§#%%

## TYPOGRAPHY

# Typographic Hierarchy

### Headline Level 1

Size: 4.5x. Weight: Bold. Tracking: Opts.  
Leading: 120%. Alignment: left, center.

### Headline Level 2

Size: 3x. Weight: Bold. Tracking: Opts.  
Leading: 120%. Alignment: left, center.

### Subhead

Size: 1.5x. Weight: Semi Bold. Tracking: Opts.  
Leading: 120%. Alignment: left, center.

### Body

Size: 1x. Weight: Regular. Tracking: Opts.  
Leading: 140%. Alignment: left, center.

### Caption

Size: .5x. Weight: Regular. Tracking: Opts.  
Leading: 140%. Alignment: left, center.

### Headline Level 1

# H1 - 4.5x - Gotham Bold

### Headline Level 2

## H2 - 3x - Gotham Bold

### Subhead

### Subhead - 1.5x - Gotham Medium

### Body

Body - 1x - Roboto Regular

### Caption

Caption - 0.5x - Roboto Regular

## TYPOGRAPHY

# Things to Avoid

1. Don't use the wrong typeface.
2. Don't apply gradients to type.
3. Don't put pictures or patterns in type.
4. Don't lead too much.
5. Don't lead too little.
6. Don't tightly track type.
7. Don't loosely track type.
8. Don't stretch, skew, or distort text in any way.
9. Don't apply drop shadows or other effects.

1  
**TOPLAND**

2  
**TOP LAND**

3  
**TOP LAND**

4  
**TOP LAND  
GROUP**

5  
**TOP LAND  
GROUP**

6  
**TOP LAND  
GROUP**

7  
**TOP LAND  
GROUP**

8  
**TOP LAND  
GROUP**

9  
**TOP LAND  
GROUP**

# Colour

Primary Colour System

Secondary Colour System

Things to Avoid

COLOUR

# Primary Colour System

Colour is an instantly recognisable and important element of Top Land brand. The primary colours are three blue colours and one orange colour representing an idea of three layers - Top Land Blue (Pantone 2187 C), Top Land Blue 80% (Pantone 2187 C (80%)) and Top Land Blue 50% (Pantone 2187 C (50%)). When applied by the primary colours, the logo could be perceived as three-layered planes for the message of the brand – “We are down-to-earth and provide innovative residential products that meet future upgrades.”

Top Land Blue

Pantone 2187 C  
HEX 004677

|       |       |       |
|-------|-------|-------|
| R 0   | C 100 | H 206 |
| G 70  | M 47  | S 100 |
| B 119 | Y 0   | B 48  |
|       | K 48  |       |

Top Land Blue 80%

Pantone 2187 C  
HEX 2C6691

|       |      |       |
|-------|------|-------|
| R 44  | C 85 | H 204 |
| G 102 | M 53 | S 69  |
| B 145 | Y 24 | B 56  |
|       | K 7  |       |

Top Land Blue 50%

Pantone 2187 C  
HEX 7F9CB9

|       |      |       |
|-------|------|-------|
| R 127 | C 55 | H 208 |
| G 156 | M 31 | S 30  |
| B 185 | Y 17 | B 72  |
|       | K 2  |       |

Top Land Orange

Pantone 172 C  
HEX DE5428

|       |      |      |
|-------|------|------|
| R 222 | C 0  | H 14 |
| G 84  | M 73 | S 85 |
| B 40  | Y 87 | B 92 |
|       | K 0  |      |



COLOUR

# Secondary Colour System

The secondary colours are carefully chosen to be best for all digital applications. They are Top Land Dark Blue (Pantone 2965 C), Top Land Light Blue (Pantone 2707 C), Top Land Grey (#DCDCDC), Top Land Light Grey (#F5F5F5) and White.

**Top Land Dark Blue**

Pantone 2965 C  
HEX 00263E

|      |       |       |
|------|-------|-------|
| R 0  | C 100 | H 203 |
| G 38 | M 63  | S 100 |
| B 62 | Y 16  | B 24  |
|      | K 78  |       |

**Top Land Light Blue**

Pantone 2707 C  
HEX C3D7EE

|       |      |       |
|-------|------|-------|
| R 195 | C 20 | H 212 |
| G 215 | M 6  | S 19  |
| B 238 | Y 0  | B 93  |
|       | K 0  |       |

**Top Land Grey**

HEX DCDCDC

|       |      |      |
|-------|------|------|
| R 220 | C 16 | H 0  |
| G 220 | M 12 | S 0  |
| B 220 | Y 12 | B 86 |
|       | K 0  |      |

**Top Land Light Grey**

HEX F5F5F5

|       |     |      |
|-------|-----|------|
| R 245 | C 5 | H 0  |
| G 245 | M 4 | S 0  |
| B 245 | Y 4 | B 96 |
|       | K 0 |      |

**White**

HEX FFFFFFFF

|       |     |       |
|-------|-----|-------|
| R 255 | C 0 | H 0   |
| G 255 | M 0 | S 0   |
| B 255 | Y 0 | B 100 |
|       | K 0 |       |



COLOUR

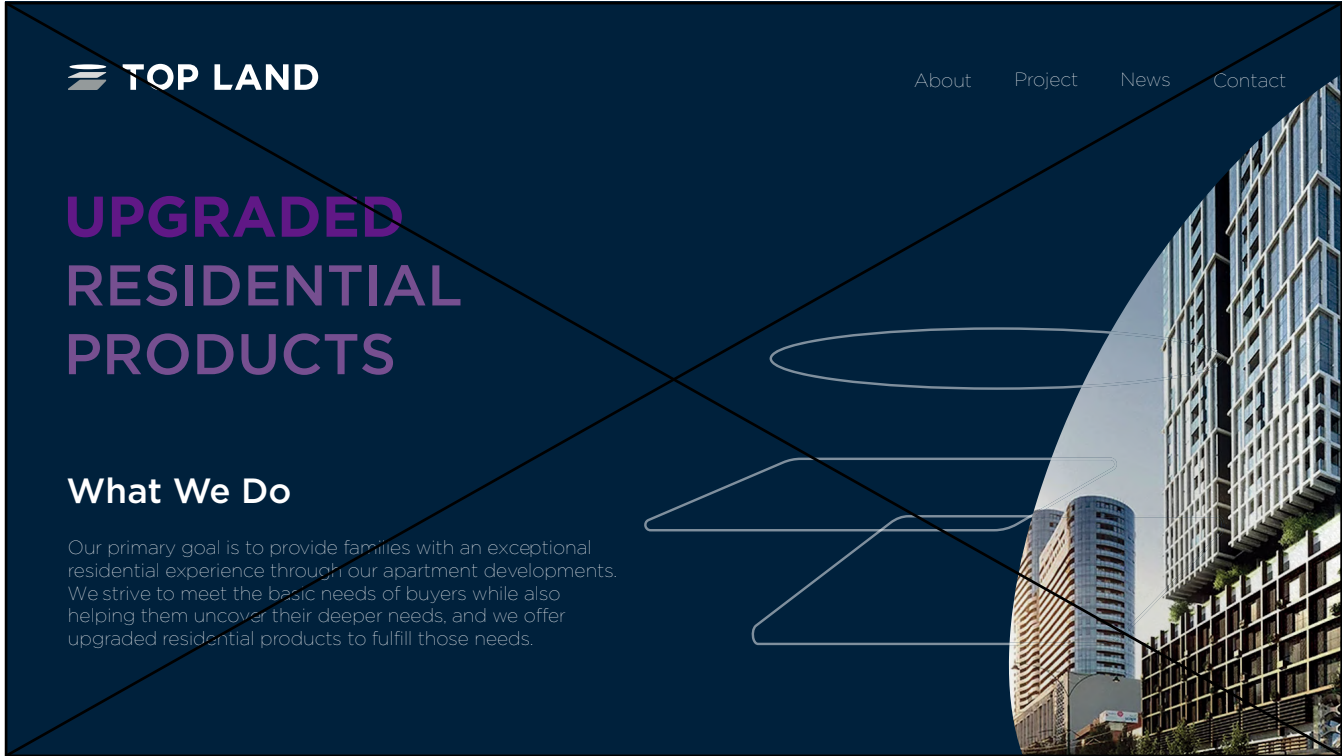
Things to Avoid

- 1. Do not use gradients as backgrounds.
- 2. Do not create new colors.
- 3. Do not use more than two emphasis colours to highlight a headline.
- 4. Do not use Top Land Blue to emphasise words on a Top Land Dark Blue background.

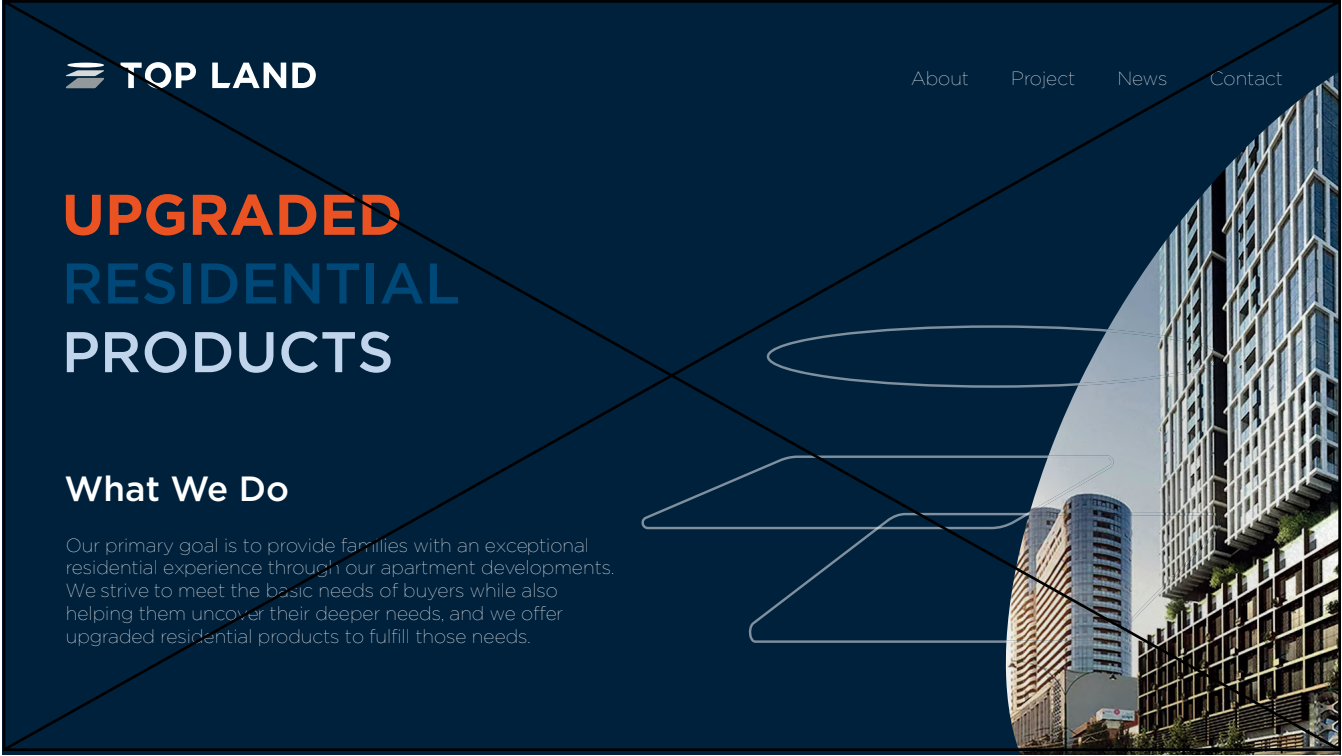
1



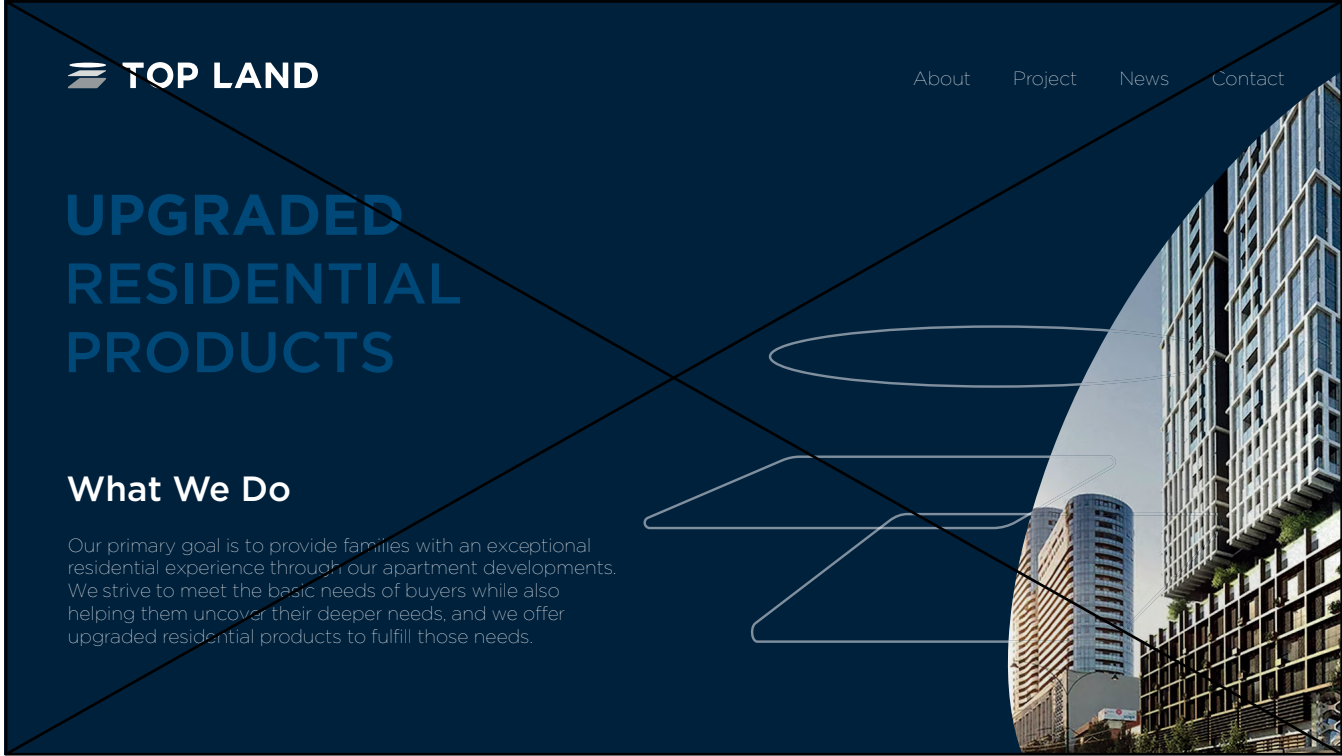
2



3



4



# Design Tool Kit

Tool Kit Overview

Patterns

Pattern Application

Things to Avoid

DESIGN TOOL KIT OVERVIEW

Tool Kit

Our design tool kit is composed of two core elements: shapes and patterns.

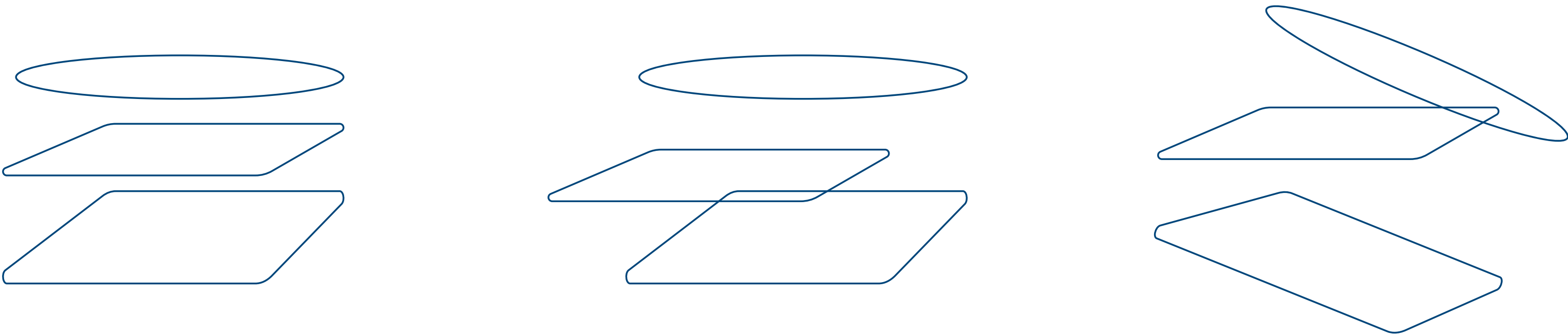
These elements are designed to be used in conjunction with the brand logo, colour, typography, and imagery.

The shapes have been derived from the three planes in the Top Land logo. They tie back to the Top Land brand while allowing for playfulness and creativity.

Shapes



Patterns



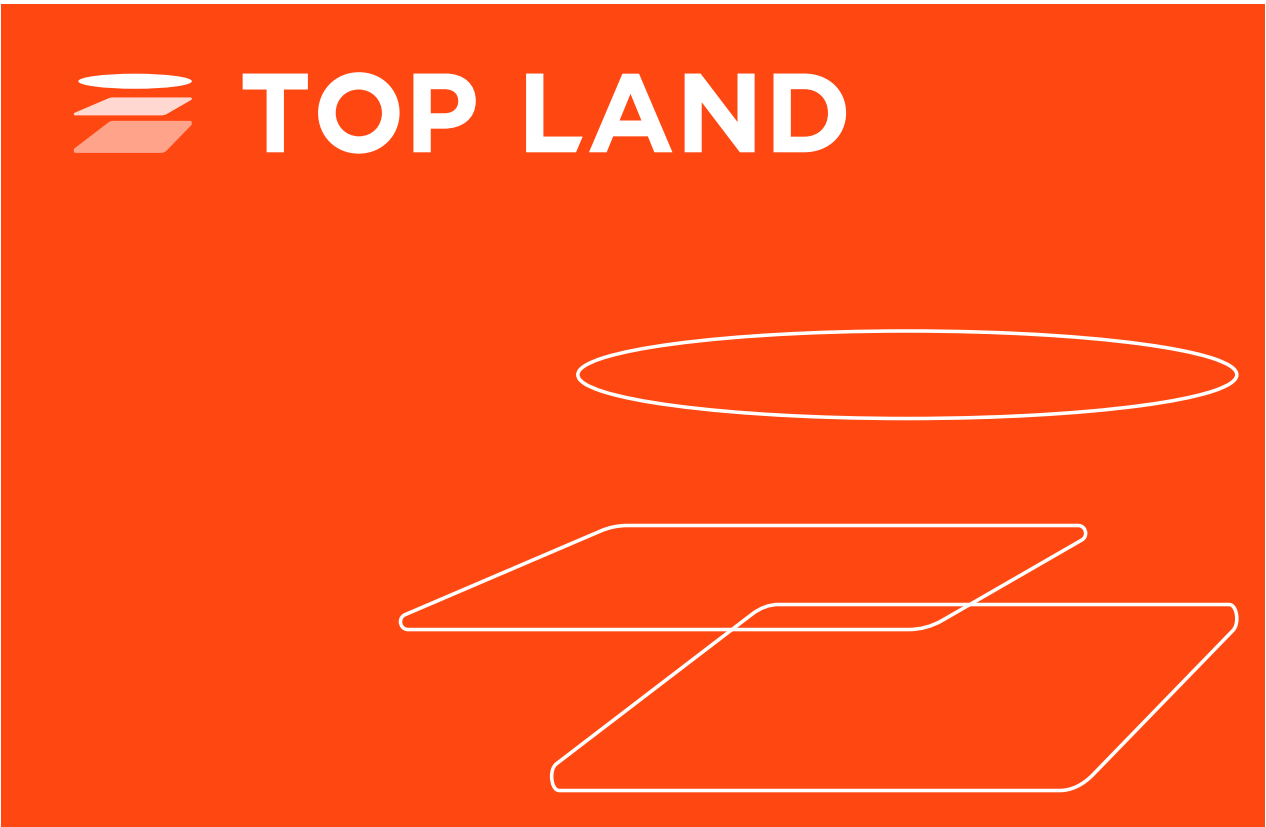
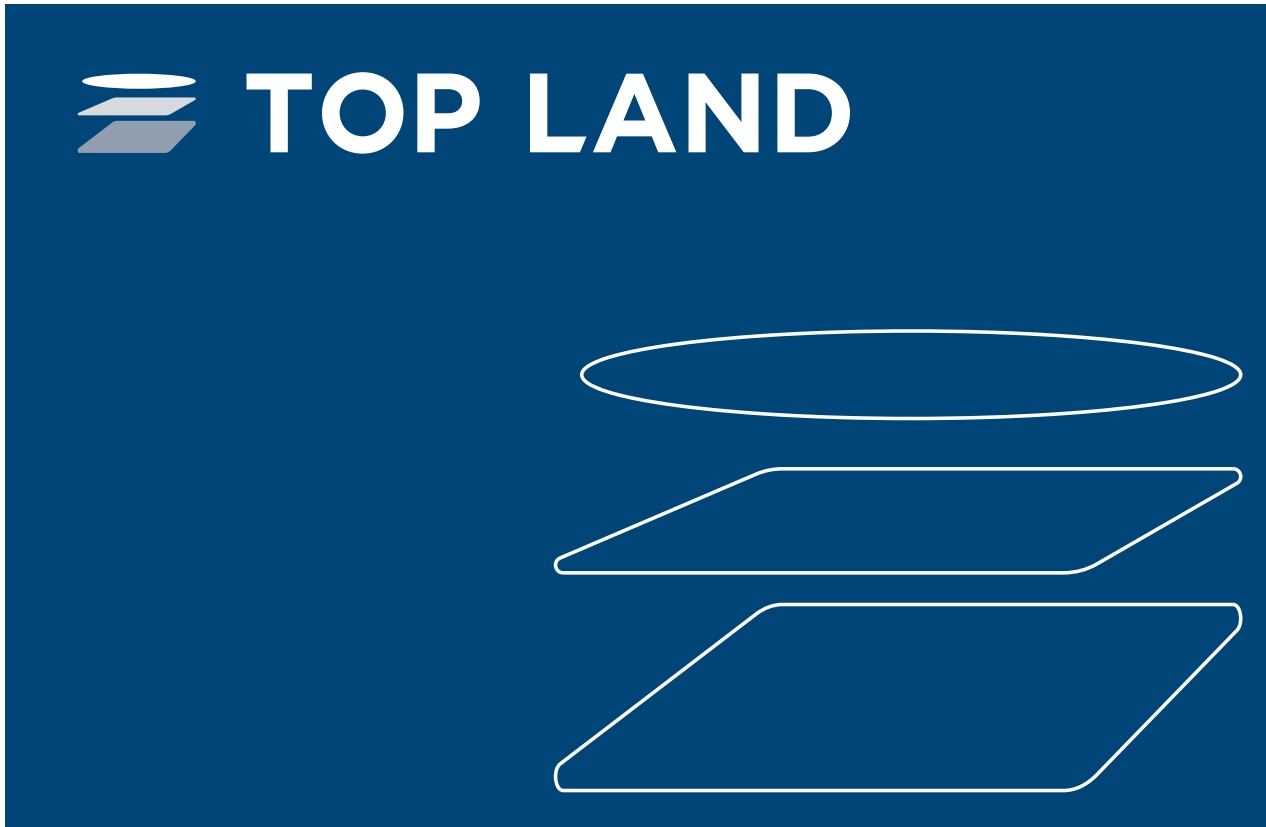
DESIGN TOOL KIT

# Patterns

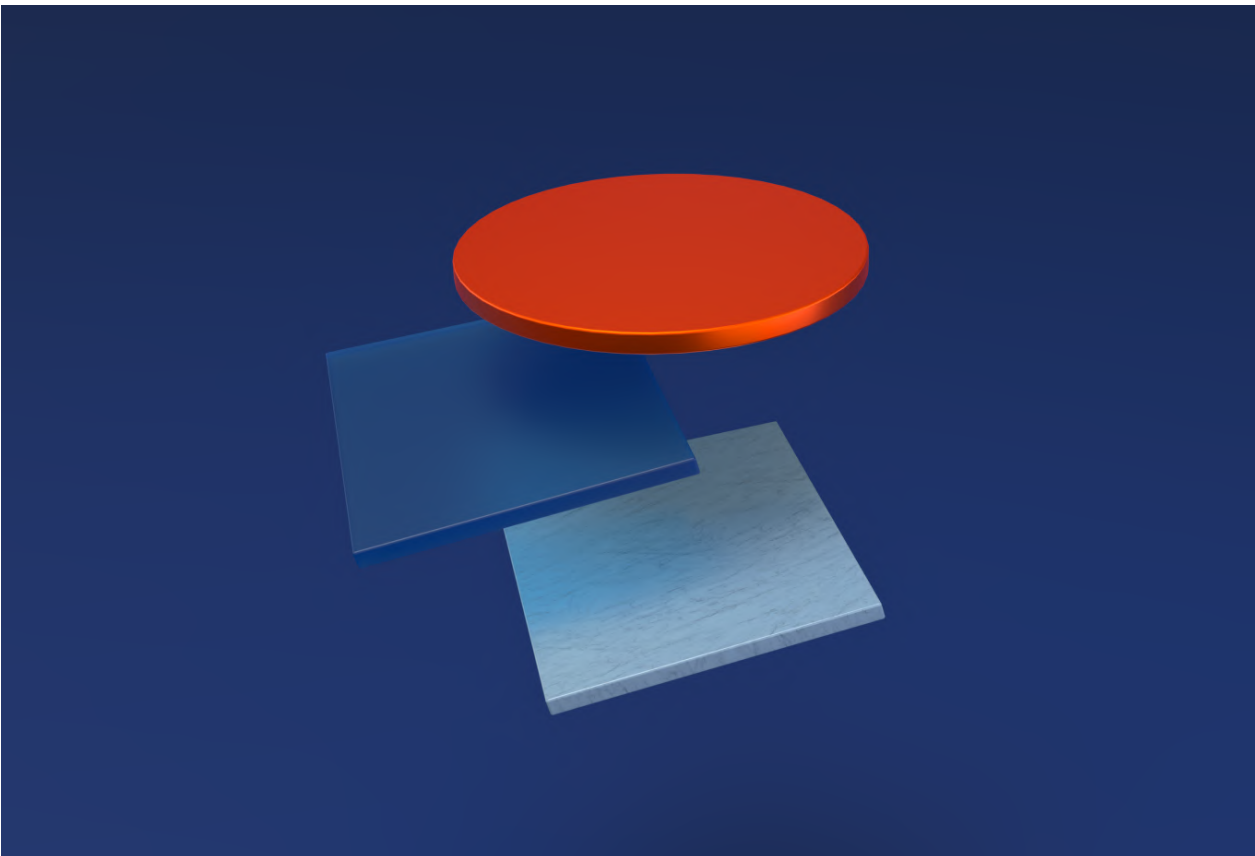
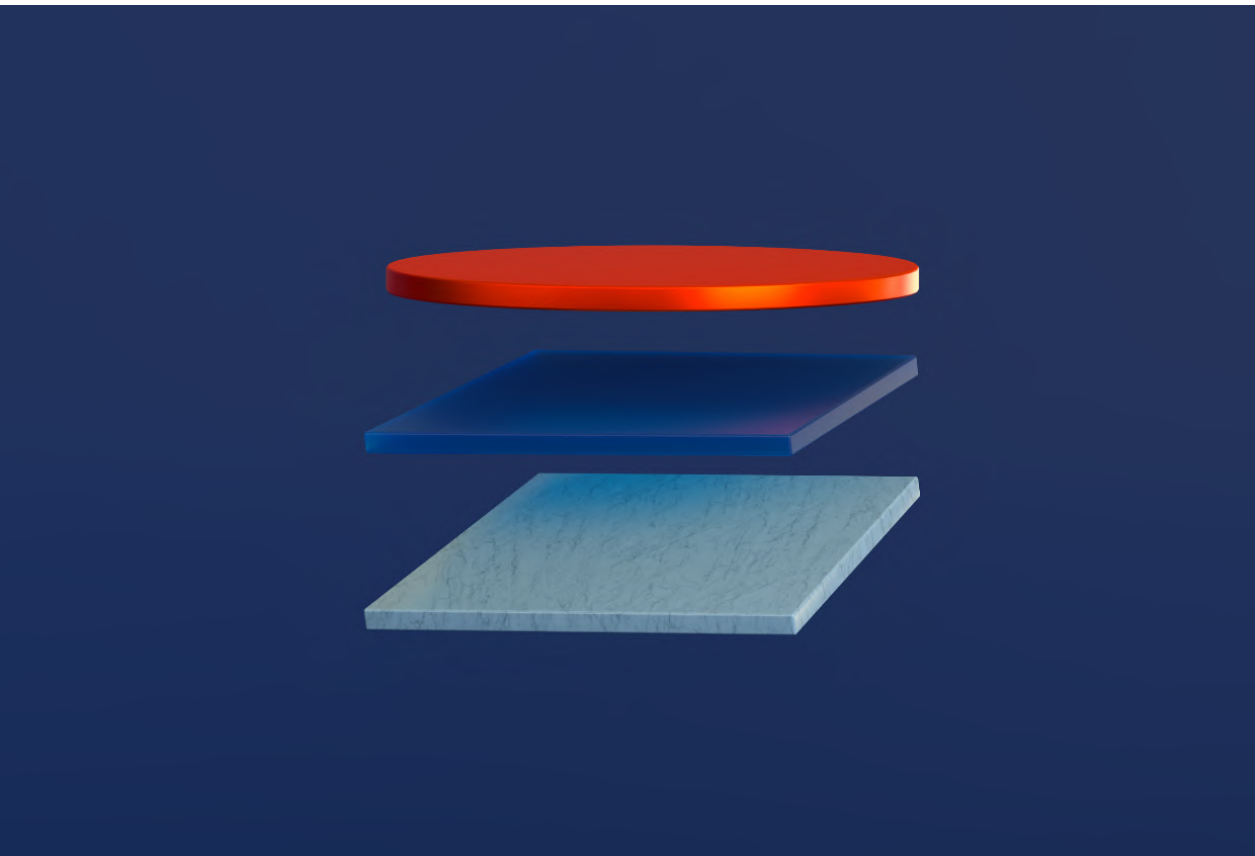
The pattern design elements are derived from the three brand shapes and their 3D forms. The patterns add a level of playfulness and creativity while tying back to the Top Land brand.

Patterns are used to bring visual interest to compositions as graphic elements. Patterns can be used as background elements and may be used on backgrounds that provide high contrast to aid in accessibility.

Patterns on colour background



3D Patterns





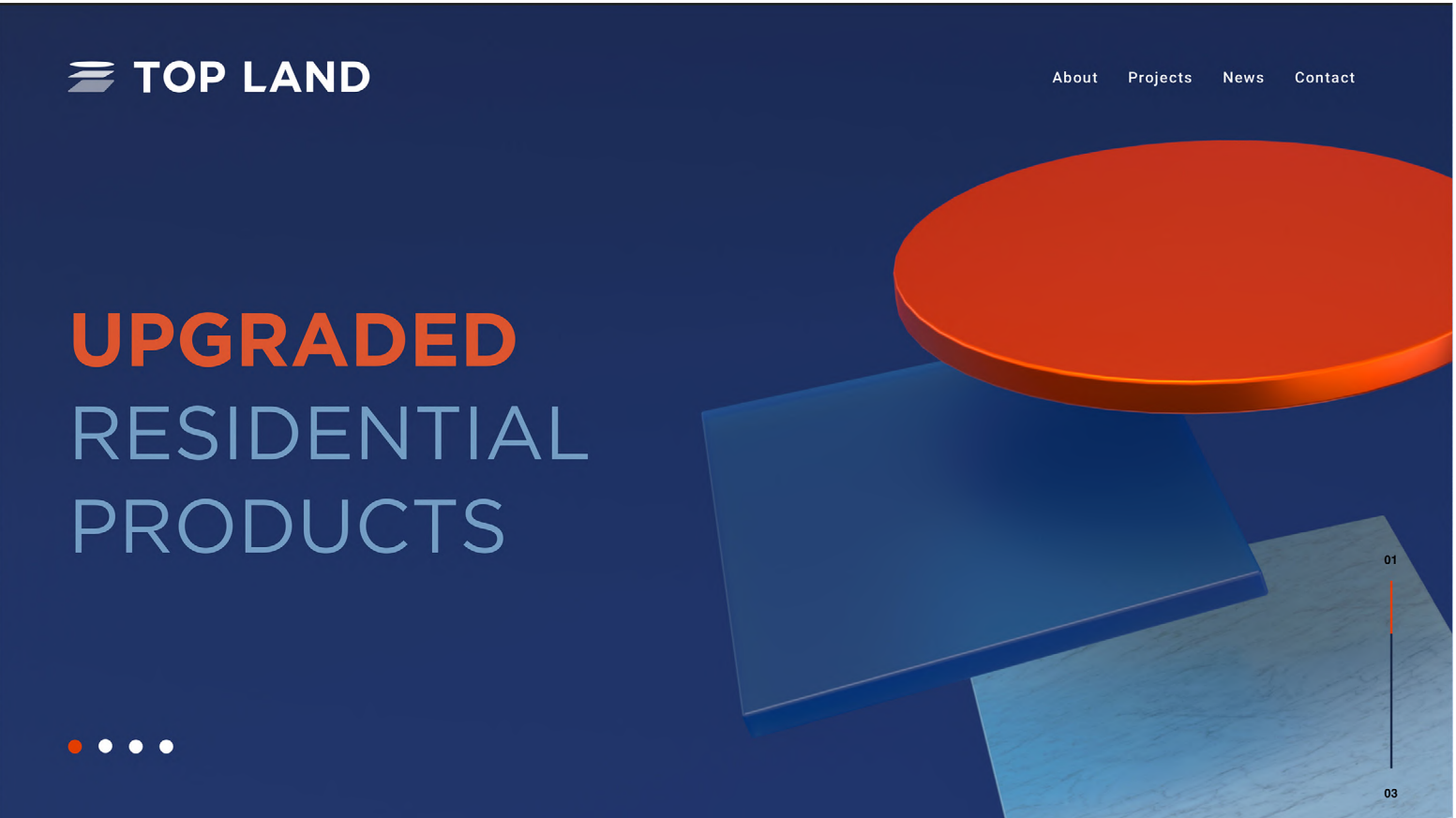
DESIGN TOOL KIT

# Pattern Application

The pattern placement depends on the type of communication. It should be used creatively and bring visual interest to compositions while following minimum size and accessibility requirements.

Things to Do

- 1. Use patterns on high contrast backgrounds.
- 2. Use patterns to divide content and create flow.
- 3. Use pattern in recommended colours.
- 4. Use patterns as a subtle background.





## DESIGN TOOL KIT

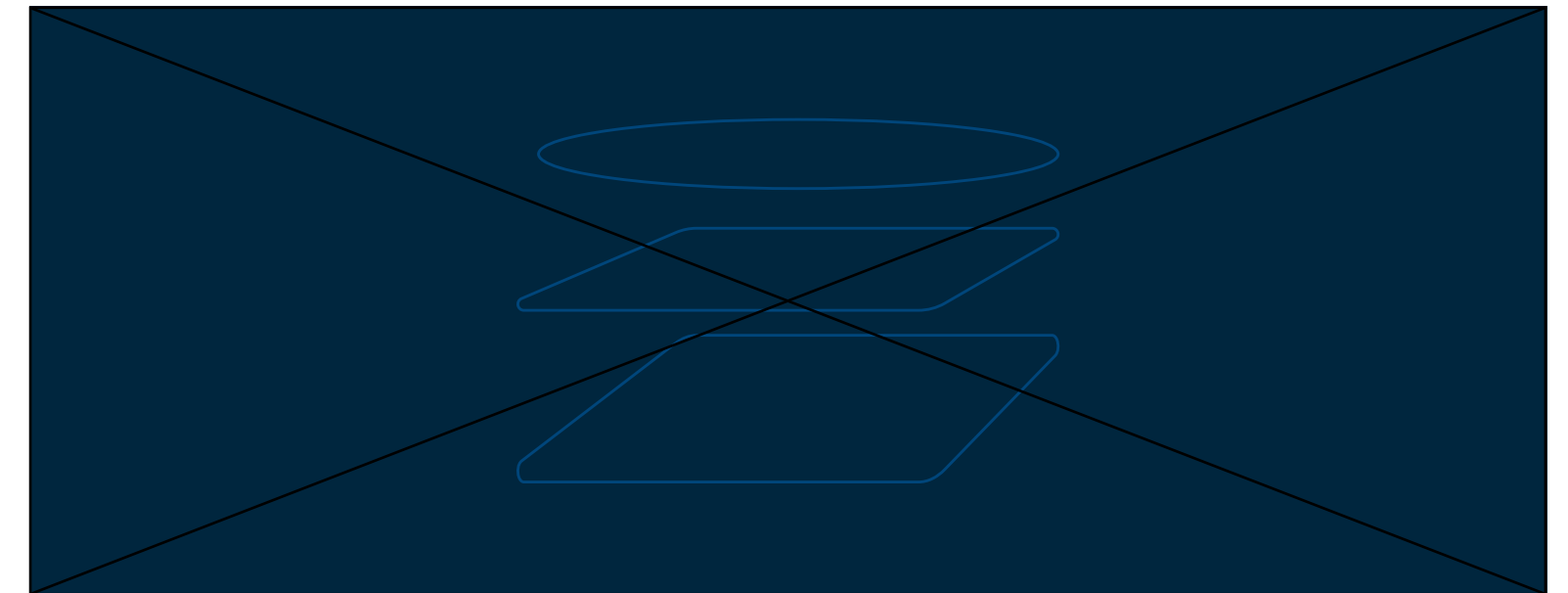
# Things to Avoid

1. Do not use a pattern on a background with a clashing colour or any image.
2. Do not use a pattern on a background of the same or any similar colour, that colour will get lost.
3. Do not create new colours.
4. Do not use gradients as backgrounds.

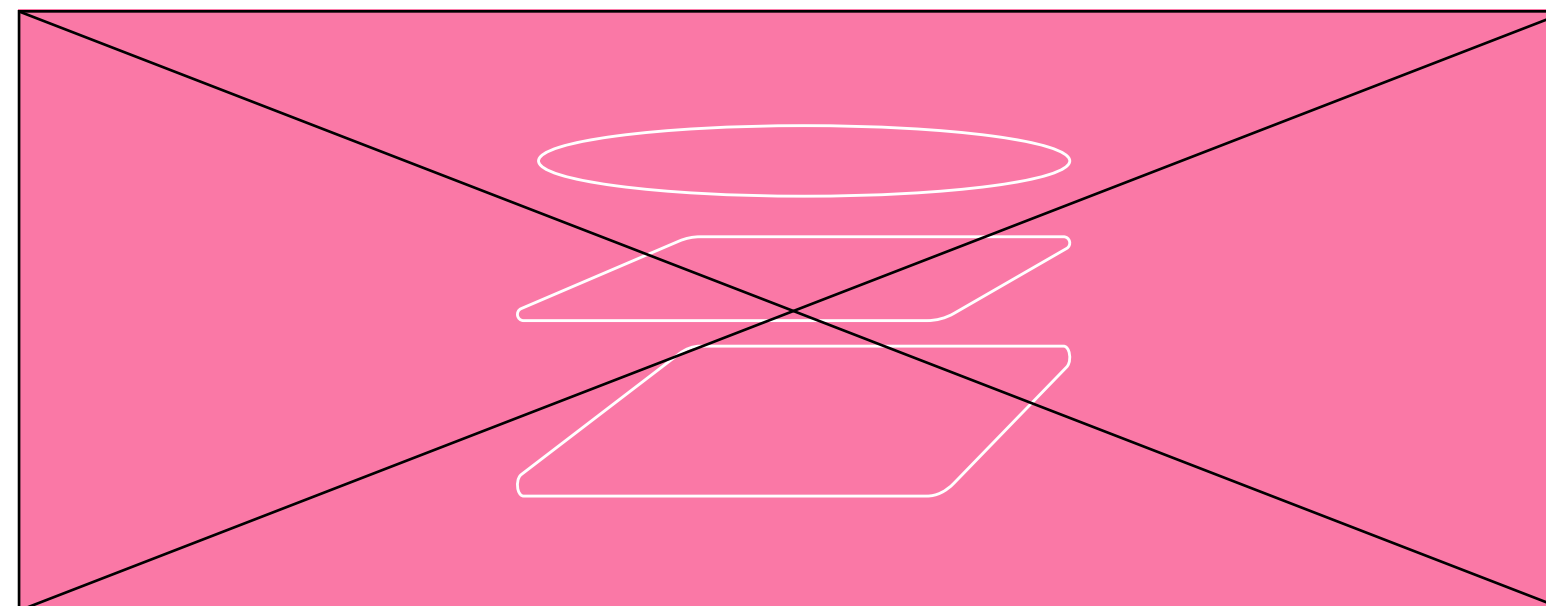
1



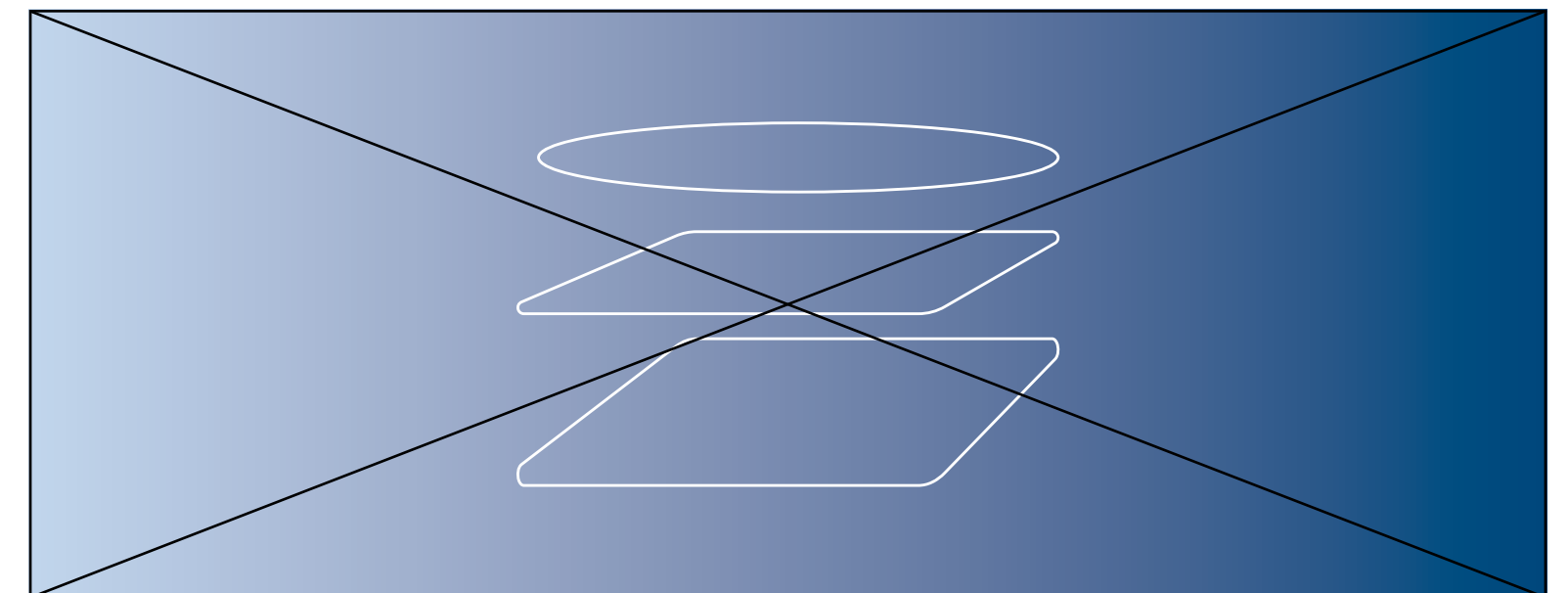
2



3



4



# Auxiliary Usage

Business Card

Stationery

Brochure

Invitation Card

Signage

Building Signage

Construction Signage

Construction Hoarding

Webpage

Social Media Page



## AUXILIARY USAGE

# Business Card





## AUXILIARY USAGE

# Stationery





AUXILIARY USAGE

Stationery





## AUXILIARY USAGE

# Brochure





# Invitation Card





## AUXILIARY USAGE

# Signage





AUXILIARY USAGE

# Building Signage





AUXILIARY USAGE

# Construction Signage





AUXILIARY USAGE

# Construction Signage





## AUXILIARY USAGE

# Construction Signage





AUXILIARY USAGE

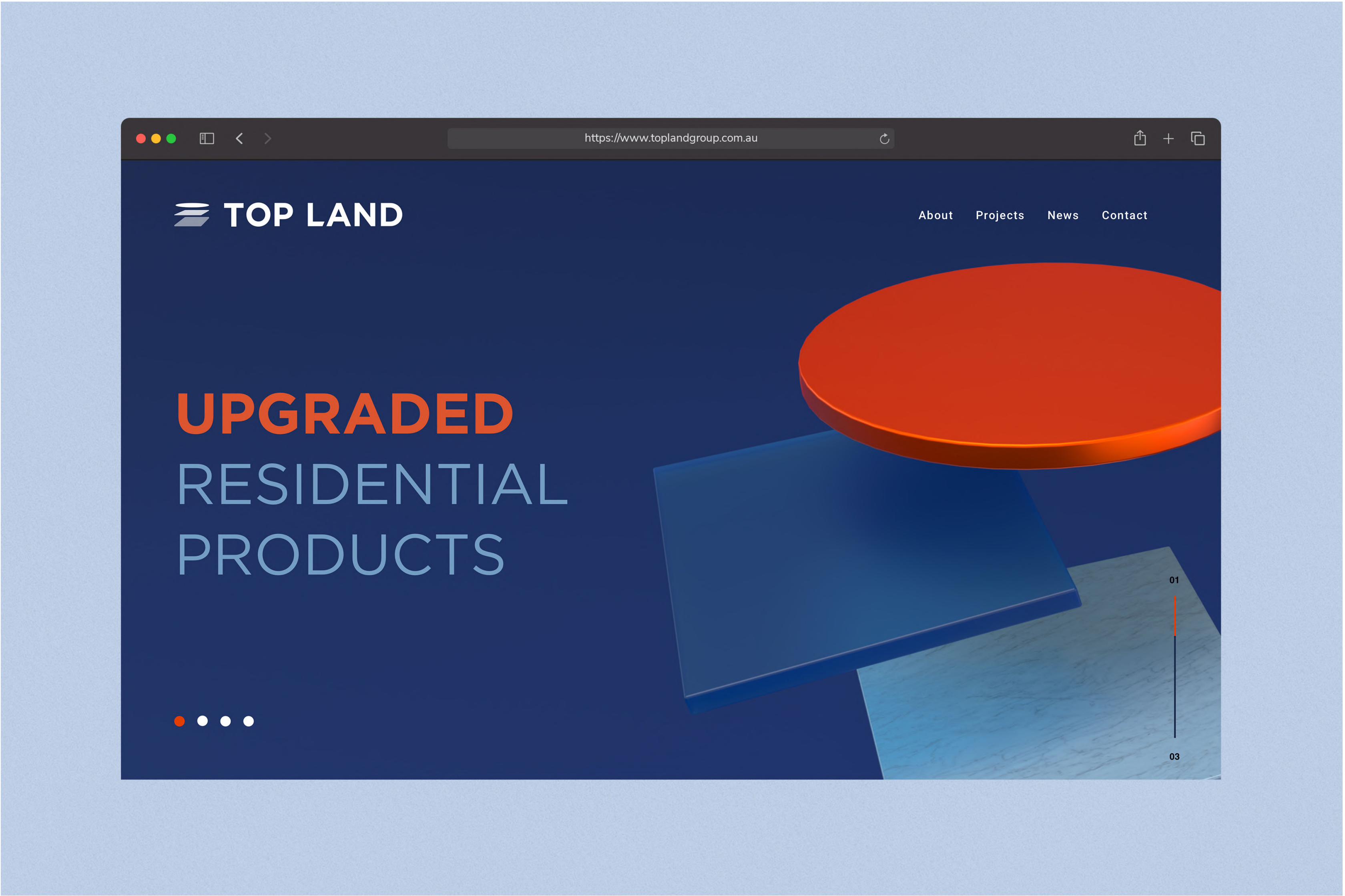
# Construction Hoarding





AUXILIARY USAGE

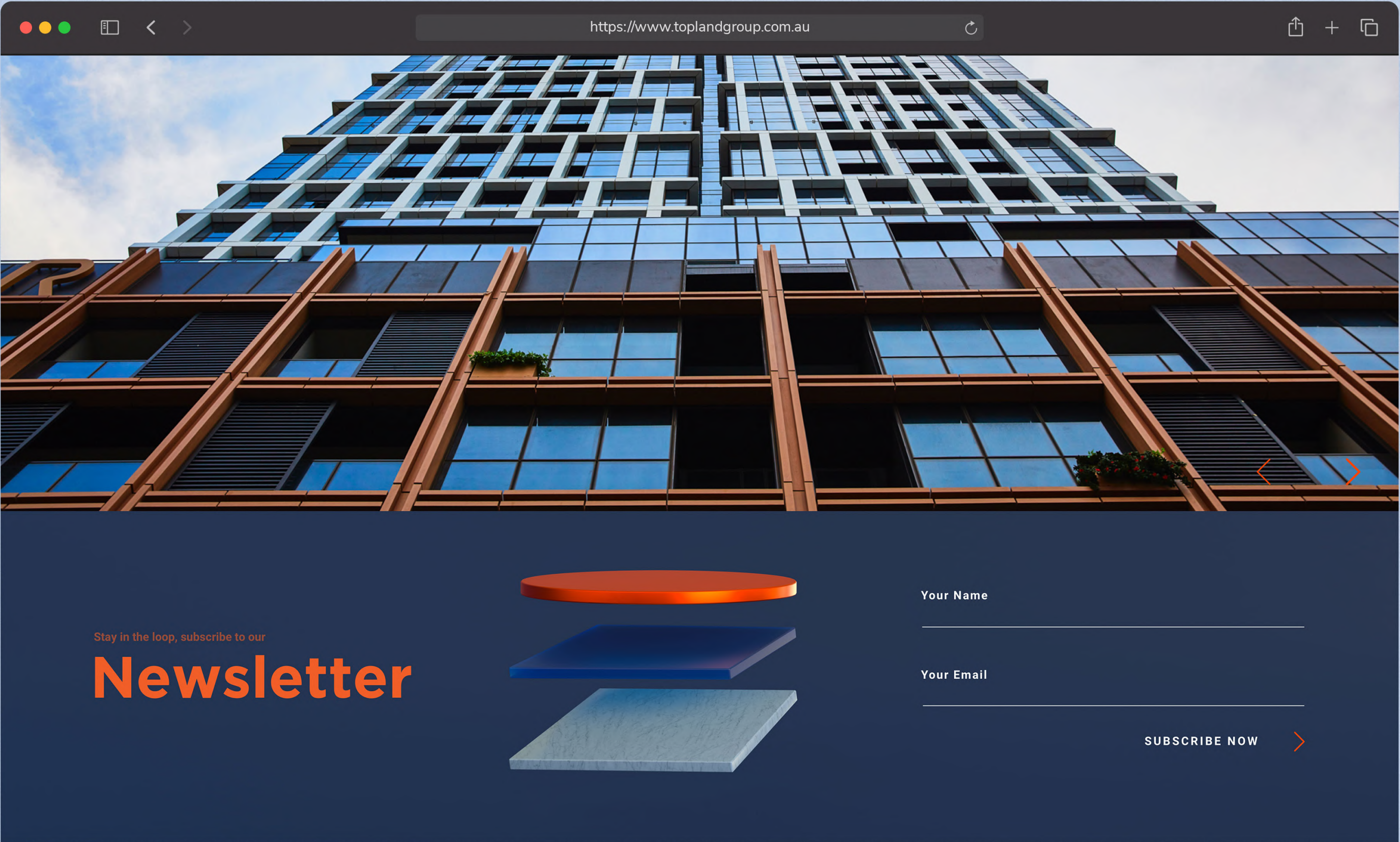
Webpage





AUXILIARY USAGE

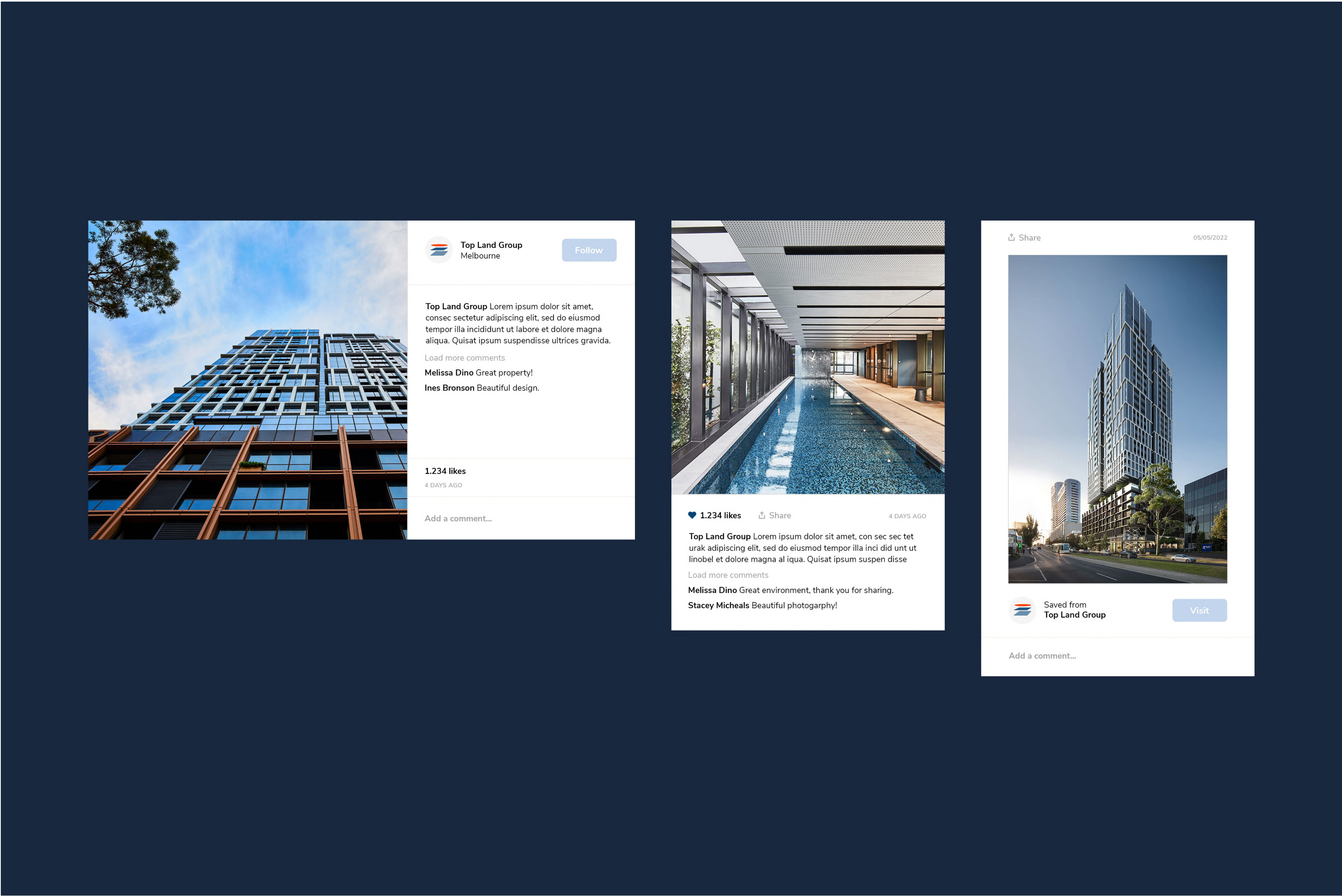
Webpage





AUXILIARY USAGE

Social Media Page



# Questions?

If you are having trouble with anything in this guide, you are missing brand elements from the Brand Package, or you are unsure if your communication best represents the Top Land Brand, please contact Cheee design team.

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