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BRAND STANDARDS



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WHO WE ARE

Our brand personality and vision are who we are as a brand—our heart and soul.

It expresses the values that underlie and give shape to the community's personality, and outlines the key selling points. From these aspects emerge the tone and the beliefs that will draw like-minded people to what Reed's Crossing has to offer.

BRAND PERSONALITY TRAITS

REED'S CROSSING IS

IMAGINATIVE

We believe in the power of inspiration and the joy of possibility. Creating a better future takes vision and the willingness to try new things.

BRAND PERSONALITY TRAITS

REED'S CROSSING IS

OPEN MINDED

We are a community that welcomes all. We prioritize opportunities to listen and to learn about new people, cultures, and ideas.

A close-up photograph of a man and a woman embracing on a couch. The man, wearing glasses and a white sweater, is leaning towards the woman. The woman, with her eyes closed, is wearing a grey sweater and has her hand resting on the man's chest. The background is softly blurred, showing a warm, indoor setting with bokeh light effects.

BRAND PERSONALITY TRAITS

REED'S CROSSING IS

TRUSTED

Newland is well known for designing, developing, and supporting vibrant communities.
We will do everything it takes to help people feel peace of mind in their choice to live here.

BRAND PERSONALITY TRAITS

REED'S CROSSING IS

TIMELESS

We draw inspiration from ideas that have stood the test of time and deliver value that will endure.

MISSION STATEMENT

Create an energetic, welcoming community that—through progressive design and a thorough dedication to residents—creates the opportunity for people to achieve their best possible life.

YOU'RE ONE OF A KIND.

YOU'LL FIT RIGHT IN.

Just spend a moment at Reed's Crossing and you'll experience something totally new that you'll recognize instantly. It's a community that believes in and nurtures your authentic self.

Set into the heart of the Silicon Forest, within easy reach of downtown Portland, Reed's Crossing is built on the idea that joy can be cultivated. We believe that careful planning can give people the space and time to fully embrace their happiest life, as they nourish and sustain lasting ties to those around them. We believe that individuality should be prized, as we celebrate and grow together. We believe that you belong.

In two years, in 20, and beyond, Reed's Crossing will continue to deliver profound, personal rewards that escape convention.

NUTURE

TRANSFORM

CULTIVATE

SOUL

GROW

DESIGN

AUTHENTIC

NATURE

VOICE AND MESSAGING

Any one reading Reeds Crossing copy should be able to immediately detect a difference.

They should feel that Reed's Crossing doesn't sound like other community brands, and what it promises stands apart. In order to unify and align all written materials for Reed's Crossing, the following guidelines describe the sorts of stories we tell, and they we tell them.



BRAND VOICE

Reed's crossing is personal, warm, and inspiring. It's a brand that believes in the power of belonging and it actively nurtures connections with all types of people. Using simple language, it engages with people in a comfortable, conversational way and offers meaningful ways to cultivate personal growth and development.

OPEN, NOT PASSIVE

We look for the worth in everyone, while working passionately to promote a better future.

CONFIDENT, NOT SELF-CONGRATULATORY

We wholeheartedly believe that people will love living at Reed's Crossing, and we only brag about others.

ENTHUSIASTIC, NOT UNBRIDLED

Energy and optimism permeate all our messaging—always with a sense of decorum.

INFORMED, NOT CLOSED MINDED

We love to share our knowledge, and we are always eager to listen to and learn from others.

FUN LOVING, NOT FLIPPANT

We love to laugh, but humor should bend to good taste and the desire to build others up.

CHALLENGING, NOT CONFRONTATIONAL

We clearly highlight the ways in which Reed's Crossing escapes the status quo, but we do it without calling anyone out.

MESSAGING PILLARS

FOR GENERATIONS

FOR LIFE

FOR EVERYONE

These are the three principal topics that form the basis for positioning Reed's Crossing. Rather than being prescriptive or providing exhaustive lists of features, they are flexible guideposts that inform and unify messaging about all the community will offer.

FOR EVERYONE

Openness and welcoming are hallmarks of living at Reed's Crossing.

Our community supports and rewards people from all over and lifestyles of all types.

FEATURES FOR ALL AGES AND LIFE STAGES

Reed's Crossing rewards a wide variety of lifestyles—from families nurturing growing children, to singles purchasing their first home, and mature people taking advantage of more free time.

TRUE DIVERSITY OF CHOICE

Homes at Reed's Crossing are available in a distinct variety of styles: from spacious apartments and condos to large single-family homes. A cohesive array of modern architectural styles offers just as much variety, creating a dynamic and diverse community.

VIBRANT WITH OPPORTUNITY

On Portland Metro's west side, economic opportunities abound. The location of Reed's Crossing puts you in the heart of the Silicon Forest, with leaders in technology and other industries right at your doorstep.

CONNECTED TO GREATER PORTLAND

Living just a few miles from Route 26, and even closer to the MAX Light Rail line, means that you have multiple ways of conveniently finding your way to downtown Portland—and beyond.

FOR LIFE

Living at Reed's Crossing puts the best of life in easy reach. It can help people achieve a stronger, healthier mind, body, and soul by connecting them with the opportunities that make personal development fun and rewarding.

NATURE IS RIGHT OUTSIDE YOUR DOOR

Feeling connected to nature inspires to be more active. The greenway and its interconnected design brings nature right into the community, providing habitat for native species, and the chance to learn about our relationship with the natural world.

MAKING MEANINGFUL CONNECTIONS

The walking-friendly design of the community brings people out of their houses, and a full calendar of events will bring them together. Neighbors quickly become friends, and friends become close friends just as fast.

PLAY MORE. LIVE BETTER.

With dog parks, skate parks, nature parks, sports parks, and others located all around Reed's Crossing, accessing fun outdoor spaces is easy. What's more, a network of trails connects you to several parks within the community itself.

HEALTHY HABITS ARE EASY TO MAKE

The Hillsboro Parks & Rec system offers a wide array of facilities, classes and activities. From soccer leagues for kids to fitness classes geared for seniors, living in Hillsboro rewards a commitment to health.

FOR GENERATIONS

SUSTAINABLE DEVELOPMENT

Preserving natural resources through smart home innovations, high building standards and landscaping innovations such as smart irrigation systems, is just the beginning for Reed's Crossing. We're working to enhance the natural habitat by bringing in native species, and we're educating you people, so they know their place in the ecosystem.

A PASSION OF LEARNING

Planned to be completed in 2020, we are helping to build a new elementary school right next door to Reed's Crossing.

BUILDING PARTNERSHIPS

Reed's Crossing collaborates directly with multiple non-profits whose missions aligns with our own. Together we promote brighter and better tomorrows for everyone.

QUALITY IN EVERYTHING

Reed's Crossing is bringing in industry-leading builders and has established strict building guidelines to help ensure that each home offers exceptional value for generations to come.

EFFICIENCY AND INTELLIGENCE

Homes at Reed's Crossing are built with the Earth Advantage Silver standard for efficiency and sustainability. Each home incorporates energy conservation technologies, such as smart thermostats, and designs that support solar panels and advanced energy storage systems.

VISUAL IDENTITY

The visual elements of our brand—logo, colors, typeface, photography, icons, and other visuals—are designed to work in concert to evoke and amplify the Reed’s Crossing brand promise. Beyond the words we use in our communications, our visual identity helps instantly convey the sense that at Reed’s Crossing, YOU ARE ONE OF A KIND and YOU’LL FIT RIGHT IN.

LOGO OVERVIEW

Our logo is the symbol of the Reed's Crossing brand vision. The lines interwoven in the type represent the many pathways to home and community. It suggests how individuals can flow together in harmony.

This logo with the Newland Communities lock up should always be used when circumstances allow.



LOGO SIZE & CLEARSPACE

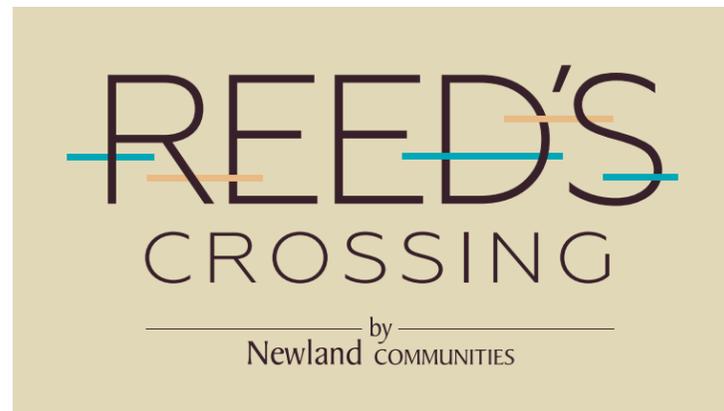
It is important to keep the logotype clear of any other graphic elements. The “exclusion zone” which indicates the closest any other graphic element, message, or the edge of the field can be to the logo. To calculate the required exclusion zone, divide the height of the logo by four.

While there is no maximum size for the logotype, there is a minimum size: the logo should not appear any smaller than 2 inch (width) with the Newland lockup. For applications that require the logo to be smaller than 2 inches, the logo may appear without the Newland lockup.

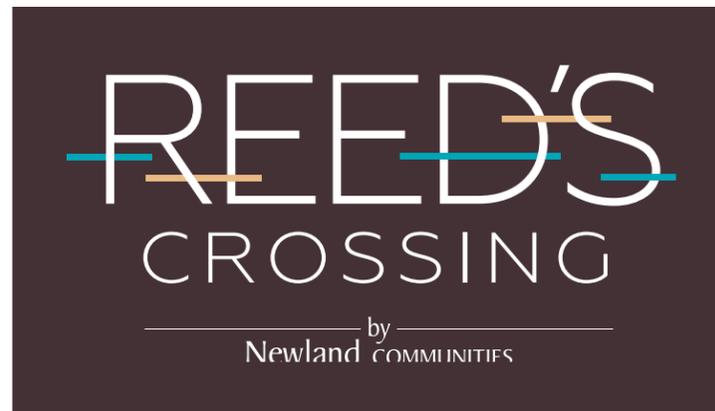


BACKGROUNDS FOR OUR FULL-COLOR LOGO

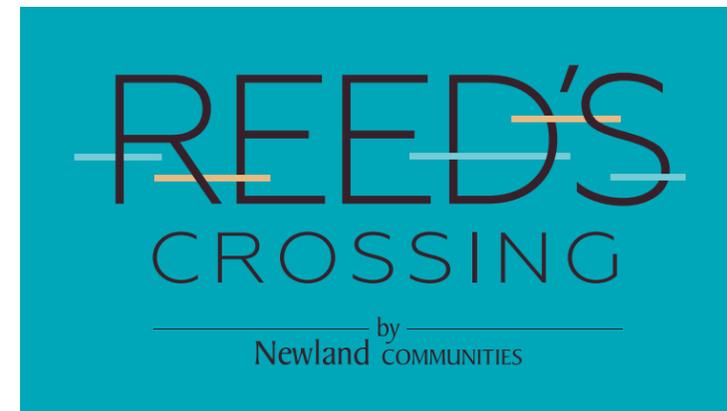
Our full color logo with dark text can only appear only on white, our brand champagne, or overlaying light, uncluttered photography. Our full color logo with white text may only appear on our brand Plum (Pantone Black 5) or overlaying dark, unclutter photography. Our logo may also be place on the brand Teal Surf (Pantone 320), but only with the special “FOR_TEAL_PLACEMENT_ONLY” logo versions. This logo has a lighter teal so the pathways show. This logo should never be used on white.



CHAMPANGE (PANTONE 7500)



BLACK PLUM (PANTONE BLACK 5)

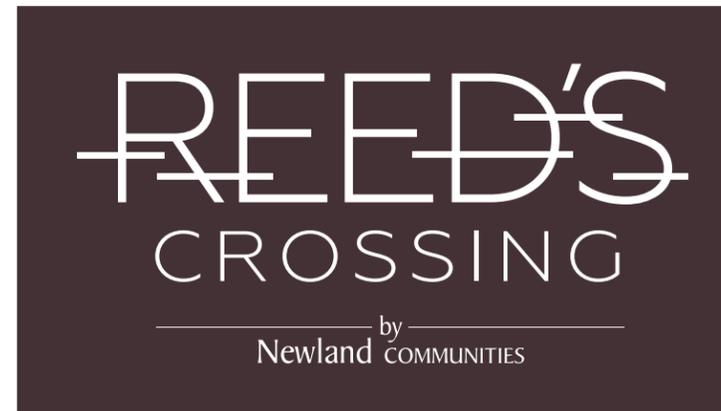
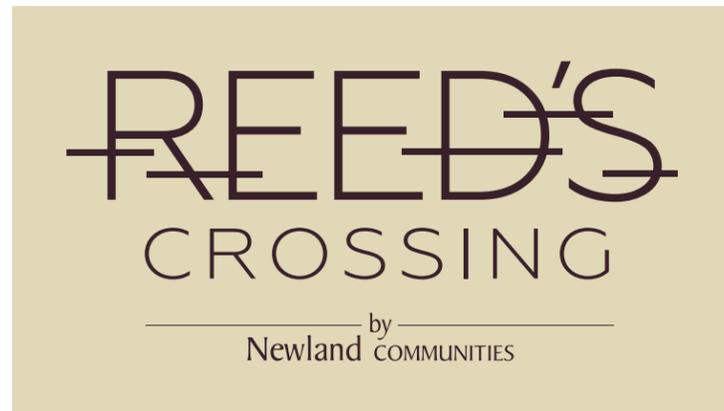
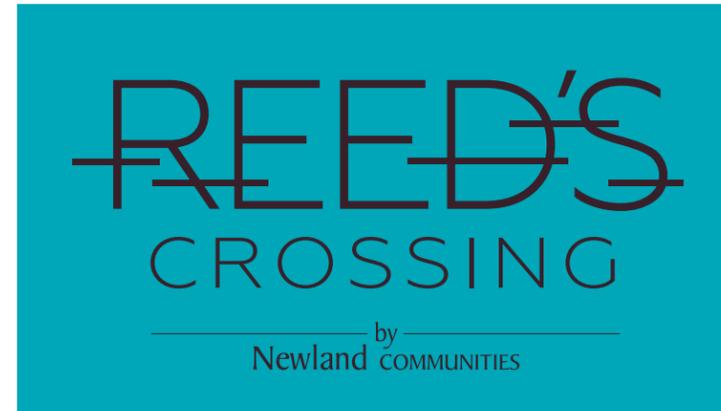
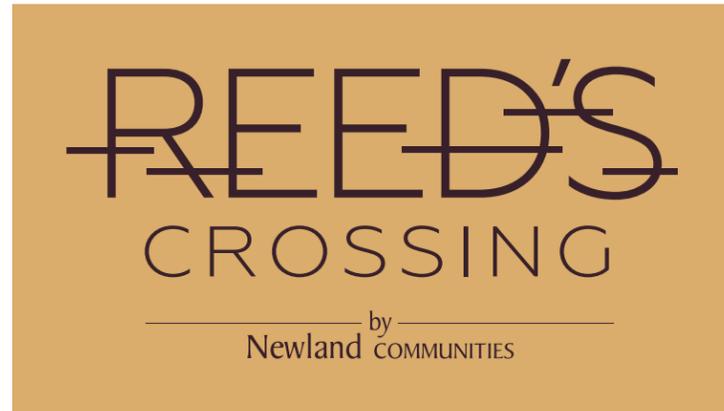


TEAL SURF (PANTONE 320)

Use only with “FOR_TEAL_PLACEMENT_ONLY” logo versions

BACKGROUNDS FOR OUR ONE COLOR LOGO

Use our full color logo whenever possible. The one color logo may appear only on the primary brand colors as shown.



LOGO ON PHOTOGRAPHY

For photographic backgrounds, use the logo that has the best contrast and ensure the legibility of the logo is excellent.



Acceptable



Not allowed



Acceptable



Not allowed



PROHIBITED LOGO USAGE

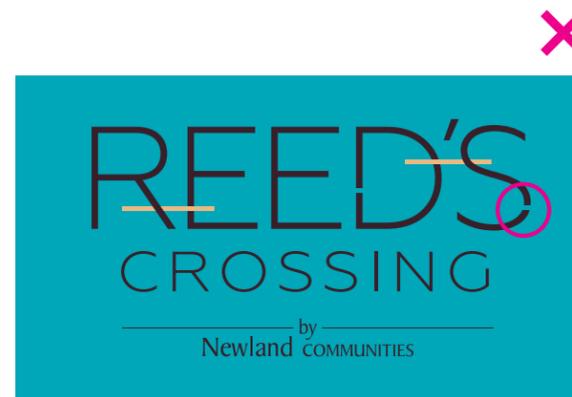
To make sure our logo appears as consistent as possible throughout our communications, we've identified a few ways it should not be used. Here are some examples:



Do not alter shape of letterforms.



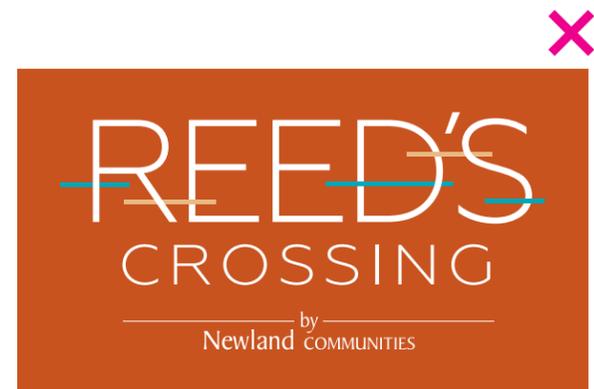
Do not rotate.



Don't place the regular logo on teal, black or camel so that the readability is impaired.



Do not use gradation.



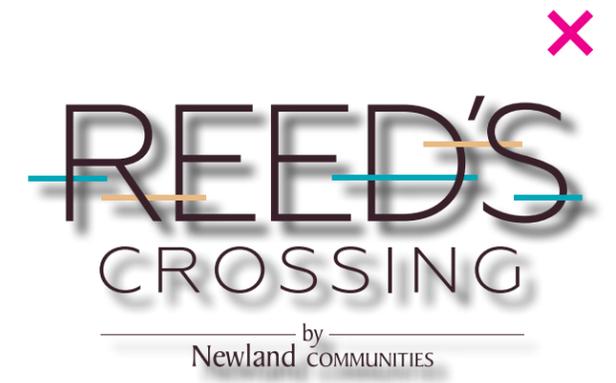
Do not place on alternate color.



Do not add a tagline.



Do not outline.



Do not use drop shadow.

LOGO FILE TYPES

When choosing a logo color to use, first determine what background it will sit in, and what application it will be used for. There are three logo color variations. The background determines what logo color should be used. If the background isn't really dark or really light, simply select the logo that gives the best legibility and contrast. When choosing a logo file type, determine the type of application it will be used in and the logo display size.



FOR PRINT

An EPS file is a scalable, vector graphic that is preferred for all print applications. This can be scaled up and down with no degradation.

RECOMMENDED USE: Offset & 4-color Printing



FOR DIGITAL

A PNG file is a flattened graphic with a transparent background. A PNG is preferred over JPGs as the backgrounds are knocked out on PNGs. This is great for all digital applications, but should never be scaled up, as it will appear pixelated and degraded.

Recommended Use: PowerPoint, Word, Excel documents, Websites, Apps, Email Newsletters

DIFFERENT LOGO APPLICATIONS

PMS Logo Files

PMS stands for Pantone Matching System and is used in offset printing. Offset printing uses colors that are custom blended to be the most accurate.

CMYK Logo Files

CMYK stands for Cyan, Magenta, Yellow and Black and is used in 4-color printing, sometimes called digital printing. It is the standard for most office printers.

RGB Logo Files

RGB stands Red, Green and Blue. It is the digital standard for all device screens.

TYPOGRAPHY

The Reed's Crossing font family is Mr Eaves Modern. Featuring simple geometric shapes, squared-off terminals, and symmetric lowercase, this font projects a clean forward-thinking look ideal for the Reed's Crossing brand image. Use Pantone Black 5 at 100% for headlines and 80% for the body copy, instead of pure black for body copy. This can also be tinted to 80% for lighter body text.

MR EAVES MODERN OT LIGHT

We believe you belong.

MR EAVES MODERN OT BOOK

We believe you belong.

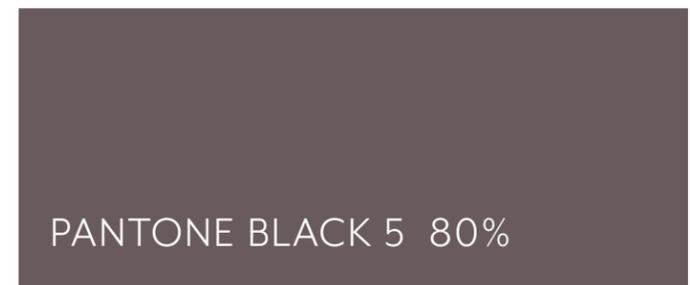
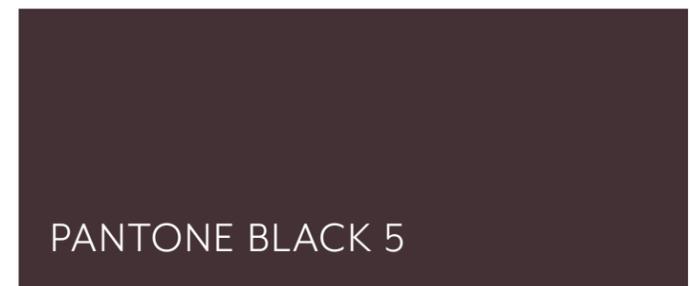
MR EAVES MODERN OT REG

We believe you belong.

MR EAVES MODERN OT BOLD

We believe you belong.

SET TYPE IN PANTONE BLACK 5



AVOID PURE BLACK



COLOR

Color is one of the most important and omnipresent elements of our brand. The color palette for Reed's Crossing is designed to complement the warmth and vibrancy of the brand photography while providing a consistent and distinctive look and feel across all brand marketing.

COLOR GUIDELINES:

- The primary brand colors should be used for all Reed's Crossing marketing and promotional efforts, along with a ample use of white.
- The secondary color palette should be reserved for charts, maps, infographics, and other functional pieces where an extended color palette is required.
- Never use the secondary colors as the main color in layouts.
- Avoid using tints of these colors, with the expectinon of an 80% tint of Pantone Black 5 for body copy for body copy.

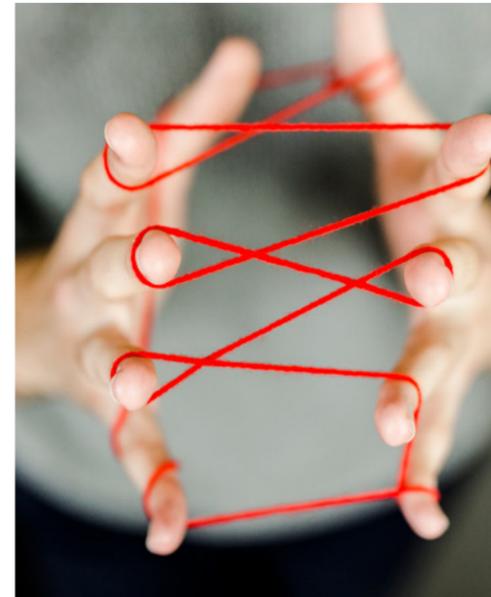
<p>BLACK PLUM</p> <p>PANTONE BLACK 5 R68 G49 B53 C37 M60 Y35 K80</p>	<p>GOLDEN RETRIEVER</p> <p>PANTONE 7509 R217 G172 B109 C2 M25 Y50 K5</p>	<p>TEAL SURF</p> <p>PANTONE 320 R0 G154 B166 C100 M0 Y30 K2</p>	<p>ALMOND</p> <p>PANTONE 7500 R225 G216 B183 C1 M5 Y23 K3</p>
<p>PANTONE 235 R158 G36 B120 C24 M94 Y1 K21</p>	<p>PANTONE 145 R200 G83 B31 C2 M58 Y100 K8</p>	<p>PANTONE 7683 R0 G136 B150 C100 M0 Y30 K26</p>	<p>PANTONE 328 R0 G115 B99 C100 M5 Y50 K26</p>

PRIMARY PHOTOGRAPHY

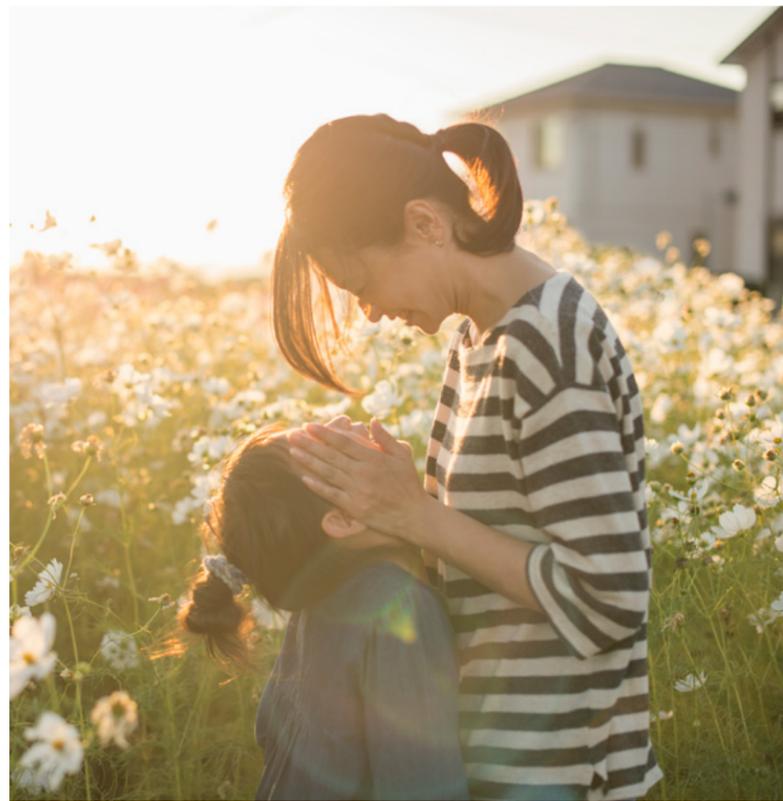
Our brand photography reflects our brand personality: imaginative, open-minded, trusted, and timeless. It showcases scenes of family and neighborhood life in an active and welcoming community. Strive for natural, authentic, lifestyle images of diverse groups of friends, happy families, and unique individuals pursuing the everyday enjoyments of modern life.

Photography Guidelines

- Uncluttered, full-color compositions illuminated by natural light
- Authentic, candid, and natural lifestyle imagery
- Aspirational, approachable subjects projecting a positive outlook
- Subjects focused on activities or other people (not looking at the camera)
- Ensure a rich diversity in race, age, culture, and multi-generation scenes
- Highlight backyard and outdoor fun, joyful and warm moment within the home, and idyllic suburban and semi-urban living
- Avoid the gritty urban and the wild outdoors, unless specifically featuring access to the greater wild areas of Oregon.









THANK YOU