

SENDEROS

TAMARINDO / COSTA RICA

BRAND BOOK

PRIMARY LOGO

The primary Senderos logo has the symbol centered above the name.

This logo should be used centered on the page, NOT left or right justified with other content.

Light or dark versions should always use the background colors indicated unless overlaid onto a photograph (choose the version with the most contrast or use a gradient behind). The symbol color is ALWAYS #ad2d8e.

MEANING:

"Senderos" means paths or trails in Spanish. The logo symbol represents this concept visually.



text color: #303435 | background color: #f3f9f9



text color: #f3f9f9 | background color: #141e34

HORIZONTAL LOGO

The horizontal logo has the symbol to the left of the name.

This horizontal orientation should be used when left justifying, or when the primary logo is too tall.

Light or dark versions should always use the background colors indicated. The symbol color is ALWAYS #ad2d8e.



text color: #303435 | background color: #f3f9f9



text color: #f3f9f9 | background color: #141e34

LOGO LAYOUT

The minimum spacing around the logo can be measured using the "O" in SENDEROS.



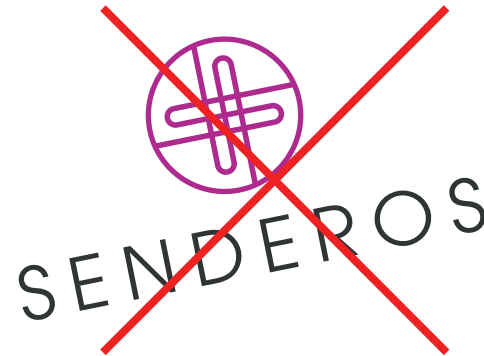
INCORRECT USAGE

Do not rotate.

Do not use a different color background than the dark and light indicated.

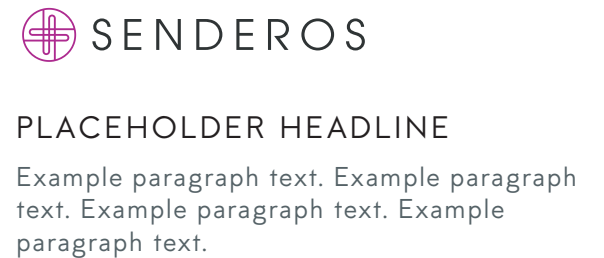
Do not change text or symbol color.

Do not move icon placement.



INCORRECT USAGE

Do not use primary logo aligned with left/right justified text or horizontal logo with centered text.



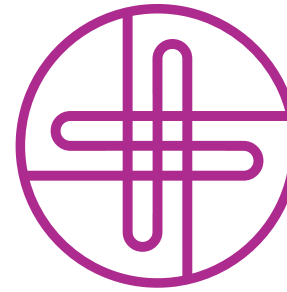
BRAND SYMBOL

The Senderos logo symbol represents the concept of "paths".

The symbol can be used alone without the name in cases where name is stated or full logo used already. (ie in footer or backside of print material, as an icon)

Must always stay **#ad2d8e**

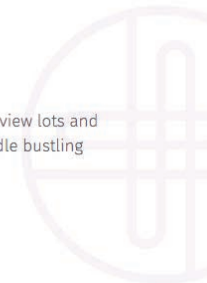
Alternate use pictured: as large design element bleeding off side of page.



WELCOME!

To Senderos. A new community of ocean and mountain view lots and luxury homes tucked into the rolling ridgelines that cradle bustling Tamarindo, Costa Rica.

[MORE ABOUT US >](#)

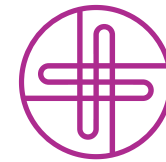


SUB-BRANDS & TAGLINES WITH LOGO

Approved alternate logos include:

- Primary logo with "Tamarindo / Costa Rica" tagline : used as an alternate to primary logo when displaying location is preferred.
- Senderos Real Estate logo : used for Real Estate website and other sales-specific materials
- Senderos Collection logo: used in listings/material for Senderos Collection Homes. Preferred use on dark background.

Follow same logo guidelines as primary logo.



SENDEROS

TAMARINDO / COSTA RICA



SENDEROS

REAL ESTATE



SENDEROS

COLLECTION

COLOR PALETTE

Brand color palette with Hex values, CMYK values, RGB values and closest Pantone match.

See general use details for each.



#141e34

CMYK: 92 81 50 61
RGB: 20 30 52
PMS: 4146 C

Headlines, block background



#303435

CMYK: 72 63 61 57
RGB: 48 52 53
PMS: 447 C

Sub headers, large print, block background



#ad2d8e

CMYK: 34 96 2 0
RGB: 173 45 142
PMS: 240 C

Logo symbol, titles, icons, buttons, hover



#556266

CMYK: 68 51 49 22
RGB: 85 98 102
PMS: 4194 C

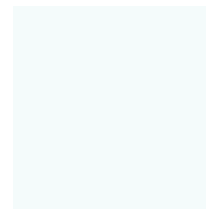
Print, subtitles



#233e7f

CMYK: 100 88 20 6
RGB: 35 62 127
PMS: 4154 C

Main accent color for icons, links, buttons



#f3f9f9

CMYK: 4 0 1 0
RGB: 243 249 249
PMS: N/A

Full background, text on dark blocks



#d3a13d

CMYK: 17 36 90 1
RGB: 211 161 61
PMS: 4025 C

Accent color, used sparingly, icons, links, buttons

FONT FAMILIES

Logo and main header
typeface

ITC AVANT GARDE GOTHIC PRO

BOOK:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Subheader and body copy
typeface

MMT MILANO

REGULAR:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Webfont typeface

ONLY TO BE USED ON
WEB APPLICATIONS THAT
DO NOT SUPPORT THE
MAIN FONT FAMILIES
(*senders-cr.com, Hubspot, etc*)

FIRA SANS

LIGHT:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FONT TREATMENT

Primary / Print

Web

Main headers
(H1)

HEADLINE

HEADLINE

#141e34 or #f3f9f9
ITC Avant Garde Gothic Pro, Tracking: 150,
Book, Uppercase, Font size: 38px

```
h1 {  
  font-family: "Fira Sans", sans-serif;  
  text-transform: uppercase;  
  font-size: 38px;  
  letter-spacing: 3px;  
  font-weight: 300;  
}
```

Subheaders
(H2, H3)

SUBHEADER

SUBHEADER

#ad2d8e or #141e34
MMTMilano, Tracking: 150,
Regular, Uppercase, Font size: 28px

```
h2 {  
  font-family: "Fira Sans", sans-serif;  
  text-transform: uppercase;  
  font-size: 28px;  
  letter-spacing: 3px;  
  font-weight: 300;  
}
```

TITLE

TITLE

#233e7f
MMTMilano, Tracking: 50,
Medium, Uppercase, Font size: 18px

```
h3 {  
  font-family: "Fira Sans", sans-serif;  
  font-size: 18px;  
  letter-spacing: 1px;  
  color: #233e7f;  
  font-weight: 400;  
}
```

Copy

This is paragraph text.

This is paragraph text.

#556266
MMTMilano, Regular, Font size: 12px

```
body, p {  
  font-family: "Fira Sans", sans-serif;  
  font-size: 17px;  
  color: #556266;  
  font-weight: 200;  
}
```

LINKS AND BUTTIONS

Text Links

[WHAT IS NATURAL MODERN? >](#)

```
a.text-link {
  text-decoration: underline;
  text-transform: uppercase;
  font-weight: 400;
  letter-spacing: 2px;
  color: #233e7f;
}
```

[VIEW LISTING >](#)

```
a.text-link {
  text-decoration: underline;
  text-transform: uppercase;
  font-weight: 400;
  letter-spacing: 2px;
  color: #ad2d8e;
}
```

Button Styles

VIEW ALL REAL ESTATE LISTINGS >

RESERVE A TOUR >

```
button {
  text-transform: uppercase;
  letter-spacing: 3px;
  color: #f3f9f9;
  background-color: #233e7f;
  border-radius: 0px 0px 0px 0px;
}
```

```
button {
  text-transform: uppercase;
  letter-spacing: 3px;
  color: #f3f9f9;
  background-color: #AD2D8E;
  border-radius: 0px 0px 0px 0px;
}
```

ICON STYLE

Square icons with rounded line art : used for features/ amenities



24/7 SECURITY



WELCOME CENTER



TRANSPORTATION SERVICES



HIGH-SPEED INTERNET



SHIPPING & RECEIVING



ON-SITE RECYCLING

Round lot number icons style in fuschia: used for lot listings, flyers, etc.

19E



19E

VIEW MASTERPIECE

This stunning design by renowned Costa Rican architect Abraham Valenzuela has views forever! Watch the waves roll in, small planes take off and land, and the sunrise and sunset all from this perch high on the mountain. Four bedrooms and four bathrooms combine beautifully with a two-story great room to make this work of art a functional home as well. You'll see the views while experiencing the natural feel of gardens woven into the home. The home on Lot 19-E is truly a show-stopper, whether you want to live or rent.

The home will be crafted with the highest quality materials (locally sourced whenever possible) and premium finishes. The architect and builder are of course available to add any personal touches or customizations the buyer desires.

IMAGE STYLE

All photography should reflect the brand's personality (see following page) and color palette.

Content: the development, views, tropical luxury, ocean lifestyle, natural modern architecture, outdoor adventure, relaxation.

Photo editing: High contrast, cool/ fuschia toned.



BRAND PERSONALITY

At Senderos, we believe in a simple, but very profound principle we call **natural modern**. We apply the ideas of natural modern across our architecture, interior designs, sustainability strategies, community building, and even how our brand feels, looks and acts.

At first blush, the two words may seem to contradict each other, but really some of the most inspiring things arise from combining opposing forces. In the end it becomes clear, that rather than contradict, there is harmony in natural modern — and truly unique and delightful designs emerge.

NATURAL MODERN

A DESIGN IDEAL FOR ARCHITECTURE, LANDSCAPE AND LIFE.

A NATURAL BRAND PERSONALITY IS:

DOWN-TO-EARTH

Personable and not overly formal or elitist.

AUTHENTIC

Both in what we say and also in our respect for the local culture.

CONFIDENT

It takes a level of assuredness and self-security to be down-to-earth and authentic.

GRACIOUS

Welcoming, always accommodating and polite.

A MODERN BRAND PERSONALITY IS:

ORGANIZED

Efficient, streamlined and crisp in our delivery.

FRESH

Clean and polished.

REFINED

Thought through and premium.

INNOVATIVE

At the forefront, always looking to improve and problem solve in new ways.

WEBSITE

An example of how the brand's visual styles work together.

