



Brand Book

VERSION 1.0



It can only be Audley.

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PART 1

Introduction to Audley Villages





Keep on living the life you love

At Audley, you're in charge, which means you can live the life you love, keep your highly valued independence and own your own property. Because when you've worked hard to become the person you are today, we believe you shouldn't have to change your lifestyle when you retire.

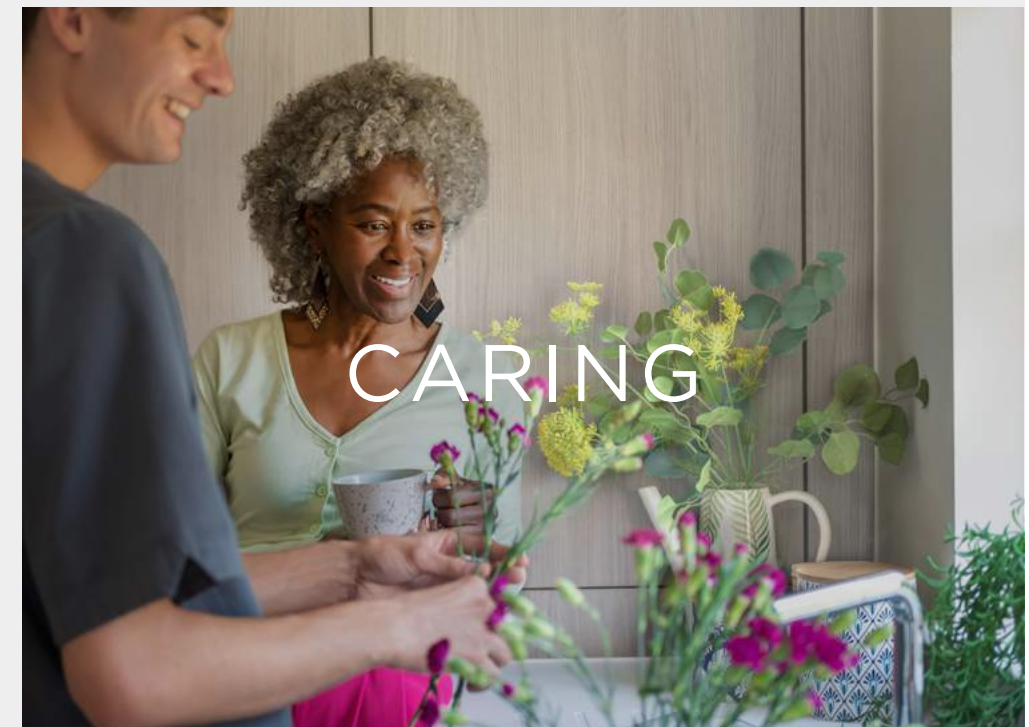
We look after the maintenance and security of your property and the grounds, leaving you free to spend your time however you wish. You could explore the stunning landscaped gardens, enjoy fine dining in our restaurant, indulge in some pampering at the Audley Club or keep up your love of travel knowing your home is safe and sound. What's more, you could join one of our regular get-togethers, take part in an exercise class, de-stress at a mindfulness session or make use of our extensive Audley Care services – all of which are part of our health and wellness programme.



Our vision
To be truly life enhancing.

It can only be Audley.

Our values





Our mission

To be the market leader and most trusted provider of luxury retirement living in the UK.

Our tone of voice

LUXURY

Luxury and perfection should come across in all communications. We are renowned for our offering of refinement and elegance. All of which should be conveyed in an effortless and reassuring manner.

CONFIDENT

We are confident in our knowledge and heritage in the sector. We are the best, but do not need to shout about it, as Audley Villages has an excellent reputation. We must always be approachable.

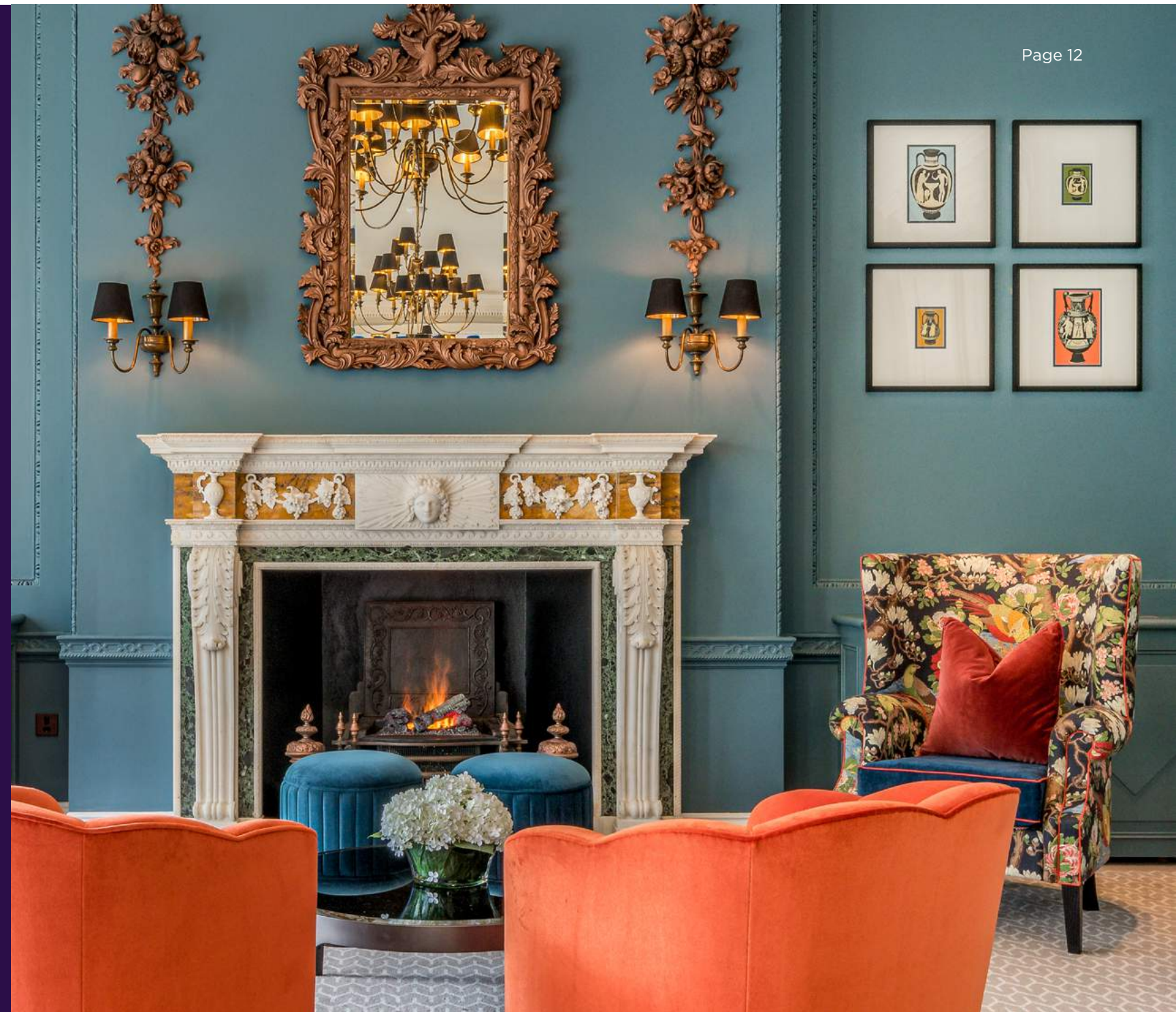
LIBERTY

Audley Villages is all about continuing to live the life you love and it's important that in everything we say we ensure owners and customers continue to feel like they are in control. Supportive language is important but shouldn't be too prominent unless specifically selling Audley Care.



PART 2

Brand elements



Our logos

The keyline logo should be the first port of call when deciding what logo to use as it has the elegance and refinement we want to display as a brand. Our Solid logo can be used if it is better suited to a particular design such as over imagery. We can also use the reverse versions if these provide more visibility.

THE ‘A’
MOTIF USAGE

The ‘A’ motif can be used as a social media icon and within the centre of a QR code.

Only to be used with prior approval from the marketing team.



Keyline



Keyline reversed



Keyline mono



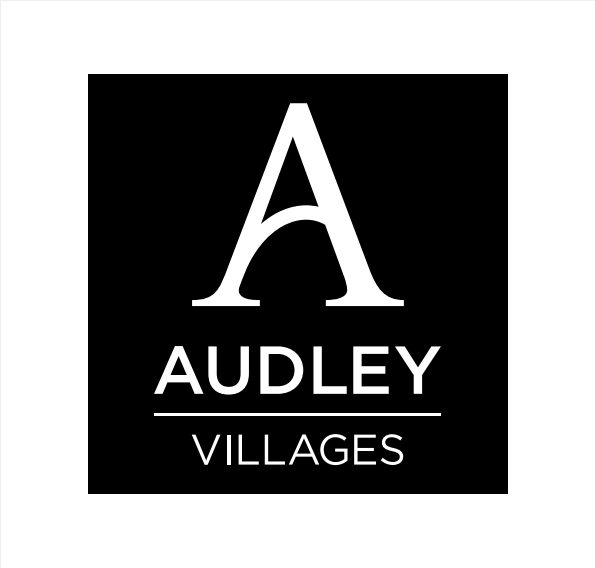
Solid



Solid reversed



Solid mono



Logo don'ts

Here is a list of how not to use the Audley logo. This list is not exhaustive and as a general rule please use the logos that appear on the previous page. These rules apply to both the keyline and solid version of the logo. Always use the logo that ensures the best legibility.



Don't use the old logo



Don't change the scale of the type



Don't change the weight of the keyline



Don't change the colour of any part of the logo



Don't change the typesetting or styling



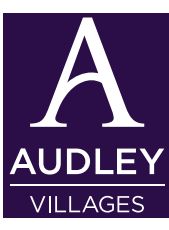
Don't apply any drop shadows or effects



Don't stretch, skew or squeeze the logo



Don't change the scale of the A



Don't change the scale of the container

It can only be Audley.

Our signature strapline

Our bespoke signature strapline has been created to mimic natural and effortless handwriting and communicates that the piece of collateral has Audley's seal of approval and reaches a certain high standard that you come to expect when coming into contact with the Audley brand.

It should be used as either a sign off 'i.e. approved to go' or used as a decorative statement with a logo when no title is used. It can also be used as a watermark over Audley imagery to add an extra brand element to any given collateral.

The stacked strapline can be used where there is no space for the single line version, for example, mobile email.

*It can only
be Audley.*

Our imagery

INTERIORS AND DETAIL

Interior imagery shows our prestige and elegance in the real world and helps communicate our brand and where people could potentially see themselves living.

It's important to show a mixture of amazing full interiors, as well as the finer details to communicate that Audley thinks of the whole picture.



Our imagery

PEOPLE AND LIFESTYLE

Our people should emulate our target audience living their life to the fullest, whether that be taking a light jog around the grounds or settling down in one of our ornate libraries with a good book. People should appear confident and comfortable.

The background environment should be of an Audley Village wherever possible and always depict a luxury lifestyle.



Our typography

We use two typefaces across the majority of our brand communications, Gotham and Big Caslon.

Gotham
This is our Sans Serif font, which acts as a counter-balance of modernity to Big Caslon but also as a timeless classic itself.

Use for all body copy, CTAs and subheading styles across print and digital.

Gotham in all caps (Headline Style 1) should be used when the headline is more informational based. For example titles of sales pieces etc.

Big Caslon
This is our Serif font, chosen for its elegance and refinement which brings an element of gravitas and luxury to our brand.

Used for headlines and pull quotes across both print and digital.

Headline Style 2 should be used when the headline is more lifestyle led and conversational. e.g. 'our attention to detail is unparalleled' or campaign headlines such as 'Where liberty and luxury meet.

System fonts
Where we cannot use our brand typefaces please substitute Gotham for Calibri and Big Caslon for Times New Roman.

abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%&.,()

abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%&.,()

AaBbCc
1234!&*

Gotham Book

AaBbCc
1234!&*

Big Caslon

Introduction would be this weight and relative scale.

HEADLINE STYLE 1

Headline Style 2

Introduction style 2.
Lorem ipsum dolor sit am et, consectetur ai scing elit, sed do eiu mod tempor inci didu nt ut labo re etdolore magna aqua.

Qui dolorem ipsum qu ia dolor sit amet, consec tetur, adipisci velit, sed quia non numquam eius ut labore et dolore mag nam aliquam quaerat vol uptatm. Qui dolorem ipsum quia dolor sit amet, consec tetur, adipisci velit, sed quia non numquam eius ut labore et dolore mag nam aliquam quaerat

SUBHEAD STYLE 1

Qui dolorem ipsum qu ia dolor sit amet, consec tetur, adipisci velit, sed quia non numquam eius ut labore et dolore mag nam aliquam quaerat vol uptatm.

Style for pull outs, highlights or quotes

Subhead style 2
Qui dolorem ipsumqu ia dolor sit amet, conec tetur, adipisci velit

Lists or bullet points look like this, adipisci velit, sed quia non numquam eius

tetur, adipisci velit, sed quia non numquam eius

tetur, adipisci velit, sed quia non numquam eius

tetur, adipisci velit, sed quia non numquam eius

Our colour palette

Our brand purple is one of the main elements we employ to build brand recognition and reputation and should be the first colour that people interact with. We also have a range of tints to help with legibility and versatility, whilst also keeping on brand.

We also have an extended palette of supportive colours to be used once brand recognition is already in place or alongside the brand purple.

Audley Brand Purple CMYK: 89/100/0/58 RGB: 43/14/72 HEX: 2B0E48 PANTONE: 276 U	90%	Navy CMYK: 94/60/23/61 RGB: 30/43/94 HEX: 1E2B5E	Light Navy CMYK: 31/11/10 RGB: 185/193/222 HEX: B9C1DE
	75%	Teal CMYK: 94/58/53/37 RGB: 13/71/81 HEX: 0D4751	Light Teal CMYK: 27/5/17/0 RGB: 198/221/217 HEX: C6DDD9
	50%	Olive Green CMYK: 68/54/75/65 RGB: 52/56/39 HEX: 353827	Light Olive CMYK: 20/9/20/0 RGB: 213/220/209 HEX: D5DCD1
	40%	Burgundy CMYK: 35/100/28/58 RGB: 98/10/56 HEX: 620A38	Light Burgundy CMYK: 4/41/5/4 RGB: 231/171/196 HEX: E7ABC4
	20%	Terracotta CMYK: 1/86/77/52 RGB: 136/40/29 HEX: 88281D	Light Terracotta CMYK: 10/38/32/2 RGB: 225/174/161 HEX: E1AEA1
	15%	Taupe CMYK: 5/20/15/50 RGB: 148/133/131 HEX: 948583	Light Taupe CMYK: 1/9/11/22 RGB: 211/202/196 HEX: D3CAC4
	10%	Grey CMYK: 60/50/46/39 RGB: 90/89/92 HEX: 5A595C	Light Grey CMYK: 20/12/12/10 RGB: 197/201/205

Our decorative frame

We use our decorative frame to hold important information or our campaign line 'Where liberty and luxury meet'. It can also be used over imagery when no copy is used, for instance, on a social post, as shown in the top right. This can add an element of ownability to an image.

maintenance
our property
aving you free
e however you
explore the stunning
s, enjoy fine dining
r indulge in some
Audley Club.. What's
in one of our regular
e part in an exercise
a mindfulness session
extensive Audley
of which are part of
lbeing programme.

Audley

Audley Cooper's Hill



Where liberty and luxury meet

Audley Cooper's Hill luxury retirement village is located within 67 acres of the Magna Carta Park in the village of Englefield Green, near Runnymede.

For more information
or to book a visit:
01784 557 494
www.audleyvillages.co.uk/visitcoopers



It can only be Audley.



PART 3

Collateral examples





BROCHURE
SPREADS

TRIPLE VILLAGE
DIRECT MAIL

**TWO BEDROOM,
THIRD FLOOR APARTMENT**

Property name/plot number. Audley Sunningdale Park,
Silwood Road, Sunningdale Park, Ascot, Berkshire, SL5 0GG

Property specifications:
A stunning third floor,
bedroom, dual-
bathroom

- A stunning third floor, two bedroom, dual-aspect apartment
- Access onto the east-facing terrace from the living room

- Separate fully fitted Siematic kitchen with Corian worktops and integrated Neff appliances
- Luxury Villeroy & Boch en suite shower room and guest bathroom

- Lift access
- Carpeted and decorated throughout

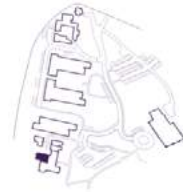
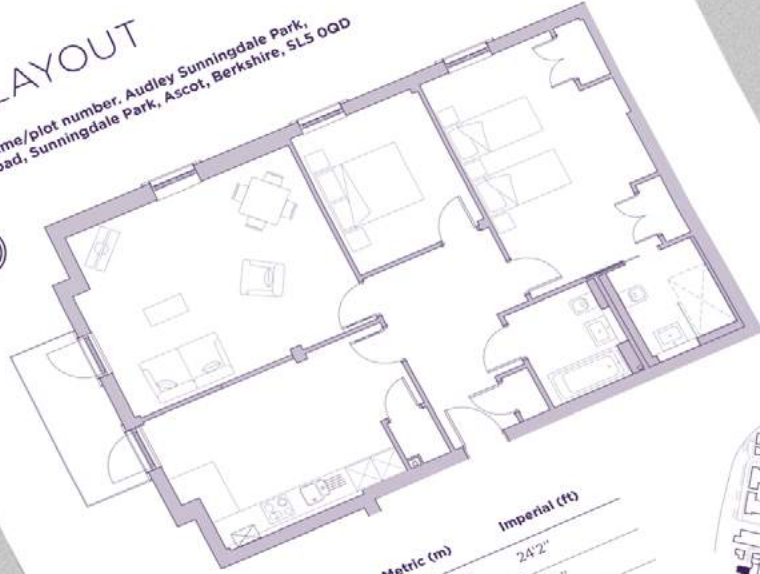
Please see the Village brochure and Key Facts for further information



THE LAYOUT

THE LAYOUT

Property name/plot number. Audley Sunningdale Park,
Silwood Road, Sunningdale Park, Ascot, Berkshire, SL5 0QD



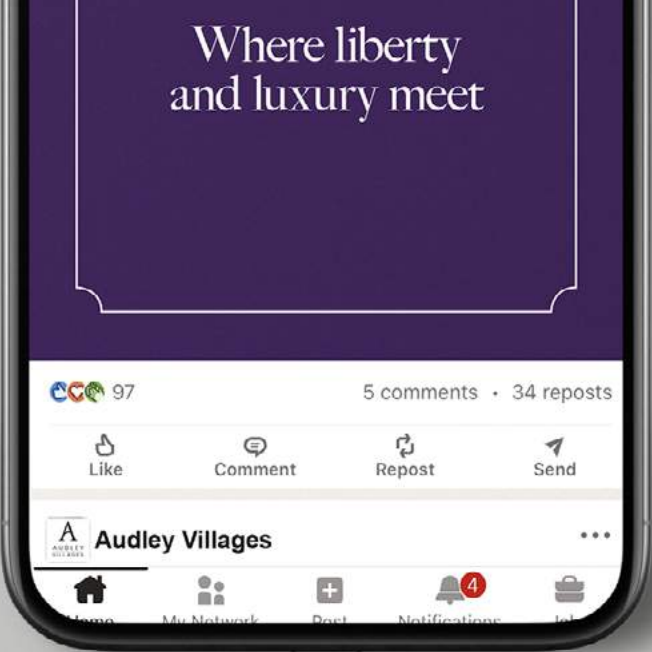
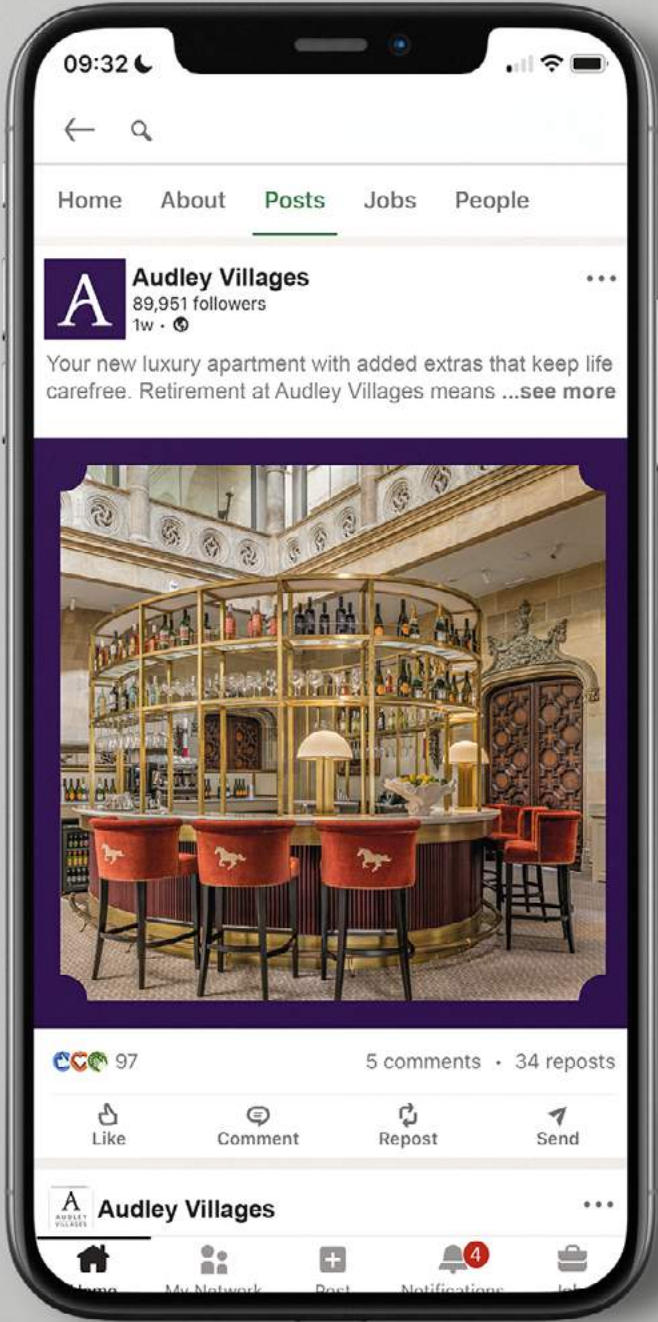
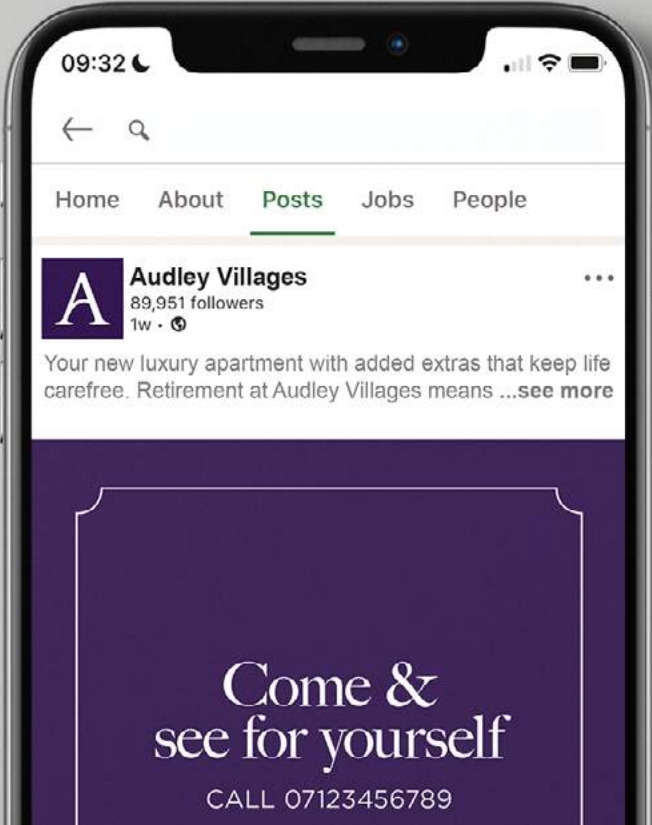
Internal Measurements	Metric (m)	Imperial (ft)
Living room / dining room	7.37 X 3.66	24'2"
Kitchen	7.37 X 3.66	24'2"
Main bedroom	7.37 X 3.66	24'2"
Bedroom two	7.37 X 3.66	24'2"
Balcony	7.37 X 3.66	7.37 X 3.66

ing room
om
n two
ny

7.37
7.37 X 3.66
7.37 X 3.66
24"2"
7.37 X 3.66

>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

SOCIAL
MEDIA





Thank you

audleyvillages.co.uk

It can only be Audley.