



COMMERCIAL LOGO

New Trails Brand Identity

This Brand Identity is modeled to showcase a relevant and smart design that matches the up and coming "Hidden Treasure" community in Gardner Kansas, and appeal to the trend forward audience that frequents places like The Legends, Lenexa Public Market, and Prairie Fire.

This is a very Modern design with a twinge of Art Deco, which is chic yet stands the test of time. And also competes well with other notable Modern/Art Deco Kansas City based brands (see Roasterie Coffee, Boulevard Brewing Company, and more).



Upper Triangle

This changes based on where the logo is used. This one in particular is showcasing a commercial building and some trees, to give a natural yet restaurant / shopping feel.

Lower Triangle

This is consistent across logos, and shows a 3 strokes winding. This is to give a subtle nod to New Trails History, as 3 different historic Wagon Trails passed through the area.

TYPOGRAPHY

HOW GOOD DOES THIS HEADLINE

HANSIEF

GOTHAM BOLD (UPPER)

WORK WITH THIS HEADER

Gotham Med
Gotham Book

Work with the Body Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Typography

For type it is important to consider style and readability.

Hansief was chosen for the Heading, as a bold and easily read san-serif. With unique O's which matches the modern/art deco style that's so popular in the Kansas City area.

For the second heading and body text **Gotham** was chosen for its style, readability, and versatility (it's a big Font-Family).

Color System

3 different color systems were chosen for this Brand Identity, varying on the environment.

The Orange is to be used with the cool grayscale on all Commercial related projects. This is to create excitement, enthusiasm, and warmth, as well as draw attention.

The Blue is to be used as a secondary color to the orange and green, as well as on all non-specific New Trails projects.

The Green is to be used on all Residential related projects, and is also Grata green. This is to ensure that the Grata logo will be harmonic will all the projects it's placed on. The green also creates a nature-feel, health and tranquility, which is well associated with new Homes.

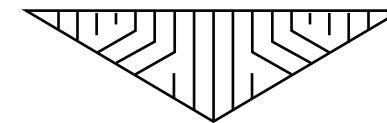
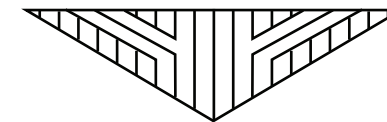
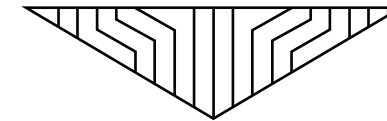
COLOR SYSTEM



GARDNER KS
NEW TRAILS
ENTERTAINMENT CENTER

GARDNER KS
PRAIRIE TRACE
A GRATA DEVELOPMENT COMMUNITY

LOGOTYPE | SIGNATURE



LOWER TRIANGLE VARIATIONS

PATTERNS

(TO BE EXPANDED)



RESIDENTIAL



GENERAL



COMMERCIAL



RESIDENTIAL LOGO

PRAIRIE TRACE VARIATION





COMMERCIAL LOGO



PRAIRIE TRACE VARIATION



RESIDENTIAL LOGO



GENERIC LOGO



COMMERCIAL LOGO



PRAIRIE TRACE VARIATION



RESIDENTIAL LOGO



GENERIC LOGO