



Brand Guidelines

MAY 2024

Coastal Living Redefined

These guidelines will serve as a resource for our brand identity, and explain how to use our brand elements effectively across all communications, ensuring coherence and consistency. This document showcases our commitment to providing an unparalleled lifestyle, where luxury meets serenity. Adhering to these guidelines is essential in maintaining the essence and integrity of our brand.

Our Values, The Foundation

LUXURY

Luxury is at the core of our brand. From amenities to design and materials, our residents will always experience a high standard of comfort and style.

QUALITY

We are committed to providing our residents with the highest quality of offerings. Each of our properties are crafted with great attention to detail, functionality and durability.

EXCLUSIVE

Our developments are situated in an idyllic location along the Atlantic coast, providing a private a relaxing environment that makes coming home feel like a vacation.

COMMUNITY

Our communities foster a sense of bonding and connection with environments that encourage socializing, while honoring privacy and space.

Bailey Taglines

COASTAL LIVING REDEFINED.*

COASTAL SERENITY.*

BOUTIQUE COASTAL LIVING.*

ESCAPE THE ORDINARY.

DISCOVER SERENITY.

EMBRACE TRANQUILITY.

CROWN OF THE COAST.

THE HEART OF LUXURY.

A COASTAL GEM.

THE ART OF ELEGANCE.

THE ART OF DETAIL.

STAY GOLDEN.

FOREVER GOLDEN.

BE REGAL.

LIVE ROYALLY.

REGAL LIVING.

PURE ROYALTY.

ALWAYS REFINED.

CROWNED MEMORIES.

COASTAL PLEASURE.

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01 Brand Personality

Brand Personality

Our brand personality is a combination of the ruler and the lover. These two archetypes will help understand our brand characteristics.

The Ruler

Rulers are well-connected natural leaders, who understand how people and power interact. They establish dominance, influence, and empower their customers to dominate their own universes.

GOALS

Be influential, set standards, achieve the highest level of excellence.

DESIRES

Create an environment that ensures success and well-being.

RULER BRANDS

Rolex | Apple | Louis Vuitton

The Lover

Lovers prioritize being surrounded by things they adore. They're known as enthusiasts, partners, and connoisseurs, who strive for emotional fulfillment.

GOALS

Foster connections, create delightful experiences, inspire passion.

DESIRES

Provide emotional fulfillment through experiences.

LOVER BRANDS

Chanel | Victoria's Secret | Hallmark

The Ruler & The Lover

Our brand embodies a sophisticated presence that is reflective of the ruler archetype, exuding luxury and sophistication. Simultaneously we embrace passion and emotional connections, which reflects qualities of the lover archetype. Together, these archetypes create the perfect combination of the exclusivity, quality, and emotional fulfillment that our brand strives for.

Tone of Voice

Our tone of voice brings life to our brand and supports our brand's personality. It defines who we are and how we talk. Our words are confident, genuine, refined, and calm.

CONFIDENT

We showcase our expertise through our confident and assertive tone. This instills trust and reflects our leadership in the market.

GENUINE

Our tone should make potential residents feel welcomed and understood, offering them a personalized experience by speaking directly to their wants and needs.

REFINED

Maintaining a sophisticated tone with attention to detail in our verbiage, mirrors the nature of our properties and the lifestyle that is offered.

CALM

Using comforting and calm language reflects the serene coastal environment and lifestyle of our properties.

02 Logos

Logo

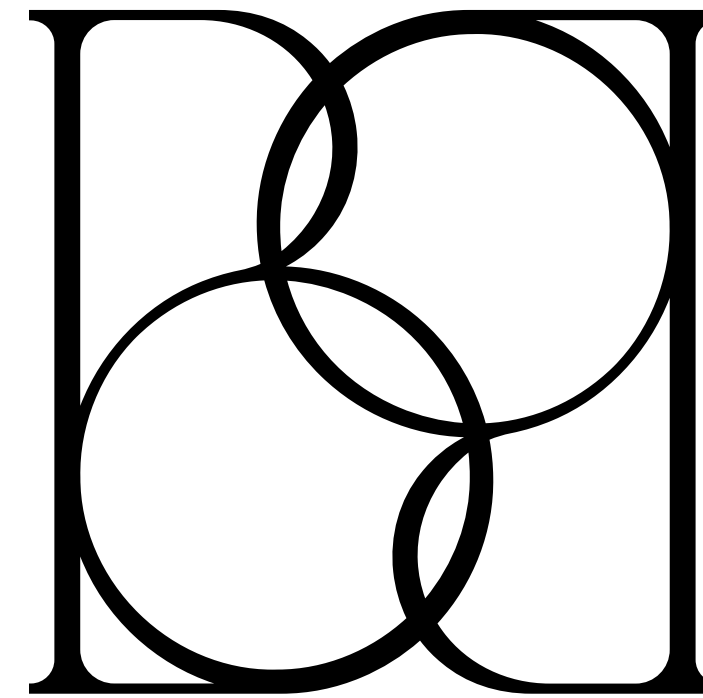
Our logo is the primary asset of the Bailey brand. It captures the essence of our properties; modern, sophisticated and luxurious, while evoking the tranquility and exclusivity of a coastal lifestyle.



Icon

The Bailey icon serves as a monogram that symbolizes the harmony of luxury living with coastal serenity. It's unique, classy, and reflects the exclusivity that is experienced at our properties.

The icon should be used for social media, as a favicon, and in instances where the primary logo does not fit.



Logo Color Usage

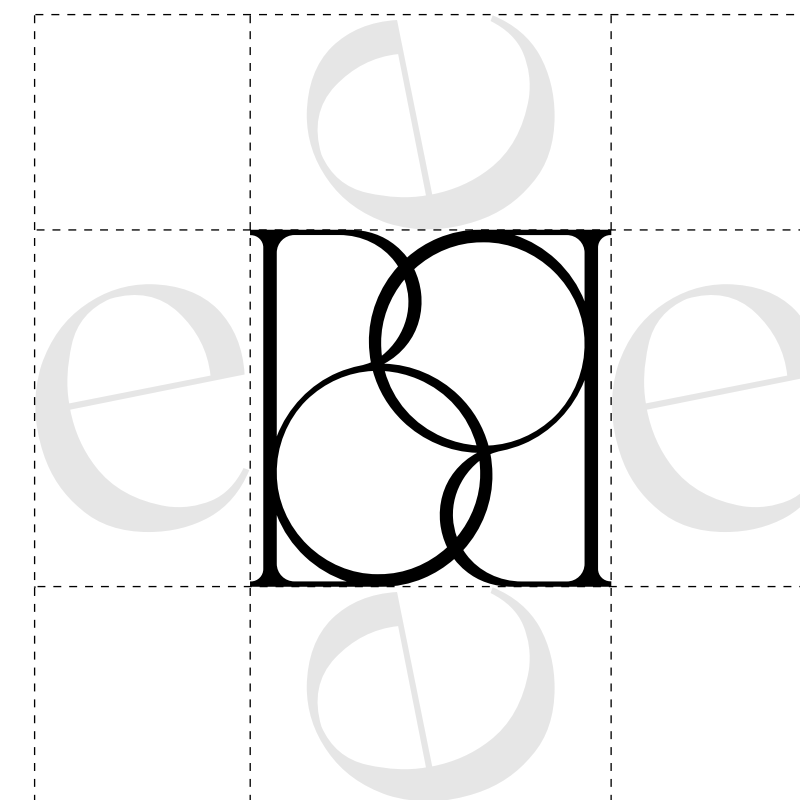
When using the logo on a color background, texture, or image, please ensure there is enough contrast between the two so that the logo is clearly visible and readable.



Logo Clear Space

For our logo to stand out and remain recognizable, it is important that the appropriate clear space is always used.

A clear space that is equal to the width of the “e” in Bailey should be kept at all times to ensure adequate space between the logo and any other design elements.



Sub-brand Logos

The two current sub-brands are Bailey By The Sea and Bailey Residences. All future sub-brand logos should abide by the same guidelines as the Bailey logo.



The main Bailey logo, featuring a stylized monogram icon to the left of the word "Bailey" in a serif typeface.



The Bailey By The Sea sub-brand logo, featuring the same monogram icon as the main logo, followed by "Bailey" in a large serif font, and "BY THE SEA" in a smaller, spaced-out, all-caps sans-serif font below it.



The Bailey Residences sub-brand logo, featuring the same monogram icon as the main logo, followed by "Bailey" in a large serif font, and "RESIDENCES" in a smaller, spaced-out, all-caps sans-serif font below it.

03 Colors

Brand Colors

Our primary brand palette consists of Palm Frond, Driftwood, Seashell, Midnight Tide, and Sand. These colors reflect the essence of coastal living, while also capturing the sophistication and luxury that Bailey offers.

Secondary colors should be used with primary colors simultaneously to maintain brand recognition.

Primary Palette

Primary Palette	Palm Frond HEX RGB CMYK Pantone #9B9275 155 146 117 40 36 57 5 6203 C	75%	50%	25%
	Driftwood HEX RGB CMYK Pantone #B37F50 179 127 80 27 51 76 7 729 C	75%	50%	25%
	Seashell HEX RGB CMYK Pantone #595C64 89 92 100 66 56 47 23 425 C	75%	50%	25%
	Midnight Tide HEX RGB CMYK Pantone #26261C 38 38 28 67 61 74 72 Black 3 C			
	Sand HEX RGB CMYK Pantone #F9F1E4 249 241 228 2 4 9 0 N/A			

Secondary Palette

04 Typography

Typography

Our two primary fonts are Instrument Serif and Inter Tight. Instrument Serif is a timeless, sophisticated font that elevates copy, and pairs well with the clean Inter Tight sans serif.

Instrument Serif is to be used for headers and titles. For sub-headings and pull quotes please use Inter Tight Medium in all caps and with 100pt tracking. Inter Tight light is to be used for all body copy.

HEADLINES & TITLES

Instrument Serif
78pt | 72pt Leading

SUB-HEADS & PULL QUOTES

Inter Tight Medium
20pt | 26pt Leading | All Caps | 100pt Tracking

BODY COPY

Inter Tight Light
16pt | 26pt Leading

Your Oasis Awaits

MODERN LUXURY LIVING BY THE SEA

Coastal serenity meets sophistication along the coast of the Atlantic at Bailey By The Sea and Bailey Residences. Offering a combination of upscale multi-level living and luxury community homes with private beach access and unmatched amenities, we are committed to providing you with an unparalleled lifestyle that feels like a vacation.



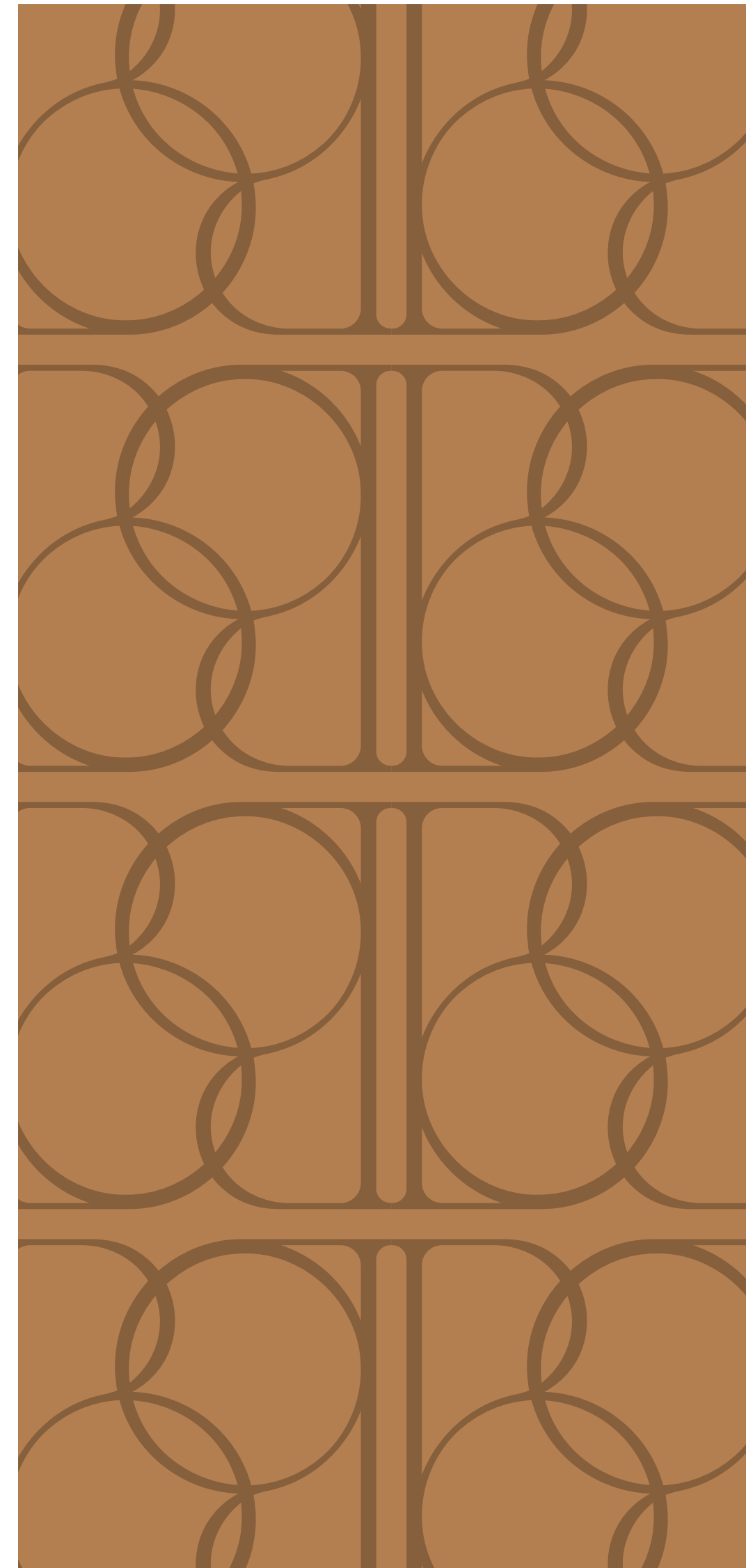


05 Patterns

Patterns

Our patterns are used to add depth and texture to communications. Each pattern is created from our icon, reflecting the harmony of luxury living with coastal serenity.

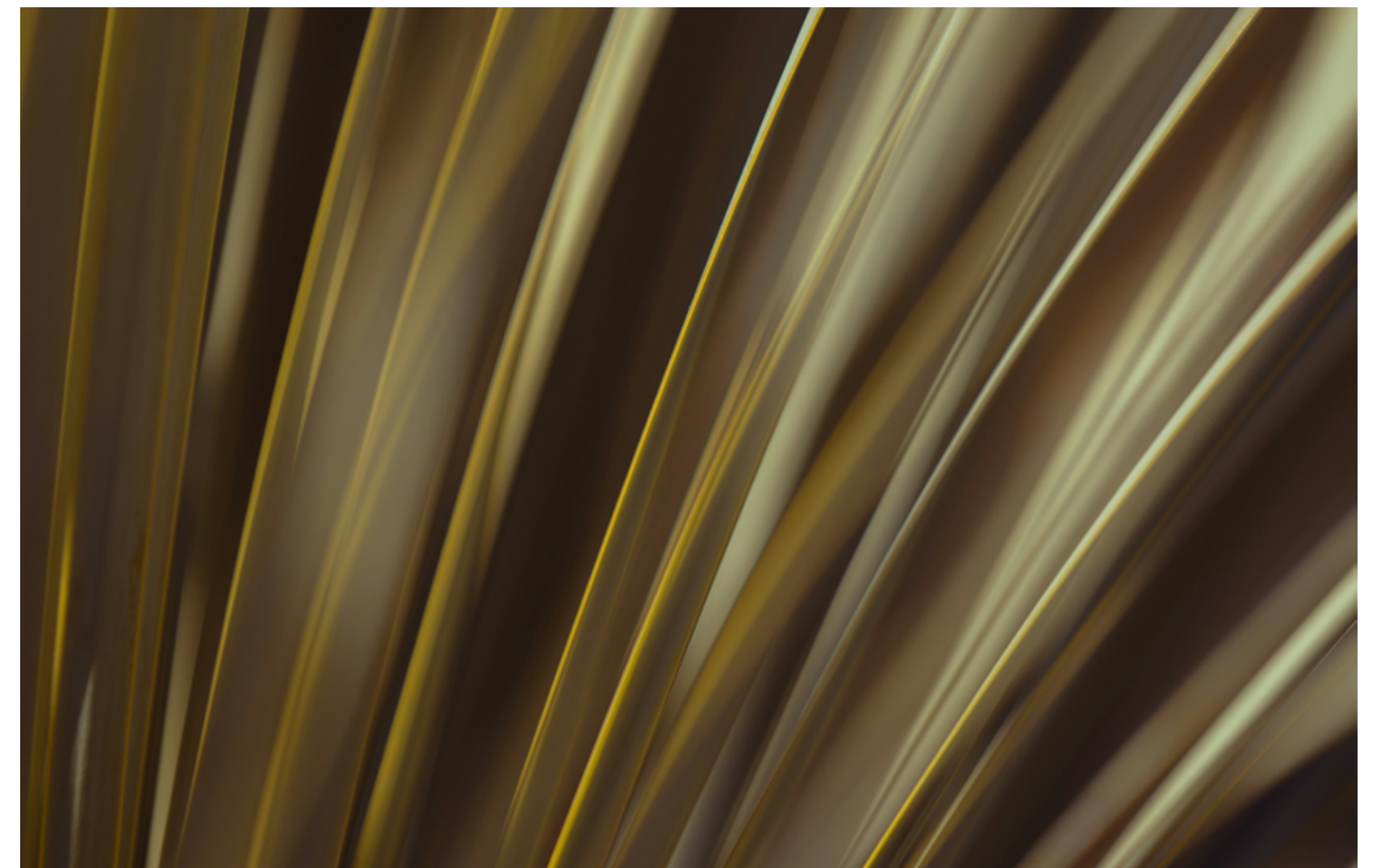
When patterns are being used, their opacity should never be set to over 25%.



06 Textures

Textures

Textures are to be used as backgrounds or overlay treatments to reflect the aesthetic of the Bailey communities, as well as the coastal environment.





07 Photography

Photography

Photography brings life to our brand. When creating or using images, they should always look and feel authentic and natural. Our photography should capture the essence of coastal living.



Photography

Our photography should resonate with our audience, using assertive visuals mixed with tender emotional moments. Images should portray influence and affection.

Subject matter should consist of:

40% Lifestyle (at Bailey)

30% Lifestyle (in Ormond Beach)

20% Atmospheric

10% Textures & Details

WARDROBE & STYLING

Clothing should reflect the coastal setting, such as beachwear, resort wear, and evening attire. Props that should be considered are sunglasses, beach items (bags, towels, etc.), designer accessories, and beverage glassware. Scenes should be free of clutter and model appearances should be polished and natural.

COMPOSITION & MOOD

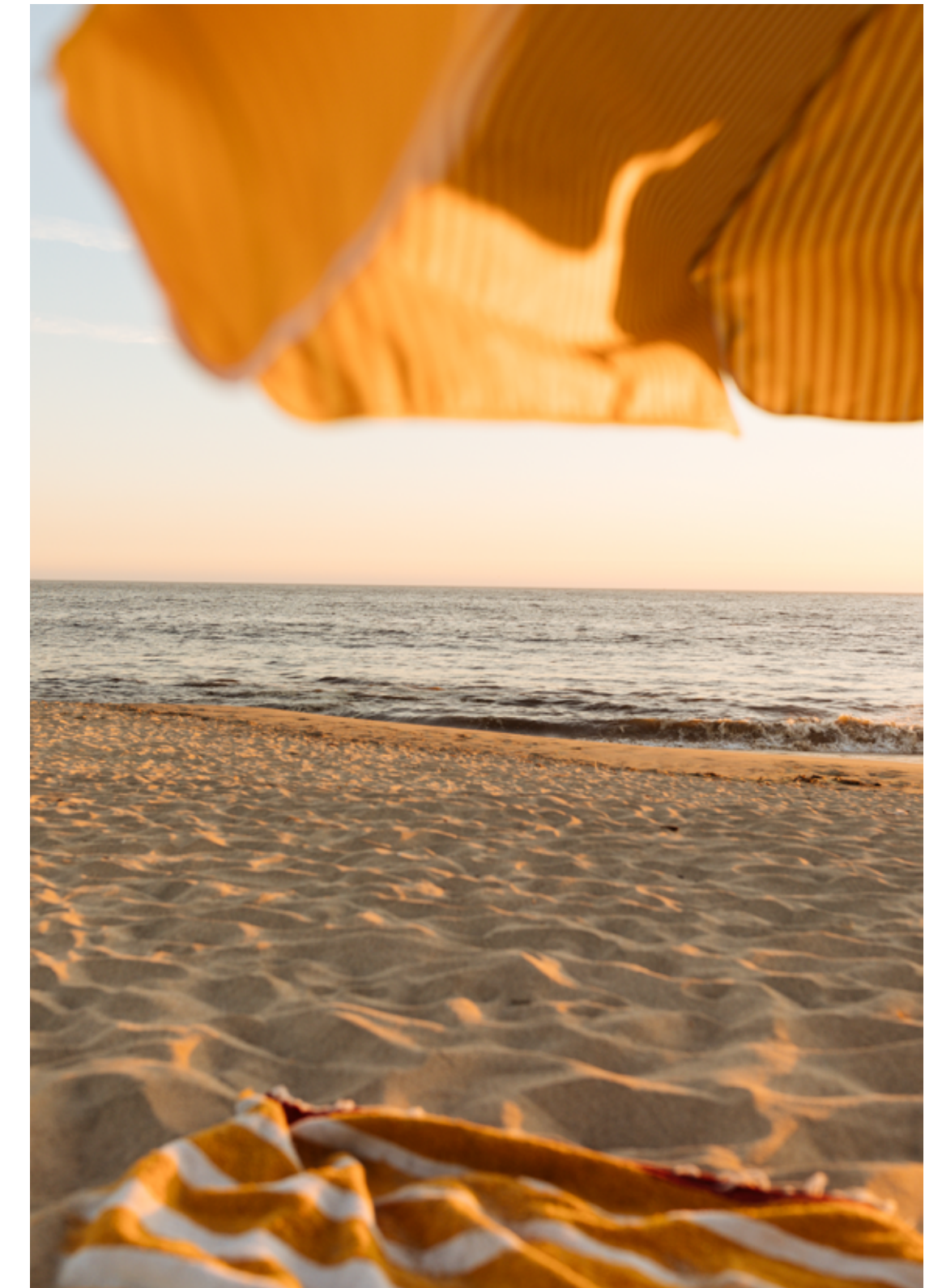
Images should evoke a sense of sophistication and relaxation. Capturing genuine moments and interactions along the beach and within the communities, that give our audience a sense of the exclusivity and serenity that comes with coastal living.

LOCATION & TIME OF DAY

Photos should showcase the communities architecture, interior and exterior shots, as well as the amenities (pools, private beach access, etc.) Natural light should always be used, and images should be captured in the early morning or late afternoon to utilize golden hour light, which exudes serenity and warmth.

MODELS

When using models, ensure subjects are diverse and inclusive. Consider using a combination of couples and individuals, who vary in age (late-20's and older). Models should reflect the audience's lifestyle, presenting themselves as refined and sophisticated.



08 Applications

Merch

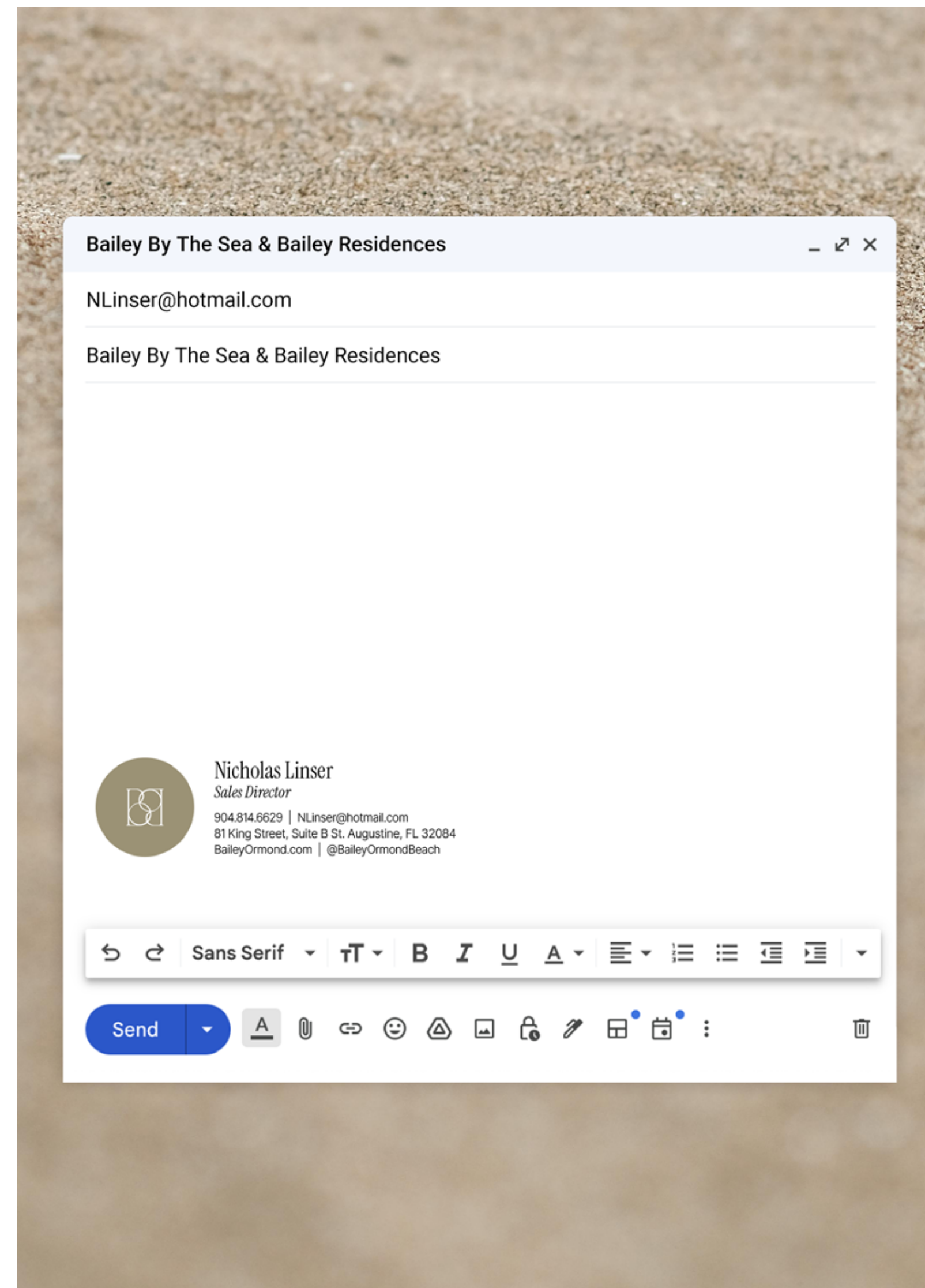
Our merch emulates the luxury of our brand. The Bailey icon is used across all merchandise, to emanate a designer look and feel. For hats, the logo is centered on the front, either embroidered or embossed. For tote bags, the logo is centered or one of our patterns is applied to a section of the bag.



Digital

The Bailey icon is to be used for all social avatars and for email signatures. The icon should be reversed out on any of the primary colors, except Sand.

For social highlight covers, use the primary palette with our brand patterns to differentiate from one another.



Business Cards

Our business cards are a tangible representation of our brands luxurious and sophisticated essence. The logo is centered on the front with the pattern set at 5% opacity behind it. The agent name and contact information is centered on the back.



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The Sotheby's logo was requested to be included on our business cards, however the Sotheby's brand guidelines state that the separation of team/agent logos with the Sotheby's logo is required. The guidelines also state that team/agent logos cannot be used on business cards.



Stationery

Our stationery is a tangible representation of our brand's essence. For letterheads, the logo is to be centered at the top and contact information across the bottom. The logo and contact information can be debossed or have a gold foil.

For envelopes, return addresses are on the back and along the bottom. The Bailey logo is centered on the seal flap, with a gold foil or embossed. These details reinforce the craft, quality, and sophistication of our brand.



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The Sotheby's logo was requested to be included on the stationery, however the Sotheby's brand guidelines state that the separation of team/agent logos with the Sotheby's logo is required. The guidelines also state that team/agent logos cannot be used on stationery.





BAILEYORMOND.COM | @BAILEYORMONDBEACH

DESIGNED BY RUCKUS