

Brand & Visual Style Guide

NORTHCORE

Seasoned Investors - Primary

Location is everything. The closer the site is to public transit, the more desirable it is. Seasoned investors are savvy – always looking for the next hottest project or neighborhood to invest in.

They like iconic and design-driven sites to add to their portfolio. They look for favourable deposit structures, distant deliveries, and strong cash flow/ROI.

First-Time Investors - Secondary

More cautious than the seasoned investor, first-time investors are leveraging the equity of their primary GTA residence to “make their money work for them”.

They see Toronto real estate as a smart investment vehicle, with higher returns than traditional methods. They likely will have cultural affinity

END USER SEGMENT

Design-Conscious

Trend-setting, creative urban dwellers who value artful design as much as connectivity and location. They embrace style and culture. Between 35 - 50, either single or married, without children. Their choice of home is a social signifier and a reflection of their identity

On-The-Go-Career-Oriented

Young, upwardly mobil individuals who work in the city's core – one of Toronto's fastest-growing condo inhabiting demographics. They are super connected and work long hours, valuing the convenience a condo has to offer. They work hard and play hard.

North Toronto Rightsizers

Empty nesters from the immediate North Toronto area capitalizing on a hot housing market. This demographic is 55+. They've sold their primary residence, recognizing they don't need the space, and are looking for larger suites with the conveniences of condo ownership.

TARGET AUDIENCE



Brand Guideline

NORTHCORE

Concept

With the entire city at your fingertips, push beyond the walls and become a part of something big. Indulge in the spirit of the neighborhood and celebrate self-expression in an exclusive community characterized by its unique history. While living in the heart of the city, at Yonge and Sheppard there are no limits to what you can achieve.

Setting the groundwork for growth, connectivity and culture, residences at Yonge and Sheppard support a community of diverse and remarkable people. Live in the embodiment of thoughtful design with amenities that foster gathering, and elevated features and finishes. The foundation for exceptional living begins at Yonge and Sheppard. Move forward. Celebrate community. Find your origins at NorthCore.



BRAND POSITIONING

Experience meaningful daily experiences at 53 Sheppard that create positive connections and a sense of belonging in a culturally diverse neighborhood at Yonge and Sheppard.

NORTHCORE



The Logo

This version should be used wherever possible, including the usage cases below:

- Brochure
- Stationery
- Leasing Centre signage
- Local advertising
- Print Ads
- Digital/Social Ads

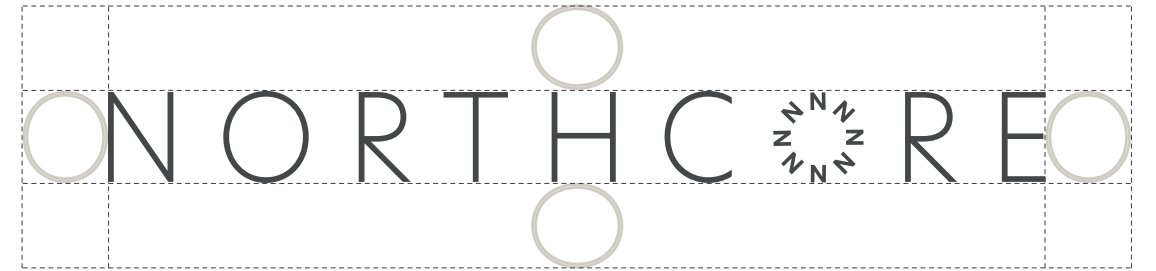


MASTER LOGO

The NorthCore wordmark is the primary logo for 53 Sheppard development. This mark is our most recurrent and recognizable brand element and represents the vibrant personality of the community and the unique story of each of its residents. For consistency always utilize the logo variations as recommended above.

Clear Space

The logo must have a clear space equal to or greater than the height of the letter "O" as indicated in the diagram



Minimum Print

Minimum Web

NORTH CORE

55 mm

NORTH CORE

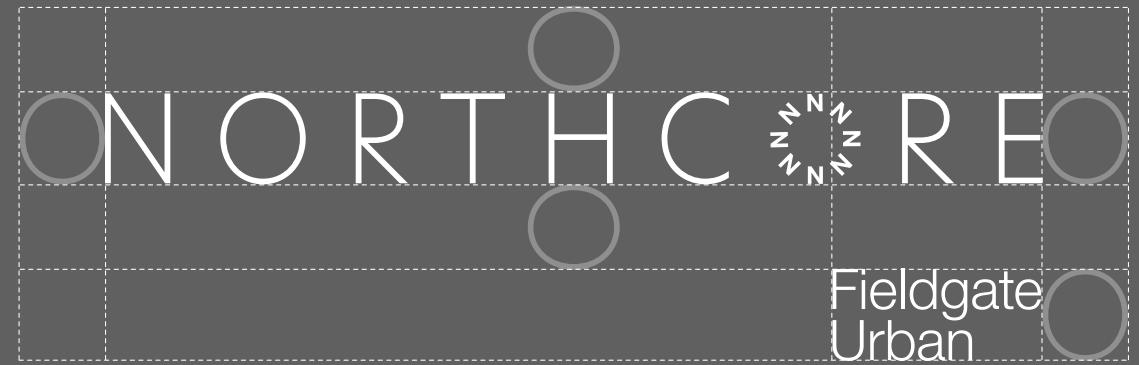
155 px

SPACING AND MINIMUM SIZE

To ensure the NorthCore logo is legible and always clearly visible, a certain amount of clear space (free of text or other visuals) around the logo should always be respected. Likewise, there is a minimum size in print and digital applications. The guidelines above will ensure the logo never appears too small.

Logo

The NorthCore logo must always be kept at an appropriate distance from the corporate identity, with both logos aligned on the left.



LOGO PLACEMENT

In situations where the NorthCore logo must appear with the Fieldgate Urban logo, a safe space the height of "O" from the wordmark should be respected. Please note that the logo placement indicated above represents the minimum distance that should exist between the logos, but they can be arranged much further apart for different applications (i.e. hoarding, ads, brochures, etc.).



NORTH CORE

Fieldgate Urban



NORTH CORE

Fieldgate Urban



Fieldgate Urban



PARTNER LOGO PLACEMENT

Tagline

Helvetica Neue Light

Aa

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz 1234567890

Headline

V

Aa

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz 1234567890

Body Copy

Hero New Regular

Aa

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz 1234567890

Tagline

Centre Yourself in the Core of a Celebrated
Community

Yonge and Sheppard at The Core

Headline

YOUR NEW CENTRE

LANGUAGE

The tagline and selection of headlines above demonstrate the flexibility of the NorthCore brand in communicating a variety of messages, from an announcement on construction hoarding to headlines on a project website or print advertisement. Each message is designed to tie to the Story of Home, and welcome others to a place where they can feel free to express themselves and add their own personal story to the community.

Social Icon

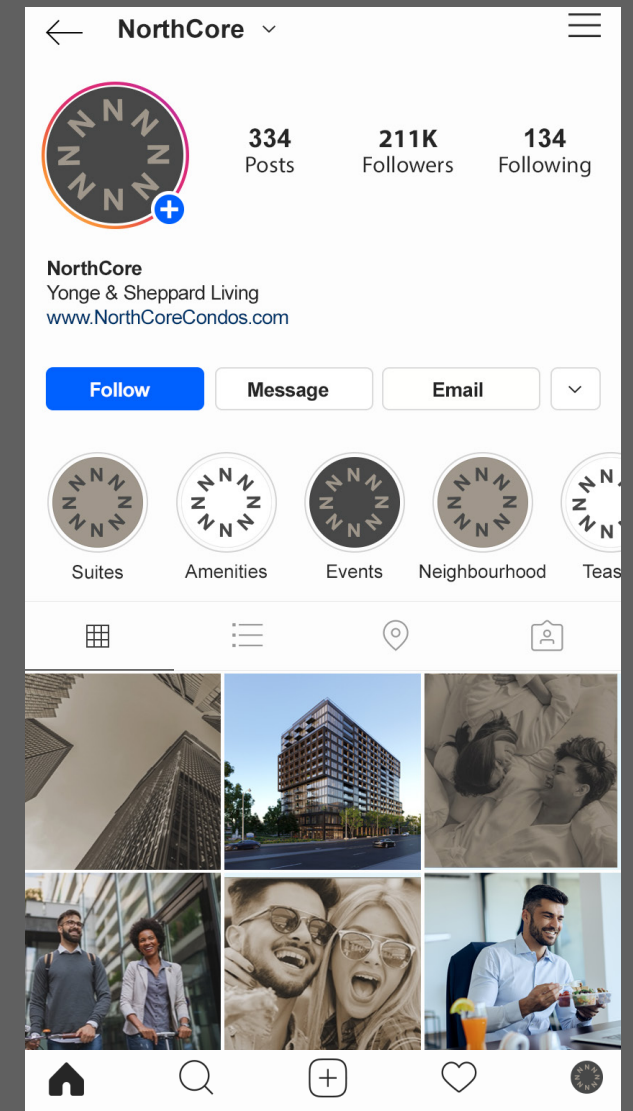
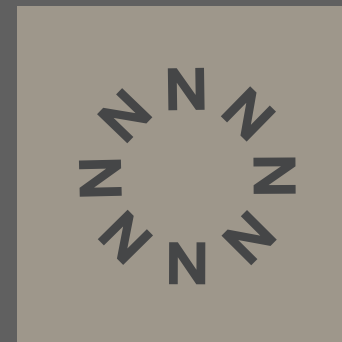
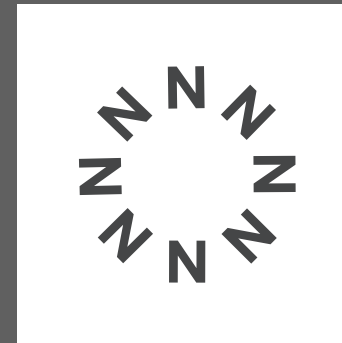
Use specifically for digital applications with highly restrictive size and space allowances:

- Website favicon
- Social media profile image



Application

Example application of social icon used on Facebook.



SOCIAL ICON

For applications with restricted space that do not allow sufficient size or space for the primary logo to be legible, such as digital applications or social media, the icon can be used as shown above.

Primary Colour

Secondary Colour

COLOUR SYSTEM

Our audience has a good income and cares about quality. Therefore, our colour palette reflects an elevated level of taste. Our brand colours are lively, yet refined – an interpretation of our demographic. The values for the primary and secondary colours for NorthCore are illustrated here.

DARK GREY

#484848

C 67 R 71

M 60 G 71

Y 58 B 72

K 41

BEIGE

#9e968a

C 40 R 158

M 36 G 150

Y 44 B 138

K 2

WHITE

#ffffff

C 0 R 255

M 0 G 255

Y 0 B 255

K 0

#484848

%50

#9e968a

%70

Brand Application

NORTHCORE



Condos Coming Soon
 NorthCoreCondos.com

Fieldgate Urban | Westdale



Centre Yourself in the Core
 of a Celebrated Community

NORTHCORE

Yonge & Sheppard living

Fieldgate Urban | Westdale

Sale Centre
 4822 Yonge St.



YOUR
 NEW
 CENTRE

Fieldgate Urban | Westdale



Register Your Interest
 NorthCoreCondos.com

Fieldgate Urban | Westdale





Fieldgate
Urban
Register
northcore.ca
Sales Centre
53 Sheppard Ave. E

Fieldgate
Urban
Register
northcore.ca
Sales Centre
53 Sheppard Ave. E

Centre Yourself in the
Core of a Celebrated Community.

NORTHCORE
Yonge & Sheppard living

Fieldgate
Urban
Register
northcore.ca
Sales Centre
53 Sheppard Ave. E



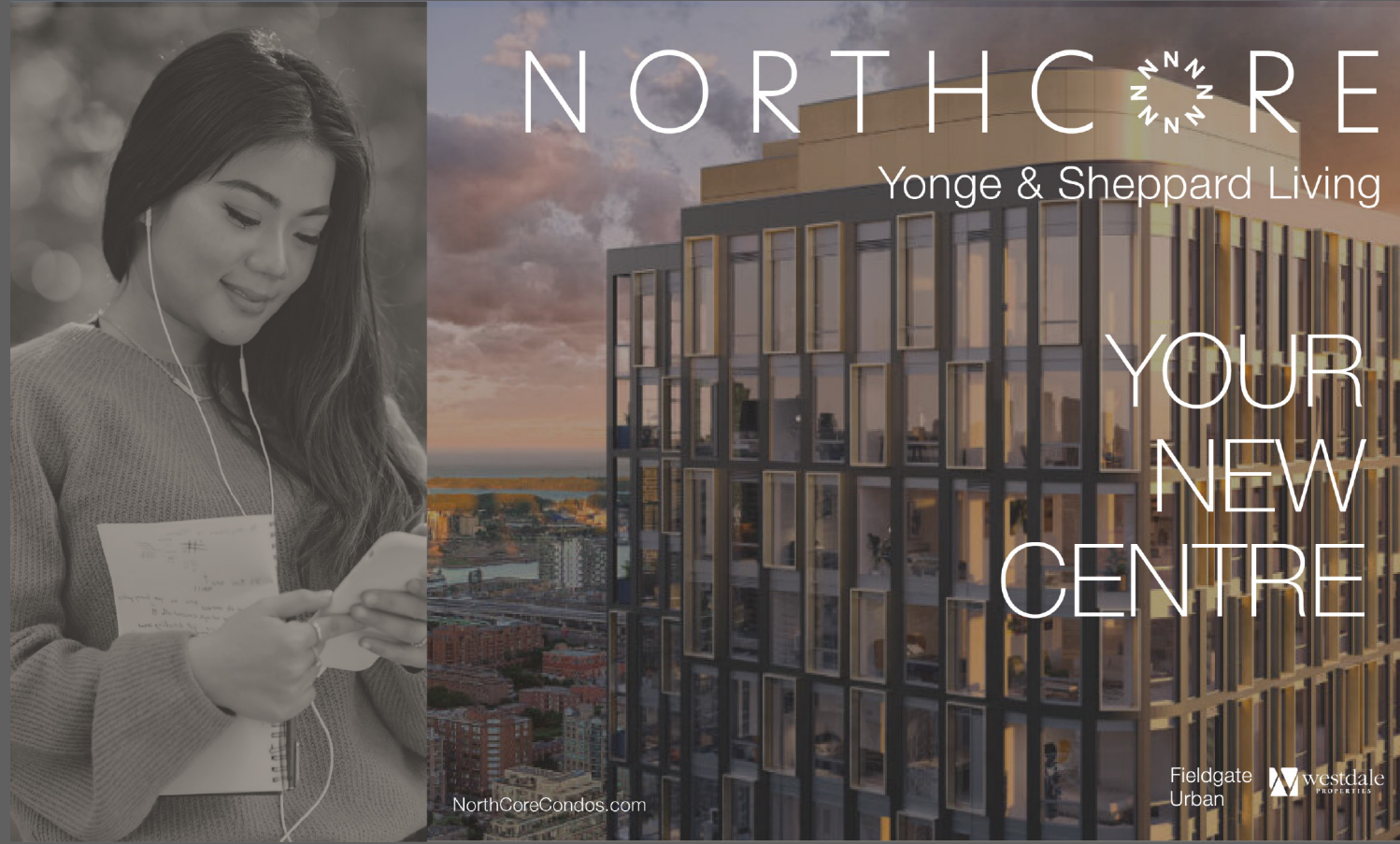
NORTH CORE

Yonge & Sheppard Living

YOUR
NEW
CENTRE

Fieldgate Urban  westdale PROPERTIES

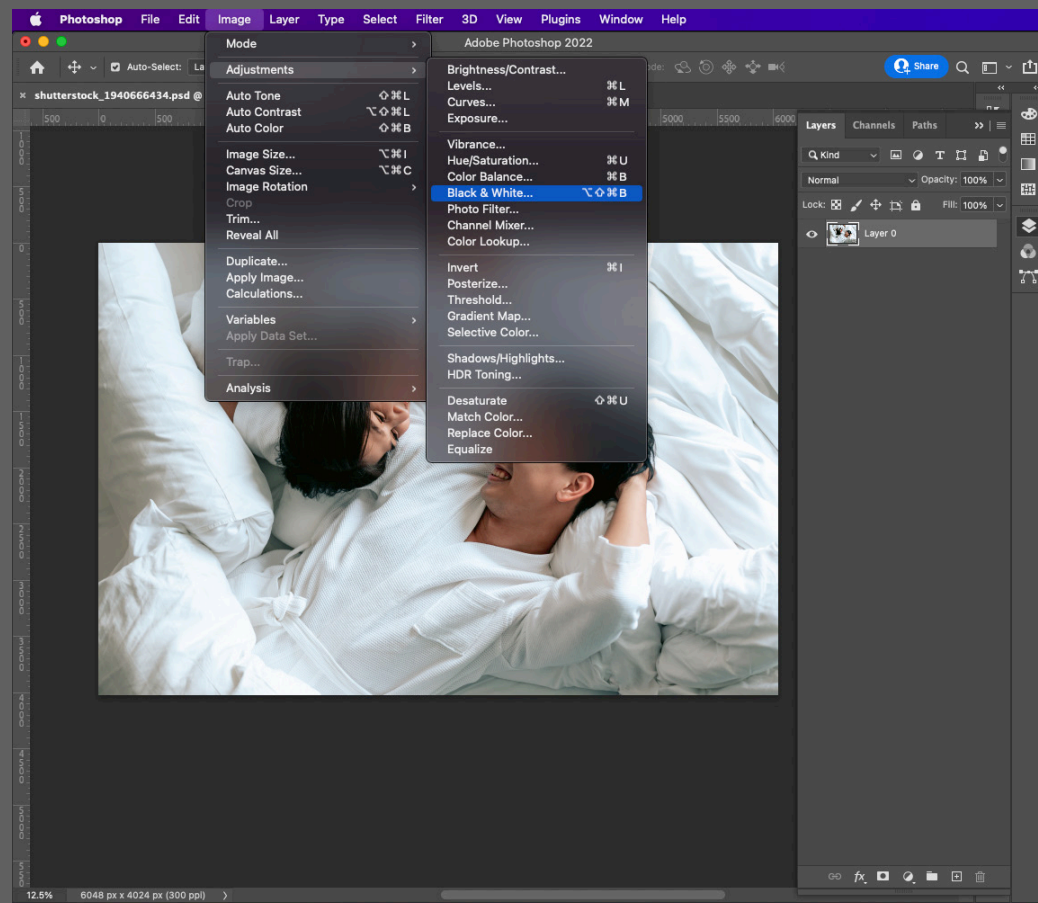
NorthCoreCondos.com





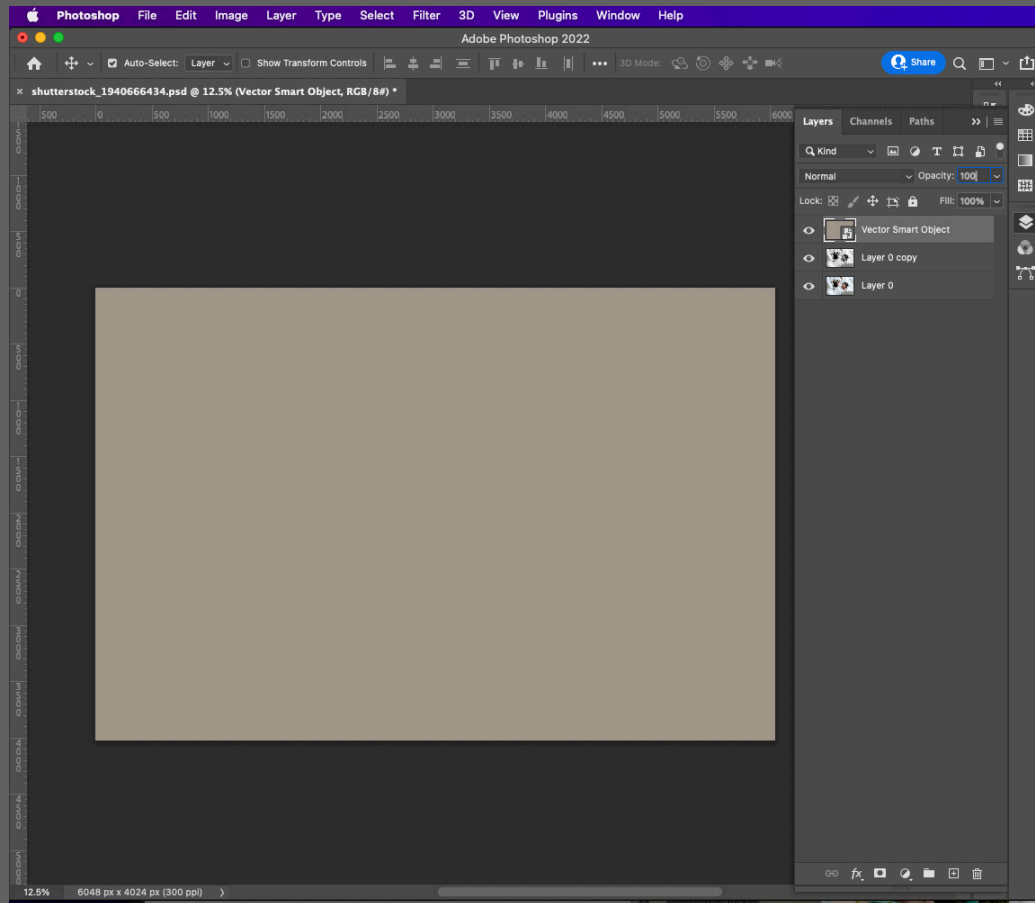
PHOTOGRAPHY GUIDELINES

Lifestyle photography highlights North York neighbourhood diversity and act as a reflection of life at NorthCore, 53 Sheppard. No more than 40% of images should be filtered. Any filtered Images are toned with NorthCore sepia colouring (instructions on following page).



Convert images to Black/White
Image > Adjustments > Black & White

SEPIA TONE



BEIGE

#9e968a

C 40 R 158

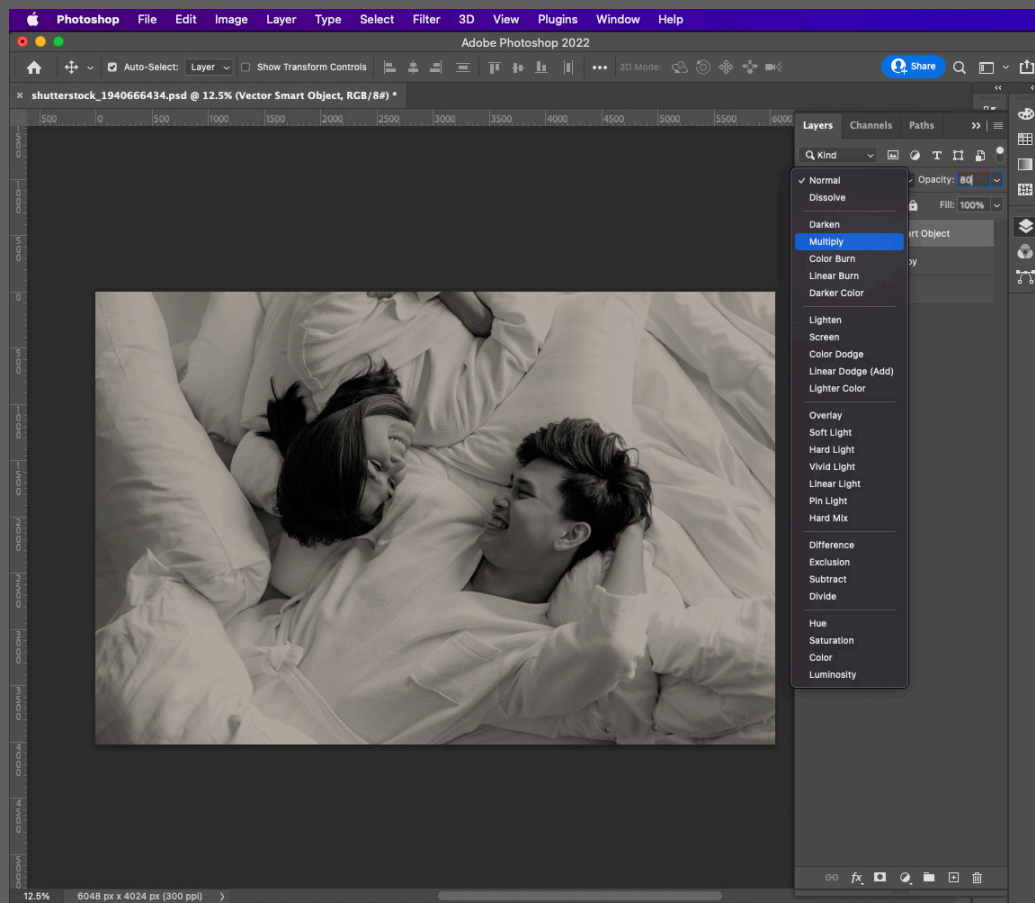
M 36 G 150

Y 44 B 138

K 2

New layer

Create a new layer and add the brand guideline color Beige
R: 158 - G: 150 - B:138



Apply Filter

Select the new layer and apply Multiplay filter. Go to the Layer panel and select Multiply.

Select between 80%-100% opacity.