Brand Guidelines
July 2023

Shoreline Crescent

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1. Intro
2. Logo
3. Symbol
4. Colours
5. Typography
6. Photography
7. In-use

This guideline provides an overview of the various graphic elements that make up the Shoreline Crescent brand identity. The purpose of this document is to ensure consistency across all of our communications and act as a point of reference for all creative work.

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Vertical Logo

Our logo has been designed to be used robustly across applications. There are a few variations of the logo, depending on the space available or the background colour, so please read the following pages carefully to understand which one to use where.

This page shows the vertical logo for light backgrounds. This is the primary logo.

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Vertical Logo Spacing

Always leave sufficient space around the logo when displayed on it's own to ensure that it has maximum visibility and impact. As a general rule, the width of the symbol should be used as the padding distance.

The vertical logo should always be centered where possible.

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Vertical Logo Versions

Depending on the background colour, a different logo colour should be used.
Please contact the Shoreline Crescent marketing team to request logo files.

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Vertical Logo + Folkestone

Occasionally it is necessary to add the word 'Folkestone' to the logo lockup, to indicate exactly where Shoreline Crescent is.

Shoreline Crescent

FOLKESTONE

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Vertical Logo + Folkestone

This lockup has been carefully considered to ensure that all elements are well balanced. Do not edit the relationship between each element.

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Horizontal Logo

Occassionally a horizontal version of our logo will be more convenient to use, when layouts are not center aligned or when the space available is narrower.

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Horizontal Logo Spacing

Always leave sufficient space around the logo when displayed on it's own to ensure that it has maximum visibility and impact. As a general rule, the height of the symbol should be used as the padding distance.

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Horizontal Logo Versions

Depending on the background colour and application, a different logo colour combination should be used. Please contact the Shoreline Crescent marketing team to request logo files.

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Horizontal Logo + Folkestone

Occasionally it is necessary to add the word 'Folkestone' to the logo lockup, to help indicate exactly where Shoreline Crescent is.

Shoreline Crescent

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Horizontal Logo + Folkestone

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Wordmark

It is acceptable to occasionally use the wordmark on it's own, without the symbol.
However this should be an exception and not a common occurrence.

Shoreline Crescent

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Logo Don'ts

This lockup has been carefully crafted to ensure that all elements are well balanced.
Do not edit the relationship between each element.

Do not warp or outline the logo.

Shoreline Crescent

Do not apply effects to the logo.

Shoreline Crescent

Do not stack the logo.

Shoreline
Crescent

Do not use two colours for 'Shoreline' and 'Crescent'.

Shoreline Crescent

Do not change the font of the logo.

Shoreline Crescent

Do not change the relationship of the symbol to 'Shoreline Crescent'

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Symbol

As shown over the previous pages, there are two primary versions of our symbol logo, for use on light and dark backgrounds. Only these symbols may be used with the logo.

For light backgrounds

For dark backgrounds

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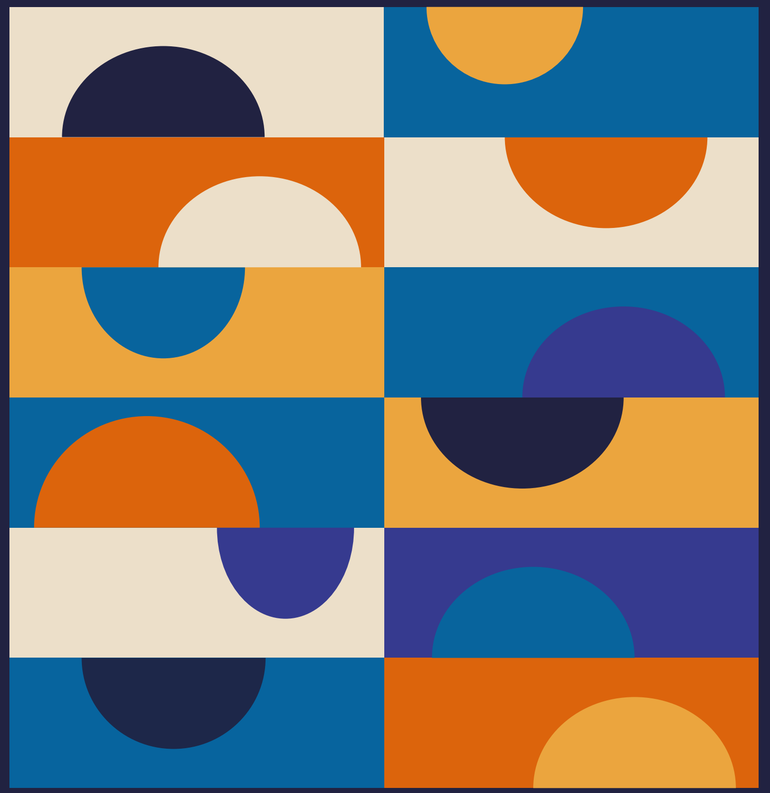
Symbol as a visual language

This artwork was created as an abstract representation of Shoreline Crescent's south façade, where "the organic curved forms echoes the shape of the waves, pebbles and coast." The colours of this artwork represent the changing colours of the sea, and the sunrises and sunsets that can be seen on the horizon.

This artwork may be used to represent the whole building.



The south façade of Shoreline Crescent.

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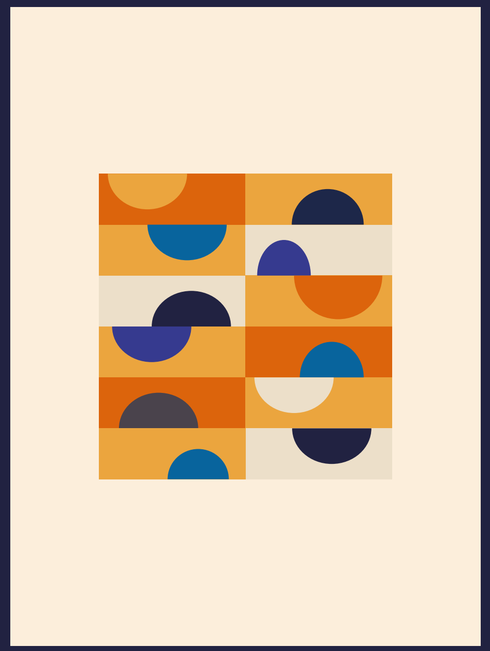
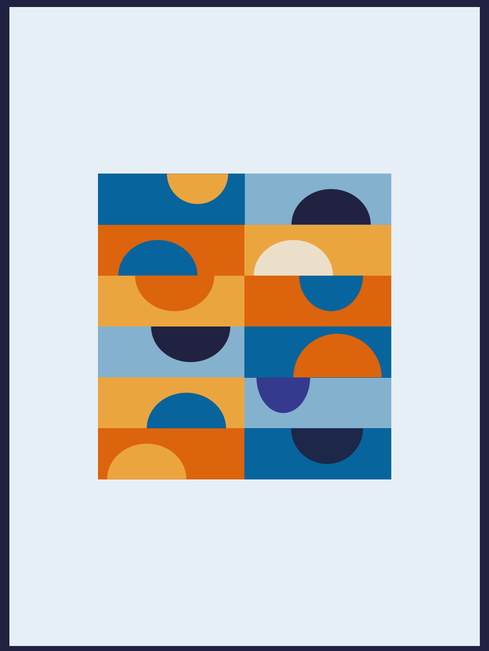
Symbol as a visual language

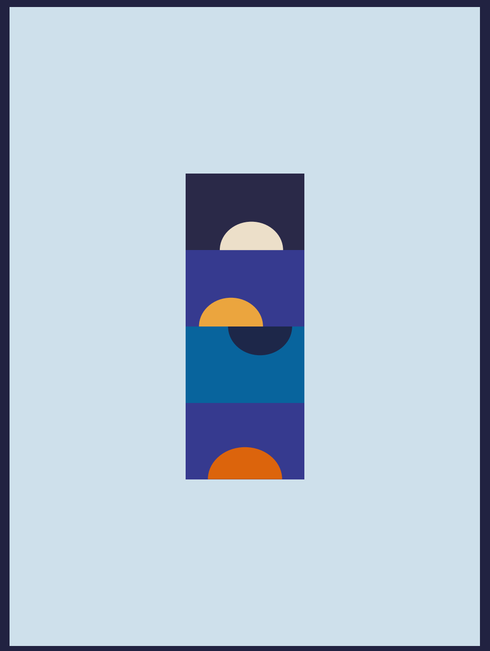
Each property type has it's own associated artwork.



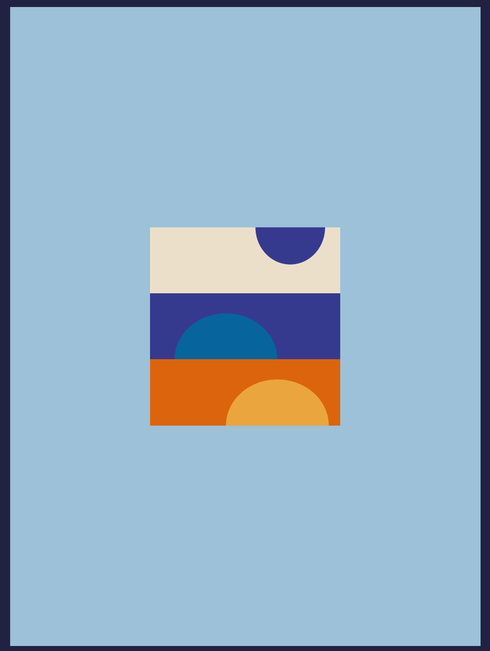
East Apartments



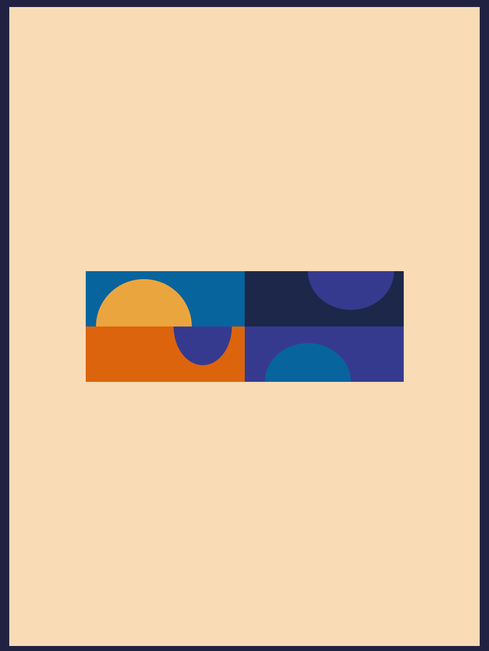
West Apartments



Townhouses



Duplexes



Penthouses

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Symbol as a visual language

These artworks can be adapted for decorative purposes, such as the end papers in the brochures which take on different colour combinations.

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Symbol as a visual language

Occassionally it is acceptable to extract elements from the symbol artwork to add visual interest to applications, such as with this signage.

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Symbol as a visual language

Occassionally it is acceptable to replace the semi-circle with an image, for example with this quote block from the website.

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Colour Palette

The Shoreline Crescent colour palette has been chosen to reflect the different colours that can be seen throughout the day from the property. Use these brand colours consistently across all applications.

Note: It is important to test all printed applications to ensure they match the on-screen colours. Results may vary from printer to printer.

PRIMARY PALETTE

Dark Blue

DIGITAL
RGB: 33 34 65
Hex: #212241

PRINT
CMYK: 97 90 41 49
Pantone 2766 C

Yellow

DIGITAL
RGB: 235 165 62
Hex: #EBA53E

PRINT
CMYK: 7 40 82 0
Pantone 4008 C

Beige

DIGITAL
RGB: 236 223 201
Hex: #ECDFC9

PRINT
CMYK: 9 12 24 0
Pantone 4247 C (75%)

SECONDARY PALETTE

Orange

DIGITAL
RGB: 220 100 12
Hex: #DC640C

PRINT
CMYK: 0 69 97 0
Pantone 4010 C

Blue

DIGITAL
RGB: 54 58 143
Hex: #363A8F

PRINT
CMYK: 97 86 0 4
Pantone 2369 C

Light Blue

DIGITAL
RGB: 8 100 157
Hex: #08649D

PRINT
CMYK: 91 56 15 2
Pantone 2384 C

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Colour Palette for Properties

Each property type has it's own colour combination. These may *only* be used when communicating specific property types.

East Apartments

Text:
Orange

DIGITAL
RGB: 220 100 12
Hex: #DC640C

PRINT
CMYK: 0 69 97 0
Pantone 4010 C

Background:
Beige

DIGITAL
RGB: 236 223 201
Hex: #ECDFC9

PRINT
CMYK: 9 12 24 0
Pantone 4247 C (75%)

West Apartments

Text:
Orange

DIGITAL
RGB: 220 100 12
Hex: #DC640C

PRINT
CMYK: 0 69 97 0
Pantone 4010 C

Background:
Off White

DIGITAL
RGB: 232 239 245
Hex: #E8EFF5

PRINT
CMYK: 4 0 0 0
Pantone 656 C

Townhouses

Text:
Dark Blue

DIGITAL
RGB: 33 34 65
Hex: #212241

PRINT
CMYK: 97 90 41 49
Pantone 2766 C

Background:
Off White

DIGITAL
RGB: 232 239 245
Hex: #E8EFF5

PRINT
CMYK: 4 0 0 0
Pantone 656 C

Duplexes

Text:
Dark Blue

DIGITAL
RGB: 33 34 65
Hex: #212241

PRINT
CMYK: 97 90 41 49
Pantone 2766 C

Background:
Pastel Blue

DIGITAL
RGB: 163 192 213
Hex: #A3C0D5

PRINT
CMYK: 32 9 6 0
Pantone 651 C

Penthouses

Text:
Dark Blue

DIGITAL
RGB: 33 34 65
Hex: #212241

PRINT
CMYK: 97 90 41 49
Pantone 2766 C

Background:
Beige

DIGITAL
RGB: 236 223 201
Hex: #ECDFC9

PRINT
CMYK: 9 12 24 0
Pantone 4247 C (75%)

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Typography

Söhne is Shoreline Crescent's primary typeface. It is a modern and elegant sans serif that compliments the architecture of the building. It is the foundation of all our branded elements and collateral and is used for all headlines.

Söhne

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

WEIGHTS

Söhne Leight

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Typography

Sabon Next LT Pro is Shoreline Crescent's secondary typeface. It is a serif font chosen for it's well crafted legibility. It is generally used for body copy.

Sabon Next LT Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

WEIGHTS

Sabon Next LT Pro Regular
Sabon Next LT Pro Regular Italic

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Typographic Usage

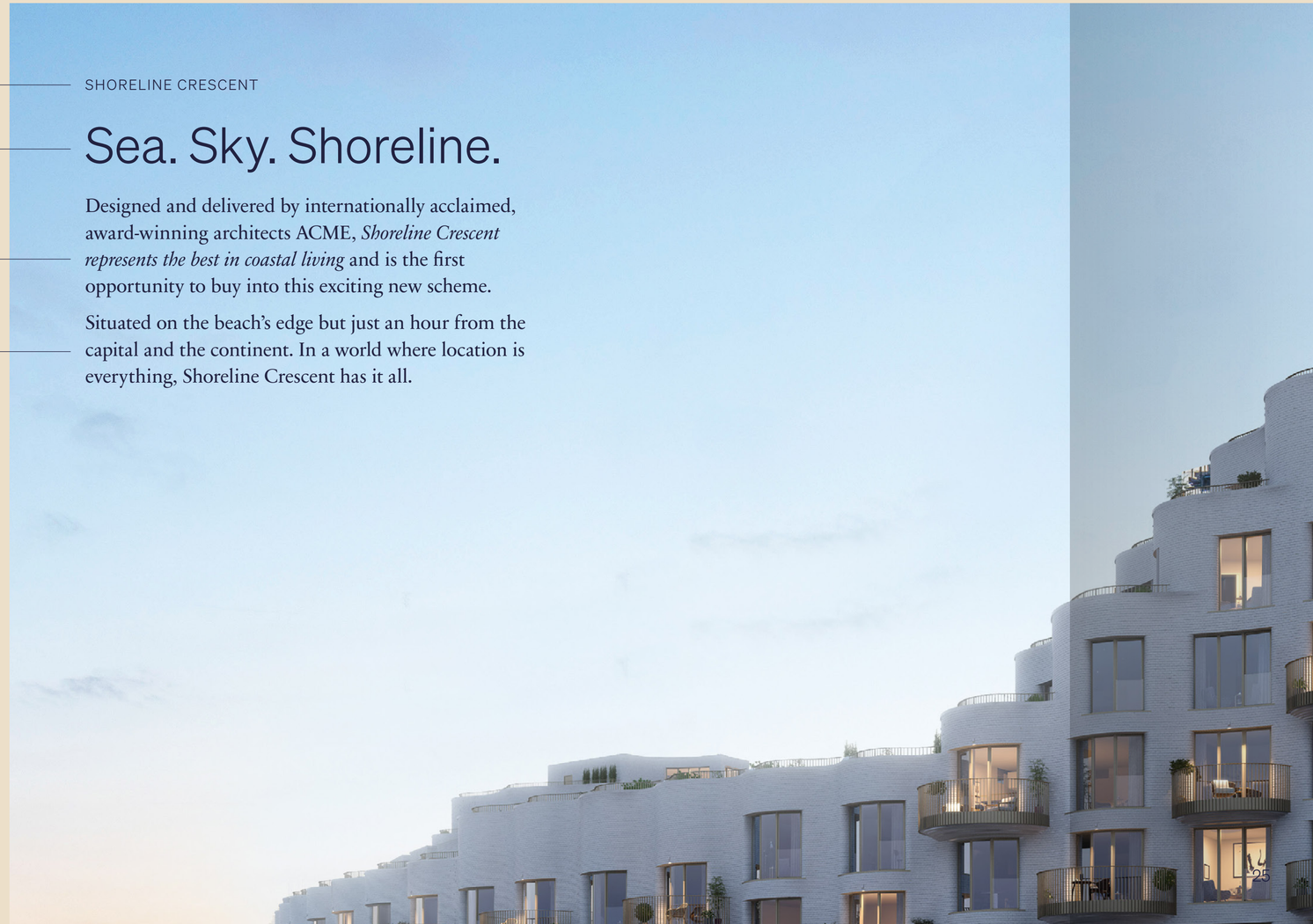
The base of our typographical approach is simple as each typeface has specific rules to follow. Söhne is always used for headline and small details. Sabon is used for body copy and quotes. *Italics* are used to highlight key words and phrases.

SMALL DETAILS
Söhne Leight, uppercase, 80pt spacing

HEADLINES
Söhne Leight, sentence case

HIGHLIGHTS
Sabon Next LT Pro Regular Italic

BODY COPY
Sabon Next LT Pro Regular



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Typographic Don'ts

This lockup has been carefully crafted to ensure that all elements are well balanced.
Do not edit the relationship between each element.

Do not apply effects to text.

Sea. Sky. Shoreline.

Do not italicise a whole paragraph.

Designed by RIBA award-winning ACME, every detail of Shoreline Crescent has been meticulously considered. Materials used on the exterior of the building are rust-proof. Behind the façade, wall ties are made from the same marine grade materials found on oil rigs, ensuring longevity and sustainability. Shoreline Crescent is a building designed and built to endure.

Avoid loose line spacing.

Designed by RIBA award-winning ACME, every detail of Shoreline Crescent has been meticulously considered. Materials used on the exterior of the building are rust-proof. Behind the façade, wall ties are made from the same marine grade materials found on oil rigs, ensuring longevity and sustainability. Shoreline Crescent is a building designed and built to endure.

Do not use Sabon for headlines.

Sea. Sky. Shoreline.

Do not right-align paragraphs.

Designed by RIBA award-winning ACME, every detail of Shoreline Crescent has been meticulously considered. Materials used on the exterior of the building are rust-proof. Behind the façade, wall ties are made from the same marine grade materials found on oil rigs, ensuring longevity and sustainability. Shoreline Crescent is a building designed and built to endure.

Do not space Söhne in uppercase more than 120pt.

F O L K E S T O N E

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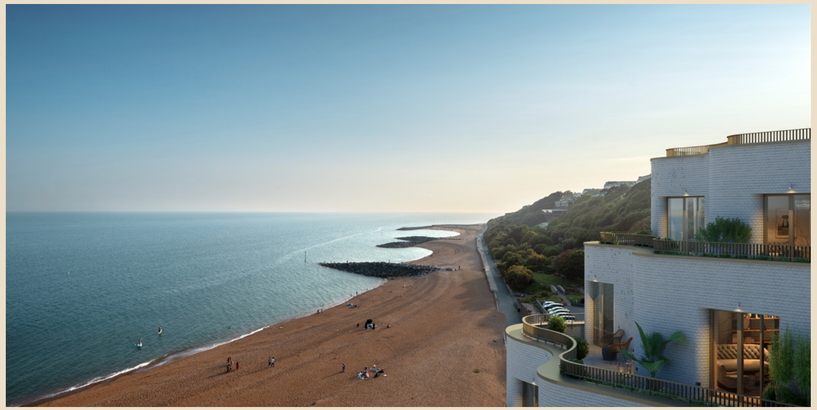
Photography – CGI

Please contact the marketing team at Folkestone Shoreline for the most up-to-date CGI renders of Shoreline Crescent and other developments.



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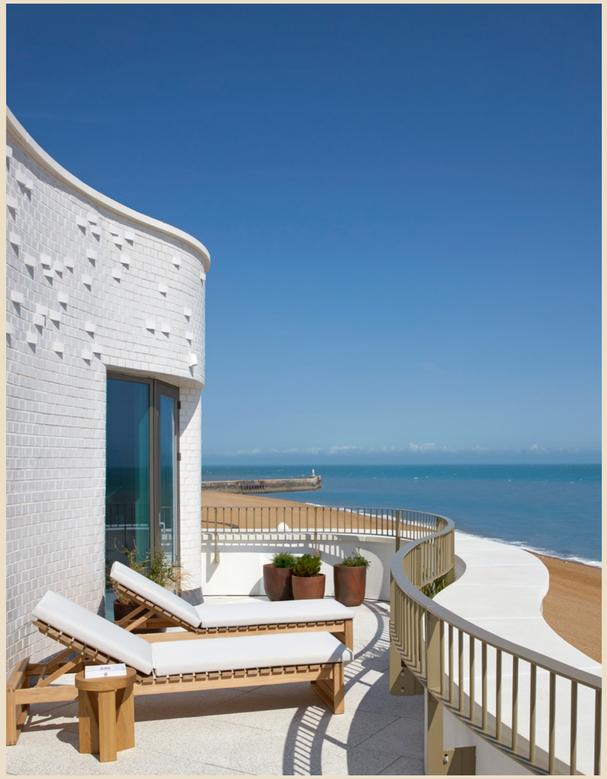
Photography – Architecture & Interiors

Please contact the marketing team at Folkestone Shoreline for the most up-to-date photography of Shoreline Crescent's architecture and interiors.



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Photography – Architecture & Interiors

Please contact the marketing team at Folkestone Shoreline for the most up-to-date photography of Shoreline Crescent's architecture and interiors.

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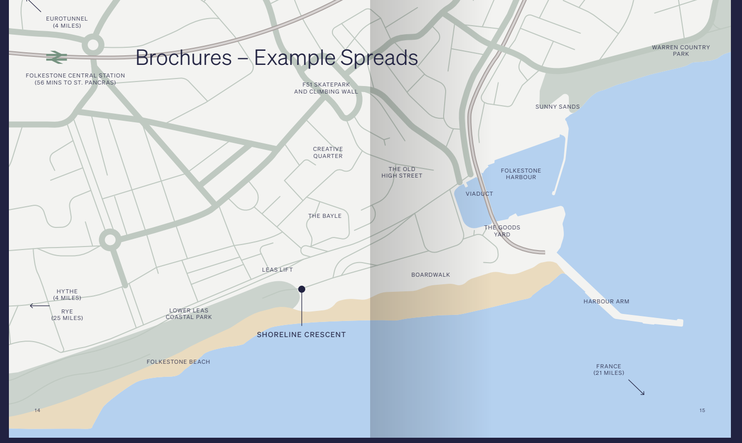
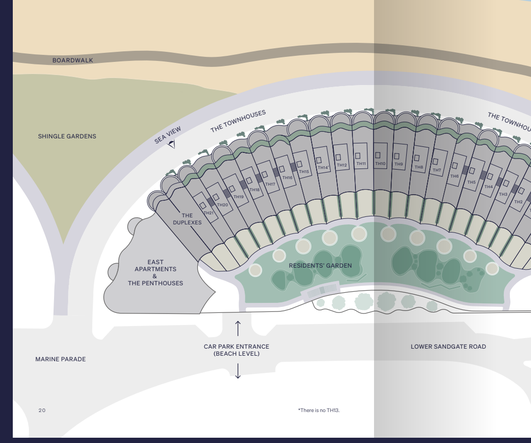
Brochures



build a vibrant new community along the seafront of Folkestone, inspired by the town's Victorian Heritage.

With carefully designed spaces for both indoor and outdoor living, this Harbourside & Seafront Development aims to maximize the stunning views and preserve the harbour's heritage.

The project marks the beginning of a new era for the coastline, offering locals and visitors an opportunity to be a part of this exciting new chapter in Folkestone's story.



*There is no TH13.

'the building
as echoes the
and coast."

es and shingle gardens.

ARCHITECTURE

Thousands of Ever Changing Colours

Shoreline Crescent's white glazed bricks reflect the changing colours of the sea and sky according to the weather and the time of day.

ARCHITECTURE

Built to Last

Designed by RIBA award-winning *ACME*, every detail of Shoreline Crescent has been meticulously considered. Materials used on the exterior of the building are rust-proof. Behind the façade, wall ties are made from the same marine grade materials found on oil rigs, ensuring longevity and sustainability. Shoreline Crescent is a building designed and built to endure.

INTERIORS

Refined Interiors

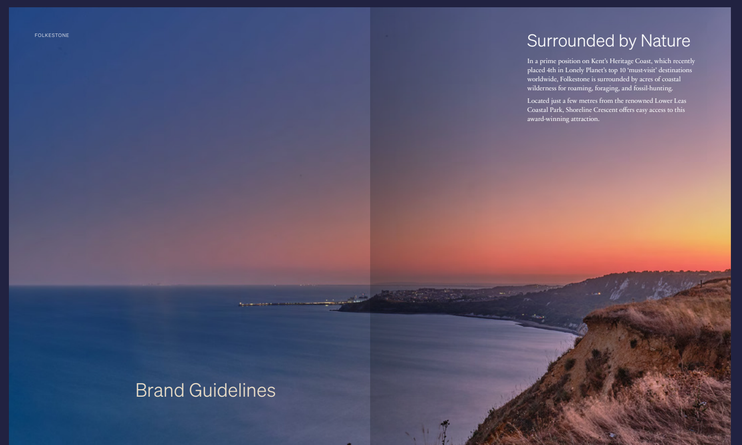
With show-homes designed by *8 Holland Street*, elegant open-plan living areas frame spectacular views and rooms are drenched in sunlight. Natural wood floors and full-height windows form a contemporary backdrop for beachside living.

EXTERIORS

Views to the Ho

Take in the stunning coastline and see all the way to France on a clear day.

lding. Homes
extra storage
nfortable.
gardening,
ch home with



FOLKESTONE

Surrounded by Nature

In a prime position on Kent's Heritage Coast, which recently placed 4th in Lonely Planet's top 10 'must-visit' destinations worldwide, Folkestone is surrounded by acres of coastal wilderness for roaming, foraging, and fossil-hunting.

Located just a few metres from the renowned Lower Leas Coastal Park, Shoreline Crescent offers easy access to this award-winning attraction.

FOLKESTONE

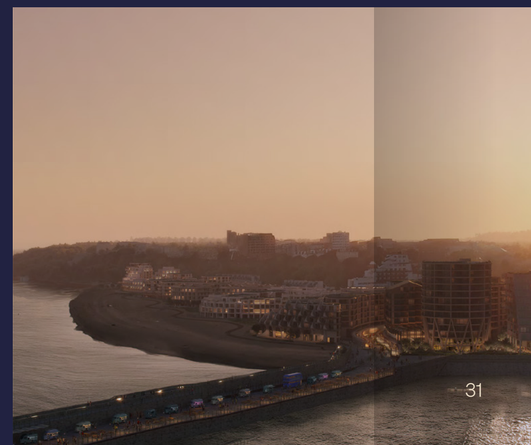
Public & Outdoor Spaces

An extensive scheme has revitalised and restored public spaces in and around Folkestone for the enjoyment of all residents and visitors.

The Harbour Arm has been sympathetically restored by The Folkestone Harbour and Seafront Development Company, as has the station, viaduct, and Fountain Square.

Next stages of the scheme will see the transformation of Leas Lift Square, a public area for recreation and events. Marine Parade will become a tree-lined boulevard in a future stage, extending the character of the Lower Leas Coastal Park to the harbour.

THIS PAGE: The restored Floral Walkway on the viaduct.



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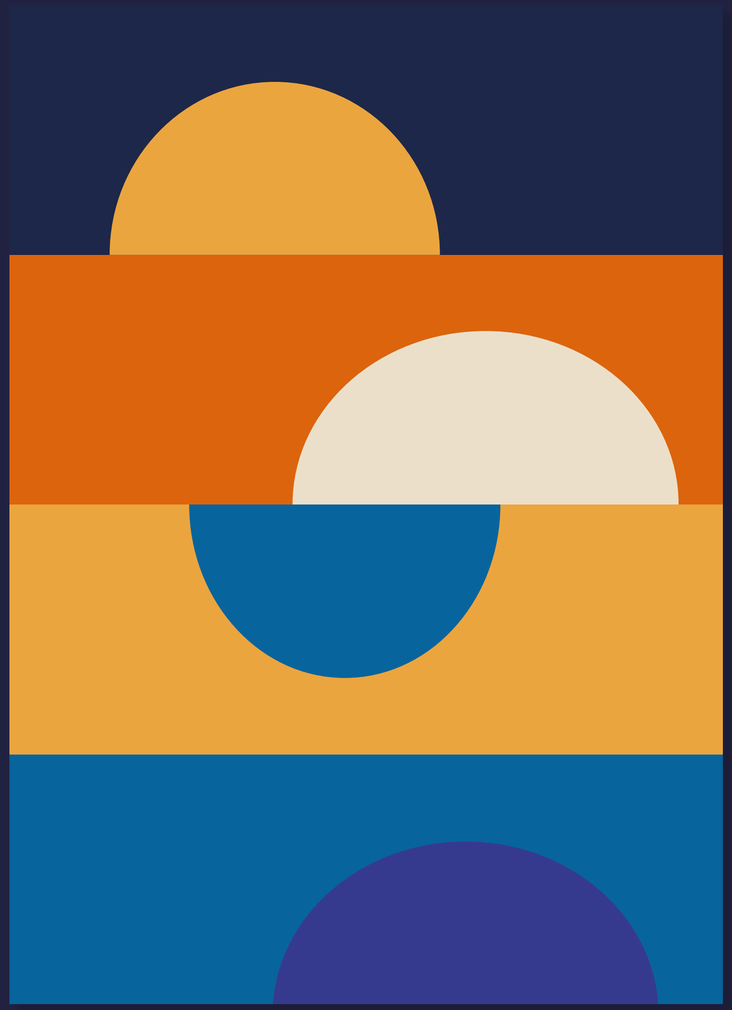

Sir Roger De Haan,
8 Holland Street, ACME,
A IS FOR_ , Jenner and Ellwood PR
invite you to

THE LAUNCH OF FOLKESTONE SEAFRONT

Press Preview Day
Thursday 22 June
11am – 4pm

Discover the world-class masterplan and beachside development with the project's creative team

RSVP
press@folkestoneseafront.com

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Shoreline Crescent

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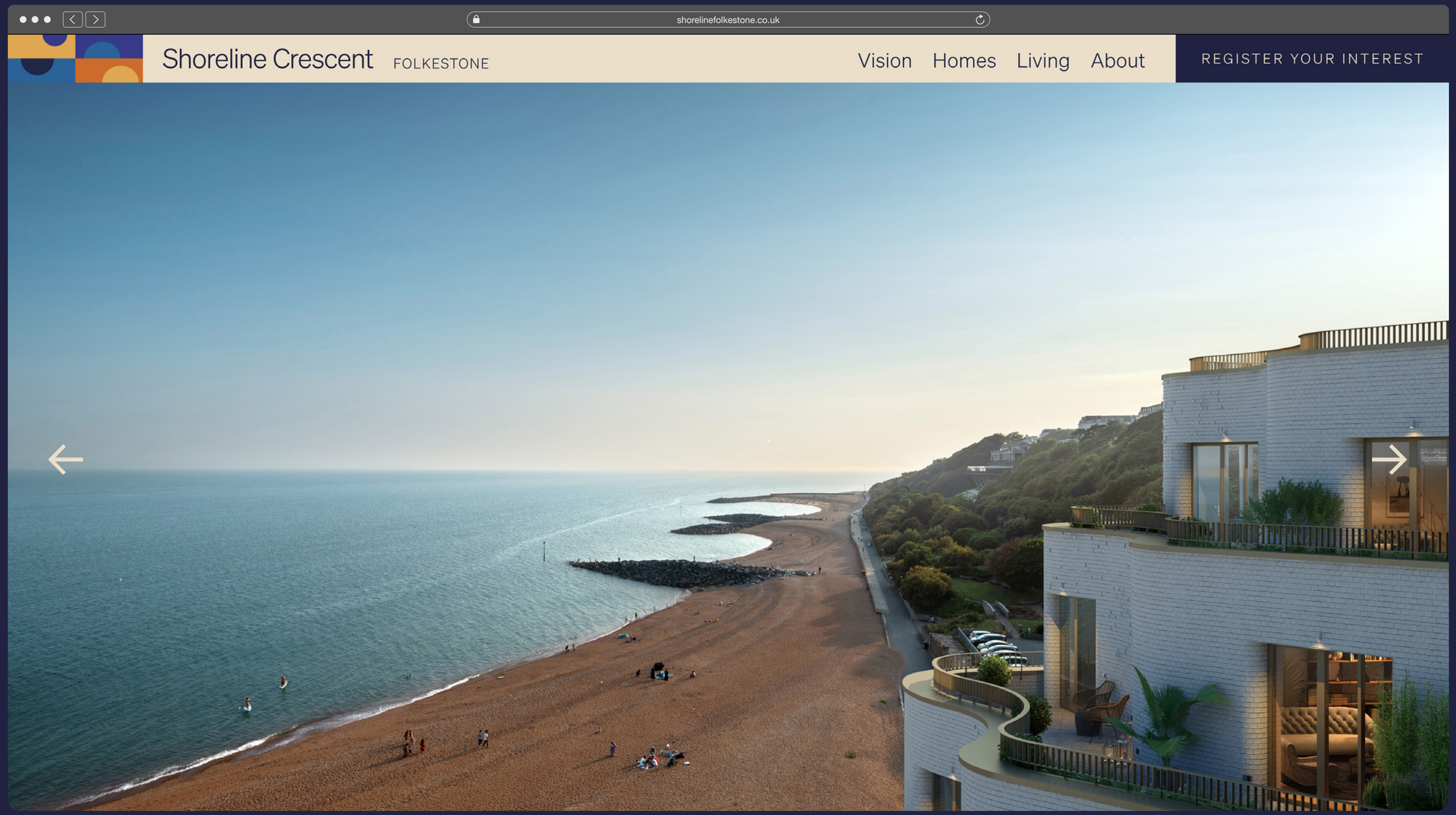

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shorelinefolkestone.co.uk

Shoreline Crescent FOLKESTONE

Vision Homes Living About

REGISTER YOUR INTEREST

Apartments

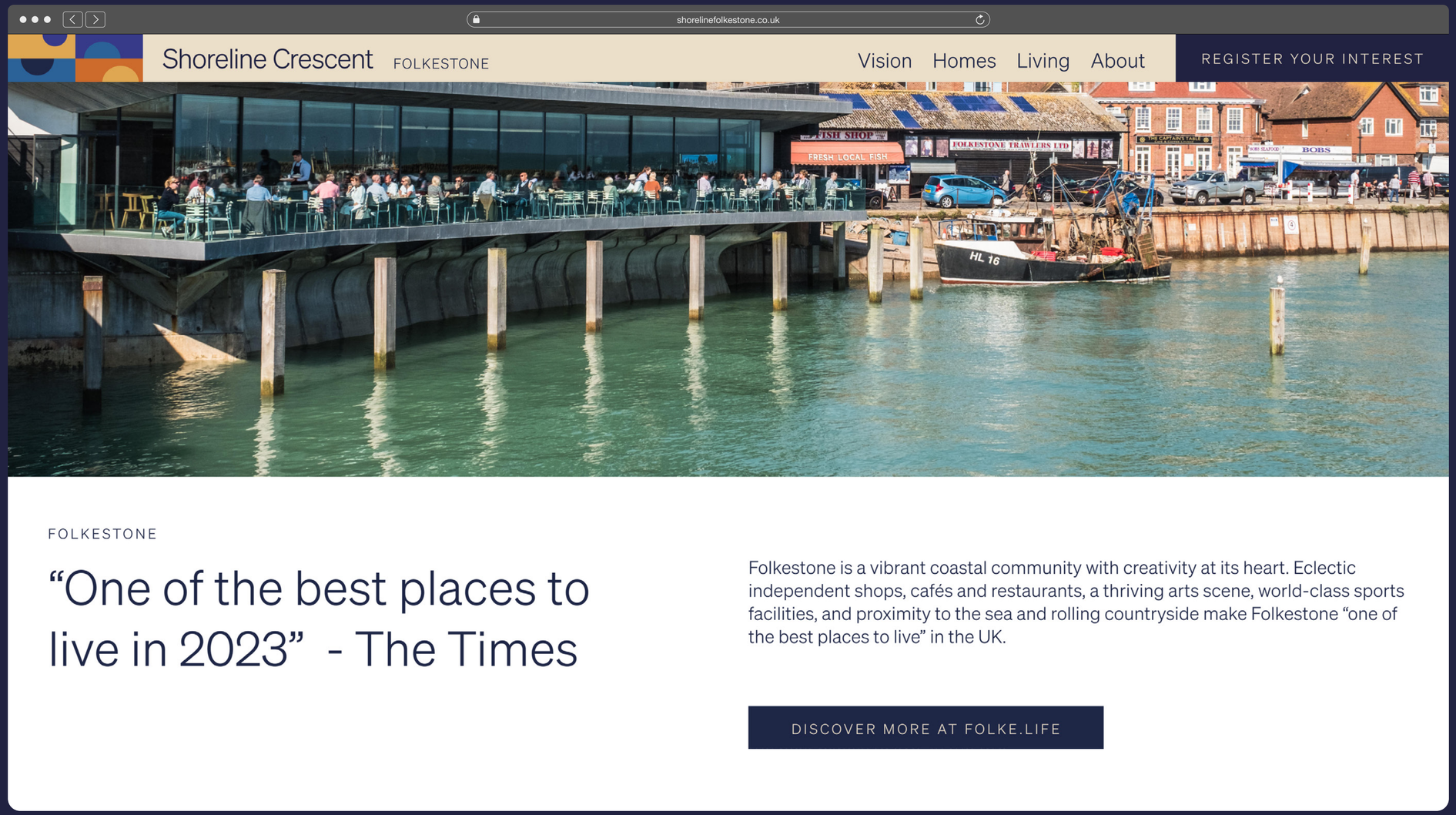
Townhouses

Duplexes

Penthouses

Twenty luxury 3 and 4 bedroom Townhouses with expansive roof terraces, gardens, beach front entrances, cellars, laundry spaces, parking for two cars and some with lifts.

Download Townhouses Brochure


shorelinefolkestone.co.uk
Shoreline Crescent
FOLKESTONE
Vision
Homes
Living
About
REGISTER YOUR INTEREST
FISH SHOP
FRESH LOCAL FISH
FOLKESTONE TRAWLERS LTD
BOBS
HL 16
FOLKESTONE
“One of the best places to live in 2023” - The Times
Folkestone is a vibrant coastal community with creativity at its heart. Eclectic independent shops, cafés and restaurants, a thriving arts scene, world-class sports facilities, and proximity to the sea and rolling countryside make Folkestone “one of the best places to live” in the UK.
DISCOVER MORE AT FOLKE.LIFE

Signage

Shoreline Crescent
SALES AND
MARKETING SUITE
FIND US ON MARINE PARADE
SHORELINEFOLKESTONE.CO.UK
Shoreline Crescent
OUR MARKETING SUITE HAS RELOCATED.
WE ARE A 5 MINUTE WALK ALONG
MARINE PARADE.
///LAND.THEY.SURPASSES
SHORELINEFOLKESTONE.CO.UK
Shoreline Crescent
SHOW HOME
NOW OPEN
A COLLECTION OF UNIQUE
APARTMENTS & TOWNHOUSES WITH
STUNNING SEAFRONT VIEWS

Brand Guidelines
July 2023

Shoreline Crescent

Brand lovingly created by
Dennis.Studio