

akoya

BOCA WEST COUNTRY CLUB

Brand Book

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flawless living, *perfected.*



akoya

BOCA WEST COUNTRY CLUB



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## Logo

Your logo acts as a symbol for the brand. It is the first impression, the subtle and unique visual communicator that sets the initial tone for the company. This mark has the longevity to withstand time, along with the simplicity to effortlessly complement the brand.

helium creative

### FINAL LOGO

The new logo for Akoya is sophisticated and refined, a direct nod to the property's unique location in the heart of one of the most sought after country clubs in the Nation.

akoya

BOCA WEST COUNTRY CLUB



**logo** [proper logo usage]

**PROPER LOGO USAGE**

To maintain consistency of your brand and the integrity of the logo, proper usage must be followed.

The following outlines proper logo usage.

**COLOR**

The Akoya logo has 4 color variations: charcoal, white, digital gold foil, and printed gold foil. The logo is intended to always be used on a background color that offers strong contrast so the logo can be seen. The example on the adjacent page shows the brand color usage with the corresponding logo.

CHARCOAL



WHITE



DIGITAL FOIL



FOIL TREATMENT





**logo** [proper logo usage]



#### LOGO ON BRAND ELEMENTS + PHOTOGRAPHY

When the logo is used over any photography, image, pattern or color, it is important to make sure there is clear space for it to reside. No distracting backgrounds, patterns or textures. Use these examples or any other examples throughout this book as a guide. The logo cannot stand against busy backgrounds, so be mindful of selecting an image that allows space for it to shine. If necessary, you can scale or manipulate the photograph to give the proper breathing room. Color contrast is also important, making sure the logo is against a background that does not distract or blend in.



logo [proper logo usage]



SCALING

The logo can be scaled to a minimum size of 1" wide for printed material. Anything smaller will make the text unreadable.

SCALING FOR DIGITAL

The logo can be scaled to a minimum size of 134 px wide for digital material. Anything smaller will make the text of the logo difficult to see.



PADDING

Allow for at least .75 inches surrounding all sides of the Akoya logo to pad appropriately. No competing elements such as text should interfere with this negative space. More white space is generally a good thing. Use your best discretion!



IMPROPER LOGO USAGE

It is easy to ruin a good thing! Don't let your logo fall victim to inconsistent handling. Always maintain proper guideline standards.

The following outlines improper logo usage.

x



x



x



x



x



ADDING ELEMENTS

Adding other graphic elements such as strokes or drop shadows are not permitted.

SKEWING THE LOGO

The logo must always be scaled proportionately. Never skewed or stretched.

ALTERING THE LOGO

Don't mess with a good thing! Let it be. No playing with the sizing, scale, composition, etc.

CHANGING COLOR

No weird colors, please! Let's keep it classy.

ALTERING FONT

The logo must always maintain its integrity. Do not change the font please!



logo [improper logo usage]

LOGO ON BACKGROUND

When the logo is used on any photography, image, pattern or color, it is important to make sure there is clear space for it to reside. No distracting backgrounds, patterns or textures. Use these examples as a guide of what not to do.



X TOO BUSY / FIND AN AREA OF THE PHOTO THAT HAS OPEN SPACE OR LESS DISTRACTION



X NOT ENOUGH CONTRAST



X NOT ENOUGH CONTRAST ON SOLID BACKGROUND

ACTA DISPLAY

Acta Display is an elevated font family that brings an understated sophistication to the brand. Used as the logo and headline font, Acta Display's various weights allows for versatility within a brand that has many avenues of marketing.

DISPLAY BOOK

Acta Display Book

DISPLAY BOOK ITALIC

Acta Display Book Italic

DISPLAY MEDIUM

Acta Display Bold

Typography

Brand typography is broken down to illustrate how to use the proper type formatting and font selection for various uses.

ACTA DISPLAY BOOK

Aa Bb Cc Dd Ee Ff Gg Hh

Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & \* ( ) - \_ + = { }

[ ] | \ : ; “ ‘ < > , . ? / ~



PROXIMA NOVA

Proxima Nova is a minimalist and clean typeface that can be easily read both in both web and print. With it's wide selection of weights, this font is ideal for subheadlines and body copy. What Proxima Nova brings to the Akoya brand is a sense of stability and balance.

LIGHT

Proxima Nova Light

REGULAR

Proxima Nova Regular

MEDIUM

Proxima Nova Medium

SEMIBOLD

Proxima Nova Semibold

BOLD

Proxima Nova Bold

PROXIMA NOVA REGULAR

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

!@#\$%^&\*() - \_ += { }

[ ] | \ : ; “ ‘ < > , . ? / ~

Display  
headline

SECONDARY HEADLINE  
SECONDARY HEADLINE  
SECONDARY HEADLINE

Body Copy

*supporting copy*

**DISPLAY HEADLINE**  
Acta Display Medium  
0 pt tracking  
Suggested leading: -3 pt < font size

**SECONDARY HEADLINE**  
Proxima Nova  
75 pt tracking  
Suggested leading: +2 pt > font size

**BODY COPY**  
Proxima Nova Light  
Print: 12 pt font size  
Digital: 16 pt  
0 pt tracking  
Suggested leading: +4 pt > font size

**SUPPORTING COPY**  
Acta Display Book Italic  
0 pt tracking  
One line of text suggested for Supporting Copy

DISPLAY HEADLINES

Display headlines

SECONDARY HEADLINES

- SUBHEADLINES
- MENU ITEMS
- CALL TO ACTION ITEMS
- BUTTONS
- FORM ITEMS

SUPPORTING COPY

- image / rendering captions*
- emphasized copy*
- highlighted copy*

HOW TO USE DISPLAY

This thin, clean typeface is used for any pre-headings, titles or call outs. It is ideal for single sentences or phrases that are continued as display headline text underneath. Headings should not be used for long statements. Less is more!

HOW TO USE HEADING

Display type is ideal for primary headlines and longer statements. For example, if there is a long statement used to attract attention, use Display because it is easy to read and can handle multiple sentences. The addition of italic letters adds a unique design element to Display.

HOW TO USE SUPPORTING

Supporting text is used to help punctuate a typographic composition or collateral. This form can help organize or call out minor detail information, like contact or legal information. This supporting text can be used for buttons on web pages and digital sales material. Supporting text should be brief, kept only to a few words.



**OVERVIEW:**  
These pages serve to show examples of typography usage for better understanding of hierarchy and application.

**DISPLAY**  
Acta Display Medium  
Size: 64 pt  
Leading: 58 pt  
Tracking: 0

**SECONDARY**  
Proxima Nova  
Size: 11 pt  
Tracking: 75

**DISPLAY**  
Acta Display Medium  
Size: 30 pt  
Tracking: 0

**BODY**  
Proxima Nova Light  
Size: 12 pt  
Leading: 16 pt  
Tracking: 0

# Flawless living has a new name

PERFECTION ISN'T AN ILLUSION -  
it's a destination.



Only a select few Akoya pearls ever live up to the exacting standards of *flawless*. For those who call Akoya Boca West Country Club home, each moment lives up to that same measure; beginning with 139 residences located on the grounds of the #1 Private Residential Country Club in the Nation. It reveals itself through a myriad of choices for enjoying life to its fullest – with a staggering number of award-winning amenities to pursue. The subtle beauty comes with impeccable service and effortless nature fills each moment here.

**1    DISPLAY**  
Acta Display Medium  
Size: 48 pt  
Tracking: 0

**2    SECONDARY**  
Proxima Nova Bold  
Size: 13 pt  
Tracking: 75

**3    BODY**  
Proxima Nova Light  
Size: 12 pt  
Leading: 16 pt  
Tracking: 0

**4    SUPPORTING**  
Acta Display Book Italic  
Size: 10 pt  
Tracking: 0

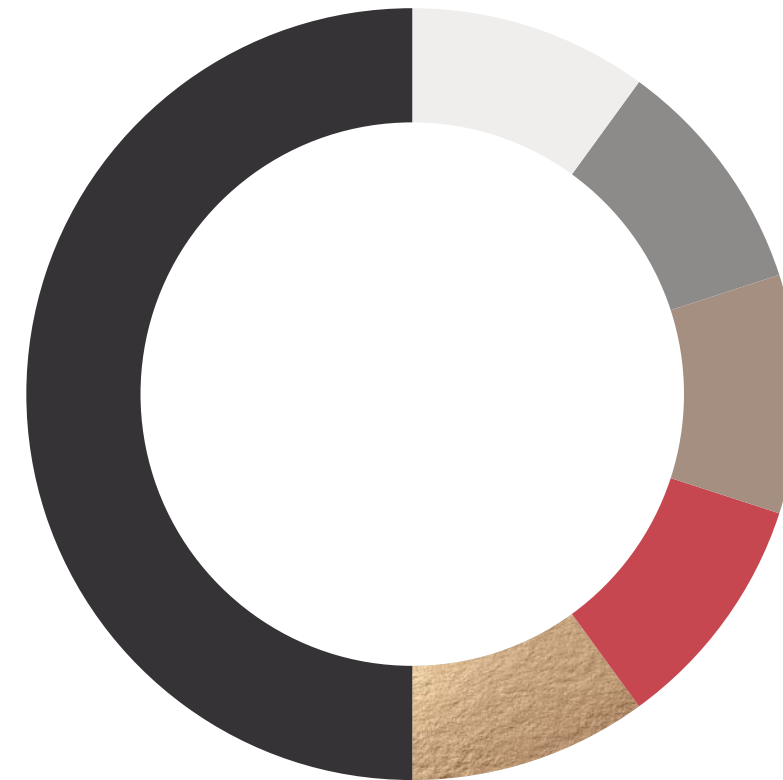




## Elements

Color, texture, and supporting accents each help to communicate the brand language and enhance the brand experience. They are used interchangeably, but never all together. These additional elements help breathe life into your brand.

**akoya**  
BOCA WEST COUNTRY CLUB



## COLOR

The Akoya brand colors are inspired by the luxury country club lifestyle buyers will get to experience. Shimmering golds, rich neutrals, and pops of red pay homage to Boca Raton's history of affluence - of a carefree life full of elated moments.

## PANTONE®

The proprietary color matching system used in printing to create inks and maintain color integrity; the Pantone numbers listed refer to the Pantone Matching System.

## RGB

[Red, Green, Blue] – the method by which video monitors and projectors display color; the numeric values listed refer to the amount or intensity of red, green, and blue in each of the colors.

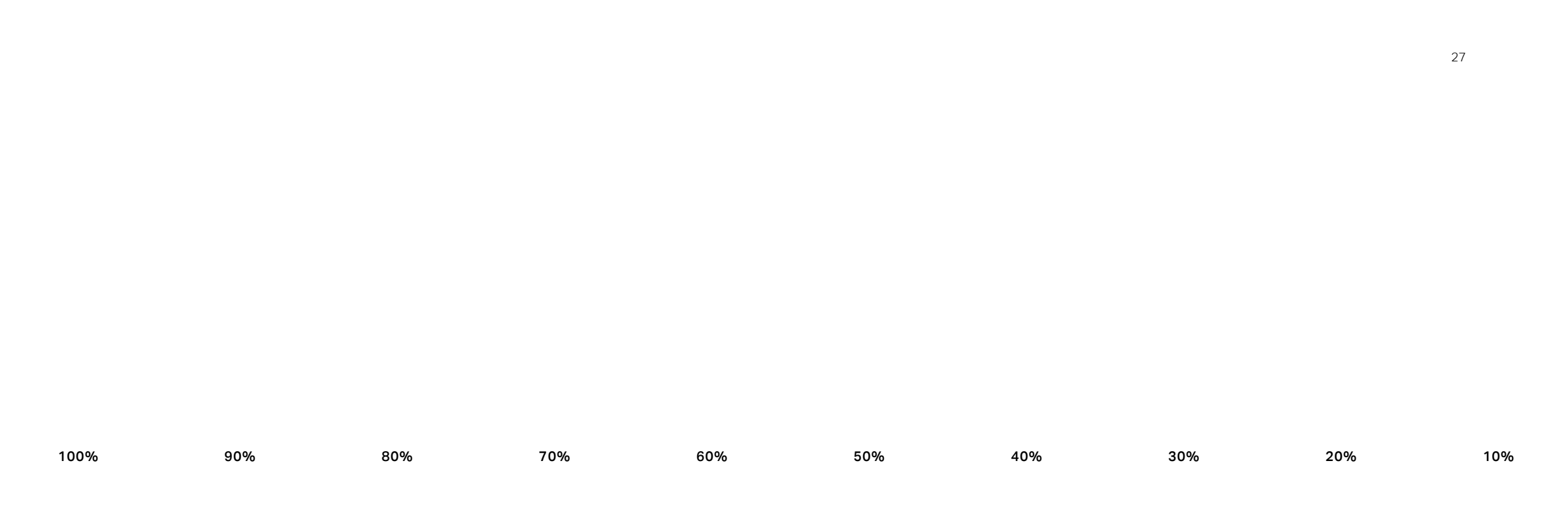
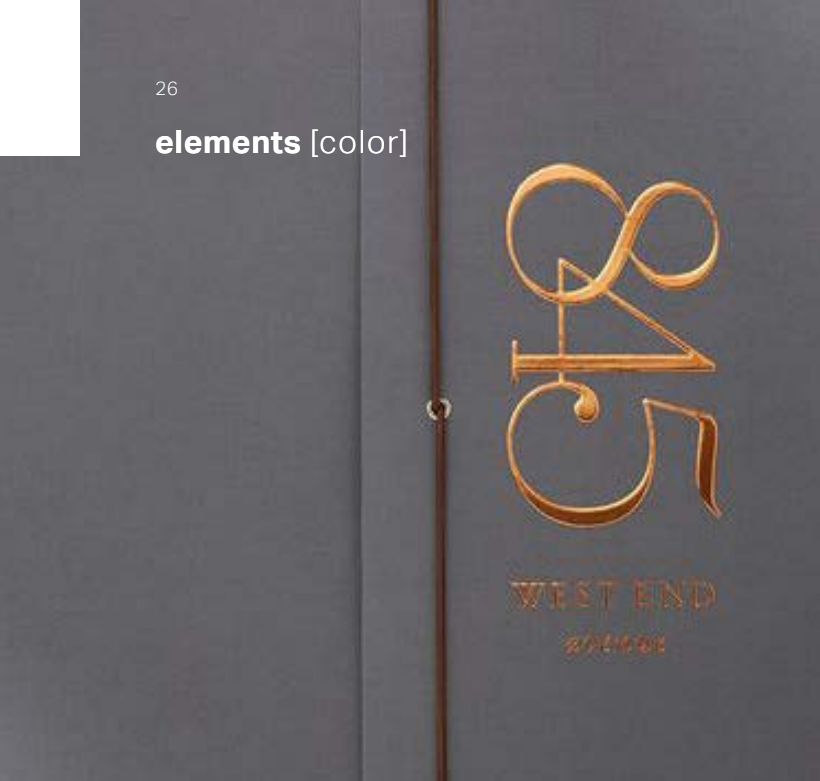
## CMYK

[Cyan, Magenta, Yellow, Black] – also referred to as “process colors,” the method by which images are printed using cyan, magenta, yellow, and black. The specific numeric values refer to the percentages of each of the four process colors.

## HEX

The colors used in display devices [PC monitors and scanners]; the numeric values listed refer to the amount or intensity of red, green, and blue in each of the colors.





**CHARCOAL**  
Pantone Black U  
RGB 53, 53, 53  
CMYK 70, 64, 60, 55  
HEX #353436



**PEONY RED**  
Pantone 1797  
RGB 198, 71, 79  
CMYK 17, 86, 66, 4  
HEX #c5464f



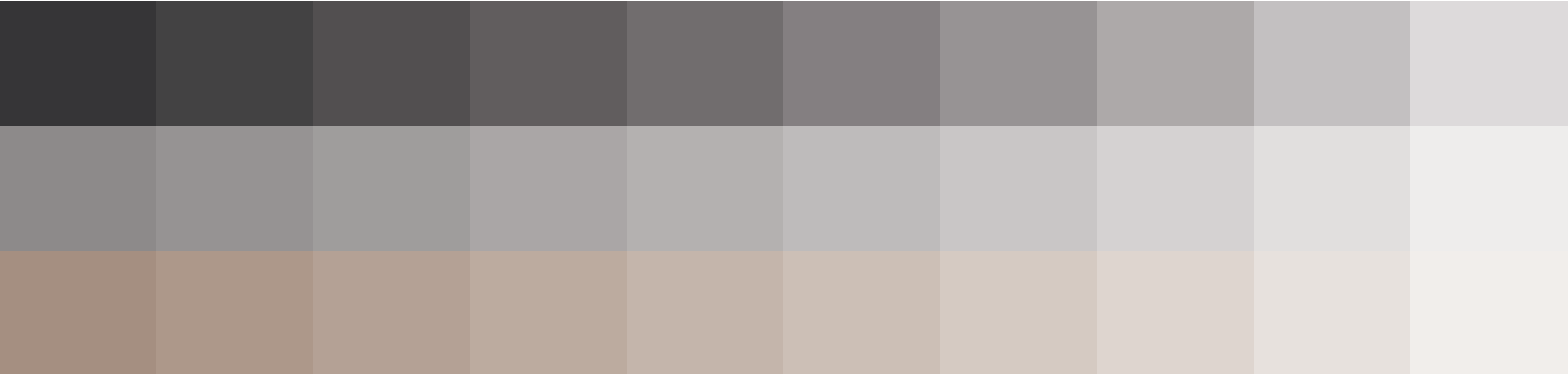
**SLATE GRAY**  
Pantone Cool Gray 9  
RGB 141, 138, 138  
CMYK 47, 40, 40, 4  
HEX #8c8a8a



**KHAKI**  
Pantone 4725  
RGB 165, 143, 129  
CMYK 36, 41, 47, 3  
HEX #a58e80



**GOLD FOIL**  
Infinity 88



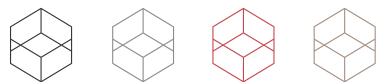
**TINT**

A color tint can be used to work with an overall composition and create contrast. Tints are meant to be used on the Akoya pattern and other design elements. A tint of the red should not be used.



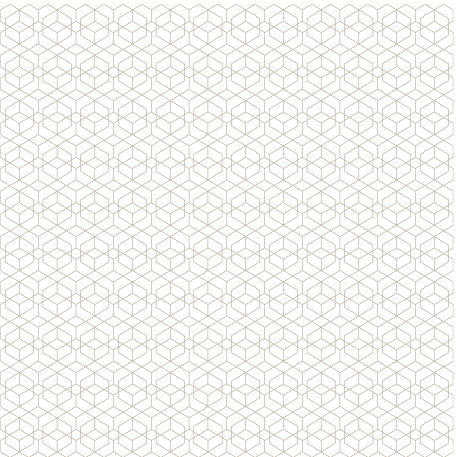
GRAPHIC ELEMENTS

Graphic elements are used to further the brand identification and help to visually communicate it. These items can be used sparingly so as not to overwhelm or clutter a composition.



CUBE ICON

The cube icon acts as a brand identifier and also serves as an added design element to give any collateral piece a unique touch. In digital design, any color can be used. In print, the icon can also be presented in a gold foil treatment.



GEOMETRIC PATTERN

The Akoya brand uses a geometric pattern as a brand identifier whenever possible. Mostly used in the background behind the logo or text, the pattern can also be used in a gradient to give design more texture.





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akoya

20371 Country Club Blvd.  
Boca Raton, FL 33434



PERFECTION ISN'T AN ILLUSION -  
it's a destination.

Only a select few Akoya pearls ever live up to the exacting standard of perfection. For those who call Akoya Boca West Country Club home, each moment lives up to that same measure. 139 residences located on the grounds of the #1 Private Residential Country Club in the Nation. It reveals itself through choices for enjoying life to its fullest — with a state-of-the-art clubhouse, award-winning amenities to pursue. The subtle perfection of impeccable service and effortless nature fills

# You're invited

to brunch at Akoya Boca West Country Club



Join us for an exclusive preview of Akoya, 139 residences located on the grounds of the #1 Private Residential Country Club in the Nation, Boca West Country Club.

date / Saturday, January 13th

time / 11am-4pm

where / 20371 Country Club Blvd, Boca Raton, FL 33434



20371 COUNTRY CLUB BLVD,  
BOCA RATON, FL 33434

clubhouse

Preso  
U  
Wes  
P

# You're invited

to brunch at Akoya Boca West Country Club



Join us for an exclusive preview of Akoya, 139 residences located on the grounds of the #1 Private Residential Country Club in the Nation, Boca West Country Club.

date / Saturday, December 9th

time / 11am-4pm

where / 20371 Country Club Blvd, Boca Raton, FL 33434



20371 COUNTRY CLUB BLVD,  
BOCA RATON, FL 33434

# You're invited

to brunch at Akoya Boca West Country Club



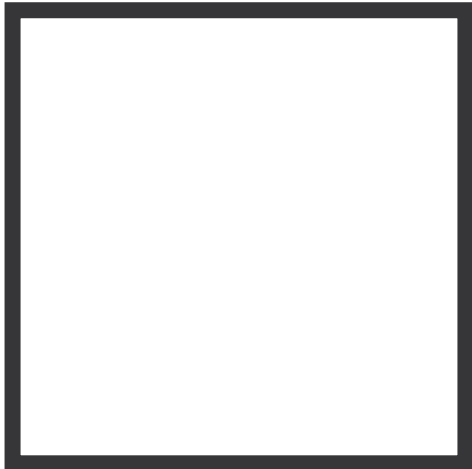
Join us for an exclusive preview of Akoya, 139 residences located on the grounds of the #1 Private Residential Country Club in the Nation, Boca West Country Club.

date / Saturday, February 10th

time / 11am-4pm

where / 20371 Country Club Blvd, Boca Raton, FL 33434





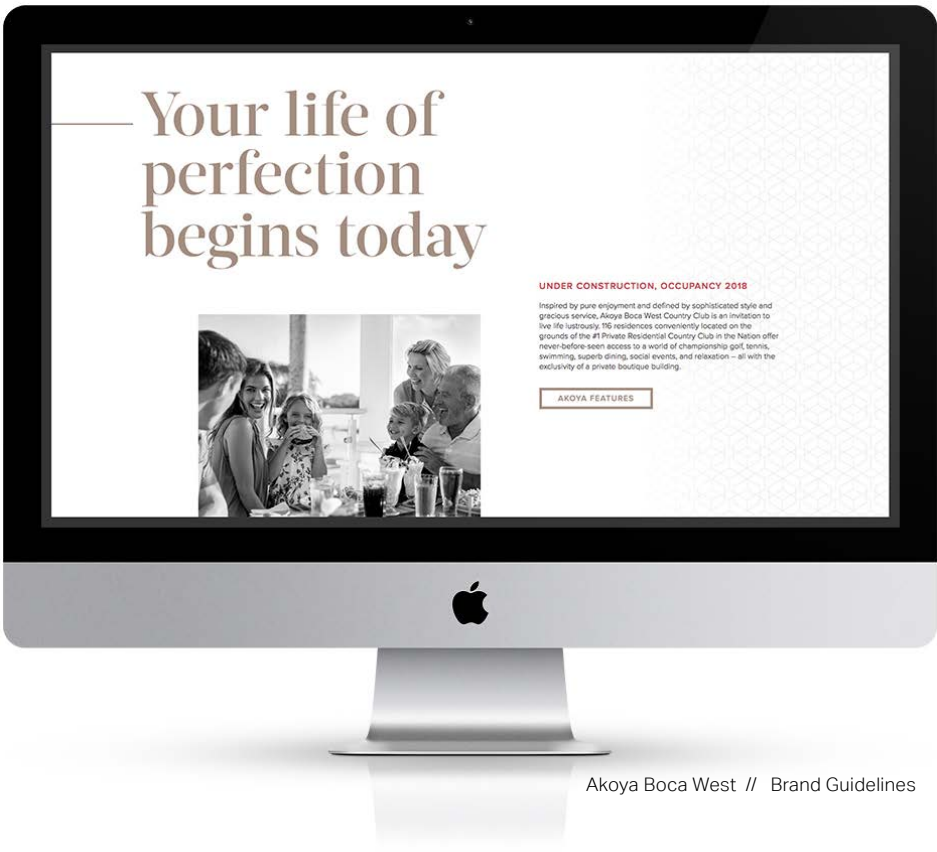
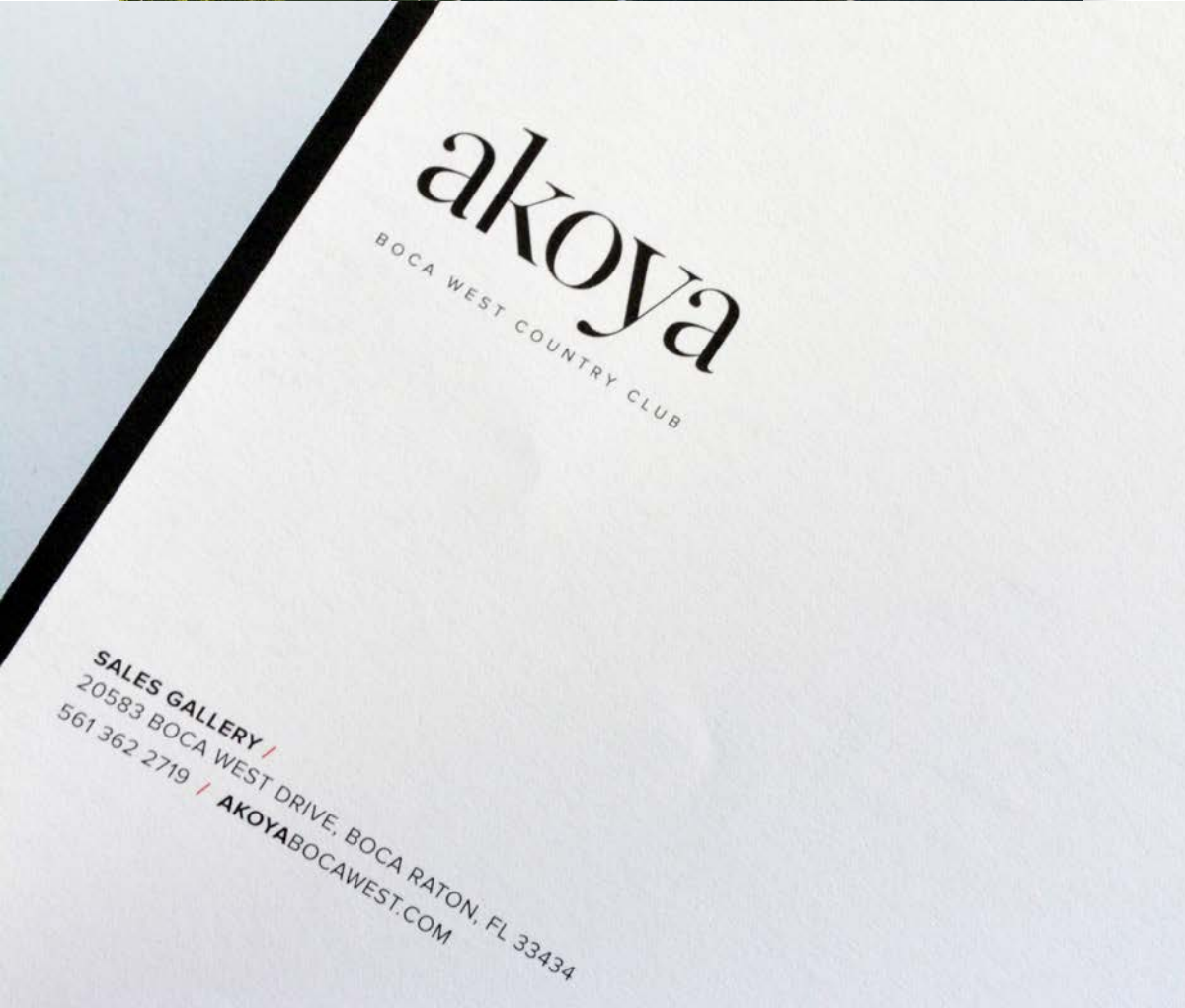
FRAMES

The use of a frame in a design layout adds an element of playfulness that is still refined. The frame is mostly used in charcoal, but can also be used in peony red or khaki if the design merits it. The geometric pattern can also be turned into a frame. Correct use of the frame can be seen in eblasts, the website, and the direct mailers.



SLASHES

The Akoya slash is often used in lieu of a hyphen or parenthesis. It also adds an element of playfulness to the brand by using the slash in contrasting brand colors. The slash is always used in text, never as a design element on its own. When in doubt, reference the typography sections in this guidelines book.





Any pearl can be  
beautiful, but only  
a select few ever  
attain the standard of  
perfection to be called



**akoya**  
BOCA WEST COUNTRY CLUB

**SALES GALLERY /**  
20583 BOCA WEST DRIVE  
561 362 2719

**Kathy Koch-Pitlake**  
sales associate

C: 917 991 3222 / O: 561 362 2719  
KATHY@AKOYABOCAWEST.COM  
**SALES GALLERY /**  
20583 BOCA WEST DRIVE

AKOYABOCAWEST.COM





## Perfection never stops at a finish line.

It takes time, patience, and persistence for a pearl to realize its true luster.  
The same holds true for exclusive country club experiences.

introducing



## the story

Akoya Boca West Country Club is the latest generation of flawless enjoyment in a destination already recognized as the most sought-after capital of sophisticated pleasure. For us, it was never enough to stop at being the world's #1 country club, but to constantly set the standard for what that would mean generation after generation. That commitment to flawlessness is here, now, and it's been perfected for a whole new collection of rare experiences that define a life well lived.







## The Difference

What makes the brand unique? How are we going to stand out from the herd? The positioning statement, mission, and overall values help define who you are and why you do what you do unlike anyone else.

You could live a lifetime and never see a flawless pearl, which is why, for centuries, the Akoya pearls of Japan have been among the most treasured and sought after. It is in that same spirit that Akoya Boca West Country Club has been created – a flawless example of classic country club living at its absolute finest, with a fresh new residential setting for those wishing to claim a lifestyle of unparalleled enjoyment for their own.

Elegant but never ostentatious, it's the complete perfection of Akoya Boca West Country Club that makes it so rare and exclusive. Besides being the #1 private residential country club in the U.S., Akoya is defined by an effortless atmosphere of choice. Spend time on one of four signature golf courses. Play a match on one of 30 tennis courts. Explore the indulgences of a 35,000 square-foot spa. Walk to dinner at one of the area's premiere steakhouses. Or simply enjoy a glass of wine on your condo terrace overlooking the beautiful pool and grounds of this special, designer community.

### BRAND STORY

The story is the foundation of a brand. Not only does it give a general understanding of who the company is, but also helps to set the groundwork for showcasing what the unique positioning and selling point are. Understanding the overall brand statements, key terms and language will help gain a strong grasp on who the brand is and what the differentials are.



**the difference** [positioning statement + tagline]

Just like the finest pearls in the world are defined by their flawlessness, Akoya Boca West Country Club represents the rare opportunity to live in and own the #1 private country club experience in the U.S.. This rare designer community has been built around a concept of effortless choice - four signature golf courses; 30 tennis courts; a 35,000 sqft spa; a 25,000 sqft fitness center, multiple on-site restaurants, a newly redesigned \$50 million clubhouse, and \$150 million in other lifestyle and amenity enhancements are all easily enjoyed right at your fingertips. Owning here is a decision to make the best in country club lifestyle yours in a way never made available before in Boca Raton, or anywhere else.

**POSITIONING STATEMENT**

The positioning statement defines what makes a company unique in the industry. It is used primarily only for internal purposes to collectively understand the brand ‘niche’ or position. The positioning statement is not shown to anyone outside of the company. It is the foundation for all additional messaging and materials. The position answers three questions: Who are we targeting? What does the company offer / problem do they solve? How does the company offer a unique vantage over competitors?

In short, what foot is leading and why is that footing unique?

Flawless living, perfected.

**TAGLINE**

A corporate tagline is intended as a nod to what the brand offers, who the company is or the company essence. It is a short, simple, direct line.



To be the pinnacle country club community in the country. To be respected worldwide and sought after for its prestige, exclusivity, status, and unparalleled ability to deliver the absolute best in luxury private condominium country club living, including golf, tennis, spa relaxation, fine dining, social activities, and more.

MISSION STATEMENT

The mission statement communicates the goal and passion of a company. It is a 'romantic' statement based off the positioning statement. In it's essence, the mission addresses the WHY and WHO. Who is the brand and why does it exist? What is the company's reason for being? Mission statements can vary. Some are more robust and factual, others are short and ethereal. Often times a mission statement is shared on a company website, expressed to clients, etc. It is not strictly an internal statement like the positioning.

Rare

One-of-a-kind, special, unlike all other developments and country clubs

Exclusive

A members-only Country-Club Lifestyle that mixes tennis, championship golf, swimming, dining, spa relaxation and socializing into a single residential destination

Flawless

Built and renovated to be the absolute best in the area, featuring the latest amenities, technologies, and services

Effortless

Simple and worry-free enjoyment around every corner – no yard to maintain, a world of amenities and services at your fingertips

Community

Designed to bring people together; like-minded members, families, and friends all enjoy being here

Luxury

A dedication to the finest finishes and design, highest levels of service, top-quality amenities, and an overall environment that outshines everything else in the area

KEY TERMS

When the brand is discussed, there is an emphasis on several main terms to describe it. These terms will help when communicating the brand both verbally and in writing.





## Language

The voice of your brand is key to its success. Proper language is a huge component when verbally communicating your brand experience. Everyone involved should use the same verbiage to describe how they personally feel about the company and what the client will ultimately feel or take away.

## VOICE

Akoya's voice is one of wonder and ease. There is much emphasis on the details and elements that make the property an invaluable residence to own. There are many key points that should always be mentioned when speaking or writing of Akoya: the unique location within an ultra high-end country club [Boca West Country Club], the level of unparalleled amenities, and the advanced progress in construction.





**MOOD + INSPIRATION: SOPHISTICATION MEETS EVERYDAY JOY**

It is no secret those who will reside at Akoya will participate in many endearing moments on the grounds of both the residence and Boca West Country Club. This is, first and foremost, a setting made for multi-generational families.

Therefore, the look and feel of the Akoya brand brings in the sophistication of Boca Raton and Boca West Country Club and pairs it with the innate beauty found in every moments shared with loved ones. Let it be a calming game of golf or laughs over drinks on the expansive terrace, it's all about capturing those moments of a lustrous life.



# Mood + Inspiration

The tone + style of the brand is woven throughout all advertising, promotional, and brand-related material. These visual references offer insight into the mood of the company and how the market will perceive you.



STYLE

The number one feature of Akoya is the expansive golf and lake views. Almost considered an added amenity, these views are featured in almost every image that represents Akoya. These views are captured through high-end drone photography and video.

There is also a focus on photographing a varied demographic. Although Akoya buyers are 60+ years young, they will likely host countless gatherings with their children and grandchildren. It's important to capture these moments in candid lifestyle photography.

The renderings that represent Akoya are airy and bright, reflecting a sunny day in the heart of South Florida. To showcase the amenities outside of Akoya, professional photography of the Boca West Country Club clubhouse is used to show the demographic enjoying their lush community.

Photography

Photography helps tell your brand story, bringing all ideas and tones together to evoke an emotion and connect to the consumer. The style of photography, photo selection, and consistency of images is important for brand standards.







**LIFESTYLE**

For Akoya, we were able to have a custom lifestyle photoshoot on location. For future shoots, the resulting photographs should always be candid, not posed. Most importantly, lifestyle shots will speak to Akoya's demographic. Multi-generational families that come together to spend cherished moments not only inside the spacious residence, but also on the grounds of Boca West Country Club.









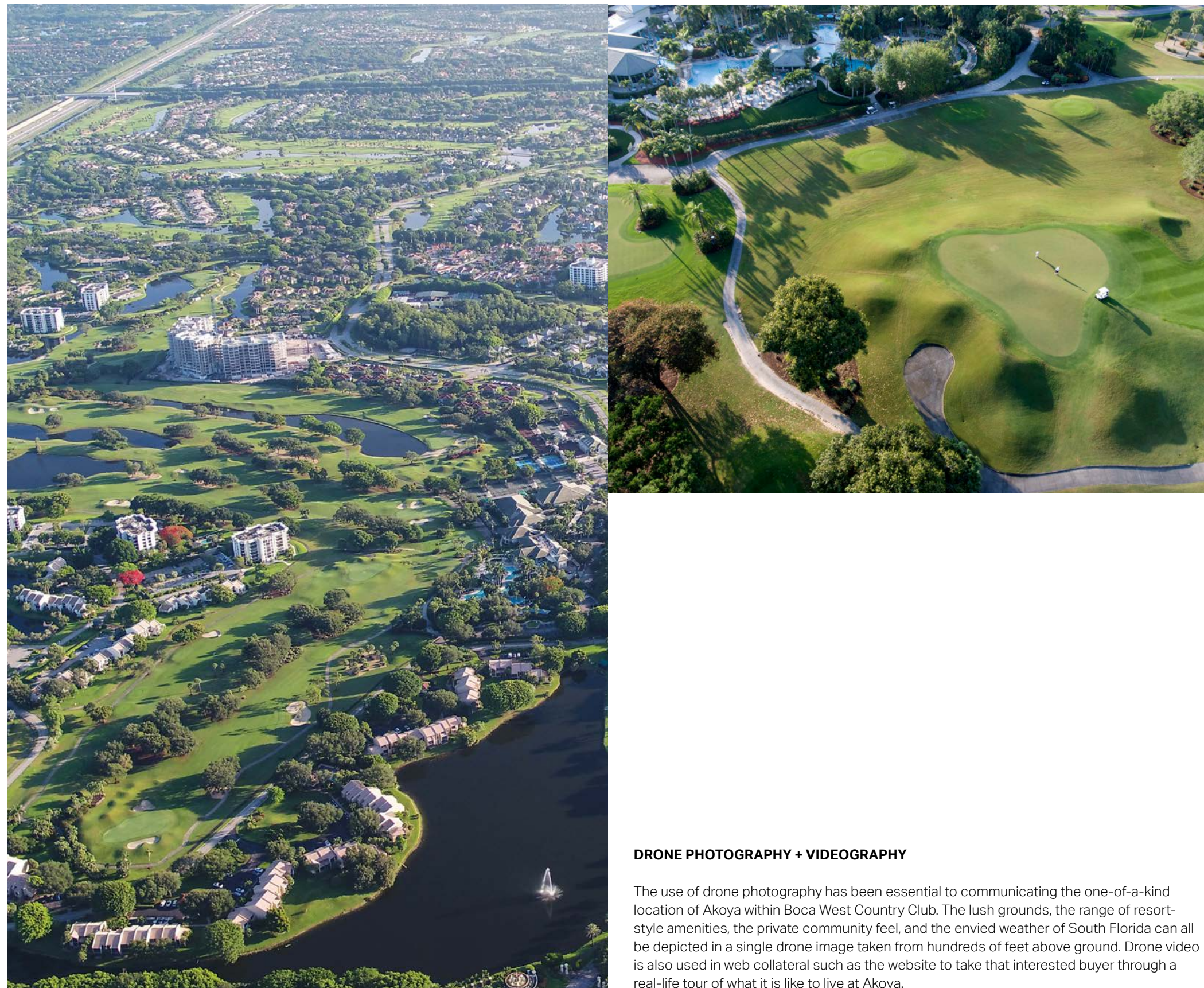


## RENDERINGS

There's nothing that communicates the essence of Akoya better than seeing it come to life through a rendering. Whenever possible, use one of the high-resolution renderings designed to depict realistic interior and exterior spaces throughout the property. It is through these renderings that the resort-style amenities and unique setting can be highlighted and admired.







#### DRONE PHOTOGRAPHY + VIDEOGRAPHY

The use of drone photography has been essential to communicating the one-of-a-kind location of Akoya within Boca West Country Club. The lush grounds, the range of resort-style amenities, the private community feel, and the envied weather of South Florida can all be depicted in a single drone image taken from hundreds of feet above ground. Drone video is also used in web collateral such as the website to take that interested buyer through a real-life tour of what it is like to live at Akoya.



photography



ARCHITECTURAL SHOTS

In addition to the custom lifestyle photoshoot, a photographer was hired to take intimate architectural shots of the newly renovated \$50 million clubhouse at Boca West Country Club. This is one of the most important selling features and to be able to showcase the actual product is priceless for buyers and brokers both within Florida and outside of the state. These photographs are rich and warm - and always stylized to perfection.





# akoya

BOCA WEST COUNTRY CLUB

