

W

wildlight

Brand Guidelines

VERSION 2.0

MARCH 2026

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Logo Guidelines

LOGOMARK

The Wildlight logo is a wordmark with a subtle design element in the “t” to highlight the light and shadows created by the trees in this place. The modern sans-serif typeface has an approachability that ties together the warmth and of-today character of this community.

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Logo Guidelines

ICON

The “W” mark is a supplemental icon that, like the primary mark, plays off the light and shadows created by the trees in Wildlight. The icon should be used in applications where the full wordmark is present, but the icon and wordmark should never be placed in close proximity to each other.



Logo Guidelines

MINIMUM SIZING

The minimum size of the logo is set for maximum visibility and impact. The logo may scale up as large as you like, but never use the mark smaller than the minimum size. If space doesn't allow the wordmark to be displayed at or above minimum size, spell out WILDLIGHT in all caps using the brand font Gotham Bold.

PRINT SIZE

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1 INCH

W



.25 INCH

DIGITAL SIZE

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60 PX

W

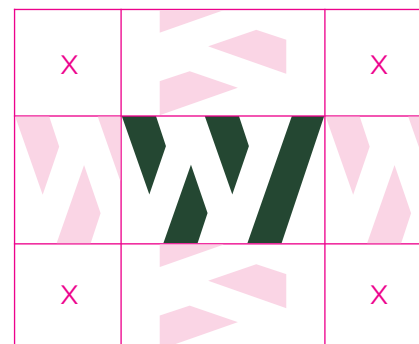


16 PX

Logo Guidelines

CLEAR SPACE

The minimum clear space is defined as half the width of the “W” in the wordmark, and the clear space should always be used on all sides of the logo. Try to maximize clear space whenever possible.



Logo Guidelines

The Wildlight logo may appear in any of the colors shown here. The logo color should be determined by what would best complement the visual context of the communication while maintaining optimal legibility.

PRIMARY COLORS

WIDLIGHT PINE

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BLACK

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WHITE

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Logo Guidelines

This page provides some examples of incorrect usage. The logo, color palette and typeface are the primary elements of the brand identity. To maximize visual recall, they must be applied consistently, as specified in these guidelines.

INCORRECT USAGE

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✓ Correct usage

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✗ Never stretch the logo

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✗ Never outline the logo

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✗ Never rotate the logo

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✗ Never show the logo in nonapproved colors

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✗ Never add a drop shadow

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✗ Never skew the logo

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✗ Never change the opacity

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✗ Never frame the logo within a shape

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✗ Never place the logo over a busy background

Logo Guidelines

DISTRICT LOGOS

The Town and Garden Districts each have their own marks. The primary mark features a solid colored background, with an outline version serving as secondary mark for applications where the outline version would best complement the visual context while maintaining optimal legibility. The Wildlight wordmark or icon should always be included in any piece where a district mark appears, but the district marks and Wildlight marks should never appear in close proximity or be locked up together.

TOWN DISTRICT LOGO



GARDEN DISTRICT LOGO



Logo Guidelines

The Wildlight brand badge is an additional brand mark that can be used either in combination with the wordmark or on its own.

BRAND BADGE



SECTION 2

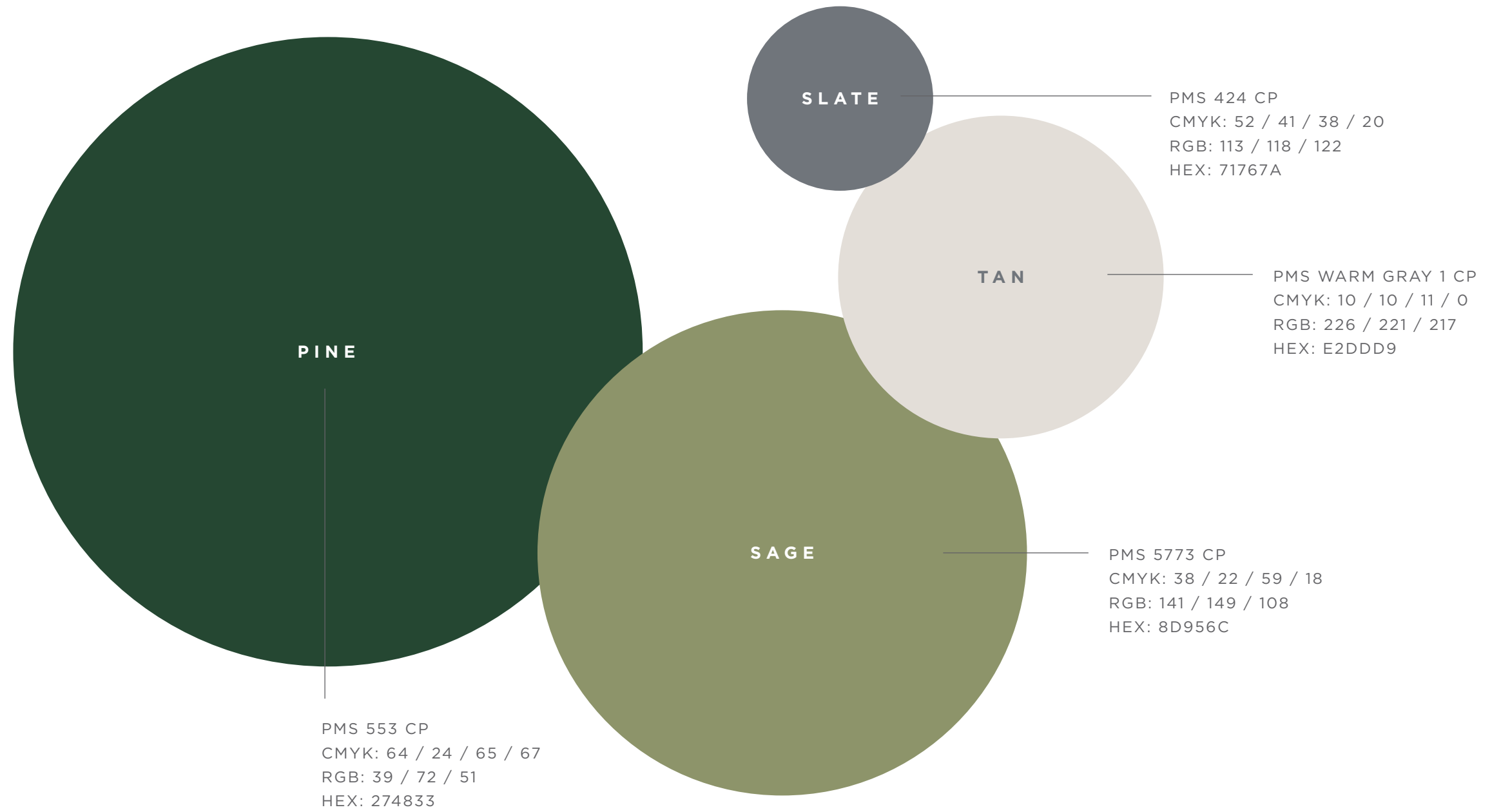
Brand Elements

» Brand Colors

Brand Elements

BRAND COLORS

Color is an important aspect of Wildlight’s brand identity. Using color appropriately is one of the easiest ways to guarantee our materials are cohesive. Our color palette reflects the rich hues of the surrounding environment of the Florida lowcountry. The overarching Wildlight brand is a streamlined, reduced color palette that can work with any of the district palettes.



SECTION 3

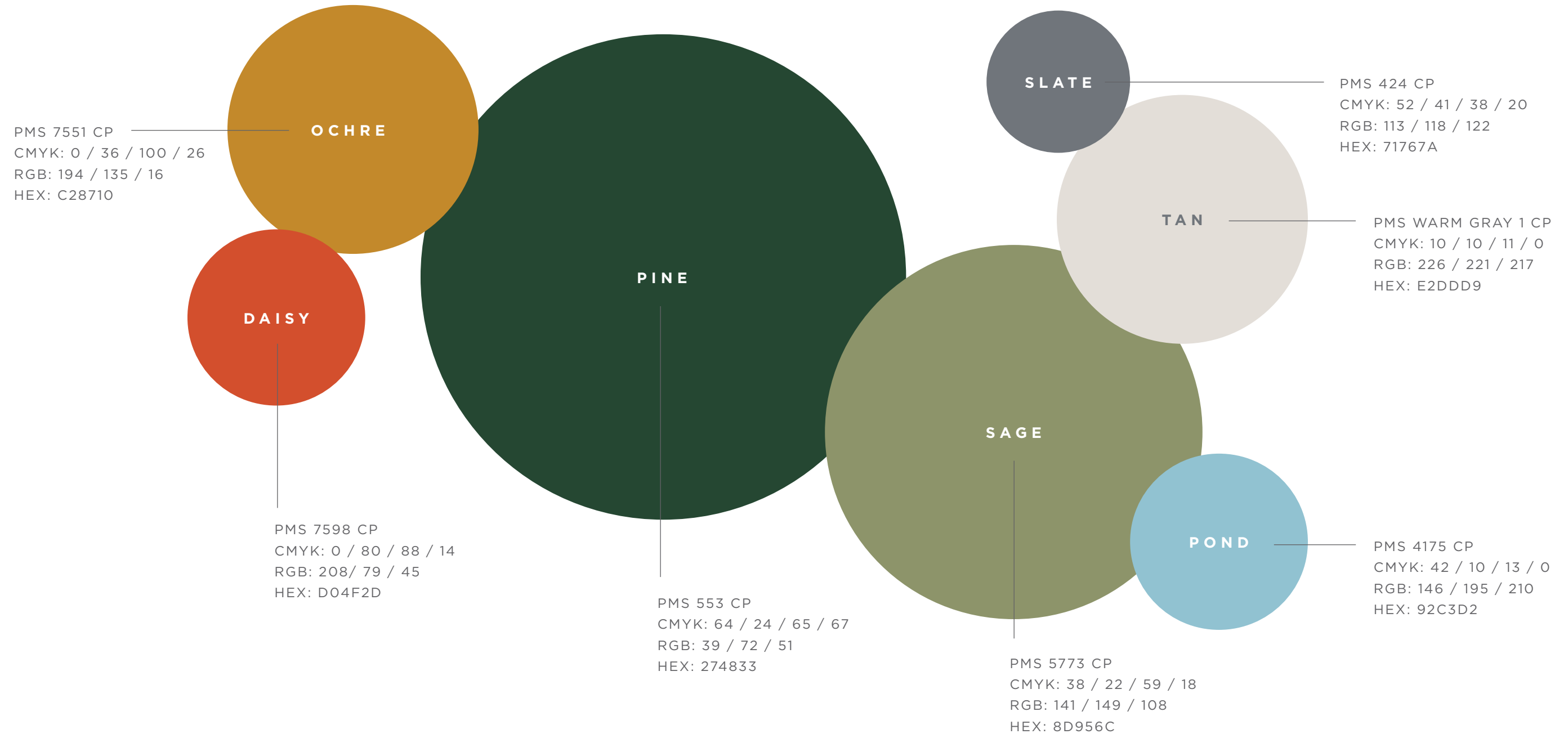
Town District Brand Elements

» Brand Colors

Town District Brand Elements

Using color appropriately is one of the easiest ways to guarantee our materials are cohesive. Our color palette reflects the rich hues of the surrounding environment of the Florida lowcountry. The Town District palette introduces Ochre, Daisy and Pond to create vibrancy and town energy for the overarching Wildlight palette.

BRAND COLORS



SECTION 4

Garden District Brand Elements

» Brand Colors

Garden District Brand Elements

Using color appropriately is one of the easiest ways to guarantee our materials are cohesive. Our color palette reflects the rich hues of the surrounding environment of the Florida lowcountry. The Garden District palette introduces Grass, Plum, Sand and Charcoal to create a garden-focused serenity for the overarching Wildlight palette.

BRAND COLORS

SAND
 PMS 4044 C
 CMYK: 23 / 36 / 46 / 0
 RGB: 198 / 162 / 136
 HEX: C6A288

CHARCOAL
 PMS BLACK C
 CMYK: 0 / 0 / 0 / 100
 RGB: 0 / 0 / 0
 HEX: 000000

TAN
 PMS WARM GRAY 1 CP
 CMYK: 10 / 10 / 11 / 0
 RGB: 226 / 221 / 217
 HEX: E2DDD9

OCHRE
 PMS 7551 CP
 CMYK: 0 / 36 / 100 / 26
 RGB: 194 / 135 / 16
 HEX: C28710

GRASS
 PMS 5565 C
 CMYK: 39 / 11 / 46 / 17
 RGB: 138 / 166 / 134
 HEX: 89A585

SAGE
 PMS 5773 CP
 CMYK: 38 / 22 / 59 / 18
 RGB: 141 / 149 / 108
 HEX: 8D956C

PLUM
 PMS 667 C
 CMYK: 55 / 54 / 34 / 14
 RGB: 117 / 107 / 126
 HEX: 756B7D

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THIS IS TOWN IN NATURE