

PRONUNCIATION

CALESA (KA-LESS-AH) TOWNSHIP

BRAND PERSONALITY

CALESA TOWNSHIP – FAMILY LIVING WELL PLANNED. OUR BRAND ENCOMPASSES FAMILIES OF ALL AGES WITH WELL-DESIGNED, AFFORDABLE HOUSING FOR EVERY SEASON OF LIFE. WELCOME TO WIDE OPEN SPACES, WINDING TRAILS, LAZY SUMMER DAYS AND A SENSE OF BEING HOME. WHEN YOU THINK OF HOME, YOU THINK OF CALESA TOWNSHIP.











MISSION STATEMENT

“THIS COMPANY HAS ALWAYS STOOD FOR QUALITY, VALUE, MORAL OBLIGATION AND SUSTAINABLE DEVELOPMENT PRACTICES. WE HAVE NEVER UNDERTAKEN THE DEVELOPMENT OF ANYTHING OR ANY COMMUNITY UNLESS WE BELIEVED THERE WOULD BE A REDEEMING VALUE. MONEY HAS NEVER BEEN THE MOTIVATION OR THE PURPOSE OF OUR EXISTENCE. WE HAVE ALWAYS BELIEVED KEENLY THAT SERVICE AND HUMAN VALUES ARE GREATER THAN MERE DEVELOPMENT. WE AFFECT THE LIVES OF PEOPLE AND WE AFFECT THEIR LIVES FOR GOOD.” – SIDNEY COLEN

APPROVED MESSAGING

- FAMILY LIVING WELL PLANNED
- MASTER-PLANNED COMMUNITY
- COMMUNITY FOR ALL AGES
- FAMILY COMMUNITY
- CALESA TOWNSHIP – COMMUNITY LIVES HERE
- RESORT-STYLE LIVING
- CALESA TOWNSHIP IS OCALA’S NEXT BIG THING IN FAMILY LIVING!
- YOU’VE FOUND HOME!

COLORS

									
CALESA GOLD HEX: #F9B617 RGB: 249, 182, 23	CALESA GREEN HEX: #B0D237 RGB: 33, 3, 86	CALESA BLUE HEX: #0E486E RGB: 14, 72, 110	COOL SAND HEX: #B9A89A RGB: 185, 168, 154	LIGHT GRAY HEX: #888787 RGB: 136, 135, 135	STEEL HEX: #34393F RGB: 52, 57, 63	CHARCOAL HEX: #222328 RGB: 34, 35, 40	BRICK HEX: #AB5A57 RGB: 171, 90, 87	LILAC HEX: #A1819F RGB: 161, 129, 159	BLU HEX: #3D7A9E RGB: 61, 122, 158

TYPOGRAPHY

Aa Open Sans
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

Aa Raleway
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

Aa Shadows Into Light
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

LOGO USAGE



PRINT & DIGITAL MINIMUM SIZES
DIGITAL MINIMUM SIZES

TONE OF VOICE


INVITING: CALESA TOWNSHIP IS A COMMUNITY FOR ANYONE AND EVERYONE. WE ARE NOT EXCLUSIVE OR INTIMIDATING.

WHOLESDOME: AS A MASTER-PLANNED COMMUNITY, WE ARE COMMITTED TO PROVIDING OUR RESIDENTS A HOME AND ACTIVITIES TO ENHANCE THEIR OVERALL WELL-BEING.

SINCERE: OUR BRAND IS SINCERE IN OUR ACTIONS AND LANGUAGE. WE ARE AUTHENTIC IN WHO WE ARE AND PROVIDE BENEFICIAL INFORMATION TO OUR HOMEBUYERS.

ADVENTUROUS: CALESA TOWNSHIP IS THE ONLY COMMUNITY OF ITS KIND IN OCALA. EVERY DAY IS AN ADVENTURE WHEN YOU LIVE IN CALESA TOWNSHIP!

SOCIAL CHANNELS

-  [FACEBOOK.COM/CALESATOWNSHIP](https://www.facebook.com/calesatownship)
-  [INSTAGRAM.COM/CALESATOWNSHIP](https://www.instagram.com/calesatownship)
-  [TWITTER.COM/CALESATOWNSHIP](https://www.twitter.com/calesatownship)
-  [YOUTUBE.COM/CALESATOWNSHIP](https://www.youtube.com/calesatownship)

HASHTAGS

- #CALESATOWNSHIP | #MYCALESA | #YOUFOUNDHOME
- #CALESALIFE | #CALESATRAILS | #FAMILYLIVING