



A SYMBOL OF GROWTH.  
A PROMISE OF TRUST.

PRESENTATION

01

# WINSOME LOGO PHILOSOPHY

A symbol of growth, trust and human-centric development.





A SYMBOL OF GROWTH.  
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# WHAT THIS LOGO REPRESENTS

The Winsome logo is a visual representation of our brand philosophy. It brings together key values that define how we build and the impact we create.

## GROWTH

Represents steady growth, sustainable development and a long-term vision.



## PEOPLE

Places people at the core of everything we do. Every space we build is crafted for a better life.



## TRUST

Symbolizes reliability, integrity and our commitment to earn and keep the trust of our customers.



## COMMUNITY

Reflects the idea of building vibrant communities where families thrive together.



## FOUNDATION

Denotes a strong foundation of support, responsibility and long-lasting value.





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# CORE CONCEPT

The idea behind the Winsome logo.



“ A thoughtful concept that brings together growth, people, trust and community. ”



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# THE TREE

## GROWTH, STABILITY & CONTINUITY

The tree is the heart of the Winsome logo. It represents natural growth, strength, endurance and our commitment to long-term value creation.



### CANOPY – GROWTH

The wide canopy of leaves represents expansion, abundance and the creation of thriving communities that grow together.



### TRUNK – STRENGTH

The strong trunk signifies stability, resilience and the ability to withstand challenges while continuing to grow.



### ROOTS – FOUNDATION

The roots represent deep values, heritage and a solid foundation that anchors every development with integrity and purpose.



“

### WHAT IT COMMUNICATES



#### Long-term vision

We build for generations, not just for today.



#### Stability & endurance

Our developments are built to stand strong over time.



#### Sustainable growth

We grow responsibly, in harmony with nature and communities.



Just like a tree, Winsome grows with purpose, stays rooted in values, and creates a future that lasts.





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# THE HUMAN FIGURE PEOPLE AT THE CENTER

The human figure within the tree represents the heart of our philosophy – people. It reflects aspiration, achievement and the drive to build a better life.



## UPWARD MOVEMENT

Arms uplifted signify aspiration, progress and the pursuit of excellence.



## PEOPLE FIRST

Placing the human figure at the center shows that people are at the core of everything we do.



## EMPOWERMENT

We empower individuals and communities to rise, achieve and create a better tomorrow.



## WHAT IT SIGNIFIES



### People at the core

Every decision and every development is centered around people.



### Aspiration & achievement

Encouraging dreams, nurturing potential and celebrating success.



### Care & responsibility

A commitment to enrich lives and create meaningful experiences.



### Inclusive & supportive

Building spaces where everyone feels valued and can thrive.

“ We build for people, with people and because of people. ”  
People are not just part of what we do, they are the reason we do it.



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# THE LEAVES

## COMMUNITY & GROWTH ECOSYSTEM

The leaves represent the people, families and homes that form a thriving ecosystem.  
Each leaf is unique, yet together we grow stronger.



### EACH LEAF, A HOME

Every leaf symbolizes a home and the dreams we help turn into reality.



### DIVERSITY & INCLUSIVITY

Different shapes and shades reflect diversity, inclusivity and the uniqueness of every individual.



### COMMUNITY

Together, these leaves create a strong, connected community that supports and uplifts each other.



### CONTINUOUS GROWTH

A growing canopy represents our commitment to expand, evolve and create lasting impact.



### WHAT IT CONVEYS



#### Belonging

Creating spaces where people feel connected and belong.



#### Shared Growth

We grow together with our customers, partners and communities.



#### Sustainable Future

Nurturing today for a greener, better tomorrow.



#### Care & Commitment

We care for every leaf and are committed to their well-being and happiness.

“ Many leaves. One tree. One vision. ”

Building communities. Growing together.





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# THE SUPPORTING BASE TRUST & FOUNDATION

PRESENTATION

07

The supporting base cradling the tree symbolizes the foundation of trust, care and responsibility that hold everything we build.



## PROTECTION

The base represents a protective embrace, symbolizing our commitment to safeguard the dreams and trust of our customers.



## STRONG FOUNDATION

It signifies a solid foundation built on integrity, transparency and strong values.



## CARE & RESPONSIBILITY

Reflects our responsibility to nurture relationships, deliver on promises and create lasting value.



## STABILITY & RELIABILITY

A promise of stability, reliability and unwavering support at every step.



## WHAT IT MEANS



### Built on Trust

We earn trust through our actions and keep it through consistency.



### Solid Foundation

Every project is built on strong principles and meticulous planning.



### Customer Commitment

We are committed to care, quality and customer satisfaction.



### Long-lasting Value

Our foundation ensures that the value we create lasts for generations.

“ A strong foundation. A promise of trust. ”  
This is what supports every dream we build.



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# COLOR PHILOSOPHY

PRESENTATION

08

The Winsome logo uses a harmonious blend of colors that reflect our values, vision and commitment to creating meaningful impact.



## GREEN

The color of growth, harmony and renewal.



### Growth & Development

Represents progress, expansion and continuous improvement.



### Sustainability

Reflects our commitment to building a better and greener tomorrow.



### Harmony & Balance

Signifies balance, peace and a deep connection with nature.



### Trust & Reliability

Green creates a sense of trust, safety and long-term confidence.



## GOLD

The color of value, excellence and prosperity.



### Value & Quality

Represents premium quality, excellence and attention to detail.



### Success & Prosperity

Symbolizes achievement, wealth and a bright future.



### Excellence & Leadership

Reflects leadership, credibility and setting high standards.



### Timeless & Enduring

Gold adds a timeless quality that stands the test of time.



## WHITE SPACE

The power of clarity, simplicity and openness.



### Clarity & Simplicity

Represents transparency, open communication and clear vision.



### Purity & Integrity

Reflects honesty, ethical practices and a pure approach.



### Space to Grow

Provides room for ideas, innovation and limitless possibilities.



### Focus on What Matters

Keeps the attention on people, values and meaningful impact.

“ Green for growth. Gold for value. White for clarity. ”

Together, these colors build a brand that is trustworthy, timeless and forward-looking.





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# TYPOGRAPHY

## STRONG, ELEGANT & TIMELESS

Our typography reflects our personality – strong yet refined,  
modern yet timeless.

### TYPEFACES WE USE

Aa

#### HEADING FONT

### Cinzel Bold

A classic serif font that represents strength, heritage, trust and leadership.

Aa

#### SECONDARY FONT

### Lora Regular / SemiBold

A contemporary serif font that adds balance, readability and elegance.

Aa

#### BODY FONT

### Montserrat Regular

A clean and modern sans-serif font that ensures clarity, simplicity and professionalism.



### WHAT IT CONVEYS



#### Strong Identity

Our fonts reflect confidence, stability and credibility.



#### Timeless Appeal

A blend of classic and modern ensures we stay relevant today and in the future.



#### Clear Communication

Readable, clean typography helps us communicate our vision with clarity.



#### Professional & Approachable

Balanced typography makes our brand both trustworthy and reliable.

“ The right words. The right style.  
Together, they create a lasting impression. ”

# CLEAR SPACE & MINIMUM SIZE

Maintaining clear space and minimum size ensures our logo remains impactful, legible and respectful across all applications.

## CLEAR SPACE

To preserve the integrity and impact of our logo, always maintain a clear area around it.

X = Height of the human figure  
(from base to head)

- The clear space around the logo must be equal to or greater than X on all sides.
- No text, graphics or other elements should encroach into this space.
- This ensures the logo is always distinct, visible and easy to recognize.



## MINIMUM SIZE

To ensure legibility, the logo should never be reproduced below the minimum size.

### PRINT

Minimum width  
20 mm



### DIGITAL

Minimum width  
80 px



“ Give it space. Give it respect.  
Our logo deserves room to shine and be recognized. ”



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# BRAND ESSENCE

## BRAND ESSENCE

Winsome builds more than structures.  
It creates spaces where people grow,  
communities thrive, and trust forms the  
foundation of everything.

### THE LEAVES

People, families and  
homes growing  
together.



### THE GROWTH

Sustainable progress  
and a better future  
for all.



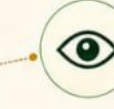
### THE FOUNDATION

Built on trust, integrity  
and strong values.



### THE VISION

Creating meaningful  
spaces that enrich  
lives.



### THE VALUES

Care, responsibility and  
commitment in  
everything we do.



### THE IMPACT

Stronger communities.  
Happier people.  
Lasting legacy.



“

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”