



FAIRVIEW
— ESTATES —

Brand Guidelines



CONTENT OUTLINE

BRAND GUIDELINES

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“

I have always dreamt of building a development where we could bring in productive agriculture and a lifestyle for people to enjoy. For people to experience the kind of childhood and upbringing that I had, with space and nature and trails and all the benefits I've experienced. How amazing if I could pass that on.

”

— **Nic Jordan, Founder Farmer**

ABOUT FAIRVIEW ESTATES

Fairview Estates, the original farm name, is the pinnacle of artisan living, a return to traditional farm living but within a secure, eco-conscious development located just outside of Ballito, in Kwa-Zulu Natal.

Its values are underpinned by the need to live with the freedom of space, while carefully balancing the delicate co-existence of the existing eco-system enabling its farmers to live in harmony with nature in an authentic and sustainable way of life.

The 480-hectare Fairview Estates offers wholesome, nature-based living on smallholdings from 2 hectares (20,000sqm).

Surrounded by a best in class security fence, 24-hour manned gatehouse and access control, it provides a safe environment for our community of farmers and their families to experience the freedom of living with boundless open spaces.

Fairview Estates centralised location also provides direct access to modern amenities including retail, healthcare, education and recreation meaning you can live the farming lifestyle and still have the convenience of being “in town”. Located a close 15 minute proximity to the King Shaka International airport.

OUR MESSAGE

At Fairview Estates we are striving for a more sustainable and minimalistic way of living.

LIVE SUSTAINABLY

- Sustainable farming guidelines
- Borehole supplied water scheme (off-grid)
- Eco conscious design principles and solar friendly
- Vegetable gardens are supported
- Diverse small scale farming supported
- Rainwater harvesting is incorporated

LIVE YOUR LEGACY

Living out these core values for the benefit of the future generations.

LIVE WITH FREEDOM

- Smallholdings with lots of space
- Borehole water supply and off the grid living
- Large pets
- Walking, riding, running and horse trails
- Broad architectural guidelines

LIVE AUTHENTICALLY

Our actions and words are congruent with our beliefs and values.
All 3 Founding Farmers and majority of the Dev team, have designed this estate for their own families to live on.
Estate trails are shared with the Holla Trails community
A transparent managed transition from the original farming operations to the new community of farmers.

ARTISAN LIVING

- Free range children – barefoot playing in the earth
- Chicken coops and egg layers
- Vegetable gardens and fruit orchards
- Hobby farming
- Internal Farm Stall (trade exchange)
- Living off your land
- Large gardens for green fingers
- Artisan production of cheese. oils, breads and jams

VISION, MISSION, CORE VALUES

OUR VISION


Fairview Estates: To return to traditional, farm living for a more sustainable, nature-infused lifestyle.

OUR MISSION


To create and uphold a community and environment for families to experience the freedom of wholesome farm living with space, excellent security and in harmony with nature.

OUR CORE VALUES

- Living our legacy
- Living authentically: Our actions and words are congruent with our beliefs and values
- Living with freedom and space
- Living sustainably and co-existing with the existing eco-system
- Living an artisanal life and returning to our roots
- In profound respect for our environment




FAIRVIEW
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Icon


COLOUR PALETTE

R64 G86 B63
C71 M45 Y76 K38
HEX: 40563f




Foliage

R12 G123 B659
C77 M56 Y73 K67
HEX: 1e2e24




Valley

R145 G169 B137
C46 M22 Y53 K1
HEX: 91a989



Moss

R186 G140 B74
C26 M44 Y82 K4
HEX: ba8c4a



Sunbeam

TYPOGRAPHY

Gilroy with texture

Headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gilroy

Body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARTISAN LIVING

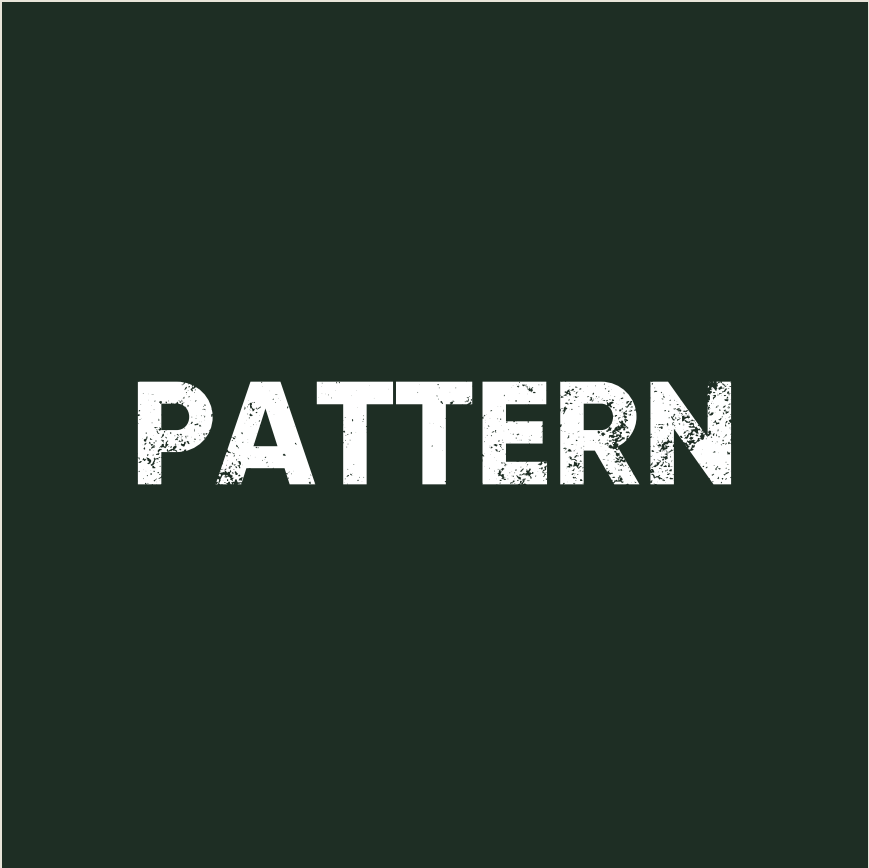
Tures dolecae voluptatur aliquatas audam
apicipsus acerspe ruptat quis vit ipitatque
sim rectem fugiam, corestia cum quate ab
int occatenis voluptas undae sed quo etur
sundam quatem qui doluptaepedi.



PATTERN GUIDELINES

TEXTURES, PATTERNS, AND COMBINATIONS

FOR DIGITAL AND PRINT



[CLICK HERE TO DOWNLOAD PATTERN](#)

FAIRVIEW ESTATES LOGO	LOGO AND ICONS	
	MAIN LOGO	ICON 1



[CLICK HERE TO DOWNLOAD LOGO](#)

[CLICK HERE TO DOWNLOAD ICON](#)

WORDS

- Legacy

Artisan (living)

Farm

Authentic

Wholesome

Freedom

Community

Sustainable

Harmony

Nature

Security

Hobby

History

Respect

Farm Living

Home grown

Free-range children

Agricultural

Live off the land
- Farm to fork

Eco-conscious

Small scale farming

Macadamia Co-op

Eco-system

Mindful

Neighbourly living

Community of farmers

Hobby farming

Boundless open spaces

Wholesome farming lifestyle

Best in class security

Organic produce

Traditional farm upbringing

Small holdings

Unspoilt farmland

Active lifestyle

Off-grid

Nature-infused lifestyle

Sustainable farming practices

SOCIAL MEDIA	ACCOUNTS	HASHTAGS
	FACEBOOK: <u>@FairviewEstatesBallito</u>	#Artisanliving #livethelifeofyourdreams
	INSTAGRAM <u>@fairviewestatesballito</u>	

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