



ALLARA

BRAND
GUIDELINES
2025





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01

INTRO & MOODBOARD

This section outlines the brand's essence and sets the visual tone through a curated moodboard, providing a clear foundation for all design decisions.



INTRODUCTION

The following document has been designed as a guideline for Allara Group's visual and branding identity. It is essential for all persons involved to follow these brand guides strictly to maintain consistency.

The Allara Group logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods. The relationship between the monogram logo and logotype must not be altered in any way.

If you need any advice or help to clarify the branding guidelines, please contact White Key Marketing at 1300 577 419.





At Allara, we craft homes that blend timeless design with uncompromising quality. Specialising in high-end residential construction, we work closely with clients who value craftsmanship, attention to detail, and a trusted partnership.

With a reputation built on reliability and respect, Allara transforms your vision into a home that stands the test of time.





MOODBOARD

EXPERTISE	PRECISION
CRAFTSMANSHIP	AUTHENTIC
REFINEMENT	PARTNERSHIP
RELIABLE	SOPHISTICATION
TRUSTWORTHY	VISION
INTEGRITY	ELEGANCE



02 LOGOS

An outline for your logo to inform your audience on how to use your logo correctly and why.



PRIMARY LOGO

Allara's logo is a refined balance of elegance and simplicity. Its minimalist design and unique letterforms reflect the brand's focus on timeless quality, sophistication, and understated distinction.



LOGO APPLICATION

The Allara logo works on a range of coloured backgrounds. Black and white variations are available. The icon may be used on its own, but the typography should always be paired with the icon.



LOGO MISUSE

It is important that the appearance of the logo remains consistent. the logo should not be misinterpreted, modified, or added to.

No attempt should be made to alter the logo in any way. It's orientation, colour and composition should remain as indicated in this document.

X NO



X NO



X NO



X NO

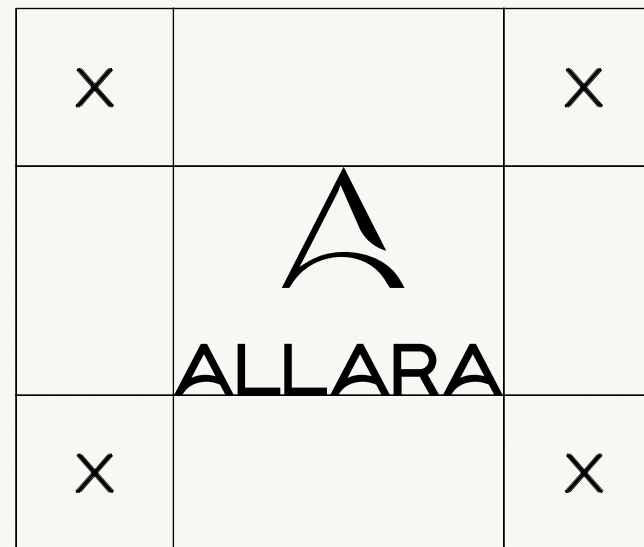


LOGO PRINCIPLES

Clearspace around the logo allows for it to stand apart from other images, text and page edges. This enhances legibility and balance. Always surround logo with clearspace, as shown in the diagram.

Do not place any other elements within the clearspace zone specified.

Clearspace



Minimum Size



03 COLOURS

An outline for your colour palette, which was specifically designed to reflect your brand's personality and identity.



LIGHT BEIGE
CMYK 4 5 10 0
#f2ede1

HONEYCOMB
CMYK 2 29 87 0
#f7b93d

DEEP BROWN
CMYK 48 68 75 55
#503629

BLACK
CMYK 0 0 0 100
#000000



04 TYPOGRAPHY

An outline for your typography kit, showcasing how to use the fonts chosen and informing your audience on why they were chosen.



BRAND FONTS

Typography serves many purposes in design. Not only does it promote legibility, it also helps communicate the messaging, tone and sentiment of a brand.

The typography chosen for Allara is a combination of 2 primary fonts. Ouma Devanagari was chosen for headings as it utilises unique shapes that are complimentary to the original aesthetic.

Area was chosen because it is a legible and simple font that is reflective of the brand's overall quality and image.

It is important to follow the guide for typographic hierarchy to ensure consistency within the branding.



Aa

OUMA DEVANAGARI

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Aa

Area Normal

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

HEADINGS

Ouma Devanagari
Medium
Upper Case
Tracking: Metrics 0

BODY COPY

Area Normal
Regular
Sentence Case
Tracking: Metrics 0

SUBHEADINGS

Ouma Devanagari
Medium
Upper Case
Tracking: Metrics 0

CALL TO ACTION

Area Normal
Regular
Sentence Case
Tracking: Metrics 0

Headings

ALLARA

CRAFTING HOMES OF DISTINCTION.

Body Copy

Accum reptatiam voluptat doloreribea vendi congedis
aut ut plictemquam conged quiat pliquist enimagn
im. Officid ma simporeiur? Cillaut aut estionseque
volupta quas expereptates essi offic temporibus, ut
qui dis repratiusam sit acepers.

Subheadings

CONTACT US

CTA

allara.com.au

05

BRAND ELEMENTS

Secondary design elements that are used to help make up and strengthen a brand's identity.



GRAPHIC DEVICE

The graphic device is the brand icon, it had been designed to complement the brand and further extend it's visual language. This can be used on both flat and textured backgrounds.

The graphic device is intended to be used for marketing mediums such as; website, business cards, web banners, uniform and any major marketing collateral where required.



GRAPHIC DEVICE

A secondary graphic device has been utilised to further incorporate Allara's signature yellow. A yellow circle is employed as a motif in headings to add colour and softness.

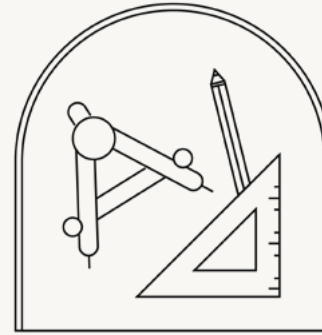
The graphic device is intended to be used for marketing mediums such as; website, business cards, web banners, uniform and any major marketing collateral where required.



CRAFTING HOMES
OF DISTINCTION

ICONOGRAPHY

Icons used in Allara's branding should be kept minimal and clean to reflect the brand's approachable and professional tone. Simple linework, clear shapes, and balanced spacing help maintain a cohesive look that complements the overall visual identity—modern and clean.



06

BRAND APPLICATIONS

A representation of how the brand may look on different mediums of marketing collateral.



ALLARA
BRAND GUIDELINES



ALLARA

CRAFTING HOMES
OF DISTINCTION



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unfu.designagency.xz

Mark Flexier
Blackwell Street
Alaska

14 September 2020
Stationery & Branding Mockup

Dear Human,

Cras venenatis, ex ut rhoncus semper, velit dolor finibus dui, eget volutpat elit dui nec lectus. Suspendisse facilisis lacus ligula, et viverra lectus laoreet vel. Morbi ullamcorper urna semper, accumsan nulla eu, iaculis lacus. Nunc iaculis arcu a scelerisque luctus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam ut tempor dolor, id varius ante. Sed interdum sit amet nulla venenatis suscipit. Nunc tellus ipsum, fermentum quis interdum non, posuere imperdiet nibh. Vivamus auctor faucibus et dui ut laoreet. Aliquam scelerisque lectus metus, nec auctor interdum odio volutpat eget. Nullam a arcu ac ex volutpat tempus. Phasellus at pharetra tortor, eu convallis mauris.

Vestibulum dictum volutpat magna non ultricies. Praesent metus ligula ex, ac venenatis felis tincidunt id. Sed aliquet sed odio in tristique. Sed sed ullamcorper velit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Mauris bibendum in felis zero egestas faucibus. Curabitur sollicitudin varius lorem id semper.

Regards,

Mark Flexier



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Alaska

14 September 2020
Stationery & Branding Mockup

Dear Human,



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CRAFTING
HOMES OF
DISTINCTION



 CRAFTING HOMES
OF DISTINCTION

This brand guideline was prepared by White Key Marketing. Should you have any queries regarding this guide, contact us at 1300 577 419 or team@whitekeymarketing.com.au

