



SHEETH

BRAND GUIDELINES

VERSION 3.0 | 2020

TABLE OF CONTENTS

KEY DISCUSSION POINTS

- About SHEETH
- Brand Story
- Logo Guidelines
- Typography Guidelines
- Photography Guidelines



ABOUT SHEETH

OUR MISSION

To be a well-recognised and sought-after Tier-3 builder in Sydney.

OUR PURPOSE

To safeguard our client's asset and make building a fulfilling experience.

BRAND POSITIONING

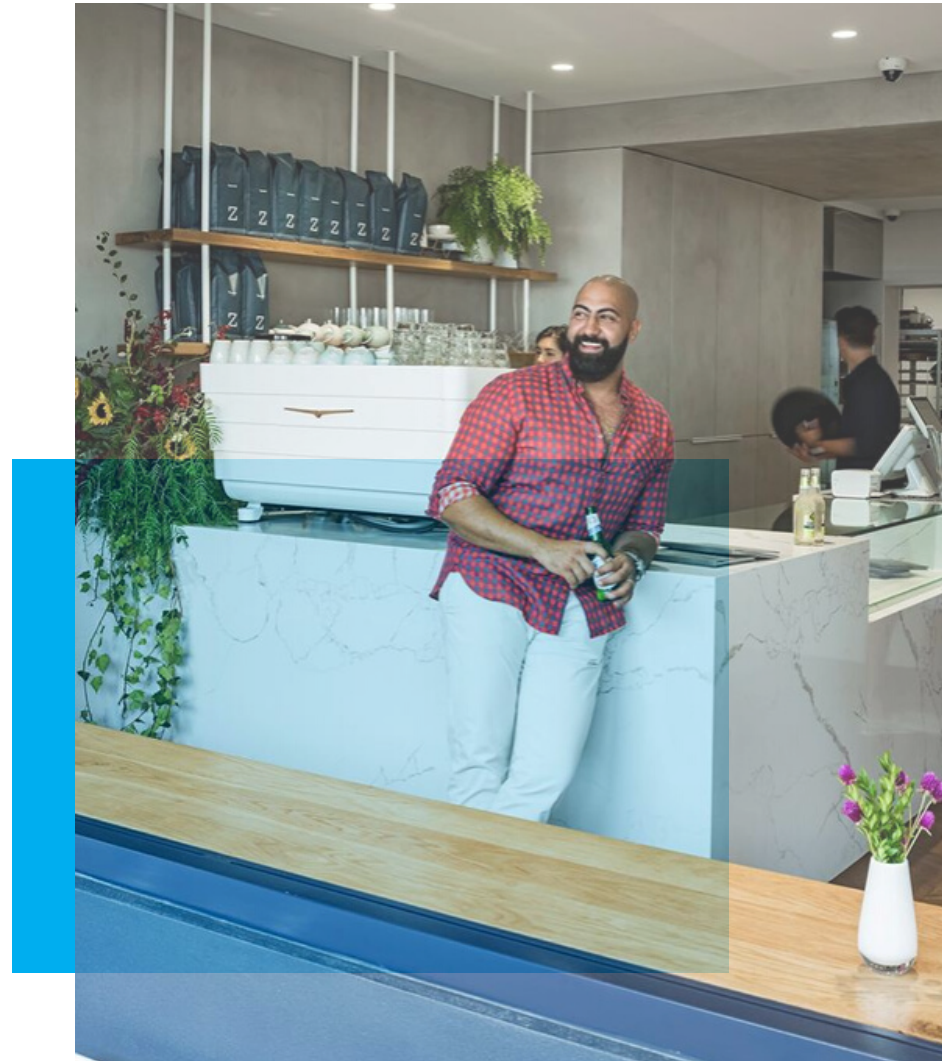
High-quality products and services and timely results at competitive rates.

BRAND PERSONALITY

Reliable - hardworking and secure
Successful - leader and confident
Intellegent - professional and corporate

TARGET MARKET

Aged Care, Interiors, Residential.
See Marketing plan for details.



CORE VALUES



INTEGRITY

Trustworthy; respected; doing what's right.



PASSION

Perseverance; pushing our boundaries; driven for perfection.



PURPOSE

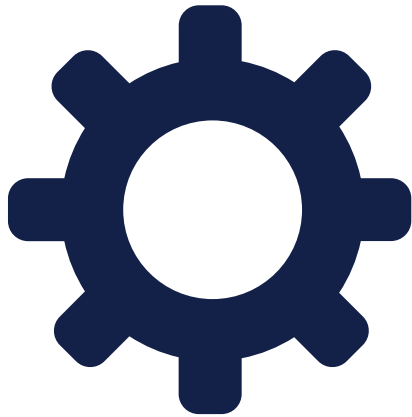
Personal growth and acknowledgement; ambition to achieve and make a difference; reason for being.



DESIGN TOOLKIT

VISUAL ELEMENTS





INTRODUCTION

We need to have the same story, and the same look in everything we produce. SHEETH is a construction company that has a goal to become a well-recognised and sought-after Tier-3 builder in Sydney and we hope to extend that ideal into all of our marketing materials.

This document includes a set of elements that should be used across our brand. With consistent usage, this look will help SHEETH become recognisable at a glance, and unified in our appearance across Australia. These include specific colours, photo treatments, logo usage and more.

BRAND VOICE

BRAND VOICE

SHEETH's tone of voice reflects our brand personality, help us connect with our audience and makes us different from our competitors. How we communicate, should always reflect SHEETH's Core values and Brand personality. The voice can be high-level inspiring or grounded in specifics, but always write/speak like a person inspiring another person, and never sound like you have a big EGO.

The content of our message can adapt to different audiences and objectives but the voice should be consistent.

TIPS

- Aim to inspire, not just impress.
- Keep in mind who your text is targeting.
- In long copy, use quotes from testimonials.
- In social media and newsletter, consider "clickbait" headlines to engage our target in these channels.
- SHEETH should ALWAYS be written in capital letters.



LOGO



DO

- Depending on the medium, message, and audience, always include either the SHEETH logo or the tagline logo.
- There should always be 1/2 the height of white space around the logo to provide breathing room around it.



DON'T

- Never place the logo on a busy background.
- Don't squish, rotate, or add any embellishments to the logo.
- Don't compress the logo vertically when you resize it, make sure to maintain the aspect ratio.
- Don't compress the logo horizontally, keep the proper proportions.





LIGHT BACKGROUND

The Navy blue logo should be used on light backgrounds and as the default.



DARK BACKGROUND

The White logo should be used on a dark backgrounds if necessary to provide contrast with the background.

LOGO USAGE

SIZE GUIDE

The logos width should be 17% of the longest edge, for example the width of the logo on an a4 page would be 17% of 297 mm = 50mm (logo size have been rounded off)

MERCHANDISE

- When designing merchandise, such as marketing collateral and promotional items, SHEETH's logo should always be clearly visible.
- Tagline logo should be used at all times when the audience might not know who SHEETH are.



RECOMMENDED SIZE GUIDE

PAPER SIZE	LOGO SIZE
A5	36mm
A4	50mm
A3	71mm
A2	101mm
A1	143mm
A0	202mm

COLOUR PALETTE

BRAND COLOURS

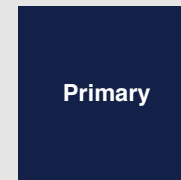
Our brand consist of 1 primary colour; Navy Blue and 1 accent colour; Light Blue. The colour Navy Blue stands for trust, professionalism, security, and confidence which make a great combination for SHEETH's primary colour. The Light Blue colour adds freshness, modernness and a forward-looking touch.

Black can be used in different tints, 80%, 50%, 20% and 10% for backgrounds or to add a typographic detail, in heavy formats such as brochures or websites.

The tinted colours may be used in brochures or in print to add an extra layer where typography is concerned (or for backgrounds).

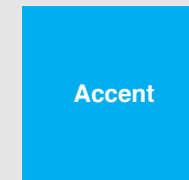
NAVY BLUE

RGB 19 32 72
HEX 132048
CMYK 74 56 0 72



LIGHT BLUE

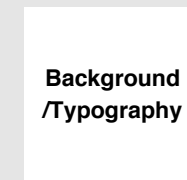
RGB 0 174 239
HEX 00AEEF
CMYK 100 27 0 6



35%
RGB 166 227 249
HEX A6E3F9

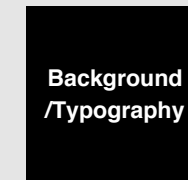
WHITE

RGB 255 255 255
HEX FFFFFFFF
CMYK 0 0 0 0



BLACK

RGB 0 0 0
HEX 000000
CMYK 00 0 100



80%
RGB 50 50 50
HEX 323232
CMYK 0 0 0 80

50%
RGB 127 127 127
HEX 7F7F7F
CMYK 0 0 0 50

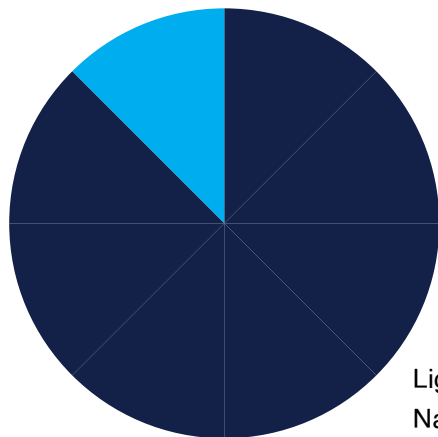
20%
RGB 191 191 191
HEX BFBFBF
CMYK 0 0 0 20

10%
RGB 229 229 229
HEX E5E5E5
CMYK 0 0 0 10

COLOUR USAGE

PROPORTION

The circle graph below is an approximate colour proportion scale and demonstrates how much the colours should be used. Please note this rule can not always be applied e.g. when only text is being used on a dark background. This rule should always apply to graphic illustrations and elements added to the design.



Light blue: 1/8 (12.5%)
Navy blue: 7/8 (87.5%)

BRAND AWARENESS

By using the same colours in all SHEETH's marketing, we strengthen our brand's association with those colours, and by extension strengthen brand awareness as a whole.



TYPOGRAPHY RULES

WHY

Our typeface is part of how we tell our story. The font we have selected embodies the character and spirit of SHEETH.





TYPOGRAPHY

PRIMARY FONT

HELVETICA

Helvetica is a typeface that's approachable yet professional.

HELVETICA BLACK

Helvetica Black

HELVETICA BOLD

Helvetica Bold

HELVETICA REGULAR

HELVETICA REGULAR

ALTERNATE FONT

ARIAL

When Helvetica is unavailable use Arial

Arial BLACK

Arial Black

ARIAL BOLD

Arial Bold

ARIAL REGULAR

ARIAL REGULAR

TYPOGRAPHY

HIERARCHY FOR GENERAL USE

HEADLINES

- Uppercase in Navy Blue or White.
- Font: Helvetica Black.
- Size: Whatever looks good, big and bold. Rule of thumb: 3 X Title one sub heads PT.
- Line spacing: same width of the stem of the letter N.
- SHEETH should appear in light blue, if it doesn't appear choose a key word to highlight (if appropriate).

TIER ONE SUB HEADS

- Uppercase, in Light Blue.
- Font: Helvetica Black.
- Size: 5 points larger than body copy when possible.
- Line spacing always set 1:1 ratio e.g. 16pt size set to 16pt line spacing.

TIER TWO SUB HEADS

- Uppercase in 100% Black
- Font: Helvetica Bold.
- Size: 1.5 pt larger than body copy where possible.
- Line spacing: 3 points higher than the font size e.g. 11pt size set to 14pt line spacing.

Note: Title two sub heads are preferred if only using one sub head.

CALL OUTS

- Sections to draw attention to, e.g. quotes or important info from body copy.
- Sentence-case in 100% Black.
- Font: Heuristica Regular.
- Size: 1.5 points larger than body copy.
- Line spacing: 3 points higher than the font size.

INTRO PARAGRAPH

- Sentence-case in 100% black.
- Font: Helvetica Regular.
- Size and line spacing same as the body copy.

BODY

- Sentence-case in 80 % Black.
- No lower than 8.5 pt.
- Line spacing: 3 points higher than the font size.

TYPOGRAPHY

HIERARCHY FOR GENERAL USE - EXAMPLE

Z THE SHEETH DIFFERENCE

**TIRE ONE SUB HEADS ARE SET IN
HELVETICA BLACK, UPPERCASE, 5
PT LARGER THAN BODY COPY AND
LIGHT BLUE.**

Call outs are set in Helvetica Regular sentence case, 1.5pt larger than body copy.

**TIER TWO SUB HEADS ARE SET IN HELVETICA
BOLD UPPERCASE, 1.5 PT LARGER THAN
BODY COPY.**

Intro paragraph copy is set in Helvetica regular sentence case, same size as body copy.

Body copy is set in Helvetica regular sentence case, no lower than 8.5pt and 80% Black. **CTA (inline) in Helvetica Bold 80% Black.**

CTA (separate) in Helvetica Bold, same size as the body copy in Light Blue.

Please note: mentioned colours are just guidelines and will depend on background colour.



TYPOGRAPHY

HIERARCHY FOR ADVERTISING

HEADLINES

- Uppercase in Navy Blue or White.
- Font: Helvetica Black.
- Size: when possible 2.5 times larger than Title One Sub Heads.
- Line spacing: same width of the stem of the letter N.
- SHEETH should appear in light blue, if it doesn't appear choose a key word to highlight (if appropriate).

CTA AND URLS

- Uppercase and 1.5 points larger than body copy.
- Helvetica Black
- 100% Black or Light Blue

If no body copy appears on the advert, the CTA pt size should be around 25% of the header size.

CTA's should preferably appear on one line, but if not possible CTA's line spacing should be set 1:1 ratio e.g. 16pt size set to 16pt line spacing.

BODY

- Helvetica regular
- Sentence-case in 80 % Black.
- No lower than 8.5 pt.
- Line spacing: 3 points higher than the font size.

EXAMPLE

**HEADLINES
ARE SET IN
HELV BLACK**

Body copy is set in Helvetica regular sentence case, no lower than 8.5pt and 60% Navy Blue. Lorem ipsum dolor sit amet, id his augue dolore invenire. Est ex omnis iuvaret meliore, no his scaevola urbanitas instructor. Expetendis cu eam, ad labores platonem delicata cum. Error quando noluisse mea ea, dolorum eloquentiam vis an.

**THE CALL TO ACTION IN HELVETICA BLACK,
UPPERCASE. ALWAYS SET A 1:1 RATIO E.G.
11PT SIZE SET TO 11PT LINE SPACE.**

TYPOGRAPHY

COLOUR USAGE

ADVERTISING & PUBLICATIONS

Depending on the background image, headlines are set in either Navy Blue or in White. SHEETH should always be in Light Blue colour.

Please note the Light blue 1/8 and Navy Blue 7/8 "colour rule" does not apply to dark backgrounds when only using text (since dark backgrounds require white text).



MAGAZINE - PORTRAIT

Contact details should always be displayed centred at the bottom, 2pt larger than the CTA in Helvetica Bold.



MAGAZINE - LANDSCAPE

Body copy can either be placed beneath the headline ensuring it does not exceed the width of the headline.

Contact details should always be displayed centred at the bottom, 2pt larger than the CTA in Helvetica Bold.

Note: These are just examples. Each image and ad needs to be treated differently, depending on its composition.



PRINT ADVERTISING

LARGE SCALE OUTDOOR

In large scale outdoor advertising we apply the same rules as mentioned previously, however a few exceptions/variations are made to ensure legibility.

The border is still 5% of the height (shortest edge) of the artwork.

BODY

Longer copy should be avoided in out of home placements to ensure legibility from distance. Short subheads and CTAs only.

SUB HEADS, CTAS & URLS

Sub heads, CTAs and URLs are set in Helvetica Black, always in uppercase.

Their pt size should be around 25% of the header size, where possible.

They are differentiated by colour - sub head and CTAs in the same colour as headline and URLs in Light blue or in white depending on the background..



Where possible they are placed in the bottom left, align to the logo and maintain clear space requirements around the page border.

The preferred method is to have CTA's on one line but in some cases the CTA's can be stacked. CTA's leading is set to the same size as the font size.

DIGITAL ADVERTISING

LEADERBOARD

With a Leaderboard, we alter the border slightly to achieve a more balanced overall aesthetic.

The border is 10% of the height of the artwork.

The logo fills up the available space with copy set to the same height. Copy can be over one to three lines depending on length but consistent treatment should be used across the whole banner. Font size now lower than 8px.

The final frame is always in Navy Blue, with white text and with the Navy blue tagline logo.

Dimensions: 728x90px



DIGITAL ADVERTISING

MREC (MEDIUM RECTANGLE)

With an Mrec the same rules apply as they do in print, with the border set to 5% of the width of the artwork.

The final frame is always the SHEETH tagline logo.

An MREC ad appears within in-app content.

Dimensions: 300x250px



DIGITAL ADVERTISING

SKYSCRAPER

With a Skyscraper, we alter the border rule slightly to achieve a more balanced overall aesthetic.

The border is 10% of the height of the artwork.

In order to keep copy large and legible, only run brand messages in Skyscrapers or keeping messages short sharp sentences with words 5 characters or less.

The final frame is always in Navy Blue, with white text and white tagline logo.

Dimensions: 120x600px



DIGITAL ADVERTISING

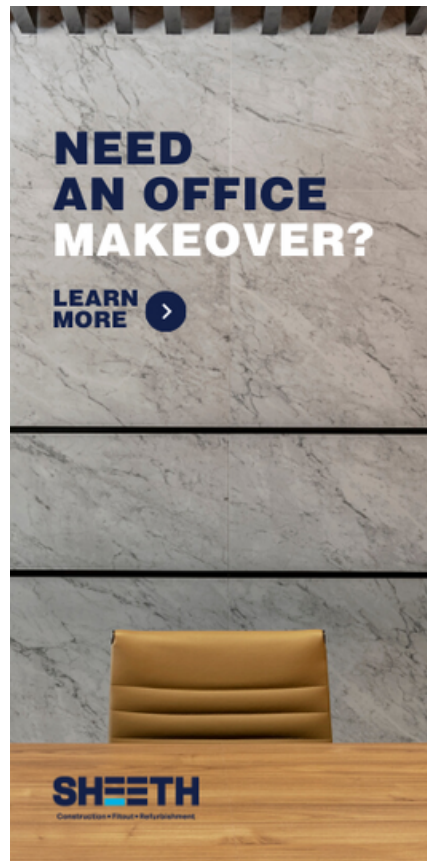
HALFPAGE

With a Halfpage, we alter the border rule slightly to achieve a more balanced overall aesthetic.

The border is 10% of the width of the artwork.

The final frame is always in Navy Blue, with white text and with the Navy blue tagline logo.

Dimensions: 300x600px



DIGITAL ADVERTISING

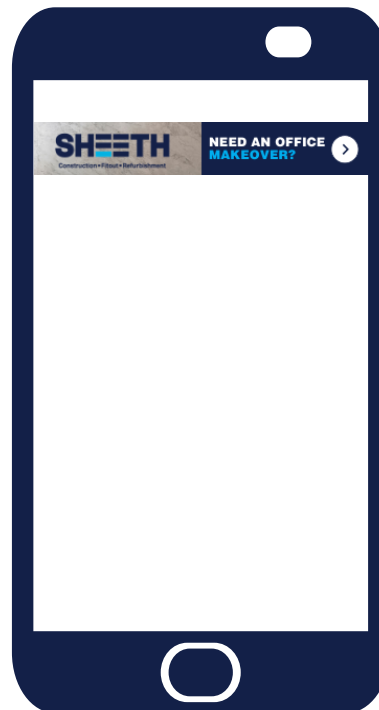
MOBILE LEADERBOARD

Digital mobile ads have the least amount of space of space, and as such, text and imagery should be kept to a minimum.

Copy can be over one or two lines depending on length, however copy should remain short and sharp.

The final frame is always in Navy Blue, with white text and with the Navy blue tagline logo.

Dimensions: 320x50px.

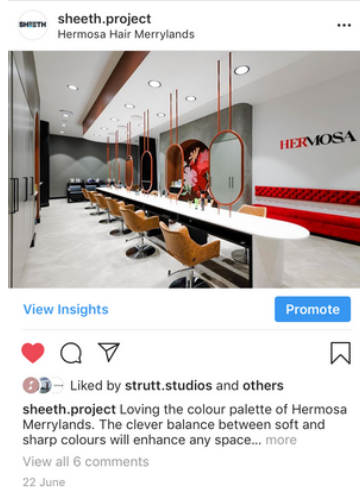


DIGITAL ADVERTISING

SOCIAL MEDIA POSTS

INSTAGRAM

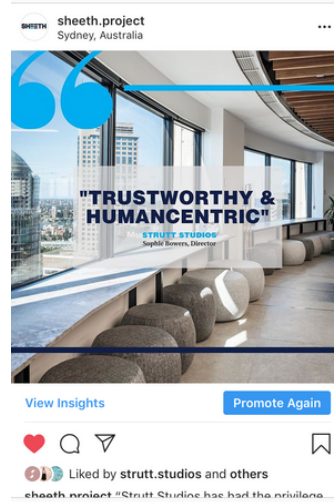
When communication on Instagram, use brand imagery. The imagery should fill the frame and select a crop that best enhance the story with the image.



CONTENT

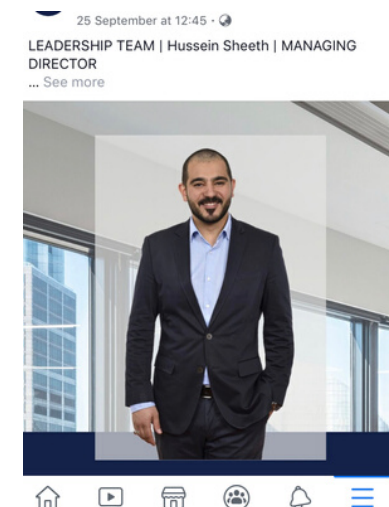
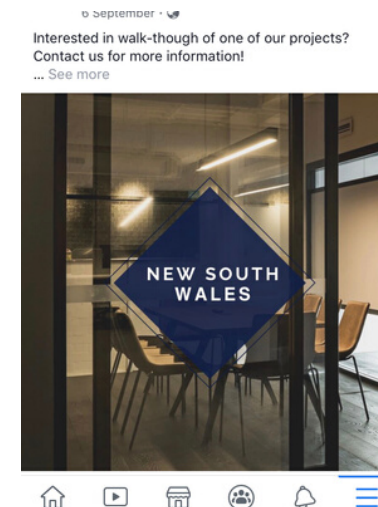
Content should deliver value in one of three ways:

1. Information
2. Inspiration
3. Entertainment



FACEBOOK

Choose brand imagery that best communicates the story we want to tell. Keep in mind the points made around selecting brand imagery stated in this Brand Guide. For FB imagery, ensure the photography is cropped in a way that frames it best.



DIGITAL ADVERTISING

SOCIAL MEDIA STORIES

INSTAGRAM & FACEBOOK

- Share our personality!
- Be consistent.
- Use brand colours and correct fonts.
- Keep the colour proportion rule in mind.
- See Marketing plan for complete content strategy.

CANVA

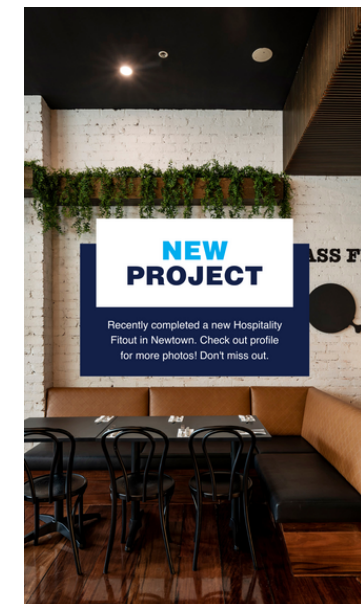
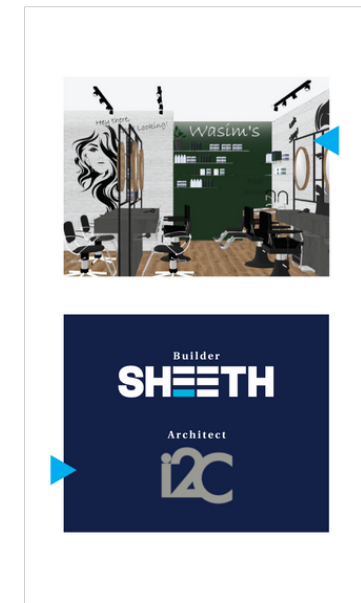
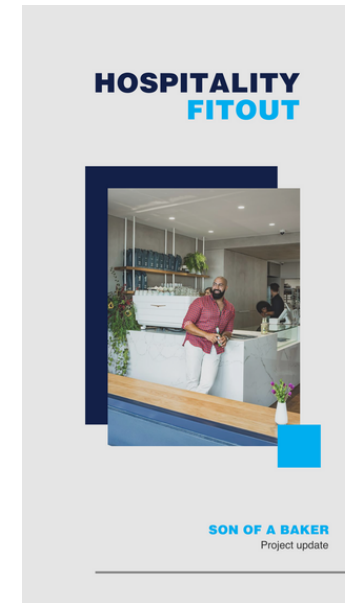
- Use Canva templates for consistency.
- If templates not available use font Strong with Navy Blue background direct in IG app.
- Use capital letters for headings.

DIRECT IN APP

- If templates unavailable use font Strong with Navy Blue background (if needed) direct in IG app.
- Use capital letters for headings.
- Keep it simple and nice.

FONT SIZE

- Heading: Helvetica Black, 65pt , Letter 0, Line height 1.
- Sub-head: Helvetica Black, 30pt , Letter 0, Line height 1.
- Body: Helvetica Regular, 25pt , Letter 0, Line height 1.5.
- Call outs: Heuristica Bold, 25pt , Letter 0, Line height 1.5.



BRAND PHOTOGRAPHY

Through imagery, SHEETH has the power to express their values and personality. Images evoke emotions that can be difficult to share by just using words.



SHEETH IMAGERY

PHOTOGRAPHY GUIDE

BRAND

When selecting imagery, ensure it is enhancing the narrative in the body copy in a beautiful way. Consider the following when selecting imagery:

- Imagery that intrigues and entices the viewer.
- Have a graphic composition.
- Enable typography to sit in a way that doesn't fight with the imagery.
- Includes a living element (if possible).

ON SITE

When photographing on and around site consider the following:

- Natural observational moments between builders, clients, architects etc.
- Interesting crops with good use of space
- Capturing the environment or landscape.

COLOUR PALETTE

Photos shouldn't look extremely edited. Avoid over saturated colour and high contrast. Project images should look sharp, luxurious, fresh and bright (natural light preferable.) Adjust colour setting depending on project and target market (e.g. restaurant fitout = warm, inviting and elegant or interior fitout = bright, airy, welcoming and luxurious.) Think through what the project should represent and try capture that feeling in the photo.



SHEETH IMAGERY

PHOTOGRAPHY GUIDE

When undertaking a shoot there are a few simple guidelines to follow to ensure our imagery remains consistent and further build our brand.

PEOPLE

People shouldn't feel overly posed or cheesy. Aim for observational shots where people in the photo are engaged with one other, and others where single people are engaging the camera. Avoid clichéd shots of builders holding in tools and smiling. Capture something that feels natural.

COMPOSITION

Shots containing single people should be shot wide to ensure flexibility in layouts and cropping. The surroundings should be either out of focus or in their natural environment depending on what the photos will be used for.

SITE

Hunt around for interesting angles and points of view. Make sure the space looks safe and tidy. These shots can have people in it or not depending on whatever feels natural for each setting.

WARDROBE

Depends on the context. Wardrobe should represent how each person dresses every day, depending on position in the company and profession. Photos at project sites



SHEETH IMAGERY

PHOTOGRAPHY GUIDE

FEATURED POEPL

When photographing portraits always consider the following: Ensure the subject is making eye contact. Make sure the subject has a natural stance and looks comfortable within the image.

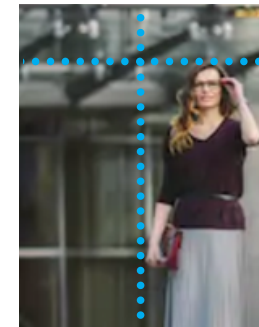
Select interesting environments that don't distract from the object. Enable typography to sit in a way that doesn't fight with the imagery. Ensure person is in context to their work. E.g. photographing in workspace environment.

LAYOUTS

When shooting portraits, ensure that the subject is framed in a way that leaves amicable space for headlines and typography without intruding on the portrait. A basic formula would be to ensure the following:

PORTRAIT

The right 1/2 of the image is subject, the left half is a soft focus background, allowing for overlay of typography. When creating portrait layouts consideration must also be given to allow approximately 1/4 breathing space of the subject.



LANDSCAPE

1/2 the image is subject, half the image is soft focus background allowing for overlay of typography.

DON'T

When photographing portraits never:

- Have subject force a pose.
- Have disingenuous expressions or look awkward.
- Take the whole frame so that there is no place to layout typography.
- Have the person in the photographed in overly bright colours or clothing marked with large logos/graphics.
- Photoshop the subject onto a background in a way that feels fake.

ICONOGRAPHY

RECOMMENDED USAGE

DO

Ensure all icons are the similar stroke weight.
When scaling, adjust the stroke weight proportionately.
Stroke colour should be either white or Navy Blue
depending on the background colour.

DON'T

Use as an image, only as a complementary icon to
illustrate a point.



SOCIAL MEDIA ICONS

RECOMMENDED USAGE

DO

Ensure all icons are the same size.

When scaling, adjust the stroke weight proportionately.

Reverse colour to white when using icons on coloured or dark backgrounds.

Change colour to blue (light blue when using icons on a grey (16% Navy Blue) background).

DON'T

Use as major feature in our designs, only as a complementary element.



INSTAGRAM



FACEBOOK



LINKEDIN