



H & A HOMES

BUILDING DREAMS

H&A HOMES

BRAND GUIDELINE

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INTRODUCTION

The following document has been designed as a guideline for the H&A Homes visual and branding identity. It is essential for all persons involved to follow these brand guides strictly to maintain consistency.

The H&A Homes 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.

KEY WORDS

Sophisticated

Professional

Quality

Modern

Simplicity

Passionate

Premium

Classy

Contemporary

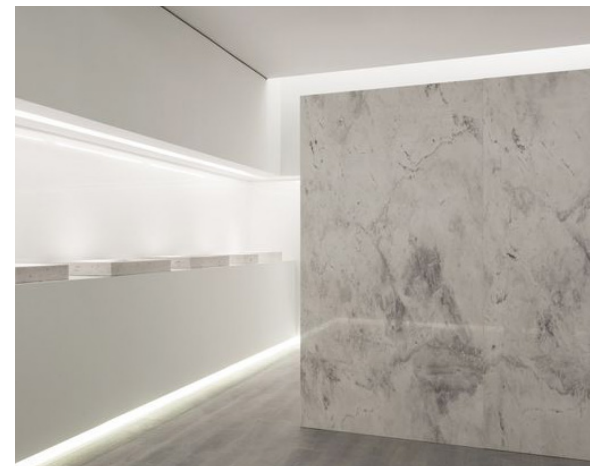
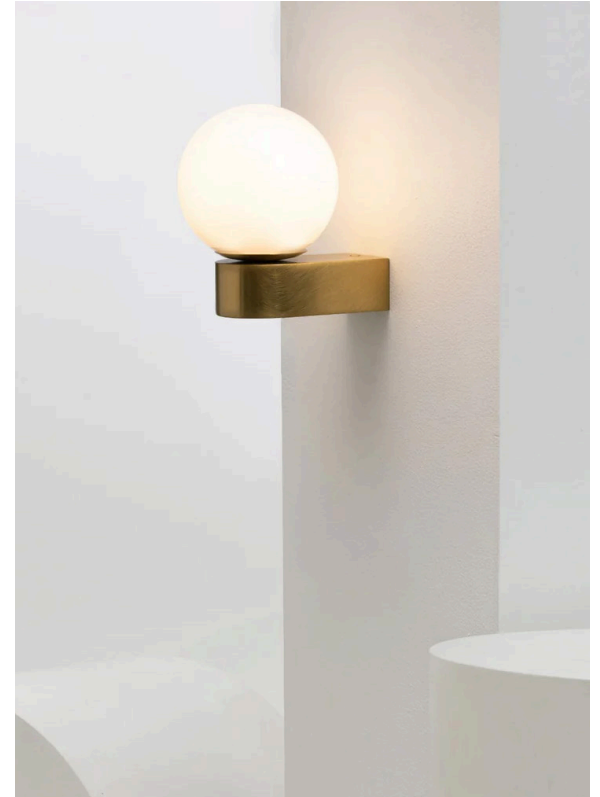
Eye-catching

High-end

Diligent

Meticulous

Refined



BRAND IDENTITY

A collection of valuable design assets that come together to inform your clients about who you are, what you do and what you stand for.



PRIMARY LOGO

A logomark designed to reflect the stylish, sophisticated and high-end work of H&A Homes. In a horizontal design, the brand mark is highly effective as a recognisable element, and the word mark compliments it with balance and simplicity. The logo may be used against a white or light background.



BRAND MARK

The brand mark was designed to look sophisticated and chic, yet still legible. It was created to be eye-catching, so that it has the ability to stand strong on its own. The brand mark is a very unique and recognisable element of the logo.



COLOUR VARIATION

As shown here, the logo has also been designed in an inverted colourway. This colour variation can be used against a black or dark background.



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



Print: 45 mm W
Digital: 128 px W



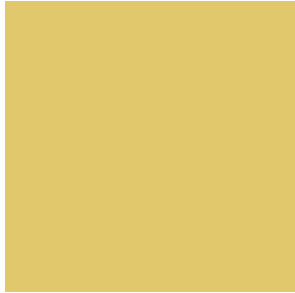
Print: 12 mm W
Digital: 34 px W

COLOUR PALETTE

Colours set the mood for brand expression. The colour palette was derived from the golden gradient used on the brand mark. It was important to keep the colour palette simple to not take away from the brand mark.

To achieve the highest impact with your colours, make sure to integrate this palette across all marketing outlets.

PRIMARY COLOURS



RGB 226 199 109
CMYK 6 14 66 6
#e2c76d

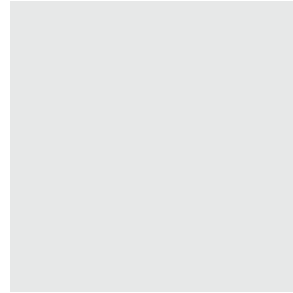


RGB 187 142 51
CMYK 20 39 92 11
#bb8e33



RGB 164 115 42
CMYK 31 53 100 13
#a4732a

SECONDARY COLOURS



RGB 230 231 232
CMYK 0 0 0 10
#e6e7e8



RGB 65 64 66
CMYK 0 0 0 90
#414042



RGB 0 0 0
CMYK 0 0 0 100
#000000

TYPOGRAPHY

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 the client uses two font families. It is important to follow the guide for typographic hierarchy to ensure consistency within the branding.

Nort Medium

Abcdefghijklmnopqrstuvwxyz

1234567890

Nort Extra Light

Abcdefghijklmnopqrstuvwxyz

1234567890

Nort Italic

Abcdefghijklmnopqrstuvwxyz

1234567890

BEBAS KAI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Headlines

Bebas Kai

Upper Case

Tracking: Metrics 0

Body Copy

Nort Extra Light

Sentence Case

Tracking: Metrics 0

Subheaders

Nort Medium

Upper Case

Tracking Metrics 0

Call to Action

Nort Extra Light

Sentence Case

Tracking: Metrics 0

Headlines

H&A HOMES

Body Copy

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

Subheaders

CONTACT US

CTA

handahomes.com.au

BRAND APPLICATION

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





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BUILDING DREAMS



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

