NORTHWEST
HOME BUILDER GROUP

Branding Guidelines

July 24, 2019

Your Brand Guidelines

The purpose of this document is to clarify design standards for **Northwest Home Builder Group.** Refer to this document for promotional purposes and events. All of the documents identified are available for use and source files are available for modification. Please refer to this document when questions arise regarding colors, typeface, layout and design.

Brand consistency is something that many people don't consciously notice unless it's not there; in which case, they come away with the impression that you don't pay attention to the details or a feeling that you are unprofessional. We take our brand seriously and it must be memorable to our current and future customers.

Family & Community First

NW Home Builder Group creates access to land for residential home development and construction by small construction companies with limited capital to purchase and acquire land. Unlike traditional land development companies who typically choose one builder to build an entire sub-division, NWHBG is creating opportunities for growth within the small residential construction company sector and creating design diversity within neighborhoods for much broader appeal to families of every size and age.

The builders who are qualified to participate in the group will align with the values of the NW Home Builder Group and have access to the builder, broker and developer relations, which is not currently available to new builders in Clark County. This approach significantly reduces the time to building completion which increases the overall cost efficiency.

Through extensive experience, transparency, and access to key resources, NWHBG members will have access to all the tools they need to grow their construction practice, reducing the normal barriers to success and ongoing growth.

Tagline

Transforming your custom home experience through land acquisition and builder selection.

Color Palette

Remember, black and white are of course part of our color palette as well.

It is permissable to adjust the opacity of these colors when they are over white, to achieve a muted variant when the situation calls for it.

Primary Colors
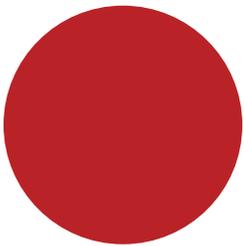
Reliable Red
CMYK: 19 99 98 10
HEX: b92226
RGB: 185 34 38
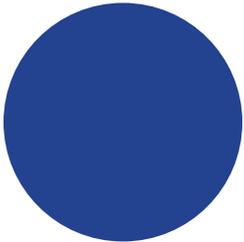
Commodore Blue
CMYK: 100 89 9 0
HEX: 233f90
RGB: 35 63 144
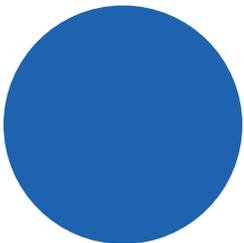
Trusty Blue
CMYK: 90 64 0 0
HEX: 1b62af
RGB: 27 98 175
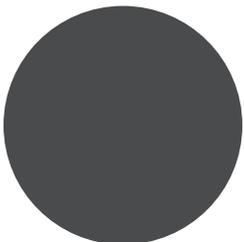
Galvanized Gray
CMYK: 67 59 57 38
HEX: 494a4b
RGB: 73 74 75

Accent Colors
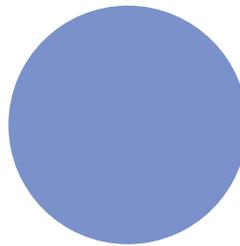
Skyline Blue
CMYK: 54 38 0 0
HEX: 7b91ca
RGB: 123 145 202
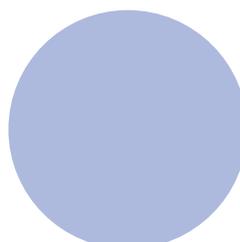
Steely Silver
CMYK: 31 21 1 0
HEX: aebade
RGB: 174 186 222

Logo Don'ts

Sometimes, it can be tempting to alter your logo to fit into a particular space, such as squeezing it into a small space or rearranging elements of the logo. Please refrain from altering the logo.

Here are some things we recommend you not do:

Do not stretch or squeeze your logo.

Do not change the size or position of the elements in the logo design.

Do not crowd your logo with text. Give the logo space to breathe.

Don't attempt to recreate the logo or to alter it, such as by adding drop shadows, beveling or other effects to it. Use the logo files as provided to ensure consistency across all branded materials.

Logo File Types And Usage

File Types

.eps
This file extension indicates that the file contains a vector image. A vector image is one created through mathematical formulas rather than memorization of color placement. This means that no matter how big or small you need the image to be, a computer will be able to use the geometry formulas stored in the eps file to create a perfect copy at the perfect size, without the blurriness or distortion that accompanies increasing the size on other file types.

This file type is your go-to when you need a large version of your logo. For example, if you wanted to print it on a billboard. .eps files cannot be used directly on the web, but they can be used to generate other file types for your logo in web-safe formats.

.png
This is the preferred file type for images that will be used on the web. Unlike some other web-safe file types, .png files can handle transparency. .pngs can also be used for print work if they are large enough.

You can scale a .png down, but trying to make a .png bigger will result in fuzzy edges and distortion.

.jpg
Another excellent file type for the web, especially when dealing with large images. .jpgs use a high rate of compression to make images download faster; however, this compression is applied each time the file is saved, so as you make changes the file will slowly degrade. Therefore, it is best to generate new .jpg sizes from a .eps file if available, rather than modifying an existing .jpg.

.jpgs cannot handle transparency, so if you need your logo to appear on something other than a white background, use a .png instead.

.pdf
This is the file type most commonly used to deliver documents to a printer. It cannot be used on the web.

Variants

Transparent
This means the logo has been saved without a white background included in the file. Use this variant when placing the logo on top of a colorful background or photo to avoid having an ugly white box around the logo.

Reverse-out
A version of the logo that has had the colors removed, and is pure white. Usually, it has a transparent background. If you wish to place the logo over a dark color, reverse-out is ideal.

Logo Variations

Logo versatility is important because as your business grows, your logo will be in more places. Each of these places will have their own requirements for how they will accept your logo (like different color, dimensions and file sizes). Here are the logo variations which maybe used.

NW Logo Horizontal

NW Logo Stacked

NW Logo HBG

NW Logo Horizontal Black

NW Logo Stacked Black

NW Logo HBG Black

NW Logo Horizontal White

NW Logo Stacked White

NW Logo HBG White

Icon Only Color

Icon Only Black

Icon Only White

Font Styles

NORTHWEST
HOME BUILDER GROUP

Headers and Subheaders:

Lora Serif Bold or *Wreath*

Lora is a well-balanced contemporary serif fonts with roots in calligraphy. It is a text typeface with moderate contrast well suited for body text. A paragraph set in Lora will make a memorable appearance because of its brushed curves in contrast with driving serifs. The overall typographic voice of Lora perfectly conveys the mood of a modern-day story or art essay. Technically Lora is optimised for screen appearance, and works equally well
in print.

Lora Bold   ***Lora Bold Italic***
Lora Regular   *Lora Italic*

Wreath is a script font which was drawn with a pointed brush. Its unique forms were created to dress up your materials, like event invitations, to create style and flair. Used sparingly for headlines, it dresses up any document and creates more visual interest than fonts that conform to standard conventions. This font was used for the Save the Date Flyer, The Save the Date Email and signage.

Wreath Bold

You are free to use whatever size best suits your purpose, but the default for body copy is 12pt in print and 16px on the web.

Body and Web Text:

Noto Sans Regular

Noto helps to make the web more beautiful across platforms for all languages. Currently, Noto covers over 30 scripts, and will cover all of Unicode in the future. This is the Sans Latin, Greek and Cyrillic family. It has Regular, Bold, Italic and Bold Italic styles. As a unicode font, it has been stretched to 16 bits to encompass the characters of all the world's living languages. In a properly engineered design, 16 bits per character are more than sufficient for this purpose. Noto fonts are intended to be visually harmonious across multiple languages, with compatible heights and stroke thicknesses.

Noto Sans Bold
Noto Sans Bold Italic
Noto Sans Regular
Noto Sans Italic

Typeface pairings are important. When writing copy for publication or promotion, be sure to stick with these typefaces for brand consistency.

Text Treatment and Usage

NWHBG chose **Initial Caps Style** to create energy and excitement in our promotion materials.

Project Header and Event Invitation

- Wreath Bold, First initial cap "Fall in love with"

Project Name

- Lora Serif Bold, All Caps: "FOOTHILL ESTATES"

We must build the confidence and trust of the consumer so they are willing to take action. We have been in the market since 2009. Our brand look and feel needs to reflect our expertise, knowledge and experience.

Grammatical Conventions And Neologisms

When two spellings, punctuations or grammatical conventions are correct in the English language, it's important for a company to make a clear decision about which choice they have made, and then use it consistently across all their pieces. Even if both ways are technically correct, using two different versions together makes it look like one is wrong and mistakes are being made. This is that extra professional polish that helps to set you apart as a pro!

- "Username" will be spelled as one word, rather than "user name".
- "Login" will be spelled as one word, rather than "log in".

Aesthetic Spectrum Placement

It's impossible to be everything to every one; any choice made means other paths not taken. That's no problem, so long as we have a clear understanding of how we want to present the brand and why. Here's where NWHBG falls on several important spectrums:

Professional |————●————|————————| Casual

This is what people expect when building and the value of building. They expect professional service. The end user is seeking that professional touches and that construction is done with a high level of integrity.

High Tech |————————●————|————————| Traditional

Because people in real estate want something that is high tech from a management standpoint, but they want to use traditional tools to touch, feel, evaluate, feel the presence and authenticity of the build. That's where the congruence and momentum takes place.

Youthful |————————|————————●——| Mature

Because it's a financial decision. To finance a building project there's a high level of emotion attached to it. That is has to have a higher level of responsibility.

Country |————————●————|————————| Urban

Construction happens everywhere, both in city and country. Home is a place where people spend a lot of time.

Bright |————●————|————————| Muted

Buying a home creates a high level of emotion and happiness inside a person.

High-End ————●————————|————————————— Budget
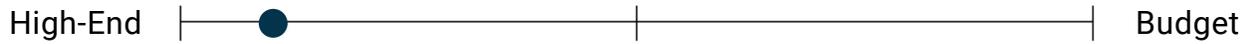
80% of the buyers in real estate are retail buyers seeking good quality homes, versus just a good deal. Good deals are mostly sought after by contractors or investors.

Exclusive ——————————————●——————————— For Everyone

End user can be both family oriented people or private party seeking just retirement homes. Our market is everybody. We are not honing in no seniors or first time homebuyers. It will attract both sides of the spectrum, possibly family-oriented or the senior looking to retire.

Organic ——————————|——————————●—— Geometric

There has to be a high level of order if we really want to reach our destination. You can't have an organic "flowing", more rigidity and structure.

Conservative ————————●——————|————————————— Edgy

Housing has been around forever. People have built for thousands of years. Principles of structure have always been congruent. Edgy is trendy.

Loud ——————————————|——●——————————— Understated

Loud and daring factors have already been decided prior to execution. Subtle and gentle - people are thoughtful in their decision. A person coming to that point - it's more gentle and subtle, nudging , guiding and helping them complete the process.

Pillar Words

1. **FAMILY & COMMUNITY FIRST**

2. **PROFESSIONAL**

3. **TRUTHFUL**

4. **Diversified**

5. **Personalized**

6. **Organized**

7. **Responsible**

8. **Experienced**

9. **Energetic**

10. **Transparent**

11. Guiding

12. Diversified

13. Organized

14. Solid

15. Accurate

16. Simple

17. Experiencial

18. Unique

19. Authentic

20. Confident

21. Exciting

22. Congruent principles

23. Thoughtful

24. Guiding

25. Gentle

26. Urgency

27. Stylish

28. Mature

29. Binding

30. Management

Large Event Promotional Materials

- Event Times Friday Noon-6pm, Saturday Noon-6, Sunday Noon - 3pm
- Large Fence Banner - Grand Opening horizontal 8'W x 4'H Mesh signage with grommets
- Lot Signage - 4' W x 8' H Phase 2 Lot signage and 4' W x 3' H Horizontal sign
- Save the Date Flyer. Should be sent out 1 month prior to the event
- Save the Date Email. Should be emailed 1 month prior to the event, then one week later to unopened emails. Repeat at 2 weeks and 1 week for unopened emails
- Enter to Win Forms. Based on five properties for tour and Steakburger as the featured food vendor. Print 2-up on a page at a quick print
- Lot/Property Flyers - Features individual properties, home features, pricing, location and contact information
- Listings Overview - Featuring all projects in all neighborhoods

Find examples of all artwork below.

Signage

Grand Opening horizontal 8'W x 4'H
Mesh signage with grommets

4' W x 8' H Phase 2 Lot signage

4' W x 3' H Horizontal sign

Save The Date Materials

8.5" x 11" Flyer and a promotional email image

Lot and Home Flyer

8.5" x 11" Flyer

Listings Overview Flyer

8.5" x 11" Flyer

Enter to Win Form

1. For pre-event printing. Enter to Win
2. Enter to Win Form for quick print shops, two up on a page. Use bright white card stock.
3. Five Go Flyers of the separate lot locations required to visit to qualify to win.

Small Event Promotional Materials

- Event Times Friday Noon-6pm & Saturday Noon-6
- Large Fence Banner - Grand Opening horizontal 8'W x 4'H Mesh signage with grommets
- Lot Signage - 4' W x 8' H Phase 2 Lot signage and 4' W x 3' H Horizontal sign
- Save the Date Flyer. Should be sent out 1 month prior to the event
- Save the Date Email. Should be emailed 1 month prior to the event, then one week later to unopened emails. Repeat at 2 weeks and 1 week for unopened emails
- Lot/Property Flyers - Features individual properties, home features, pricing, location and contact information.
- Listings Overview - Featuring all projects in all neighborhoods.

Find examples of all artwork below.

Signage

Grand Opening horizontal 8'W x 4'H Mesh signage with grommets

4' W x 8' H Phase 2 Lot signage

4' W x 3' H Horizontal sign

Save The Date Materials

8.5" x 11" Flyer and a promotional email image

Lot and Home Flyer

8.5" x 11" Flyer

Listings Overview Flyer

8.5" x 11" Flyer

Hats

136 Black Anvil Solid Brushed Twill Cap

Features:
- 100% brushed cotton twill
- 6-panel, structured, low-profile
- Front panel fused with buckram backing
- Precurved bill has six-row stitching matching-color sweatband with four-needle topstitching
- Six sewn eyelets
- Fabric closure with brass buckle and brass hideaway closure

Carpet

3' x 5' DigiPrint HD Mat

Features:
- High Traffic, Indoor Applications
- Extremely plush carpet.
- Treated with StainStopper™.
- Easy to clean! Vacuum or steam clean.
- Yarn: Acid Dyed Continuous Filament Type 6, 6 Nylon
- Weight: 32 oz. per square yard
- Substrate: Polyester Spunbond Non-woven Fabric 3.8 oz./square yard
- Backing: Rubber