



WAIHEKE

**HOME
BUILDERS**

BRAND GUIDELINES

JUNE 2021

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ABOUT US

XXXXXXXXX

This is the main logo that will be used across primary brand applications. This trademark will help audiences easily identify your services, website, and social media communications. It is essential to the success of the company that the logo always be applied with care and respect in every application according to these guidelines.

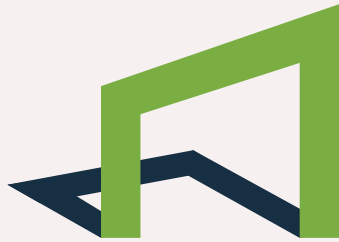
When selecting which tone to use, pick whatever one stands out best on your chosen background.



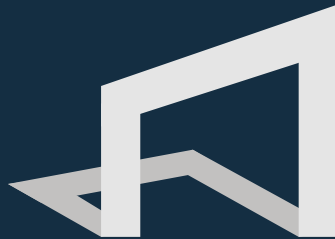
This is the secondary logo. It may be used in place of the primary logo if it better suits your chosen space. When selecting which tone to use, pick whatever one stands out best on your chosen background.



This is the tertiary logo. It may be used in place of the primary logo if it better suits your chosen space. When selecting which tone to use, pick whatever one stands out best on your chosen background.



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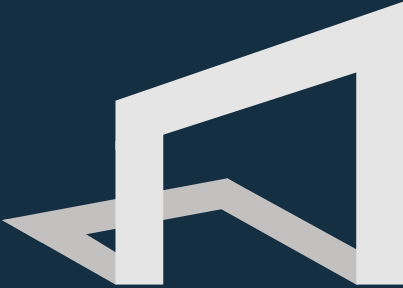


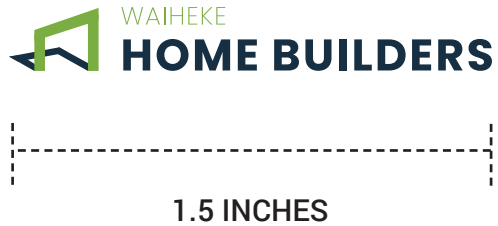
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This is the Favicon. It may be used for decoration, as a web favicon or placed on top of an image to increase brand recognition.

It is not to be used in place of the primary logo on any official documents.

When selecting which tone to use, pick whatever one stands out best on your chosen background.





MINIMUM SIZE

The smallest the logo should be represented as is 1.5 inches wide.



EXCLUSION ZONE

The logo and the icons exclusion zone is equal to half the height of the icon (marked as x in the diagram).

- Don't rotate the logo.
- Don't squash or stretch the logo.
- Don't resize any part of the logo.
- Don't rearrange parts of the logo or create compositions that are not already provided.
- Don't change the font used in the logo

If you choose to put the logo on top of a photo for website, social media or other purposes we suggest the following.

- Try to place the logo where it's unobtrusive, but still clear.
- Select an image with plenty of light (or dark) space for you to place the logo, so it won't be lost in the background image.
- Avoid busy images with too much detail, unless you are putting a fade over them and centralising the logo, or placing the logo on top of a circle, shown in the example on the right.
- Ensure that the logo is placed either in a corner or the centre, do not place it randomly.



There are four primary colours and four secondary colours that are to be used for all branding, web design and social media. The correct use of these helps viewers identify the brand and keeps the aesthetics fresh and modern.

You can use these colours at your discretion, provided the following guidelines are adhered to:

- When selecting a colour, aim to select one that will stand out best on your chosen background.
- The exact colour dimensions are to be used, don't attempt to use a variation.
- Try to pick one or two to use at a time, there's no need to bombard an image with all of the brand colours at once.
- Make sure either lime or navy features somewhere when creating designs as these are the most recognisable with the brand.

PRIMARY COLOUR PALETTE



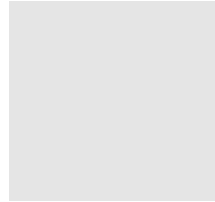
LIME

RGB: 123, 174, 66
CMYK: 58, 12, 100, 0
HEX: 7bae42



NAVY

RGB: 22, 47, 66
CMYK: 92, 74, 59, 49
HEX: 162f42



FOG

RGB: 229, 229, 229
CMYK: 9, 6, 7
HEX: e5e5e5



GREY

RGB: 194, 193, 192
CMYK: 24, 19, 20, 0
HEX: c2c1c0

SECONDARY COLOUR PALETTE



OCEAN

RGB: 28, 94, 140
CMYK: 9, 64, 23, 5
HEX: 1c5e8c



SKY

RGB: 22, 47, 66
CMYK: 57, 22, 1, 0
HEX: 6aa9d9



FOG

RGB: 195, 222, 164
CMYK: 25, 0, 44, 0
HEX: c3dea4



BLACK

RGB: 0, 0, 0
CMYK: 0, 0, 0, 100
HEX: 000000

The brand fonts are “Roboto” and “Poppins”. The following are instructions on how to use the fonts on any physical or digital documents.

Roboto Medium is to be used for headers at 0 point spacing, always in full caps. You may change the size to best suit the design, but keep it consistent.

Roboto Light may be used for sub-headings, always in full caps. ensure that the font is always at least 3 points smaller than the main header.

Poppins Regular is to be used for all body text at 0 point spacing. The size must always be no smaller than size 7 and no larger than size 10 on official documents (this is not including the obvious such as the creation of billboards, large posters etc).

MAIN HEADING
ROBOTO MEDIUM

I'M A HEADING

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SUB HEADING
ROBOTO LIGHT

I'M A SUB-HEADING

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY TEXT
POPPINS REGULAR

I'm body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

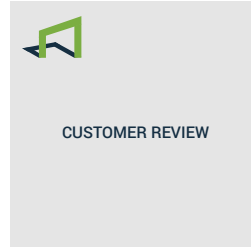
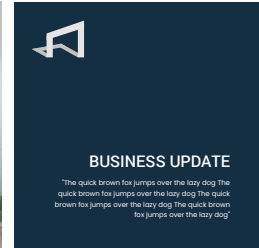


- Choose images that display and evoke a positive and uplifting mood.
- Choose high-resolution images. Images should not be under 1000 x 1000 pixels, this ensures quality.
- When applying a filter to an image make sure it is light, and not overly warm.
- Choose models that represent the brand image and target market, such as children playing in a newly built home or a couple meeting with a builder.

You can find free, high-quality images such as these on www.unsplash.com and www.pexels.com

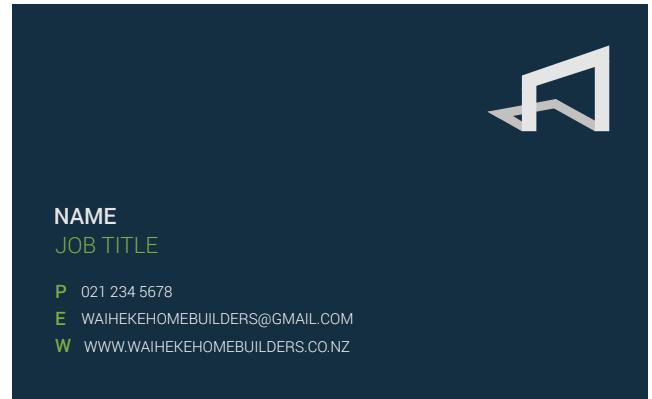
Potential content is vast, and includes:

- Service updates
- Quotes/reviews from happy customers
- Service descriptions
- Staff features
- Project pictures
- DIY reno tips
- Real estate updates
- Fun facts



- Use the same filter for all of your images. This keeps your feed looking professional
- When creating text images such as the images on the left, be sure to use brand colours and fonts only
- Use high quality images only
- Be sure to follow previous guidelines for font, imagery and colour

BUSINESS CARD DESIGN



FACEBOOK HEADER DESIGN





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