Kaley Reiswig homes

Visual Brand Guide

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About This Guide

WHAT IS THIS GUIDE?

This guide provides the rules for how to represent our brand in all of our marketing, advertising, and client communications.

WHAT IS A BRAND?

A brand, at its simplest, is how an organization shows up dressed for work. It is the "look and feel" of an organization; all of the visual parts that make it distinct and memorable to clients, employees, and the general public. The brand covers many areas, from the logo and colour scheme, to the design of the letterhead and advertising.

A brand, when used properly, helps an organization form a strong first impression. It provides a way for clients, employees, and the public to identify with the organization and develop familiarity and trust with it. It can also be a great source of pride and an indicator of the strength of an organization.

THE IMPORTANCE OF CONSISTENCY

For a brand to deliver the benefits it promises, it must be used consistently. When there are no set standards for the design of stationery, logos and marketing materials, all of the advantages of a strong visual identity fade away - diluting the message, confusing the public, and potentially damaging our reputation.

HOW TO USE THIS GUIDE

The purpose of this guide is to set the standards for our visual identity and to educate staff and vendors on how to properly represent our brand in any visual medium we are working in.

In addition to the guide, there is a full set of working templates in digital formats which should be used for future needs. Please contact nine10 for assistance with and access to these templates.

GETTING HELP

You will find contact information on the back cover of this guide for questions, approvals, and technical support with the templates or the guide itself.

DEVIATING FROM THIS GUIDE

We ask that you follow the rules set forth in this guide when creating any visual materials for our company.

Any deviations from the rules presented in this guide must be authorized in writing.

Brand Rationale

Our Logo & Icon

Our icon was created to convey an organic an soft feel. The leaf sits over a marker that represents a location finder and emphasizes the concept of "finding your way home". As a symbol of growth, the leaf brings the idea of establishing roots and creating memories in the best suited home - which is a strong value in Kaley Reiswig Homes. The veins in the leaf are representative of road arteries and play on a family neighbourhood with cul-de-sacs.

The combination of the sans-serif and script font bring a sense of structure and reverie to the brand. Kaley Reiswig's expertise combined with the client's dreams of a home to make memories create a logo and brand that speaks to family, growth and support.

Kaley Reiswig homes

WARM • FRIENDLY • MODERN • QUIRKY • DREAMY

Our Visual Brand

Main Logo

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.

FULL COLOUR - LIGHT BACKGROUNDS ONLY

GRAYSCALE

BLACK

FULL COLOUR - DARK BACKGROUNDS

WHITE

Alternate Logo

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials. Only use the alternate logo in the event that the main logo will not fit correctly.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.

FULL COLOUR - LIGHT BACKGROUNDS ONLY

GRAYSCALE

BLACK

FULL COLOUR - DARK BACKGROUNDS

WHITE

Isolated Icon

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.

FULL COLOUR - LIGHT BACKGROUNDS ONLY

GRAYSCALE

BLACK

FULL COLOUR - DARK BACKGROUNDS

WHITE

Fitting, Sizing, Spacing

FITTING & SPACING

To ensure legibility always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd and lessen the impact of the mark.

The clear space around the logo should be 1/4 the total height of the logo. Measure the height of the logo then divide that number by 4. Then use a square sized to that exact measurement to ensure the correct clear space around the logo. (X = the total height of the logo)

SIZING

The logo should never be displayed smaller than 0.44" high in print, and no smaller than 54 x 12 pixels when displayed at 72 dpi on the web.

The only situations where the logo may be reproduced at a smaller size is when there is no way to physically fit the logo at the minimum size on the object being produced, such as a pencil; however, for all print and web applications where room is adequate, the logo must be the minimum size or larger. Please ask for approval if your design requires the use of a smaller logo.
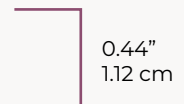
Proper Logo Usage

HOW TO USE OUR LOGO

The logo should be used exactly as provided in the logo file set. Do not alter, stretch, squish, or try to recreate the logo. The following examples illustrate common mistakes to avoid.

A Note About Backgrounds

Please be sure to use the appropriate logo for the background that it will be placed on. For grayscale applications, please use the black or white version of the logo. DO NOT print the colour logo as grayscale - use the black version instead. Using the right colour of logo on the right background is important to maintain the legibility of the design.

CORRECT USEAGE

DO NOT STRETCH

DO NOT SQUISH

DO NOT ROTATE

DO NOT RECOLOUR

DO NOT ADD GRADIENTS

DO NOT CHANGE FONTS

DO NOT MODIFY

DO NOT ADD SHADOW

Logo File Formats

FILE FORMAT CHART

The following chart shows which format is best for a given situation. If you are producing materials professionally, it is recommended to provide your vendor with the full set of files regardless.

For everyday use the primary file formats that will be used are the .PNG & .JPEG files. Always use the ideal format when possible. Only use the alternate format if required.

	.AI	.EPS	.PDF	.JPG	.PNG	.SVG
Adobe Creative Suite	●	○				
Professional Printing & Signage	○	●	○			
Working with Professional Designer	○	●	○			
Print Advertising	●	○				
Merchandise		●				
Social Media				○	●	
Microsoft Word				○	●	
Microsoft PowerPoint					●	
Microsoft Publisher		●			○	
Working with Professional Website Designer	○	●			○	
DIY Website Design				○	●	
Web Animation & Multimedia		○			○	●
Video Production		●			○	
3D Modelling & Drafting	○	●			○	

● Ideal Format   ○ Alternative / Sometimes Required

Colours

USING OUR COLOURS

The following swatches represent the official colours of our brand. When reproducing the logo or developing any promotional materials, please use the exact colour specifications shown here.

Avoid trying to approximate colours. Pantone and CMYK values will be suitable for most forms of printing. The RGB values are best for use on the web, and the HEX values are also good for use on the web as well as for choosing colour values in programs such as Microsoft Office.
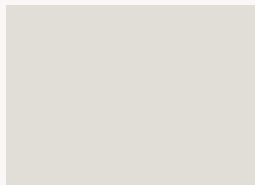
Consistent use of these colours contributes to a cohesive and harmonious look of the brand identity across all relavant media. Consistency is vital to effective brand recognition.

Do not use any other/unauthorized colours.

Quirky	Comfort	Soft Rose	Memories	Rays
CMYK: 50-80-25-5	CMYK: 11-9-13-0	CMYK: 15-36-23-0	CMYK: 46-27-32-0	CMYK: 20-24-68-0
RGB: 140-79-127	RGB: 225-221-215	RGB: 214-169-172	RGB: 145-165-166	RGB: 207-183-110
Hex: #8c4d70	Hex: #e1ddd7	Hex: #d6a9ac	Hex: #91a5a6	Hex: #cfb76e
Pantone: 85-6 C	Pantone: 86-1 C	Pantone: 66-10 C	Pantone: 176-2 C	Pantone: 8-13 C

Typography

When developing communication pieces for our company, please only use the fonts listed on this page. The design of this guide serves as an example of how to correctly use fonts in our publications.

Aa — Abril Fatface
Heading Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . ? ! # $ % & ( ) [ ]

AA — BEBAS NEUE
SUB-HEADING FONT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 . ? ! # $ % & ( ) [ ]

Aa — Acumin Pro
Body Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . ? ! # $ % & ( ) [ ]

Typography

ALTERNATE FONTS

If there are challenges using or sharing the official fonts, alternative fonts have beenoutlined here for these cases. The official fonts are always preferred and recommended.

Aa Georgia Bold
Heading Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . ? ! # $ % & ( ) [ ]

Aa Georgia Regular
Sub-Heading Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . ? ! # $ % & ( ) [ ]

Aa Verdana
Body Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . ? ! # $ % & ( ) [ ]

Backgrounds

PATTERN/TEXTURE

Use this paragraph to descibe the pattern/texture graphic asset included in the branding. Breakdown any specific rules for how to use these assets here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque mi quam, rhoncus ac turpis ac, ultricies porta velit. Donec hendrerit sem ut egestas viverra.
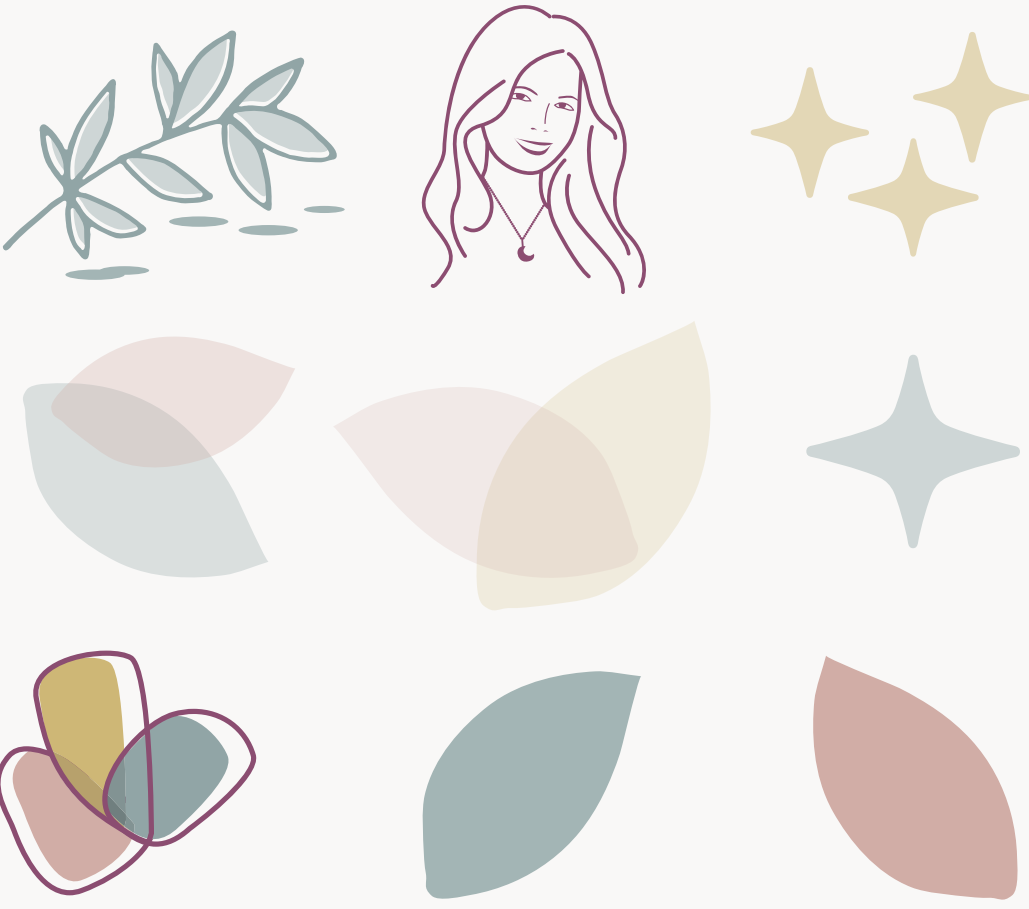
Decorative Elements

ELEMENT NAME

This elements are used in our brand and Canva Brand Kit for consistency. The portrait illustration is specific to information posts, getting to know Kaley, and community marketing (see canva samples in this guide). Each element can be changed using one of the brand colours when designing marketing and promotional material.

Photography Rules

CUSTOM PHOTOGRAPHY

Whenever possible invest in professional photography. An investment at the outset can generate a library of images that can be re-used year-round in marketing materials.

Do not use stock images to represent a "real" part of our business. Pictures of our staff, our community, and our products are things that people can easily recognize. Use real pictures to represent the real parts of our business.

Image Quality

All images used in our marketing materials should be professionally shot, high quality images. Clean, sharp pictures with an appealing composition and great lighting.

Technical Quality.

Use the correct resolution of a photo for the medium they will be used in. For example, print requires large, high-resolution photos. **Never scale up a photo to fit** - it will pixelate and distort the image. Either re-take the photo or obtain a larger version.

Stock Photography

It is acceptable to use high quality stock photos in certain areas of our marketing materials by following these guidelines.

- **Guideline #1** - For lifestyle photos, looks for people activelty enjoying their space.

- **Guideline #2** - Select photos that have a soft, sunkissed, light and airy feel to them.

- **Guideline #3** - If using photos to show areas and general places, look for photos that could exisit in the Peace Reagion

- **Guideline #4** - When using homes and staging photos look for images that have a pop of colour from your brand.

Examples & Editing

STOCK PHOTO EXAMPLES

These stock photo examples use examples of lifestyle where people are enjoying themselves in a house setting, house photos that showcase the front of the door as a "welcome home", vignettes that are close up and show details of the home help bring interest to a layout. Photos of Kayley should be cut out and used over a faded imaged or soft background as seen here.

EDITING & TREAMENTS

Lifestyle photos have a overlay treatment that uses the colour Comfort at 20% in print design. When using an image in canva, the colour is behind the image and the image is adjusted to be 80% transparency to show a the Comfort colour coming through. When using Kayley's portrait, adjust the colouring to bring out the Quirky colour by adjusting the filters in photoshop. For images that show birds eye view, an overlay using a branded colour at 50% is applied. Images used in the background have an overlay of Cream colour at 80% opacity.

Visual Brand Templates

Business Cards

REPRODUCING STATIONERY

When reproducing stationery, please only use the template files that have been created. This will ensure our branding is consistent across all marketing channels. Editable templates have been provided for creating business cards for any employee of the company.

All cards should be printed on quality stock. Include additional details about any added printing treatments here (i.e. spot UV).

Letterhead

REPRODUCING STATIONERY

When reproducing stationery, please only use the template files that have been created. This will ensure our branding is consistent across all marketing channels. Print ready files of the letterhead and envelope have been provided, as well as editable source files.

Ensure you install the correct fonts before using the letterhead. If brand fonts cannot be use, refer to the alternative fonts on pg 12.

Social Media

CANVA TEMPLATES

Our Canva Brand Kit contains all of our branded assets and custom branded templates for using on social media. Use these templates as an example for using the brand in Canva to ensure consistency in imagery used on social media. Do not use templates premade by Canva without applying our branding to the design. Make sure our fonts, colours, and graphic assets replace the ones used in the premade template.

FOR SUPPORT RELATED TO THE GUIDE OR THE ACCOMPANYING TEMPLATES, CONTACT:

NINE10 INCORPORATED

Phone: 780-539-1755
Email: support@nine10.ca
Web: nine10.ca

We encourage you to contact us if you have any questions
about our guide or need further help with a brand project.