



BRAND STANDARDS GUIDE

Trematerra Custom Homes



TABLE OF CONTENTS

3	—	Using this Brand Guide
		Logo Use Overview
4	—	Signature
		Visual Elements
5	—	Logo Variations
6	—	Logo Graphics
7	—	Minimize Size
8	—	Clear Space
9	—	Color Palette
10	—	What Not To Do
11	—	Typography – Primary
12	—	Typography – Secondary

USING THIS BRAND GUIDE

This brand and style guide is designed to illustrate the basic requirements for appropriate usage of Trematerra Custom Homes' logo and design elements in a variety of mediums. All client acquisition and retention materials, marketing materials, publications, event collateral and electronic media should reflect the Trematerra brand.

This guide serves as an aid for third parties such as designers, agencies, printers, specialty companies and others producing communication materials for Trematerra.

LOGO USE OVERVIEW

All print, online, marketing and collateral communications should clearly be identified as originating from Trematerra Custom Homes through the use of the logo, typography and colors. On brochures, post cards, direct mail, newsletters and other printed pieces, an official logo must appear on the outside of the piece, either front or back.

SIGNATURE

The signature is the choice for use on the majority of Trematerra communications. There are several variations of the primary signature to meet differing design needs, and together they comprise the Trematerra system.

VISUAL ELEMENTS

The logo consists of two elements: the “T” symbol and the wordmark. The primary logo appears in dark blue on a white background. The logo is a unique piece of artwork. The proportion and arrangement of the symbol and wordmark have been specifically determined.

- The logo should never be typeset, recreated or altered, which could cause inconsistencies that dilute the impact of the brand’s power.
- The logo may be used without the tagline.
- Refer to page 6 for approved logo graphics.

LOGO VARIATIONS



2C Process Color Version



Grayscale Version



White/Reverse Version



LOGO GRAPHICS

The “T” symbol is to be used as a secondary element in design or used a watermark on necessary collateral. The graphic should be opaque and placed in the lower right hand corner, where the right and bottom edges can be cut off. See example below.



Example:



Right and bottom edges are cut off or covered.

MINIMUM SIZE

The Trematerra logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced in print too small, it is no longer legible and its impact is diminished. The minimum size of the logo for print is determined by the width of Trematerra Custom Homes logo, which should not be reproduced in a size smaller than 1 inch in width for the preferred logo as illustrated. When used on its own, the symbol may not be used smaller than 1 inch.



CLEAR SPACE

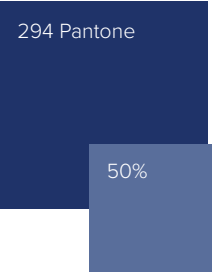
The exclusion zone is the clear area around the logo in which nothing else should appear. It helps to ensure clarity and maximize the impact of the logo. The clear space zone is proportional to the height of the Trematerra logo at whichever size the logo is reproduced.



COLOR PALETTE

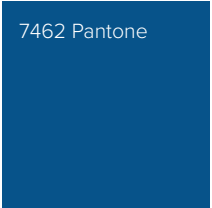
The colors we chose – as well as how those colors are combined with other design elements – work together to create a unique and compelling brand expression. The more consistently we use color, the more powerful the Trematerra brand will become.

A consistent color palette allows for instant company identification. Consistent and correct use over time will enhance the impact of the brand identity and differentiate the brand from competitors.



294 Pantone
C: 100
M: 90
Y: 29
K: 19
Hex: 092e6e









50%



7462 Pantone
C: 99
M: 72
Y: 21
K: 5
Hex: 0a548b

WHAT NOT TO DO

The following examples show things you should NOT DO with the logo.

 <p>Never scale the logo disproportionately horizontally or vertically.</p>	 <p>Do not change the typeface.</p>	 <p>Never crop the logo.</p>	 <p>Do not alter the color of the logo.</p>
 <p>Do not outline the logo.</p>	 <p>Do not place the logo on a busy photograph or background.</p>	 <p>Never add effects to the logo.</p>	 <p>Never place the logo on an angle.</p>

TYPOGRAPHY – PRIMARY

For print-based communications that will be reproduced by a professional printer, use only Proxima Nova. This sans serif font combines legibility with modernism. The variety of weights of this typeface – regular, italic, bold and black – make it highly versatile and enable clear differentiation for all levels of information.

Proxima Nova Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Proxima Nova Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Proxima Nova Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Proxima Nova Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Proxima Nova Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Proxima Nova Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Proxima Nova Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Proxima Nova Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

TYPOGRAPHY – SECONDARY

Use only Arial for on-screen communications or printed items that will be reproduced on an office printer. Like Proxima Nova, it is a highly legible sans serif typeface. However, Arial is not suitable for professionally printed communications because it lacks the variety and versatility of Proxima Nova.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Arial Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789