



Greenlea Homes

# Style Guide

Greenlea Homes

## Using the Greenlea brand



**Greenlea Homes**

Our logo is a way that we can instantly signal that we are Greenlea Homes and that we build ecologically sustainable homes that connect with the outdoors.

The logo includes a graphic element that shows a modern house with a smaller gazebo attached for outdoor living. In front of the house is an image of a tree that also suggests the person we are building for who lives in the house (with their arms upraised). The house has a simple design which reflects our interest in building smarter homes which connect with outdoor spaces. The green of the logo ties in with our name 'Greenlea Homes' and our vision to build ecologically smart homes.

For general use, particularly on promotional material, the main stacked, full colour logo should be used.

## Our logo

This style guide has been prepared to help you to use our brand so that it is used consistently and effectively in promoting our company and marketing position, and in reaching out to Canberra families.

The elements of our logo, key descriptive words, colours, typography and photographic styles help to establish what we stand for. We want to create a cohesive, overall look that conveys our vision to build smart energy-efficient homes for Canberra families to enjoy.

If you would like help in using our brand, please contact us at [greenleaoffice@greenleahomes.com.au](mailto:greenleaoffice@greenleahomes.com.au) or on 0411 111 111.

Thank you!

## Logo adaptations

Main logo, stacked  
full colour



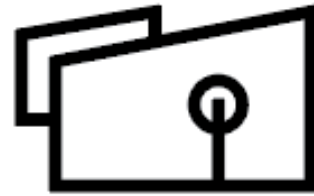
Stacked, reverse  
(white)



The logo can be changed to different formats such as a stacked, reverse logo with white strokes against a green background for a different aesthetic. The stacked reverse (white) logo may be suitable for photographs where the main logo would not stand out clearly.

## Logo adaptations

Stacked, black and white



Greenlea Homes

Stacked, white in negative space



Greenlea Homes

Here are further examples of how the logo can be properly edited to suit different collateral.

## Descriptive words



Greenlea Homes

*... for Canberra families*



Greenlea Homes

*... connected to the outdoors*



Greenlea Homes

*... ecologically smart homes*

Descriptive words can also be used for the Greenlea Homes logo. These words are inserted underneath the logo.

Some of the examples shown convey that the company builds sustainable homes for Canberra families.

# Colour palette

Colour should be recognisable as belonging to the Greenlea brand.

The preferred colour in our primary palette is Greenlea green which reflects our ecological vision. This colour is supported by white and black as other primary colours. Our logo should be printed in Greenlea green when used on promotional material.

The secondary colour palette may be applied to support elements such as borders or background colour for photographs or headings or larger text. Break-out text could also be in secondary colours.

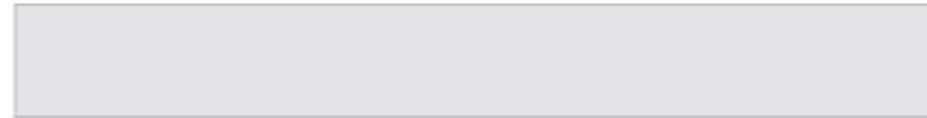
The accent colour is to be used to provide pops of colour outside of the logo. The accent colour is supplementary and contrasts with the primary colors

Primary



Pantone Solid Coated

349C



663C



Secondary



157C



7746C

Accent



1815C

## Proportions



# Greenlea Homes



When using the Greenlea Homes logo, it must not be reduced in size to less than 18mm in height (as shown) to ensure its good visibility. No descriptive words should be placed under the logo of this size.

If descriptive words are being inserted under the logo, the overall height must not be shorter than 30mm from the top of the logo to the bottom text.



## Space around logo



The proportions, spacing and relative positioning of the graphic in the logo and the logotype should remain consistent. The size of the arrow between the two lines as shown on the diagram indicates the minimum clear space required around the entire logo. This clear space is the same height as the letter 'G'. No graphics or text should appear in the clear space area.

# Incorrect uses of logo



Do not isolate elements of the logo



Do not move the location of the type



Do not change the typeface



Do not stretch or bulge the logo



Do not shorten or lengthen the logo disproportionately



Do not rotate the logo



Do not blur the logo



Do not add effects including drop shadows or outlines to the logo



Do not use the logo on a low contrast background

The Greenlea Homes brand mark must be used with all collateral. It cannot be altered, modified or scaled in any form. When applying the logo, the brand guidelines must be followed correctly.

The brand mark must be legible and unobstructed. This page displays some incorrect applications.

# Typography

The main typography used in the logo for Greenlea Homes is Candara Bold as it is organic and clean. Candara light is to be used for body text as a professional and mild font. A further font, Sitka Banner italic may be used for breakout quotes given its friendly but professional feel.

Primary

Candara  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Primary bold

**Candara bold**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

Primary light

Candara Light  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Body copy

Candara Light  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

# Typography

Secondary

*Sikta Banner Italic*  
*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890*

These are further examples of the typefaces used by greenlea homes.

Heading 1

**Candara Bold**  
**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

Heading 2

**Candara Bold**  
**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

# Photography

The photographs used alongside the logo illustrate the style of photography implemented for Greenlea Homes. Where possible, the images should convey light-filled living areas. We also want to show a connection to the outdoors where possible. People should be shown in relaxed, comfortable poses.

On the right are examples of photos which convey the type of image that Greenlea homes wishes to show.



# Applications of logo



These images show use of the different logos on different applications.

The back of the business card uses the more unique 'negative space' logo. This logo reverses the writing but not the graphics. It makes for an interesting finish on the back of the business card.

The two photographs show use of the main logo (on a photo with a white background) and the use of the reverse (white) logo (on a photo with a darker background).

## References

Images:

35 Degrees. (2022). [Light-filled house] [photo]. Retrieved from <https://www.35d.com.au/>

Realestate.com. (2022). [Ringwood East house from street] [photo]. Retrieved from <https://www.realestate.com.au/news/ecofriendly-ringwood-east-pad-is-sustainable-and-stylish/>

Vargas, Rod. (2022). [Man coming down stairs] [photo]. Retrieved from <https://www.lighthouse-team.com.au/projects-custom/barwell-house>

Vargas, Rod. (2022). [Outdoor living] [photo]. Retrieved from <https://www.lighthouse-team.com.au/modular-projects/claires-house>

Wrigley, Ben. (2022). [Family in kitchen] [photo]. Retrieved from <https://www.lighthouse-team.com.au/projects-custom/gingerbrick-house>

Wrigley, Ben. (2022) [House at night] [Photo]. Retrieved from <https://www.lighthouse-team.com.au/projects-custom/casajarra>