



# Brand Identity Guide

Version 3.1

### **Brand Identity Guide**

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This document contains the rules for our visual communication system. Follow these rules strickly to maintain brand consistency.

This includes all the elements you may need— logos, typefaces, colors, and more— to create a consistent tone, look, and feel for New Home Star materials.

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# Welcome

## **Our Story**

Right before the housing market crash of 2008, our Founder, David M. Rice, developed the framework for New Home Star in the basement of his home in Elmhurst, IL. He believed that he could partner with home builders to help create the best sales company in the world.

### **Our Vision**

To Build the Best New Home Sales Company in the World.

### **Our Mission**

Sell More Homes More Profitably for Our Builder Partners While Providing Excellent Careers for Our People.

### **Our Values**

- Provide Excellent Careers for Our People
- Provide Solid Value for Our Partners
- Sustainable Premium Service Provider
- Give in Meaningful Ways

# Introducing Our Logo

## **Designed With Intent**

When taking a glance at our logo, you will notice that it consists of two parts: the logotype and the star icon. The logotype itself is balanced, elegant, and evokes feelings of movement. The highlighted yellow star represents ingenuity, creativity, and our emphasis on star performance. Combining these elements creates a unique and strong logo which embodies our core values.

newhome★star

### Color Knockout Logo

In order to be flexible, we have two primary color versions of our logo. The black and yellow logo should be used on a light background, while the white and yellow logo should be used on a dark background.



### Mono Color Logo

Additionally, we have two secondary versions of our logo. The use of the one-color logos should be used only when necessary due to one-color printing. You must honor the New Home Star color palette when possible.



### **New Home Star Brand Icon**

Our icon may appear without the New Home Star logotype when used as a graphic element or with imagery. It is a dynamic mark that will work well in both print and web.

It may also be used as a stand-alone graphic element or image on communication materials where the New Home Star logo is used within the same content.

The icon may only be yellow, white, or black.



## Safe Zone

Make sure that if you are using our logo, you don't overwhelm it with other logos, text, or images. Here, we have drawn out the ideal amount of white space that should be used around our logo.

To create this cushion, we used the height of the counter within the 'O' in New Home Star as the unit of measurement.

**Note:** *X = Height of the counter within the 'O'*



## Minimum Size

When significantly reduced, the logo will become ineligible. These are the units we recommend staying within to preserve the quality of the logo. In some instances, the New Home Star brand icon may be used when the logo cannot be reduced further.

### Print

25.4mm / 1in



8mm / 0.315in



### Digital

72px



20px





## Logo Misuse

Our logo was meticulously designed and should be represented accurately. Don't stretch, tilt, edit the colors, add special effects, or place our logo on a busy background. Here are a few examples that can help you visualize what **NOT** to do.

**Note:** Make sure that when you are using the logo on top of a colored background, there is enough contrast between the logo and the background. Otherwise, it's considered logo misuse.

DO NOT STRETCH/SQUISH



DO NOT TILT



DO NOT ADD EFFECTS



DO NOT CHANGE COLORS



DO NOT BOX-IN OR ADD BORDER

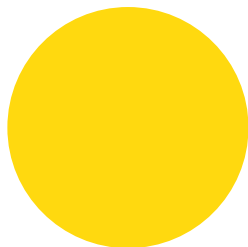


DO NOT PLACE ON BUSY BACKGROUND

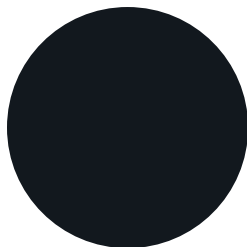


# Brand Colors

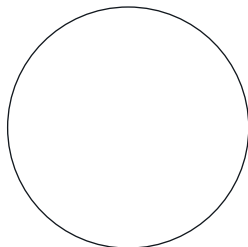
## Primary Colors



HEX - FFDA0B  
PMS - 116 C  
RGB - 255 218 11  
CMYK - 0 12 97 0

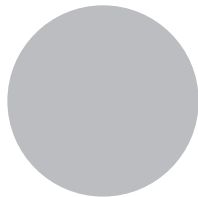


HEX - 141A21  
PMS - BLACK 6 C  
RGB - 15 25 30  
CMYK - 80 70 60 75



HEX - FFFFFFFF  
RGB - 255 255 255  
CMYK - 0 0 0 0

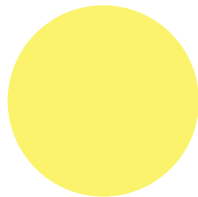
## Secondary Colors



HEX - BCBEC0  
RGB - 188 190 192  
CMYK - 0 0 0 30



HEX - EDEDEE  
RGB - 237 237 238  
CMYK - 0 0 0 7



HEX - F6EB61  
PMS - 100 C  
RGB - 246 235 97  
CMYK - 1 0 70 0

# Typography

## Primary Font

Source Sans Pro is a sans serif font which has a variety of weights, making it clean and versatile. We use it for headers, captions, and everything in between.

## Source Sans Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 {(.,:;!¿?&\$¢)[]}

## Source Sans Pro Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 {(.,:;!¿?&\$¢)[]}*

## Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 {(.,:;!¿?&\$¢)[]}

## Source Sans Pro Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 {(.,:;!¿?&\$¢)[]}*

## Source Sans Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 {(.,:;!¿?&\$¢)[]}**

## Source Sans Pro Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 {(.,:;!¿?&\$¢)[]}***

### Typographic Hierarchy

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There are a few options for adding emphasis to your headings and calls to action.

Headlines should be set in bold and end with a period. The period should appear in a contrasting yellow.

Subheadlines should be set in bold and have a yellow accent rule beneath. Minimum thickness for this accent rule is 2 pt and should be 0.1667 in or 22 px in length.

# Headline

## Subheadline

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Body copy. Tus inum que rererfereria ditibus, ut eos eossit rem quibusam reictur? Itatquiatis reheniae. Omnis essunt unt odiandebis nonse entur mosa conecatam dolupta volo offic to mi, qui re volecatiatis quos nus, sitibus, ut alias autempe lenita venia sed que sa voluptis ipid qui doloreius.



**Call to action**

# Photography

## Brand Photography Style

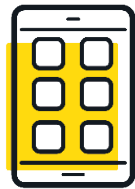
The photos used in the company's promotional materials should be high quality, clean, and captivating. They should evoke emotion from the audience and feel authentic.



# Brand Iconography



New Home Sales



Technology



Training



Online Concierge



Marketing



Homes Sold



Sales Volume



Team Members



Markets Served



Annual Growth



Sales Per Store

# Brand Management

## Who to Ask

**Chris Laskowski**

*Director of Marketing*

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