

TOWN & COUNTRY
BUILDERS

BRAND GUIDE

Where luxury & functionality merge!



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THE
BRAND

Brand Goals

Town & Country Builders strives to be the leading provider of luxury homes, built with the utmost attention to detail.

VISION

Our vision at Town & Country Builders is to be recognized for our exceptional craftsmanship, personalized service, and commitment to building homes that enhance our clients' quality of life.

We aim to be the preferred builder of luxury homes, and to be known for our ability to bring our clients' visions to life.

MISSION

Our mission at Town & Country Builders is to serve our clients by building the home of their dreams, tailored to their lifestyle and design preferences.

We provide unparalleled customer service by staying up-to-date with industry trends, guiding our clients through the building process, and maintaining clear communication.

VALUE PROPOSITION

Town & Country Builders offers an unmatched customer experience – combining personalized service, industry expertise, and fast turnaround times to deliver the luxury home of our clients' dreams.

Core Values

Town & Country Builders strives to be the leading provider of luxury homes, built with the utmost attention to detail.

COLLABORATION

We prioritize a client-centered approach by working in collaboration with each client to understand their unique lifestyle, preferences, and design vision to provide a functional home that reflects who they are.

VALUE

We ensure that our clients maximum value without sacrificing quality or style by sourcing cost-effective materials while focusing on durability and aesthetic appeal.

CUSTOMER SERVICE

We are responsive, approachable, and proactive to ensure that each client feels informed, supported, and confident throughout the entire home build journey.

RELATIONSHIPS

We build trust and rapport with our clients by listening intently, communicating clearly, and responding to needs and concerns early on.

QUALITY

We deliver exceptional craftsmanship, by utilizing high-quality materials and maintaining a keen attention to detail.

SPEED

We deliver our clients' dream homes in a timely and efficient manner by constantly looking for ways to optimize our processes and leveraging our experience to avoid unnecessary delays or complications.

User Personas



Wendy & Martin on their trip to see Lake Superior in March of last year.

WENDY & MARTIN

Wendy and Martin are in their 60s and are approaching retirement. They raised 3 children, who are all grown up and have all moved out. Two of their children are married and have kids of their own.

Wendy & Martin have discussed for years that they want to build their dream lake house to settle down in. They have finally decided they are going to do it and are on a search for the right builder.

User Personas



Steph & Trevor walking the beach in Florida while visiting Trevor's parents for Christmas.

STEPH & TREVOR

Steph and Trevor are both in their 40s with a child in middle school and one in high school.

Steph has a career as a dental hygienist and Trevor is a sales executive for a local RV company.

They have decided it's time to upgrade to a larger home that they can customize to fit their busy lifestyle.

Keywords

Words that will help to capture our target audience's attention.

Reliable
Authentic
Functional
Luxury
Clean
Modern
Organized
Stylish
Lifestyle
Craftsmanship
Quality
Trust
Beautiful
Durable
Aesthetic
Commitment



LOGOS

Primary Logo

The Town & Country Builders logo nods back to the original logo by being stacked in a similar way as the original and the house graphic makes use of the iconic trusses and a chimney.

“Town & Country” uses a serif font in all caps to emphasize a classy and sophisticated style.

“Builders” uses a sans-serif font in all caps to give it a modern look and keeping it easy to read no matter what size the logo is.



Logo Evolution



Logo Color Options



Black and Gray Lettering Logo
on White Background



White Lettering Logo
on Black Background



White and Gray Lettering Logo
on Black Background



All white or all black logos are to be used sparingly and only when gold cannot to be used.



Logo Space & Sizing

Clear Space

The logo must have a MINIMUM clear space the size of the “Town & Country” T to ensure that the logo remains unobstructed.

1. The clear space ensures that the logo is **legible and recognizable** when it is displayed in cluttered environment. If the logo is too close to other design elements, it may become difficult to read.
2. By keeping the logo separate from other design elements, it the **brand identity** and makes it easier for people to associate the logo with the brand.
3. By having a clear guideline for the amount of clear space required, you can ensure that your logo is always maintains **consistency** across different platforms and mediums.



Minimum Width

The MINIMUM width that the logo can go is 1-1/2” to ensure it remains legible and recognizable.



Minimum Width:
1.5”

Logo Misuse

Doing any of the following things is in violation of the brand standards.



Do not stretch or shrink the logo.
Always scale the logo proportionally.



Do not use colors that are outside
of the specified brand standards.



Do not rotate the logo.



Do not add effects (drop shadow, glows,
bevels, feathers, etc.) to the logo.



Do not use a pixelated logo. When possible,
use a vector file to scale the size indefinitely.



Do not alter the logo in any way.

Secondary Logo

To make the Town & Country Builders logo adaptable to all platforms and mediums, the secondary logo can be used.

Optimal circumstances to use this logo would include:

- If the Primary Logo cannot be read because it is too small
- If the Secondary Logo can fit into the space better than the Primary Logo



The secondary logo consists of the letters 'T & C' in a large, white, serif font, positioned above the word 'BUILDERS' in a smaller, gold, sans-serif font.

Secondary Logo Color Options



White and Gold Lettering
on Black Background



All White Lettering
on Black Background



Gold and Black Lettering
on White Background



All Gold Lettering
on White OR Black Background



Secondary Logo Space & Sizing

Clear Space

The logo must have a MINIMUM clear space the size of the “T&C” & (ampersand) to ensure that the logo remains unobstructed.

Minimum Width

The MINIMUM width that the logo can go is 0.5” to ensure it remains legible and recognizable.



T&C
BUILDERS



Minimum Width:
0.5”

Secondary Logo Misuse

Doing any of the following things is in violation of the brand standards.



T & C
BUILDERS

Do not stretch or shrink the logo.
Always scale the logo proportionally.



T & C
BUILDERS

Do not use colors that are outside
of the specified brand standards.



T & C
BUILDERS

Do not rotate the logo.



T & C
BUILDERS

Do not add effects (drop shadow, glows,
bevels, feathers, etc.) to the logo.



T & C
BUILDERS

Do not use a pixelated logo. When possible,
use a vector file to scale the size indefinitely.



T & C
BUILDERS

Do not alter the logo in any way.

BRAND COLORS

Brand Colors

This color palette is a key element of Town & Country Builder's visual identity. These guidelines ensure consistency and uniformity in the brand's visual identity across all platforms and touchpoints.

Use this color palette, to communicate effectively and consistently, and to build brand recognition.



PANTONE:
Black 3 C

Hex:
#000000

CMYK:
90, 90, 90, 100

RGB:
0, 0, 0



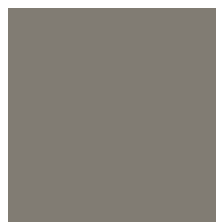
PANTONE:
7624 C

Hex:
#7D2924

CMYK:
31, 90, 86, 37

RGB:
125, 41, 36

To be used sparingly – examples include headlines, rule lines, or icons.

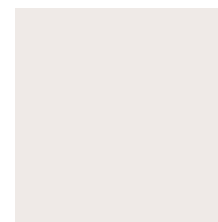


PANTONE:
Cool Gray 8 C

Hex:
#817C73

CMYK:
50, 44, 51, 11

RGB:
129, 124, 114



PANTONE:
5315 C

Hex:
#ECE9E5

CMYK:
90, 90, 90, 100

RGB:
236, 233, 229



PANTONE:
7508 C

Hex:
#C99C44

CMYK:
22, 38, 88, 2

RGB:
201, 156, 68

TYPOGRAPHY

Typography

Aa

Garamond Premier Pro

Garamond Premier Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

Garamond Premier Pro Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

Garamond Premier Pro Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

Garamond Premier Pro Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

Aa

Karla

Karla

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

Karla Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

Karla Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

Karla Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

IMAGERY

Photography Style

Photography should have an slightly increased saturation and exposure to give a warm and inviting environment.



BRAND EXAMPLES

Brand Examples

Business Cards

Yard Signs

Coffee Mug

Vehicles



Brand Examples

Business Cards

Yard Signs

Coffee Mug

Vehicles



Brand Examples

Business Cards

Yard Signs

Coffee Mug

Vehicles



Brand Examples

Business Cards

Yard Signs

Coffee Mug

Vehicles





TOWN & COUNTRY
BUILDERS

WHERE LUXURY &
FUNCTIONALITY MERGE

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