



Wardell Homes Style guide

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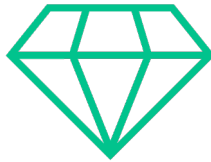
Brand Values

Our Story

Wardell Homes was founded in 2023 with a clear vision and a dedication to crafting homes that go beyond mere structures—they are sanctuaries where dreams flourish and memories are made. The company established itself as a benchmark of excellence in the real estate market based on extensive experience in the housing industry and a firm commitment to customer satisfaction.

Driven by a relentless goal of quality and innovation, Wardell Homes quickly gained recognition for its personalised approach to homebuilding. The company became known for delivering superior-quality homes, establishing lasting relationships with customers, and enriching the communities it served.

Values



Quality is non-negotiable and reflects the commitment to excellence in every aspect of Wardell Homes.

Customer Satisfaction is key, the customer is the centre of everything.

Integrity is vital. We ensure we communicate with transparency, honesty and fairness with customers, employees and stakeholders.

Mission



Our mission is to provide individuals and families with more than just a house; we aim to provide a place they are proud to call home. Committed to delivering superior-quality homes that surpass expectations, we prioritise fostering lasting relationships with our customers and enriching our communities. Through innovation, integrity, and a relentless dedication to customer satisfaction, we endeavour to turn the dream of homeownership into a reality for all.

Vision



Our vision is to be the leading provider of personalized and sustainable homes, setting new standards for quality, innovation, and customer service in the housing industry. Our priority is to create vibrant communities where residents thrive and feel a sense of belonging.

Logo Branding

Colour Usage

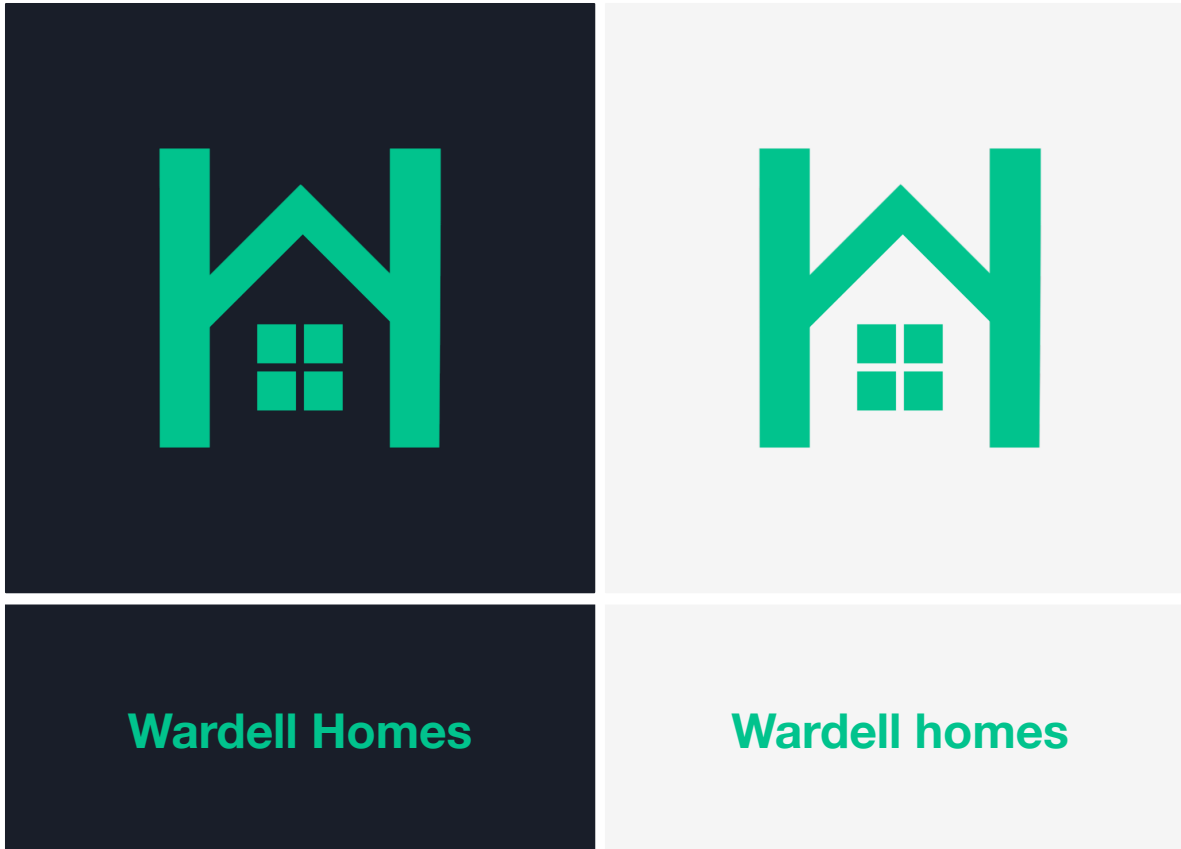
General logos

The ideal logo treatment is a dark or light background with a green logo on these backgrounds. Green is our classic colour, and the background depends on how the logo is applied. These combinations are strongly encouraged in branding applications to keep the brand's identity.

Marketing & Product logo

This logo should be applied in cases where the background is an image. It may also be used on the brand's products or marketing advertisements.

Can be used in conjunction



Wardell homes

Wardell homes

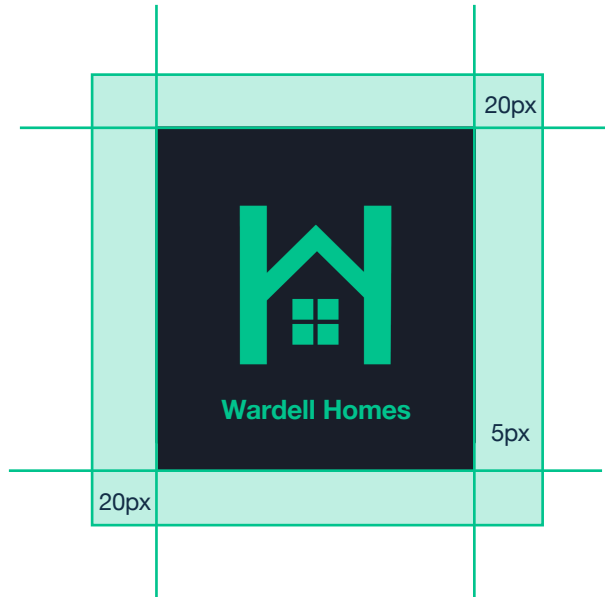
Both colours acceptable

Logo Branding

Clear Space

Combined Logo

The overall logo should have a clear space of 20px. Since it is a combined logo, there must be a 5px space between the general and name logos.



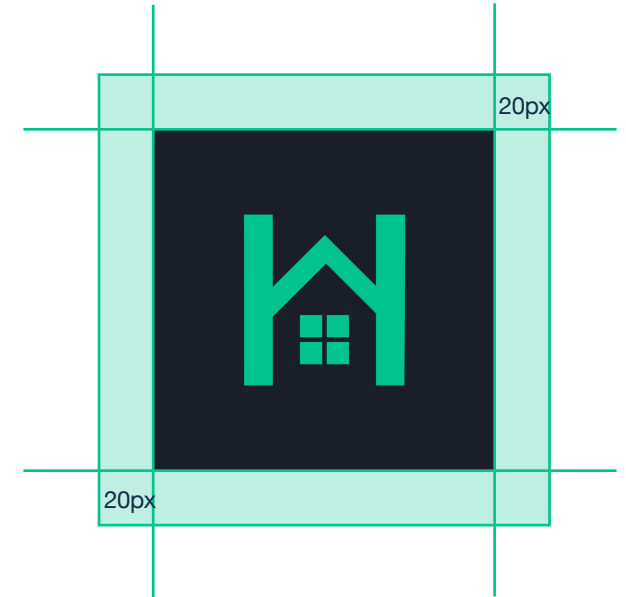
Name Logo

If the name logo must be used solo, the clear space should be 20px around the logo.



General Logo

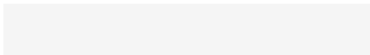
The general logo should also have a clear space of 20px.



Colours

Colour Palette

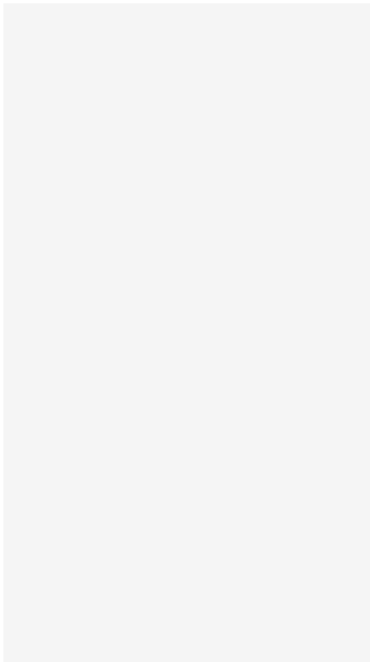
Text & Background Colours



White Smoke

HEX #F5F5F5

RGB 245 245 245



Black Pearl

HEX #191E29

RGB 25 30 41



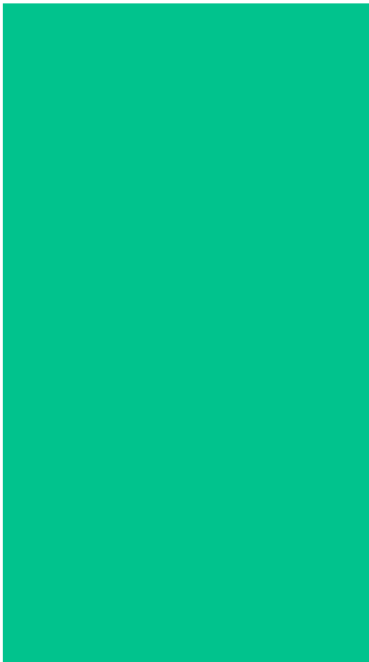
Primary Colour



Caribbean Green

HEX #01C38D

RGB 1 195 141



Secondary Colours



Cyprus

HEX #132D46

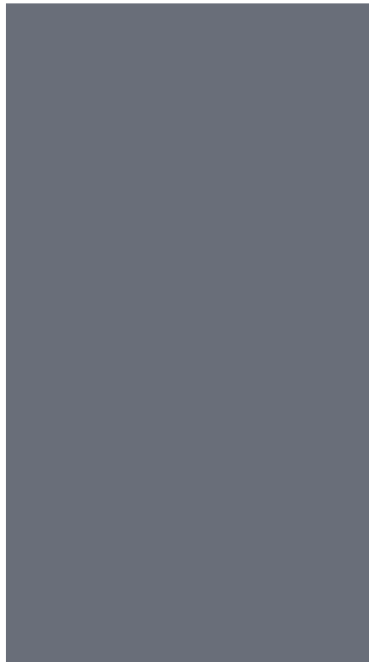
RGB 19 45 70



Raven

HEX #696E79

RGB 105 110 121



Typography

Branding Typography

Helvetica Neue is the primary typeface for the overall branding. However, Poppins is the font used on the website and app design – this is listed in the design assets.

Helvetica Neue Bold
Heading Text

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue Medium
Subheading Text

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue Regular
Body Text

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

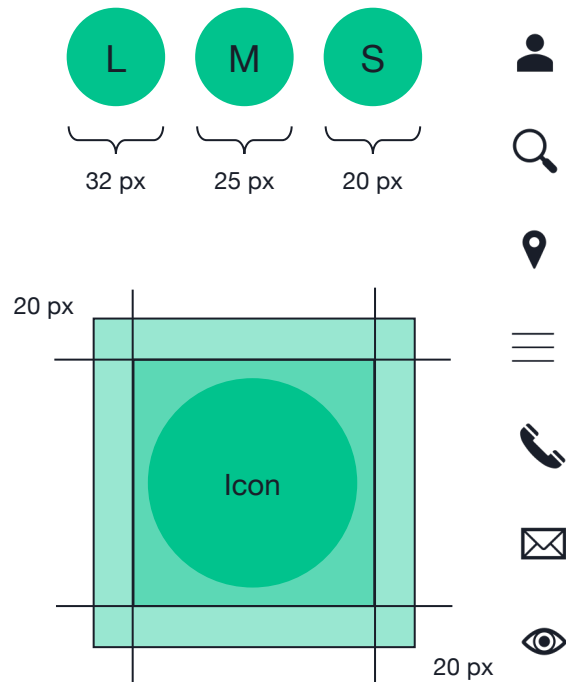
Web & App Assets

Basic Assets

Any other assets should follow the general rules throughout the style guide. The colours of these assets are dependent on their environment and how they're used.

Iconography

Each icon should have a clear space of 20px. There are three sizes of icons – Large 32px, Medium 25px and Small 20px.



Call to Actions

Call to action buttons and boxes may be adapted to different devices, however the proportion should always remain the same.

