



Wardell Homes Brand Guidelines

Contents

01

Brand Values

02

Logo

03

Colour

04

Typography

05

Iconography

06

Imagery

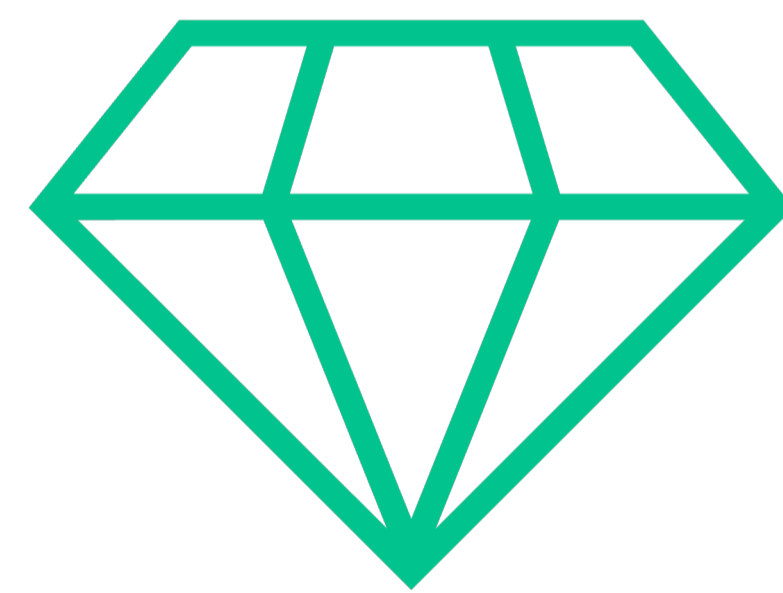
Brand Values

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

Do's

✓ General logo

The appropriate colours of the logo are below. These must not be modified, but you may revert these to black and white



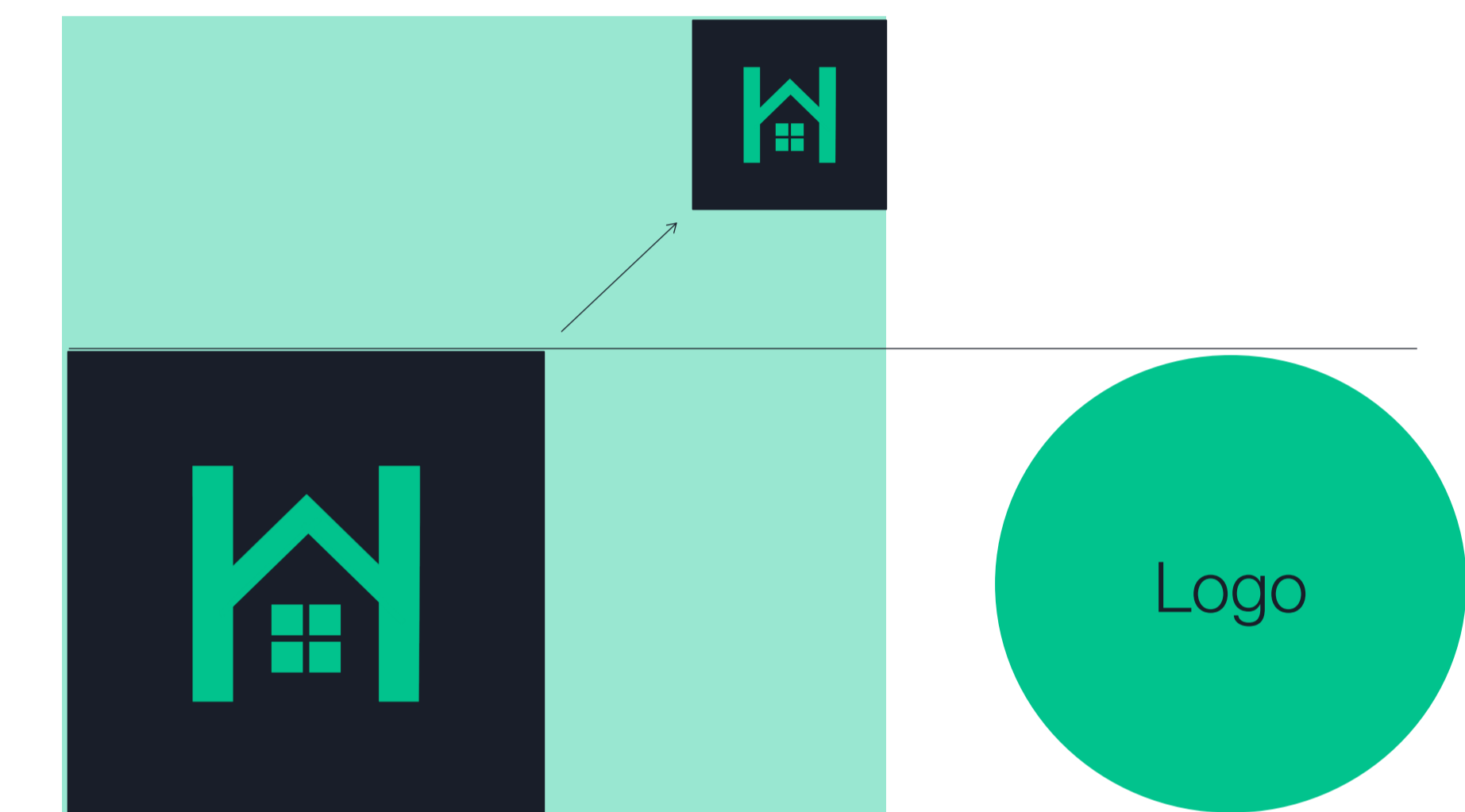
✓ Marketing & Product Logo

The marketing logo must have a transparent background with a gradient fill. You may revert this to black or white.



✓ Size & Proportion

The size will vary and is dependent on where the logo is being used. However, the proportion should remain consistent.



Don'ts

✗ The opacity of the logos should not be adjusted and should remain at 100%. Don't add borders to the Logo.



✗ Don't place the marketing logo on a background colour that clashes with the brand colours. For white and Image backgrounds only.



✗ The Proportion should not be adjusted as it affects the logo. It should remain straight and not be rotated.

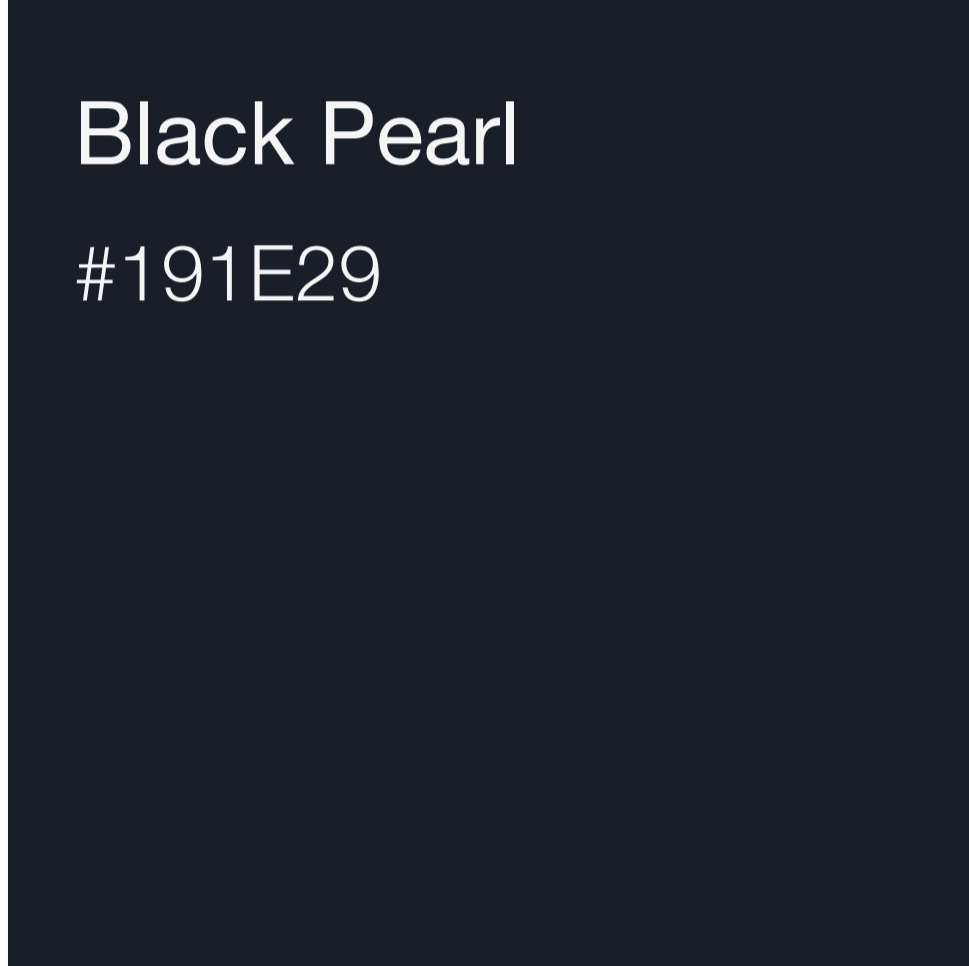
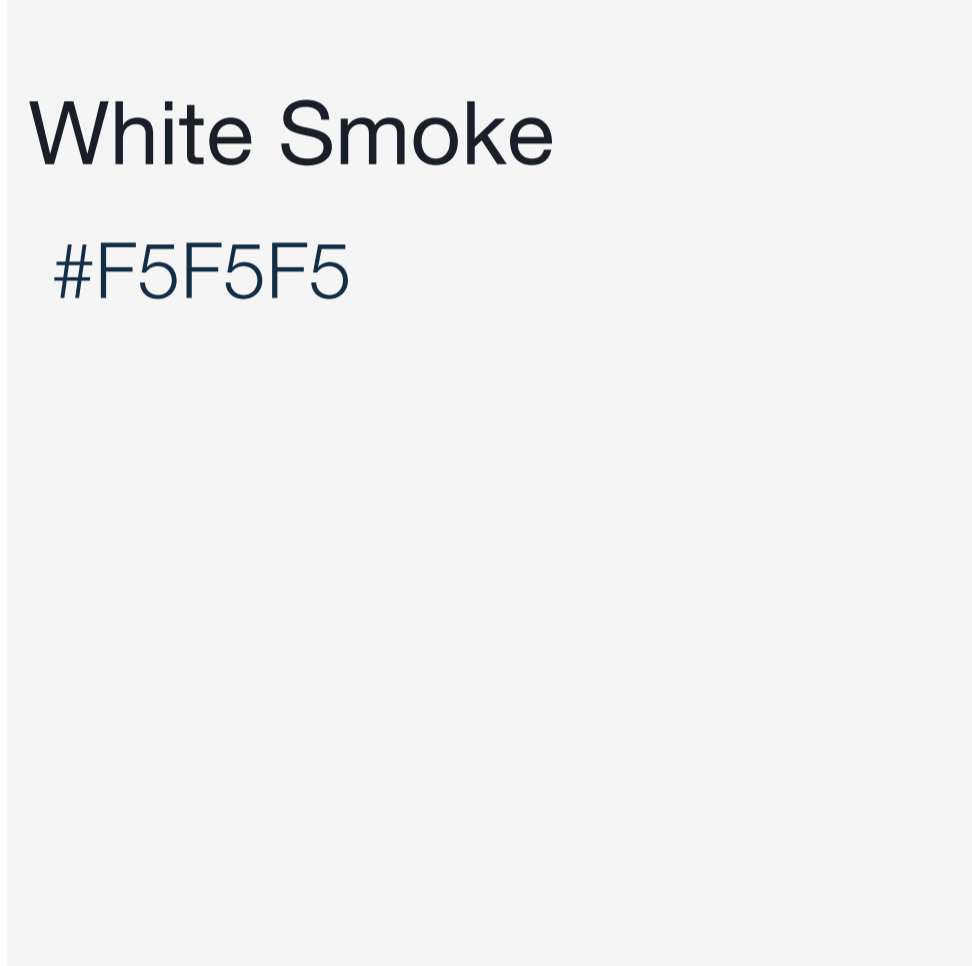


Colours

Do's

✓ Background & Text Colours

Both colours may be used for either the background or text either together or with other brand colours.



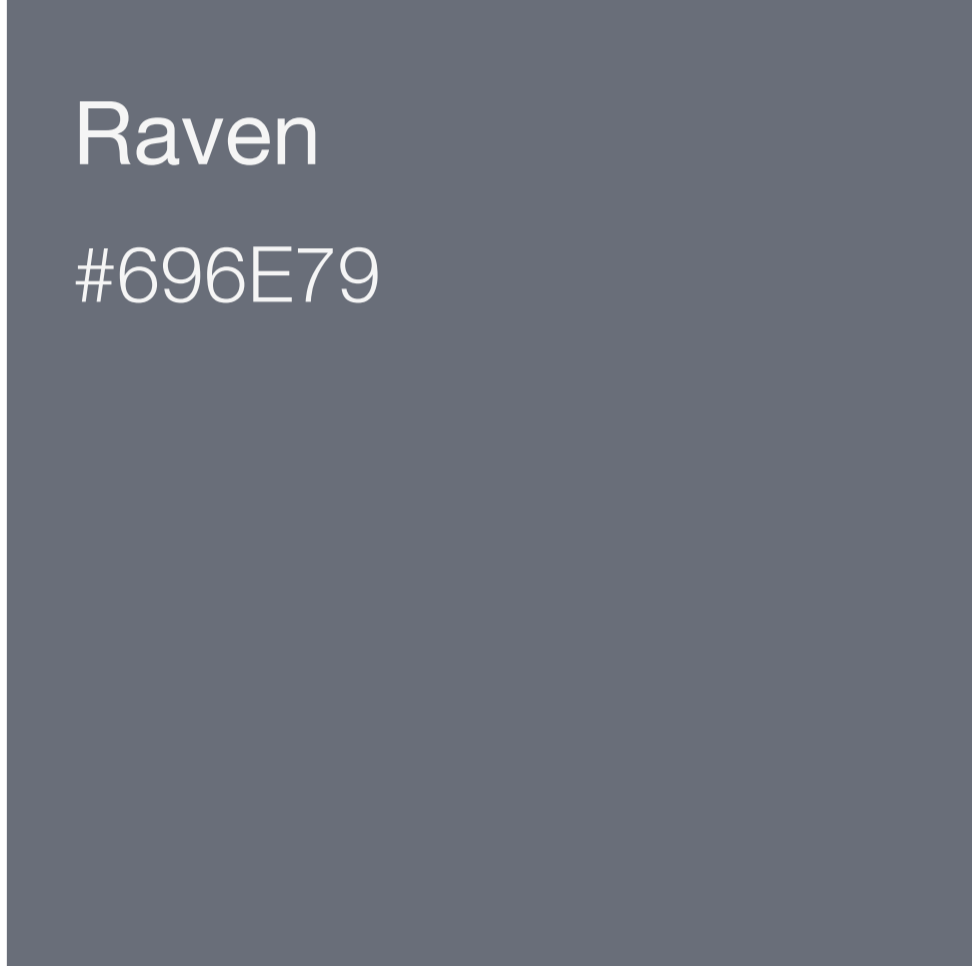
✓ Primary Colour

The primary colour should be used for headings, call-to-action buttons and as an accent colour.



✓ Secondary Colours

The secondary colours may be used as contrast colours for the others. The opacity of these can be adjusted where needed.



Don'ts

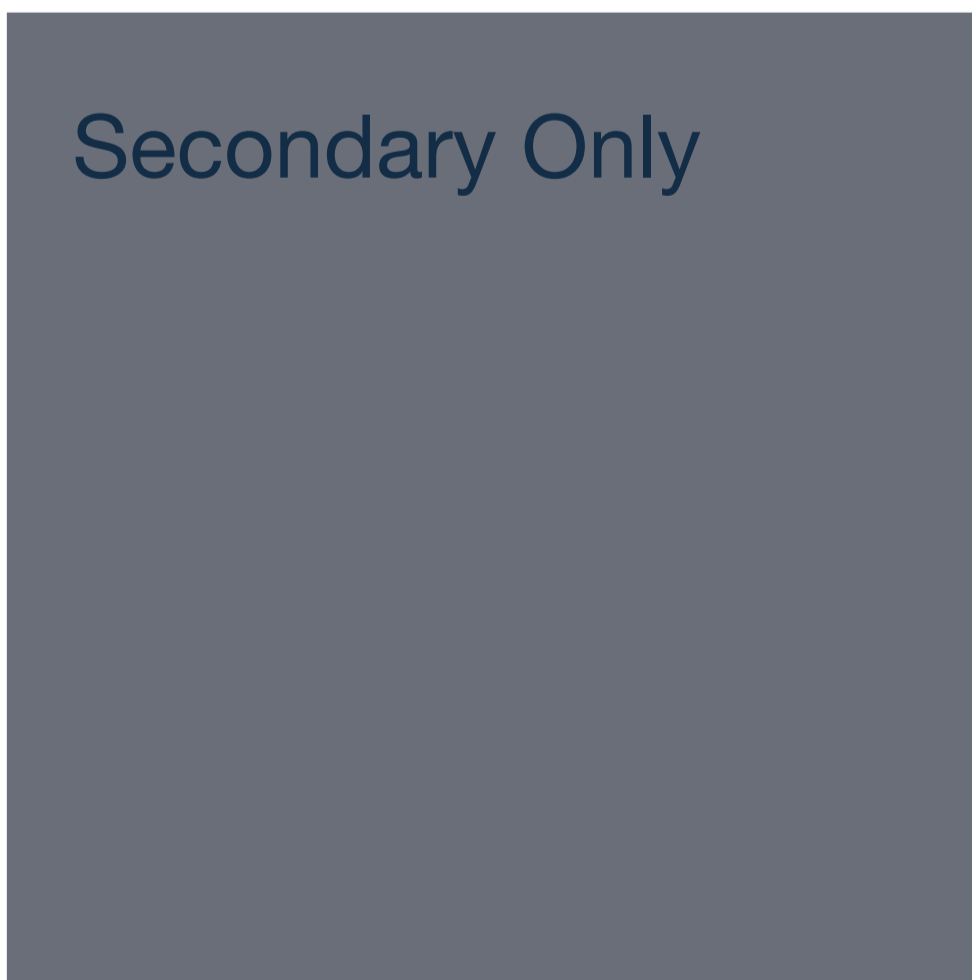
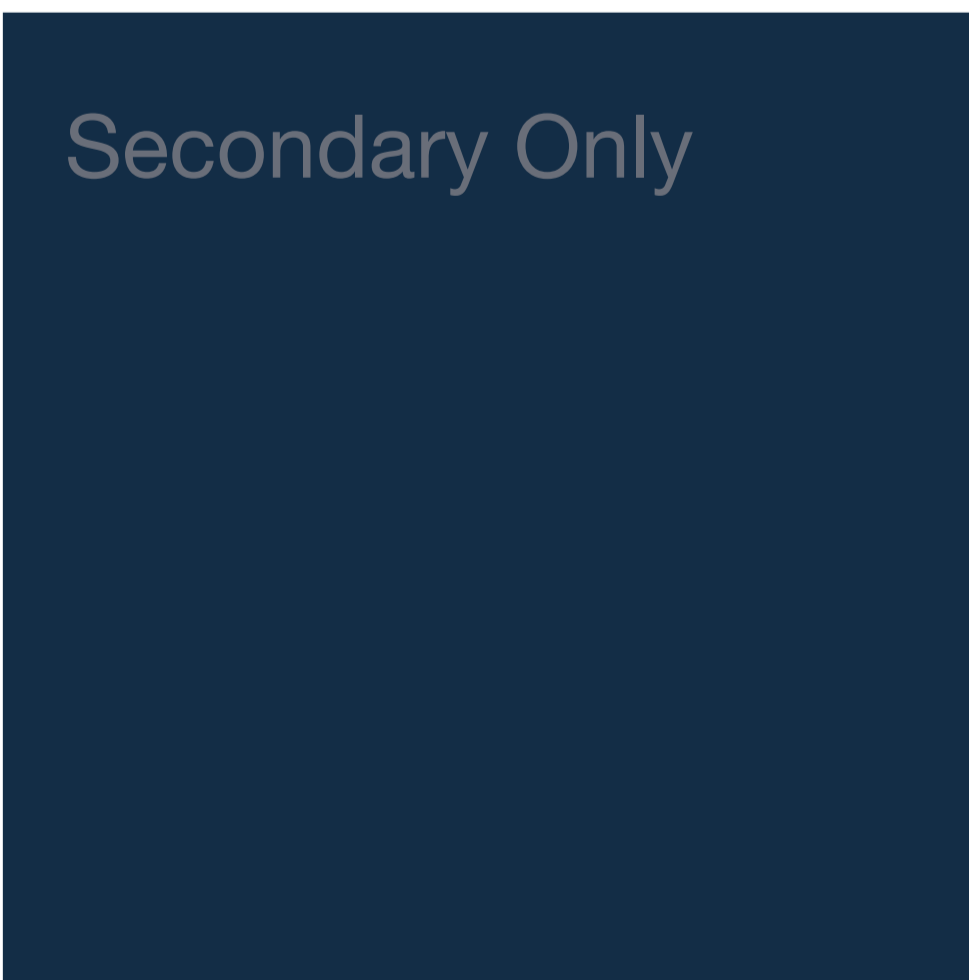
✗ The background and text colours should remain monochrome and heavily contrast each other and the other brand colours.



✗ Do not replace the primary colour with another colour as it takes away the brands identity and will not match the logo. Don't adjust the shade or opacity.



✗ The secondary colours should not be replaced and should not be used as the primary colour or text colours.



Typography

Do's

✓ Heading

Helvetica Neue – Bold

Only use as the webpage and app headings and titles on printed media. Centre-aligned.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

✓ Subheading

Helvetica Neue – Medium

Use for paragraph headings or to highlight parts of the body text. Centre and left aligned.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

✓ Body

Helvetica Neue – Regular

Use for body text, textbox text and other smaller text. Left aligned.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Don'ts

✗ Don't use an alternative font or weight for any text across all designs.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

✗ There should be no inconsistency in the sizing of the text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

✗ Do not disregard the text hierarchy.

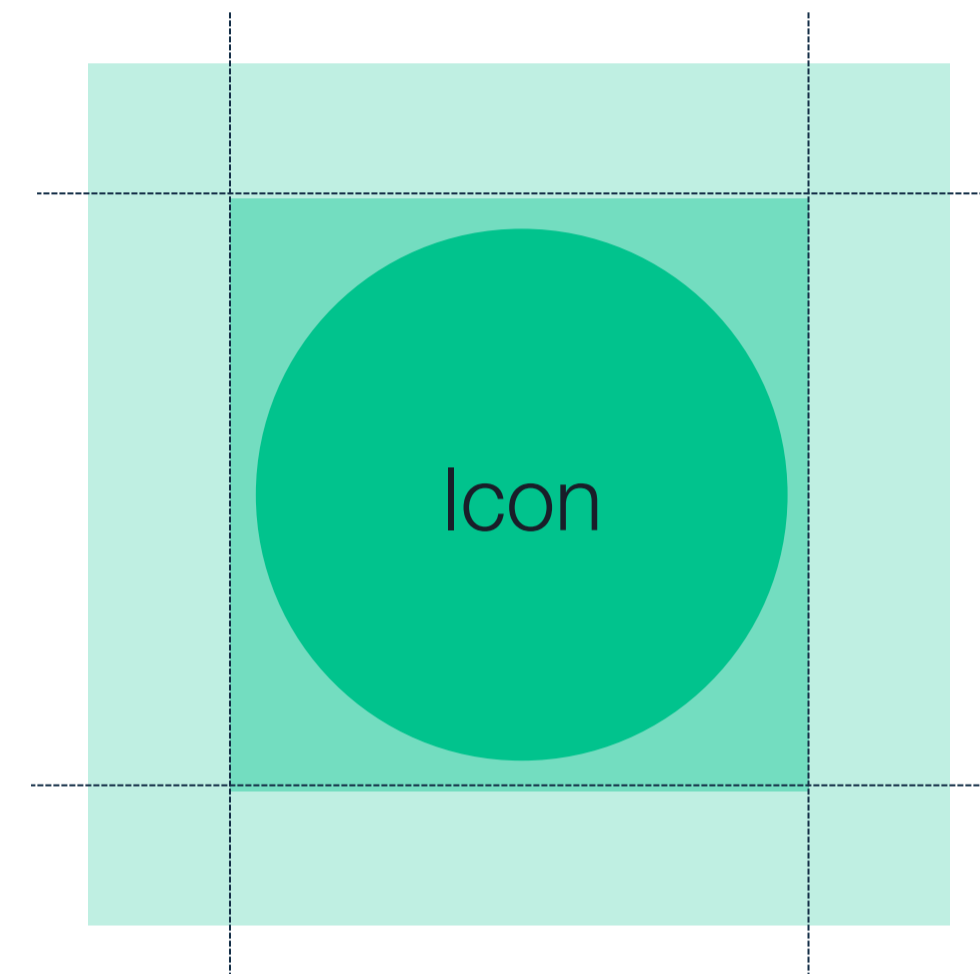
Heading
Subheading
Body

Iconography

Do's

✓ Clear Space

There should be a minimum clear space around the icon to ensure that icon stands out against other icons and visuals.



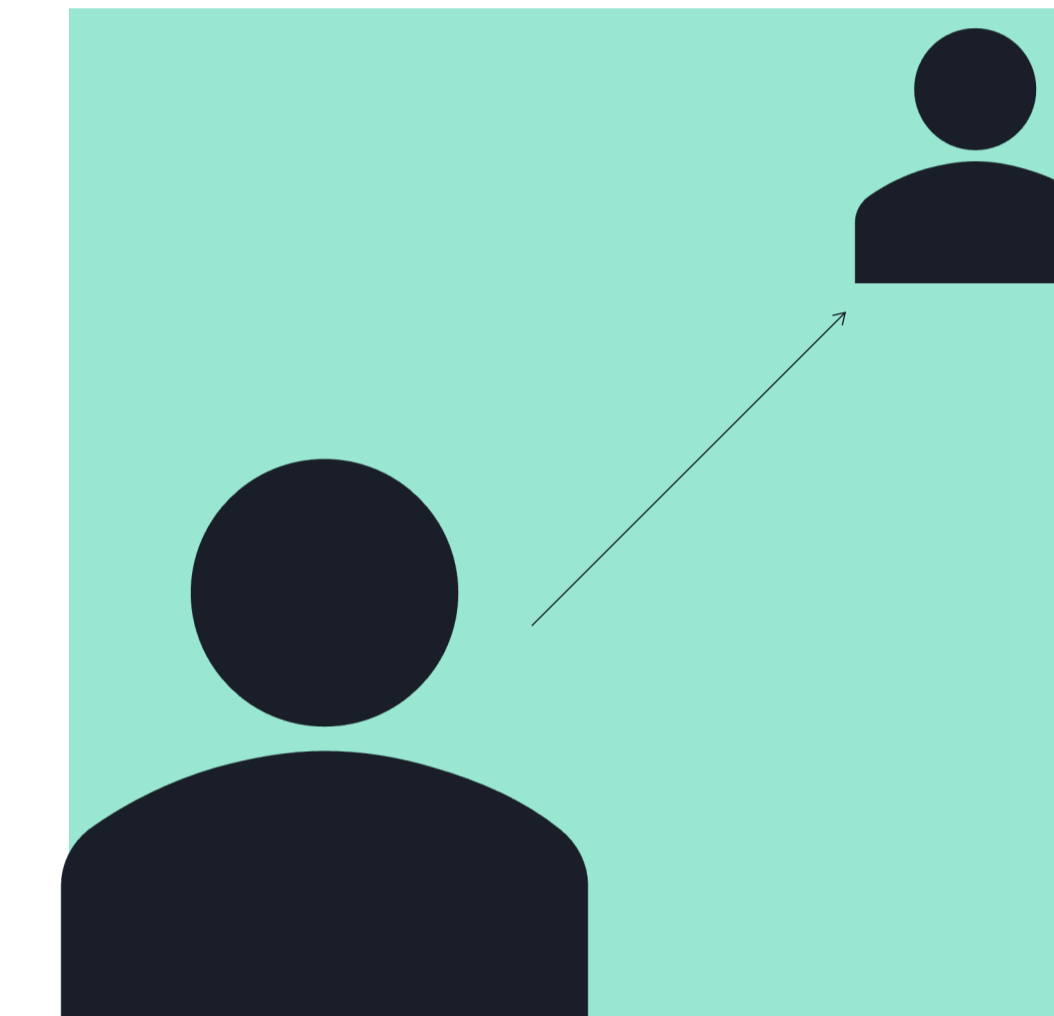
✓ Size

There should be consistency in the sizing of the icons. This should be responsive to different devices such as Desktop view, Tablet and mobile.



✓ Proportion

The size will vary and is dependent on where the icon is being used. However, the proportion should remain consistent.



Don'ts

✗ Do not let icons touch each other and be of different sizes within the same space.



✗ The icons must not have any effects added, specifically a drop shadow.



✗ Icons must not be distorted or rotated to fit in the design.



Imagery

Do's

✓ Clear Space

There should be a minimum clear space around images for them to maintain their effectiveness.



✓ Quality

Every image should be of high quality and have colour. The image should be kept at 100%, use an overlay for background use.



✓ Size & Proportion

The size will vary and is dependent on where the image is being used. However, the proportion should remain consistent.



Don'ts

✗ Images should not be overlapped or joined together with no spacing in-between.



✗ Don't use an image if it is blurry, pixilated or black and white.



✗ Icons must not be distorted or rotated to fit in the design.

