



# Brand Guidelines



**Imhoff** specializes in both interior and exterior painting, cabinet refinishing, wood finishing, and more, utilizing only the best products available & doing it all with our highly skilled craftspeople.

# Content.

---

# Brand Guidelines

## Content.

Introduction	_____	5
Brand Voice	_____	6
Your Logo	_____	7
Typography List	_____	12
Text Hierarchy	_____	14
Colour Palette	_____	15
Do's & Dont's	_____	17
Thank you	_____	19

# Let's Do This.

---

**“Your brand is the single most important investment you can make in your business.” - Steve Forbes**

# Brand Voice.

## Tone, Voice and Language

### Tone

The tone of this copy should be both positive and approachable in order to convey to clients that Imhoff is the company they will feel most comfortable interacting with. Home projects are expensive and intrusive - positive and approachable is the antidote to those negative associations and will put potential clients at ease enough to pursue the call to action.

### Voice

The voice here must be warm and confident in order to motivate clients to pursue the call to action. Imhoff's clients may be hesitant to reach out because they feel that:

- A) They can find a cheaper alternative to their home paint project
- B) Hiring a painting crew is disruptive

Thus, a warm, confident voice will work to persuade potential clients that the company will deliver high quality work at a fair price point while being cognizant of the client's living space.

### Language

The language here should be formal without being stiff or robotic, which impedes readability. Hiring for the services Imhoff offers can elicit strong emotions because of the expense and because it takes place in such a personal space.

So, emotionally-charged language like "expensive", "difficult" and "passionate" should be avoided in order to make the copy work to put the reader at ease and to create a sense of safety and trust when they think of the Imhoff name.

Ultimately, the language used in this copy should represent the level of professionalism that clients would feel comfortable inviting into their homes and be a step above the experience they'd have hiring a friend to do the work for half the price.

## Main Logo Style.

At the very basic level, logos are symbols made up of text and images that help us identify brands we like. But they can be so much more! A good logo is the cornerstone of your brand. It helps customers understand what you do, who you are, and what you value. That's a lot of responsibility on a tiny image! Here's the definition of what a logo is and how to make the most of it.

### CLEAR ZONES

The clear zone is the height of one "circle" shape around the word "Imhoff" It measures negative space around the logo in relation to the text, photos, illustrations, or other visual elements.

A logo is a symbol made up of text and images that identifies a business. A good logo shows what a company does and what the brand values. Logo design is all about creating the perfect visual brand mark for a company. Depending on the type, a logo usually consists of a symbol or brandmark and a logotype, along with a tagline.



## Logo Options.

Perhaps the most fundamental function of a logo is giving your business a unique mark that differentiates you from other businesses.

This is especially important if your business has competition (which 99.9% of them do). Before you get a logo for your business you'll want to research what your competitors look like so you can position yourself.

Along with demarcating your business, a good logo also provides your customer with some crucial information about your company: it can communicate the industry you exist in, the service you provide, your target demographic and your brand values.

### Option One.

The vertically oriented logo will be the primary logo that you will be using in many applications across web and print platforms.





## Option Two.

The horizontally oriented logo will be a secondary style that can be used as-needed to suit specific circumstances that require a lower profile logo.



## Logo Color Variations

Our colors say a lot about who we are. They speak to our vibrant approach to painting. When we vary the combination's of the colors we use, we can shift the tone of our communications for different audiences and purposes.

Color logo with white background



## Option One.

The white-color logo will be the primary logo that you will be using in many applications on dark backgrounds



## Option Two.

The black-color logo will be the primary logo that you will be using in many applications on light backgrounds



# Background Images.

If placing the logo over an image and the image is too busy, darken or lighten the image using **Brand Colors**



It is best to avoid semi-transparent overlays for the sake of increasing the logo contrast. Best to use the version of the logo with the most contrast. If the background is too busy, it is recommended to use a colored overlay.



## Montserrat

### Primary Typeface Weights

Our primary font is the 'Montserrat' font family. It should be used for all titles and body text. If you don't have a copy of this font alternatively please use the default system font 'Open Sans'.

**AaBbCc**

REGULAR.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&?!/,;:-\_\*)

ITALIC.

*AaBbCcDdEeFfGgHhIiJjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&?!/,;:-\_\*)*

# Typography.

BOLD.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&?!/,;:\_\*")

Open Sans.

Secondary Typeface Weights

REGULAR.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&?!/,;:\_\*")

ITALIC.

*AaBbCcDdEeFfGgHhIiJjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&?!/,;:\_\*")*

BOLD.

**AaBbCcDdEeFfGgHhIiJjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&?!/,;:\_\*")**

## Context Text and Headlines

### Typeface Weights

Bold H1 Font 60 Pt.

# Fine Residential Painting

Bold Secondary H2 Font 48 Pt.

## Fine Residential Painting

Regular H3 Font 36 Pt.

### Fine Residential Painting

Regular H3 (Secondary) Font 24 Pt.

### Fine Residential Painting

## Colour Palette.

Our brand colours are an important part of our visual identity. These colours have been chosen to complement each other while still offering variety and contrast for accessibility.

### Primary palette

The primary palette contains the core colours that should be used across all of our communications channels. Examples of use include our logo variations, and main background colour (Imhoff white). When supporting content with icons, keylines, and highlights, 'Imhoff teal' and 'Imhoff orange' should be your first choice of colour. Consistent use of these colours helps to reinforce the Imhoff brand.

**Imhoff Teal**



CMYK: 87 66 46 34  
pantone: 7477  
web: 284557

**Imhoff Orange**



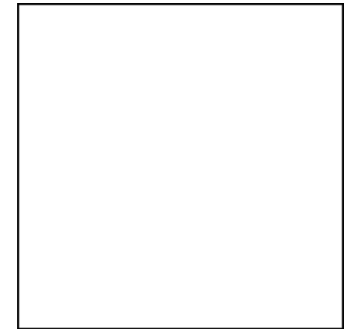
CMYK: 13 36 100 2  
pantone: 7563  
web: d9a125

**Black**



CMYK: 72/66/64/72  
RGB: 34/34/34  
web: #222222

**White**



CMYK: 0/0/0/0  
RGB: 255/255/255  
web: #FFFFFF

## Secondary palette

The secondary palette is used to support and complement the 4 primary colours. Examples of use include text, background panels, and lists.

Please note: Brown should be used sparingly. If used as a panel background, any text in the panel must be pure white (Imhoff white) to provide sufficient contrast.

**Imhoff Brown**



CMYK: 35 38 31 8  
pantone: 436  
web: 9f8f93

**Cool Teal**



CMYK: 96/62/40/22  
Pantone: 2210 C  
web: #00506a

**Rich black**



CMYK: 74/67/66/84  
RGB: 14/14/14  
web: #0e0e0e

**Dark grey**



CMYK: 69/62/61/53  
RGB: 57/57/57  
web: #393939



# Do's & Don't's.

## Practices to avoid.

Do not redraw, modify, or embellish the logo in any way. This includes computer manipulations and animations.

Additionally, please **follow these guidelines:**

**Don't  
detach or remove any  
elements of the logo**



**Don't  
add extra elements  
to the logo**



**Don't  
rotate the logo**



**Don't  
use any colors other than  
those specified in this  
document**



**Don't  
use drop shadow or  
other visual effects**



**Don't  
stretch, skew or bend  
the logo in any way**



## Minimum Size

The minimum size allowed for use is 2 inches wide or 0.5 inch tall (for the horizontal or square logos). If you have a project in which the logo might be used effectively at a smaller size, you must obtain resized art and approval from the communications team.



## Logo color

Wherever possible, use the official Teal and orange versions of the logo you see above. Use the dark logo when printing in black-and-white, and when only a single color is available, use the light logo on a colored background.

When using the logo over complex backgrounds, you should place it within a simple single-color shape like a rectangle, or use the light logo.

**THANK YOU!**

**~Hog the Web Team**