Hr design

Brand Guidelines

LOGO DESIGN

The Heidi Ross Design logo uses the base font of *Delisa-Regular* with customizations for a more unique identity (Fig 1) with three color variations and a black and white version (Fig 2). **BEBAS NEUE REGULAR** as the heading font (as shown in FIG 3 +4) will be used for horizontal work. The colors used are a dark blue (#141923), a middle blue (#162C44), a light blue (#A5BAD2), and an off-white (#E9EAEE). The logo colors can be mixed according to the desired background color, being that the background is a solid color or has large spans of color in that allows for easy logo readability and contrasts the text of the logo.

FIG 1

FIG 2

FIG 3

FIG 4

MISSION

Helping others reach their greatest potential
Homeowners/Realtors by helping position the home/listing to command the greatest potential return on investment when selling.
Homeowners by creating a life-giving atmosphere that refreshes and nourishes the soul, so they can reach their potential in life.
Business associates by developing leadership skills to help them each their greatest potential In life.

VISION

Enrich the lives of all parties—employees, clients, and partners—at their psychical, spiritual, and economic levels for great significance.

CORE VALUES

TEAMWORK When a group of people come together and combine their individual strengths and giftings to help each other achieve a goal or task.

OWNERSHIP Thinking of the long term, without sacrificing long-term value for short-term results. Act on behalf of the entire company, beyond just your team. Never say, “that’s not my job.”

POSITIVITY Thinking in an optimistic way, looking for solutions, expecting good results and success, and focusing and making life happier

INTEGRITY The practice of being honest and showing consistent and uncompromising adherence to strong moral and ethical principles and values.

EXCELLENCE Doing everything to the best of your ability, with what you’ve been given.

BRAND CORE COLOR PALETTE

E9EAEE

A5BAD2

162C44

141923

MAIN LOGO AND WEBSITE COLORS

A1978B

CAA183

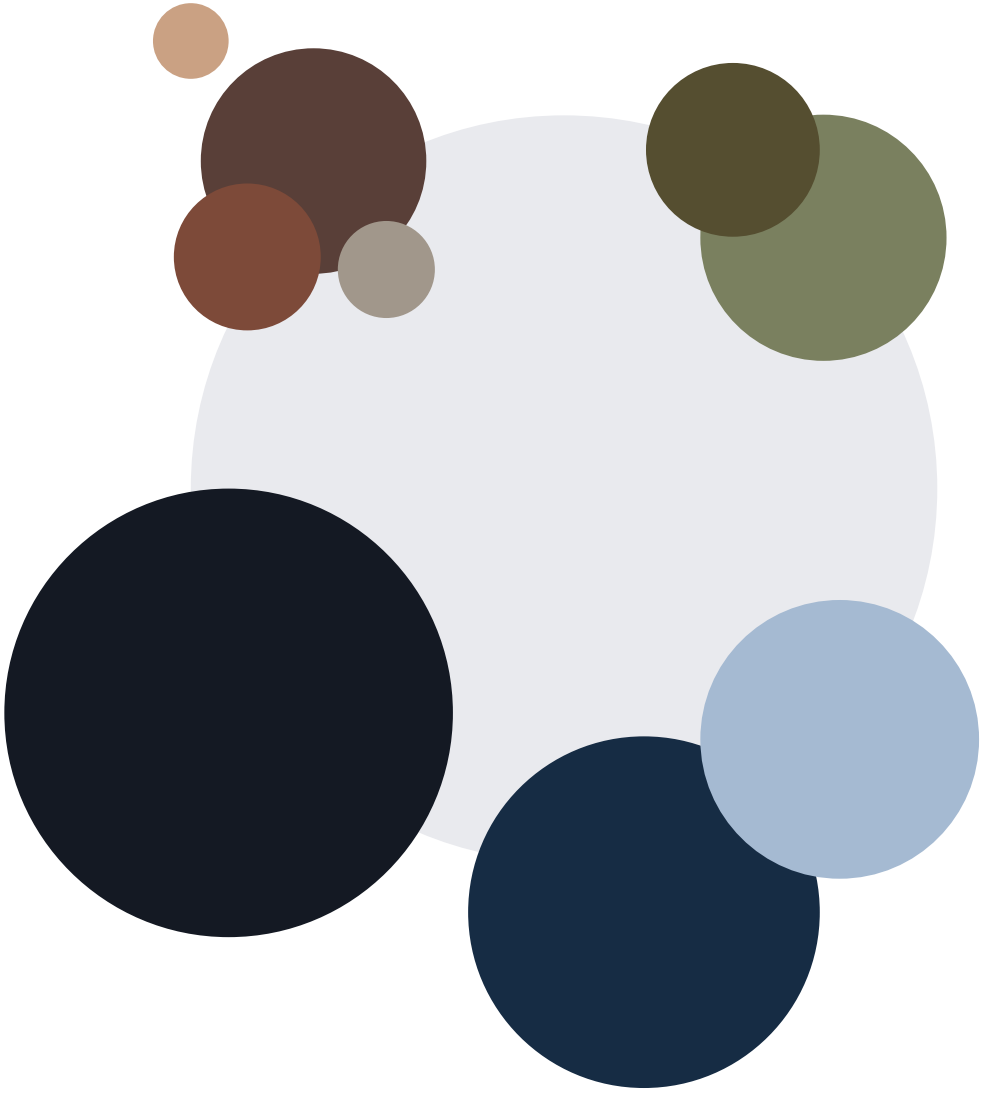
7D4A39

593F38

7A805F

554E30

SECONDARY COLORS FOR WEBSITE AND PROMOTIONAL/ ADVERTISEMENTS. WE HAVE SELECTED EARTH TONES THAT MIMIC AND COMPLIMENT THE INTERIOR DESIGN PALETTE SHOWN IN HRD'S PORTFOLIO.



BRAND VOICE

VOICE CHARACTERISTICS	DESCRIPTION	DOS	DON'T
PASSIONATE	We are a team of people who love interior design and want to help others get the maximum return on their biggest investment.	Congratulate client/realtor achievements, comment with enthusiasm. Show emotion and encourage others on this journey	Be passive, be wishy-washy
AUTHENTIC	We're going to give you the best of our abilities when it comes to our services and insights to help your house sell a look its best. That may not always be through our services	Be honest and direct, stick to your word, own any issues or mistakes, and show how you will address them.	Over promise, oversell the services capabilities.
EXPERT	We have over 15 years of experience staging homes and giving design makeovers.	Share knowledge with clients and realtors. Give genuine advice with customer's best interest at heart.	Hide details you think may put a client off. Share information you aren't positive about.
POSITIVITY	Positivity flows through our team, and without it, we can't accomplish what we do. We aren't afraid to have fun in the field or with our clients.	Be friendly. Share content that clients tag us in. Leave positive comments and response and feel free to use emojis.	Be negative or speak robotically. Bad mouth other brands/ services. Ignore clients.

TYPOGRAPHICAL SYSTEM - WEBSITE

MAIN LOGO, HEADLINES, TITLE ELEMENTS : Playfair Display Bold -pt 36

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

LOGO AND MAIN TITLE ONLY: BEBAS NEUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXY

SUBTITLE HEADERS, SPECIAL SECONDARY ELEMENTS: *Playfair Display Italic - pt 20*

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

DESCRIPTION BOXES (WEBSITE): Caveat Regular / Caveat Bold - pt 12

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

MAIN BODY PARAGRAPHS: Robota pt 12

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

IMAGERY GUIDELINES

Correct!
Image must be of high-quality (at least 300-400dpi), well lit, and properly color balanced to look as pristine and professional as possible.

INCORRECT!

Colors are too warm

INCORRECT!

Image is too dark

INCORRECT!

Colors are too purple

INCORRECT!

Image is too bright, lights should be natural and resemble daylight