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.
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

**Main Logo and Website Colors**
- E9EAEE
- A5BAD2
- 162C44
- 141923
- A1978B
- CAA183
- 7D4A39
- 593F38
- 7A805F
- 554E30

**Secondary Colors for Website and Promotional/Advertisements.**
- We have selected earth tones that mimic and complement the interior design palette shown in HRD’s portfolio.
<table>
<thead>
<tr>
<th>VOICE CHARACTERISTICS</th>
<th>DESCRIPTION</th>
<th>DOS</th>
<th>DON'T</th>
</tr>
</thead>
<tbody>
<tr>
<td>PASSIONATE</td>
<td>We are a team of people who love interior design and want to help others get the maximum return on their biggest investment.</td>
<td>Congratulate client/realtor achievements, comment with enthusiasm. Show emotion and encourage others on this journey</td>
<td>Be passive, be wishy-washy</td>
</tr>
<tr>
<td>AUTHENTIC</td>
<td>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</td>
<td>Be honest and direct, stick to your word, own any issues or mistakes, and show how you will address them.</td>
<td>Over promise, oversell the services capabilities.</td>
</tr>
<tr>
<td>EXPERT</td>
<td>We have over 15 years of experience staging homes and giving design makeovers.</td>
<td>Share knowledge with clients and realtors. Give genuine advice with customer's best interest at heart.</td>
<td>Hide details you think may put a client off. Share information you aren't positive about.</td>
</tr>
<tr>
<td>POSITIVITY</td>
<td>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.</td>
<td>Be friendly. Share content that clients tag us in. Leave positive comments and response and feel free to use emojis.</td>
<td>Be negative or speak robotically. Bad mouth other brands/services. Ignore clients.</td>
</tr>
</tbody>
</table>
TYPOGRAPHICAL SYSTEM - WEBSITE

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

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

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

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

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

AaBbCcDdEeFfGgHhIiJjKk
LlMnNnOoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

MAIN BODY PARAGRAPHS: Robota pt 12

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
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
- Image is too dark
- Colors are too purple
- Image is too bright, lights should be natural and resemble daylight