



BRAND GUIDELINES

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INTRODUCTION



Rainforest Builders is a small construction company specializing in unique buildings to fit unusual spaces and situations.

The company is very versatile and able to undertake projects such as building a home or cabin on an island off the west coast of British Columbia, creating a patio office in an urban backyard, building an animal shelter, a large span barn or a small cover for a well-head.

Each project depends upon a unique and dynamic relationship between home owner and builder.

LOGO



The Rainforest Builders logo contains a logomark and logotype displayed on a moss green background.

As the company specializes in shelters of various types; homes, barns, sheds and cabins, the black curve of the logomark symbolizes a shelter and so the words of the logotype are sheltered by the logomark.



The name of the company reflects the temperate rainforest of coastal B.C. and the colour green reminds us of the abundant moss and ferns.

LOGO



The primary logo of the company is the full logo displayed on a moss green background. This is the preferred logo on all media.



A secondary logo displays on a cedar red background. This reminds us of the rich colours of the cedar tree and many other species in the B.C. rainforest.



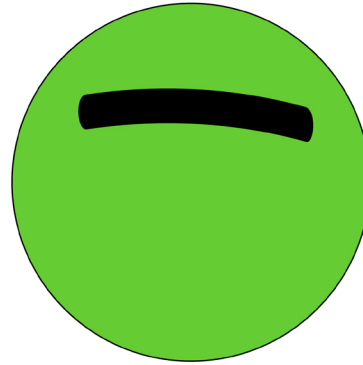
In situations where there is a colour background that does not suit either the green logo or the red logo then the black and white logo can be used.



A clear space must be placed around the logo as indicated by the graphic above. The clear space, X, is determined as 1/4 the length of the logomark. Clear space X is to be maintained on all four sides of the logo in all situations.

The minimum size of the logo shall be 25 mm wide. A maximum size limit to the logo should be maintained at 70 mm.

LOGO



FAVICON

The Rainforest Builders favicon will be displayed as the logomark with a moss green circular background.



DON'T

Remove, redesign, tilt or resize the logomark.



DON'T

Change the fonts or size of the logotype.

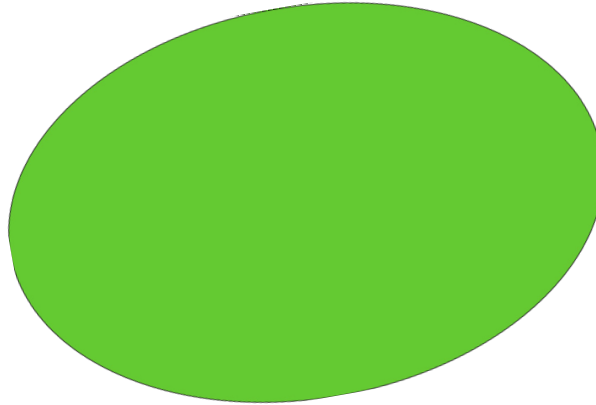
LOGO



LOGO WITH TAGLINE

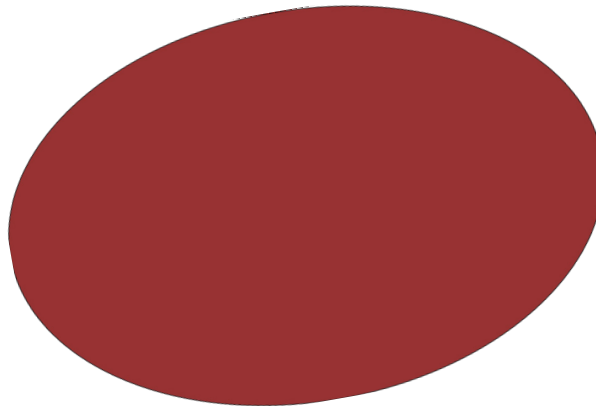


COLOURS



MOSS GREEN

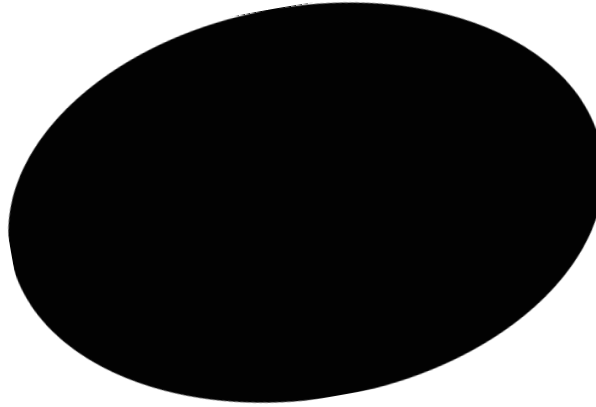
RGB: 102.204.51
CMYK: 50.0.75.20
HEX #66cc33
Pantone: 360C



CEDAR RED

RGB: 153.51.51
CMYK: 0.67.67.40
HEX #993333
Pantone: 704C

COLOURS



PURE BLACK

RGB: 0.0.0

CMYK: 0.0.0.0

HEX #000000

TYPOGRAPHY

Raleway light: text

ABCDE

abcde

12345

Raleway black: headings

ABCDE

abcde

12345

The primary typeface chosen for the Rainforest Builders brand is Raleway.

Raleway was created by Matt McInerney, Pablo Impallari, and Rodrigo Fuenzalida as part of the League of Moveable Type.

This is a free and open-source type foundry hoping to offer a free set of high-quality fonts.

theleagueofmoveabletype.com

Raleway is a clear, legible typeface that is suitable in all forms of media.

TYPOGRAPHY

Apple Chancery

Two additional fonts have been chosen to be used but only in the Rainforest Builders Logotype.

As the primary serif font we have chosen Apple Chancery to indicate the unique portion of the company.

Georgia

Georgia is the secondary serif font chosen to indicate the type of business.

STONE

Rainforest Builders wishes to maintain a thoughtful environment in all projects undertaken.

We believe local building code rules are generally established with very good underlying reasons and so all projects will be built to these local codes. We also believe that using sub standard materials will result in a sub standard product.

Because of the unique individualized nature of the projects undertaken there must be a close working relationship between home owner and builder.

KEYWORDS

construction, shelter, barn, cabin builders, renovation, animal shelters, island builders.

garage building, garage construction, container home builders, cost of building a garage, construction cost estimator, construction estimator, platform framing, patio construction, porch builders, building estimate, building a house from scratch.

Rainforest Builders is a construction company and so keywords in our sphere are:

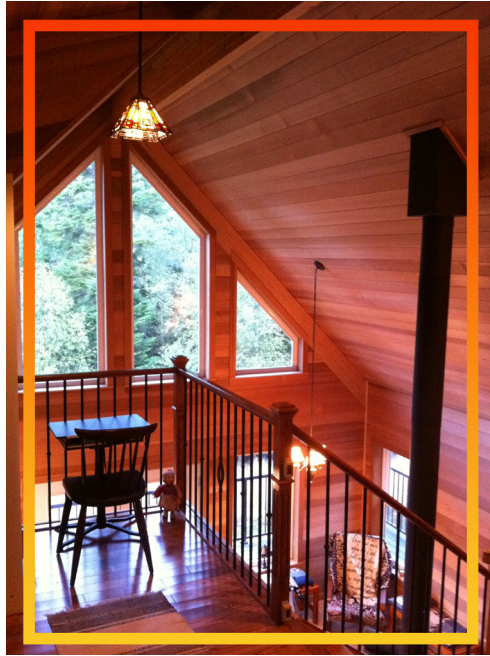
Having undertaken an evaluation of other keywords that may be helpful in identifying future clients we could use the following words to gain attention:

From Ground Work



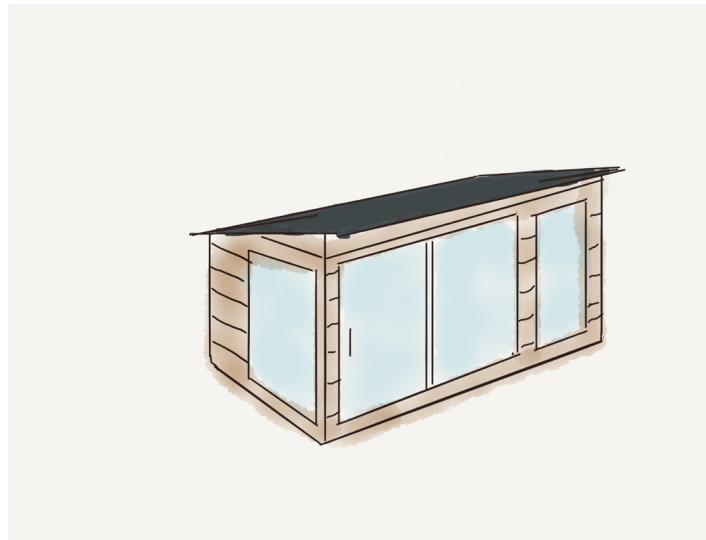
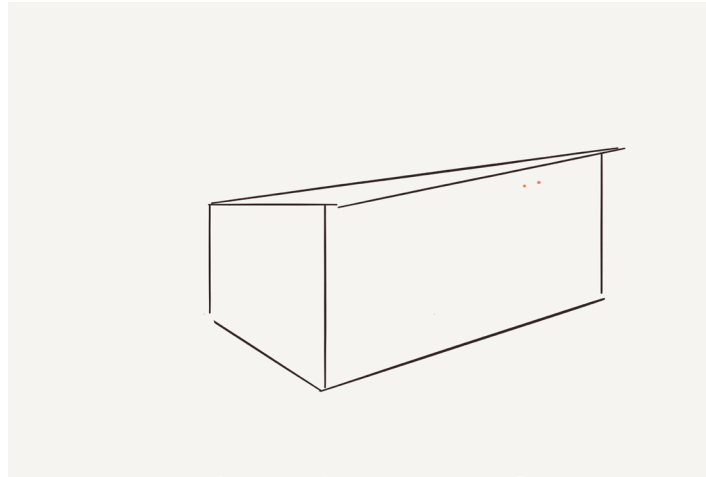
IMAGES

IMAGES



To Finished Project

From Concept



To Completion



IMAGES

IMAGES

GUIDELINES FOR PHOTOGRAPHS

- Use high quality photographs.
- Include original design and colour ideas if possible.
- Focus on the completed project.



Rainforest
Builders