

BRAND GUIDELINES

Version 1.0

Internal and Enterprise Use only



2024V 1.0

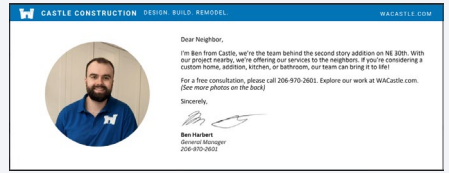
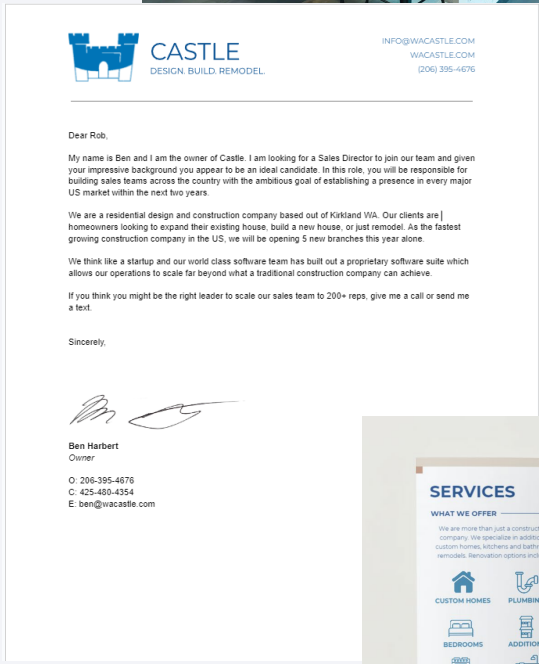
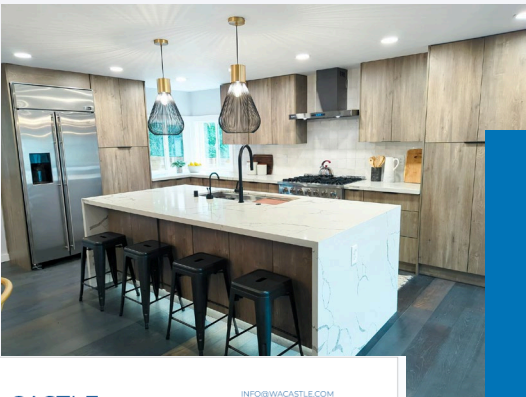
This Brand Deck is your guidebook to Castle's unique identity. It's not a rigid rulebook, but a story of who we are and what we stand for.

Castle Marketing Team

BRAND OVERVIEW

Presently the brand struggles with consistency in name and appearance, using multiple vocal tones and colors. Additionally, the company does not reflect its long-term growth direction as a national brand aiming for wide market saturation. This is an initial attempt to bring uniformity to customer facing materials and define our brand.

Castle Marketing Team



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Application

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BRAND GOAL

Reach the highest tiers

Our goal is to cater to higher-end audiences seeking personalized, innovative solutions. Specifically, we aim to:

1. Showcase our exceptional quality and national ambitions as an established, future-forward company to high income audiences.
2. Attract top talent by demonstrating our clear vision and industry-leading business practices.
3. Foster collaboration with mission-aligned tech enterprises by highlighting our far-reaching ambition and our ability to support their interests while pushing the boundaries of the industry.



BOLD



HUMAN

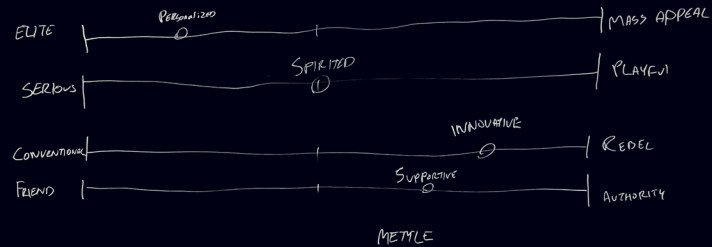
PROUD

Language

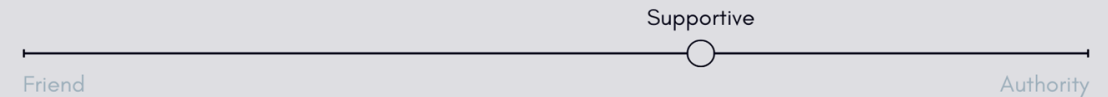
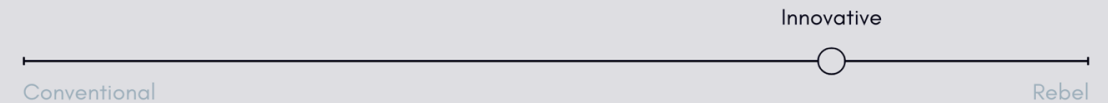


TONE OF VOICE

Our tone is warm, confident, and infused with a spirit of innovation. We're here to guide you, inspire you, and help you achieve the home of your dreams. We believe in giving our clients the sunrise they've always wanted.



INTERNAL com
VALUES: ALIGNMENT, INNOVATIVE, RELIABLE, COMPETENT, NUM FIRST, STREAMLINED
EXTERNAL com
VALUES: PERSONALIZED, CLOUD BREAKING, SUPPORTIVE, SPIRITED



MISSION STATEMENT

At Castle, we're turning the residential construction industry on its head. By combining cutting-edge technology with a personalized approach, **we're revitalizing the dream of homeownership in the US.** We're not just building houses; we're creating spaces that reflect our clients' unique visions.

Slide

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KEYWORDS

Personalized

Slide

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We craft homes that are as unique as our clients. Every design is tailor-made to reflect their individual style, needs, and aspirations. We don't do cookie-cutter; we do custom-built.

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Spirited

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We bring an infectious energy and passion to every project. Our enthusiasm fuels our creativity and drives us to exceed expectations. We don't just build; we pour our heart and soul into our work.

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Groundbreaking

Slide

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We're constantly pushing the boundaries of what's possible in residential construction. We embrace innovation, leverage cutting-edge technology, and seek out new ways to streamline our process. We're not afraid to break the mold.

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Supportive

Slide

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We're more than just a construction company; we're a partner in our clients' homeownership journey. We guide them through every step of the process, offering expert advice and unwavering support. We celebrate their victories as if they were our own.

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On-Brand

Slide

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Subject: Turning Your Vision into Reality with Castle

Hello Amy, ———— *Warm, Personalized*

We're excited to partner with you on your home building journey. Please find attached our planning guide, crafted specifically for your project. ———— *Supportive, Personalized, Innovative*

Spirited, Supportive ———— Let's schedule a consultation to explore your ideas and create a customized plan that reflects your lifestyle and desires. Our team is ready to guide you every step of the way, ensuring a smooth and enjoyable homebuilding journey.

Reply or call us today to take the first step towards your dream home. We can't wait to partner with you! ———— *Spirited, supportive*

Best regards,

The Castle Team ———— *Third Person, correct name*

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Off-Brand

Slide

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Good Afternoon, *Overly formal*

Thank you for your interest in our home building services. To provide an accurate quote, please send us more information about your project, including square footage, number of rooms, and desired finishes.

Note that our prices are based on standard materials and designs. Custom or high-end options will increase costs and may extend the timeline. *Not Supportive, over-serious*

Please fill out the attached questionnaire and return it to us for a quote.

Sincerely,

John Doe

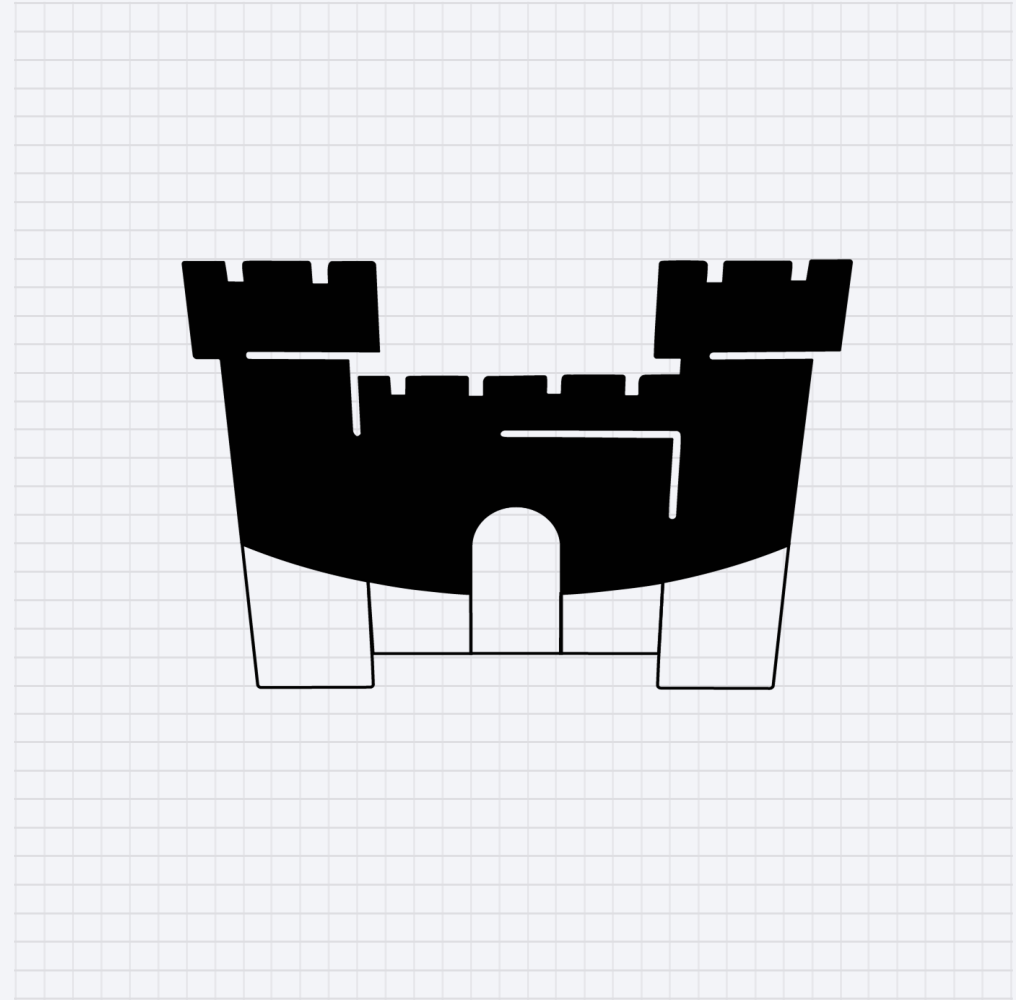
Castle Construction Company *Incorrect company name*

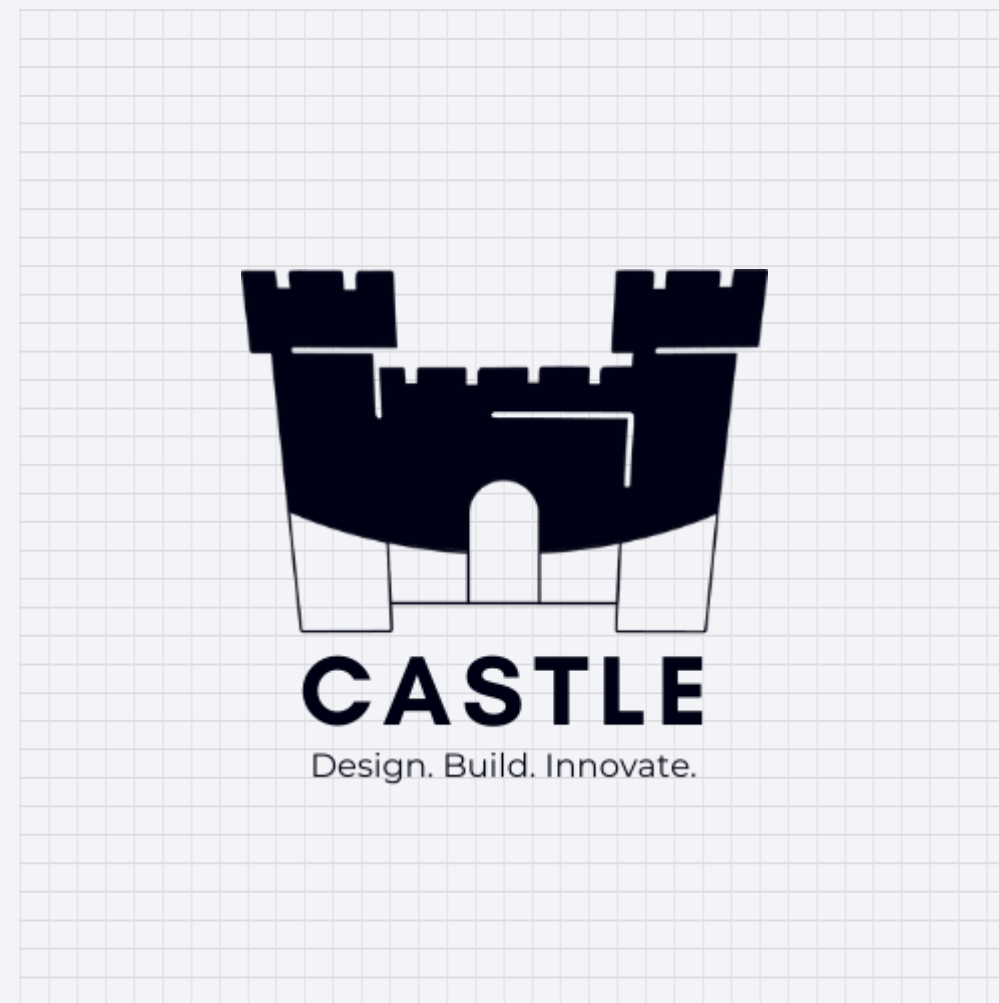
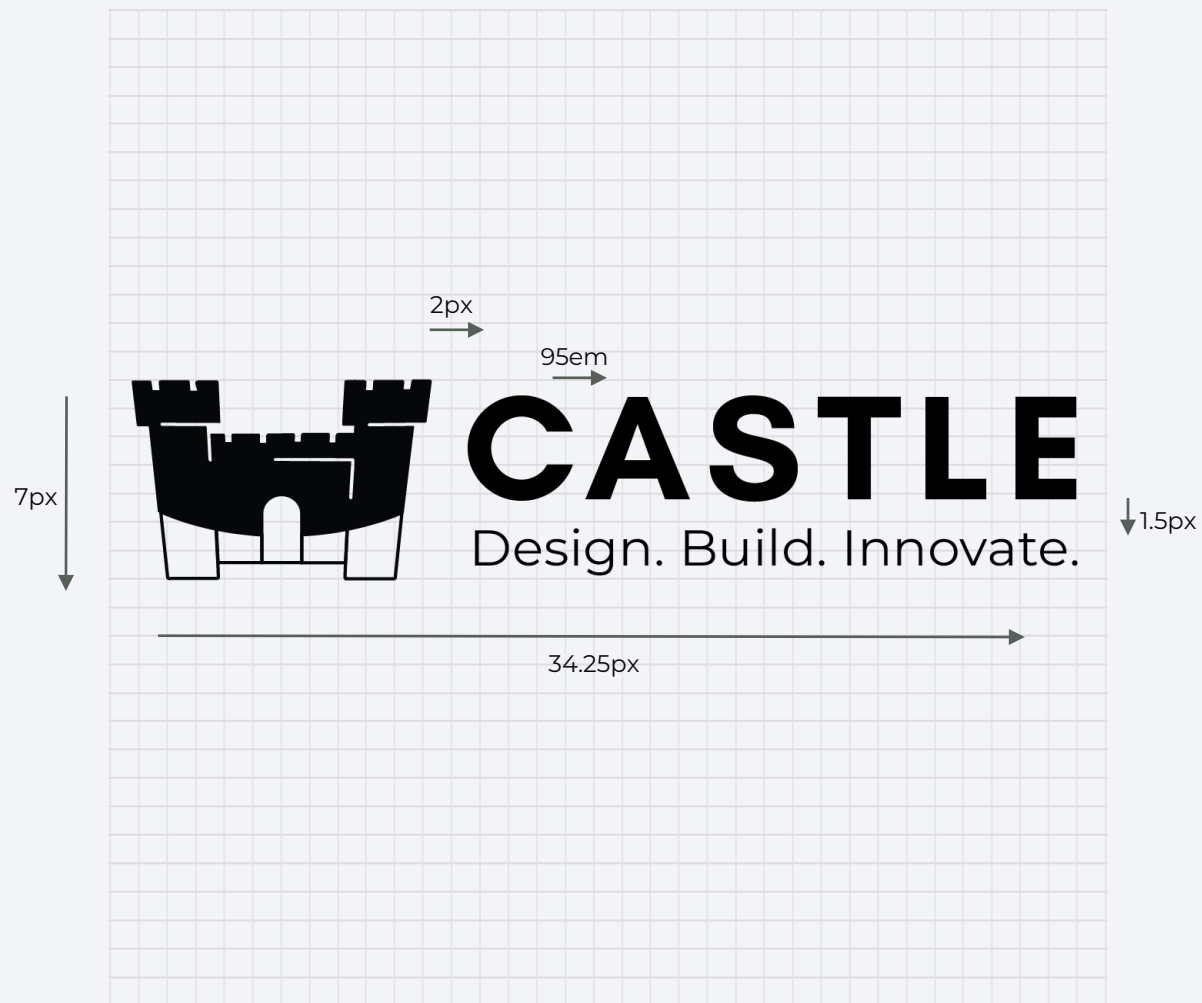
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CASTLE

Brand Guidelines

Logo



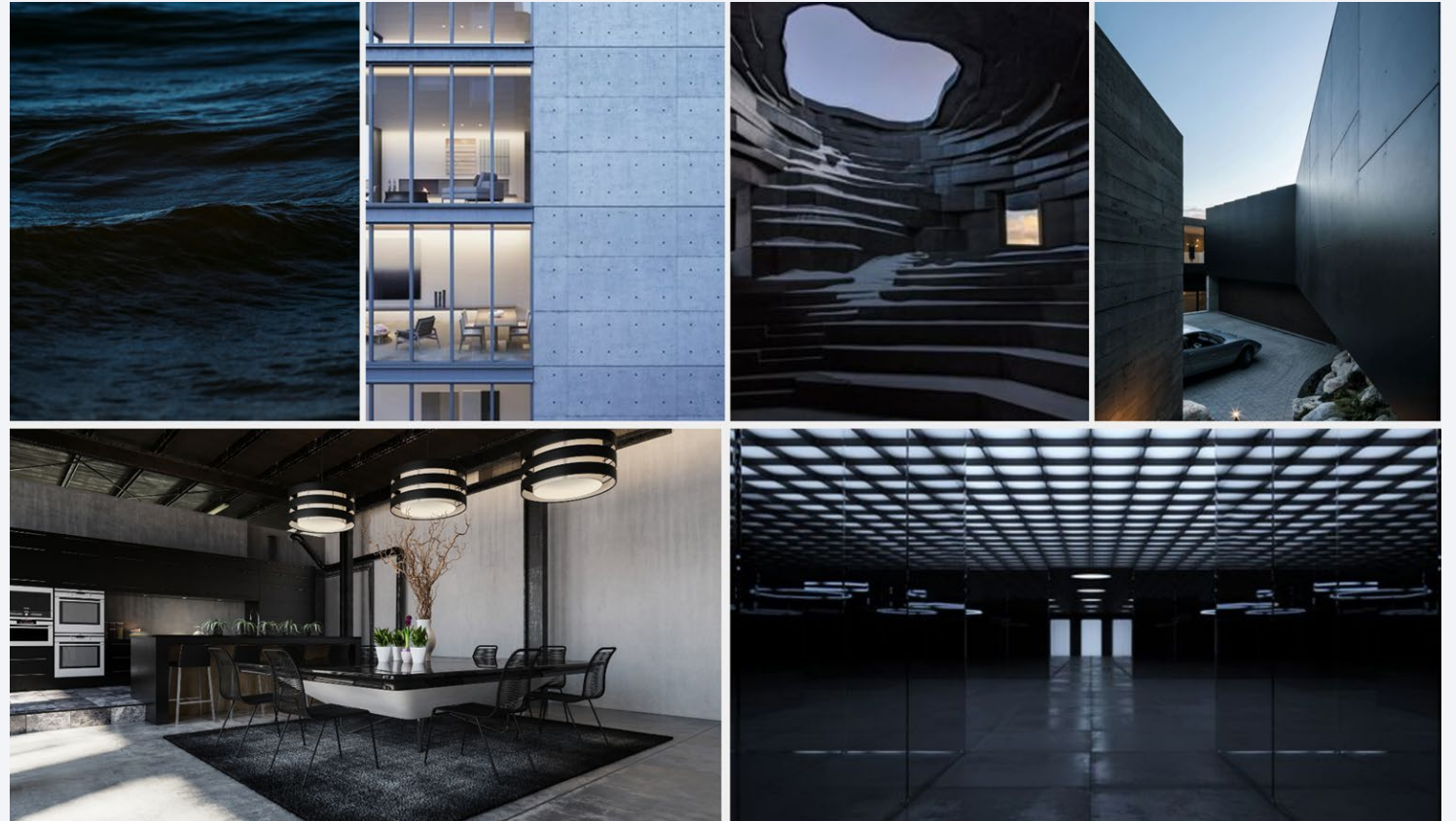


LOGO MARK

- The logo should be used in any and all external and customer facing marketing and sales material. Unless as a secondary usage, the logo should be structured as a combomark with the company name.
- When possible, include Design. Build. Innovate. below
- In situations where the name cannot be used, such as in digital platforms and media communications Castle should still be featured prominently.



Color



PRIMARY COLORS

The color layout we've chosen serves a double purpose. Primarily, it serves as sharp visuals to reflect the company and cutting-edge approach.

Secondarily, it serves to represent the future-forward mission of the company.

Concrete, our accent, represents our work today, construction and design in a contemporary market.

Midnight Cobalt and Lunar Quartz represent our work tomorrow, with boundless skies and one day, homes in a truly abroad setting.

Midnight Cobalt
#000014
HEX

Primary

Lunar Quartz
#F3F4F8
HEX

Secondary

Concrete
#9EB0BC
HEX

Accent

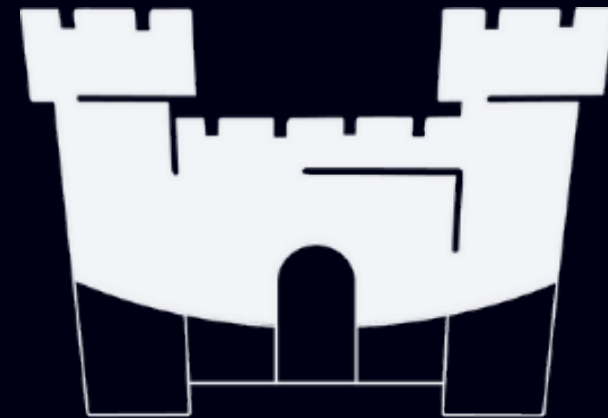
PRIMARY COLORS

Balanced palette based on 60- 30- 10 rule. Additionally
grayscale with blue tone for brand elements and alerts
set for the most important actions

Theme	
R	32%
G	61%
B	82%
Insert CMYK and Pantone Shades here	



Type



Glacial Indifference

CASTLE

Design. Build. Innovate.

Montserrat

Glacial Indifference

Glacial Indifference, our header typeface, is a striking serif font that adds a touch of sophistication to our brand. This typeface should be used sparingly, primarily for headlines, pull quotes, or other prominent design elements. When used in combination with Monserrat, Glacial Indifference creates a dynamic and memorable visual hierarchy.

Glacial
Indifference

REGULAR. **BOLD.**

Aa

Bb

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

? ! , (. ,) @ \$ () ~ !

Learn more



abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

? ! , (. ,) @ \$ () ~ !

GET STARTED

Montserrat

Montserrat, our body typeface, has been chosen for its modern, clean lines and excellent legibility. This sans-serif font family offers a range of weights and styles, providing flexibility for various applications. Montserrat should be used for body copy, ensuring that our content is easy to read and visually appealing.

Montserrat

EXTRA-LIGHT

LIGHT. REGULAR.

MEDIUM

SEMI-BOLD. BOLD

EXTRA-BOLD. BLACK

Aa

Bb

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Z

0123456789

? ! + (, .) @ \$ () ~ !

Learn more →

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

? ! + (, .) @ \$ () ~ !

GET STARTED

VISUAL MATERIALS

SINAGE

The layout of our signs should remain consistent, across all projects, with our logo, followed by our brand information, followed by our certifications and a QR code tied to a UTM.

Opposite of the three is specific project information.



BUSINESS CARD

Logo with specialized QR code tied to individual bio page and close-up photo to aid in memorability following bids and site walks.

2024V 1.0



Ben Harbert
CFO



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11447 120th Ave NE #300,
Kirkland, WA 98033

M (206) 970-2601
E ben@wacastle.com
W wacastle.com

LETTERHEAD

Letterhead includes our logo next to our primary and accent colors.

Footer includes contact information and a URL to our landing page



2024V 1.0



25th January 2020

To,
Joseph Burdoc
Creative Director

Lorem Corporation
123rd Abc Street, New York
NY11203, USA

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ac elementum urna. Quisque sit amet euismod metus. Cras sit amet placerat eros, sed consequat mauris. Etiam mollis aliquam sodales. Nulla a rhoncus eros. Cras laoreet dolor ornare blandit congue. Sed aliquet vel lorem ut suscipit. Suspendisse eu mi sit amet nunc efficitur tempor.

Phasellus dapibus sapien ex, sit amet commodo urna vestibulum quis. Curabitur vulputate, ante in pulvinar faucibus, massa justo ultricies felis, et tincidunt augue neque bibendum elit. Proin non orci ligula. Sed aliquet consectetur enim, vel tincidunt tortor vestibulum at. Aliquam congue bibendum tortor ut eleifend. Mauris risus dolor, venenatis ac nulla vitae, ultricies molestie turpis. Sed sed nisi blandit, auctor nisi a, pellentesque nibh.

Mauris ut velit ut libero fermentum placerat sit amet eget nunc. Sed eu purus sapien. Proin volutpat tempor vulputate. Aliquam imperdiet magna sit amet viverra laoreet. Proin ut erat a nisi porta ultrices at eget sem. Mauris ut accumsan mauris. Aliquam aliquet imperdiet elit ac rutrum. Nam nec consectetur purus, ut feugiat odio.

Fusce vitae mi eget ligula feugiat consectetur sit amet sed erat. Aenean tincidunt tristique arcu, a sagittis urna auctor blandit. Sed sit amet turpis quis turpis ultrices consequat. Pellentesque vehicula vehicula velit, in cursus nibh. Phasellus vitae mollis ante. Nulla facilisi. In massa nulla, fermentum a ligula sed, ullamcorper fermentum erat.

Joseph Burdoc

Adam Johnson
Manager

Head Office.
123 Street Name, City/Town, Postalzip, Country

 (206) 970-2601

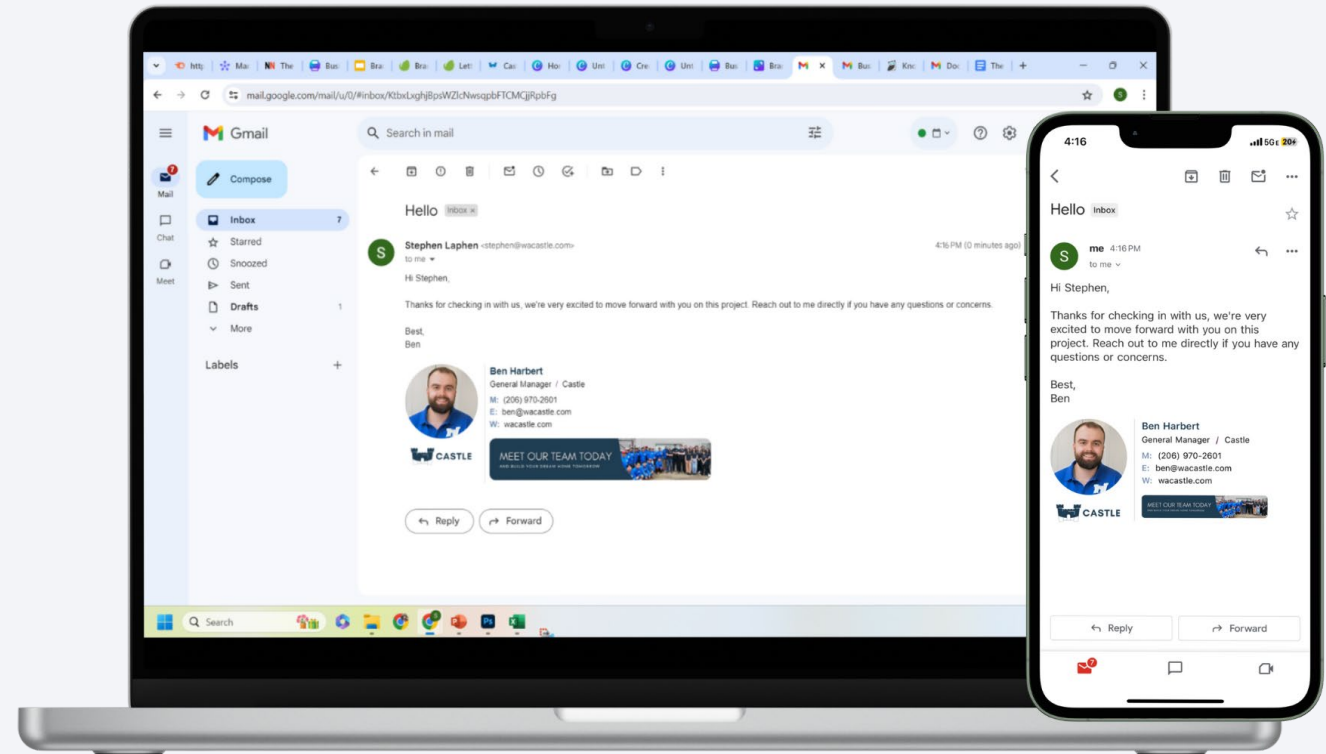
 info@wacastle.com

 www.wacastle.com

EMAIL SIGNATURE

Consistent signature with special hyperlink tied to individual UTM to track response and consumer engagement with emails.

2024V 1.0



Thank You

Branding By : Castle Marketing Team

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