

Building our brand

Brand Manual

Version 1.1 • November 2020



HOMES

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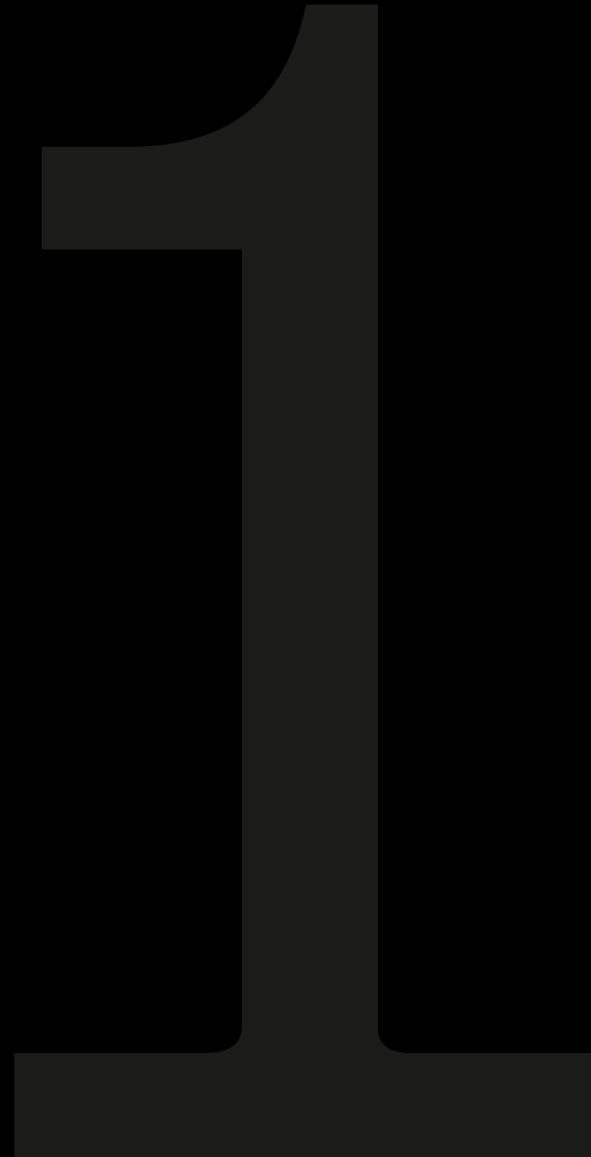
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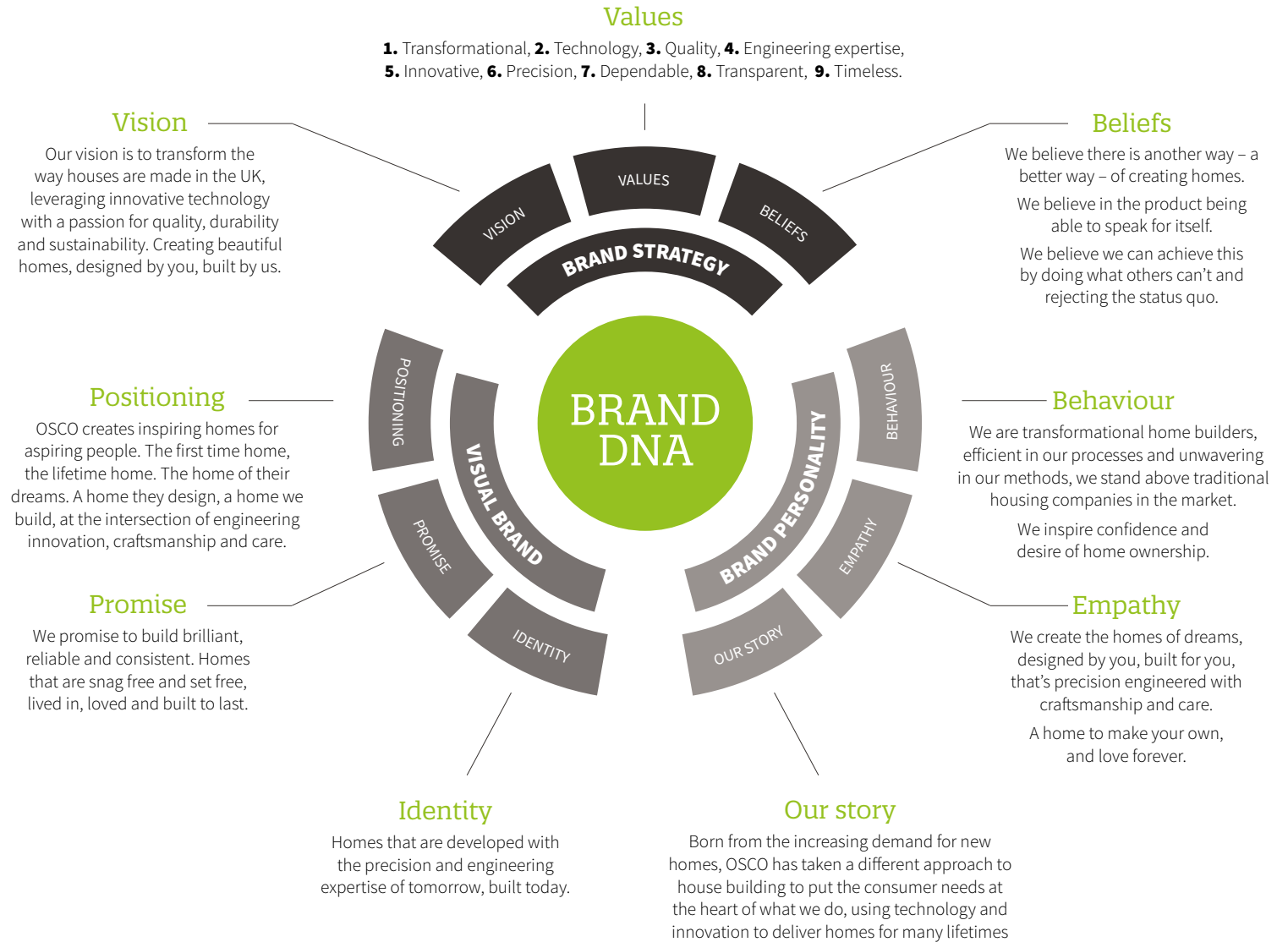
Section One

Our brand DNA



1a

Brand Values



Section Two

Brand values



2a

Our business is built on the pillars of our values. We believe passionately in each of them and our clients tell us these values are what sets us apart from all others.

1 – Our brand DNA
2 – Brand values

3 – The logo
4 – Colour

5 – Typography
6 – Marketing collateral

Brand Values

Transformational

Technology

Quality

Engineering expertise

Innovative

Precision

Dependable

Transparent

Timeless

Section Three

The Logo and brand name

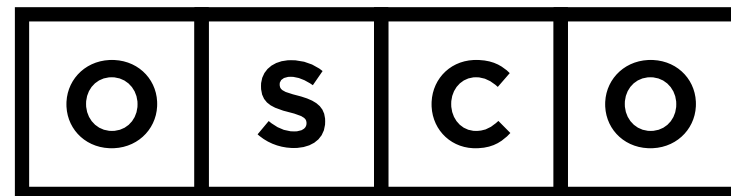


3a

The logo placement should be clear, concise and never cluttered by surrounding imagery. The logo should never be changed or altered in any form. It should not be recreated, scanned or reproduced unless permission is granted otherwise.

The logo

Master logo



HOMES

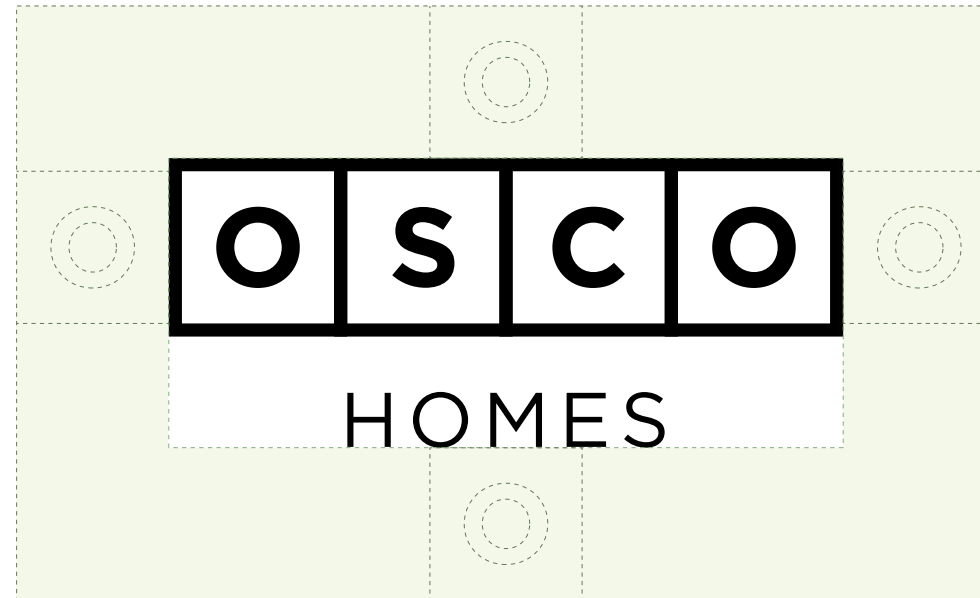
3b

In the adjacent example the dotted area specifies the exclusion zone, this is the space around the logo that should remain free of imagery and/or typography.

Use the diagram below as a spacing guide to determine the exclusion area as illustrated in the dotted areas.

Logo usage

Exclusion zone



Sizes



Where possible the logo should be a minimum of 50mm width



For business cards and other small printed items you can use the logo at 30mm.

3c

We have two logo iterations that can be used within our brand along with a colour and line art version, this is to allow for flexibility when placing the logo on different mediums.

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Logo colour

Colour options



3d

Brand name

The rationale behind the brand name

OSCO Homes as a brand name was conceived as an acronym from the general description of its manufacturing and building activities “Off Site Construction Organisation”.

“Homes” was added to the OSCO acronym to complete the brand name and provide a descriptor with context to what would otherwise be an abstract name.


Always write OSCO Homes in its correct grammatical form with the acronym in upper case and the descriptor in title case.


Writing tone


Our brand has many audiences but primarily we are consumer facing and as such we value communication which is friendly and inclusive.

For these reasons our tone should always use easy language, be conversational and presented in the first person.

Take care to write OSCO Homes correctly and consistently in all copy writing:

OSCO Homes 

OscO Homes 

osco homes 

Section Four

Colour



4a

Colour

Brand colours



C40 / M40 / Y20 / K100
R0 / G0 / B0
HEX: 000000

Tints: 80%, 60%, 40% 20%



C50 / M0 / Y100 / K0
R143 / G193 / B31
HEX: 95C11F

Tints: 80%, 60%, 40% 20%

Hoverstate colour



C60 / M20 / Y100 / K0
R123 / G193 / B31
HEX: 7ba02d

Tints: 80%, 60%, 40% 20%

Section Five

Typography



5a

We use two font families in our professionally printed communications, Source Sans and Quatro Slab. These typefaces should always be used for designed marketing literature by a graphic design professional.

Typography

Primary Typeface

Source Sans Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?&\$£!%/.,()@

Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?&\$£!%/.,()@

Source Sans Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?&\$£!%/.,()@

5b

Typography

Secondary Typeface

Quatro Slab Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?&\$f!%/.,()@

Quatro Slab Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?&\$f!%/.,()@

Quatro Slab Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?&\$f!%/.,()@

5c

Our internal font for Word documents and email is Arial due to its similarities with Source Sans. The preferred font size for general internally created communications is 10pt Arial Regular.

1 – Our brand DNA
2 – Brand values

3 – The logo
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Typography

Office fonts

Arial Regular (Windows system font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?&\$£!%/.,()@

Arial Bold (Windows system font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?&\$£!%/.,()@

Section Six

Marketing Collateral



6a

Marketing Collateral

Case Study Template

Case Study –St Hildas, Leeds
1/2



An innovative house builder, creating aspiration within our communities.

6 semi-detached and 1 detached home built in between existing occupied dwellings.

Technology led, OSCO Homes builds high quality homes in a controlled factory environment and then takes the manufacturing approach to site, to produce right first time places to live.



oscohomes.com/projects/st-hildas

Case Study –St Hildas, Leeds
2/2

Project introduction

Dem es quostibus moluptis corestrum undam eos ea quo eum, to dendaesedi to il idis et, sam et, aut pa quatur?

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corum arum volupta fundita sequi dicit pilberumqui blaborpos, si doleria audata consequi committit omnimus, tet ates sit volensih illique pori dolum restint alignam, quatuem a non prorit et, quodis explaut adicir, utem in pla corum qui quassuat volupta ecaborr ovidus, sedf ut ani beremporibus pra qui dolore dolabor solorep ericis molendaueret et magnih lasio bla lignam qui consequi albitumque et ut rum que exeris estabus dolupta eplum estunt assi simagnat harci ita pa pre imetur fuga. Nequam rate porum diatetem dolorate et, nia siti cusdae nihli iducient.

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Aimenda perit eria pellenia nonsequid quisita veroid quendiipum qui re eossum sintot alibus fugam, tem ettemnih et fugiae praer non exero estuum reprer cor ma si caribusam, es ent.



"On handover day, the property was handed over without any snags, which was a great demonstration of the benefit of building offsite - improving the quality throughout the project"

Together Housing Group Ltd



Interested in starting a project and need help from OSCO homes?

Dolorio voluptatin et qui incture, sit oditium estus. Mus nihillam sunt ma quatur sitem aut dolorio cupit pro omni offidunt, ute ratqui cont que es quodis omihli laborpore.

web: oscohomes.com
email: info@oscohomes.com
tel: 0303 030 0030



1 – Our brand DNA
2 – Brand values

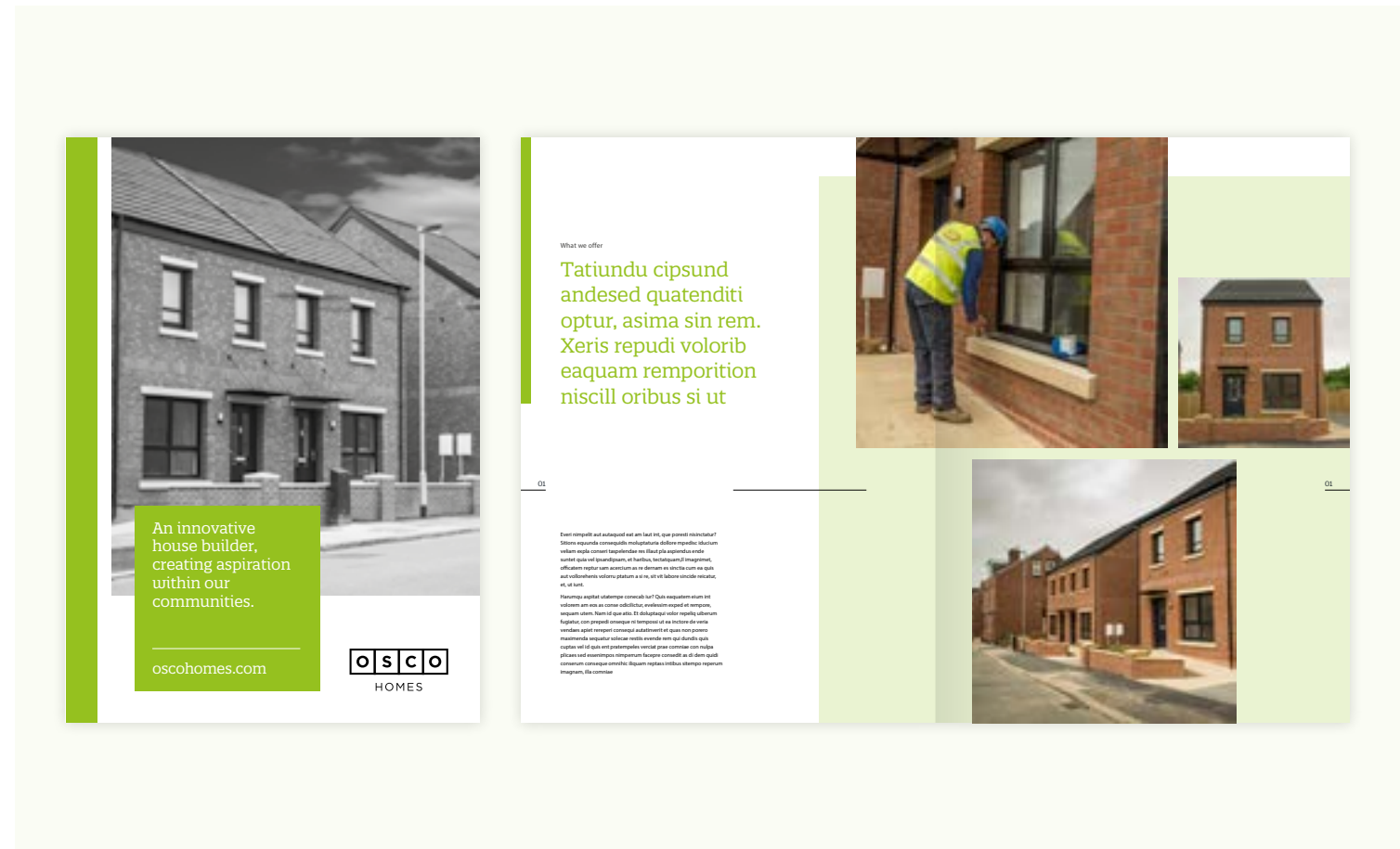
3 – The logo
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6b

Marketing Collateral

Brochure layout sample



6c

Marketing Collateral

Brochure layout sample



Thank you.
