



Brand Style Guidelines

JANUARY 2020

Logo

PRIMARY LOGO

The logo on this page should be used in B1Homes applications whenever possible. If this logo is placed onto a coloured background that interferes with its readability, it should be placed over a white box.



PRIMARY LOGO



PRIMARY LOGO OVER
COLOURED BACKGROUND

Logo

SECONDARY LOGO & USAGE

Secondary Logo

A simplified 'secondary' logo may be used in special circumstances such as signage applications, or digital applications where reduced size restricts legibility.

Exclusion Zone

The exclusion zone for the B1Homes logo is determined by the height of the "M" in the B1 Homes logo, at 100% size. This is illustrated on the image to the right. The exclusion zone can also be used to determine the size of the white box for usage over coloured backgrounds.



SECONDARY LOGO



EXCLUSION ZONE

Fonts

FONT FAMILIES AND USAGE

It is important that the Brand's typography remains consistent. The following fonts are to be used as the primary fonts in the manner specified on all corporate literature and design applications.

When the primary typefaces are unavailable (eg, client creating documents in Microsoft Word), Arial can be used as a substitute.

HEADLINE

Montserrat ExtraBold 24pt+
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

MAIN HEADING

Montserrat Bold 18pt
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

SUBHEADINGS

Montserrat SemiBold 14pt
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

PARAGRAPH

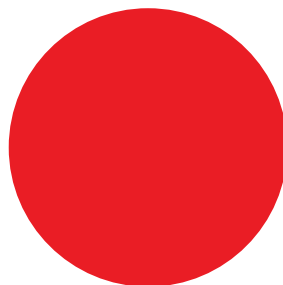
Montserrat Regular 10pt
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Colour

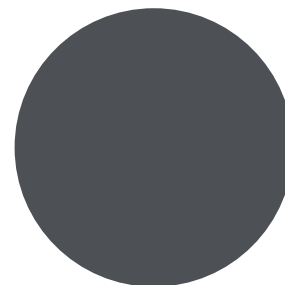
COLOUR BREAKDOWNS

The following colour swatches are to be used as the primary colours on all corporate literature and design applications.

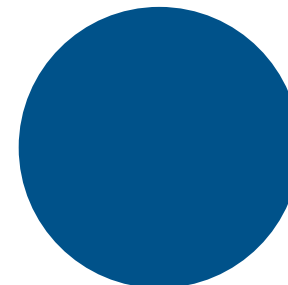
Various percentages of Cool Grey 11 can also be used.



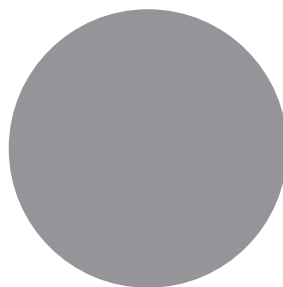
PMS 485
C:1 M:100 Y:100 K:0
R:234 G:29 B:37
HTML: ea1d25



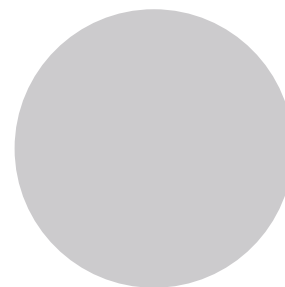
PMS Cool Grey 11
C:0 M:0 Y:0 K:90
R:77 G:81 B:86
HTML: 4d5055



PMS 2945
C:100 M:73 Y:20 K:5
R:0 G:82 B:38
HTML: 00528a



50% PMS Cool Grey 11
50% C:0 M:0 Y:0 K:90
50% R:77 G:81 B:86
50% HTML: 4d5055



20% PMS Cool Grey 11
20% C:0 M:0 Y:0 K:90
20% R:77 G:81 B:86
20% HTML: 4d5055



7% PMS Cool Grey 11
7% C:0 M:0 Y:0 K:90
7% R:77 G:81 B:86
7% HTML: 4d5055