

Summary of Wordmark Requirements for OakWood – Updated July 9, 2015

Context

- OakWood is an established, award-winning renovation company that offers a turnkey design and build service to homeowners
- Full company history and details can be seen at the current website: www.oakwood.ca
- OakWood is introducing an endorsed brand strategy to support three home improvement services:
 - **HandyManPro**
 - **RenoTeam**
 - **OakWood Design + Build** (this is the existing, established service)
- The endorsed brand strategy will associate OakWood with each service while creating separation from the main (master) OakWood brand
- Each service will be supported by a microsite and have its own identity/look and feel

What's required?

- A wordmark will be developed for each branded
- The wordmark for each service should use a different font to differentiate it
- A logo/icon can be considered for each branded service - but is not essential (i.e. a simple font treatment may be effective)
- The existing OakWood logo will be co-located (preferably on top and much smaller) to identify this as an endorsed OakWood service (for example, the way Microsoft's logo is used with Office -- the Microsoft logo is small – the emphasis is on Office)
- The premium service (Design + Build) will retain the current logo with the emphasis on OakWood – consider different font options and or a logo to support “Design + Build”
- Design options should be explored
- While the current logo must be used – the colour of the OakWood arch (currently green – as shown below) can be changed to reflect the unique colour for each service area (for example, HandyManPro could have an orange arch. RenoTeam could use a red arch – or any other colour combinations)



Examples – wordmarks are to illustrate approaches and how we want to position the OakWood logo AND are not a design recommendation



Key elements:

Existing OakWood logo- small	Optional element Icon or visual element such as a check mark, symbol, tool – co-located at the front or back
Unique wordmark/font for HandyManPro and RenoTeam	

Information on each home improvement service

Re: HandyMan Pro

- Targets homeowners who want to hire a reliable, experienced, trustworthy (and if required, certified) trades professional for a broad range of small, home improvement, repair, and modeling
- HandyManPro enables homeowners to book a trades professional for a minimum of 3 hours and a maximum of 6 hours
- Projects include deck building and maintenance, fences, hanging doors, drywall, carpentry, floor installation, painting, fixing siding, exterior caulking, ice damage repair and others
- Wordmark could feature an icon such as a hammer, carpentry tools, house, checkmark or some other visual element
- Should have a sturdy, solid feel/look – but use a simple font and warm colours to ensure this service is seen as “approachable” and not complicated
- Please ensure logos/wordmarks use the right capitalization: HandyManPro

Re: RenoTeam

- Provides a mid market, best value renovation solution for small to mid-sized projects
- All services will be available on an a-la-carte basis – gives customers complete freedom and flexibility to get the service level and material selection of their choice
- Provides a “Best Price Guaranteed” (currently featured on the existing OakWood site)
- Wordmark should be simple, modern and clean looking

Re: OakWood Design + Build

- This provides a premium, exclusive feel (the Lexus brand of your product offering) – appealing to a discerning customer who wants the very best
- Service offering is not negotiable – i.e. this is only sold as an end-to-end, well managed high quality service
- Logo wordmark is essentially the current OakWood logo with Design + Build
Consideration can be given to the font choice for “Design + Build” and/or a logo or icon