



Brand Style Guide

Stratton Homes

Our Logo .

Our logo is simple with many colour and outline variations. Be conscious of the logos surrounding, environment and the application when choosing the right logo and placement.

The Orange Square



The orange square is synonymous with our logo and branding. Use it often but be careful of its bright and high-contrast styling.

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Built For Sustainability.

Our typography is simple and purposeful. Size defines the hierarchy from headings to body. Changes of colour in the middle of headings help the user focus on whats important.

Built For Freedom

hemlock beam

- sustainable forestry
- fifty-plus year lifespan

Main Headings: Urbane Medium Title Case

Body Copy:

Urbane Medium - Sentence Case

Sub-Headings:

Urbane Medium - Title Case

Smallest Headings:

Urbane Medium - Lowercase

Bullets:

Urbane Light - Lowercase

Our Colours .

Our colours are integral to our brand identity system. Consistency is a must. Use dark or light colours for backgrounds and allow each colour time to breathe.



Orange is subtle yet powerful. This colour needs to remain discreet and used as an accent only. Never a full background colour.

#FFFFFF

Full-White

C 0
M 0
Y 0
K 0

#FFFFFF

#CBD0D2

Light Grey

C 6
M 6
Y 16
K 0

#CBD0D2

#7F8D8F

Light Teal

C 72
M 63
Y 59
K 53

#7F8D8F

#263D42

Stratton
Teal

C 53
M 24
Y 56
K 2

#263D42

#ED6225

Stratton
Orange

C 80
M 55
Y 76
K 70

#ED6225

A Large Example Of A Grid Layout

Lorem ipsum dolor sit amet consectetur. Eu ac pharetra vel facilisis tristique viverra in elit elementum. Eget metus sed id aliquam urna pellentesque libero. Tristique maecenas donec scelerisque ut. Eros nisl urna sed mattis. Orci velit ipsum amet morbi magna tincidunt.



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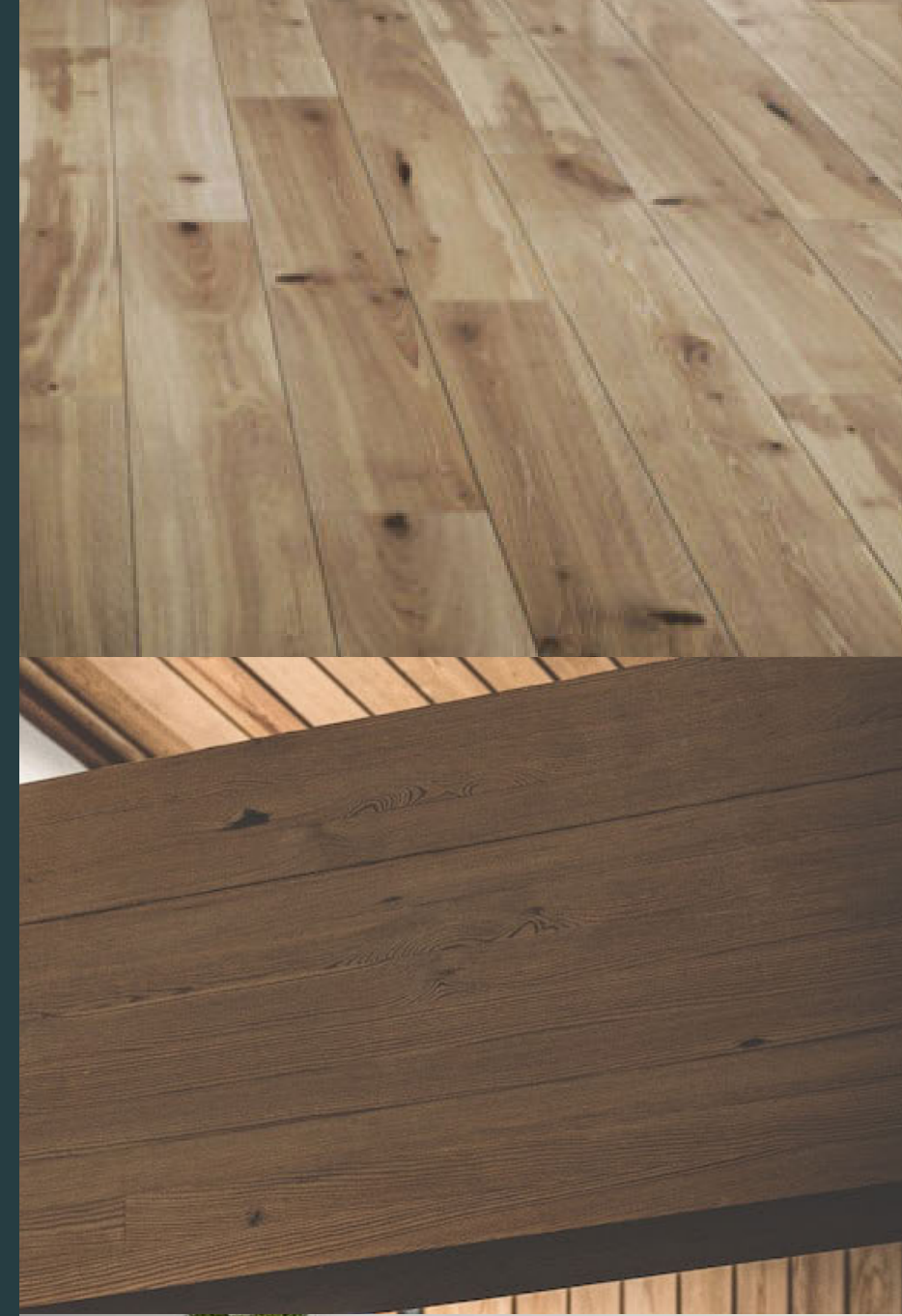
Lorem ipsum dolor sit amet
consectetur. Ultrices tristique
egestas convallis ultrices aliquam
massa morbi tellus auctor. Aliquam.

Photography ■

We use two types of photos:

Brand imagery should focus on the emotion of the environment and feature people or the home interacting with the space. More abstract.

Product photography should be sharp with higher contrast leaving high attention to detail. Nothing abstract.



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