



**CHINOOK**  
**LEGACY BUILDERS**

Stronger Homes for Stronger Futures.

# BRAND GUIDELINES

Designed by: Stephanie Otteson



# TABLE OF CONTENTS

## 1. Introduction

## 2. Logo System

- 2.1 Primary Logo (Signature)
- 2.2 Logo Variations
- 2.3 Logo Color Usage
- 2.4 Clear Space & Minimum Size
- 2.5 Incorrect Usage

## 3. Color Palette

## 4. Typography

- 4.1 Primary Display Font (Logo & Headlines)
- 4.2 Body & Supporting Text Font

## 5. Imagery

## 6. Brand Applications

- 6.1 Stationary
- 6.2 Wearables
- 6.3 Merchandise & Swag
- 6.4 Signage

## 7. Core Principles

# 1



This guide is your go-to resource for understanding and applying the visual and stylistic elements that define the **Chinook Legacy Builders** brand.

Designed to uphold the integrity, consistency, and strength of our identity, this document ensures that every communication—across all platforms—reflects who we are and what we stand for.

Our brand is more than a logo; it's a commitment to **Unwavering Resilience** and a vision of **Fortified Futures**.

By following these guidelines, we stand united in reinforcing our promise: to build **Stronger Homes for Stronger Futures**, one interaction at a time.

## INTRODUCTION

# 2



Our logo is the cornerstone of our brand identity, representing our specialization, strength, and unwavering commitment. It comes in a comprehensive system to ensure adaptability across all media.

## LOGO SYSTEM

# PRIMARY LOGO (Signature)

The complete brand identifier  
for maximum impact.



# 2.1

# LOGO VARIATIONS

Adaptable versions for every need.

**WORDMARK**

**COMBOMARK**

**CHINOOK**  
**LEGACY BUILDERS**



**COMBOMARK**

**MONOGRAM**

2.2

**STANDARD COLORS ON  
LIGHT BACKGROUNDS**



**ALL WHITE OR CREAM  
ON DARK OR COLORED  
BACKGROUNDS**

# LOGO COLOR USAGE

Our logo appears distinctly  
across backgrounds.

2.3

**Clear Space:** Maintain minimum clear space around the logo at least the height of the letters in "CHINOOK."



**Minimum Size**

**Print:**

Signature Logo 1.5" width  
Symbol 0.5" width

**Digital:**

Signature Logo 150 px width  
Symbol 50 px width

# CLEAR SPACE & MINIMUM SIZE

Protecting legibility at all scales.

# 2.4

# INCORRECT USAGE (DON'Ts)

Maintaining consistency is paramount.  
Never alter the logo in any of the following ways:

 DISTORTING	 ROTATING
 CHANGING COLORS	 ADDING EFFECTS
 STRETCHING	 PLACING ON BUSY BACKGROUNDS

# 2.5

# 3

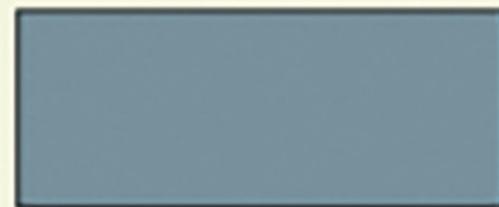
Our brand colors are inspired by the strength of the Alberta landscape and the robustness of our homes. They evoke trust, reliability, and warmth.



## COLOR PALETTE



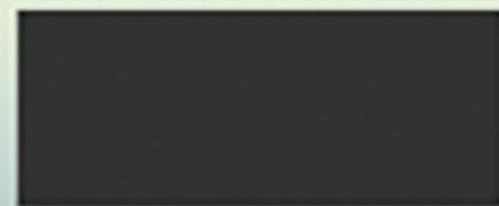
Deep Blue (Primary)  
#005C97  
RGB: (0, 92, 151)  
CMYK: (100, 39, 0, 41)



Smoky Grey (Secondary)  
#77909B  
RGB: (119, 144, 155)  
CMYK: (23, 7, 0, 39)



Cream (Accent/Background)  
#F4F4DD  
RGB: (244, 244, 221)  
CMYK: (0, 0, 9, 4)



Dark Grey (Text/Detail)  
#333333  
RGB: (51, 51, 51)  
CMYK: (0, 0, 0, 80)



White (Clean Space)  
#FFFFFF  
RGB: (255, 255, 255)  
CMYK: (0, 0, 0, 0)

# 4



Our typography system reinforces our brand voice: authoritative, reliable, and forward-thinking, while maintaining clear legibility.

## Typography

**Font:** ITC Benguiat STD - Medium Condensed

**Usage:** Exclusively for the "CHINOOK" part of our wordmark, and for all main headlines and page titles. Its distinctive, classic yet strong character gives our brand a unique and memorable feel.

**Style:** Bold, condensed, impactful.

**Rules:** Always use the approved font files. Do not alter tracking, kerning, or letterforms.

# PRIMARY DISPLAY FONT (Logo & Headlines)

**ITC BENGUIAT STD  
MEDIUM CONDENSED**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

**CHINOOK**

4.1

Font: Gill Sans

**Usage:** For "LEGACY BUILDERS," our tagline ("Stronger Homes for Stronger Futures."), all body copy, subheadings, and general communications.

**Recommended Weights:**

**Bold:** For strong emphasis or calls to action.

**Regular:** For general body copy and clear communication.

**Light:** For more elegant or subtle text elements where high contrast isn't the primary concern.

# BODY & SUPPORTING TEXT FONT

## GILL SANS MT

### REGULAR

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ

abcdefghijklmnop  
qrstuvwxyz

0123456789

### BOLD

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ

abcdefghijklmnop  
qrstuvwxyz

0123456789

**LEGACY BUILDERS**

# 4.2

# 5

Our photography and imagery should convey strength, safety, quality, and the emotional benefit of a secure home, always connecting to the Central Alberta context.

**Focus:** Strong, stable homes; architectural integrity; happy families; subtle Alberta landscapes.

**Style:** Authentic, clean, well-lit, non-alarming.

**Content:** Avoid generic stock; feature quality craftsmanship and true comfort.



IMAGERY &  
PHOTOGRAPHY

# 6

## BRAND APPLICATIONS



Our brand identity comes to life through consistent application across all internal and external touchpoints.

# STATIONARY

Professional, cohesive communication tools.



# WEARABLES

Our team's attire  
reflects quality and unity.



# 6.2



# MERCHANDISE & SWAG

High-quality items that  
reinforce our brand promise.

6.3



# SIGNAGE

Maximizing visibility and consistent brand messaging.



6.4

# 7

## CORE PRINCIPLES

These overarching principles guide all visual communication for Chinook Legacy Builders.

### CLARITY

Designs should be clean, uncluttered, and easy to understand.

### CONSISTENCY

Adhere strictly to the guidelines for logos, colors, and typography across all materials.

### QUALITY

All design output must reflect the high standards of craftsmanship that define Chinook Legacy Builders.

### RELEVANCE

Ensure all visuals and messages are relevant to our target audience and reinforce our core promise.

### IMPACT

Designs should be memorable and leave a strong, positive impression.



# THANK YOU

**CHINOOK LEGACY BUILDERS**

**Address:** 123 Heritage Way, Red Deer, AB T4N 0K1

**Phone:** (403) 555-HOME

**Email:** [info@chinooklegacybuilders.ca](mailto:info@chinooklegacybuilders.ca)

**Web:** [www.ChinookLegacyBuilders.ca](http://www.ChinookLegacyBuilders.ca)

**Stronger Homes for Stronger Futures.**