

William Thomas HOMES

BRAND GUIDELINES

WILLIAM THOMAS HOMES **BRAND GUIDELINES**

Logo

Primary Logo



Use Cases

This is the primary logo and should mainly be used in color (as seen to the left). Use this version of the logo for all horizontal needs (e.g. website header, letterhead, etc). This logo can also be used in black or in white on a colored background (see Color Palette on page 3).

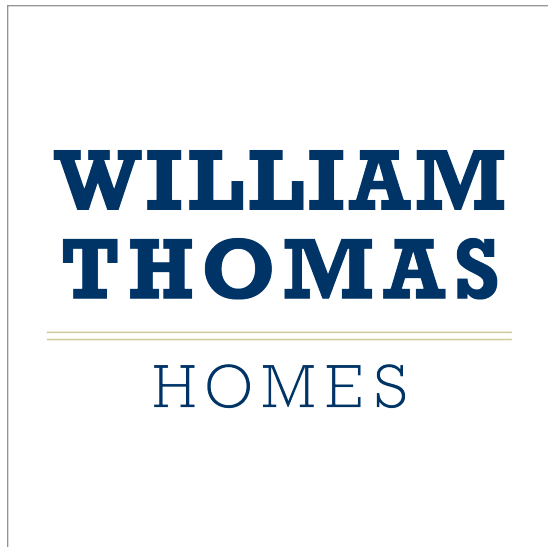
Color Variations



WILLIAM THOMAS HOMES **BRAND GUIDELINES**

Logo

Secondary Logo

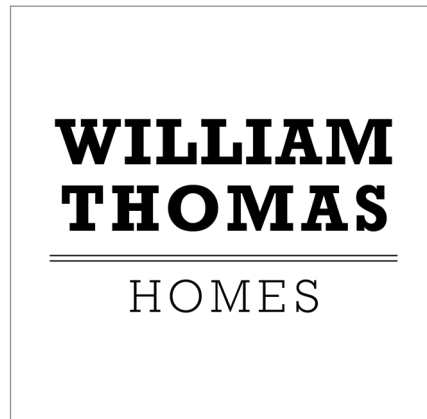


Use Cases

This is the secondary logo and should be used in situations where the primary logo doesn't fit. Use this logo for situations where a square or circular logo is needed (e.g. social media profile images, etc). This logo should primarily be used in color (as seen to the left) but can also be used in black or in white on a colored background (see Color Palette on page 3).

This logo can also be used in the style of a name plate (as shown below). Use this version of the logo for apparel and printed marketing materials as applicable.

Color Variations



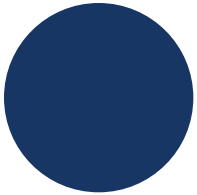
Style Variations



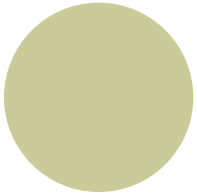
WILLIAM THOMAS HOMES **BRAND GUIDELINES**

Color Palette

Primary Colors

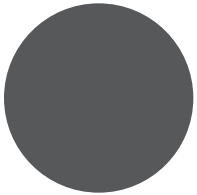


NAVY BLUE
RGB: 27 54 100
CMYK: 100 86 33 23
HEX: #003466

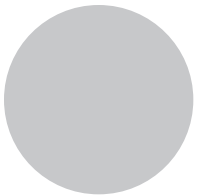


BEIGE
RGB: 203 204 154
CMYK: 22 12 46 0
HEX: #CCCC9A

Secondary Colors



CHARCOAL
RGB: 217 27 91
CMYK: 0 0 0 80
HEX: #D91B5B



LIGHT GRAY
RGB: 0 173 239
CMYK: 0 0 0 25
HEX: #00ADEF

Typography

Header 1

Font: Rockwell Bold // Color: Navy Blue

Header 2

Font: Rockwell Regular // Color: Black

HEADER 3

Font: Source Sans Pro Bold // Color: Navy Blue

HEADER 4

Font: Source Sans Pro Regular // Color: Charcoal

This is Body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ullamcorper ut justo quis fermentum. Morbi ultricies euismod velit a sagittis. Mauris quis sapien iaculis, ultrices nibh id, ullamcorper mauris. Duis ultrices id sapien a condimentum. Vestibulum luctus dapibus mollis. Morbi ac pulvinar dui.

Font: Source Sans Pro Regular // Color: Black

[This is an inline link.](#)

Font: Source Sans Pro Regular // Color: Navy Blue