

# BRAND STRATEGY / CREATIVE DIRECTION / DESIGN

HomeTruth - Brand identity & Visual language

Stage 2 - Design development

Bill Wallsgrove - Brand Consultant / Head of Ideas

05 / 08 / 2025



BRANDAD



Style guide

Logos and use

Typography

Colour Palette

Graduations

Imagery / Examples

Building block symbols

Page layouts





## BRAND GUIDELINES



## BRAND GUIDELINES

## OUR LOGO - INTRODUCTION



Our logo is a unique mark that forms the foundation of our brand identity.

It is the primary visual reference for our business and is representative the smart building blocks of our service.

The logo contains two parts; the **TH square** in 3 colours and the balanced **Gill Sans typography** in different weights and colours.

## OUR LOGO - INTRODUCTION

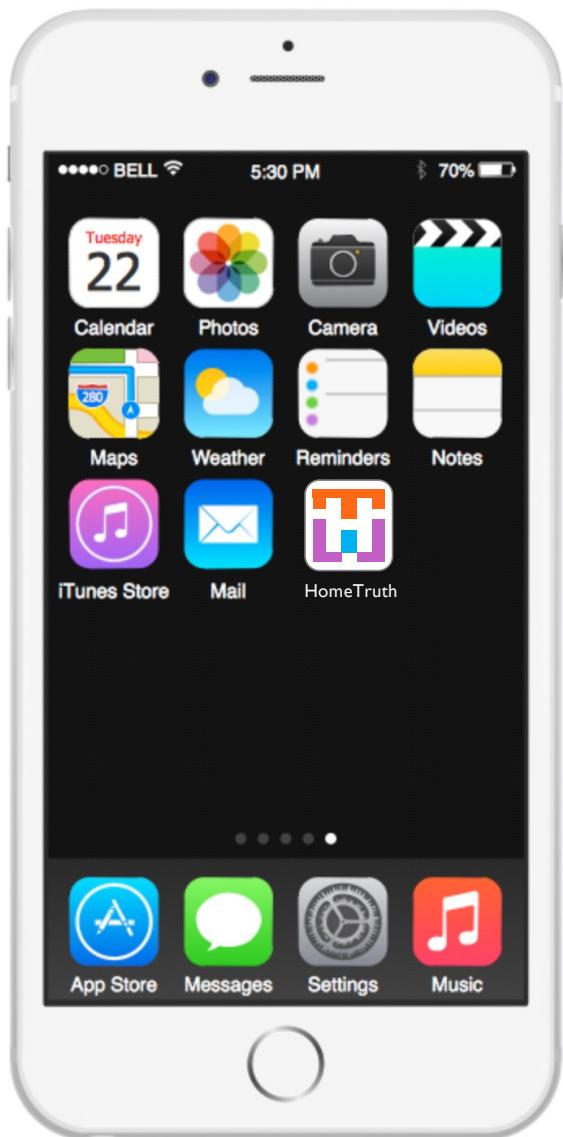
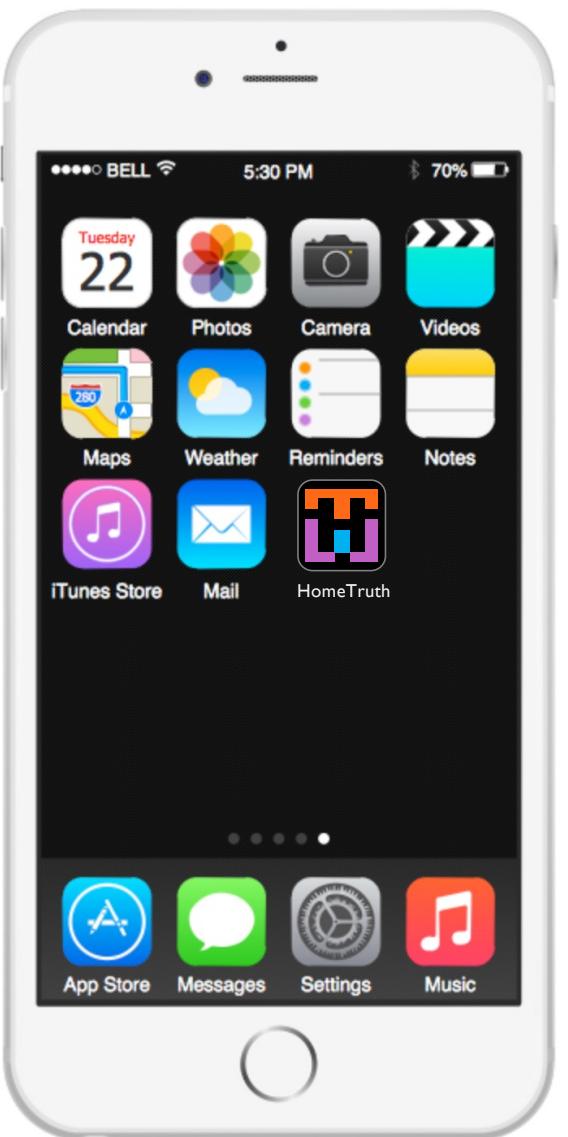
Change purple throughout



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It is the primary visual reference for our business and is representative the smart building blocks of our service.

The logo contains two parts; the **TH square** in 3 colours and the balanced **Gill Sans typography** in different weights and colours.



## OUR TYPEFACES

Gill Sans Light - ABC & 123

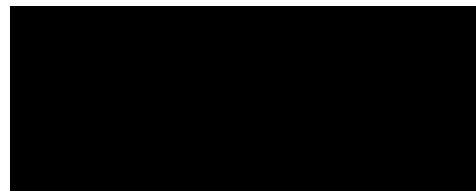
Gill Sans Regular – ABC & 123

**Gill Sans Bold – ABC & 123**

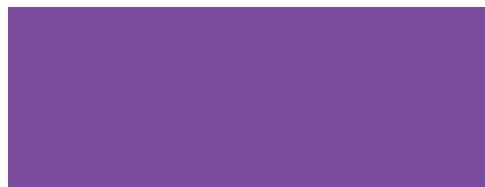
## OUR COLOUR PALETTE



Home Truth Orange TBC



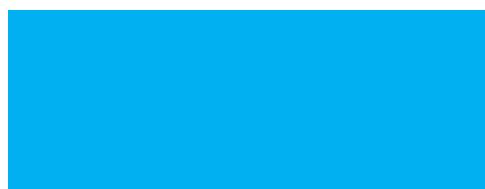
Black



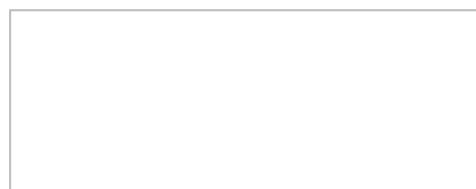
Home Truth Purple TBC



Mid Grey



Home Truth Blue TBC



White



Home Truth Green TBC / Accent Colour



## OUR COLOUR PALETTE - GRADUATION



## OUR COLOUR PALETTE - GRADUATION

## OUR BUILDING BLOCK + FRAMING ICONS



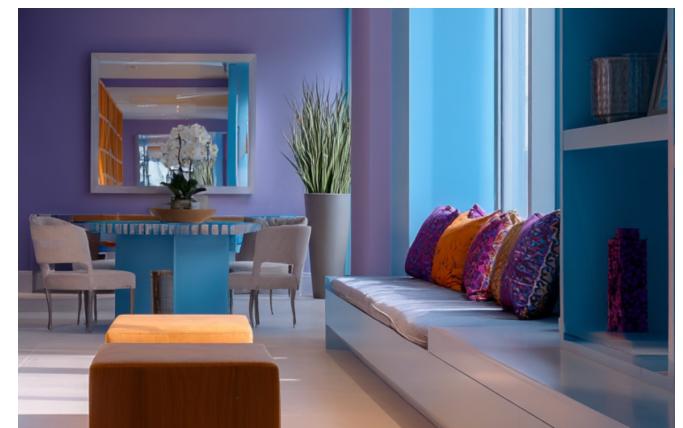
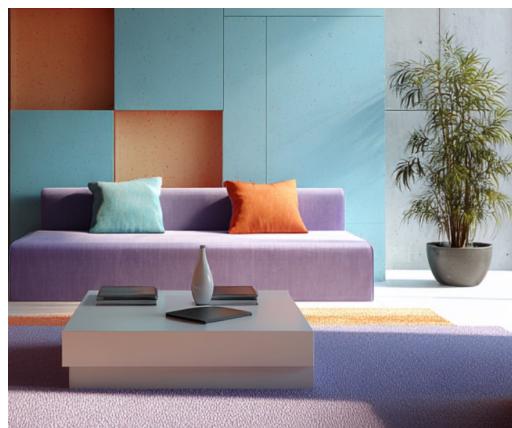
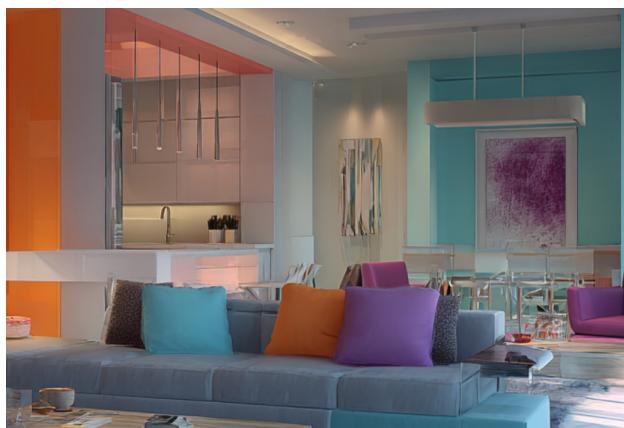
FRAMING RULES on white or black backgrounds – not over images



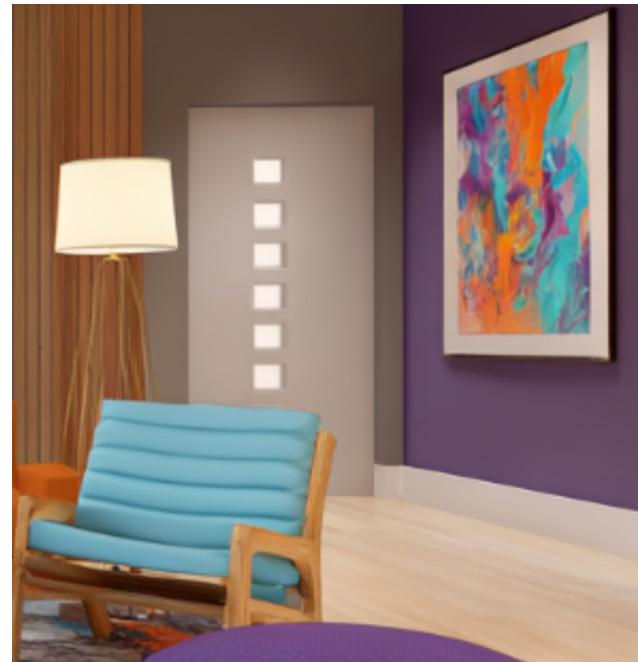
## OUR IMAGERY WOODEN BUILDING BLOCKS



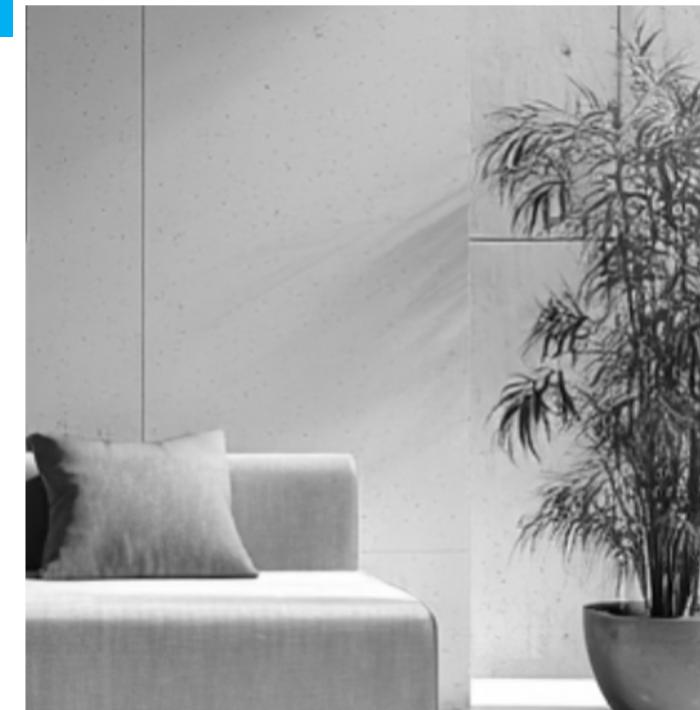
## OUR IMAGERY – INTERIOR DESIGN FEATURES



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## OUR IMAGERY – INTERIOR DESIGN FEATURES





WEBSITE VISUALS



# HomeTruth



Your AI powered personal property assistant



A single source of information for your home, making property investment and ownership simpler, smarter, and more profitable. Giving you, total confidence and control.

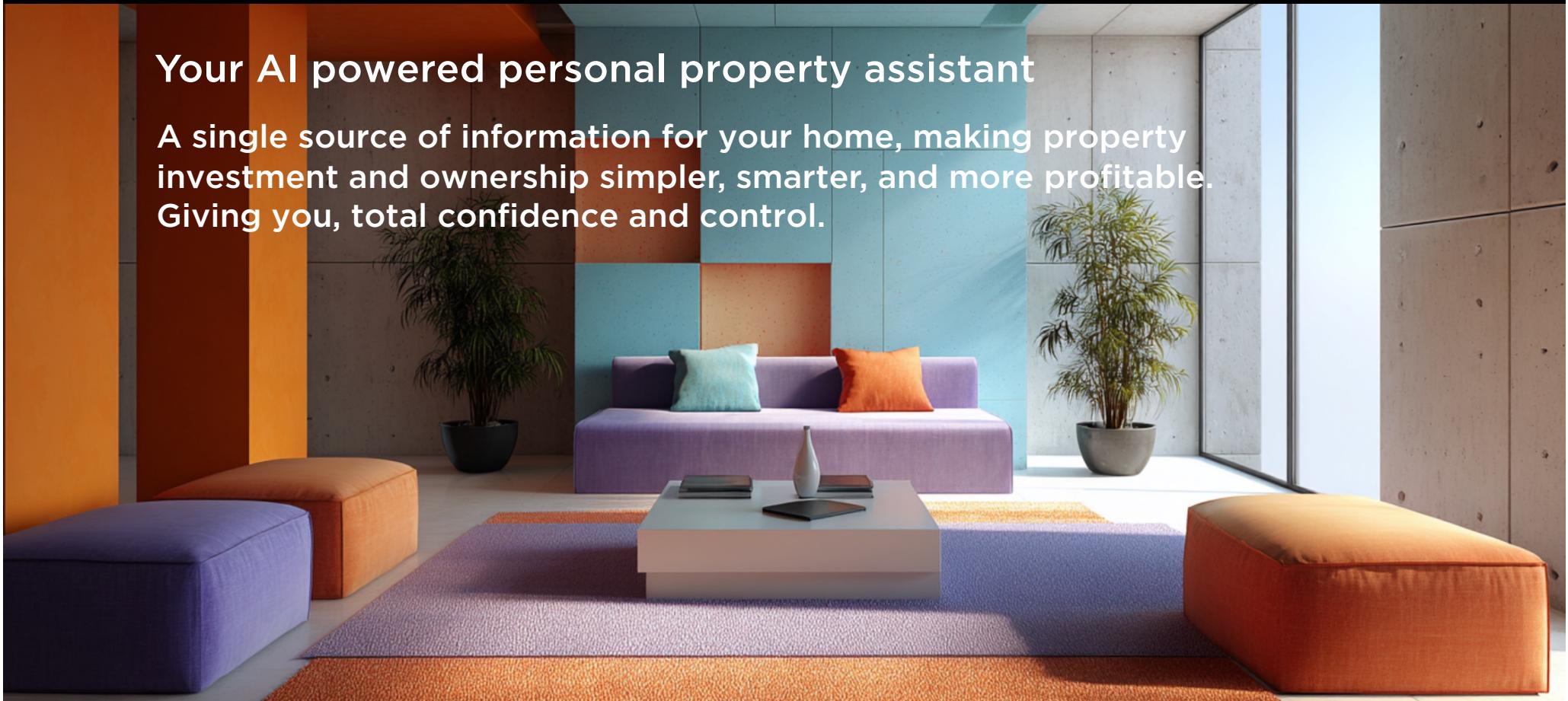


# HomeTruth



Your AI powered personal property assistant

A single source of information for your home, making property investment and ownership simpler, smarter, and more profitable.  
Giving you, total confidence and control.





WELCOME BACK TO  
YOUR PERSONAL PROPERTY ASSISTANT

FIRST NAME

---

LAST NAME

---

Email

---

HOME ADDRESS

---

JOIN THE WAITLIST TODAY

## OUR BRAND PURPOSE

HomeTruth is here to **revolutionise property management and homeownership**, transforming a complex, often stressful journey into a simpler, smarter, and more profitable experience for everyone.

Our core purpose is to empower you with clarity and confidence: By translating complex property information into clear, personalised insights, we help you make smarter decisions, whether you're buying your first home, managing a portfolio, or planning for the future





 WELCOME BACK TO  
YOUR PERSONAL PROPERTY ASSISTANT 

FIRST NAME

---

LAST NAME

---

Email

---

HOME ADDRESS

---



JOIN THE WAITLIST TODAY



Your AI powered personal property assistant

## Explore Property Pro Features

### What You Get with Pro



#### Document-Aware AI Chat

Ask smarter questions. Get clearer answers. Upload tenancy agreements, survey reports, or legal docs.

"What's my earliest break clause?"  
"Does my contract mention damp issues?"



#### Document Vault

Store your files. Stay in control. Upload, organize, and manage key property documents (PDF, DOCX, JPG, PNG).

Encrypted. Searchable. Always available.



#### Smart Notes & Organization

Unlimited note saving with folders and tags. Save your AI chats. Organize thoughts by topic, timeline, or property.



## Explore Pro Features

Your Home. Your Terms. Powered by AI.

Upgrade to HomeTruth Pro to unlock document analysis, personalised alerts, and insights designed around your property journey

### WHAT YOU GET WITH PRO



Document-Aware AI Chat



Document Vaultt



Smart Notes & Organisation

## The Four stages of Home Lifecycle Management



THE ICON DIAL

## The Four stages of Home Lifecycle Management





How It Works   Security

[Explore Pro Features](#)



We help you make smarter decisions, whether you're buying your first home, managing a portfolio, or planning for the future.



Ask questions. Save answers. Upload documents. Get insights.



HomeTruth AI Assistant

Online

Hi! I'm your property assistant. What would  
you like to know?

[What is leasehold?](#)



How It Works   Security

[Explore Pro Features](#)

v0 block



## Trust & Security

Your data and privacy are our top priorities



### Encryption

Your data is encrypted with industry-standard security protocols



### GDPR Compliance

We respect your privacy and comply with all data protection regulations



### Privacy

We prioritize your information safety and never share your data



How It Works   Security

[Explore Pro Features](#)

# Ready to Transform Your Property Journey?

Join thousands of homeowners who trust **HomeTruth** for smarter property decisions

[Start Free Today >](#)

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Making property investment and ownership simpler, smarter, and more profitable.

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