



DESIGN. BUILD. SAVE.



# GREEN HOMES STYLE GUIDE

2017

# GREEN HOMES STYLE GUIDE

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# THE MISSION

*Pre-designed and custom-build energy efficient homes, at no extra cost.*

## BUILDING BETTER HOMES. IT'S THE GREEN HOMES WAY.

*We offer a warm welcome to the world of home building.*

Customers can be assured the quality in pre-designed and custom-build, energy efficient homes bar is raised by Green Homes.

As the only certified Green builder in the region our customers can look forward to a smooth, enjoyable experience as their new home takes shape...

Comfortable in the knowledge there is industry-leading expertise focussed solely on ensuring unparalleled efficiency and sustainability.

*"You are so easy to work with. This is a large investment in my future and you have worked with me to make my dream of a very comfortable, welcoming and sustainable home become a reality. You have delivered a home where I have the best of both worlds looks great, amazing finish and will not cost me a fortune to run!" – HAPPY CUSTOMER*

# WHO WE ARE

*A knowledge-sharing network  
of skilled builders.*

## WHAT GREEN HOMES DO FOR OUR CUSTOMERS

*When it comes to building a Green home, we're the only true specialist.*

We're the only builder that specialises exclusively in Green homes, channelling years of focussed expertise into trying, testing and delivering the cutting edge of design and environmental efficiency. Put simply, we're just better... and we have the certification to prove it.

### PRE-DESIGNED GREEN HOMES.

**Years of expertise on the shelf.**

Whatever customers want from a Green home, there's a good chance we've already thought of it and incorporated the idea into one of our stunning pre-designs... every one of which carries our guarantees across quality of material, workmanship and service.

### CUSTOM-BUILD GREEN HOMES.

**You think it, we build it.**

If customers need their home to be built in a more tailored fashion around their family or lifestyle, there's nothing we love more than working with them to make it happen... their ideas, our expertise and official international standards in every corner.

### BEST-PRACTICE GREEN HOMES.

**We work to industry standards.**

One of the things that make Green Homes different from our competitors is that we do business using only the official industry association forms, which means customers are fully protected in an agreement that's endorsed by the country's regulatory organisations.

# OUR VALUES

*Building better homes.  
It's the Green Homes way.*

## WHY BUILD A GREEN HOME WITH GREEN HOMES?

*The more energy efficient, the more benefits. It's that simple.*

With a Green Homes pre-designed or custom-build home, being Green is just the beginning. Because along with the environmental friendliness of our industry leading innovation, comes a whole host of tangible, practical benefits for our customers, their family and their finances. We value:

### GREEN EFFICIENCY

**Bigger efficiencies mean lower energy costs.**

An energy efficient home drastically reduces energy costs, because every outlet and appliance is fine-tuned to get the very best value from the power it uses.

### COMFORTABLE LIVING

**More home comfort, all year long.**

With enhanced efficiency comes enhanced comfort and control of the home environment. Hot or cold, the happy medium is easier to maintain throughout all seasons.

### SIMPLE HONESTY

**A sustainable, practical and affordable build.**

It's a common mistake to think that building a Green home will be a complicated, expensive exercise. We've been doing this a long time, we make easy for customers.

### QUALITY HOMES

**Better standards lead to better homes.**

As the only builder in Australia to be certified Green by the International Standards Organisation (ISO), with nine independent inspections on each home, we build better.

“

*Green Homes are proven masters of their craft. We communicate regularly in a real-time “think tank” community, joining minds, collaborating on ideas and sharing challenges.*

## OUR PROMISE

*Knowledge & trust form the foundation of everything.*

### CREDENTIALS, EXPERTISE AND OUR CUSTOMER PROMISE.

*As well as certification and legislation, we stand by our word.*

Attaining industry qualifications and adhering to building legislation is incredibly important to Green Homes, but so too is our personal promise to all customers... because delivering first class quality of service and a deeply enjoyable experience is just as crucial as the build. We promise:



#### FULLY INCLUSIVE QUOTES

It's frustrating when customers get a quote that doesn't actually include everything, so all of ours do.



#### SERIOUSLY HONEST ADVICE

Informed, no-nonsense advice has formed the backbone of the Green Homes business since the day we opened.



#### FIXED PRICE CONTRACTS

When customers build a Green home with us and the final cost will be exactly what it says on the contract.



#### 1ST CLASS SERVICE

A customer might find a builder in with a better standard of service, but we seriously doubt it.



#### AN ENJOYABLE EXPERIENCE

Above all, we believe our customers should be sporting a big grin at every stage of a Green home build.



#### TOP QUALITY FINISH

Every surface, every fitting, every appliance, every switch... Green homes shine with pristine finishing.

# HOW WE TALK

*Communicating our brand  
personality & character.*

## AT GREEN HOMES IT'S ABOUT BEING REAL AND HONEST.

*At Green Homes we aim to balance reality and honesty.*

Green Homes customers expect innovation and “outside-the-box” thinking from the best builders in the market. We communicate with our customers to further build on these expectations.

### COMMUNICATE LIKE GREEN HOMES

**Refer to these common sentences and phrases as a guide:**

Building better homes. It's the Green Homes way.

Pre-designed and custom-build, energy efficient homes, at no extra cost.

Look forward to a smooth, enjoyable experience as your home takes shape.

Practical, affordable and efficient.

Life is better in a Green Home.

A practical and affordable approach to building smarter homes.

### THINK LIKE GREEN HOMES

**Keep these key attributes in mind:**

Approachable	Genuine	Dedicated
Honest	Authentic	Expert
Encouraging	Straight-forward	Informative
Innovative	Listener	Passionate
Open	Supportive	Practical
Familiar	Trustworthy	Reliable
Uncomplicated	Confident	Flexible

# BRAND IDENTITY

*Our logo mark, colour forms, formats, versions & how to guides.*

## MARK

*Applying the Green Homes logo, in Hero, Secondary and Tertiary formats.*

### HERO

Monogram without tagline



The Hero logo (above) is our default mark, and should be the go-to. It can be used in all settings, such as invoices, artwork or apparel.

Below is the Hero logo adapted to a long format. It may *only be used for vehicle signage* (page 27). DO NOT USE this format in any other setting.



### SECONDARY

Monogram with tagline



The secondary logo with the monogram above the tagline "DESIGN. BUILD. SAVE." is used in cases where clarity is required around the Green Homes offering or the main objective is sales.

### TERTIARY

Monogram without tagline and wordmark



The tertiary logo is the monogram only, without any wordmark and is used in specific cases where there are technical constraints such as space or display size, typically in digital (SEM) advertising and social media.

The monogram should *only be displayed with the location "Australia"* or no location. Do not customise the monogram to suite your specific branch in anyway.

# BRAND IDENTITY

*Logo formats, versions, variations and colour forms.*

## FORMATS

*The logo mark versions in colour variations and Hero, Secondary and Tertiary formats.*

### POSITIVE

Colour



### NEGATIVE

White (only)



### MONO

Greyscale (Black %)



Preference, where possible, should be given to the POSITIVE or NEGATIVE logo (on a plain background). The logo only exists in three ways – Colour, White and Greyscale. This should not be changed without approval.

Greyscale versions should only be used where the Colour and White version don't work – this could be on apparel, invoices or literature. Where possible Colour and White versions should be preferred.

Do not apply gradients when using greyscale formats (page 12).

These rules apply for all variations: Hero, Secondary and Tertiary.

# BRAND IDENTITY

*Clear space and minimum sizes for print and digital.*

## APPLICATION

*How to apply clear space and minimum sizes (widths) for both print and digital.*

### CLEAR SPACE

Guidelines



### ABOUT

#### Clear space and minimum sizes

To protect the clarity and visual integrity of the logo, it has clear space guidelines (left). Where possible, create more clear space than the minimum shown (left).

It is important logos are legible and stay above the absolute minimum widths detailed (right). Permitted Print or Digital use is indicated by inclusion of units (mm or px). In small digital\* formats, such as favicons and social media profiles, the word "Australia" is dropped from the monogram.

Do not distort the display of the logo in anyway. Always constrain original relative proportions before scaling, e.g.: lock **x** and **y**.

### MINIMUM SIZES

#### For Print\* and Digital

Minimum (greater than or equal to) widths shown in millimetres (mm) for print and pixels (px) for digital.



# BRAND IDENTITY

*Dos and don'ts with the logo mark.  
Keep it simple.*

## USAGE

*How to use the logo mark correctly. When in doubt keep it simple and return to the Hero on a white background.*

### DO Guidelines



### RULES

#### Designed to be practical and flexible

**DO** display logo on a plain (white) background, or when using the White logo, apply our green palette to the background (page 12).

**DO** only use the White logo when placing on a photo. Ensure it sits on a clear uncluttered area of the image.

**DO** check clear space and sizing.

**DON'T** distort the proportions of the logo in any way. Constrain scale before adjusting, e.g.: lock x and y.

**DON'T** apply any other colours, special effects or filters to the logo. A subtle drop shadow may be used at the designer's discretion.

**DON'T** substitute "Australia" with branch details on the monogram.

### DON'T Examples



# COLOUR FORMS

*Our integral colour forms  
with codes & modes.*

## PALETTES

*Swatch hierarchy, hues, and codes for spot, process and screen modes.*

### CORE + GRADIENT

Eucalyptus (Steel)

PMS 575  
C50 M0 Y100 K50  
R85 G119 B0  
#557700

Shift 70%  
R85 G119 B0  
#557700

Greyscale Black 70%  
R119 G119 B119  
#777777

### COMPLIMENTARY

Kiwi (Cloud)

PMS 376  
C40 M0 Y100 K20  
R153 G170 B0  
#99aa00

Shift 70%  
R153 G170 B0  
#99aa00

Greyscale Black 50%  
R153 G153 B153  
#999999

### HIGHLIGHT

Wattle (Mist)

PMS 124  
C0 M25 Y100 K5  
R255 G187 B0  
#ffbb00

Shift 70%  
R255 G187 B0  
#ffbb00

Greyscale Black 30%  
R204 G204 B204  
#dddddd

### GRADIENT

Aurora (Steel)

PMS 382  
C30 M0 Y100 K0  
R204 G209 B0  
#cccd100

Greyscale Black 70%  
R119 G119 B119  
#777777

# COLOUR GRADIENTS

*The logo gradient ramp structure and greyscale alternatives.*

## GRADIENTS

*Creating and applying the gradient ramp along with colour structures.*

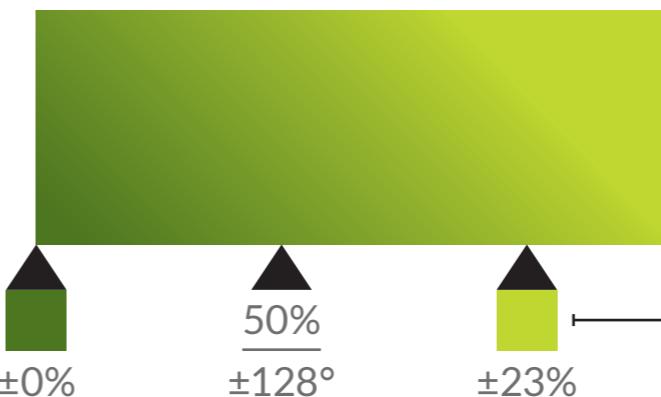
**CORE + GRADIENT (LOGO)**  
Eucalyptus (or Steel)



**GRADIENT (HOMES)**  
Eucalyptus vs Kiwi



**GRADIENT (GH)**  
Eucalyptus vs Kiwi



**GRADIENT (ONLY)**  
Aurora (or Steel)



**COMPLIMENTARY (TAGLINE)**  
Kiwi (or Cloud)



**Note**  
Do not apply gradients when using greyscale format (page 9).



“

The Feature typeface is to be used in a limited capacity to preserve impact. It can be used for text such as pull-outs, quotes, feature lines and highlighted statistics or figures (infographics).

## FONT OPTIONS

Body, Feature & System Font typeface options.

## TYPOGRAPHY

*Copy and Feature, and systems fonts and with a guide to alternatives.*

Green Homes typefaces are downloadable, web-friendly fonts available from the Google Font site. Preference should always be given to our nominated default typefaces and system fonts should only be used when the defaults cannot be accessed – this could be online or on a foreign device. A best-fit System Font should be selected matched to our specified options. All fonts can be used in the same weights and styles as detailed under both the Body and Feature.

Feature copy can be used on both a coloured or white background. Keep it proportional to H3 and H4 shown in following guidelines (page 15).

### BODY TYPEFACE

Lato (Google Font)

abcdefghijklmnoprstuvwxyz  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890 &!%\$#@+/-=\*

#### Weights and Styles

Regular (400)	<i>Italic</i>
Light (300)	<i>Light Italic</i>
Bold (500)	<b><i>Bold Italic</i></b>
<b>Black (700)</b>	<b><i>Black Italic</i></b>

#### System Fonts

Calibri (PC)  
Tahoma (PC/Web)  
Arial (Universal)

### FEATURE TYPEFACE

Droid Serif Italic (Google Font)

abcdefghijklmnoprstuvwxyz  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890 &!%\$#@+/-=\*

#### Weights and Styles

<i>Italic (400)</i>
<b><i>Italic Bold (500)</i></b>

#### System Fonts

Cambria (PC)  
Times New Roman (PC/Web)

“

*Content on a coloured background or overlaid on imagery should be converted to white. A subtle dropshadow can be applied to create definition against images when required.*

# TYPE & COLOUR

*How to format written content, body copy and headings*

## CONTENT

*Guides represent approximate ratios and sizes and can be adjusted to suit your layout or medium.*

### GUIDELINES

Flexibility is allowed, with the objective of maintaining balanced and uncluttered content.

Body font is considered the base unit (at 100%) and determines the size of Headings (H1 to H6), in this example Body is 10pt (right).

Kerning default is Optical. Tracking set to 10 (thousandths of an em). Leading (Body) is a minimum 125% ratio to font size, other Headings use leading the same size as the font (right).

Paragraph spacing (Body, H4, H5, H6), should be visually double the Body Leading, (see right) at 10pt font it is 1.25mm. Headings (H1, H2, H3) use lines of text as a measure of spacing (right).

Limit use of *Italics, Bold and underline*, reserve for titles, important info and grammatical cases etc.

Keep Feature copy proportional to H3 and H4.

All ratios and sizes are *approximate* guides only.

### EXAMPLE

Body ■■

Regular, in Black or Greyscale Black 70% (Steel) colour forms. It is the base unit font size (at 100% and in this example Body is 10pt). Leading for Body copy should be generous and you should use a minimum 125% of font size (in this example Leading is 13pt).

Body paragraph spacing, should be visually double the Leading, in this example at 10pt font space is set at 1.25mm.

## H1 HEADING ■■■■

**Black UPPERCASE** in 100% colour forms, 250% ratio (25pt)

----- SPACE AFTER SINGLE LINE H1

## H2 HEADING ■■■■■

**Black UPPERCASE** in Shift 70% colour forms, 170% ratio (17pt)

----- SPACE AFTER SINGLE LINE H2

## H3 Heading (*Feature size*) ■

**Bold Italic** in Greyscale Black 50% (Cloud) colour form, 140% ratio (14pt)

----- SPACE AFTER SINGLE LINE H3

## H4 HEADING (*Feature size*) ■■■■■

**Bold UPPERCASE** in Shift 50% colour forms, 120% ratio (12pt)

----- SPACE AFTER PARAGRAPH SPACING (1.25mm)

## H5 Heading ■

**Bold Italic** in Greyscale Black 50% (Cloud) colour form, 100% ratio (10pt)

----- SPACE AFTER PARAGRAPH SPACING (1.25mm)

## H6 HEADING ■■■■

**Bold** in Black or Greyscale Black 70% (Steel) or 50% (Cloud) colour forms, 100% ratio (10pt)

----- SPACE AFTER PARAGRAPH SPACING (1.25mm)

# BRAND IMAGERY

*Imagery that helps to support our brand.*

## IMAGERY

*Selected to reflect Green Homes' authentic, approachable and reliable style.*

Images should define realistic situations and actions, that support content. Select compositions that are simply styled and uncluttered. Aim to convey a positive, sunny disposition and allude to contentment, comfort, relaxation and the environment. A broad range of locations and people should be depicted across gender, ethnicity, age and relationships.

Avoid sterile, corporate and obviously staged, model shots. Images must be natural and relatable.

## EXAMPLES



# AUXILIARY ASSETS

*In-house, local & branch based visual assets.*

## ASSETS

*In-house imagery and renders for local people products and themes.*

Product images cover finished interior and exterior photos, including images from suppliers. Photography should represent real and realistic content. Digital renders must also appear true-to-life, and feature neutral tones and natural finishes, great gardens and bright skies. Ensure all compositions are simply styled and uncluttered. Natural wide vistas and clean spacious living.

Thematic, textured and company images should focus on: service, construction or the environment.

For all images avoid clinical, multicoloured, leery and busy shots. Keep images simple, real and achievable.

Headshots must be professional, on a consistent, diffused background. Obtain deep-etched versions.

### EXTERIORS



### INTERIORS



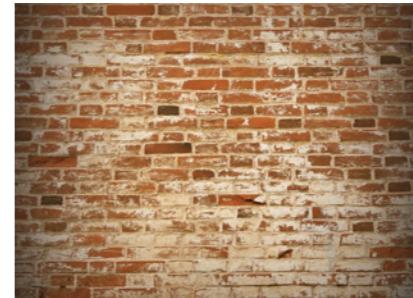
### RENDERS



### THEMES



### TEXTURES



### HEADSHOTS



# OFFICIAL STATIONERY

*Official stationery from Letterhead to With Comps.*

## STANDARD

*Letterhead, With Comps slips & Envelopes.*

Official stationery templates are supplied. Envelope design should comply with local postal standards, and the layout shown (right) is an example only.

## MASTHEAD DETAILS

Guides can be applied to the Letterhead (A4) and With Comps slips (DL).



# PERSONALISED STATIONERY

*Business card guidelines, layout and options.*

## PERSONALISED

*Green Homes cards can be a little bit unique, to suit your personality and business.*

Business cards can be used to distinguish individuals or branches, while maintaining brand continuity.  
We offer three reverse card options to select from, the front of the card must remain unchanged.

### CARD FACE

Logo Reverse, Tertiary, 15.427mm wide, Gradient  
**Green Homes Branch, Bold, 7pt, Kiwi (Shift 50%)**  
Office details, allow maximum three (3) lines,  
Regular, 7pt, Cloud (Greyscale Black 50%)  
Text (above line) align top left to top margin 6.5mm

Text (below dashed) align baseline left to bottom margin 6.5mm  
**Name, UPPERCASE, Black, 9pt, Eucalyptus**  
[Qualifications (Follows name), Regular, 5pt, Eucalyptus]  
Job Title, Italic, 7pt, Cloud (Greyscale Black 50%) 1mm Space After  
Direct phone and email, allow maximum two (2) lines,  
Regular, 8pt, Steel (Greyscale Black 70%) 2mm Space After  
Tagline, Bold Italic, 7pt, Cloud (Greyscale Black 50%)

### CARD DETAILS

All cards shown to scale (1:1)  
Dimensions (h) 50 x (w) 88mm  
Text top/bottom margin 6.5mm  
Text left/right margin 5.0mm  
Logo top margin 4.15mm  
Logo right margin 4.25mm

### CARD REVERSE

Logo Reverse, Secondary, 45mm wide, White  
Right align logo above line to top margin

**Card Reverse Options (right)**  
Colour (top), Eucalyptus (page 12)  
Gradient (middle), Gradient (Homes) (page 12)  
Image (bottom), from In-house Assets (page 17)

Left align text below dashed line to bottom margin  
Website, Bold, 9pt, White



[www.greenhomesaustralia.com.au](http://www.greenhomesaustralia.com.au)



[www.greenhomesaustralia.com.au](http://www.greenhomesaustralia.com.au)



[www.greenhomesaustralia.com.au](http://www.greenhomesaustralia.com.au)



### Note

Do not substitute "Australia" with branch details or location on the monogram.

# DIGITAL STATIONERY

*Digital stationery, such as email signatures, footers and icons.*

## DIGITAL

### *Creating email signatures, footers and Green Homes icons*

Basic email signatures can be set-up on individual devices using Lato font or best match system font (if required).

Our icon set is a base suite, expressing some of Green Homes core principals. The set can be developed and added too (social media, concepts and utilities). Additional icons must follow the same simple design traits as shown (right).

If you wish to create an email footer for sales and marketing purposes, the dimensions should be 600px (w) x 200px (h) and the Green Homes logo should appear as part of the footer design rather than a separate element. The Green Homes Secondary logo (as per below) can be placed in any of the corners of the footer design and remain at a minimum 180px wide.

## EMAIL SIGNATURES

**Name, UPPERCASE, Bold, 12pt, #000000**

*Job Title, Italic, 10pt, Cloud, #999999*

**Green Homes, Bold, 12pt, #557700**

Phone numbers, Regular, 12pt, #777777

Email address, Regular, 12pt, #777777

Website URL, Regular, 12pt, #777777

Facebook (link), Regular, 12pt, #777777



**JESSICA GREEN**

*Marketing Manager*

**Green Homes Australia**

0412 345 678 | 1300 724 661

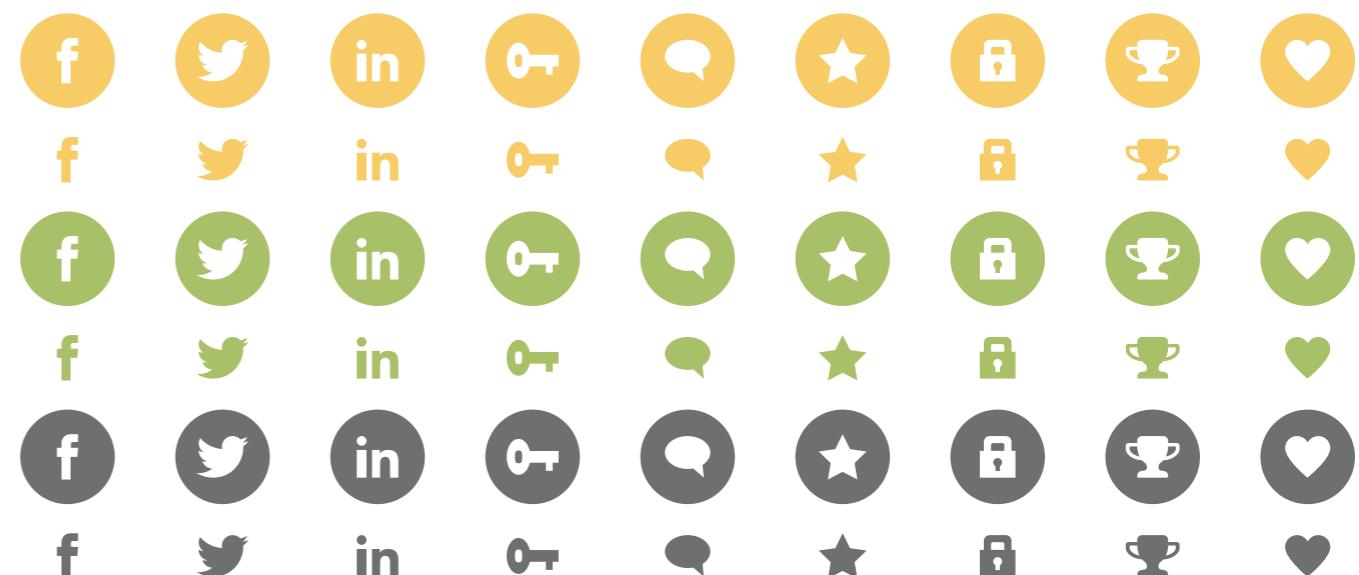
jgreen@greenhomesaustralia.com.au

[www.greenhomesaustralia.com.au](http://www.greenhomesaustralia.com.au)

Follow us on Facebook



## ICONS SETS



“

Use the Feature font in Pull-out boxes (page 14). Pull-outs can use any of the Core, Complimentary or Highlight colours (page 12). Either with or without a dropshadow or extended to page edge.

# LAYOUT & DESIGN

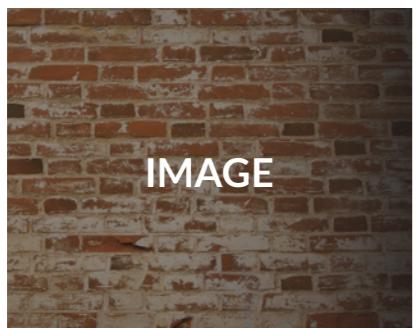
Key layout elements for creating Greens Homes consistent designs.

## ELEMENTS

Core elements to use in layout and design.

Examples of key elements to use when building marketing collateral and creating layouts.

See the following Sales Brochure example detailed, as a guide to how these elements work together in practice (page 22).



IMAGE

### EXTENDING

On any layouts that feature a Pull-out and/or images attempt to include an element extended to the page edge (see left). You can have both an extended Pull-out and image combination on a page. Only extend a maximum of (1) one image per page.



IMAGE  
EXTENDED



### BENEFIT OR FEATURE (H2/H4)

A fantastic Green Homes benefit or feature, that customers value goes here.

“Green Homes were genuinely interested in what we were looking to achieve.”  
— MR & MRS GREEN

### TESTIMONIALS

Use the Feature font and styled quote boxes to highlight customer testimonials (left).

### TABLES

Use subtle fills (Shift 30%), white borders, and padding on tables. Don't clutter (right).

#### Table Elements

✓
X
X

### FEATURE BOX

Use any of the Core, Complimentary or Highlight colours at Shift 50% or 30% (page 12). Don't apply dropshadows.

# MARKETING COLLATERAL

A guide to marketing & sales collateral design.

## MARKETING Sales Brochure

Sales brochure A4, 20 page, full colour, individualised per branch. Adhering to above outlined brand identity and guidelines.



**BUILDING BETTER HOMES. IT'S THE GHA WAY.**

**Contents**

- WHAT CAN GREEN HOMES AUSTRALIA DO FOR YOU?
- WHAT SHOULD YOU BUILD A GREEN HOME FOR?
- CREDENTIALS, EXPERTISE & OUR CUSTOMER PROMISE.
- INTRODUCING ONE OF OUR FAVOURITE GHA HOMES.
- MEET SOME GHA OWNERS WHO ARE HAPPY TO CHAT.
- INDUSTRY STANDARD CONTRACTS: HOW YOU'RE PROTECTED.
- ANOTHER ONE OF GHA'S FAVOURITE HOMES
- THE 6 SIMPLE STEPS TO YOUR NEW HOME.
- FURTHER INFORMATION ABOUT YOUR GHA BUILDER.

**Get started today. Call 1300 724 661 or visit [www.greenhomesaustralia.com.au](http://www.greenhomesaustralia.com.au)**

**WHAT CAN GREEN HOMES AUSTRALIA DO FOR YOU?**

When it comes to building your Green home, we're the only true specialist. It's not often a product or service provider can truly claim to be the "only" expert in their industry, but if you're interested in knowing more about energy efficient, pre-designed or custom-build homes, that's a promise GHA can make right from the start. We're the only builder that specialises exclusively in Green homes, channelling years of focused effort into bringing together the cutting edge of design and environmental efficiency. Put simply, we're just better... and we have the certification to prove it.

**PRE-DESIGNED GREEN HOMES**  
Years of expertise on the shelf. Whatever you want from your Green home, there's a good chance we've already thought of it and incorporated the idea into one of our pre-designed homes. You can rest assured that carries our guarantees across quality of material, workmanship and service.

**CUSTOM-BUILD GREEN HOMES.**  
You think it, we build it. If you need your home to be built in a more tailored fashion around your family or your lifestyle, there's nothing we love more than helping you make it happen... your ideas, our expertise and official international standards in every corner.

**Pre-designed and custom-build energy efficient homes, at no extra cost.**

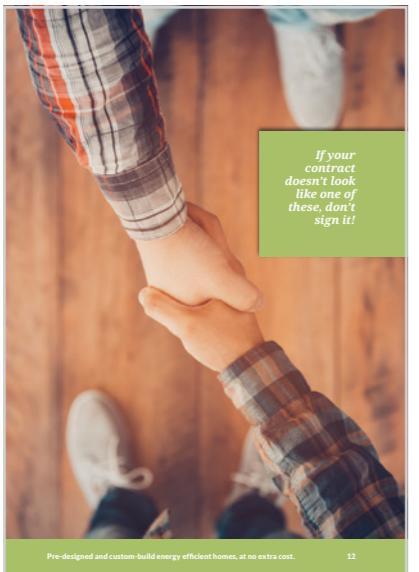
**CREDENTIALS, EXPERTISE & OUR CUSTOMER PROMISE.**

Knowledge & trust form the foundation of everything we do. Green Homes Australia is the only builder in Australia to have received certification from the International Standards Organisation for design and construction of energy efficient homes (ISO 50001)... we're especially proud of this accreditation, because it means we can promise you a degree of quality and service simply not offered by other builders.

**WHAT ONLY WE DO.**  
Only GHA as a result of ISO Green certification is independently inspected on the following for each project:

Footings & slab	✓
Frame	✓
Waterproofing	✓
Practical completion	✓
Design	✓
Site & earth works	✓
Floor	✓
Leakage & insulation	✓
Painting	✓
Plumbing, electrical & glazing	✓
Water storage	✓
Appliances & fixtures	✓
Weather seals	✓

**Pre-designed and custom-build energy efficient homes, at no extra cost.**



**MEET SOME GHA OWNERS WHO ARE HAPPY TO CHAT.**

You don't have to take our word for it, our customers have lots to say too.

"I want to tell you how immensely pleased I am with my new home... after living here through the seasons, I have been thoroughly and completely impressed! The house is presenting to a very high standard, naturally warm and welcoming. I was both stress free and saving time for both of us..." — CHRISTINE.

"This was a complicated, challenging project that involved constructing a modern extension at the rear of our home, along with a garage conversion including rebuilding a double brick tandem garage with workshop over the existing garage footprint. GHA were excellent to work with, always producing quality work, the trade professionals went out of their way to make sure the process as painless as possible for us..." — PAUL & KAREN.

"People have asked why we went with GHA and we tell them it is because they are genuinely interested in what we are looking to achieve. All through the design process they were very helpful and took the time to listen to different ideas, many of which they found a way to incorporate in the final build..." — ASHLEY & CLARE.

FROM THE TEAM AT GHA NEWCASTLE  
Constructed as a "spec" home by the team at GHA Newcastle, this remarkable dwelling was sold on the open market to a lucky local buyer. Building on a corner block is not without its challenges, but the team from GHA Newcastle did a wonderful job with this spacious 4 bedroom home. Featuring fantastic solar access to the roof, this home is designed to maximise the sun's energy and minimise the need for lower efficient design and construction. Harnessing the warmth of the sun in winter, and providing ample shade and cool breezes in summer, this home helps keep bills down, year round.

Read the full testimonials and meet many more happy customers at [www.greenhomesaustralia.com.au](http://www.greenhomesaustralia.com.au)

Pre-designed and custom-build energy efficient homes, at no extra cost.

**INTRODUCING ONE OF OUR FAVOURITE GHA HOMES.**

A contemporary modern aesthetic with clever efficient design, Fletcher NSW

Pre-designed and custom-build energy efficient homes, at no extra cost.

Get started today. Call 1300 724 661 or visit [www.greenhomesaustralia.com.au](http://www.greenhomesaustralia.com.au)

**“GHA completed before the finish date as promised, as well as providing quality work. The trade professionals went out of their way to make sure the process as painless as possible for us.”**

**4. CLOSE & LOCK-UP**  
Your construction project now becomes a building, with doors and windows being fitted in place. At this point a progress payment is made and you meet the builder on site to inspect our work.

**5. FIXINGS IN PLACE**  
The final fixings are in place and the building becomes a home. Final inspection approval has been given and you're all set to move in.

**6. PRACTICAL COMPLETION & HANDOVER**  
Final inspection approval has been given and you're all set to move in. This could be a bearer and joist flooring system, or in most cases a professionally formed concrete slab.

**1. PLANNING & DESIGN**  
We work closely with you to plan the design of your new home, taking into account your needs and requirements.

**2. FOUNDATIONS LAID**  
Your next payment is due until the the house is built on a solid foundation. This could be a bearer and joist flooring system, or in most cases a professionally formed concrete slab.

**3. FRAME COMPLETION**  
Now your new Green home is really taking shape, with the frame and roof trusses lift it from the ground. Your next progress payment is due until this stage is 100% finished.

Get started today. Call 1300 724 661 or visit [www.greenhomesaustralia.com.au](http://www.greenhomesaustralia.com.au)

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# INTERNAL COLLATERAL

*Printed and digital templates,  
quote and profile samples*

## INTERNAL Print and Digital Templates

Printed and digital templates, including an individual builder profile and the official Quote book document, available in MS Word.

The top row displays two Microsoft Word documents:

- THANK YOU FOR YOUR TIME IN TALKING TO GHA:** A template for a thank you letter. It includes a logo at the top left, a date field, and a main body section. The body text reads: "THANK YOU FOR YOUR TIME IN TALKING TO GHA". Below this, it says "Our quotation to build your new Green home is enclosed". The footer contains legal disclaimers and a contact number.
- QUOTE:** A template for a quote document. It includes a logo at the top left, a date field, and a main body section. The body text reads: "RE: Quotation for [Client's Name] - Custom Home Design by Name Surname". Below this, it says "Prepared by Green Homes Australia | GHA Territory Name". The footer contains legal disclaimers and a contact number.

The bottom row displays two Microsoft Word documents:

- QUOTE:** Similar to the one above, this version is specifically titled "YOUR QUOTE". It includes sections for "APPROVAL PHASE", "CONSTRUCTION PHASE", and "TOTAL COST". It also includes a "GREEN HIGHLIGHT" section with the heading "GREEN HIGHLIGHT" and the text "Having the support of a green, internationally accredited brand behind me ensures that your home will be the most energy efficient possible."
- CONSTRUCTION PHASE:** A detailed table showing various construction phases and their descriptions. The table includes columns for "Site Preparation", "Temporary site fence to front and side boundary", "All weather vehicle access point", "Provision of storage and trade waste area", "Sediment control barrier", "Portable toilet during construction", "All scaffolding & roof parapet railings as required", and "Excluded: Sourcing and B boundary location".

## FURTHER INFORMATION ABOUT YOUR GHA BUILDER.

*It's really important to know your builder's background, so GHA tells all.*

If you choose a pre-designed or custom-build Green home with Green Homes Australia, your builder will be a proven master of his craft with the right skill set for the job, whatever the challenges may be along the way. That's a guarantee.

Your builder is also part of a much wider GHA network of Green home expertise. Experienced, dedicated professionals located across the country, who are constantly sharing ideas and challenges in a relentless search for innovative, best practice solutions.



**STEVE BAIN**

Born on Sydney's North Shore to a family that took pride in the construction industry. His passion for building quality homes has continued to grow ever since. Steve is married with a family and is a proud supporter of local businesses, using local suppliers and sub-contractors, and a strong supporter of local sports clubs.

### *Building experience*

With humble beginnings as an apprentice with his families business, Steve has grown to become one of the most sought-after builders in the area. With a keen eye for detail and a core focus on quality, Steve has had the privilege of building some of the finest homes throughout Northern Sydney.

### *GHA experience*

Steve joined Green Homes Australia in 2014 after seeing a lack of sustainable options in the new home market throughout the area.

### *Specialities*

Steve has a real flair for thinking outside the box when it comes to building, and loves nothing more than working through a challenging situation towards practical solutions.

### *Qualifications*

Fully qualified carpenter and licenced builder in NSW.

### *Contact Details*

syndnr@greenhomesaustralia.com.au | 0412 649 462

Pre-designed and custom-build energy efficient homes, at no extra cost.

# SPECIAL CAMPAIGNS

*Print and digital campaigns adapted to aligned brands.*

## CAMPAIGNS

### Advertising

Examples of our branding adapted to suit publication styles and aligned brands.

A4 press advert in the HIA Housing (right)

Two SMEG aligned offers for different channels, print and digital (left)



OVER \$6000 VALUE FREE  
Get a SMEG kitchen on us  
[find out more at greenhomesaustralia.com.au](http://greenhomesaustralia.com.au)

OVER \$6000 VALUE FREE  
Get a SMEG kitchen on us  
[Click here to find out more!](#)

FREE SMEG Kitchen  
Go with GHA and your kitchen's on us.

green homes Australia

Get started today. Call 1300 724 661 or visit [www.greenhomesaustralia.com.au](http://www.greenhomesaustralia.com.au)

For full Terms and Conditions please request them from your local builder.

green homes Australia DESIGN. BUILD. SAVE.

green homes Australia FRANCHISE OPPORTUNITY

BETTER SYSTEMS. BETTER SUPPORT. BETTER HOMES.

GREEN HOMES AUSTRALIA WILL MAKE YOU THE BUILDER YOU WANT TO BE.

Whether you're an experienced builder or just starting your journey to becoming one; **Green Homes Australia** can give you the support and structure to run a profitable low-risk business, with a brand that will get noticed above the crowd.

Our affordable efficient homes are in-demand everywhere and we're looking for enthusiastic and motivated individuals to join our team.

If you're struggling to compete, or just looking to fast-track your success, talk to us about the Green Homes Australia Franchise and what it can offer you.

Talk to GHA first, 1300 724 661 [greenhomesfranchise.com.au](http://greenhomesfranchise.com.au)

"GHA gave us a brand with a strong market edge and the support to grow to the next level"

Troy and Dan Vardanega  
GHA South East NSW

## LARGE FORMATS

*Large format branded billboards & site signage.*

### BILLBOARDS

*Large format signage*

Examples of billboards including a Supersite (top) and Standard 4x2 (right)



# UNIFORMS & APPAREL

*Our brand on clothing,  
apparel & accessories.*

## UNIFORM

*How to apply our brand to uniform items.*

Uniform fabrics (Polos, shirts and hats etc.) should be matched (best possible) to our palette (page 12). Logos on green must be white and on white fabrics, coloured (Eucalyptus or Grey). Do not use gradients and omit the location, unless it is clearly legible. On this page are examples of logo use only and are not specific uniform items.



# ON THE ROAD

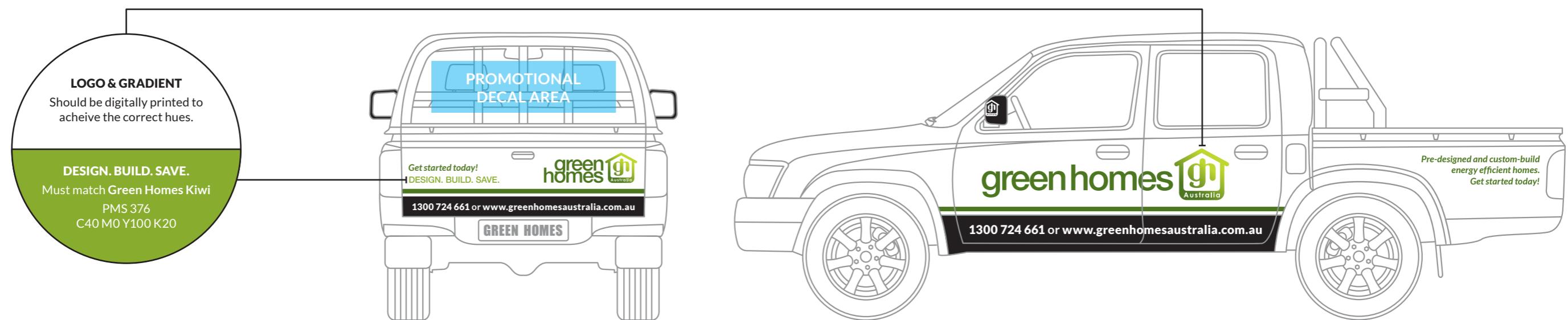
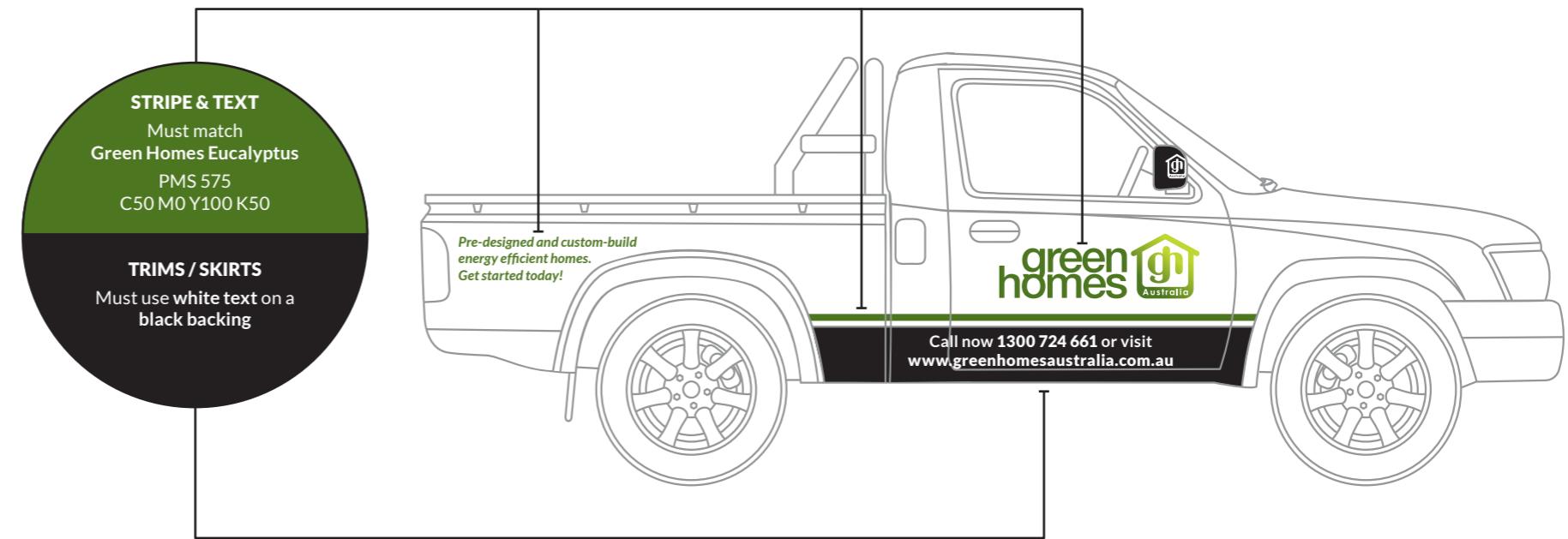
*Trade & fleet vehicle  
branded body design.*

## VEHICLES

*Green Homes brand on trade and fleet cars.*

We encourage the branding of vehicles. Only vehicles may use black elements near trim and skirt areas for practicality. Dual cabs, wagons or long wheel base vehicles, may use the Hero in long format (page 8). *This is the only situation this format can be used.* In all other instances a best fit Hero or Secondary logo should be used.

A vehicle signage template is also available.



# WEBSITE GUIDE

*Green Homes digital identity,  
design & content.*

## WEBSITE

*Our online presence and digital identity.*

Websites (Australia and New Zealand) and our overall online presence is managed directly by Green Homes franchise head office.

Digital elements, such as marketing banners, skyscrapers and modals should be designed in keeping with these guidelines. When required, elements may be adapted, within reason, to reflect allied brand advertising (page 24).

Our digital identity and functional site has been created using the popular WordPress platform, using pre-packaged design theme.

The Green Homes theme has been developed and customised based on the "housebuild" by nunforest.com template.

Copy on the site has been composed by a copywriter, in order to maintain a consistent, professional and cohesive brand message. All content is also scripted to be effective for search engine optimisation (SEO).

The screenshot shows the homepage of the Green Homes Australia website. At the top, there's a dark header bar with a location dropdown, a phone number (1300 724 661), an email link (support@greenhomesaustralia.com.au), and a 'FRANCHISE WITH GHA' button. The main navigation menu includes 'HOME DESIGNS', 'GREEN BUILDERS', 'ABOUT GHA', 'WHY BUILD GREEN?', 'NEWS & ADVICE', and 'CONTACT'. The main visual is a large image of a modern, energy-efficient house at dusk or dawn, with the text 'Quality pre-designed and custom-build, energy efficient homes.' above it. Below this, a prominent banner features the slogan 'BUILDING BETTER HOMES. IT'S THE GHA WAY.' in bold, white and yellow letters. A 'VIEW DESIGNS' button is located in the center of the banner. At the bottom of the page, there are three columns of text and logos. The first column, 'WHEN IT COMES TO BUILDING YOUR GREEN HOME, WE'RE THE ONLY TRUE SPECIALIST.', discusses the company's expertise and industry-leading focus on efficiency and sustainability. It includes logos for ISO 50001 and HIA. The second column, 'PRE-DESIGNED GREEN HOMES', highlights years of expertise and tailored designs. The third column, 'CUSTOM-BUILD GREEN HOMES', emphasizes working with clients to build their ideas. Both the 'PRE-DESIGNED' and 'CUSTOM-BUILD' sections have 'SEE DESIGNS' and 'FIND A LOCAL BUILDER' buttons. A green footer bar at the bottom contains links for a 'FREE STEP-BY-STEP GUIDE TO BUILDING A GREEN HOME' and a 'FREE E-BOOK'.

# IMPORTANT INFO!

*How to get Green Homes designs reviewed & approved for distribution.*

## APPROVALS

*Easy steps to getting your designs, artwork and content approved.*

It is important that a consistent brand message is kept to increase brand awareness and brand recognition.

To ensure all marketing materials created for Green Homes Australia adhere to the Style Guide please follow the approval procedure.

The approval procedure requires a franchisee, designer or anyone creating marketing communications for Green Homes to seek approval for the particular item from Green Homes Australia Head Office, Marketing team before it is produced and distributed.

Got any questions? Please contact our Marketing team at Head Office, Australia-wide on 1300 724 661 or phone +61 2 6360 3055, email us at [support@greenhomesaustralia.com.au](mailto:support@greenhomesaustralia.com.au)

Office hours are between 8:30am and 5:00pm AEDST, Monday to Friday.  
Green Homes Australia, Level 1, 125 Byng Street Orange NSW 2800

# **GREEN HOMES STYLE GUIDE**

2017