

BRAND GUIDELINES

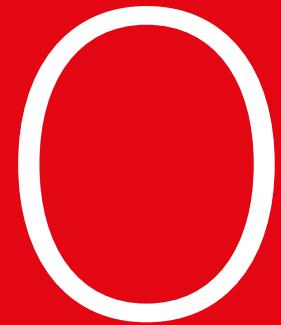
2023



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- 05 Brand Application





OUR LOGO

The Logo

Reversed Logo

Mono Logo

Minimum Size

Exclusion Zone



THE LOGO

The Fowler Homes' wordmark and icon device is made of a stylised gable and graphically manipulated Goudy Handtooled font to create the brandmark.

The Fowler Homes' brandmark may not appear in any other colour than black, red and white, or when authorised, reversed out of a partner brand colour field.

As part of Fowler Homes' identity the "Your style of living" tagline has been chosen to reflect our values and beliefs.



STACKED LOGO



STACKED LOGO WITH TAGLINE

REVERSED LOGO

Where the contrast is enough
the logo can be reversed.

The black text can be converted to white to be
reversed out of the background colour or image.



MONO LOGO

The Fowler Homes' brandmark may be used in these mono formats only.

The black and white Fowler Homes' brandmark may only be used where reproduction methods restrict the use of a full colour logo, i.e. where colours or backgrounds clash or where ever the full colour logo is difficult to read.



MONO LOGO



MONO REVERSED LOGO

MINIMUM SIZE

The minimum clear space requirement is measured by width or height of the "F" in Fowler Homes' brandmark - formula for width and height is indicated in the examples.

This is a minimum proportional measure and stays consistent at whatever size the Fowler Homes' mark appears.



EXCLUSION ZONE

This ensures we always have a legible presence and safeguards any deterioration of the Fowler Homes' mark. There may be some applications where it could be necessary to reproduce the mark at a smaller size. Should this be necessary, you must consult with Fowler Homes marketing department before commencing.



02

OUR BRAND COLOURS

Primary Colour

Secondary Colour



FOWLER
HOMES™

Est. 1984

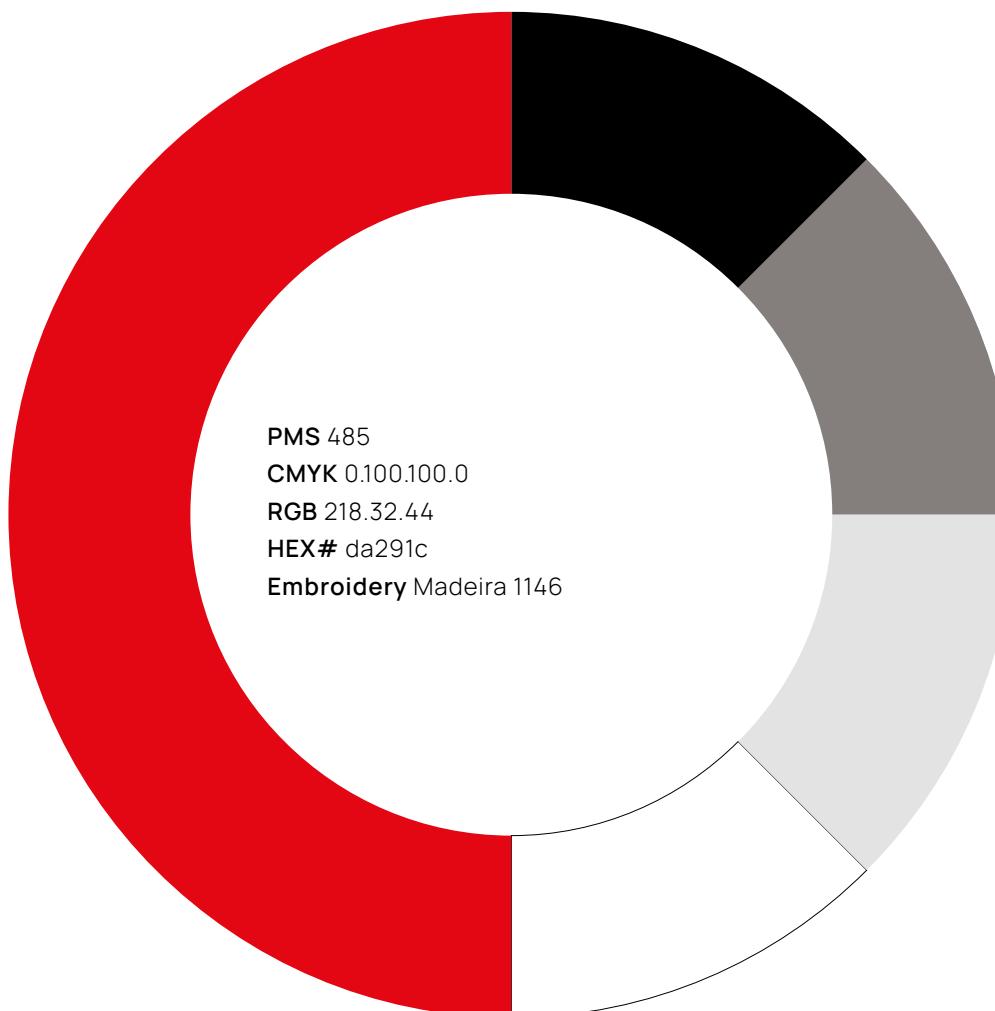
YOUR STYLE OF LIVING

PRIMARY COLOUR

The Fowler Homes' brandmark colour palette consists of three primary colours - Red, Black and White.

These colours were originally chosen to provide a strong base for emphasis on Fowler Homes' crafted history story. These should form the base of all your primary communications.

NOTE: Alternative manufacturer substrate may be used for embroidery and vinyl signage if colours match those designated in these charts.



SECONDARY COLOURS

PMS Black
CMYK 0.0.0.100
RGB 0.0.0
HEX# 000000
Embroidery Madeira 1009

PMS Cool Grey 9
CMYK 53.45.45.10
RGB 124.123.122
HEX# 7c7b7a

PMS Cool Grey 2
CMYK 0.0.0.15
RGB 220.221.222
HEX# dcddde

CMYK 0.0.0.0
RGB 255.255.255
HEX# FFFFFF

03

THE TYPEFACES WE USE

Logo Typeface

Primary Typeface

Secondary Typeface

Icons





TYPEFACES

The Goudy Old Style and Campton font families are used in all Fowler Homes' communication materials designed on Apple and PC based computers.

Please see below for typical font usage. Consistent use of Fowler Homes' font families will re-inforce the brand identity.

PRIMARY TYPEFACE

Campton is a simple sans serif with a geometric skeleton, based on the mid to early twentieth century visual trend of achieving neutrality. Its bold strong forms are the perfect accompaniment to be Fowlers Home's Primary Typeface.

Typefaces can be bought at myfonts.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!@#\$%

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!@#\$%

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!@#\$%

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!@#\$%

BOLD

CAMPTON

SECONDARY TYPEFACE

To be used as body copy and smaller text.

Poppins has been selected as the font to be used online as it's similar to both Campton and Manrope. All body copy should be left aligned.

Manrope

Soluptas sitisto endelig enienis est, ommolupta volla commolo rporeptat.

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Manrope Regular

Poppins

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Poppins Regular (online)

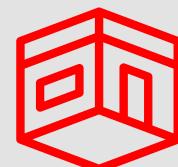
ICONS

The only language everyone understands.

Icons, which are sometimes called pictograms, are those little symbols you (un)consciously interact with every day. A good icon not only looks good, but also breaches multilingual or cultural differences. In other words, a good icon can be understood anywhere in the world. FOWLER HOMES uses a suite of icons to convey our offerings.



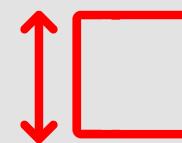
Turnkey, House & Land Packages



Interior



House Plans



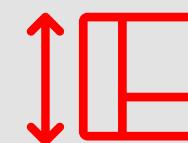
Land Area



Show Home



Q & A



Floor Area



Bedroom



Living



Office



Bathroom



Garage

04

THE IMAGES WE USE

Image Library

Render Quality



IMAGE LIBRARY

Imagery plays a large part in brand recognition. The quality of images must always be upheld during all collateral.

This is just a small selection of images which are part of FOWLER HOMES's extensive image library.



RENDER QUALITY

A level of quality must be kept with all rendered imagery.

This is the standard that all exterior renders and house plans must adhere to.



Floor Plan

05

BRAND APPLICATION

Vehicle Branding

Teardrop Flags

Consumer Expo Stand

Site Signage

Uniform

Plans

House & Land Flyers

Brochure

Plans Collection

Folders

Stationery

Business Cards

Merchandise

Email Signature



YOUR STYLE OF LIVING

VEHICLE BRANDING

Vehicle make/model badging should be removed where appropriate e.g. rear tailgate.

Diecut vector artwork must always be portrayed in the correct proportions, measurements and colours.

If alternative vehicle colours are used, all branding rules apply as outlined for white or silver vehicles. Contact Fowler Homes' marketing for guidance on application and use.

Ford Ranger



Ford Everest



TEARDROP FLAGS



TEAR DROP FULL



TEAR DROP SIMPLE

CONSUMER EXPO STAND

The modular formats of the stands mean panels are inter-changeable.



900mm wide



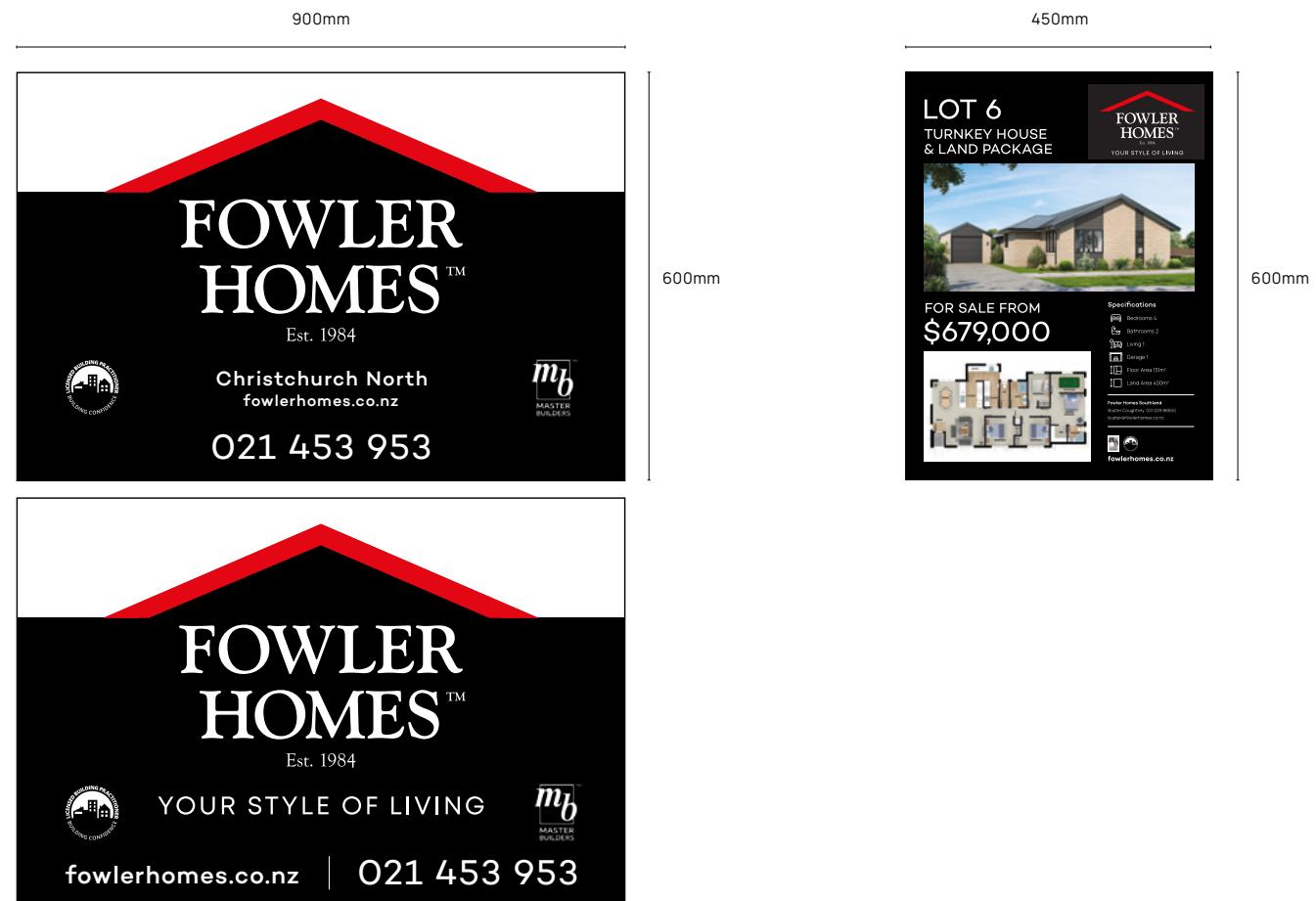
2259mm



2259mm

SITE SIGNAGE

Site signage is bold and noticeable.



UNIFORM

Clothing and uniform worn by the team is generally black with the logo embroidered. Logo placement is shown in the examples here.

Most of the group will find it convenient to use a local supplier. Contact Fowler Homes Marketing has a supplier in Queenstown if this is not the case.



PLANS

Poster format of plans can be formatted for window displays, and or Consumer Expos.

**HOUSE & LAND PACKAGE
FOR SALE FROM \$1,200,00**



**FOWLER HOMES™
Your Style of Living**

**Lot 94,
84 Argent Lane,
Mildale, Auckland**

This modern, new subdivision home perfectly captures urban convenience, design, and more being constructed in the very near future. This is a great opportunity to own a brand new home surrounded and only minutes from Seti access. A modern 3-bedroom family home of 182m² living area, featuring a large open plan dining and living spaces planned perfectly for easy entertaining. The kitchen is well equipped with ample storage and a large island bench. The exterior has a combination of brick and weatherboard cladding.

Mildale is one of the most popular developments in Auckland.

Specifications

- Section Size 405m²
- Floor Area 182m²
- Bedrooms 3
- Bathrooms 2
- Garages 1

www.fowlerhomes.co.nz



**FOWLER HOMES™
Your Style of Living**

St Clair

203m² | 4 bdm

Separate laundry includes walk-in pantry

This stylish 4-bedroom home incorporates a walk-in pantry, media room, separate laundry, and a double garage. Design and construction elements are time-tested, which means you will have a quality future home for your family home for decades to come.

**Floor Area: 203m²
Length: 23.64m
Width: 12.97m**

Auckland South East
Matt Heppen - 027 609 2205
matt@fowlerhomes.co.nz
Auckland North, West & Rodney
Matt Heppen - 027 609 2205
matt@fowlerhomes.co.nz
www.FowlerHomes.co.nz

FAVOURITE PLAN



**FOWLER HOMES™
Your Style of Living**

Crownthorpe

204m² | 3 bdm

Defined double-gables give this home a modern and contemporary street presence. Features include two wings, with bedrooms on each, this home has multiple living areas designed to grow and suit many homeowners.

**Floor Area - 204m²
Length: 16.0m
Width: 12.5m**

Auckland South East
Matt Heppen - 027 609 2205
matt@fowlerhomes.co.nz
Auckland North, West & Rodney
Matt Heppen - 027 609 2205
matt@fowlerhomes.co.nz
www.FowlerHomes.co.nz



**FOWLER HOMES™
Your Style of Living**

Taiheri

288m² | 4 bdm

Separate laundry includes office includes walk-in pantry

A great design for growing families where they will appreciate the spacious entertaining areas. This four bedroom plan of three bedroom with home office has plenty of room for a growing family.

**Floor Area: 288m²
Length: 17.45m
Width: 16.01m**

Auckland South East
Matt Heppen - 027 609 2205
matt@fowlerhomes.co.nz
Auckland North, West & Rodney
Matt Heppen - 027 609 2205
matt@fowlerhomes.co.nz
www.FowlerHomes.co.nz

HOUSE & LAND FLYERS

HOUSE & LAND PACKAGE




FOWLER HOMES™

127a Govett Ave, Frankleigh Park, New Plymouth

For Sale: From \$933,196

Take a step onto the property's landscaped grounds with this spacious four-bedroom home. This home features an open-plan kitchen, dining, living area and impressive 11m² covered outdoor area. Zoned for multiple school locations, this home offers practical living for many types of family lifestyles. Finance available.

Features:

- 250mm stud height throughout living areas, over height doors
- Designer kitchen, laundry and master walk-in robe
- Quality Fisher & Paykel appliances
- Fully carpeted
- Vinyl Planking to the Entrance, Dining, Kitchen, Bathroom and Ensuite floors
- Ducted heat pump system
- Argon filled Low E Double Glazing
- Velux Skylights
- Above vertical timber and Rockcote Xtherm Gold plaster cladding system
- Double garage, with garage carpet

Specifications

- Section Size 498m²
- Floor Area 169m²
- Bedrooms 3
- Bathrooms 2
- Garages 2

Fowler Homes New Plymouth
43 Egmont Street, New Plymouth
Jason Reid, 027 619 1992
fowlerhomes.co.nz
Tony Sarch, 021 141 8555
tony.sarch@fowlerhomes.co.nz

[Facebook](https://www.facebook.com/fowlerhomesnz) [Instagram](https://www.instagram.com/fowlerhomesnz/) [Pinterest](https://www.pinterest.com/fowlerhomesnz/) [TikTok](https://www.tiktok.com/@fowlerhomesnz) [LinkedIn](https://www.linkedin.com/company/fowler-homes-nz/) [YouTube](https://www.youtube.com/@fowlerhomesnz)

www.fowlerhomes.co.nz

PUKEKURA CAMBRIDGE SHOW HOME




FOWLER HOMES™

32 Whare Maramma Drive, Pukekura, Cambridge

Viewing Thursday and Friday 1pm till 2.45pm,
Sunday 1pm to 4pm or by appointment

This show home consists of 3 pavilions spread across the section to maximise sunlight and street appeal. The first pavilion contains the main entrance, a large open-plan living, dining, kitchen, laundry, entry and office areas. This has a feature custom-trim ceiling and 4m high joinery. Natural stone benchtops in kitchen and engineered stone in scullery, laundry, and fireplace cabinetry creates artful style points. All the cabinetry is custom built to the highest standard. The home is heated by a gas fireplace and ducted heating system.

The large lounge and bathroom separate the third pavilion, which has the main bedroom, one of which features its own ensuite and private outdoor deck.

This home has a 2.29 m² covered outdoor area with stunning Escea EK200 outdoor fireplace, kitchen and 3 sky lights for additional natural lighting. This area flows seamlessly into the kitchen, living and lounge creating the ultimate entertaining spaces.

The home is clad with a timeless Rockcote integral plaster system, vertical stripes and recessed panels with platinum stain. The fireplaces are clad with gorgeous 60x120 tiles.

When you work with Fowler Homes Waikato you work directly with the owners, they are local experts when it comes to designing and building your dream home.

Specifications

- Floor Area 310m²
- Bedrooms 4
- Living 3
- Bathrooms 3.5
- Garages 2
- Office 1

Fowler Homes Waikato
Joe Cattie, 027 559 9207
fowlerhomes.co.nz
0800 436 9587

[Facebook](https://www.facebook.com/fowlerhomesnz) [Instagram](https://www.instagram.com/fowlerhomesnz/) [Pinterest](https://www.pinterest.com/fowlerhomesnz/) [TikTok](https://www.tiktok.com/@fowlerhomesnz) [LinkedIn](https://www.linkedin.com/company/fowler-homes-nz/) [YouTube](https://www.youtube.com/@fowlerhomesnz)

www.fowlerhomes.co.nz

PUKEKURA CAMBRIDGE SHOW HOME



FOWLER HOMES™

32 Whare Maramma Drive, Pukekura, Cambridge

Fowler Homes Waikato
Joe Cattie, 027 559 9207 fowlerhomes.co.nz
0800 436 9587 www.fowlerhomes.co.nz

FOWLER HOMES™

BROCHURE

The Fowler Homes Brochure encapsulates the brand within one document.



PLANS COLLECTION

FOWLER HOMES PLANS COLLECTION

Building dream homes since 1984



FOWLER HOMES™
Est. 1984
YOUR STYLE OF LIVING

GETTING STARTED – THE FOWLER HOMES BUILD PROCESS

- 1 Initial Client Meeting
- 2 Architectural Plans
- 3 Select your fittings and finishes
- 4 Contract Signing
- 5 Starting underway
- 6 Handover

The Fowler Homes build process may vary depending on the region, here is our general outline of what to expect at each step.

Initial Client Meeting
The first step in the build process is to meet with one of our friendly project managers to discuss your requirements and expectations for your new home. This will involve discussing your preferred style, location, budget, and any specific features you would like to include.

Architectural Plans
Once we have a clear understanding of your requirements, we will work with you to develop architectural plans that reflect your vision. These plans will include details such as the exterior design, layout, and dimensions of the house, as well as information on materials and finishes.

Select your fittings and finishes
With the architectural plans in place, it's time to start selecting the fittings and finishes for your new home. This involves choosing items such as kitchen and bathroom fixtures, lighting, and flooring. We offer a wide range of options to suit all tastes and budgets.

Contract Signing
Once you are happy with the plans and fittings, it's time to sign the contract. This is a legally binding agreement between you and Fowler Homes, outlining the terms and conditions of the build.

Starting underway
With the contract signed, the build process can begin. This involves preparing the site, laying foundations, and erecting the main structure of the house. Our experienced team will ensure that every step is carried out to the highest standard.

Handover
Finally, it's time to hand over your new home. We will ensure that everything is ready for you to move in, including cleaning, final checks, and handing over keys. We also provide ongoing support and maintenance services to help you make the most of your new home.

Communication is key to a good partnership.
We believe that communication is essential for a successful build. That's why we encourage open and regular communication throughout the process, from initial meetings to handover.

Peace of Mind
At Fowler Homes, we take pride in providing peace of mind to our clients. We offer competitive prices, high-quality materials, and a dedicated team of professionals who are committed to delivering exceptional results.

Building Timelines
On average, a residential build takes 12-18 months from start to finish. However, this can vary depending on factors such as location, complexity of the design, and availability of materials.



Murihiku
16m x 18m
Separate laundry
Ground floor: open-plan living, dining, kitchen, and a large family room with a fireplace. Includes a double garage.
Floor area: 105m²
Length: 18.0m



Kowarau
16m x 18m
Separate laundry
This home is designed to capture the beauty of its surroundings. It features a large living and dining area, a well-appointed kitchen, and a spacious family room with a fireplace. Includes a double garage.
Floor area: 107m²
Length: 18.0m



Kinloch
22m x 18m
Includes separate laundry
This home features a large living and dining area with a fireplace, a well-appointed kitchen, and a spacious family room. Includes a double garage.
Floor area: 120m²
Length: 18.0m

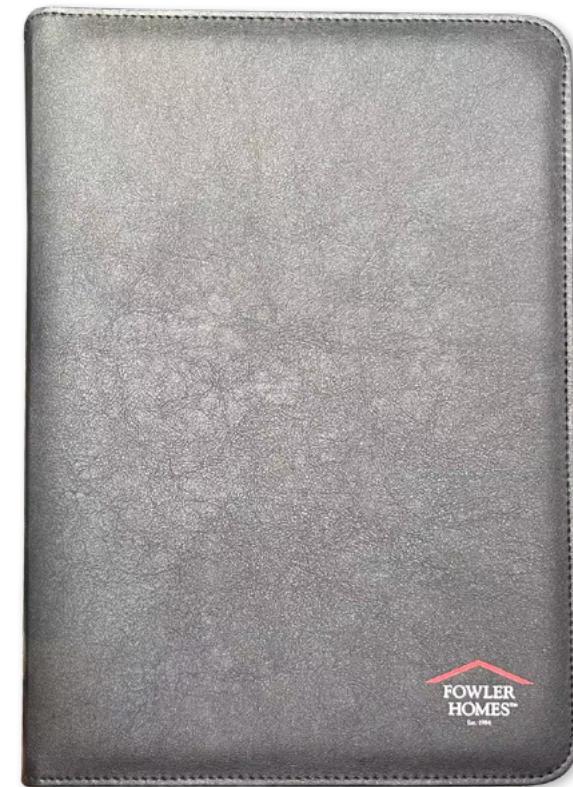
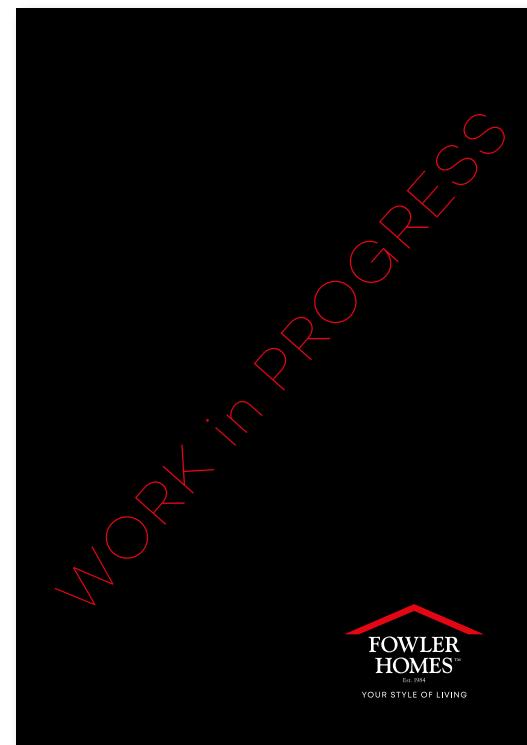


Magnolia
22m x 18m
Includes separate laundry
A large living and dining area with a fireplace, a well-appointed kitchen, and a spacious family room. Includes a double garage.
Floor area: 120m²
Length: 18.0m

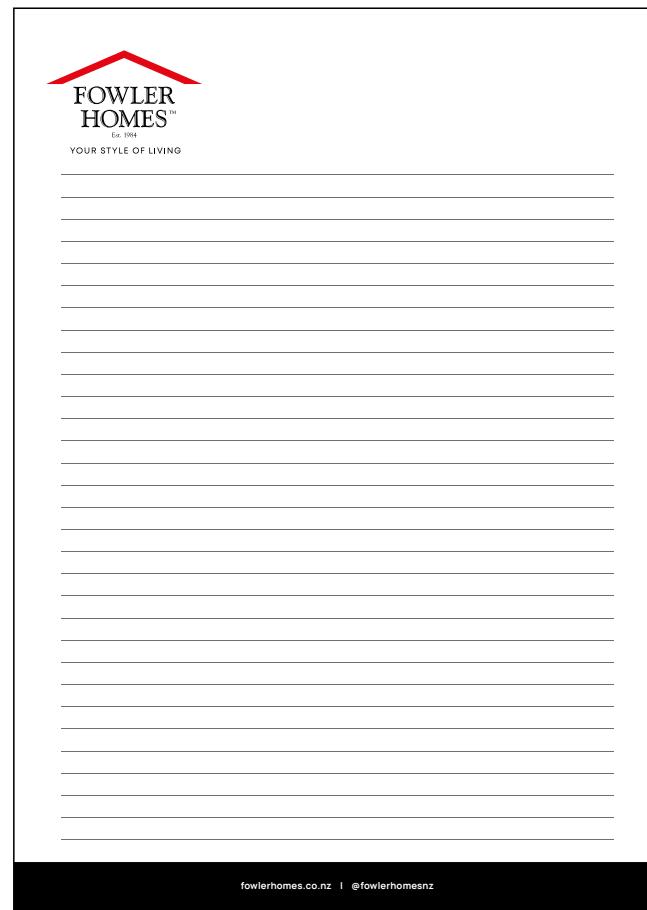
FOLDERS

A4 folder can be used to present to clients as well as in-house and with suppliers.

New Client Folder is presented with a branded calculator and branded accessories.



STATIONERY



Best printed
in reams of 40
sheets



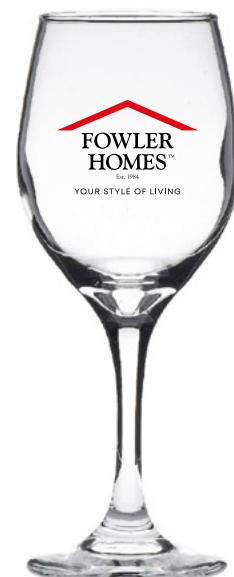
50mm

BUSINESS CARDS

Contact Fowler Homes Marketing to place orders for Business Cards.



MERCHANDISE



EMAIL SIGNATURE

Email signatures are coordinated by Fowler Homes Marketing. A generic location image is chosen for all those who do not require their image.

When getting your profile photos taken by a professional photographer, select a background location or home that relates to your business and or region. If this is not possible a studio photo is also acceptable.

If you are a team, please get individual photos and some together.

