



CHINOOK
LEGACY BUILDERS

Stronger Homes for Stronger Futures.

BRAND GUIDELINES

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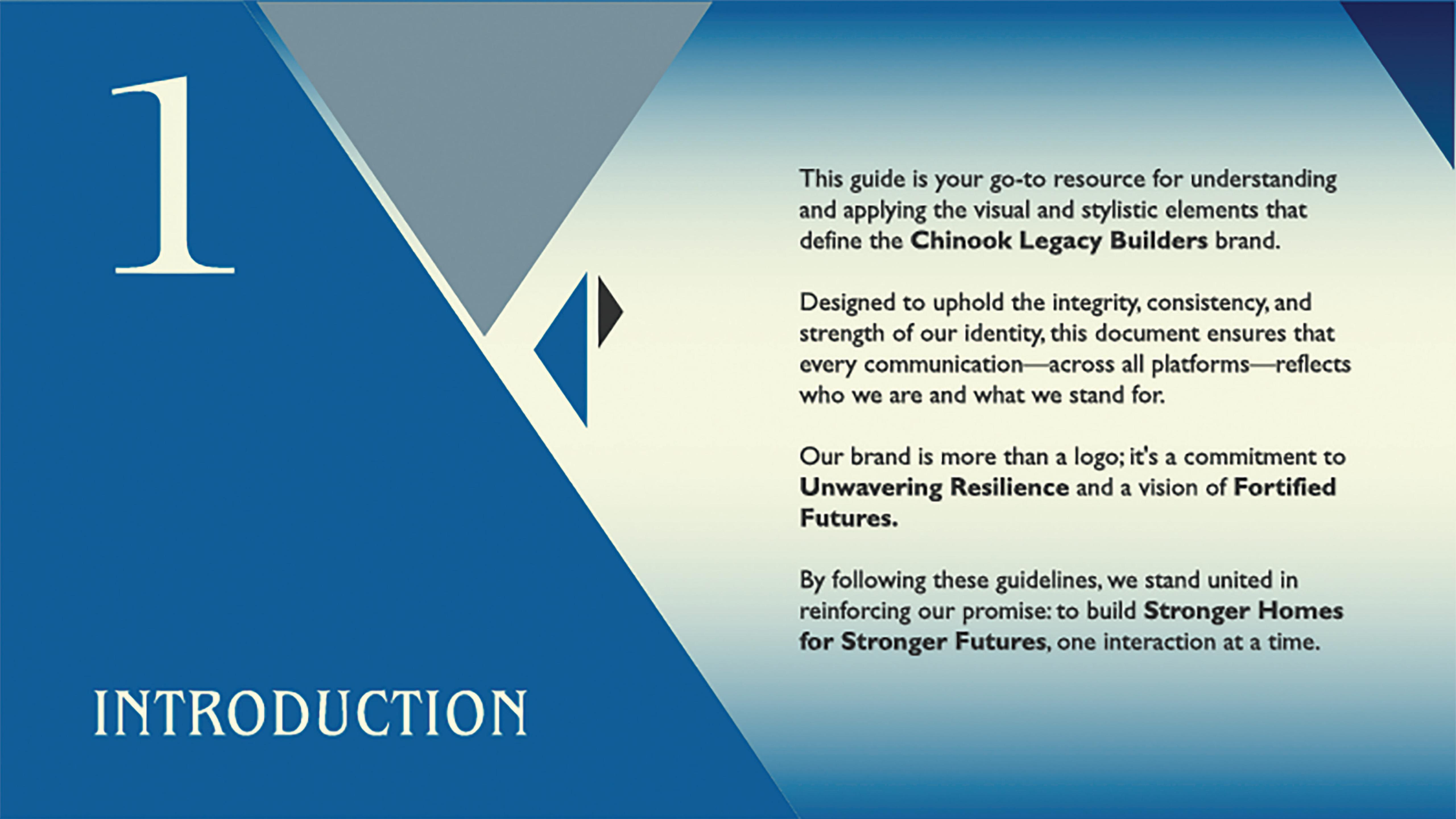
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This guide is your go-to resource for understanding and applying the visual and stylistic elements that define the **Chinook Legacy Builders** brand.

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.



CHINOOK
LEGACY BUILDERS

Stronger Homes for Stronger Futures.

2.1

LOGO VARIATIONS

Adaptable versions for every need.

WORDMARK

CHINOOK
LEGACY BUILDERS

COMBOMARK



COMBOMARK



MONOGRAM



2.2

LOGO COLOR USAGE

STANDARD COLORS ON
LIGHT BACKGROUNDS



ALL WHITE OR CREAM
ON DARK OR COLORED
BACKGROUNDS

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)

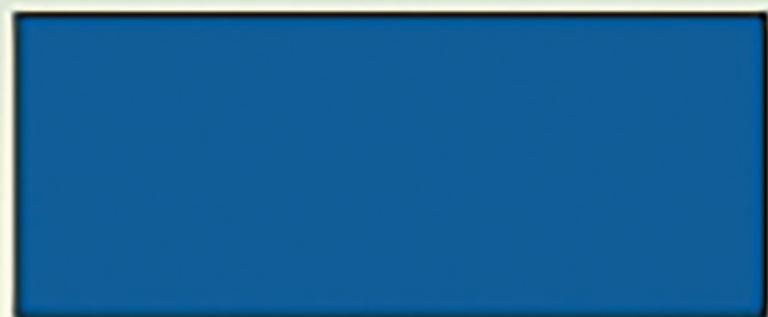
	DISTORTING
	ROTATING
	CHANGING COLORS
	ADDING EFFECTS
	STRETCHING
	PLACING ON BUSY BACKGROUNDS

2.5

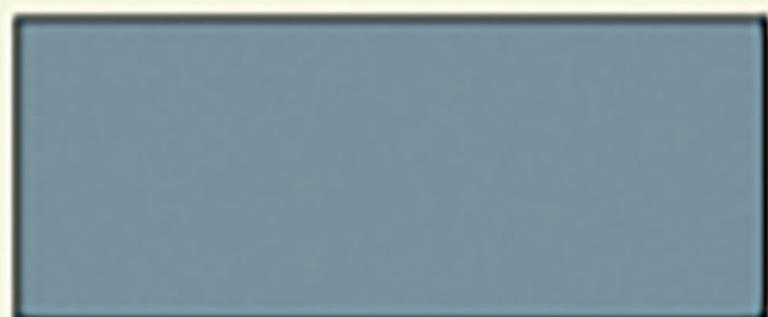
3

COLOR PALETTE

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



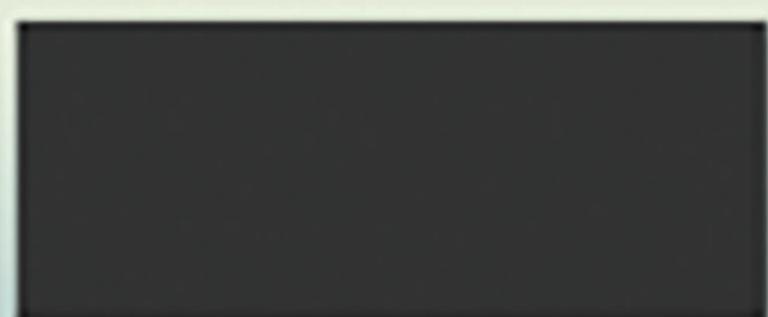
Deep Blue (Primary)
#005C97
RGB: (0, 92, 151)
CMYK: (100, 39, 0, 41)



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

Typography



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

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.

ITC BENGUIAT STD MEDIUM CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

CHINOOK

PRIMARY DISPLAY FONT (Logo & Headlines)

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.

GILL SANS MT

REGULAR

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o
p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

BOLD

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o
p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

LEGACY BUILDERS

BODY & SUPPORTING TEXT FONT

4 . 2

5

IMAGERY & PHOTOGRAPHY

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.



6



BRAND APPLICATIONS

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

STATIONARY

Professional, cohesive
communication tools.



6.1

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

CORE PRINCIPLES

7

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

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Stronger Homes for Stronger Futures.