

Golden Maple Landscaping Website Brand Guidelines

1. Brand Positioning

Golden Maple Landscaping is a premium outdoor design-build company serving Barrie and Simcoe County, Ontario. We specialize in refined, durable outdoor environments including patios, steps, walls, decks, and lighting. Our work emphasizes craftsmanship, longevity, and architectural clarity — not maintenance or mass-market landscaping.

2. Brand Personality & Tone

The brand voice is calm, confident, and professional. Messaging should be clear and assured without hype, urgency, or sales pressure. The tone should appeal to homeowners making serious long-term investments.

3. Target Audience

Homeowners investing mid-to-high five figures and above who value quality, clarity, and long-term performance. They are comparing professionals, not prices.

4. Core Messaging

Primary theme: Premium Outdoor Design & Construction. Supporting ideas include durability, Ontario climate expertise, clear design-build process, and refined materials.

5. Color Palette

Primary Gold: #D4B06A (CTAs, accents)

Hover Gold: #E2C27D

Secondary Accent: #F3E9D6

Primary Text: #111111

Secondary Text: #1A1A1A

Overlays: Black at 18–26% opacity

6. Typography

Primary font: Montserrat.

Headings: 600–800 weight.

Body text: 400–500 weight.

Desktop H1: 48–56px.

Mobile H1: 32–36px.

Body text: 15–16px.

7. Buttons & CTAs

Primary CTA: Solid gold background (#D4B06A), dark text, bold weight.

Secondary CTA: Soft gold background (#F3E9D6), gold border, medium weight.

Buttons should be pill-shaped and calm — never aggressive.

8. Layout & Spacing

Layouts should be clean, structured, and uncluttered. Use generous spacing.

Desktop padding: 80px.

Mobile padding: 48px top/bottom, 20px sides.

Avoid narrow columns on mobile.

9. Imagery

Use real project photography when possible. Avoid heavy overlays, stock imagery, or overly edited photos. Materials and craftsmanship should be clearly visible.

10. Website Goals

Primary goal: Generate qualified project inquiries.

Secondary goals: Establish trust, communicate professionalism, and clearly position Golden Maple Landscaping as a premium design-build firm.

11. Non-Negotiables

No discount language. No clutter. No aggressive sales tactics. No early price anchoring on the homepage.

12. AI Builder Guidance

When using AI website builders such as Claude, treat this brand as premium, calm, and craftsmanship-focused. Mobile experience must be intentional and clean.