

# HOMEPRO

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## Brand Guidelines



**HOMEPRO™**

HOW TO USE THIS GUIDE

# What Are Brand Guidelines?

Brand Guidelines are clear and defined rules that communicate how your brand should be represented to the world.

You know how it goes; consistency is key.

The number one rule to a successful brand is consistency. In this guide, you can expect to find all the tools and knowledge you need to help your business. Brand identity is comprised of several elements – it goes well beyond a logo or an icon. It's in the feeling when you see harmoniously constructed colours, imagery, and fonts.

Refer to this document every time you create something new for your business, whether this is a website or a new product launch. Following these guidelines will ensure the logo and branding collateral are used in a way that upholds aesthetic standards and keeps your brand looking professional and consistent.

Now let's create an effective brand guideline of your own!





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# Brand Values

What do you value? What does your brand stand for? These are the questions you should be asking yourself to shape the direction of your branding.

Brand values are critical to every brand guideline. They are the core set of guiding principles that shape every aspect of a business – brand values play a significant role in building deep connections that turn one-time customers into loyal customers.

Brand values give meaning to the existence and actions of a brand and, therefore, can determine your brand's identity, message and personality.

# 01. Tried & Trusted

HomePro is an exciting new brand backed by a multigenerational family business spanning nearly 50 years. For the first time ever, our range of powerful products is being brought to households, reformulated and retested for domestic use for professional, effective results every time. Our commercial clients have loved our products for decades, now it's the homeowner's turn.



# 02. Made in New Zealand

Proudly 100% Kiwi-owned and operated since the beginning, our family puts its trust in local manufacturers, developers and distributors right here in Aotearoa. It's important that our customers are using specialised products that give amazing results, but also preserve our natural Kiwi flora and fauna. We guarantee impressive results, safety for our environment and support for our local businesses, too!

# 03. Environmentally Conscious

For safe and fuss-free use in and around Kiwi homes, wherever possible, the active ingredients in our products are naturally derived and tailored for reliable results. We are committed to ongoing development that continues to deliver fantastic results while preserving our natural environment.

# 04. Safe, Convenient & Easy

Taking care of business at home is easier and safer than ever with products that work across a wide range of jobs! We make tiresome jobs simple and straightforward, and available to fit in with your busy schedule. When you need fast action and reliable results, our range is designed to be so easy to use that it will stop you from putting it off ever again!



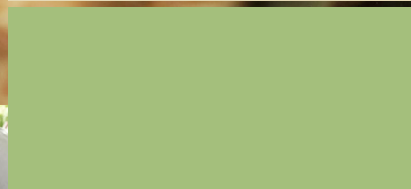
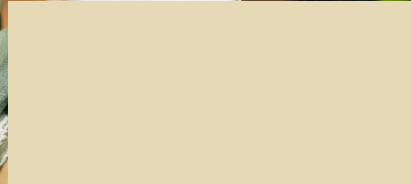


# Mood Board

Moodboards are digital or physical collages that arrange curated images, materials and other design elements into a representative composition that focuses on what matters.

An excellent mood board has a balance of unity and variety. Moodboards are more than selecting images. They should express specific feelings and attributes of your business.

We'll start the mood board as a point of inspiration and refer back to it throughout the process of this brand guideline.





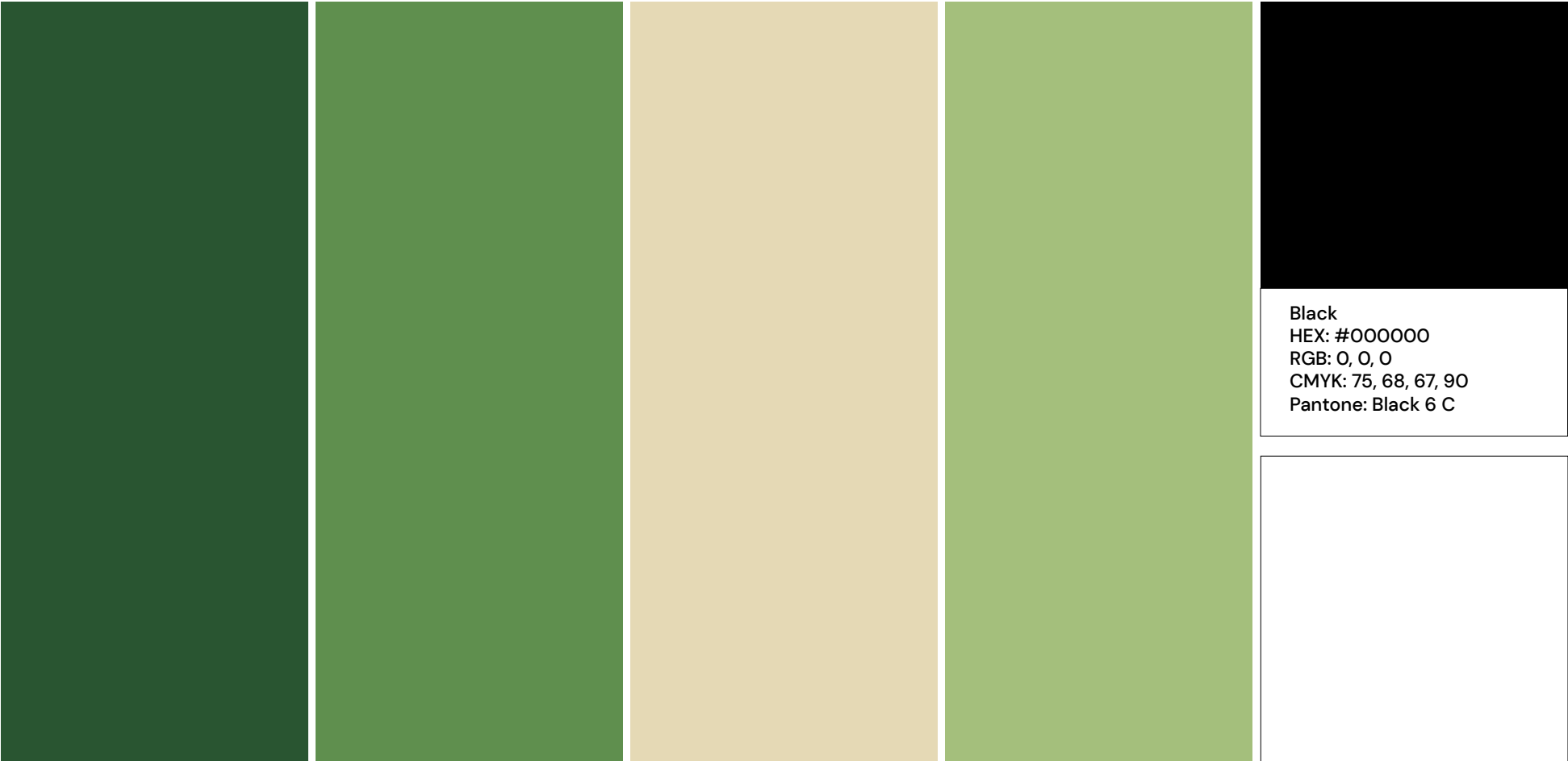

# Colour Palette

This colour palette is a combination of colours that the designs will use when designing all aspects of your brand. Colour palettes form the visual foundation of your brand. They help maintain the critical ideal; consistency.

The Primary Palette will be used in every aspect of marketing communication.

This colour palette can be used in different ratios across HomePro's branding collateral.



				
<p>Forest Green HEX: #295532 RGB: 41, 85, 49 CMYK: 81, 41, 90, 40 Pantone: 350 C</p>	<p>True Green HEX: #5f8e4e RGB: 95, 142, 78 CMYK: 67, 25, 87, 8 Pantone: P 156-6 C</p>	<p>Creme HEX: #e5d9b5 RGB: 229, 217, 181 CMYK: 10, 11, 31, 0 Pantone: 7500 C</p>	<p>Light Green HEX: #a4bf7c RGB: 164, 191, 124 CMYK: 39, 11, 65, 0 Pantone: 577 C</p>	<p>Black HEX: #000000 RGB: 0, 0, 0 CMYK: 75, 68, 67, 90 Pantone: Black 6 C</p>
				
<p>White HEX: #ffffff RGB: 255, 255, 255 CMYK: 0, 0, 0, 0 Pantone: 11-O601 TPX</p>				

HomePro’s final colour palette (pictured above) is representative of the brand vision and values. Shades of green can elicit feelings of clean, freshness, harmony and growth all key ideas within the HomePro brand. The introduction of the neutral colours bring a more minimalist approach to make the branding for palatable for use in the home.

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# Primary Logo

The primary logo will be used most frequently. This ensures the logo and brand are used consistently across all communications.

In general, this is a strategic brand tool that holds the power to be easily recognisable to the public.

The final HomePro logo is the perfect match of a serious, industrial level brand with the softness of the brand you would like in your home. The use of a bold, serif font creates a strong and trusting look and feel but coupled with the colour palette and minimalist design introduces a softness.



The logo for HomePro is displayed in a landscape orientation. It features the word "HOMEPRO" in a bold, sans-serif font. The letters "HOME" are a dark green color, while "PRO" is a lighter shade of green. A small "TM" trademark symbol is positioned to the upper right of the final "O".

# HOMEPRO<sup>TM</sup>

Your primary logo is your main identifier and is often in a landscape format. A landscape format is ideal for website banners and on the front of business cards.

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The Primary Logo is designed to be used with our primary and secondary colour palettes. This allows the logo and brand to be flexible in their usage.

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The Primary Logo can be used in this variation on all packaging. This isn't an appropriate use of the logo for any other design collateral due to its transparent nature.

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Occasionally, the logo needs to be printed on an item where colour reproduction isn't available or possible. You can then use the logo's black and white versions.

Note that black and white logos are never used on websites, videos, or for other digital purposes.



# Secondary Logos

The secondary logo can be used as an alternative option when the primary logo isn't preferred due to space, orientation, or personal preference.

Your secondary logo goes hand in hand with your primary logo.

It is often a more simplified and abstract variation of the primary logo. This optimises it to be used in smaller spaces that your primary simply would not fit. Primary & secondary logos are usually interchangeable and can be used wherever you see fit.

In this case for HomePro's secondary logo with introduced the tagline. This way when needed the tag line can be introduced to the branding but isn't the key feature of the brand. We kept a very similar look and feel to the primary logo for consistency.

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HomePro's secondary logo consists of the primary logo alongside a tagline. This secondary logo can be used in place of the primary logo where suits and has a similar look and feel.

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# 06. **Icono- graphy**

Icons are great to use on social media, brand collateral and your website. These icons serve as an extension of your primary and secondary logos, giving you additional options and flexibility while maintaining a cohesive brand presence.

It is a more minor, simplified variation of your logo that is optimised for smaller places. Essentially, it's a subtle way of displaying your branding that isn't bold and aggressive.



The Iconography above should be used across the Pest Control product category as a visual aid to represent the industrial level of effectiveness that the Homepro products provide. This icon can be used in all branding colours and in inverse against any Homepro imagery.



These icons can be used in any of the brand colours across all applications.







# Typo- graphy

Typography is vital in setting your brand apart from competitors and creating a full-circle branded presence.

There are two primary purposes of typography; to promote legibility and to communicate messaging and tone.

The correct fonts must be used across your branding to maintain consistency.

Furthermore, using them in a valid format is imperative to stay consistent with good design rules.

When choosing the typography for HomePro we balanced between a bold and trusting look and feel whilst keeping the brand palatable.



# Headings

## POPPINS

### Body

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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# Lato Black

## POPPINS

### DM Sans Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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# Aa

## Lato Black

Lato is a sans serif typeface family started in the summer of 2010 by Warsaw-based designer Łukasz Dziedzic ("Lato" means "Summer" in Polish).

The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness. This makes Lato the perfect choice as a display/heading font for HomePro.

Lato should be used across all web related branding for Homepro.

Black  
*Black Italic*  
Bold  
Regular  
Light  
Hairline

# Aa

## POPPINS

Each letterform is nearly monolinear, with optical corrections applied to stroke joints where necessary to maintain an even typographic color.

The poppins font should be used throughout Homepro's packaging.

THIN  
LIGHT  
REGULAR  
BOLD  
EXTRA BOLD  
BLACK

# Aa

## DM Sans

DM Sans is a low-contrast geometric sans serif design, intended for use at smaller text sizes.

It has good readability making it a great body font. DM Sans also pairs well with Lato and DM Sans Display giving good contrast.

Regular

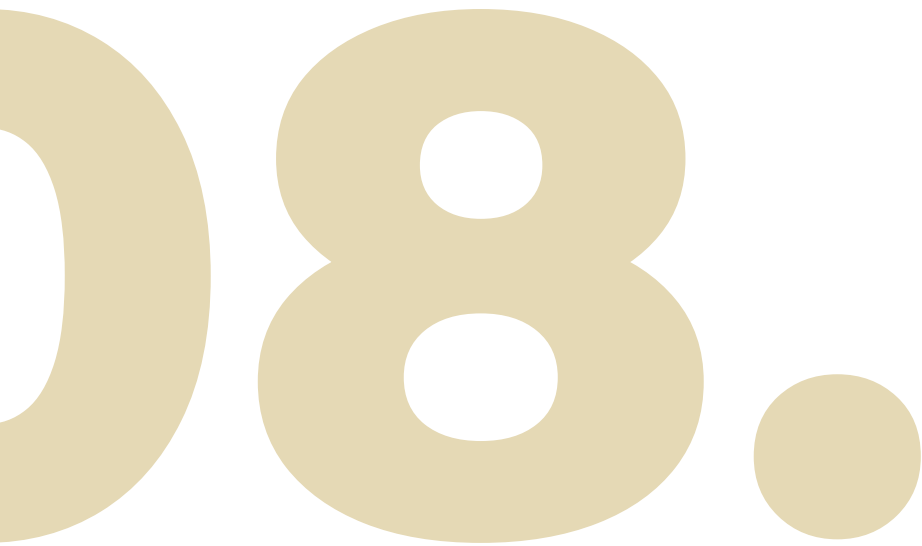
*Italic*

Medium

*Medium Italic*

Bold

*Bold Italic*



# Photography Suggestions

Here are some images that will be used for inspiration throughout social media and website applications.

Photography communicates a fact and leaves the viewer touched having seen it. In a word, it should be effective and relatable to the viewer's personal experiences.

We would recommend HomePro explores these avenues to help create a genuine and trusting brand presence.



# Product Photography

Our suggestions for photographing HomePro products would be the following:

- We would suggest following a similar aesthetic to the imagery chosen on the right. This aesthetic involves a clean, plain background with high quality product photography.
- Allow the products and brand colours to pop allowing for a contrast of the bright HomePro greens against a minimalist backgrounds.
- We would suggest taking a minimalist approach in general to the product photography as it exhibits a clean and modern brand.
- Key adjectives to follow would be clean, minimalist, modern and warm. Really setting in stone HomePro's strong branding voice: a trusting, genuine family brand.



## Lifestyle Photography

To create a genuine brand voice it is important to photograph HomePro's products in situ or what we call 'lifestyle photography'. This can help strengthen the brand values and presence.

Our suggestions would be the following:

- Imagery of the products being used domestically in the home- clean and modern environment.
- Following the aesthetic of the imagery on the right and the brand moodboard.
- Photograph the products with hints of the brand colours within the images (shades of green).
- This will bring a genuine, trusting and warm voice and feeling to all digital assets (website and social media).





# Brand Application

Brand application is the rollout of a brand on various marketing materials and customer touchpoints.

Letting the consumer get to know the organisation is significant, so interacting with customers through consistent brand voice and aesthetics is a step in the right direction. Any great business wants its brand to feel dependable – making brand application necessary.

For HomePro we have applied the branding to packaging and website concepts to help serve as inspiration for future brand development.

# Packaging Design

A well-designed package is essential to brand your items in a retail environment. The 'catchier' the design, the more audiences it will attract.

Well-designed packaging can also put you ahead of your competitors.

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## 1.0 AIR SANITISER

- 1.1 CITRUS
- 1.2 ESSENTIAL OIL
- 1.3 FRANGIPANI
- 1.4 LINEN

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## 2.0 PEST CONTROL

- 2.1 NATURAL FLY SPRAY
- 2.2 FLYING INSECT SPRAY
- 2.3 COCKROACH SPRAY
- 2.4 ANT SPRAY
- 2.5 WASP JET SPRAY
- 2.6 LONG LIFE BARRIER PROTECT - OUTDOORS
- 2.7 LONG LIFE PROTECT - INDOORS

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## 3.0 PET CARE

- 3.1 PET BED SANITISER
- 3.2 DOGGIE DRY SHAMPOO



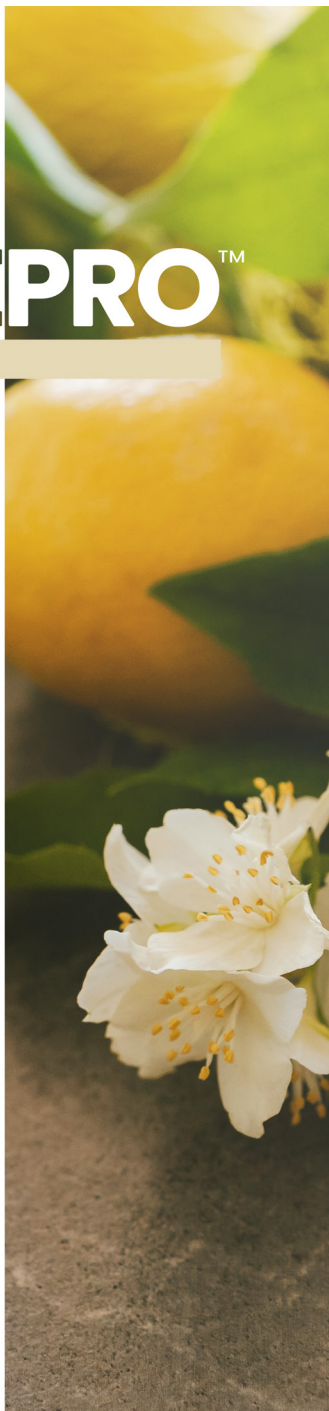
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**AIR SANITISER &  
DEODORISER**

**CITRUS**

ELIMINATES ODOUR  
AT ITS MOLECULAR  
SOURCE, LEAVING A  
FRESH CITRUS  
FRAGRANCE TO  
BRIGHTEN YOUR  
HOME.



1.1 AIR SANITISER - CITRUS

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## AIR SANITISER & DEODORISER

### ESSENTIAL OIL

TACKLES ODOUR AT  
ITS MOLECULAR  
SOURCE WITH A  
BLEND OF FRAGRANT  
ESSENTIAL OILS.



1.2 AIR SANITISER – ESSENTIAL OIL



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EXPERT RESULTS

**AIR SANITISER &  
DEODORISER**

**FRANGIPANI**

ELIMINATES ODOUR  
AT ITS MOLECULAR  
SOURCE WITH A  
CREAMY, FRUITY  
FRESHNESS.



1.3 AIR SANITISER – FRANGIPANI

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EXPERT RESULTS

## AIR SANITISER & DEODORISER

### LINEN

ELIMINATES ODOUR  
AT ITS MOLECULAR  
SOURCE, LEAVING  
BEHIND A FRESH  
LINEN SCENT.



1.4 AIR SANITISER – LINEN

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EXPERT RESULTS



## NATURAL FLY SPRAY

KILL FLIES AND BUGS  
AND KEEP THEM  
AWAY WITH 100%  
NATURAL  
PYRETHRUM  
INSECTICIDE.



2.1 PEST CONTROL - NATURAL FLY SPRAY



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## FLYING INSECT SPRAY

EFFECTIVE, LOW  
ODOUR  
MULTI-PURPOSE BUG  
SPRAY THAT TAKES  
DOWN FLYING  
INSECTS FAST.



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## COCKROACH SPRAY

QUICKLY ELIMINATES  
COCKROACHES AND  
OFFERS PROTECTION  
FOR UP TO TWO  
WEEKS.



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## ANT SPRAY

ERADICATE ANTS  
AND LEAVE A  
PROTECTIVE  
BARRIER TO PREVENT  
THEIR RETURN.





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## WASP JET SPRAY

LONG-RANGE WASP JET SPRAY TO SAFELY TACKLE PROBLEM NESTS IN HARD-TO-REACH SPOTS.



MITES



BEETLES



SILVERFISH



MOTHS



TERMITES



FRUIT FLY



MOSQUITOES



BED BUGS



FLIES



ANTS



SANDFLIES



APHIDS



FRUIT FLIES



MOSQUITOES



MOTHS



FLEAS



2.5 PEST CONTROL - WASP JET SPRAY

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EXPERT RESULTS



## LOGLIFE BARRIER PROTECT - OUTDOORS

DEFEND YOUR  
OUTDOOR LIVING  
SPACE AGAINST  
SPIDERS AND BUGS  
WITH LONG LIFE  
EFFECTIVENESS FOR  
UP TO 3 MONTHS.



2.6 PEST CONTROL - LONG LIFE BARRIER PROTECT - OUTDOORS

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## LOGLIFE BARRIER PROTECT - INDOORS

CREATE A  
PROTECTIVE BARRIER  
AGAINST UNWANTED  
BUGS AND FLIES  
WITH LONG LIFE  
EFFECTIVENESS FOR  
UP TO 3 MONTHS



2.7 PEST CONTROL - LONG LIFE BARRIER PROTECT - INDOORS



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EXPERT RESULTS

## PET BED SANITISER

ELIMINATE ODOUR  
AND BACTERIA FROM  
PET BEDDING AND  
BLANKETS IN  
BETWEEN WASHES.



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EXPERT RESULTS

## DOGGIE DRY SHAMPOO

ELIMINATE ODOUR  
AND REFRESH YOUR  
PUP'S COAT IN  
BETWEEN  
PROFESSIONAL  
GROOMS.





