



Introduction

Family-owned and operated, Inch & Co. goes beyond the industry standard—creating with a sense of purpose, offering one-of-a-kind, top-level services to our clients.

This guide is to help you use some of our core brand elements (our logo, colors, and photography) across all divisions of Inch & Co.

OUR DIVISIONS

Use this guide as a reference for the following Inch & Co. divisions:

- › **Construction**
- › **Landscaping**
- › **Real Estate**
- › **Settlement Services**
- › **Property Management**



Logo Variants

These guidelines display approved versions of the Inch & Co. logos. Use of the Inch & Co. logo on any advertising, collateral or promotional materials must abide by these standards and are not to be distorted in any way.

CORPORATE

Inch&Co.

DIVISION VARIATIONS

Inch&Co.
REAL ESTATE^{LLC}

Inch&Co.
DEVELOPMENT GROUP

Inch&Co.
CONSTRUCTION

Inch&Co.
PROPERTY MANAGEMENT^{LLC}

Inch&Co.
Landscape Division

Inch&Co.
SETTLEMENT SERVICES^{LLC}

Primary Logo

These guidelines display approved versions of the Inch & Co. logos. Use of the Inch & Co. logo on any advertising, collateral or promotional materials must abide by these standards and are not to be distorted in any way.

BACKGROUND COLORS

Variations on

- › **Dark Backgrounds**
- › **Light Backgrounds**

DARK BACKGROUNDS



LIGHT BACKGROUNDS



Logo Integrity

CLEAR SPACE

The clear space is the minimum area required to be placed around a logo to allow maximum legibility. No other objects can be placed closer than 40% of the height of the Logo.



X The Coca-Cola logo is too close and needs to be moved up to be in the safe zone.



✓ The Coca-Cola logo is outside of the margins and allows for plenty of breathing room.

Logo Misuse

It is important that the appearance of the Logo remains consistent. The Logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the Logo in any way. Its orientation, colour and composition should remain as indicated in this document. To illustrate this point, some of the more likely mistakes are shown to the right.

The logo 'Inch&Co.' is shown with a wavy, distorted effect applied to the letters.

✘ Do not distort or warp the Logo in any way.

The logo 'Inch&Co.' is shown with a horizontal gradient applied across the letters.

✘ Do not apply a gradient to the Logo.

The logo 'Inch&Co.' is shown rotated diagonally.

✘ Do not rotate the Logo.

The logo 'Inch&Co.' is shown with a thin black outline or keyline around the letters.

✘ Do not outline or create a keyline around the Logo.

The logo 'Inch&Co.' is shown in a different, bolder typeface than the original.

✘ Do not change the typeface or otherwise recreate the Logo. Use only the provided files.

The logo 'Inch&Co.' is shown in a bright pink color, which is not the original brand color.

✘ Do not change the Logo color or tone outside those colours specified in the color section of this guide.

Color Palette

Inch & Co. communicates its personality through brand identity. Pay close attention when using these colors — particularly with print.

PRIMARY COLORS

The 3 primary colors are:

- › **Charcoal Black**
- › **Sand Gold**
- › **Stone Gray**



Charcoal Black

Hex: #292728

Pantone: Black 6 C

RGB: 41, 39, 40

CMYK: 0, 0, 0, 98



Stone Gray

Hex: #BBBCBB

Pantone: 420 C

RGB: 187, 188, 187

CMYK: 27, 21, 22, 0



Sand Gold

Hex: #BD9E70

Pantone: 465 C

RGB: 189, 158, 112

CMYK: 26, 35, 62, 1

Typography

PRIMARY TYPEFACES

Lora and Proxima Nova are our primary typefaces. These typefaces are interchangeable in use as aesthetic and as legibility allows. Both of these are available for download through Google Fonts to be used in design and web design.

FONT SPECIMEN

Proxima Nova

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Aa Aa Aa

FONT SPECIMEN

Lora

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Aa Aa Aa

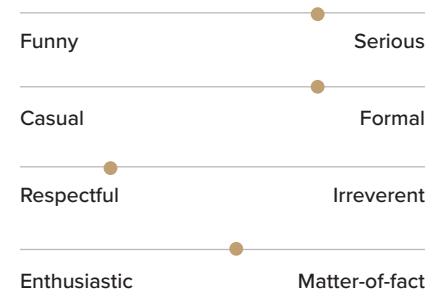
Brand Voice

Our tone of voice provides a set of core elements to define quality writing across all touchpoints, as well as supporting elements to convey the best of our brand personality. It is designed to serve as an umbrella that informs and unites all divisions.

CONSTRUCTION

“Passion is what drives our success here at Inch & Co. We strive to constantly push ourselves and each other everyday to go above and beyond the standard.”

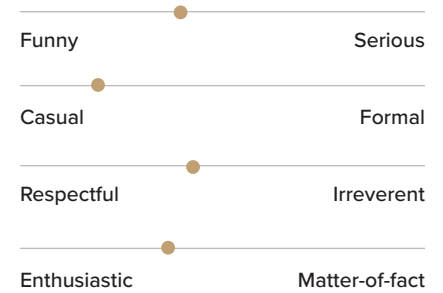
“Inch & Co. is an American made company founded on the beliefs of hard working citizens. We are grateful everyday for our freedom, but today we celebrate. When you visit our job sites, you can find the American flag on our helmets, shirts, equipment and our buildings.”



LANDSCAPING

“The combination of different stone textures mixed with fresh mulch has this backyard looking brand new! If your yard could use a refresh, contact us today!”

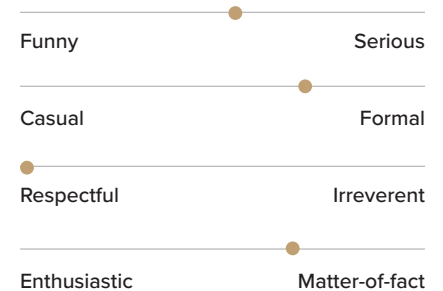
“You can find us cozying up all fall next to this stunning fireplace. Now is the perfect time to get started on your outdoor transformation. Contact us today!”



REAL ESTATE

“Meet one of our newest agents, Erin Aspito. Erin is dedicated to ensuring her clients have the best experience possible and she is ready to walk alongside you throughout your home journey.”

“Home ownership is still considered the “American dream” even to this day. Owning a home is a long-term investment that builds equity and a sense of freedom for home owners. Looking to get started on your home buying journey? Contact us today!”



Imagery

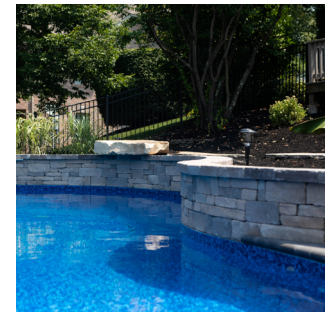
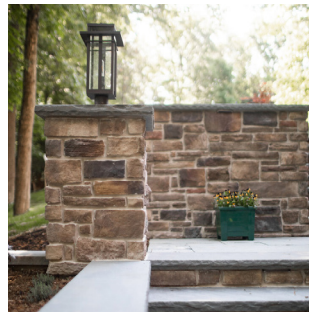
Inch & Co. imagery choices should always showcase high resolution and professional photographs and video, rotating between people and projects as its subjects. While all visuals are fresh, clean, and natural, each division should showcase its own style. Additionally, supplemental Lightroom filter presets have been created for photography and should be utilized to establish cohesive visuals.

- › **Construction:** Grungy and dark (ex: workers, equipment)
- › **Landscaping:** Natural and bright (ex: workers, finished work)
- › **Real Estate:** Light and relaxed (ex: listings, agents)

CONSTRUCTION



LANDSCAPING



REAL ESTATE





Any actions that do not follow these guidelines must be approved by the Marketing Director.

If you are having trouble with anything in this guide, you are missing brand elements, or you are unsure if your communication best represents Inch & Co., reach out directly to the the Marketing Team.

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