

# LUX HOMES

## BRAND GUIDELINES





# LUX HOMES

If you have any questions about applying these brand guidelines, please contact: LUX Homes  
250.491.2900 [info@luxqualityhomes.com](mailto:info@luxqualityhomes.com)  
[www.luxqualityhomes.com](http://www.luxqualityhomes.com)



## **LUX Homes Mission Statement**

At LUX Homes you will find quality in our work, but also in our curated team of professionals. We hire for craftsmanship and experience but build our LUX Home family on honesty, integrity, and accountability. Always open to new ideas and building methods, our collective goal is client loyalty.



**Age:** 45-60 years old.

**Gender:** Female

**Profession:** Entrepreneurs, business owners (normally the husband is the one working).

**Income:** \$200,000 +

**Location:** 79% of clients are outside of Kelowna (½ are holiday homes who pay the most, ½ are moving here). **Vancouver:** pro electric vehicle, green, plant more trees. (4 hours). **Edmonton, Calgary:** pro-oil and gas. (7-10 hours). 21% are in **Kelowna**. Kelowna is like Napa Valley, California. Holiday homes.

**Marriage Status:** Married

**Children:** Most have 2 children, between the ages of 10 and finishing college

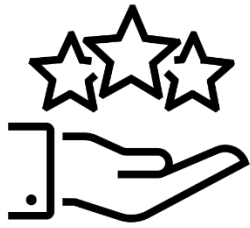
**Notes about Ideal Client:** Usually have equity in existing house they can borrow against. Building on water, it is generational. 5 or 10 years downsize or have a bunch of grandkids.

## Ideal Client Profile

The perfect-for-us person.

In the famous words of Simon Sinek our goal is not to do business with everyone who needs what we have. The goal is to do business with people who believe in what we believe. Our ideal clients are active families who are on to their 2nd or 3rd home and need more space to co-exist. They are people who want to build their dream vacation property to enjoy their family summers together. Or, if it's a renovation, our ideal clients love the neighbourhood they currently live in, but their home no longer meets their needs and want to upgrade.

If you're non-marketing staff or an external consultant, for a more in-depth analysis of our ideal client profile email [info@luxqualityhomes.com](mailto:info@luxqualityhomes.com).



### **Superior Service**

We understand that you must go above beyond our client's expectations during each interaction.



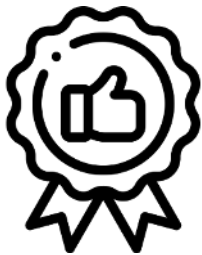
### **Accountability**

We have an obligation to accept responsibility and to account for our actions.



### **Innovative**

We are always open to using new ideas and methods to deliver a better quality and service.



### **Quality**

We provide a quality service that we are proud to put our name on and stand behind our work.



### **Honesty + Integrity**

We hold ourselves to our word. We do what we say we are going to do. No excuses. No shortcuts.



### **Teamwork**

We believe that when everyone works together; the best results are achieved.

## **Core Values**

These core values represent the pillars of our company. We strongly believe that when everyone works together; the best results are achieved. We hold ourselves to our word and say what we are going to do.

No excuses and no shortcuts.

## Our Logo

Our logo is where it all begins.

There are two versions of the LUX logo: Primary and secondary.

When the primary logo does not fit your composition, use the secondary format or in cases when the LUX Homes brand has already been established, or when the LUX Homes brand is meant to take on a secondary, supporting role.

The logotype should be coloured using the brand palette only and in the combinations provided.

### Primary:

**LUX**HOMES

**LUX**HOMES

**LUX**HOMES

### Secondary:

**LUX**

**LUX**

**LUX**

## Our Logo - Things to Avoid

A few rules are necessary for maintaining the integrity of the brand. Do not compromise the overall look of the logo by rotating or skewing in any way that includes unnecessary and unattractive text decorations like drop shadows, gradients, or other effects. Here are a few examples of some ways you should NEVER consider using the logo.

- A. Do not stretch or squash.
- B. Do not angle the logo.
- C. Do not add unofficial elements to the logo.
- D. Do not use off-brand colours.
- E. Do not add drop shadows or other text styles.
- F. Do not type out the logo.
- G. Do not use other typefaces.

A. 

B. 

C. 

D. 

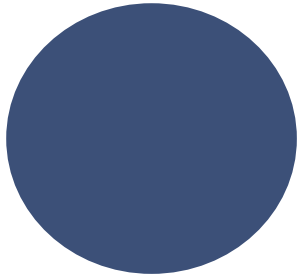
E. 

F. 

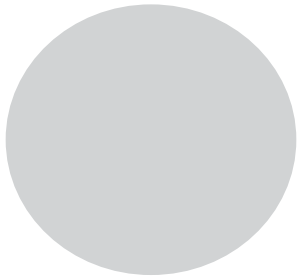
G. 



### Primary Colour Palette:

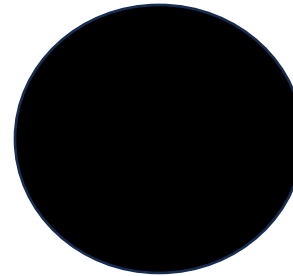


**HEX** #3C5078  
**RGB:** 60, 80, 120  
**CMYK:** 85, 71, 30, 13  
**Pantone:** 4142 C

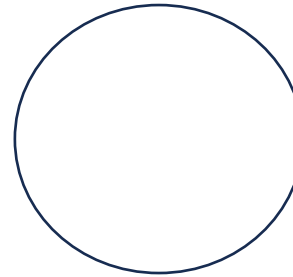


**HEX** #D1D3D4  
**RGB:** 209, 211, 212  
**CMYK:** 0, 0, 0, 20  
**Pantone:** 427 C

### Secondary Colour Palette:



**HEX** #000000  
**RGB:** 0, 0, 0  
**CMYK:** 0, 0, 0, 100  
**Pantone:** 6 C



**HEX** #FFFFFF  
**RGB:** 255,255,255  
**CMYK:** 0, 0, 0, 0  
**Pantone:** 000 C

## Our Brand Colours

We have adopted a strict colour palette which is restricted to the colours above. This gives the brand a very unique look and feel that enables LUX Homes to be distinguished instantly.

## Zona Pro

The Zona Pro Font family draws bold inspiration from the 1920's regular geometric style faces, having clean and highly readable shapes.

**The Zona Pro Font family is LUX Homes primary typeface, which should be used wherever possible. This is true from headings, subheadings, and large text. Zona Pro is the typeface for the LUX Homes logo.**

## Zona Pro

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz

Zona Pro Hairline

Zona Pro Light

Zona Pro Regular

**Zona Pro SemiBold**

**Zona Pro ExtraBold**

**Zona Pro Ultra**

## Gadugi

Gadugi Font is the most popular web or print media font family. Just because of it's sans serif appearance is commonly used to display and long paragraph purposes. It becomes a trademark of the Microsoft Corporation.

**Gadugi is LUX Homes supporting typeface, which should be used for larger amounts of body copy (anything over 30 words) or for text that needs to be produced at a small size for marketing and advertising purposes.**

## Gadugi

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz

## Gadugi Bold

## Calibri Light (Headings)

Calibri Light (headings) proportions allow high impact in tightly set lines of big and small text alike. Calibri's many curves and the new rasterizer team up in bigger sizes to reveal a warm and soft character.

**Calibri Light (Headings) is LUX Homes supporting typeface, which should only be used on all internal documents created in areas like SharePoint and where larger amounts of body copy (anything over 10 words).**

Calibri Light (Headings)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtU  
uVvWwXxYyZz

Calibri Light (Headings) Bold

*Calibri Light (Headings) Bold Italics*

*Calibri Light (Headings) Italics*

## Typography

**Simple. Light. Confident. That is LUX Homes  
right down to the lettering.**

### Request Zona Pro Family

Zona Pro Family Font is available only to LUX Homes employees who are directly involved in the creation of marketing and communication materials. If you're non-marketing staff or an external consultant, you may purchase the Zona Pro Family Font directly from the [Myfonts website](#).



## Confident

We are true experts in our field, always speaking from an area of experience and knowledge in the building industry.



## Informative

We love to go above and beyond in helping you understand everything there is to know about our business and will bring up topics you might have not thought of or considered in client projects.



## Clear

We might be experts in our field and know technical words, but we will speak to you in everyday language, so you always have a clear understanding.



## Human

We treat clients and staff like they are our own family, speaking to them from a place of caring and understanding. We accept that we also make mistakes and admit to them when they are made.

## Voice and Tone

Our voice is confident, informative, clear, and most importantly, human. Our voice is confident, always speaking from an area of experience in the building industry, but never coming off as arrogant. Our voice should be consistent, but our tone should vary depending on what is appropriate for the situation.



**Correct Spelling:**  
**LUX Homes**



**Incorrect Spelling:**  
**Lux homes**  
**LUX homes**  
**LUX HOMES**

## **Terminology**

While legally our business name is LUX Quality Homes, for marketing and advertising purposes the correct spelling to be used is “LUX Homes” to describe the company. Ensure that “LUX” is always capitalized, in addition to the “H” in Homes. All other letters must always be lowercase.

This spelling is reflected in our logo and should be used whenever possible.

“LUX Quality Homes” must only be used in legal documents or where legally necessary.

**LUX**HOMES