

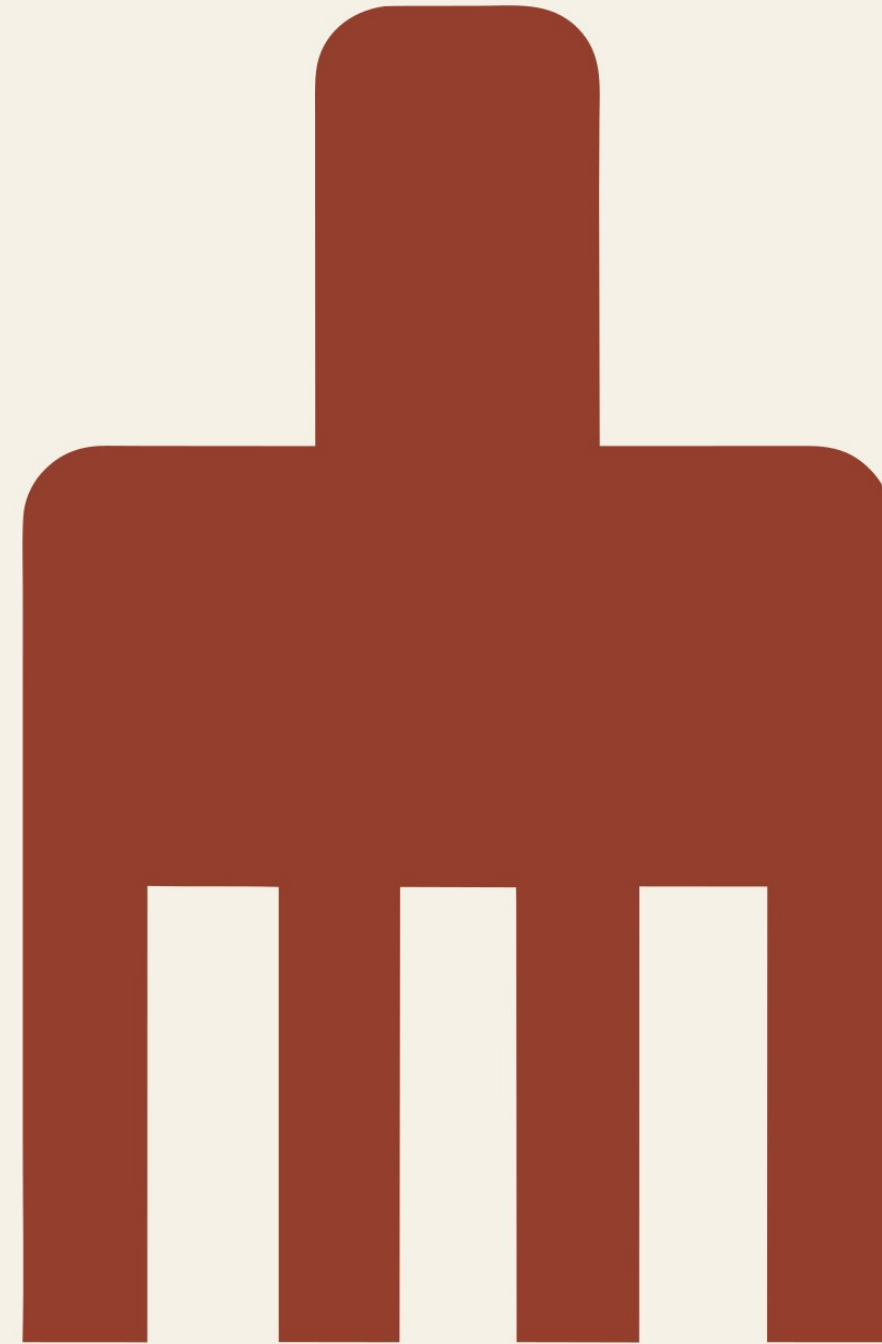
Brand Guidelines

Home by Doing

Branding concept

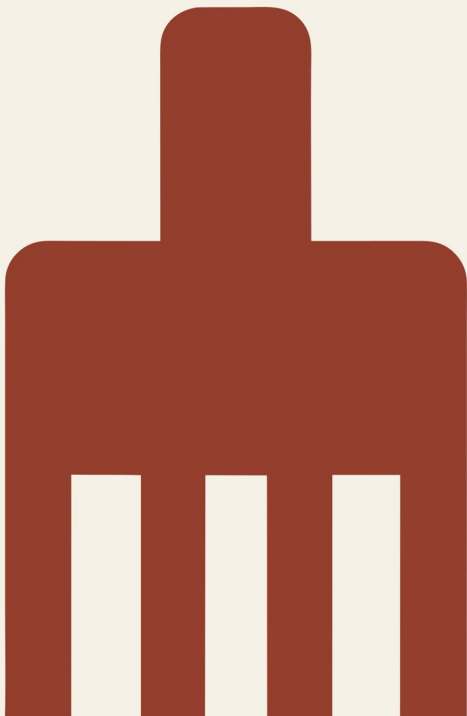
Manageable home improvements explained through materials, preparation and documented results.

Logo



Logo

Primary



Primary Palette

A horizontal material strip and square-edged framing mirror the sequence of preparing a surface.

Plaster
R246 G241 B231
#F6F1E7

Charcoal
R48 G44 B39
#302C27

Brick
R148 G63 B45
#943F2D

Putty
R222 G211 B193
#DED3C1

Ochre
R225 G173 B84
#E1AD54

Typography

Barlow Condensed
Source Sans 3