



Sandway
HOMES

The information has been highlighted and refined to create a clear set of brand guidelines, key messages, Tone of Voice and brand personality. This will form the foundations for the new identity.

Our Visual Identity	04
Our Logo Don'ts	08
Our Typography	10
Core Colour Palette	12
Imagery Guidelines	15
Sandway Homes Vision	16
Reflecting Sandway Homes	17
Personality	20
Tone of Voice	24
Mission	28
Principals	29

Our Visual Identity

The name Sandway is inspired by the unique 22 miles of coastline in Sefton. The serif typeface makes the brand look established and confident. The logo mark is an abstract form of an ornate key and inspired by the family crest for the Sefton Molyneux.



Our Visual Identity

A clear, comprehensive set of guidelines help to ensure the integrity of our logo.

Where possible please use the primary logos (shown on the right). If there is an occurrence where this is not possible please use the mono print logo.

Clear spacing guidelines have been created (shown on the right) no other elements should infringe upon this space. The logo needs to be clear and readable at all times. The height of the 'S' determines our clear space. This then surrounds our whole logo as shown.

For reproduction purposes the logo's below must not appear below the specified sizes.

LOGO ON COLOUR



LOGO ON WHITE



SPACING



MONO PRINT LOGO



SOCIAL ICONS



MINIMUM SIZE (14MM)



Our Logo Don'ts

The Sandway Homes logo should not be altered. Here are examples of what is not acceptable use of our logo.

DON'T CHANGE THE COLOUR



DON'T DISTORT



DON'T REARRANGE



DON'T ADD EFFECTS



DON'T REMOVE THE ICON



DON'T CHANGE THE FONT



Our Typography

Our typeface is part of how we tell our story.

Our primary font is Quincy CF Regular, it is unique and characterful, complimenting our brand look and feel. Quincy's warm letterforms, tall x-height and medium contrast provide a pleasant reading experience. Small variations and human touches add charm, allowing Quincy to double as a stately display font.

Quincy CF Regular should be used for all headlines, Gotham Bold should be used for all subheadings, with Gotham Book as bodycopy.

A websafe version of Quincy CF Regular is available and should be used wherever necessary.

Headlines - Quincy CF Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789!?!&()

Subheadings - Gotham Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789!?!&()

Bodycopy - Gotham Book

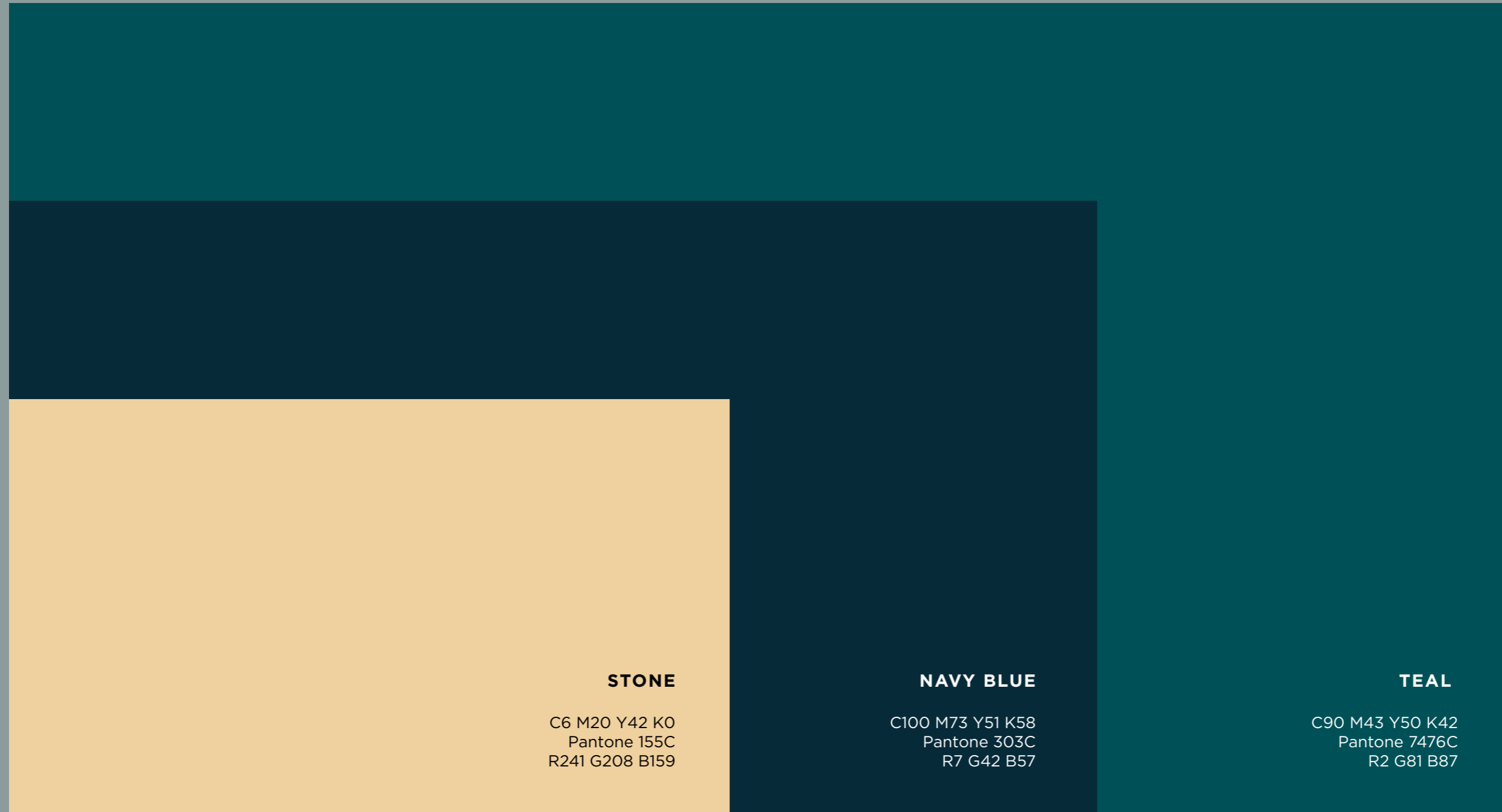
AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789!?!&()

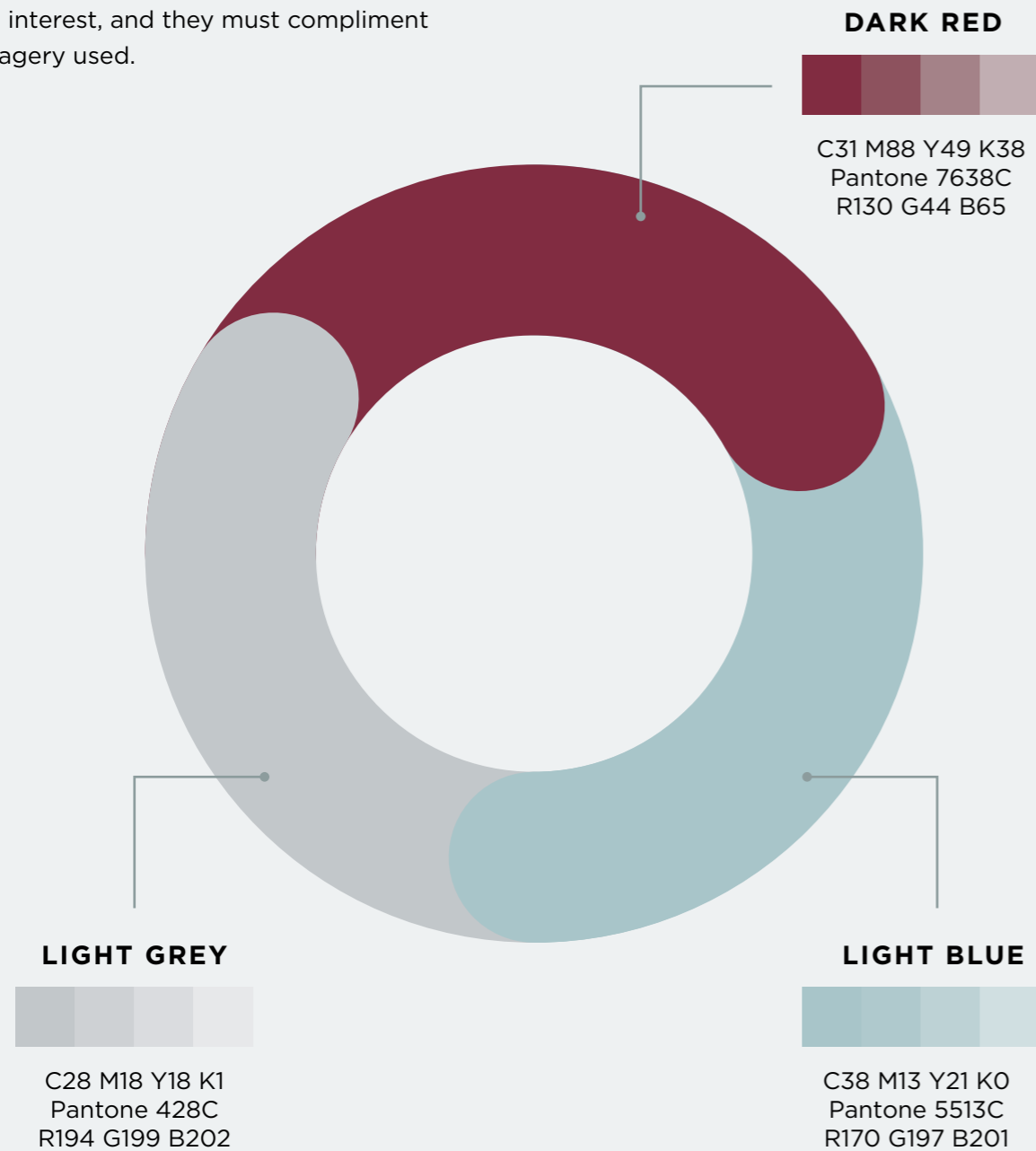
Core Colour Palette

Pale Green, Teal, Navy Blue and Stone remain the prominent colours in our palette. These colours should be followed to maintain brand consistency.



Accent Colours

The accent colour palette helps enhance the brand, these colours should be used sparingly to add interest, and they must compliment the imagery used.



Imagery Guidelines

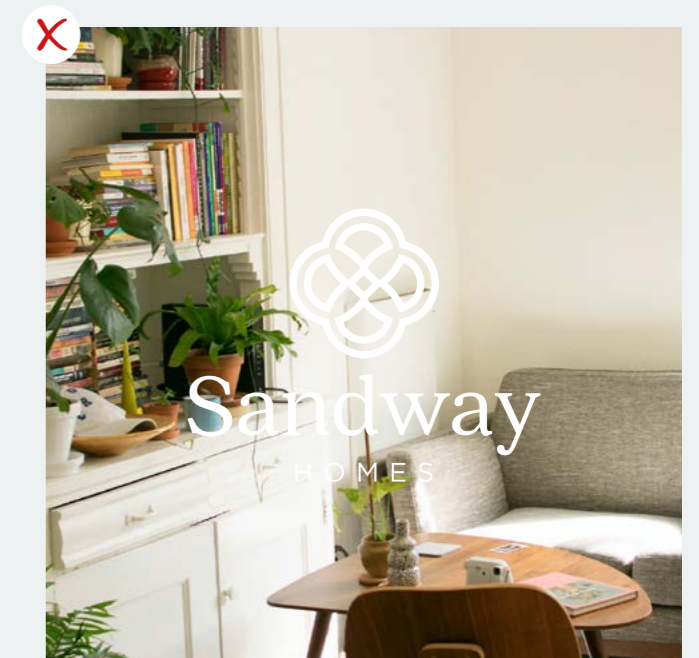
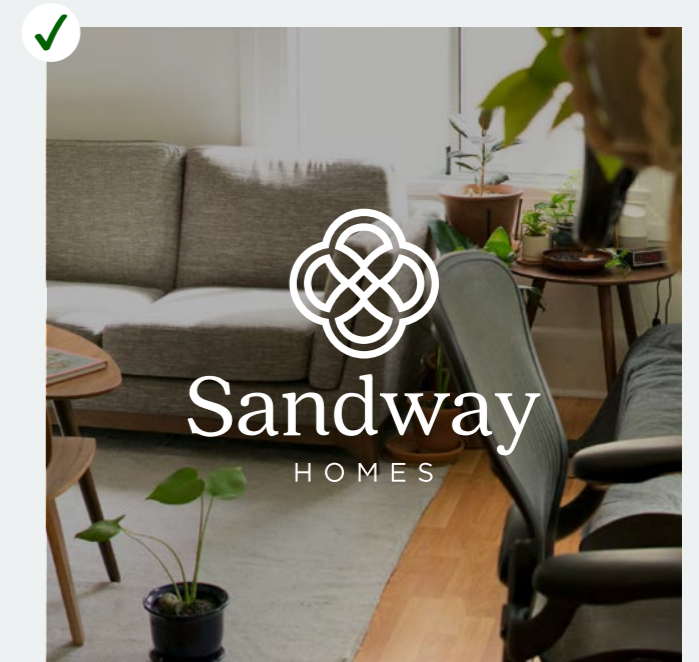
Below are some simple guidelines for style, concept and composition to keep our imagery on-brand.

DO:

- Choose photos that reflect the brand personality.
- Always strive for diversity in ethnicity, age and the situation.
- Make sure if using the logo on the image it is clearly visible.
- When required use a black opacity overlay that can be applied over an image to ensure there is enough contrast with the logo (this must be 30% or below).

DON'T:

- Don't use photos that were obviously posed or shot in a studio with models.
- Don't use brightly coloured photos, cluttered backgrounds or busy compositions, especially if the logo is being applied on top of the image.





Our Vision

Sandway Homes is bringing high quality homes to the local community of Sefton. We are a genuine, committed and trusted brand that focusses on quality and sustainability throughout our offering.



Reflecting Sandway Homes

Sefton is an iconic location, known for its scenic coastal landscape and cultural attractions, so we will ensure that our developments define quality and capture the spirit of the area. Our vision will continue to be aspirational now and in the future.

A photograph of a family of four sitting on a brown corduroy couch. A woman with long blonde hair is on the left, wearing a white t-shirt and blue jeans. A man with a beard is on the right, wearing a dark t-shirt and blue jeans. They are both barefoot. A large white fluffy dog is sitting in the center, and a small black dog is sitting on the man's lap. A small white logo is visible on the dog's head. The text "Inspire. Delight. Deliver." is overlaid in white serif font across the middle of the image.

Inspire. Delight. Deliver.

Our Personality

The following personality traits are important to Sandway Homes. They inform how we conduct and express ourselves.

Confident & Grounded

We are changing perceptions by bringing aspiring homes to Sefton. We are passionate and proud about creating quality homes for life.

Trusted & Honest

We are unpretentious and driven. We will provide an authentic brand that people will trust and our focus is on delivering our promise.

Committed & Transparent

We are clear in our commitment and what we are offering, providing people with a true representation of our brand. Our unique offering will provide high quality homes for the Sefton community.

Friendly & Determined

We are open, approachable and continuously striving for the best.

Positive & Credible

We have recognised the need for quality and assurance. Our brand will ensure that delivering quality is the heart of everything we do.

Knowledgeable & Experienced

Our brand will set the standard for the delivery of a bespoke offering through the right skills and expertise.





Providing the building
blocks to an exciting
future for Sefton.

Tone of Voice

Our Tone of Voice is the way in which we write and speak, what we say and how we say it. It is an expression of our brand values and way of thinking.

We've outlined our unique qualities in more detail and the impression it makes on everyone we connect with.



WE ARE HONEST

We are not afraid to challenge the status-quo and be ourselves. We are genuine and transparent in all that we do.

WE ARE DEDICATED

We are focussed, composed and self-assured. We are committed to doing a great job, overcoming any hurdles we come across on the way.

WE ARE DRIVEN

We are passionate about what we do, empowering our community and allowing our enthusiasm to shine through.

WE ARE PROUD

We take pride in our offering and are confident in our approach, creating a brand that is rooted in place.

WE ARE INSPIRING

We have high expectations, bringing innovation and inspiration to every home we build.

WE ARE PURPOSEFUL

Each step in our development journey is well-planned and delivered with focus. Our decisions are made with real people and communities in mind.



Providing a home that
delights and a living
experience that endures.



Our Mission

Our mission is to create quality, ambitious housing in a purposeful, ethical, and sustainable fashion that puts real people at the centre of everything.

Our Principles

Our principles inform what we say. They should come through in our language and the messages we try to communicate.

- Sustainable
- Meaningful
- Unique
- Collaborative
- Quality-driven
- Ethical
- Connected

