

# Above Building

Style Guidelines

# “We build the house of your dreams from the foundation and above”.

We're a Sydney-based residential building company specialising in quality residential projects. We deliver **beautiful custom** renovations, extensions, outdoor living, bathrooms and kitchens to the **highest standard**. Managing director and owner Samuel Tastzidis brings over a decade of **experience** and **expertise** to the design and building process, and is **passionate** about choosing materials that **reduce waste** and are **energy efficient**.

# Our brand principles help us with our tone and style and they need to be apart of everything we say.



## Innovative

Behind every project we aim to be innovative. We aim to be environmentally friendly, use new and forward thinking materials, future orientated, plan with purpose.

We are innovative.



## Quality

In everything we do, we provide quality. We provide quality materials, service, craftsmanship, advice and end to end processes.

We are Quality.



## Experts

We provide the best advice that we know how to give. We always put the clients needs first. We aim to advise clients on the best practices and processes in Building.

We are Experts.

# Logos

## Master Logo

Use the master logo for all stand alone communication.



## Reverse Logo

Use for all dark backgrounds



## Single Colour

Do not use unless other logos don't work for artwork



# Icons

## Master Icons

Icons to may be used in the designs.

To divide a paragraphs, on imagery and anywhere it is required



# Fonts



## TYPEFACES

Our typeface helps express how we talk to our audience. We want to appear strong, professional, friendly. It comes through in everything we do.

Use Raleway for headlines and very short statements (under 15 words). It's structured and bold and masculine.

Use Questrial for all of the body copy and copy that needs to be produced at a small size. It is highly legible, works well across a variety of channels, has a wide range of weights.

# RALEWAY

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Raleway Bold**

**Raleway Semi**

Raleway Light

Raleway Thin

# QUESTRIAL

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Questrial Bold**

## TYPESTYLES

Here are our key type styles to get you started. Stick to these so that our pieces feel consistent.

Sometimes you might need to step outside of these styles if you. That's fine, but follow our simple rules and use the samples in the document for inspiration and guidelines.

### Type rules:

- Use **Raleway** for very short headings
- Use **Questrial** for other copy
- Mainting legibility always comes first
- Use weights of **Raleway** that suit the useage to accomdiation production and publication requirements
- For long copy, try and keep line lengths to less than approximately 30 – 40 words so it doesn't become hard to read
- Formatting is everything
- Maintain a good contrast between body text and headlines
- As a general rule, set **Questrial** with -20 tracking
- Use all caps, small size specialilty header for diagrams and informational content

To stay true to our design and brand tone, always bring energy to your layouts with your choice of type.

# Sample Title

## Sample title headline

### Sample title subhead

Sample body copy: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur quis fermentum metus, a tempus lectus. Nullam interdum convallis leo at mollis. Curabitur a efficitur quam. Suspendisse ultricies finibus erat, vel cursus dolor sagittis in. Etiam orci dolor, sollicitudin quis iaculis at, ultricies non libero. Nam eu pellentesque elit, non feugiat nibh. Sed finibus id libero nec ultrices. Sed dapibus lacus ac elit gravida egestas.

### SAMPLE INFORMATION HEADER

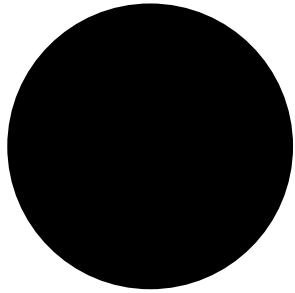
#### Sample header 3

#### Sample header 4

# Colours

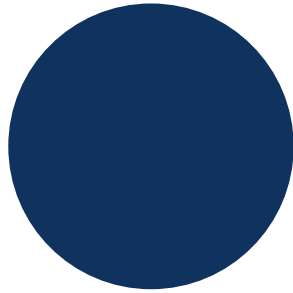
## Primary colour palette

Any collateral must follow the colour palette.



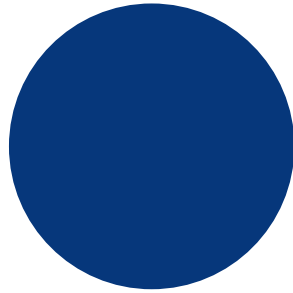
### Black

C 69 M 66 Y 64 K 70  
R 40 G 37 B 37  
HEX #282525



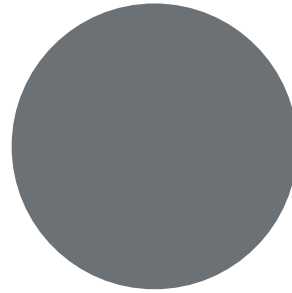
### Navy

C 100 M 86 Y 34 K 25  
R 27 G 53 B 97  
HEX #1b3561



### AB Blue

C 100 M 89 Y 25 K 9  
R 6 G 55 B 123  
HEX #06377b



### Dark Grey

C 60 M 48 Y 46 K 14  
R 107 G 113 B 116  
HEX #6b7174



### Light Grey

C 10 M 7 Y 7 K 0  
R 227 G 227 B 227  
HEX #e3e3e3



### White

C 0 M 0 Y 0 K 0  
R 255 G 255 B 255  
HEX #ffffff