



built with care.

Brand Standards 2021

The Eastwood Homes Brand Standards manual has been created as a guide for use of the Eastwood Homes names and logos to ensure that a consistent visual image is presented to our buyers, vendors, and staff. We are proud of our image, and always want to put our best foot forward.

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For even more assets,
visit eastwoodbrand.com



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The Eastwood Homes logomark is the primary visual symbol representing the company's brand - it's reputation.

Its proper usage is a key element in maintaining a consistent message to our clients, vendors and stakeholders.



Logomark

The Eastwood Homes logomark is a combination mark consisting of a graphic element and typographic name treatment. The Double-E graphic element portrays the pitched roof of a home.

Acceptable applications of Logomark only (without "built with care")

- all exterior signage
- small printed applications
- cases where the logo needs to be maximized, without distraction



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Logo + Tagline

When possible, use a version of the logo with our accompanying tagline, "built with care." The tagline should appear in lowercase form.

"built with care." should only be presented in Avenir Heavy font

Acceptable applications of Logo + Tagline combo

- recommended for ALL printing applications
- All web and social media



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Full Color

For print applications, use a version of the logo with “4C” in the file name to ensure accurate color reproduction.

Blue = Pantone 294 CP

Gray = Pantone Cool Gray 7 CP



Reverse - Grey

Reverse (Grey) should be used when placing the logo over a dark background, but still requiring contrast between the shapes. The filename will contain “RG”.



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Black and White:

When full-color printing is not an option, use a black-and-white version. The filename should contain “BW.”

Black = 100% ink density

Gray = 50% ink density



Reverse - All White

Reverse (White) should be used when placing the logo over a dark background. The filename will contain “REV”.



Clearspace

Whenever possible, ensure the logo is not crowded and has plenty clear space around it. Use the height of the name elements as a clearspace guide for all 4 sides.



Extend the clearspace when including the tagline.

Separating the logo - Proceed with Caution!

The logo should never be separated, **except** for a few particular circumstances where the full logo is not proportionate to the application. For example, embroidered clothing, or awning signage. **Must** gain permission from Eastwood Homes marketing before using any of these options.



Embroidery Variation



1 Color Blue Variation
(light color is 35% tint)

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Don't Stretch or Distort



Don't Change Element Size



Make sure the resolution is high enough to avoid blurry results.



Don't Change Fonts or Color



Don't Change Element Position



Avoid placing the logo over "busy" backgrounds. Make sure there is enough contrast to see the logo clearly.



Avoid using a white box to place the logo over any type of background. Choose a background image with large areas of continuous tone to place the logo.



No using any older variations of the tagline including, but not limited to, Carolina Builder, Carolina Lifestyles, Builder of Integrity, Right Where You Belong.

Color and Typography

Consistent usage of colors in all branded materials helps to aid in recognition of the Eastwood Homes brand. Please ensure you're using the correct colors in all software applications.

Consistent usage of typography helps to provide a solid basis for our branding efforts. Please install the recommended fonts on your computer and use them for all company communications and branded materials.

Primary Colors:

The primary colors used in all Eastwood Homes communications will be "Eastwood Blue" and "Eastwood Gray."

Pantone 294 CP

C100 M69 Y7 K30
R0 G47 B108
hex #002F6C

Pantone Cool Gray 7 CP

C23 M16 Y13 K46
R136 G139 B141
hex #888B8D

Accent Colors:

When needed, please use only the approved accent colors. At no time should the accent colors be used at a proportion greater than the primary colors.

Pantone 7548 CP

C0 M12 Y98 K0
R255 G198 B0
hex #FFC600

Pantone 290 CP

C23 M0 Y1 K0
R191 G231 B247
hex #BFE7F7

****Typically at 35 - 65% opacity**

Pantone® Matching System:

Pantone® refers to a color matching system used by the printing industry to specify colors. Most applications that support color printing allow you to specify colors by indicating the Pantone® name or number. This assures that you get the right color when the file is printed, even though the color may not look right when displayed on your computer's monitor.

The colors in this guide have been specified using the Pantone Plus+ Color Bridge swatch books.

We have also indicated the correct CMYK, RGB and HEX color combinations for consistency across all media.

Primary Typeface Usage

Lato Regular should be used for all body text. Heavier versions should be used for display text including headings and subheadings.

Lato Typeface Family

1234567890 !@£\$%^&*()-=+
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lato Hairline
Lato Hairline Italic
Lato Thin
Lato Thin Italic

Lato Light
Lato Light Italic
Lato Regular
Lato Regular Italic

Lato Medium
Lato Medium Italic
Lato SemiBold
Lato SemiBold Italic

Lato Bold
Lato Bold Italic
Lato Heavy
Lato Heavy Italic

Lato Black
Lato Black Italic

About Lato:

Lato is an extensive sans serif typeface family started in the summer of 2010 by Warsaw-based designer Łukasz Dziedzic ("Lato" means "Summer" in Polish). In December 2010 the Lato family was published under the Open Font License by his foundry tyPoland, with support from Google.

The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness. "Male and female, serious but friendly. With the feeling of the Summer," says Łukasz.

<https://fonts.google.com/specimen/Lato>

Typography use examples

Lato Light
Upper/lowercase headline

Lato Heavy sub-head

Built with Care
SINCE 1977

Lato Light
headline

Lato Light
paragraph copy

16+ Communities throughout
the Greenville area

Since 1977, Eastwood Homes has been in the business of building homes of exceptional value and outstanding craftsmanship while delivering unparalleled customer service to the Greenville area and beyond. Greenville is home to over 650+ manufacturing companies, 150 company headquarters and 40 Fortune 500 companies, making it a bustling city with a rich history and a keen eye to the future. Eastwood provides the Greenville area with flexible floorplans designed to suit your lifestyle. Whether this is your first home purchase or one of many, you will find what you are looking for with Eastwood Homes.

Handling of URL and Social Buttons

Consistent use of how our web addresses are displayed, as well as our social media buttons, help create a uniform look throughout both digital and print assets.

Website displayed in -10 Tracking

EastwoodHomes.com

EastwoodHomes.com/AutumnCove



Use in full color, or grey. No other color combinations.



Use with stacked website. Website should be in rectangle container.



EastwoodHomes.com/AutumnCove

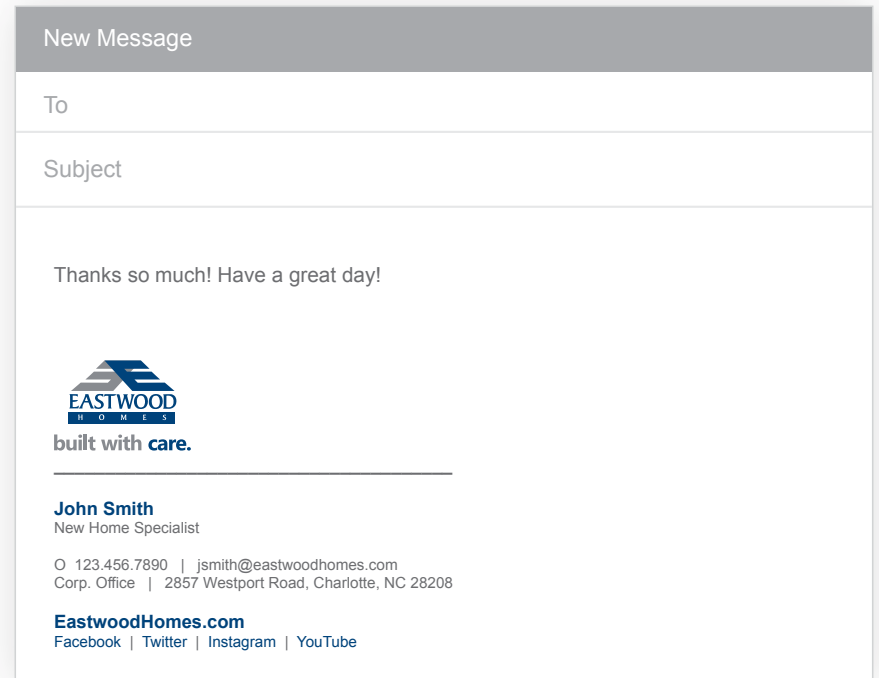
Use with horizontal website.. Container Optional.

EastwoodHomes.com

EastwoodHomes.com/AutumnCove

Handling of Email Signature

Consistent email signatures are important for brand recognition. The Eastwood server is equipped with the appropriate email signature for all Eastwood users. For external emails, the signature will include the current Eastwood logo, plus the employee's name, title, contact information, and the appropriate links to EastwoodHomes.com and social media platforms. For internal emails, the signature will be condensed to the employee's name, title, and phone number.



 HEX #002F6C ——— **John Smith**
 HEX #888B8D ——— New Home Specialist



Digital Profile Avatars

All digital platforms must respect the brand standards outlined in this guide. To bridge the gap between what is out in the field and what is out in the digital world, it's important to keep consistent brand messages and styles.



Base Primary Icon

The square version is the primary application. Most apps and websites will crop this version down to fit to their application.

Example: Facebook Profile



Rounded Radius

The application will automatically round the corners of the rectangular version.

Example: iOS shortcut icon



Rounded Radius

The application will automatically round the corners of the rectangular version into a circle.

Example: Twitter, Instagram, Facebook comment section.



out
business of building
friendship while
reemville area and
uring companies,
panies, making it
future. Eastwood
is designed to suit
se or one of many
Homes.

Schedule a tour with our Internet Specialist Team,
or visit any of our community model homes to explore
our new home options!
For information or to schedule an appointment
please call 678.236.2757



EASTWOOD
HOMES
built with care.

EastwoodHomes.com

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@EastwoodLLC

Design Considerations

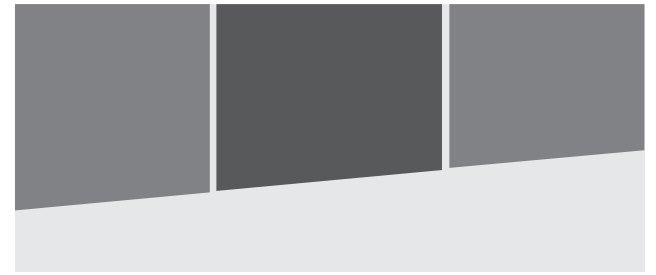
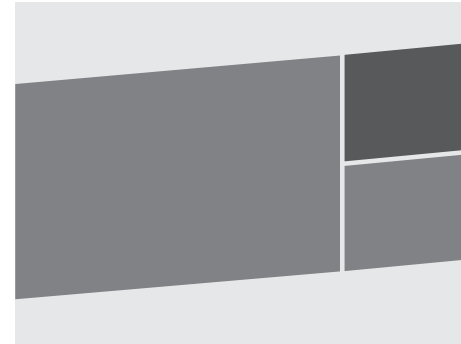
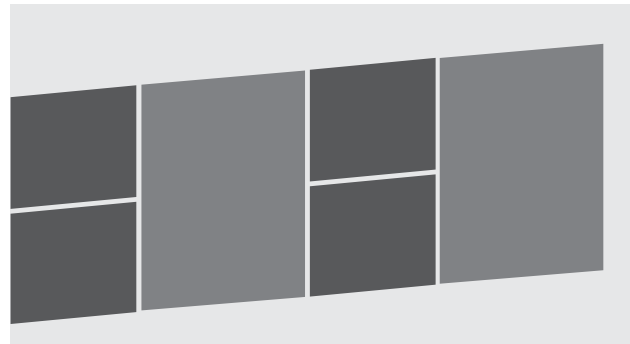
- Create a graphic system of elements that are unique to Eastwood Homes that can be easily replicated across different types of ad formats and content needs.
- Design elements that integrate well with the logomark.
- Create a softness that will be appealing to female buyers.
- “Photo-forward” design.

Key Elements

- Make the logomark a stronger visual element by placing it at the top of designs whenever possible and reducing the amount of dark blue used in other design elements.
- Soft background and typography styles.
- More room between design elements.
- Angled photo framing that mimics elements of the logomark.
- Angled color blocks that help to highlight the design and distinguish it from competitors’ advertising.



Sample Shape Combinations



Product/lifestyle Mix

Any time we have good product photography we should take advantage. The headline, body copy, primary and secondary photos should all work together to deliver a compelling message.

This ad manages to be compelling and still delivers community-specific information as well as a map that illustrates Eastwood Homes' many communities in the Charlotte area.

Less is more

The key to creating great ads is that the design must be efficient - fewer elements, all working together.





Wynwood at Foxcreek Townhomes

Saturday, February 1st from 12-3

NEW FLOORPLAN GRAND OPENING EVENT

The Moseley

Join us on February 1st as we introduce Wynwood at Foxcreek's newest model: the Moseley!

Enjoy complimentary food and beverages, and tour the final phase of Foxcreek, as well as the 7 move-in ready townhomes available! C&F Mortgage will also be on site to answer your questions.

Residents will enjoy maintenance-free living as well as a community pool, fitness center, clubhouse, tennis courts, splash park, and walking trails

Great schools include Grange Hall Elementary, Tomahawk Middle School, and Cosby High School

Please RSVP with Amanda Parsons
804.564.5336 | aparsons@eastwoodhomes.com



EXCLUSIVE Grand Opening Incentives!

- FREE Level 1 LVP or Hardwood on the main living floor
- \$10,000 in cash incentives for to-be-builds (\$5,000 DC and \$5,000 CC)
- Free move in package for completed homes (washer, dryer, fridge)

Wynwood at Foxcreek Townhomes
NEW HOMES FROM THE HIGH \$200'S

6400 Cassia Loop, Moseley VA 23120




built with care.

EastwoodHomes.com 

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Ad / Flyer example 1



HERITAGE





THURSDAY JANUARY 30, FROM 2-5PM

Clubhouse Sneak Preview

Kolter, the developer of the upcoming Clubhouse at Heritage in Indian Trail, presents a tour of the upcoming amenity building!

Drop-In Event, No RSVP Necessary!



QUESTIONS?
Contact our Internet Specialist Team
For information please call 866.551.7995



7,000 sq. ft. Amenity Center now under construction
OPENING SUMMER 2020

- Grand Hall
- Kitchen
- Game room
- Craft room
- Pool & Cabana
- Pickleball Courts

Heritage
NEW HOMES FROM THE HIGH \$200'S

3160 Wesley Chapel Road, Indian Trail, NC 28079




built with care.

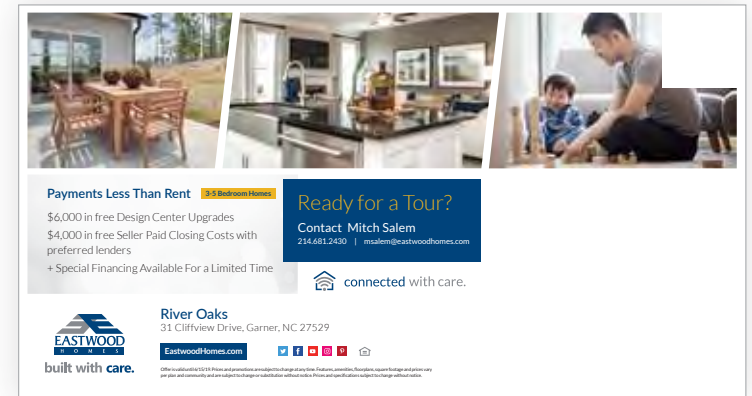
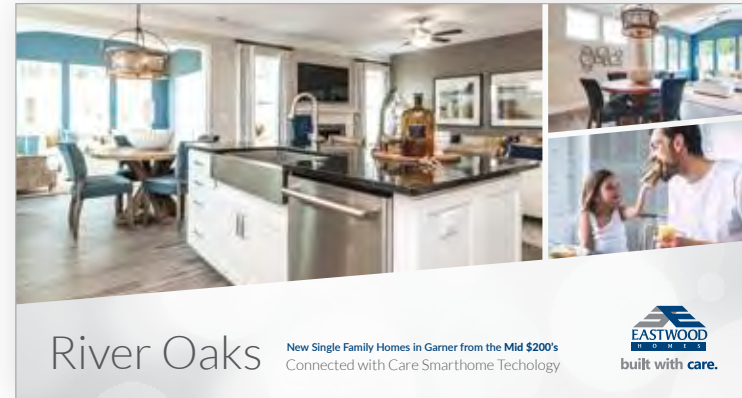
EastwoodHomes.com 

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Ad / Flyer example 2



FRONT



BACK

Direct Mailer

Direct mailers should be lifestyle focused and branded with the Eastwood colors, style, and logo.

Typical Mailer Size: 6" x 11"



Move in Ready Homes

CLOSE IN DECEMBER ON A RALEIGH AREA HOME

Buy a Move in Ready home now, and live in it before the end of the year! With these already built new houses, there's no waiting to build the next place your family calls home. Check out the Move in Ready homes in these Eastwood communities:

Kennebec Meadows, River Oaks, Daniel Farms, Green Haven, Honeycutt Landing & Hidden Lake



The Cypress
\$395,325
Kennebec Meadows

4 Bed | 3 Bath | 2,438 Sq.Ft

4313 Beckel Road
Willow Spring, NC 27592



The Ellerbe
\$299,710
River Oaks

3 Bed | 2.5 Bath | 1,913 Sq.Ft

61 Clear Creek Circle
Garner, NC 27529



The Raleigh
\$399,900
Green Haven

4 Bed | 3.5 Bath | 2,745 Sq.Ft

55 Green Haven Blvd
Youngsville, NC 27596



Contact our Internet Specialist Team

For information or to schedule an appointment
please call 678.236.2757



EastwoodHomes.com



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Option 1
Small number of inventory homes

Daniel Farms 57 Daniel Farm Drive Benson, NC 27504	7038 Arlington Lot 180 61 Highview Drive 3 Bed / 2.5 Bath 2244 Sq. Ft. AVAILABLE NOW \$279,680	7041 Dillon Lot 185 115 Highview Drive 3 Bed / 2.5 Bath 2488 Sq. Ft. AVAILABLE NOW \$278,160	Drexel 7112 Lot 168 102 Sunnyside Court 4 Bed / 2.5 Bath 2803 Sq. Ft. AVAILABLE NOW \$301,000
Honeycutt Landing 1409 Black Spruce Way Willow Spring, NC 27592	7108 Cypress Lot 67 8320 Cannon Grove 4 Bed / 4 Bath 2437 Sq. Ft. AVAILABLE NOW \$369,900	Raleigh 7110 Lot 122 8305 Cannon Grove 4 Bed / 2.5 Bath 2500 Sq. Ft. AVAILABLE NOW \$369,900	7019 Brevard Lot 102 8309 Walking Fern Ct. 4 Bed / 3 Bath 2487 Sq. Ft. AVAILABLE NOW \$365,765
Clearwater Creek 110 Kimberling Drive Franklinton, NC 27525	Oxford 7045 Lot 5 140 Kimberling Drive 3 Bed / 2.5 Bath 2350 Sq. Ft. AVAILABLE NOW \$284,850	7110 Raleigh Lot 31 125 Kimberling Drive 4 Bed / 3.5 Bath 2500 Sq. Ft. AVAILABLE NOW \$314,565	7103 Davidson Lot 7 160 Kimberling Dr 4 Bed / 3 Bath 3153 Sq. Ft. AVAILABLE NOW \$323,085
River Oaks 31 Cliffview Drive Garner, NC 27529	Drexel 7112 Lot 5 71 Cliffview Drive 4 Bed / 2.5 Bath 2803 Sq. Ft. AVAILABLE NOW \$323,890	Oxford 7045 Lot 120 84 Cliffview Drive 3 Bed / 2.5 Bath 2212 Sq. Ft. AVAILABLE NOW \$312,780	7110 Raleigh Lot 109 63 Tradewind Ct 4 Bed / 3.5 Bath 2463 Sq. Ft. AVAILABLE NOW \$324,160
Hidden Lakes 30 Ivy Ridge Way Youngsville, NC 27596	Avery 7044 Lot 168 25 Stormy Bluff Ct. 3 Bed / 3 Bath 2002 Sq. Ft. AVAILABLE NOW \$399,900	7602 Mayfair Lot 170 40 Stormy Bluff Ct. 3 Bed / 3 Bath 1885 Sq. Ft. AVAILABLE NOW \$399,900	
Green Haven 150 Green Haven Blvd Youngsville, NC 27596	Cypress 7108 Lot 71 190 Green Haven 4 Bed / 3 Bath 2437 Sq. Ft. AVAILABLE NOW \$363,900	Drexel 7112 Lot 79 183 Green Haven 4 Bed / 2.5 Bath 2803 Sq. Ft. AVAILABLE NOW \$362,695	7103 Davidson Lot 80 175 Green Haven 5 Bed / 3 Bath 3009 Sq. Ft. AVAILABLE NOW \$394,900
Kanata Mills 8612 Hugget Lane Wake Forest, NC 27587	Roanoke 7117 Lot 4 8612 Hugget Lane 5 Bed / 4.5 Bath 3703 Sq. Ft. AVAILABLE NOW \$579,900	Granite Falls 501 Granite Creek Drive Rolesville, NC 27571	Brevard Lot 23 509 Granite Creek Dr 3 Bed / 2.5 Bath 2487 Sq. Ft. AVAILABLE NOW \$349,900
Longview 5 Galway Glenn Lane Durham, NC 27707	Norman 8007 Lot 36 407 Lionel Street 1957 Sq. Ft. SOLD \$319,255	Rockbridge 5409 Emerald Spring Drive Knightdale, NC 27545	Ellerbe 7106 Lot 229 1405 Gypsum Valley 3 Bed / 2.5 Bath 1913 Sq. Ft. AVAILABLE NOW \$295,520

Contact our Internet Specialist Team
For information or to schedule an appointment
please call 866.551.7995

EastwoodHomes.com

© 2020 Eastwood Homes. Prices and promotions subject to change. Photos may be an artistic rendering. See a NHS for details.

Option 2
Bulk inventory homes

Move-In Ready Flyer

This flyer is designed to feature a select number of inventory homes to partner brokers on a division level.



Site Plan Map

Site maps are an important tool to showcase available and sold lots, as well as any features that a community may have. Keep the color scheme limited to this color palette, and an overall minimalist design.

Site plans are commonly in 8.5 x 11 flyers, as well as large table maps (check the size of your table before printing).

NOW SELLING



Sweetwater

New Homes
Low \$400s

843.714.9478

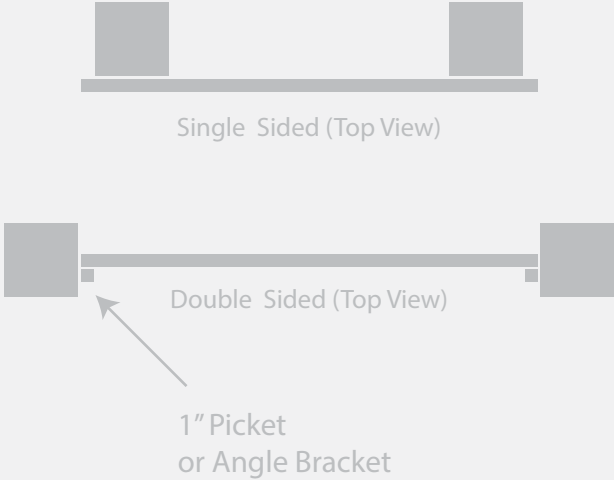
EastwoodHomes.com 

STANDARD VERSION

Signage is a crucial branding element for a homebuilder. We take our signs very seriously, and require that all divisions follow the same guidelines for a uniform appearance company-wide.

Some signs have two hardware options available: Standard and Premium.

This page shows a standard site sign's mounting specs, as opposed to premium mounting on the next page.



Rider Usage

Top Riders

- 8” tall (width varies depending on Standard or Premium sign types) 1/4” Alumacore, or 6mil ACM Dibond
- 4ft wide rider placement should always be at the top of the sign, never the bottom.
- It should be installed using metal signage brackets for easy change-out. Riders should ALWAYS be yellow (Pantone 7548).

Wing Panel Riders

- 72”t’ x 8”w 1/4” Alumacore, or 6mil ACM Dibond
- Vertical riders, also known as Wing Panels, are 6ft tall, and mounted to the outside of the 4x4 post and sleeve.
- Wing panels are optional, but there should never be more than one wing panel per sign, never on both sides of the sign.
- It should be installed using metal signage brackets for easy change-out. Riders should ALWAYS be yellow (Pantone 7548).



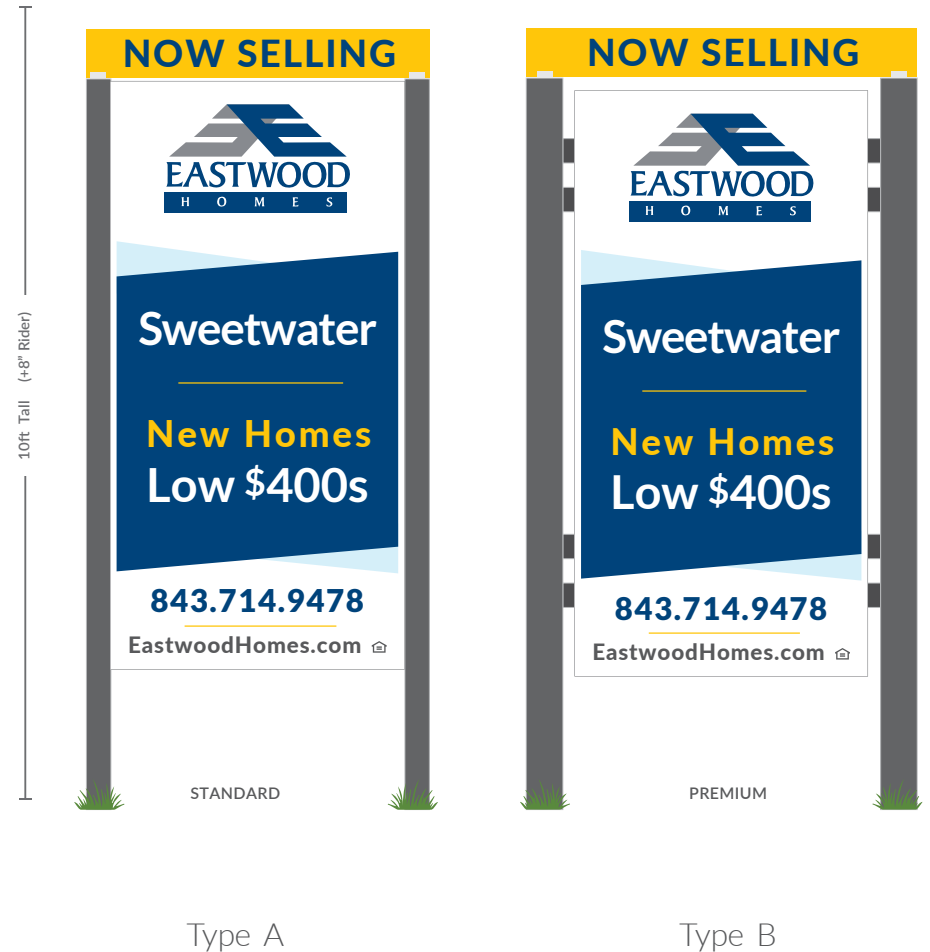
Site Signs

Community Site Signs are the first impression a potential buyer sees when entering the community. This style sign is intended for inside the community, or just outside of it.

There are two mounting styles of site signs. The sign face is identical, but options for either standard or premium mounting style.

SPECIFICATIONS

- 4' x 8' 1/4" AlumaCore, or 6mil ACM Dibond
- **TYPE A - Standard Community Site Sign**, utilizing heavy-duty 4x4 posts, with grey PVC sleeves. Sign face printed double-sided, and mounted to the posts using a 1" picket.
- **TYPE B - Premium Community Site Sign**, utilizing heavy-duty 6x6 posts, with grey PVC sleeves, mounting with horizontal boards. 2in of space between sign face and posts. Requires (2) sign faces, printed single sided.

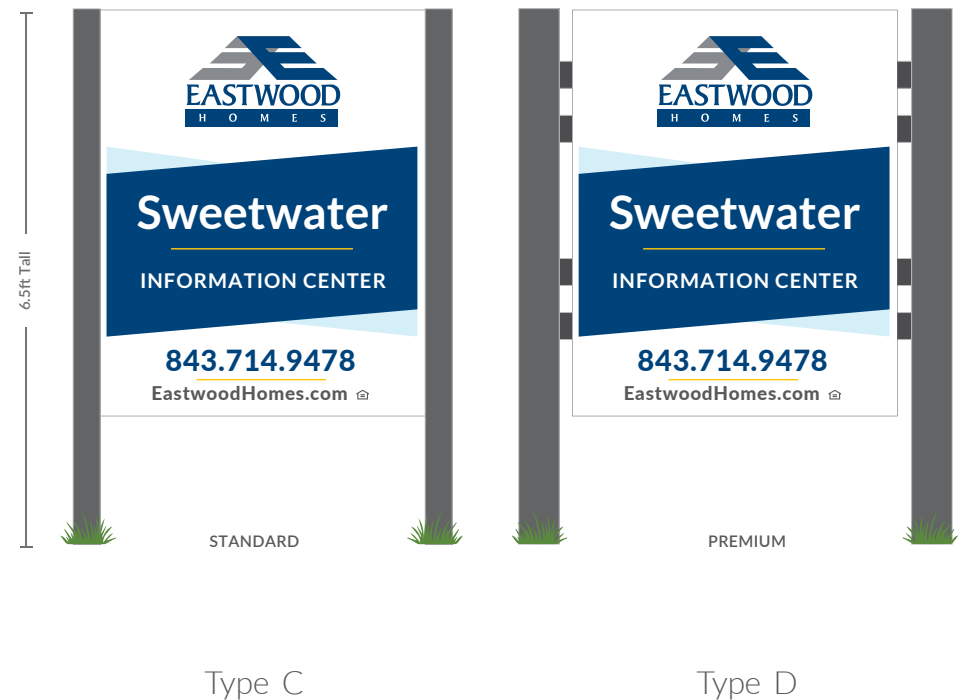


Welcome Signs

This style sign is used inside the community, for slow-moving or foot traffic. Often times located right outside of the sales center.

SPECIFICATIONS

- 4' x 5' 1/4" Alumacore, or 6mil ACM Dibond
- **TYPE C - Standard Community Site Sign**, utilizing standard 4x4 posts, with grey PVC sleeves. Sign face printed double-sided, and mounted to the posts using a 1" picket.
- **TYPE D - Premium Community Site Sign**, utilizing heavy-duty 6x6 posts, with grey PVC sleeves, mounting with horizontal boards. 2in of space between sign face and posts. Requires (2) sign faces, printed single sided.



ALTERNATIVE LAYOUT OPTIONS



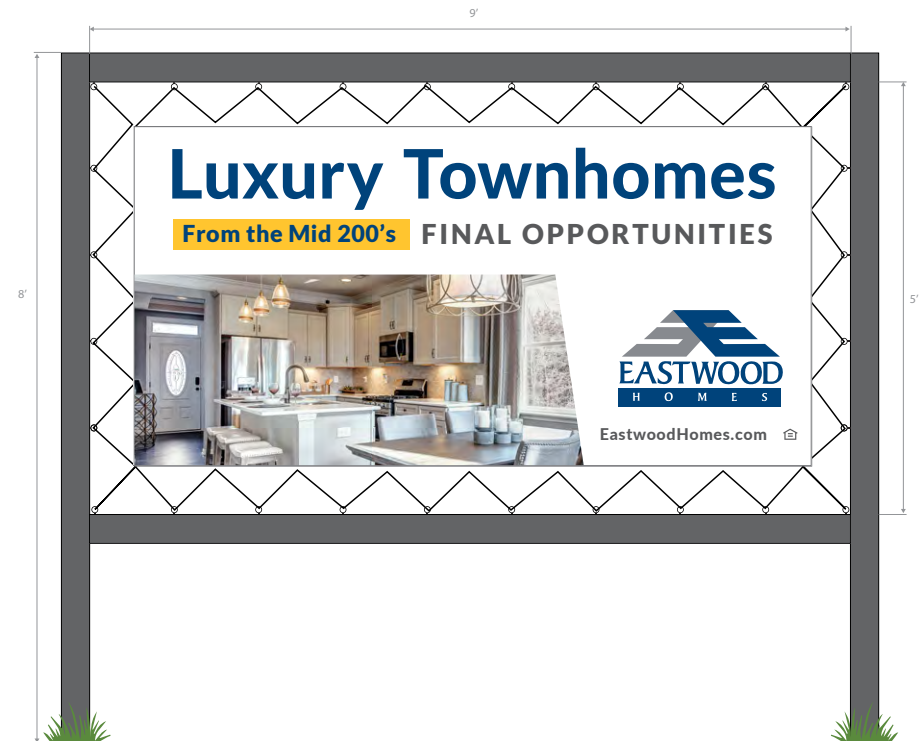
Banner Frame

Roped-in banner frames are used to convey a rotating message for the community, or advertisement. The artwork itself is intended to be changed out periodically.

Generally, a community's banner should include one interior or exterior photo, along with a lifestyle photo.

SPECIFICATIONS

- 4' x 8' Matte Vinyl Banner
- If double sided, suggested to print two banners and mount back-to-back, to avoid light bleeding through.
- 5'x9' Frame - 4x4 posts, with grey PVC sleeves. Installed using rope and eyehooks. Maximum 6" between banner and lumber.



Type E

Message Signs

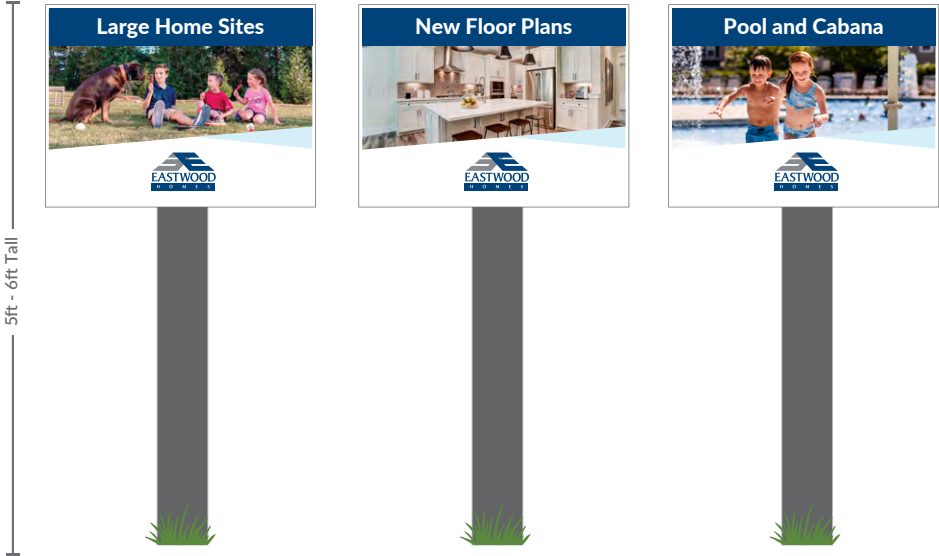
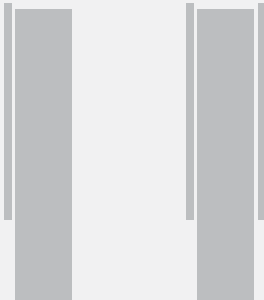
A series of at least 3 message signs leading into the community. The message on the signs are specific to the community's amenity features.

SPECIFICATIONS

- If double sided, two sign faces will be printed, and mounted back-to-back on the lumber. Do not print sign face two-sided.
- **TYPE F3 - Premium Message Sign**, 32" x 24" 6mil ACM Dibond, heavy-duty 6x6 posts, with grey PVC sleeves.

Single Sided

Double Sided



Type F3

Townhome Availability Double Post Sign

Used in townhome communities to show lot numbers, plan renderings, and availability.

SPECIFICATIONS

- **TYPE W - Townhome Availability Sign**
Standard 4x4 posts, with grey PVC sleeves.
48" x 96" 6mil ACM Dibond.

Top View



Other Single Post Signs

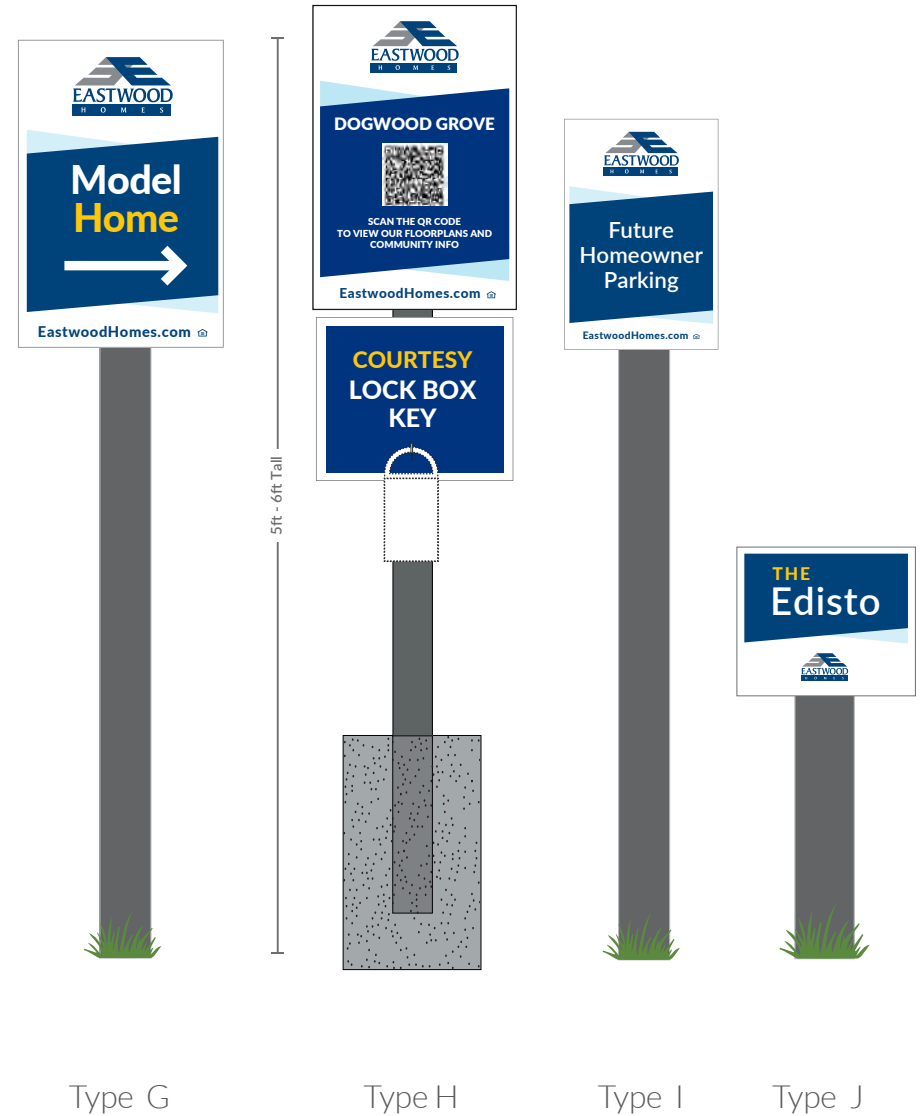
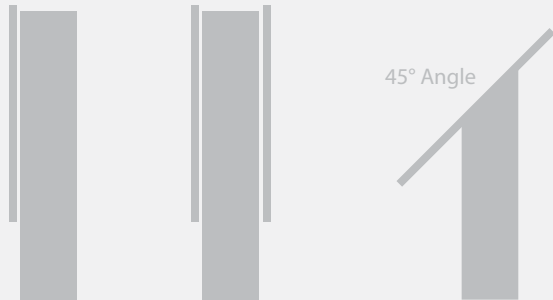
Various other inner community signs.

SPECIFICATIONS

- TYPE G - Model Directional Sign**
 Standard 4x4 posts, with grey PVC sleeves.
 16" x 24" 6mil ACM Dibond.
- TYPE H - QR Code Sign**
 QR code received through marketing
 12" x 18" 6 mil ACM Dibond with 12" x 10" lock box sign
- TYPE I - Parking Sign**
 Standard 4x4 posts, with grey PVC sleeves.
 12" x 18" 6mil ACM Dibond.
- TYPE J - Model ID sign.**
 Standard 4x4 posts, with grey PVC sleeves, generally very low profile, about 18" off the ground.
 10" x 12" 6mil ACM Dibond.

Single Sided

Double Sided



Aframe Signs

Sandwich board signs are often in front of the sales center or model home. The faces can easily be switched out if needed. Avoid including directional arrows.

SPECIFICATIONS

- 24" x 36" Coroplast Sign Faces
- White Signacade Deluxe



K1



K2

Type K

Yard Signs

Yard signs can be used for messages, such as ‘Event Today’ or simply directionals leading buyers to the community. It is important that the message is brief and has enough whitespace to be legible.

These style signs are often NOT reusable, due to the nature of how and where they are used.

SPECIFICATIONS

- TYPE L1 - Coroplast Directional**
 18x24" Coroplast Sign Face, Single or Double Sided
 Mounted on black metal H stake
- TYPE L2 - Coroplast Directional**
 16x24" Coroplast Sign Face, Single or Double Sided
 Short-Term: lightweight silver step stake
 Long-Term: heavy duty black step stake
- TYPE M1 - STANDARD Lot Sign**
 16x24" Coroplast Sign Face, Single Sided
 also available as ACM dibond, for longevity.
 Mounted to angle-iron ‘Sign-Stake’
- TYPE M2 - PREMIUM Lot Sign**
 16x24" ACM dibond Sign Face, Single Sided
 Mounted to standard 4x4 post, with grey PVC sleeves. This option is more durable than Type L (standard)
- TYPE N - QR Code Coming Soon Sign**
 18x30" ACM dibond Sign Face, Single Sided
 Mounted to standard 4x4 post, with grey PVC sleeves.
- TYPE O - Sold Decal**
 3x15" Blockout Vinyl Decal, which should be applied directly to the sign face, to cover the word AVAILABLE. Decals are not reusable.
 Color: PMS 485 Red



Type L1



Type L2

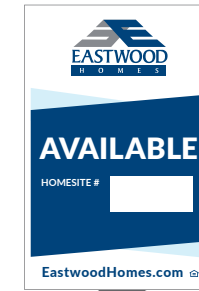


STANDARD LOT SIGN

Type M1

SOLD decal fits over top of the word AVAILABLE

Type O



PREMIUM LOT SIGN

Type M2



QR COMING SOON

Type N

Weekend Directional Signs

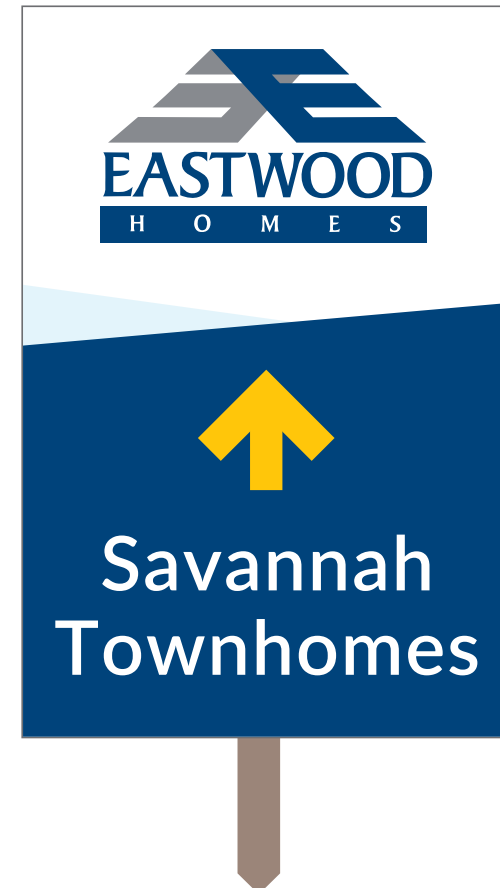
Weekend directional signs are directional yard signs that are only put out on Saturday and Sunday, to help promote traffic to selling communities.

SPECIFICATIONS

- **TYPE P - Weekend Directional**
16x24" Coroplast Sign Face

Cut to an angle top and bottom, to help visually differentiate it from the other weekend directionals.

Mounting: Wooden Stake



Type P

Window Corner Decals

These decals are applied to the home itself, in a prominent window high up on the building. Starting with “Available” and being replaced with “SOLD” after the home has been sold.

SPECIFICATIONS

- 12” x 29” Removable vinyl decals



Q1



Q2



Type Q

Feather Flags

Razor flags can be installed just outside the community, often installed as a repeating series, close together.

SPECIFICATIONS

- 10ft Tall Rectangular Flag Kits (7ft and 14.5ft also available)
- For Interior use: pedestal bases
For Exterior use: ground spikes
- Double Sided (Imprint Both Sides)
Single Sided (will see reverse on back, not recommended)
- Meant for seasonal use, not intended for 24/7 outdoor exposure



R1



R2



R3

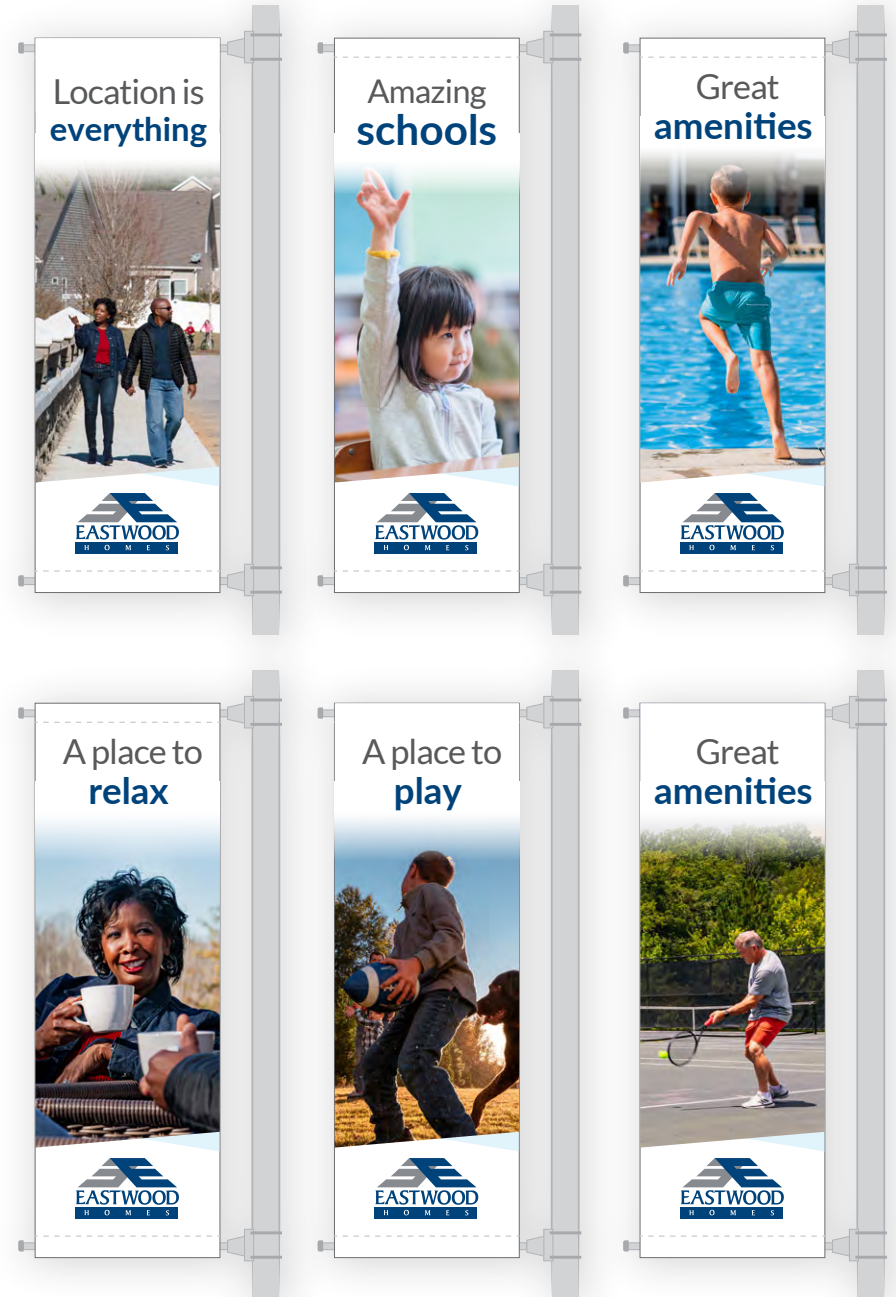
Type R

Boulevard Banners

Boulevard banners, or pole banners, can be mounted to lightposts within the community. Often installed as a repeating series, close together, each with a different image or message. Meant for seasonal use, the banners will need to be replaced over time.

SPECIFICATIONS

- 24"x72" Matte Vinyl Banner, or DyeSub outdoor fabric
- Stitched top and bottom for pole pocket
- Cut wind slits based on your location
- Fiberglass boulevard banner pole hardware



Type S

Boulevard Banners

Boulevard banners, or pole banners, can be mounted to lightposts within the community. Often installed as a repeating series, close together, each with a different image or message. Meant for seasonal use, the banners will need to be replaced over time.

SPECIFICATIONS

- 24"x72" Matte Vinyl Banner, or DyeSub outdoor fabric
- Stitched top and bottom for pole pocket
- Cut wind slits based on your location
- Fiberglass boulevard banner pole hardware



Type S

Driveway Barricades

Barricade signs are put out to prevent anyone from accessing the driveway.

SPECIFICATIONS

- Frame built from custom cut lumber, painted SW 7075 Web Gray
- 6x32" Coroplast face on the front side



SIDE PROFILE

Type T

Billboards

For maximum roadside advertising, billboards offer brand awareness to the masses during their daily commute.

SPECIFICATIONS

- Sizes vary. Always check with the billboard vendor.



U1

U2

U3

U4 - Really

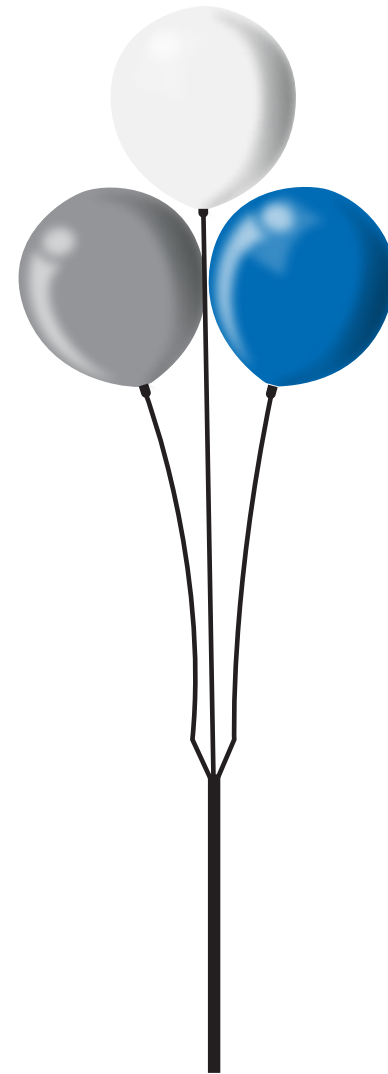
Type U

Triple Cluster Balloon Boppers

These reusable balloon clusters are durable, weatherproof, and helium-free. One kit contains a pole and 3 balloons.

SPECIFICATIONS

- Triple Cluster Pole Kit
- Colors: Blue, Silver, and White Balloon Boppers
- Available on the VMD



Type V

As stated before, signage is very important to a homebuilder's identity in the field. To maintain a consistent brand, signage outside of the approved signage package must be replaced or removed if noted by the marketing team. Examples of elements that should not be included on signage are site maps, legacy shapes, yellow reverse outs, etc.



Pay attention to brand specs (no maps, careful with colors)



No large yellow reverse-outs



No legacy signage or old custom-cut shape signs



No out of brand fonts

