

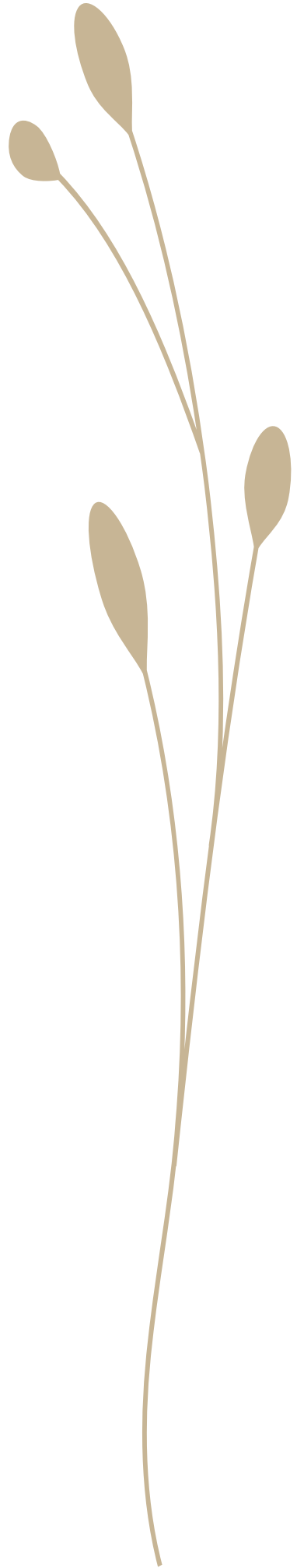


# *Petrichor*

The user guide

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## *Our Vision*

Here at Petrichor we strive to make a strong, personal connection with our clients. We promote the feeling of community and getting back to nature for those who need a sense of home and belonging, while getting back to nature after years in the corporate hustle.

There will be less online interactions and more of the good stuff; the personal meetings, the coffee chats and phone calls with clients to ease their minds through the process. No one wants to talk to a computer so why should they? Making personal connection is key and this cant be done through a computer screen, we are all about making maximum effort to form personal connections and loyalty.

Our clients will feel welcome, stress free and invited to work with us on their new home to help them realise their vision, while we achieve ours.

*"A small company,  
for a big community"*

# *Petrichor*

Petrichor is a small locally owned company hoping to provide affordable living at nature's door for those looking to retire in a community of like-minded people. Retirees have spent most of their lives working in the corporate world, raising families, and providing for the ones they love, and now is the time for them to do something for themselves. We are here to help them make their vision reality.

We aim to help our clients achieve the home they so desire right here in Stromlo, while building a community. Our clients are in the age range of 50-70 years and prefer to speak in person and know who they are working with, so we must strive to make that happen by building a connection with them.

Being a small single development company, we have the capacity to take the time required to accommodate our clients' needs. Building connections means being available to the client, if they don't want to use email, we won't; if they can't make it in to talk to us, we make a house call to them. The client is our number one priority.



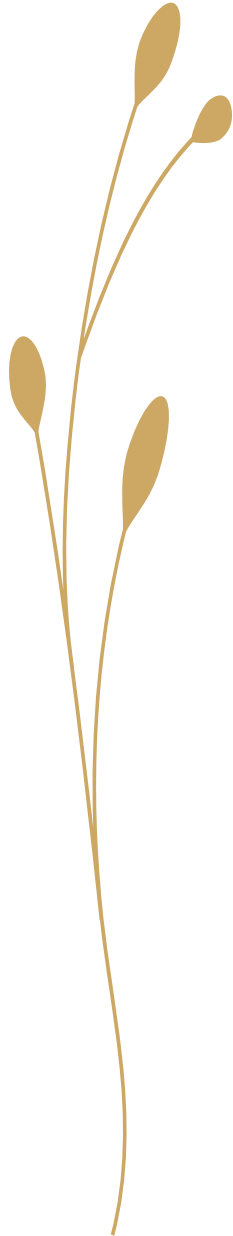


# *The guide*

This guide is to inform the design decisions, logo uses, language and font uses for the company. It is a strict guideline and all information provided is to be adhered to during every point of designing for the company.

Follow all guideline rules for use and improper use of the logo and all graphic elements. Text must adhere to font and language guidelines set for the tone and projection of the company. All images are to be used in accordance with this guideline to ensure the company image is maintained.

For all queries in regard to any of the guidelines that have been set forth, please send an email to our design coordinator Jessica-Ann Murray at [u3142933@uni.canberra.edu.au](mailto:u3142933@uni.canberra.edu.au). All designs must be inspected by the design coordinator before finalisation to ensure all guidelines have been adhered to.



## *The logo*

This is the official logo for Petrichor. There is no colour used in the logo itself however there is a colour palette to be used for graphic elements, further information can be found on page 7. The logo can be altered to have the mountains removed; this will only be for certain documents. It may be removed when creating a water mark for official documents, copyright images and used as a signature in emails. In any other instance the mountain will NOT be removed. See "improper use" on page 9 for further information.

The logo has been designed to communicate our company values through its handwritten font and graphic elements. The mountain is significant to Mount Stromlo in which we are based, and the flow and curve of the lines allows for a softness and friendliness projected by our company image. The combination of the two allows our client market to see our company image of an inviting and natural approach. It also projects an idea of the kind of location and buildings that we will be working with and what will be available to the client.



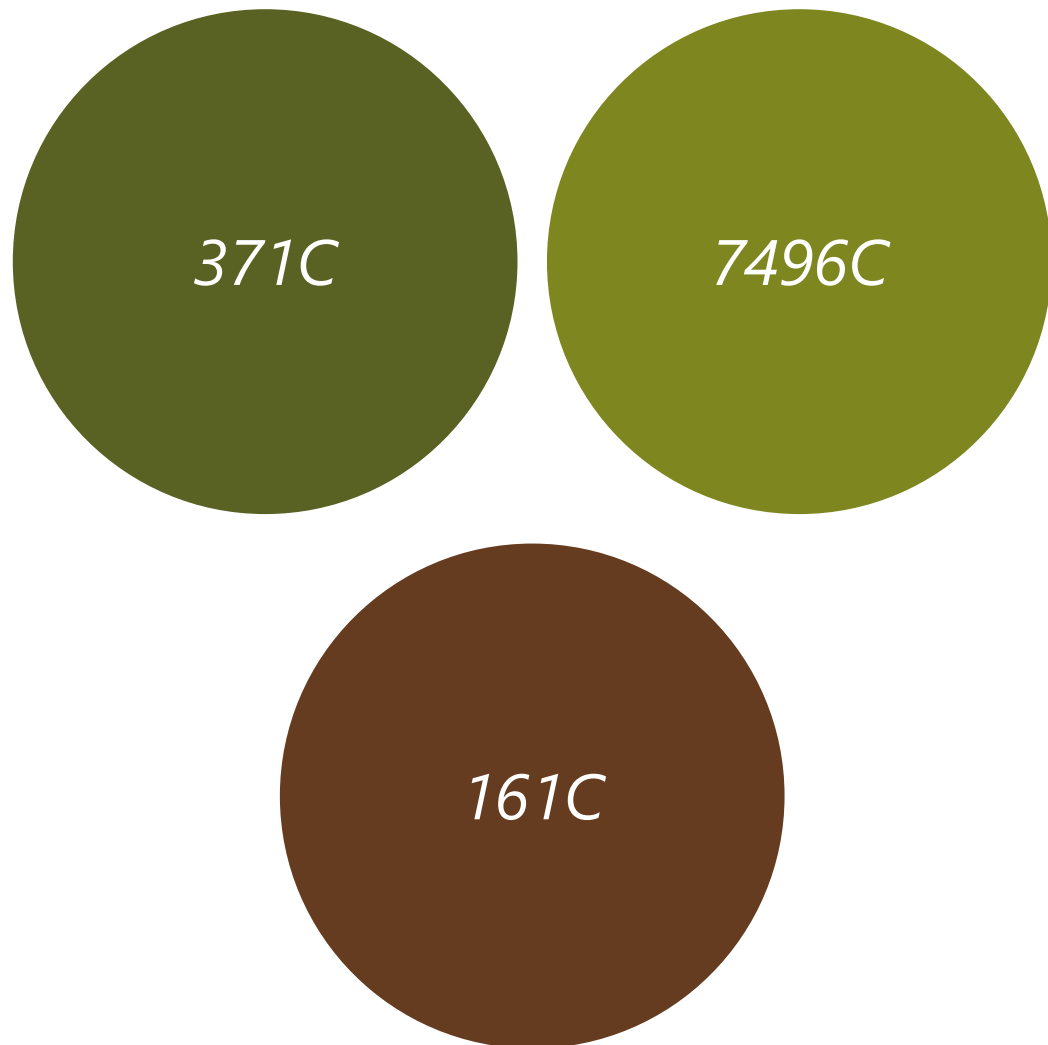
# *The colours*

There are to be no variations on the colours seen below. These are the official Pantone colours for the Petrichor company and will be used as such. The only official change allowed will be opacity of graphic elements on client and in house documents. When used in documents the graphic elements must not overshadow the text and so an opacity change of 70% is required on all documents.

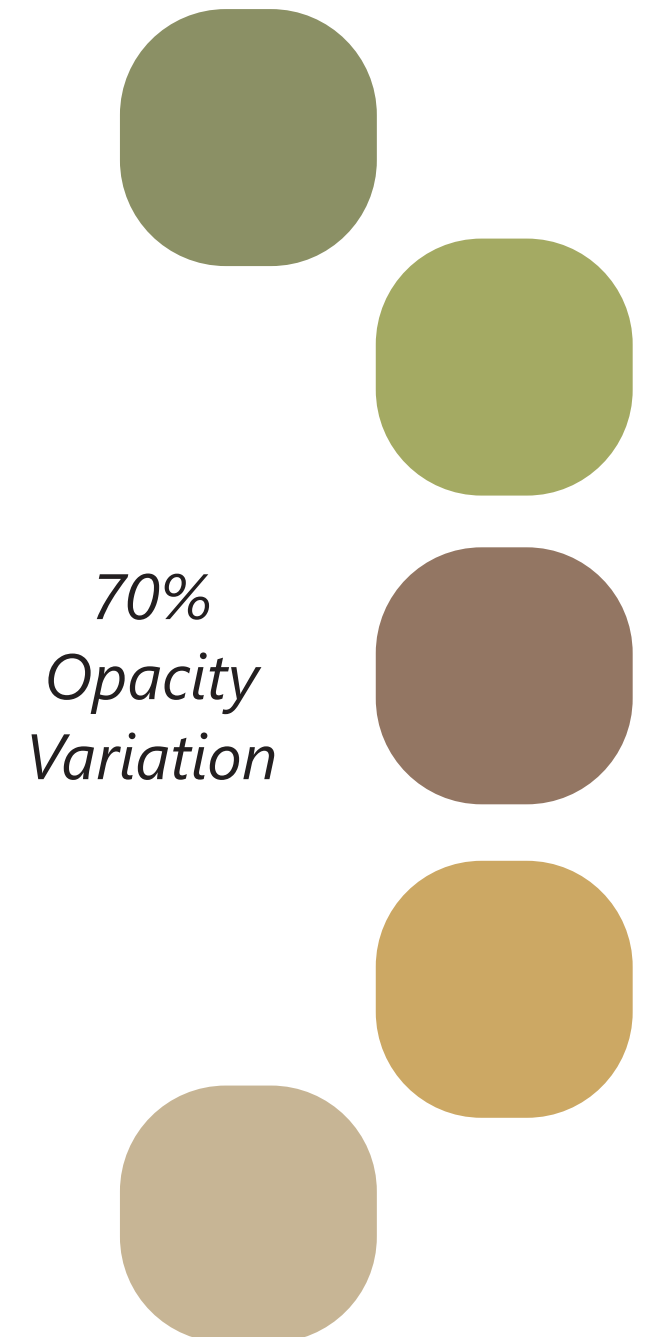
Primary: The primary colours used are as follows,  
Dark Green – 371C  
Light Green – 7496C  
Brown – 161C

Secondary: The secondary colours used are as follows,  
Yellow – 1255C  
Beige – 7503C

## *Primary*



## *Secondary*





# The black & white applications

The traditional black logo will be used at all times unless met by specific requirements in which the white variation can be used. These requirements are as follows:

- If an image requires use of a logo but has a dark colour palette (see acceptable images on pages 17 & 18), the white variation of the logo may be used for contrast so that it is not lost within the image.

- If any of the primary colours have been used where text will be overlaid at 70% opacity, the white variation of the logo may be used. If graphic is over the 70% opacity colour variation please continue to use traditional black logo.



*Side note: All images where appropriate should have rounded corners, not sharp. Corners should be a minimum of 5mm curve, and no more than 10mm. For further advice see page 17.*

*The improper  
uses*



**DO NOT** - distort the elements, or logo as a whole



**DO NOT** - rearrange or flip the logo/elements in any way

Please follow this guide on how NOT to use the logo, it is important to maintain the logo and company image correctly.



**DO NOT** - change the colours, especially outside of the pre-existing colour palette



**DO NOT** - change any fonts, especially outside of the pre-existing fonts chosen



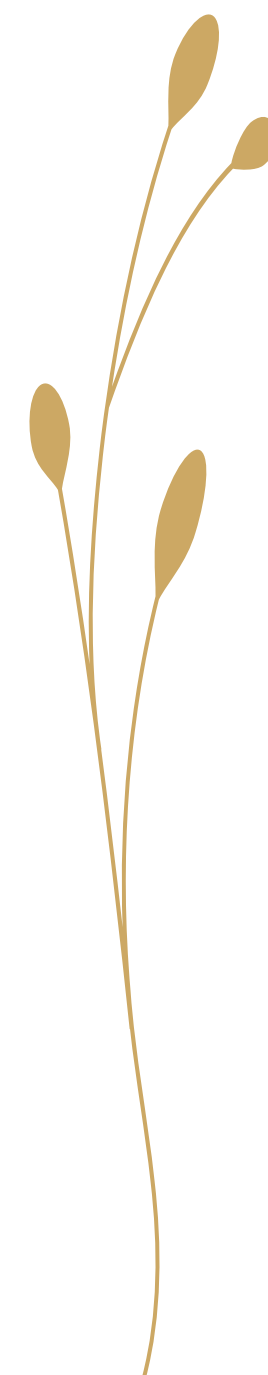
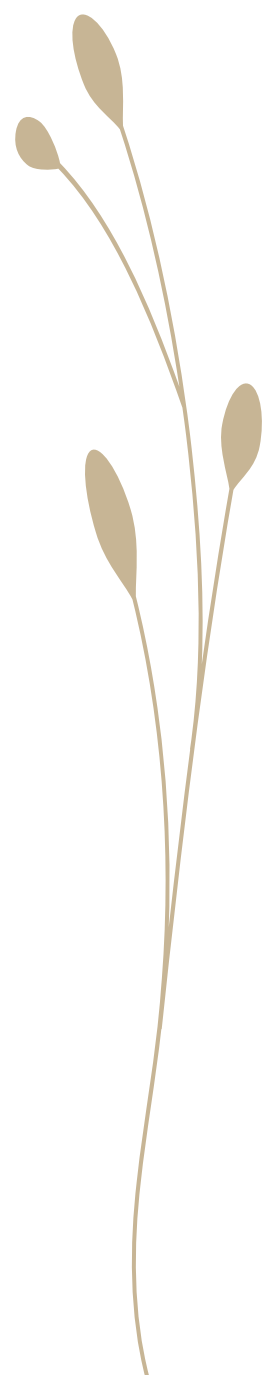
**DO NOT** - rotate the logo, must be level at all times



## The spacing

The best way to ensure you have left the correct amount of space is to use the letter "i" as an indicator on all sides. This is from the tip of the dot to the bottom of the curve, NOT from the top of the curve to the bottom. See below for a full understanding or how this works.

There is to be the specified amount of space for the logo on every application, image or otherwise to ensure that no part of the logo is lost or detracted from by other elements. See page 11 for further sizing examples.





# The sizing

As seen on the right the logo must be in the top left corner of all in house and official documents. On letters and promotional documents for the client a larger centred logo is acceptable as a title/image at the top of the page.

Recommended sizing is as follows:

- A5 – 50mm
- A4 – 70mm
- A3 – 100mm

When choosing a size it should never be any smaller than 50mm to maintain clarity. IF going over the 100mm is necessary seek guidance from the design coordinator beforehand.



## Heading

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# The hill graphic

The hill graphic is to be used on client documents as a touch of colour. As stated on page 7 there is to be a change in opacity to 70% when placing the graphic on a document. When deciding on a colour, ONLY the pre-determined primary colours can be used.

It is to be no larger than a third of the page, and must reach the bottom/side of the page, no border must be around the edge (see image to the right). It should be no smaller than a quarter of page and will always be placed in the bottom left, do NOT flip the graphic unless instructed to do so.



## Heading

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# The leaf graphic

The leaf graphic is also to be used on client documents as a touch of colour. As stated on page 7 there is to be a change in opacity to 70% when placing the graphic on a document. When deciding on a colour, ONLY the pre-determined secondary colours can be used.

The leaf graphic should be no larger than half the page, and should reach the bottom without any gaps. The leaf graphic may be flipped horizontally to go on the other side of the page as seen on the right. The leaves should not overlap the text they are only a decoration element for the edge of the page, not as a background image.



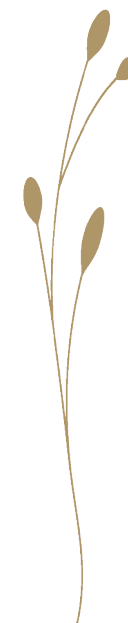
## Heading

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*The fonts*

*Retro Signature*

PRIMARY FONT:

Retro Signature

This font can be seen in the main text of the logo, it will also be used for headings on documents. This font has been chosen as it is a handwritten font that shows our customers we are friendly and approachable as opposed to corporate and stiff.

This font can be applied to:

- Headings
- Styled quotes

It is a decorative font that should not be used outside of these applications. It only has one weight and no other variations so no adjustments other than size are necessary.

A B C D E F G H I J K L  
M N O P Q R S T U W X Y  
Z

a b c d e f g h i j k l m n  
o p q r s t u v w x y z  
1 2 3 4 5 7 8 9

# The fonts

# Segoe UI

## SECONDARY FONT:

Segoe UI

The font Segoe UI is used in the logo as the 'caption' but for most other applications it will be used as body text. It has been chosen as its sans-serif style gives it a soft, rounded appearance to emphasise the company's image.

This font can be applied to:

- Secondary headings
- Captions
- Body text
- Graphs or diagrams

It is the secondary font that will be used for most things across both in house and client documents.

The preferred weights and uses are:

- Regular for body text, or light if text will be of a larger size
- Regular italics for captions or quotes
- Bold for headings, preferably in capitals
- Bold when legibility is in question

Any other variants should be confirmed first by the design coordinator.

A B C D E F G H I J K L M N O P Q R S T U W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 7 8 9

Regular - *Italic*

Light

**Bold - CAPITALS**



# The language



When addressing clients use words that reflect the company's sense of community. Here are some examples:

Instead of this...

*"I need you to fill out this document please..."*

*"**YOU** can decide between these possible options..."*

*"**YOU** need to work to help maintain the community"*

*"What do **YOU** want?"*

*"**I'LL** send you an **EMAIL**"*

Try this...

*"**WE** need you to fill out this document please, do you need any help?..."*

*"Let **US** work together on some possible options..."*

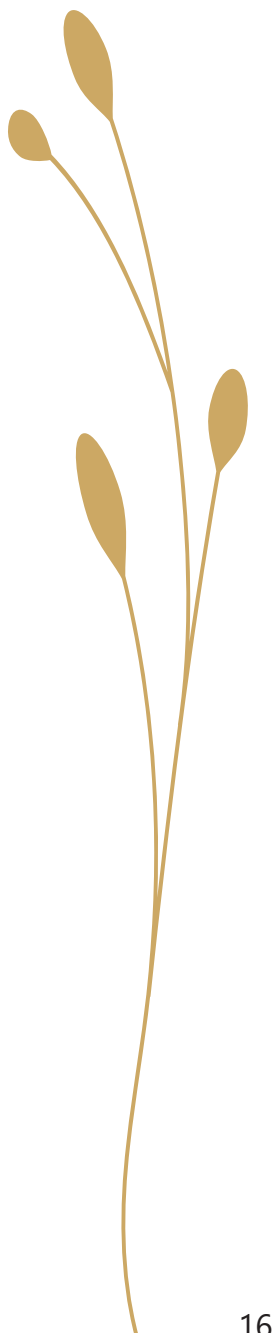
*"**TOGETHER** we can grow as a community and keep things running smoothly"*

*"What can we do for **YOU**?"*

*"Let's set up a meeting where **WE** can discuss things in **PERSON**"*

Communication between us and our clients is of highest priority to ensure they feel heard, welcomed and like they are part of the community. Using words that reflect this are very important to remember as we are a people business, not an online business.

If you are ever unsure please contact the design coordinator.





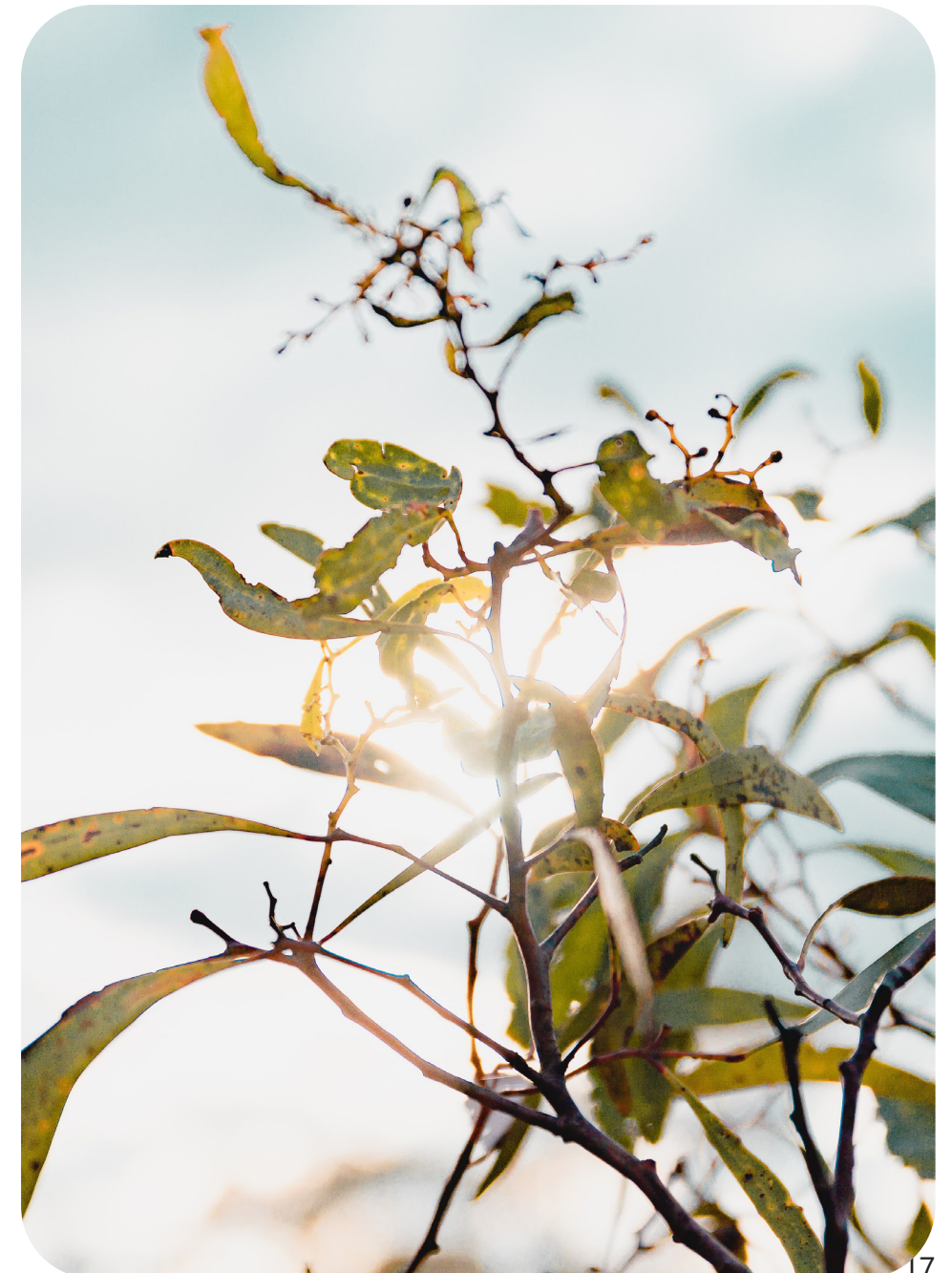
# The correct images

The correct images will be determined by a number of factors:

- The lighting will be bright but not washed out, for example late afternoon sun
- The sun can be a feature as seen below where it shines through something or has a small lens flare
- The subjects (people) look natural and like they are having a good time, typically outdoors although exceptions can be made for indoors when promoting the new buildings

- Subjects must be clear and in focus, depth of field blur is allowed around the subject. Flora subjects should also be native to the area (Stromlo) where possible.

The overall image goal is to have a brightly lit, warm simple photo. The subject should be kept simple for example a single flower or a small group of people. The lighting is best done outdoors on a clear day, during the late afternoon sun but before it reaches sunset as the sky should still be blue (sunrise is the only exception). The sun can be used for lens flares as long as the subject is still visible. All photos must be first approved by the design coordinator.





# The incorrect images

The incorrect images will be determined by a number of factors:

- The image while nice is too dark, a dark image does not emit the feeling we are portraying as a company
- Avoid using stock or stock style photos, try not to stage the subjects but instead ask them to complete a task and photograph them as they do it, as to appear more natural
- Do NOT add unnecessary filters for colour, effects or otherwise on the images. The images should be photographed well enough to not need any major editing

- While artsy images can be done well try to avoid anything too over the top, keep them simple and bright instead
- Do not use flora images that would not be native to the area, for example a large willow tree where the forest is pine and eucalyptus, keep it native.

In general avoid dark images, stock/stock style photos, washed out images from being too bright especially in the sun, make sure the subject is clear and in focus and NEVER apply filters to images.





# The applications

On the office window will be the logo in white as the original black is too dark, a billboard can be made to advertise the upcoming build and a custom beanie will be available for free to those who want them.





# The applications

See below example documents, envelopes and business cards. To the right is a custom mug which will be available for free to those who want them





# References for Images

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# References for Mock-up Templates

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