



# BRAND

## GUIDELINES

## Core Essence of the Mission:

The essence of JEM Homes' mission lies in pursuing "Making Homes Beautiful" and "building better communities." This entails raising the standards of work, properties, and towns while creating a cohesive community look. The vision includes enhancing neighbourhoods, creating beautiful homes, and ultimately constructing better communities.

This is achieved through projects like improving streets, developing parks, and engaging in community volunteer initiatives such as cleaning up parks, rehabilitating spaces, and fostering youth centers. JEM Homes aims to instigate positive change at the grassroots level, involving local residents and enhancing the town's appearance through various volunteer and community-driven projects.

## Strategy JEM Homes

This strategy for JEM Homes encompasses a comprehensive approach to building better communities, focusing on quality service, affordability, community engagement, and differentiation. With a clearly defined mission and vision, targeted market strategies, a well-articulated value proposition, and community involvement, JEM Homes is positioned to significantly impact the areas it serves.

The success of this strategy will depend on effective execution and continuous monitoring of market trends and customer needs, ensuring that JEM Homes remains a leader in "building better communities."



WHERE NO PROJECT IS TOO BIG OR TOO SMALL



HOME DECOR & HOME RENOVATIONS



LAWN & GARDEN CARE



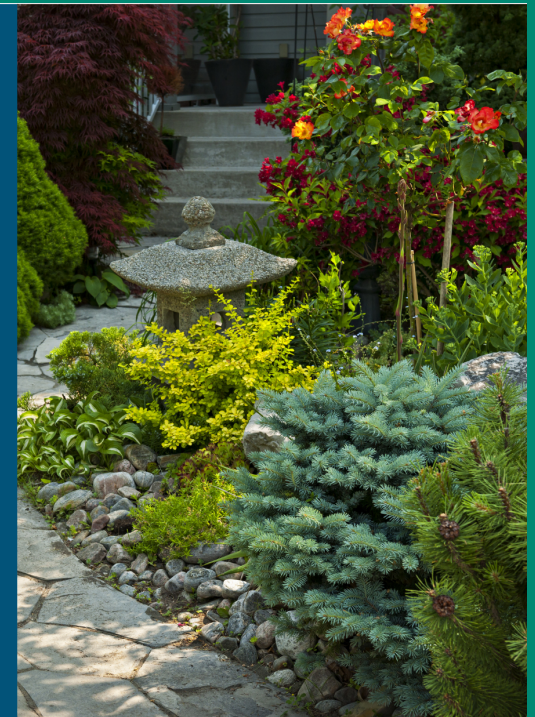
PROPERTY MANAGEMENT

CONTACT US

[www.jemhomes.ca](http://www.jemhomes.ca)

[info@jemhomes.ca](mailto:info@jemhomes.ca)

1-705-607-8510

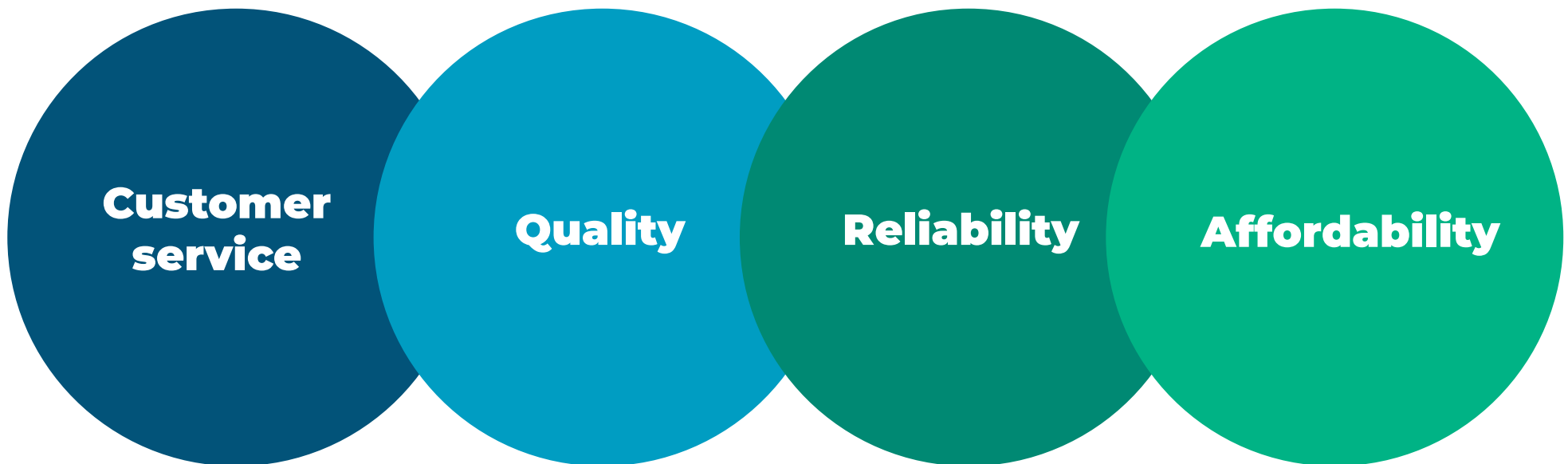




If you could sum  
up JEM Homes  
up in **four words.**



The brand strategy is deeply aligned with the goal of "*building better communities.*" Fundamental values and principles include respect, high standards, structured approaches, excellent customer service, and treating people (clients and employees) with respect and reliability. JEM Homes is committed to embodying its four core pillars: **Customer service**, **Quality**, **Reliability**, and **Affordability**. Additionally, the brand values meeting clients where they are, spreading joy, being helpful, and fulfilling a greater purpose.



# the **logo**



## Original **Motivations:**

JEM Homes was established to respond to the community's needs as an offshoot of the existing new home construction business. The business was born out of a desire to offer professional and streamlined services that exceed the scope of services provided by developers.

By detaching from the builders and creating its own brand, JEM Homes aims to provide a smooth customer journey and eliminate dependency on third-party involvement.

## Logo variations

JEM  
HOMES

JEM

JEM  
HOMES



# logo possibilities



## Full logo presentation

This includes both the full company name and tagline. This is our more formal logo presentation.



## Standard logo presentation

What will be displayed on most consumer focused products. T-shirts, menus, tags. Considered more informal (casual).



## Standard Vertical

This format works well where the logo-mark or symbol cannot be easier used.



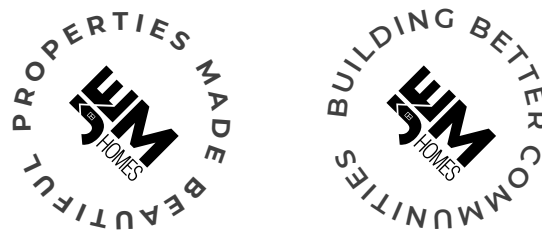
## Submark

Used in tandem where the viewer is already made aware of our name. Mostly used further as watermarks, background graphics or patterns.

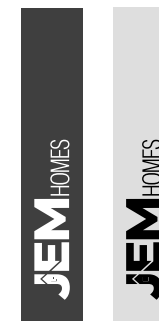
## Alternate logo presentations



## Logos using brand language



## Tags and Banners



Use with high contrast photos and backgrounds or when the logo has a hard time showing on top of a given area.

Also possible to use the colors from the color palette.



# logo spacing

Make sure the logo has a margin that is 3x the width of the 1x spacing (the space between the logo mark and the logo type).

Keeping other elements away from this margin helps maintain the logo's prominence and helps to maintain a clean look.

example  
headline



example  
headline





# suggested logo usage

## Examples



Banner logo used on top of detailed photography.



Clear readable logo on top of photography.



Formal full logo with tagline used on official documents and letters.



Brand language seal logo on apparel and other consumer focused products.



Social Media logo usage

# incorrect logo usage

*Examples*



Too small



Using Angles



Different logo variations used in close proximity



Using the logo without the background circle on busy backgrounds or photos

# correct logo usage

*Examples: You can even add more incorrect examples if desired*



Additional Examples here



Additional Examples here



Additional Examples here



Additional Examples here



# Typography

## Montserrat

PRIMARY TYPEFACE

### Montserrat Extra Bold

**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**  
**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 6 7 8 9 10 @ # \* < > ( ) \$ % & !**

### Montserrat Medium

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  
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 6 7 8 9 10 @ # \* < > ( ) \$ % & !

## Elza Narrow Light

SECONDARY TYPEFACE

### Elza Narrow Bold

**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**  
**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 6 7 8 9 10 @ # \* < > ( ) \$ % & !**

### Montserrat Regular

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  
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 6 7 8 9 10 @ # \* < > ( ) \$ % & !

### Montserrat Italic

*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*  
*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 6 7 8 9 10 @ # \* < > ( ) \$ % & !*

### Elza Narrow Medium

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  
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 6 7 8 9 10 @ # \* < > ( ) \$ % & !



## Montserrat Extra Bold

Size - 38 pt  
Leading - 36 pt  
Tracking - 0 pt

headlines are  
soft & lowercase

## Montserrat Medium

Size - 22 pt  
Leading - 25 pt  
Tracking - 0 pt

Subheadings are slightly  
smaller but medium weight

## Montserrat Medium

Size - 14 pt  
Leading - 18 pt  
Tracking - 0 pt

Smaller headings are medium weight  
still but continue to get smaller in size

## Montserrat Bold

Size - 9 pt  
Leading - 12 pt  
Tracking - 0 pt

**Bold smaller item, great for labels or menu items**

## Montserrat Medium

Size - 7.5 pt  
Leading - 13 pt  
Tracking - 100 pt

AN ALL CAP OPTION IN MEDIUM WEIGHT

## Montserrat Regular

Size - 8 pt  
Leading - 10 pt  
Tracking - 0 pt

Perfect for standard body copy for paragraphs. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

## Montserrat Italic

Size - 8 pt  
Leading - 10 pt  
Tracking - 0 pt

*\*Great for small print items like legal copy. \*All items on our menu contained raw ingredients. Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of food-borne illness.*

38pt **H1**  
22pt **H2**  
14pt **H3**  
9pt **H4**  
8pt **Paragraph**



## Primary Color Dark Blue

RGB: 2, 83, 123  
CMYK: 100,65,32,13  
Web #025379

## Primary Color Dark Green

RGB: 0, 144, 115  
CMYK: 96,16,71,2  
Web #009073

Web #003D58

Web #008AC3

Web #065B4D

Web #21AA93

## Primary Color Mid Blue

RGB: 0, 164, 201  
CMYK: 87,9,14,0  
Web #00A4C9

## Primary Color Mid Green

RGB: 0, 167, 119  
CMYK: 93,0,76,0  
Web #00A777

Web #007A8E

Web #00D6F0

Web #067A5B

Web #31D3A9

## Primary Color Light Blue

RGB: 0, 194, 230  
CMYK: 78,0,10,0  
Web #00C2E6

## Primary Color Light Green

RGB: 0, 186, 140  
CMYK: 87,0,66,0  
Web #00B284

Web #0097B2

Web #00D4F5

Web #00805A

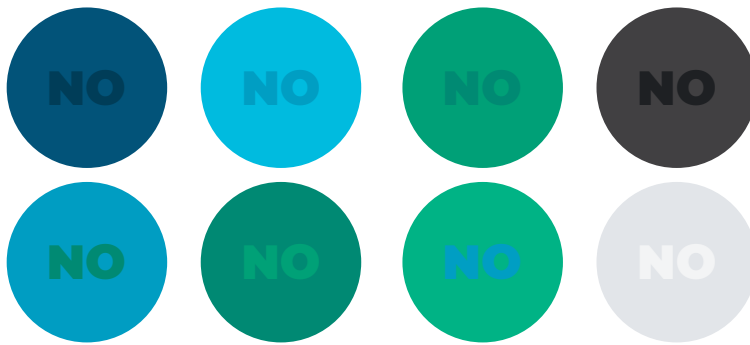
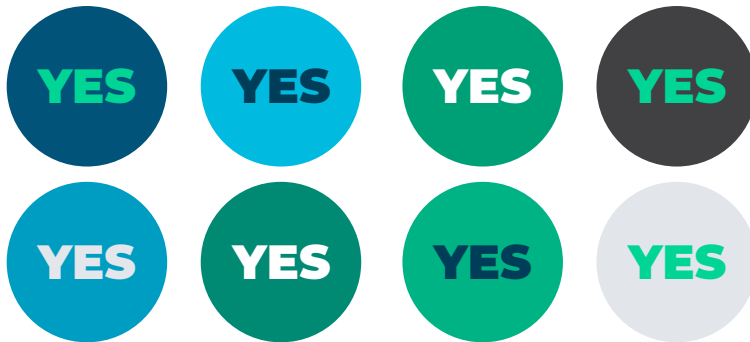
Web #00DB9C



# Correct Color Usage

Make sure to use our color palette carefully and avoid pairing two colors that do not have enough contrast between them.

## Examples:





**PROPERTIES  
MADE  
BEAUTIFUL**

**BUILDING  
BETTER  
COMMUNITIES**

**TRUSTED  
LOCAL SERVICE  
& WORKERS**

**TIMELY,  
SUPPORTIVE,  
AND  
CLIENT-  
CENTERED**

Brand **Voice**



## **key characteristics of our brand voice**

**Customer Service**  
**Quality**  
**Reliability**  
**Affordability**

Our brand language used throughout our advertising, logo packaging and external communications are bold statements that are balanced with a pinch of playfulness. They are memorable and not easy to forget.





# MOODBOARD & LOGO POSITIONS



## Photography Guidelines

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.





# Putting it all **together**



approachable  
& friendly





# JEM HOMES

Home Renos & Decor - Lawn & Garden Care - Property Management



## Contact:



 1-705-607-8510

 [info@jemhomes.ca](mailto:info@jemhomes.ca)

 [www.JEMhomes.ca](http://www.JEMhomes.ca)