



**ACR Homes**

Brand Guidelines

# Visual Brand Guidelines

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## Hello,

This is ACR Home’s visual style guide. This manual covers most, but not all instances that the brand may be presented in. This manual will strictly cover the use of ACR’s brand and social presence.

These guidelines should be followed and executed as shown without variation to establish and preserve brand integrity for the ACR Homes brand. Keeping a clear perception and uniform presentation of the brand will strengthen its presence throughout the years.



## Logo

# The Basics

The ACR Homes logo is a powerful symbol that represents ACR's core values. The logo stays in line with past logo designs, but is modernized and helps to show ACR is not a construction company. Here are some rules of the road when using our logo.

- Only show the ACR logo in ACR blue or white. You can use black for black and white documents in place of ACR blue.
- Don't alter, rotate or modify the logo.
- Don't animate the logo other than a fade in or out in videos.
- Don't accessorize the logo.
- Don't overemphasize the logo.
- Don't use previous versions of the logo.
- Follow the clear space guidance in this document.



# ACR Homes



## Logo

# Clear Space, Size, and Orientation

When you're using the ACR Homes logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should be at least the width of the "o" in "Homes," as pictured. To ensure the logo maintains its visual impact, do not go any smaller than 48 pixels wide. You must still be able to read "ACR Homes."

The logo contains two elements: the icon and the typeface. These two elements can be oriented in one of two ways; with the icon on the left and with the icon on the top. Do not resize or reorient them otherwise.

Use the left orientation primarily.  
Use the top orientation when necessary.  
Do not use the icon by itself.

Please refer to the downloadable logos at [www.acrhomes.com/acr-employees/brandguidelines](http://www.acrhomes.com/acr-employees/brandguidelines)



ACR Homes



## Logo

# Color

The ACR Homes logo is always either ACR blue or white. You can use black in place of ACR blue for black and white documents. It must be legible and maintain the integrity of its form.

When placing the logo on an image, always use the white logo version. For images with a light background, we suggest applying a 10-20% black tint to the entire image to maintain legibility of the white logo.

And never show the ACR Homes logo in any other colors.



Blue logo on white/cream background.



White logo on any ACR color (except cream).



White logo on image background with 10-20% black tint.



Black logo on white paper.



## Logo

# Misuse

- Do not - Use old logos



- Do not - Add drop shadow



- Do not - Add special effects



- Do not - Skew, Stretch, Rotate



- Do not - Change Orientation



- Do not - Add elements



- Do not - Personify



- Do not - Use ALL CAPS



- Do not - Use wrong font



- Do not - Use multiple colors



## Primary

### ACR Blue

Print (CMYK) 81 | 45 | 0 | 0  
Screen (RGB) #277dc1

## Secondary

### Dark Blue

Print (CMYK) 94 | 79 | 51 | 63  
Screen (RGB) #0a1d31

### Green

Print (CMYK) 69 | 15 | 94 | 2  
Screen (RGB) #5da14b

### Yellow

Print (CMYK) 0 | 31 | 100 | 0  
Screen (RGB) #fcb715

### Orange

Print (CMYK) 4 | 84 | 90 | 0  
Screen (RGB) #e75132

### Cream

Print (CMYK) 7 | 6 | 10 | 0  
Screen (RGB) #ece9e1



## Typography

### Our Typeface

There are three fonts that are used with the ACR Homes' brand. Roboto Slab is the main typeface and is used for headlines and body copy. Lemon Bird and Plylist are to be used only for phrases that reinforce ACR Homes' core values and beliefs. Use these typefaces when working directly with the ACR Homes' brand.

These fonts are available for free at:  
[www.acrhomes.com/acr-employees/brandguidelines](http://www.acrhomes.com/acr-employees/brandguidelines)

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1

#### Roboto Slab

Roboto Slab Thin

Roboto Slab Light

Roboto Slab Regular

**Robo to Slab Bold**

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2

**LEMON BIRD**

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3

*Playlist*

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## ACR Brand Style

# Social Presence and Flyers

ACR Home's social presence is to be one that is unified throughout various social channels. You will see that in order to obtain this unity there are three types of posts with many different combinations.

The first type of post focuses on ACR's brand statements and ACR homes photography. These are to reinforce and communicate ACR's brand to a larger audience on social media.

The second type of material is any print flyers and materials. Use your own creativity to create these while still following our guidelines. Use our fonts, colors, and elements appropriately. See our brochure for quality examples. Make sure to include social icons, and a call to visit the website. Be sure to follow this style as closely as possible to ensure consistency to our brand.

The third type includes any use of our awards from the Star Tribune. Apply a maximum of 4 banners to your advertising in order to accurately display our presence within the Top Workplace community!



Legal

# ACR Homes Trademark Guidelines

Coming soon...



Need Help?

**Have any questions?**

**Contact us at [brandguidelines@acrhomes.com](mailto:brandguidelines@acrhomes.com)**

**Thanks!**

