



Brand guidelines

FEBRUARY 2025 /

OPENING DOORS TO OUR NEXT CHAPTER

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Introduction

Our legacy



1991-1998



1998-2012



2012-2016



2016-2024

Since 1991, Oakwood Homes has been a leader in innovation, quality, and community building. Founded with Pat Hamill's vision to redefine homebuilding, we've become one of the most trusted names in the industry.

We are grateful for our rich history. As we honor our past, we look forward to a future filled with our founding principles: innovative building practices, superior customer experiences, and making homeownership attainable.

Our next
chapter



We're thrilled to unveil our new brand identity—a transformational step toward the future of Oakwood. Alongside the visionary partnership and alignment with Clayton, we are opening doors to our next chapter.

Our vision for this rebrand is to take us beyond where we've been. This rebrand is more than a refresh. It's a fearless reinvention driven by purpose and innovation, positioning us to become a nationally recognized housing brand.

Building on our more than 30-year legacy, we're creating a future that aims to make homeownership attainable. Every choice we make is intentional, fulfilling our commitment to **opening doors to a better life.**

Core values

Open doors.

We are here to help our customers realize success, own homes they love, and create more opportunity for them down the road.

Be a home.

We strive to be more than a place to work—where people have a sense of belonging, work-life balance, and a true career path.

Drive change.

We must set the standard. Advance technology and sustainability, and implement visionary practices in all we do.

Do good.

Be kind and collaborative. Promote equity and be welcoming to everyone.

Earn trust.

Nothing works without it.



Brand strategy

OPENING DOORS TO OUR NEXT CHAPTER

Brand platform

What we stand for

Our brand platform is a declaration of what we stand for and what we guarantee to deliver to our customers. It's a balance between being genuine and forward-thinking, with a dash of refinement. Our passion for what we do is palpable, and our messaging conveys that in a real, authentic way.

This is the commitment we are making to the world. This is not a static proclamation, and must be upheld at every touchpoint: our customers, team members, homeowners, and communities we serve.

**opening
doors to a
better life.**

Brand voice

Our brand voice sets us apart and is made up of four sets of tones:

1. Bold, empowering, and inspiring
2. Relatable and conversational
3. Authentic and honest
4. Connected and vivid

1

Bold, empowering, and inspiring

We're shifting perceptions of homebuilding. So, we don't stand by—we dive in with steady precision. Compelled to create homes for real life, we're unafraid to break down barriers that get in the way of attainable homeownership. What we do and how we do it is different by design.

We sound: Daring, active, certain

2

Relatable and conversational

This isn't our first time around the block—we know the landscape and are respectful of the responsibility we carry. We take time to get to know our customers and are empathetic to where they're at. We foster trust and put homebuyers at ease by paying attention to what they like, their goals, and lifestyle.

We sound: Real, aware, kind

3

Authentic and honest

We speak with sincerity, integrity, and believe in being straightforward and transparent in everything we do—from our promises to our products. This commitment to authenticity and honesty builds trust, and drives us to show up as we are.

We sound: Genuine, trustworthy, approachable

4

Connected and vivid

Homes are just the beginning—we're inviting people to feel a sense of belonging and further the future of their community. Their lifestyle takes the lead, while we thoughtfully care for the small details that make the biggest difference.

We sound: Good-humored, in sync, visionary

Brand voice

Our brand voice sets us apart and is made up of four sets of tones:

1. Bold, empowering, and inspiring
2. Relatable and conversational
3. Authentic and honest
4. Connected and vivid

Tone scale

Our tones are levers you can pull—depending on the situation and content you're creating—to strike the right tone for the right moment.



Tone for heavier and serious topics:

Authentic and honest **or** relatable and conversational



Tone for lighter topics:

Bold, empowering, and inspiring, relatable and conversational, **or** connected and vivid

Word bank

We can swap out overused words in our industry with impactful alternatives.

Instead of:

Customized
Product
Confident
Quality
New
Honest
Flexible
Growth
Lifestyle
Dream home

Try these:

Tailored
Home
Certain
Precision
Cutting-edge
Direct
Choice
Flourish
Needs
Your home

This is not an exhaustive list of words. Our tone and messaging will shift and adapt as we continue to build our brand.



Logo

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Primary logo

Usage requirements

The Oakwood logo is composed of the chevron mark and a logotype set in Gotham Black. This is the primary logo and should be used in most instances. Always use the logo files provided and do not re-create it.

Clear space:

Use the "o" in the logo as a guide to establish a clear area around it. This space must remain free of any visual interference, whether from underlying or adjacent photographs, graphic elements, or other logos. When placing the logo over an image, ensure it is easily legible and that the designated clear space is maintained.

Tagline:

The Oakwood logo with the "A Clayton Company" tagline should only be used when scale and background allows readability (1 inch minimum width). If readability is affected, please use the primary logo without the tag.



With tagline



Without tagline

Minimum size requirements

72 pixels or 1 inch wide, print + digital



The minimum size requirements of our primary and secondary logos is 72px wide, or 1 inch wide. Anything smaller will impact legibility and readability.

Secondary logo

Usage requirements

The secondary Oakwood logo is composed of the chevron mark and a logotype set in Gotham Black and Bold. This is the secondary logo and should be used in instances where Oakwood may not be known as a homebuilder or if we need to make it very clear that we are a homebuilder. For example, if we are a sponsor for a local organization, the St. Jude Dream Home, in a non-real estate business related ad, etc.. Always use the logo files provided and do not re-create it.

Clear space:

Maintain the same clear space and tagline expectations outlined in the Primary Logo section.

Tagline:

This logo intentionally does not include the "A Clayton Company" tagline. Please do not add the tagline to the secondary version.



Minimum size requirements

72 pixels or 1 inch wide, print + digital



The minimum size requirements of our primary and secondary logos is 72px wide, or 1 inch wide. Anything smaller will impact legibility and readability.

Logo color usage ✓

Full-color logo

The full-color Oakwood logos should only be placed on white or light gray backgrounds for optimal visibility and brand consistency.

Avoid placing full-color logos on photographs unless they can be positioned on a white or light-colored area of the image.

Adhering to these guidelines ensures brand integrity and avoids unnecessary corrections or additional costs. If you require a specialty design or have unique needs, please consult the Marketing Team for assistance.



Logo color usage ✓

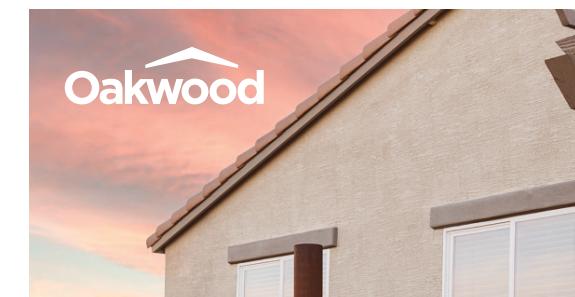
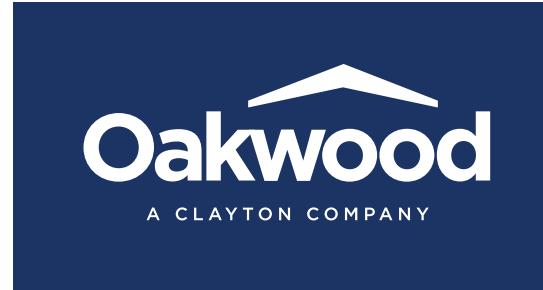
One-color logo

The one-color versions of the Oakwood logo should be the Oakwood blue color or reversed.

Do not use an all Oakwood green version of the Oakwood logo.

Avoid placing full-color logos on photographs unless they can be positioned on a white or light-colored area of the image.

Adhering to these guidelines ensures brand integrity and avoids unnecessary corrections or additional costs. If you require a specialty design or have unique needs, please consult the Marketing Team for assistance.



Logo misuse

Please. Don't do this.

Any colors outside of the Oakwood blue, Oakwood green, white, gray, and tones are not brand approved and not allowed to be used. Please refer to Primary Logo, Secondary Logo, and Color Usage for appropriate logo use.

Adhering to these guidelines ensures brand integrity and avoids unnecessary corrections or additional costs. If you require a specialty design or have unique needs, please consult the Marketing Team for assistance.



Logo misuse

Do not change the position of logo elements



Do not use the chevron by itself, ever



Do not remove the chevron from the logo



Do not shuffle the colors of the logo around



Do not use a non-approved brand color



Do not distort the logo



Do not redesign the logo with a new typeface (font).



Do not crop the logo



Do not resize the "A Clayton Company" tagline



Do not use drop shadows or add any other effects



Do not outline the logo



Do not rotate any part of the logo



Do not change the transparency of the logo



Do not add anything to the logo



We're here to help. Email SupportMarketing@OakwoodHomesCo.com if you need assistance or have questions on proper logo usage.

Co-branded logos

Co-branded logo usage

The partnership logo lockup is used when Oakwood collaborates with another business or entity.

In these lockups, the Oakwood logo is positioned to the right or below the partner logo, maintaining visual harmony and balance.

We apply and accommodate both the Oakwood logo and the partner logo clear space, ensuring neither logo is overshadowed. Both logos must have equal prominence and visual weight.

All co-branded logo lockups must be created by the Graphic Design team within the Marketing team.

Horizontal logo lock-up



Stacked logo lock-up



Lock-up examples without clear space guides:





Color

OPENING DOORS TO OUR NEXT CHAPTER

Color palette

Core colors

Our primary colors include Oakwood Blue and Clayton Green, now adopted as the new Oakwood Green.

Oakwood Blue and Gray are typically used for smaller body text, while Oakwood Blue can also be applied to larger text. Oakwood Green is best suited for headlines or prominent text.

Our secondary colors include Sage (new!), Cool Gray, Platinum, and White.

Primary colors, Sage, and Cool Gray can be used in tints ranging from 10% to 100%. These tints allow for added dimension and subtle variety in graphic elements, as shown in the approved values.

These colors apply for print use and web use.

Do not introduce new colors to our brand color palette.

Primary colors

Oakwood Blue

PMS: 534 C

Hex: 1A3464

CMYK: 100-86-31-25

RGB: 26-52-100

Oakwood Green

PMS: 375 C

Hex: 97D700

CMYK: 46-0-90-0

RGB: 151-215-0

Secondary colors

Sage

PMS: 557 C

Hex: 85B09A

CMYK: 51-17-44-0

RGB: 133-176-154

Cool Gray

PMS: Cool Gray 9 C

Hex: 76777B

CMYK: 0-0-0-66

RGB: 118-119-123

Platinum

Hex: F6F6F6

CMYK: 2-2-2-0

RGB: 247-245-244

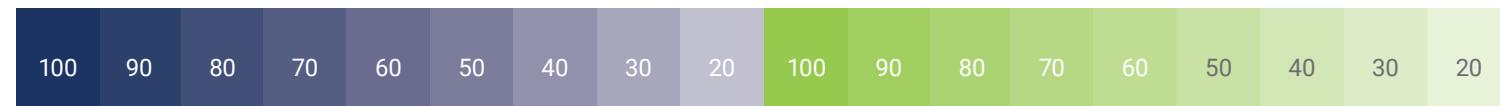
White

Hex: FFFFFF

CMYK: 0-0-0-0

RGB: 255-255-255

Tints



Oakwood Blue

Oakwood Green



Sage

Cool Gray



typography

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Typography

Brand fonts

Gotham is our primary brand font, celebrated for its versatility and modern appeal. With its clean lines and geometric precision, this sans-serif typeface delivers a timeless design that provides clarity and professionalism. It is ideal for a wide range of applications, from bold, impactful headlines to smaller, concise phrases and short sentences.

Roboto is our secondary brand font, combining clean design with excellent readability for body copy. Roboto Condensed can be used for body copy and in signage applications.

Helvetica is our designated font for use within HubSpot. It is a classic sans-serif font known for its clean, neutral, and highly readable design, offering timeless versatility.

Gotham

Primary

Book
Medium
Bold
Black

Bold, impactful
headlines

Roboto

Secondary

Regular
Medium
Bold
Black

Body copy

Roboto Condensed

Secondary Alternative

Light
Regular
Bold

Body copy,
signage

Helvetica

HubSpot use only

Regular
Bold



Brand in use

OPENING DOORS TO OUR NEXT CHAPTER

Business cards

Two variations

New Home Counselor business cards include a professional headshot and a QR code that directs to their personalized registration landing page.

Team Member business cards feature essential contact information but do not include a headshot or QR code.

To order business cards, please reach out to your market's Marketing team, who will coordinate the request with Support Marketing.



New Home Counselor business card



Team Member business card

Signage

New signage

Our new signage features a clean white background, offering a fresh, modern, and polished look. This design choice enhances contrast, ensuring your message is clear and highly readable.

The exception applies to signage placed on houses under construction. Since our house wraps are also white, we'll use a blue or colored background for these banners, creating bold color contrast that stands out beautifully against the backdrop of the home.



Blue and colored background allowed
only for banners placed on homes.

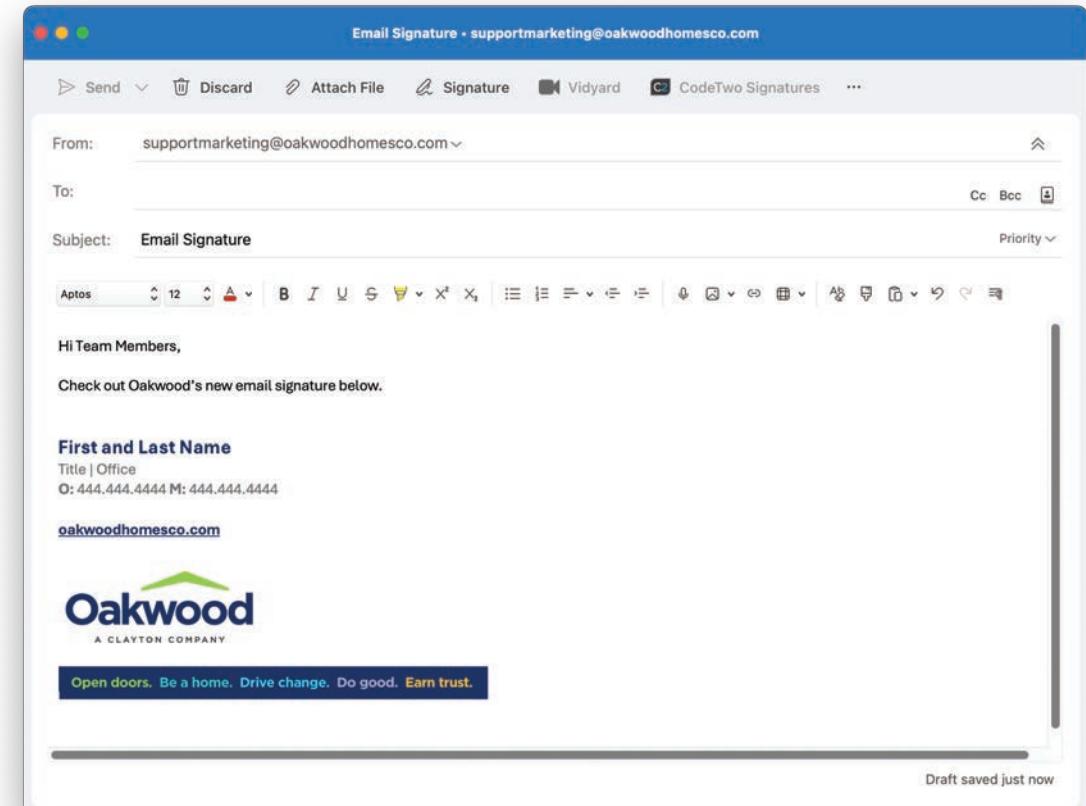
Company email signatures

New email signatures

Our new email signature format includes the following: name, title, office location, office number and/or mobile number, website, our updated logo, and our core values.

Please do not add links, modify, or adjust your email signature.
Maintaining brand compliance across all email communications is essential.

If any changes are made, email signatures will automatically reset to the approved template on a monthly basis to ensure consistency.





Photography

OPENING DOORS TO OUR NEXT CHAPTER

Home photography

Exterior and interior

Our exterior home photography should highlight the curb appeal of our homes. Select images that feature well-maintained landscaping and are free from any clutter or distractions.

For interior photography, ensure the spaces are professionally staged. Opt for images that are naturally lit and effectively showcase the home's floor plan, spaciousness, standout features, and overall livability.



Lifestyle photography

Lifestyle photography

We have a curated collection of lifestyle photography featuring images captured in our Oakwood model homes. These photos beautifully showcase how our homes look when lived in by our customers, offering an authentic and inviting perspective.

If our lifestyle photography doesn't meet your specific needs, Marketing can provide a suitable stock photo to complement your project.

To access our lifestyle photography catalog, request a stock photo, or inquire about scheduling a lifestyle photoshoot with the Clayton Photo Team, please contact the Marketing Team via email.

Email:
SupportMarketing@OakwoodHomesCo.com



Company headshots

Headshot standards

Ensure that all team members and photographers are informed of these standards and expectations prior to any scheduled photoshoots.

When selecting gray backdrops, please adhere to the approved color range shown. The lighter backdrop featured in the first image is our preferred choice.

If headshots do not meet brand standards, the Marketing Team will adjust the backgrounds to align with the preferred lighter tone, ensuring consistency across the company.

Attire recommendations

Please wear business professional attire:

- Men: Button up shirts, suit jacket and tie (if preferred)
- Women: Blouse, button up shirts, blazers
- Colors & Patterns: Neutral color palette, solid colors and simple or no patterns

Photographer expectations

Photo Specifications:

- 300 dpi / RGB Color Mode / JPG
- Portrait format / 4:5 Ratio / 4,000px by 5,000px
- Light gray backdrop
- Leave a minimum of 5 inches of white space above the head

Approved headshot examples:



Light gray backdrop
is preferred



Thank you.

Thank you for following these guidelines to uphold and respect Oakwood's brand integrity.

For more information or if you have questions about the Oakwood brand, please contact:

Lydia McWherter, Director of Brand + Creative:

LMcWherter@OakwoodHomesCo.com / SupportMarketing@OakwoodHomesCo.com