

HUDSON

CONSTRUCTION GROUP

BRAND BOOK

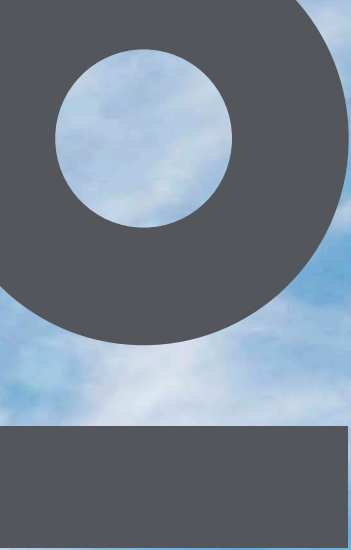


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Quality In. Quality Out.



Overview





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About

Hudson is a high-quality residential builder dedicated to exceeding our clients' expectations with dream-worthy custom homes. Through first-class customer service, cutting-edge innovation and uncompromising quality, we've established ourselves as a leader in the high-end building market.





The Hudson



01. QUALITY IN. QUALITY OUT.

From start to finish, you'll see quality everywhere. In your experience, in your Hudson team members and in your new home.

02. A HANDSHAKE.

Remember when a handshake meant something? Well, it still does. Integrity means as much to us as your satisfaction, so we cut no corners to ensure a lifetime partnership.

03. LET'S TALK. A LOT.

We are here for you, and you will hear from us. Sounds like a simple thing, but if you've ever dealt with other builders or contractors, you know it can get frustrating fast. Give us a shout anytime. We'll be here.

04. WE VALUE YOUR TIME.

You've got a life, and we want you to live it. We'll work with your schedule and your needs. We are on the job 24/7, but that doesn't mean you have to be.

05. MONEY MATTERS.

Our team watches your bottom line. We'll approach your budget with transparency and care. Simply put, we go the extra mile to ensure you're getting the most from your investment.

06. OUTSIDE THE BOX.

We're innovative in the way we build houses and in the way we operate day to day. This keeps us one step ahead and always ready to go beyond your expectations.

07. LOVE WHAT WE DO.

We love what we do. We can't stress that enough. You'll see it in your team, you'll see it in your home. And we are confident you'll love what we do too.

08. RESPECT.

You're trusting us with one of the most important decisions of your life, and we don't take it lightly. You're always our top priority.

09. EXCEED YOUR NEEDS.

We'll stop at nothing to achieve your goals. We're with you through it all, so relax and enjoy—you are building a new home after all.

10. ONE TEAM, YOUR DREAM.

We'll build a dedicated team tailored to your needs and your project. We'll handle everything and won't stop until your dream home becomes a reality.



Outside the Box.



What's standard to us is innovation to others.







Mission Statement

Building the highest quality homes while providing our clients with an experience that exceeds expectations.

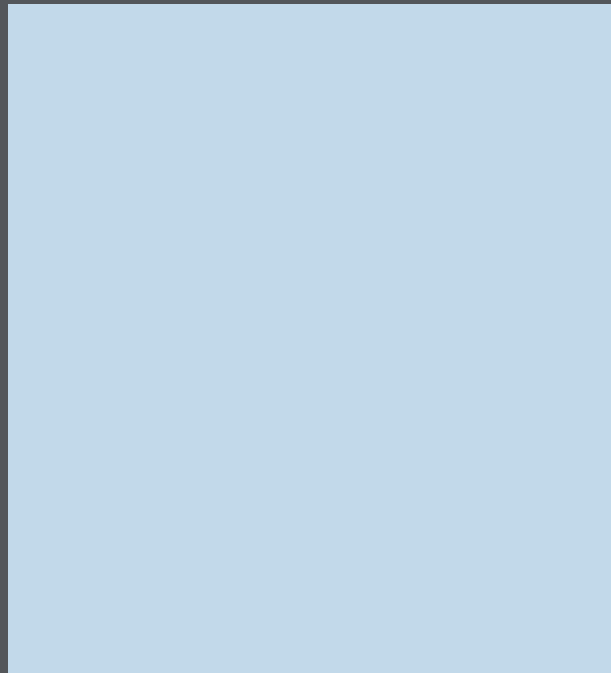
Brand Promise

We Make Your Dream Home a Reality.

Elevator Pitch

Hudson is a high-quality residential builder dedicated to providing first-class customer service and uncompromising quality in everything we do. From pre-construction to post-completion, our team of professionals executes at the highest level. Let us partner with you to make your dream home a reality.

Visual Guidelines





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Logo

A logo is the central visual cue used to identify a brand. It's the symbol of a company's personality. Everywhere the logo shows up, it must act and behave the same way, so consumers recognize us and can trust that the relationship they are building with our brand is sound and secure.

Hudson Logotype – Stacked

The Hudson logo is the heart and soul of our company. It's our biggest asset and must constantly be given protection and prominence.



Hudson Logotype – Stacked | 2-Color

The Hudson stacked 2-color logo is a secondary logo application that should be used only when introducing the Hudson 10. This logo connects the Hudson brand to their core values.



Hudson Logotype – Single

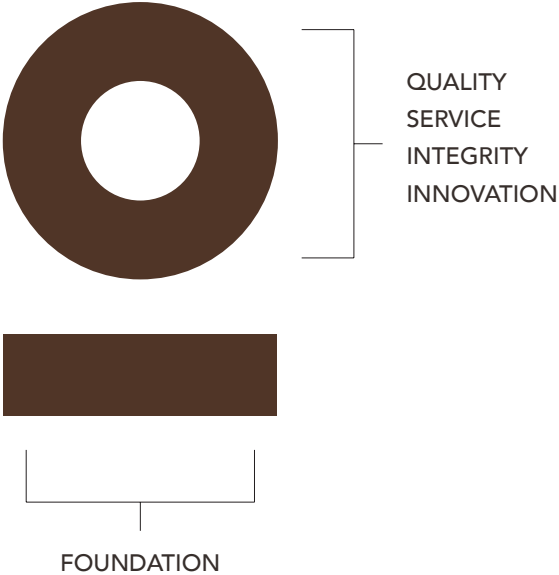
The Hudson single logotype is used exclusively on logo apparel and promotional items.

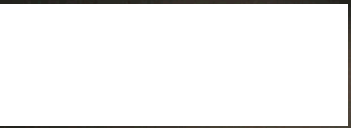
H U D S O N

Hudson 10 Logomark

In addition to representing our key differentiators, the “Hudson 10” symbol also represents the strong foundation upon which we build our core values. The balance created by these elements symbolizes the cohesion and stability Hudson brings to the construction process, while also satisfying our forward-thinking and innovative approach.

The Hudson 10 logomark can be used as a design element in Hudson marketing and advertising collateral.





Love What We Do.



Color Usage

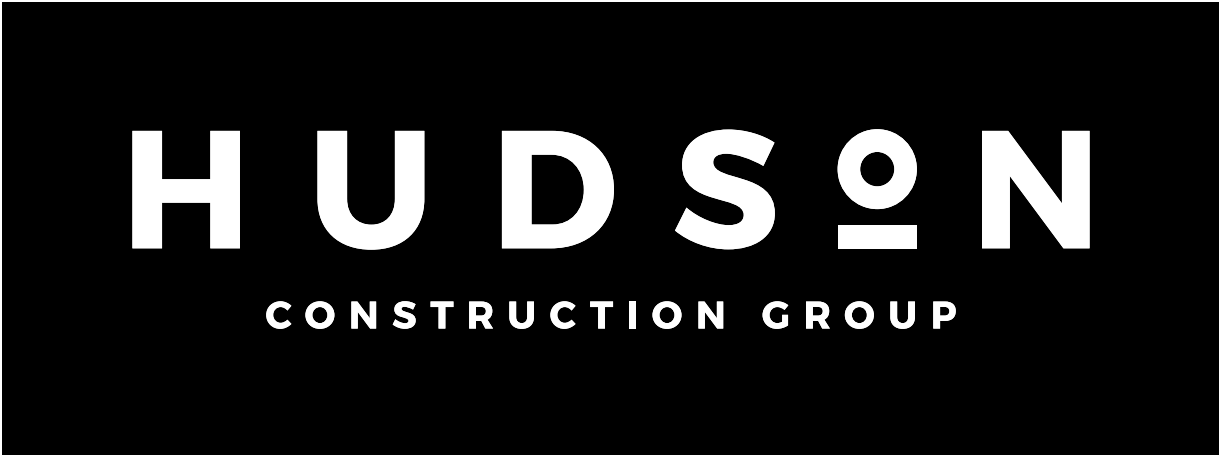
The Hudson Logotype, in almost all instances except the 2-color Logotype, should only be used in the Hudson Primary Brown, Pantone 476 C. When the logotype is used on a darker background, it should be used in positive reverse. Never use the brown Hudson logo on a color-filled background.

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When black and white printing is necessary, please follow these guidelines for all logo lockups.

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Isolation Zone

The Hudson logotype should be surrounded by ample space. Please use minimum measurement of clear space around the logotype based on the "o" in the logo.



Size and Placement

The Hudson logo is always positioned in the bottom center of print materials and must be surrounded by ample space. Following this rule will ensure complete compliance with all Hudson guidelines for the mandatory space restrictions around the logo.

Always ensure that all key elements fall within final trim and live areas when creating print material. If this is not the case when guidelines are followed, please adjust artwork to fit.



Minimum logo width is 1.25" wide. The logo must never be used any smaller than the minimum size.



RWE

REESE



Logo Display

The logotype, as used in the Logo section of this brand book, is the only correct way to use the Hudson logo. Please do not do any of the following to the logo:



Don't move anything



Don't stretch the logo in any direction



No gradiation



No outlines



Absolutely no shadows



Do not change color of lettermark outside of Neutral Black C or white

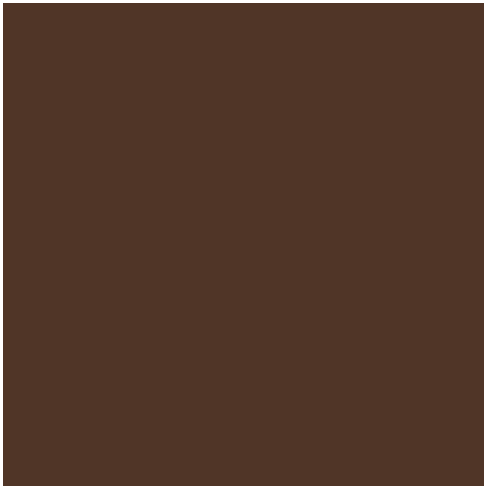


Never rotate

The Hudson Brand Colors

When we use color, we aim for maximum emotional impact with a touch of modernity and sophistication. The Hudson color palette has been carefully crafted to create a functionally appealing design.

Primary Colors

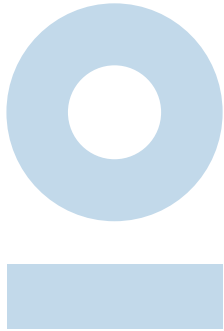


Pantone 476 C
C48 | M67 | Y75 | K55
R80 | G54 | B41
#503629



Pantone 440 C
C63 | M66 | Y65 | K62
R55 | G46 | B44
#372E2C

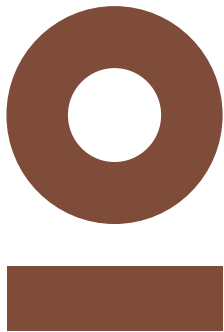
Secondary Colors



Pantone 545 C
C21 | M7 | Y4 | K0
R197 | G217 | B231
#C5D9E7



Pantone 428 C
C24 | M17 | Y16 | K0
R193 | G197 | B200
#C1C5C8



Pantone 4705 C
C36 | M69 | Y75 | K31
R128 | G76 | B59
#804C3B



Pantone 408 C
C42 | M41 | Y42 | K4
R151 | G139 | B135
#978B87



Pantone 7562 C
C26 | M37 | Y72 | K2
R189 | G154 | B95
#BD9A5F



Pantone Cool Gray 11 C
C66 | M57 | Y51 | K29
R84 | G86 | B90
#54565A

Typography

Typography creates a layer of information over text, giving it a feeling and purpose beyond the meaning of the words themselves. Simple, consistent typography improves the clarity of messaging and the integrity of the Hudson brand.

Typefaces

All visual communication for Hudson will be set in the following typefaces:

Trueno Regular, Trueno Light, and Avenir.

Typographic Hierarchy

Please adhere to the following guidelines for all Hudson marketing when possible.

Instances may arise when a different font size is required. When this happens, please keep the headline font size exactly 10 pts higher than subhead.

Headline, 35 pt

Subhead, 25 pt

Body Copy, 12 pt

Trueno Regular

Trueno Light

Avenir Light





Respect.



Photography

Photography is crucial to the way we communicate. Through a richness of color, texture, and composition, we can entice and inspire viewers to learn more about us and what we offer. When photographing for Hudson, keep these guidelines in mind.

- Be sure your photos are clear and sharp.
- Do not over saturate.
- Do not over filter.
- Double check photos before you break down a scene to make sure you have that perfect shot.
- Make sure that your photo is showing off what you are highlighting.
- Make sure your product is in focus.
- Watch for shadows or odd lighting.
- Try to incorporate “spacial white space” in several images for logo placement purposes. (See photo below for example).



Logo Usage on Photography

As a general rule, only use the Hudson logo in the approved logo colors when placed over photography. The Hudson logo should be very clear and visible when placed on photography, therefore, please avoid placing it on busy backgrounds and patterns.



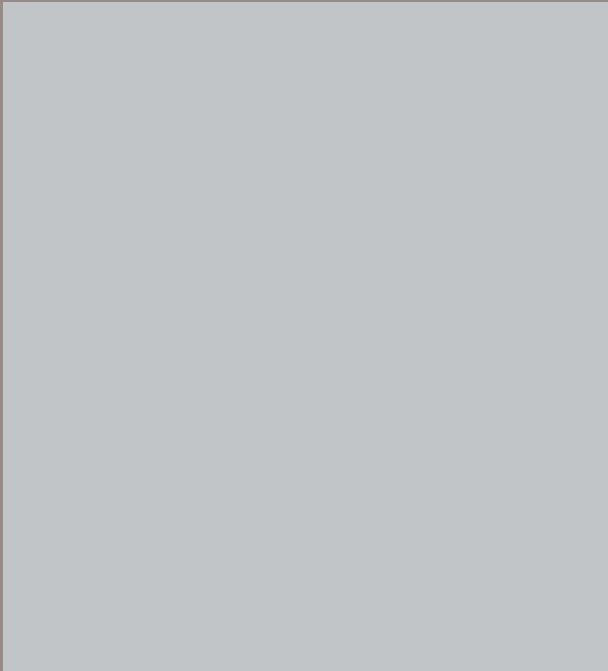
YES



NO

Use best judgment when determining use between the primary Hudson logo and the white Hudson logo.

Communication Guidelines





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Language

At Hudson, we embody sophisticated language that's both effortless and professional.

Readability

We favor concise and clearly written copy that gets the message across while remaining conversational. Go for a mix of varying sentence lengths to create intrigue and engage the audience.

Style

In general, the style of writing that Hudson embodies is trustworthy and cultured. Use language that is both approachable and refined.

Tone of Voice

Tone of voice is simply the manner in which a brand talks to its audience. Using a consistent tone of voice helps to create a unified style. This builds trust and loyalty and helps create a deeper connection with our audience.

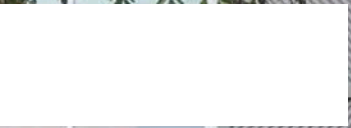
Hudson's voice is sophisticated, confident, and trustworthy.





Exceed Your Needs.





4233

Hudson Is:

**Trustworthy
Confident
Talented**

Hudson Is Not:

**Old-Fashioned
Quirky
Mysterious**



Outside the Box.



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