Brand style guide

canibuild
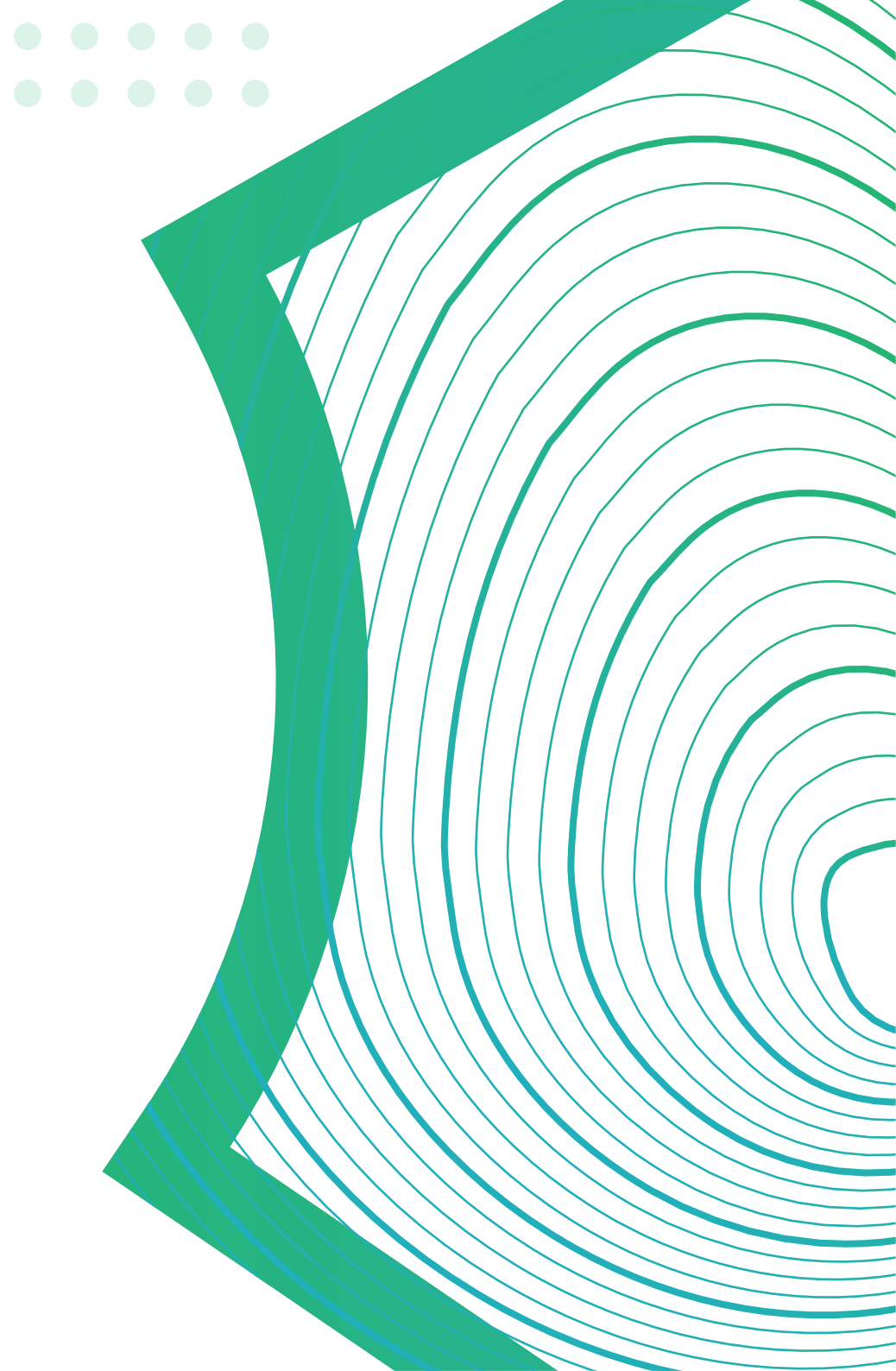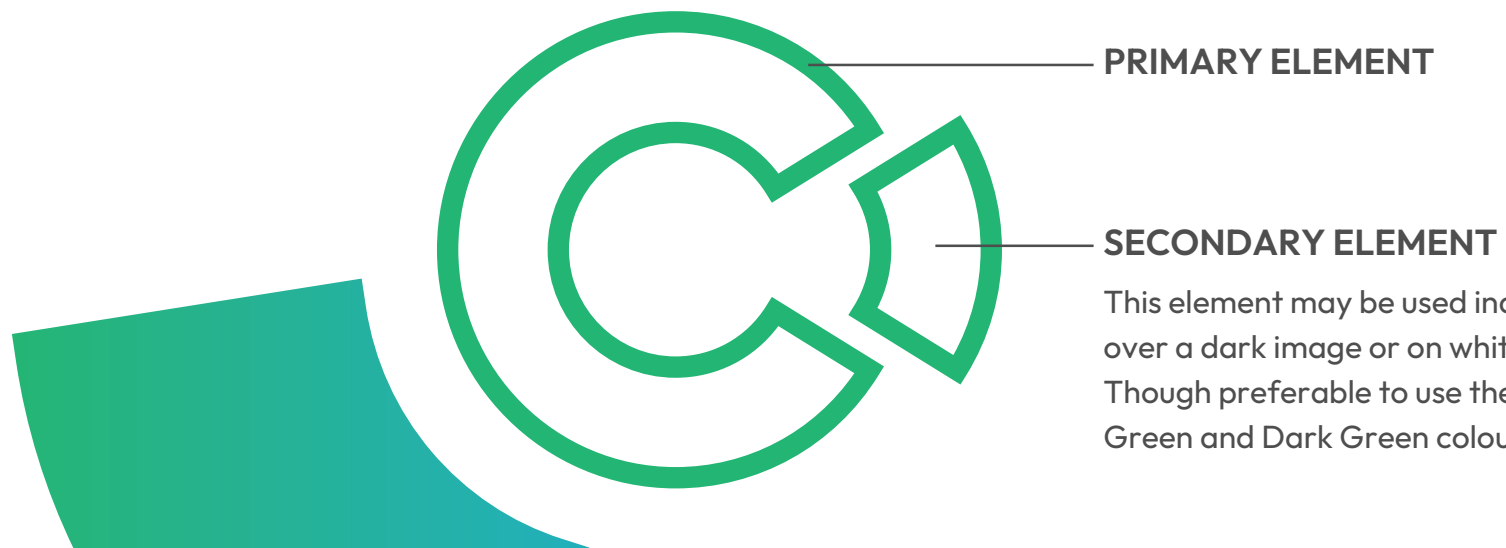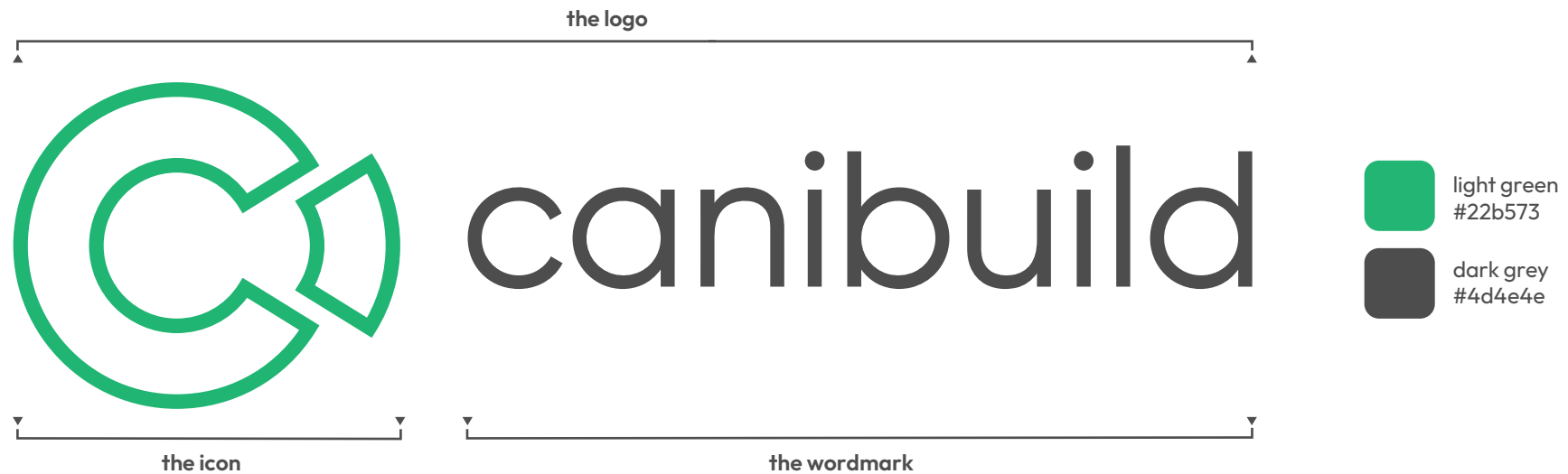
Logo

Our Logo is the combination of a simple and modern Wordmark with the **C** Icon. We are very proud of our Logo, and would appreciate it if you could follow these guides to ensure it always looks its best.

the logo

the icon

the wordmark

canibuild

light green
#22b573

dark grey
#4d4e4e

PRIMARY ELEMENT

SECONDARY ELEMENT

This element may be used independently over a dark image or on white background. Though preferable to use the main Light Green and Dark Green colours.

Logo exclusion zone

The Exclusion Zone ensures the legibility and impact of the Logo by isolating it from competing visual elements such as text and supporting graphics.

This zone should be considered as the absolute minimum safe distance, in most cases the Logo should be given even more room to breath.

The exclusion zone is equal to half the height of the Icon (marked as Å~ in the diagram).
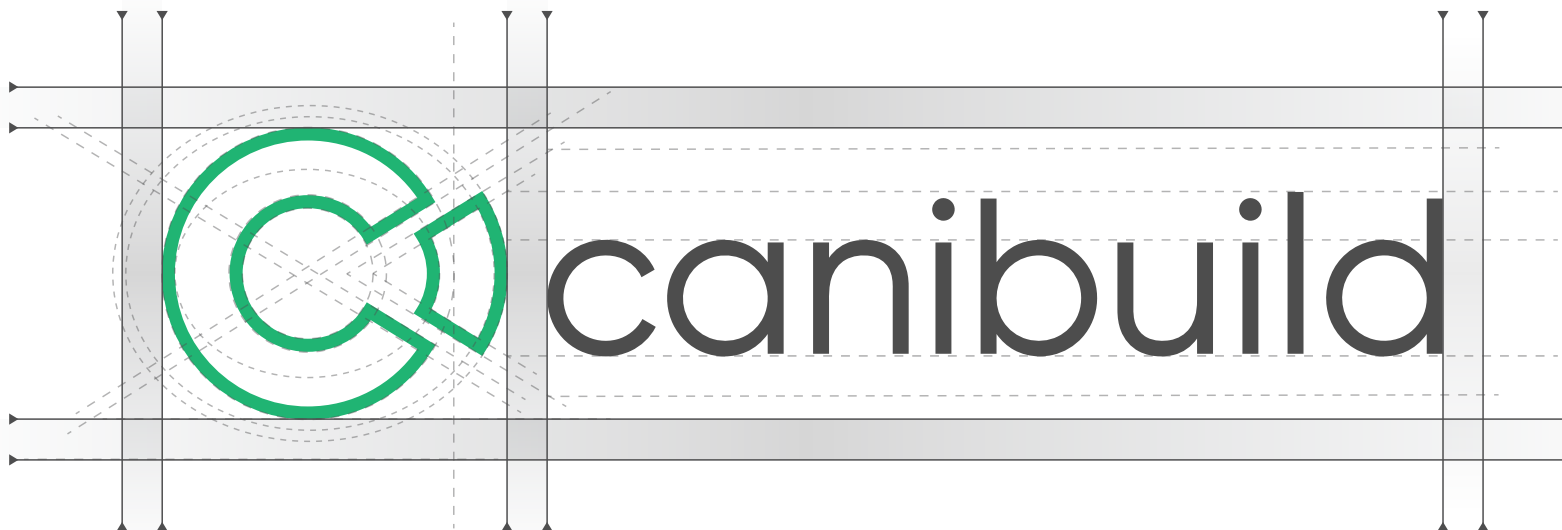
Logo usage

It is important that the appearance of the Logo remains consistent. The Logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the Logo in any way. Its orientation, colour and composition should remain as indicated in this document — there are no exceptions.

To illustrate this point, some of the more likely mistakes are shown on this page.

Logo shouldn't be next to canibuild text.

NO

Primary element of the logo shouldn't be filled.

NO

Logo shouldnt be next to canibuild text.

NO

There should be no space between canibuild text.

NO

Logo and the text should be inline.

NO

canibuild text should be in all lower case.

NO

Minimum sizes

Establishing a minimum size ensures that the impact and legibility of the Logo is not compromised in application. Due to the higher resolution available in print vs that of screen based media (300dpi vs 72dpi respectively), we are able to reproduce the Logo at a fractionally smaller size in print without any graphic deterioration.

Digital

To ensure legibility and impact,the canibuild Logo should never be reproduced smaller than **70px** in any digital communication.

canibuild

70 px
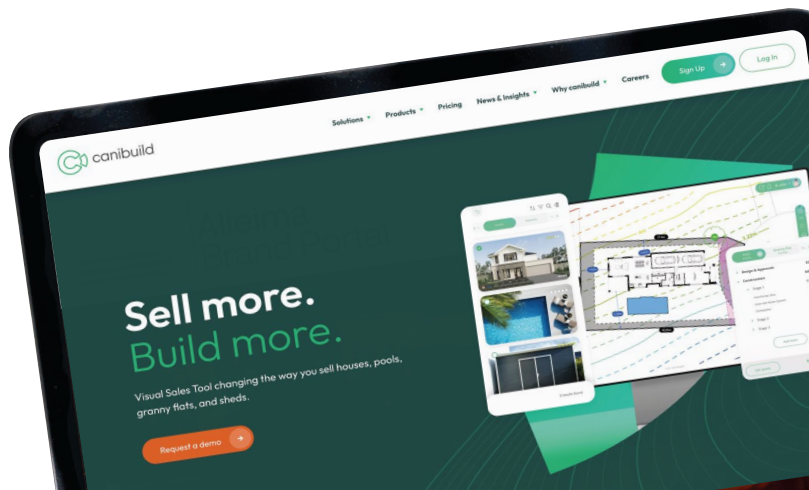
Print

To ensure legibility and impact,the canibuild Logo should never be reproduced smaller than **20px** in any print communication.

canibuild

20 px

Tone of voice

canibuild tone of voice is positive, casual and most importantly, relatable.

We are builders that know tech, and not the other way around. We have walked a mile in our clients shoes, canibuild was created to fix the pain points of the construction industry.
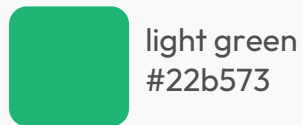
POSITIVE
POSITIVE
POSITIVE
POSITIVE
POSITIVE

CASUAL
CASUAL
CASUAL
CASUAL
CASUAL

RELATABLE
RELATABLE
RELATABLE
RELATABLE
RELATABLE

canibuild

Colour Palette

canibuild

We retain our Green as a core focus of our palette but utilise bold colours from our app UX to allow us to create brand comms that will make us stand out from crowd.

light green
#22b573

dark green
#224946

White
#ffffff

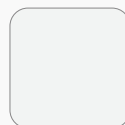high-viz orange
#f15d22

gradient
light green to light blue
#22b573   #1dbobc

light blue
#1dbobc

high-viz yellow
#ffdf31

black
#000000

cool grey
#eff0ef

mid grey
#a9abac

dark grey
#4d4e4e

Typography

canibuild

Taking inspiration from our wordmark to choose a Google Font that will allow consistency across print and digital media.

For regulars...

For bold headings...

Primary Font
OUTFIT

AaBbCc	Light
AaBbCc	Regular

AaBbCc	Medium
AaBbCc	**Semi Bold**
AaBbCc	**Bold**

Secondary Font
CENTURY GOTHIC

AaBbCc	Regular

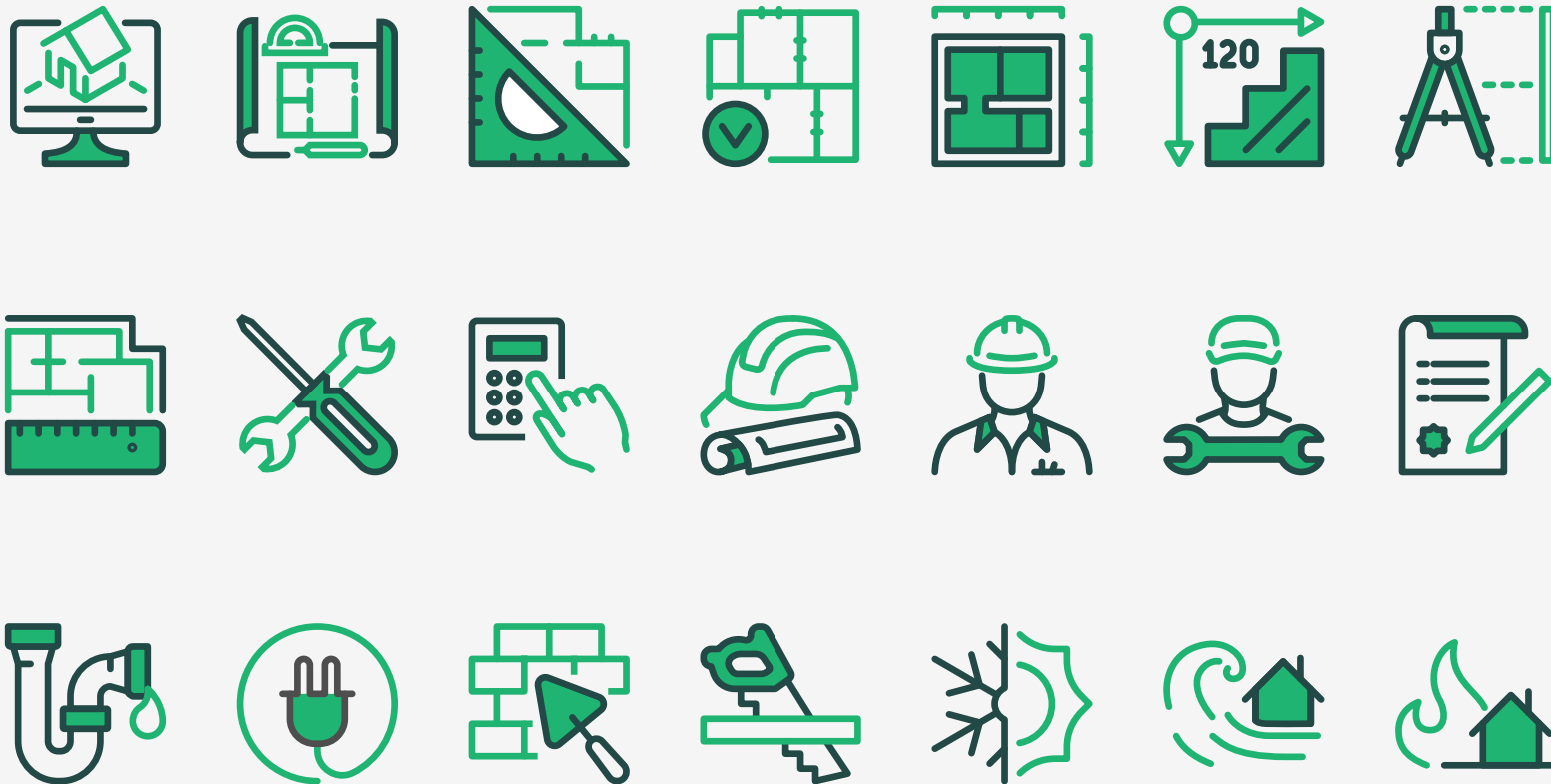|	
AaBbCc	**Bold**

Corporate Identity

canibuild corporate Identity is comprised of the following:

Business Cards, Journals, Letterheads and Stationary.

Icon set

Having a consistent approach to iconography is critical to visual appeal online and in brand communications.

Imagery

It's imperative that our audiences are reflected in our marketing material. Therefore, all visual content in canibuild's marketing should exclusively portray residential construction, while the depiction of commercial construction is strictly forbidden.
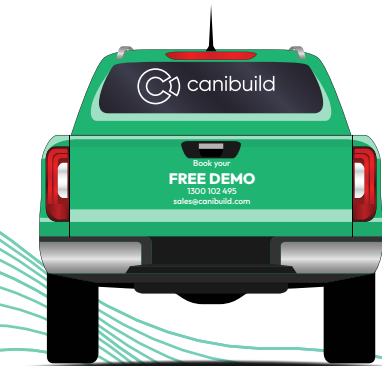
Accepted Imagery
Residential Images

Unaccepted Imagery
Commercial Images

Vehicle wraps

canibuild

Granny Flats | Sheds | Spas | Pools

canibuild
Sell more. Build more.

canibuild
Sell more. Build more.

Houses | Pools | Granny Flats | Sheds
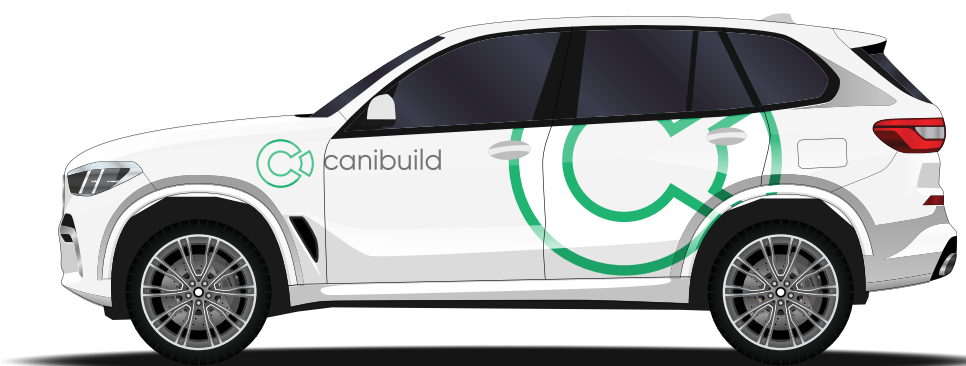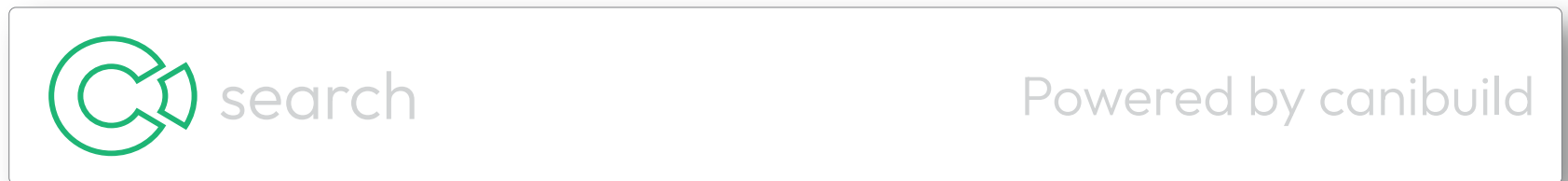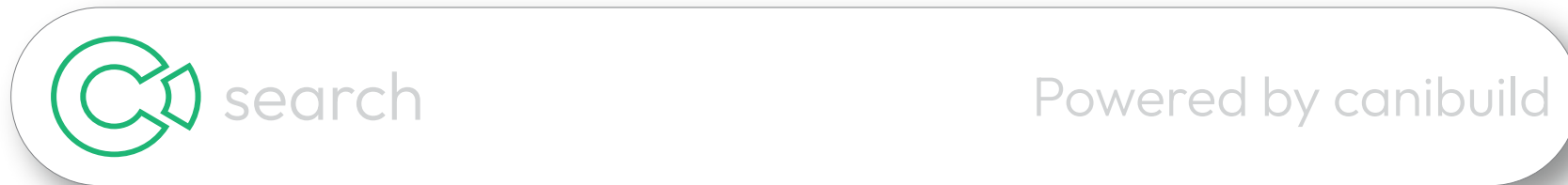
Taking inspiration from our wordmark to choose a Google Font that will allow consistency across print and digital media.

canibuild

Book your
FREE DEMO
1300 102 495
sales@canibuild.com

canibuild

canibuild

Hero Image

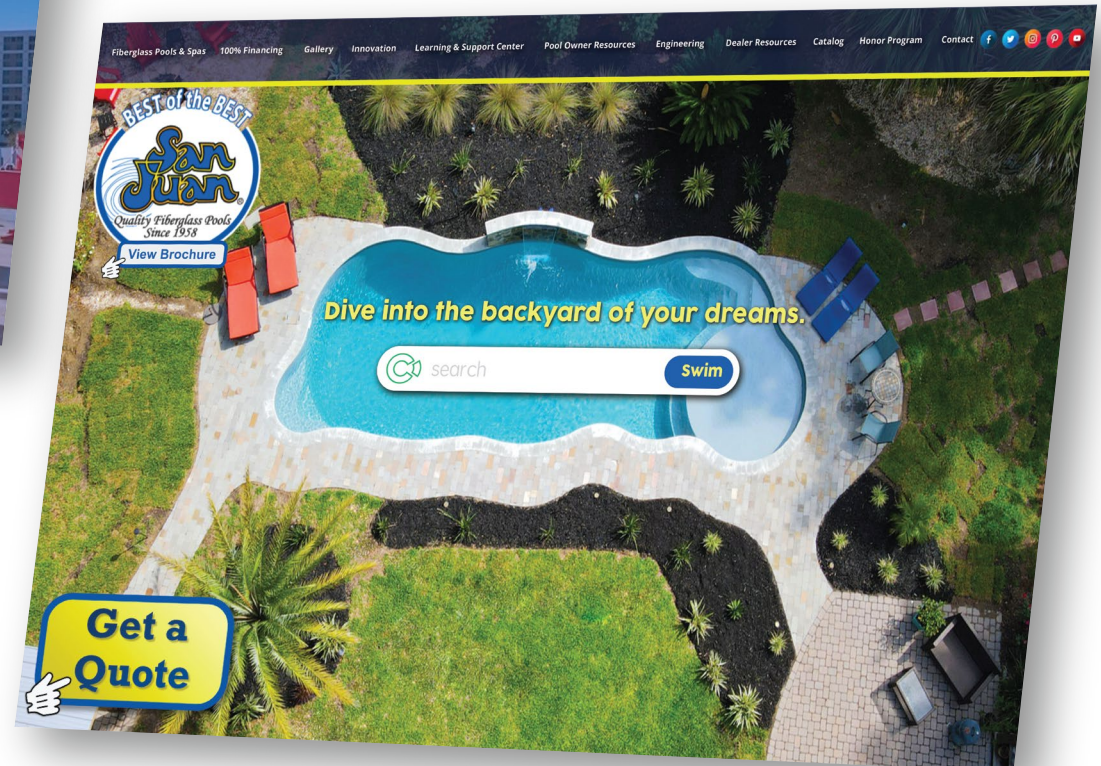We aim to optimize engagement and achieve the highest possible conversion rate. Strategically positioning the canibuild search bar on your home page, above the fold, on top of the hero image, ensuring easy navigation to the Leadconverter tool and enhance its visibility and accessibility.

search   Powered by canibuild

search   Powered by canibuild

Hero Image Mock ups

BOXABL

CASITA   SEE IT   JOBS   ORDER   CONTACT   MORE   VIDEO UPDATE   INVEST NOW

Boxabl on your land

See it, love it, live it !

A building system that can build almost anything

search   Build

Fiberglass Pools & Spas   100% Financing   Gallery   Innovation   Learning & Support Center   Pool Owner Resources   Engineering   Dealer Resources   Catalog   Honor Program   Contact

BEST of the BEST
San Juan
Quality Fiberglass Pools Since 1958
View Brochure

Dive into the backyard of your dreams.

search   Swim

Get a Quote
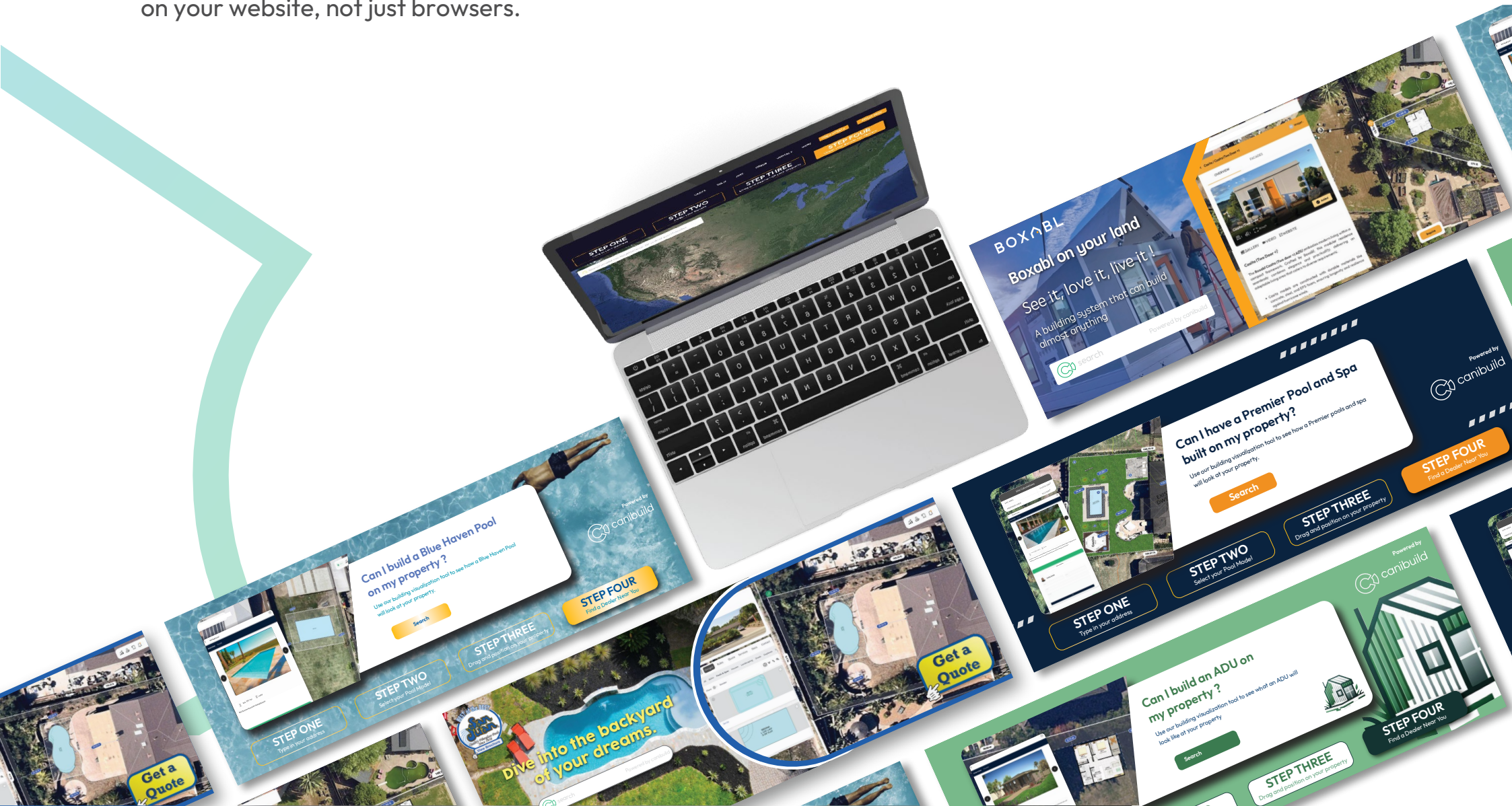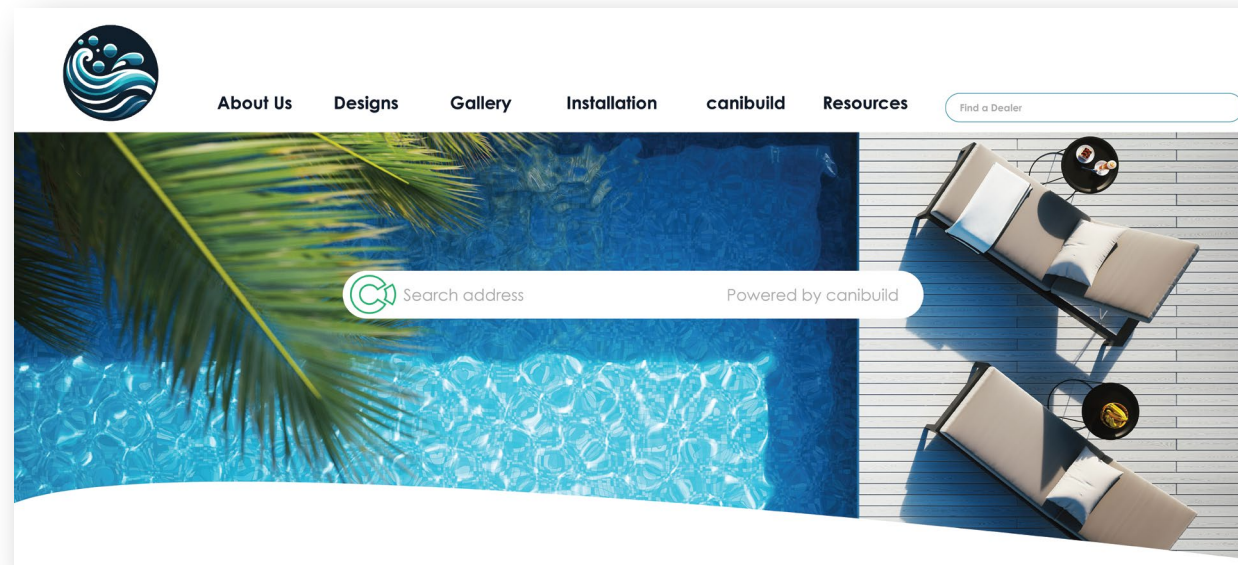
CTA Banner Graphic

Driving traffic throughout your website to the canibuild Leadconverter is pivotal to convert your traffic into leads. Inserting CTA banner graphics throughout your website, will guide your visitors to become active participants on your website, not just browsers.
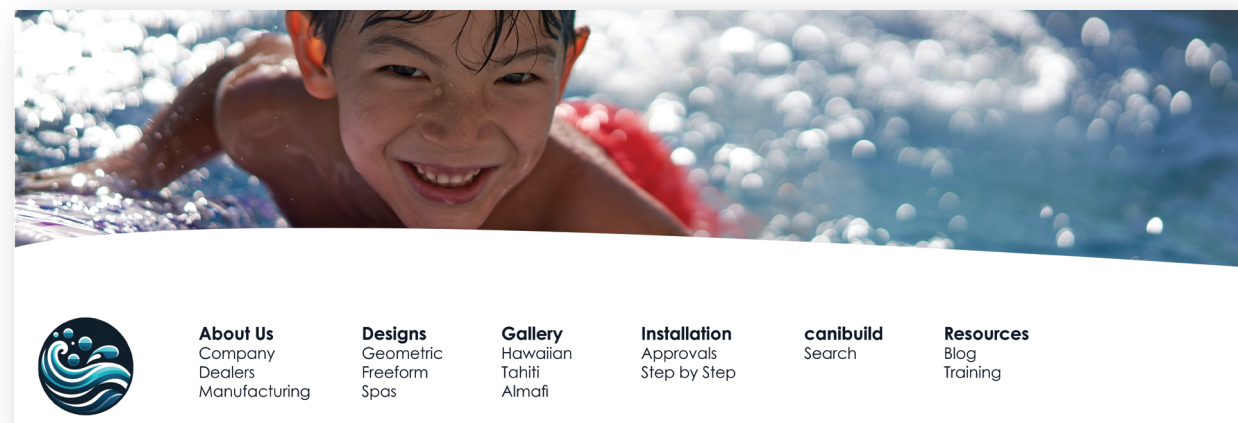
Menu

For easy navigation for your users adding "canibuild" to both your header and footer menus ensures your traffic can easily jump to the canibuild Leadconverter.

HEADER :

About Us   Designs   Gallery   Installation   canibuild   Resources   Find a Dealer

Search address   Powered by canibuild

FOOTER :

About Us	Designs	Gallery	Installation	canibuild	Resources
Company	Geometric	Hawaiian	Approvals	Search	Blog
Dealers	Freeform	Tahiti	Step by Step		Training
Manufacturing	Spas	Almafi			

Domain

When creating your new webpage, it's required that your URL structure follows the following format.

www.companydomain.com/canibuild/