



# HOUSECRAFT

**PRESENTATION PORTFOLIO**

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# Overview

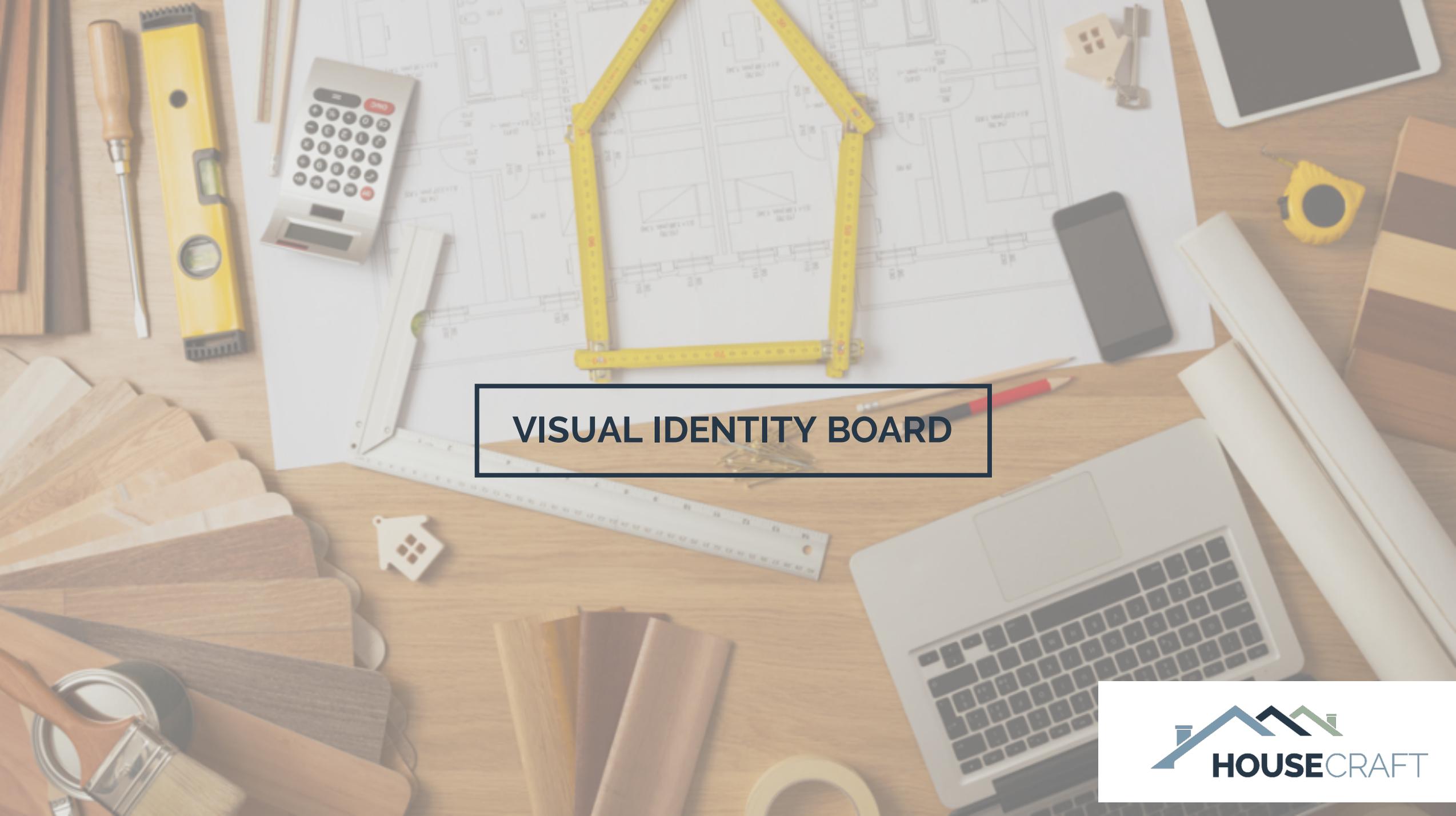
## **CRAFT YOUR LEGACY**

HouseCraft promotes legacy—legacy that is important and relies to their customers. *HouseCraft*, an home remodeling agency located and serve around Cincinnati Ohio area, has promoted our design firm to build a new brand identity regarding the products and services HouseCraft has to offer. The rebrand will include designs that appear simple, clean, and accessible which would appeal to younger families that recent bought a home that needs remodeled or families that have middle class incomes.

This portfolio will introduce the new brand identity via logo construction, typography elements, color schemes, and new UX/UI interfaces that will promote its web presence.

The overall scope is to inform or engage younger middle class families of the low cost and ease-of-use regarding to home remodeling.





**VISUAL IDENTITY BOARD**



# Visual Identity

## Typography

### TYPEFACES

Raleway 36px

Lato 36px

**Knockout 36px**

### HEADERS WITH LATO TYPEFACE

**H1. Heading** Secondary Text

H2. Heading Secondary Text

H1. Heading Secondary Text

### HEADERS WITH RALEWAY TYPEFACE

**H1. Heading** Secondary Text

H2. Heading Secondary Text

H3. Heading Secondary Text

### TYPEFACES

HouseCraft wanted a Sans Serif typeface that had a strong appeal and feel regarding to the brand's typography selection. The font faces regarding Raleway, Lato, and Knockout were the strongest choices.

### TYPOGRAPHY

Strong headlines and accessible sub headings set in the Lato and Raleway typefaces are designed to grab visual attention and will be main element of the HouseCraft brand.





# Visual Identity

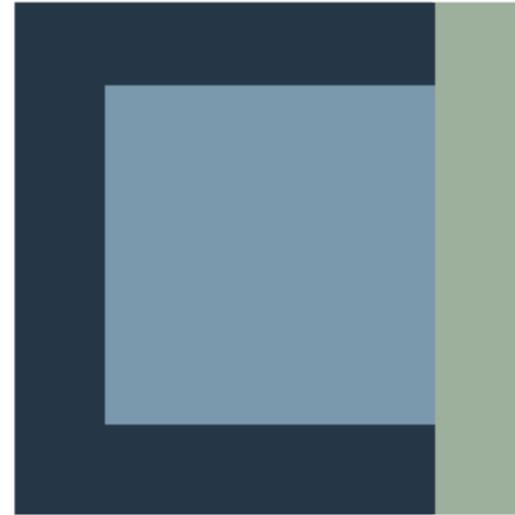
## Colors



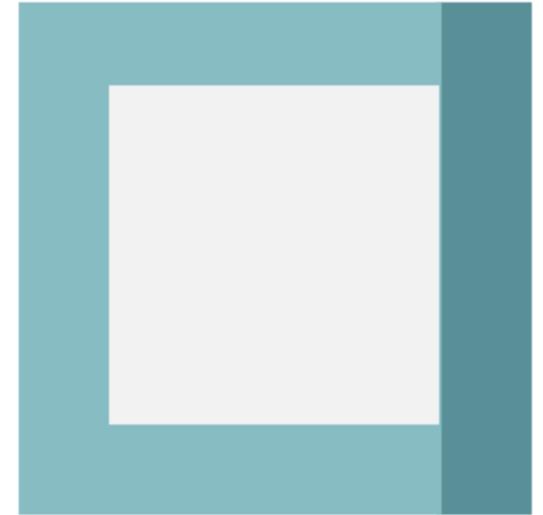
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**HEX** #5a6773 | #4f758b | # bobdbo



**RGB** 175 169 110 | 102 68 102 | 102 68 119  
**HEX** #afag6e | #664466 | # 664477



**RGB** 37 55 70 | 122 153 172 | 157 176 157  
**HEX** #253746 | #7a99ac | # gdbogd



**RGB** 134 188 194 | 242 242 242 | 89 144 151  
**HEX** #86bcc2 | #f2f2f2 | # 599097

### COLORS

HouseCraft wanted colors that would represent the idea of intellectual thought and accessibility. Using tones like blues, grays, purple or lighter hues of green, will introduce future prospects to an emotional response that any remodeling work within their home is first an achievement and second to remove unwanted stress within home construction work.

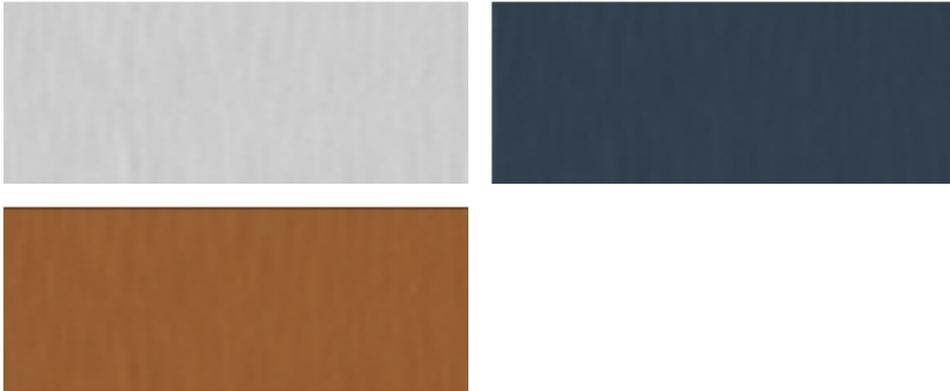




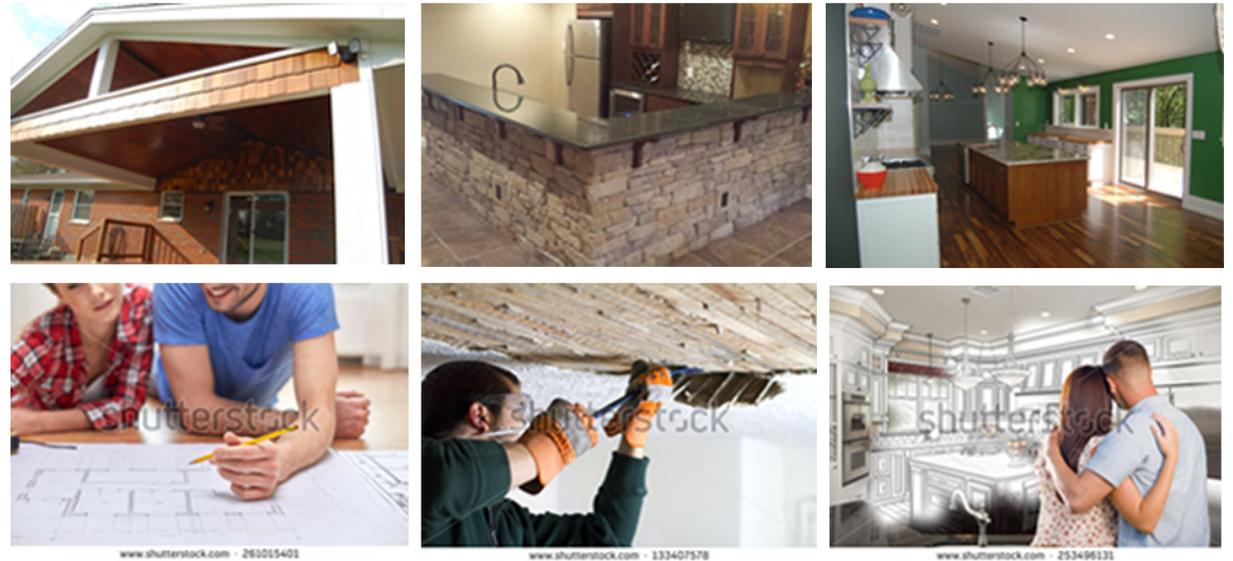
# Visual Identity

## Textures & Additional Materials

### TEXTURES



### ADDITIONAL MATERIALS



### TEXTURES

Overall there little use of textures regarding the scope of the HouseCraft brand, but the agency wanted to use some textures regarding it's complimentary color design. Textures would be mostly used in ad materials and web based designs.

### ADDITIONAL MATERIALS

Additional imagery will be introduce to communicate home remodeling services like interior and exterior will help promote the brand of the core services that are offered from HouseCraft.



# VISUAL IDENTITY & BRANDING





# Visual Identity & Branding

Typeface Exploration

## CONCEPT A

**HOUSE**CRAFT HOUSE**CRAFT**  
**HOUSE**CRAFT HOUSE**CRAFT**

## CONCEPT B

**HOUSE**  
CRAFT **HOUSE**  
CRAFT

**HOUSE**  
CRAFT **HOUSE**  
CRAFT

### TYPEFACES

HouseCraft wanted to updated its logo typeface to incorporate ease-of-use within any medium the logo is provided for. These concepts build using color variations introduced on the identity board and the use of the Lato/Raleway typefaces. Also incorporate different weights to emphasize visual hierarchy.





# Visual Identity & Branding

Symbol Exploration

CONCEPT A



CONCEPT B



CONCEPT C



## SYMBOLS

HouseCraft wanted to introduce using a house as the main symbol of the new logo. Using minimalist approach regarding the use of shapes and lines to establish visual representation of a pictorial format of home remodeling.





# Visual Identity & Branding | Logo Construction



## HORIZONTAL LOGO

This is the main logo that should be used primary on the HouseCraft brand. The horizontal logo uses a combination of symbol and logotype to give unity to the home remodeling symbol.



## VERTICAL LOGO

This logo should be used if the main logo does not work due by size constraints. Most notably should be used on collateral materials or web components. Logo introduce elements using the concept of negative space to balance the relationship between the typeface and symbol of the logo.



## HORIZONTAL LOGO ALTERNATIVE

Another variation of the horizontal logo but using negative space regarding to the symbol and establishing a border to balance whitespace within the typeface.. This logo should be used as a alternative if the main horizontal logo is not being used.



PRINT ADS



# Print Ads | Typography Ads

FIX  
REPAIR PLAN  
DESIGNER REFURBISH  
BUILD RENOVATE  
LEGACY PLANNING  
DIY IMPROVEMENT  
LOW-COST BUILD  
FUNCTIONALITY HEARTH  
REINVENTING

#Craft Your Legacy

Start your free consultation today  
HOUSECRAFT.COM/LEGACY

D

B

C

A

## COMPONENTS

- A. Horizontal Logo
- B. Call-to-Action Contact Info
- C. Head line
- D. Cover Copy

## OVERVIEW

To build a relationship with future prospects that are established in the social networking world, HouseCraft wanted to build a copy driven campaign that displays an array of words that reference home remodeling and use the headline "Craft Your Legacy" to incorporate the social media hashtag.





# Print Ads

Visual Driven Ads



## COMPONENTS

A. Horizontal Logo    B. Cover Graphic

## OVERVIEW

In our visual driven ad, we established and introduce the theme "Craft Your Legacy" to a visual driven concept that incorporates remodel custom room addition that tailors to a families generation regarding grandparents, grandparents children and spouses, and children or pets. This ad builds on the importance of home remodeling and the legacy of a remodel room.





# Print Ads | Synergy Ads

**PLAN YOUR LEGACY IT'S YOUR DESTINY**

**REMODEL. RETHINK.**

Get expert home remodeling guidance with your home remodeling DIY projects.

Start your free consultation today  
[HOUSECRAFT.COM/LEGACY](https://housecraft.com/legacy)

## COMPONENTS

A. Horizontal Logo

C. Headline

E. Graphic Cover

B. Call-to-Action  
Contact Info

D. Sub head & description

## OVERVIEW

For synergy ads, we pulled in similar components that were used in the copy driven ad (ex: logo & call to action information) but introduce headlines, sub heads, and description copy to give scope of the importance of home remodeling to a target audience that is seeking into the DIY market but skeptical of the process within DIY work. Using a dark blue overlay on the copy will give a detailed information of HouseCraft products regarding to DIY approach.





**COLLATERAL MATERIALS**



# Collateral Materials

Brochure



## OVERVIEW

Brochures are great items to build around prospects and customers to engage on additional information regarding products and services that HouseCraft offers. This particular medium can either be handed out by tradeshow, or by list via newsletters or outbound mail.

By introducing high quality imagery regarding to home remodel additions and effected color choices can can give prospects various of choices and potentially become a future customer.





# Collateral Materials

Packaging Box / T-Shirt Combo



## OVERVIEW

Home remodeling is a daunting task and requires hard labor to move materials to another room while the new room is getting remodeled. By providing storage and packaging boxes can help client's prepare themselves with home remodel work. Boxes are also convenient incase a customer decides to buy a new home instead of remodel existing rooms. Boxes are simple and can be easily brand with the HouseCraft logo.

By providing packaging boxes, HouseCraft is also giving away branded T-Shirt's to retain a positive relationship with the customer and help promote the brand.





# Collateral Materials

Direct Mail (Postcards)



## OVERVIEW

Direct mail is another alternative for providing information regarding potential prospects that can not attend tradeshow events. Direct mail, like postcards, can send additional information regarding HouseCraft services and contact information.

## FRONT COVER

- Headline & Subhead
- Logo
- Benefits
- Background Colors & Graphics

## BACK COVER

- Subhead & Body copy
- Call to Action
- Logo
- Contact Info





# Collateral Materials

Stationary Board



## OVERVIEW

Although HouseCraft has stationary items like brochures and postcards, the agency offers wide array of additional stationary items that can be available at trade show events like: reports, letters, pencils, business cards, envelopes, notepads, and usb devices.

These items are essential and simple to give away to any future tradeshow that will help promote the brand.





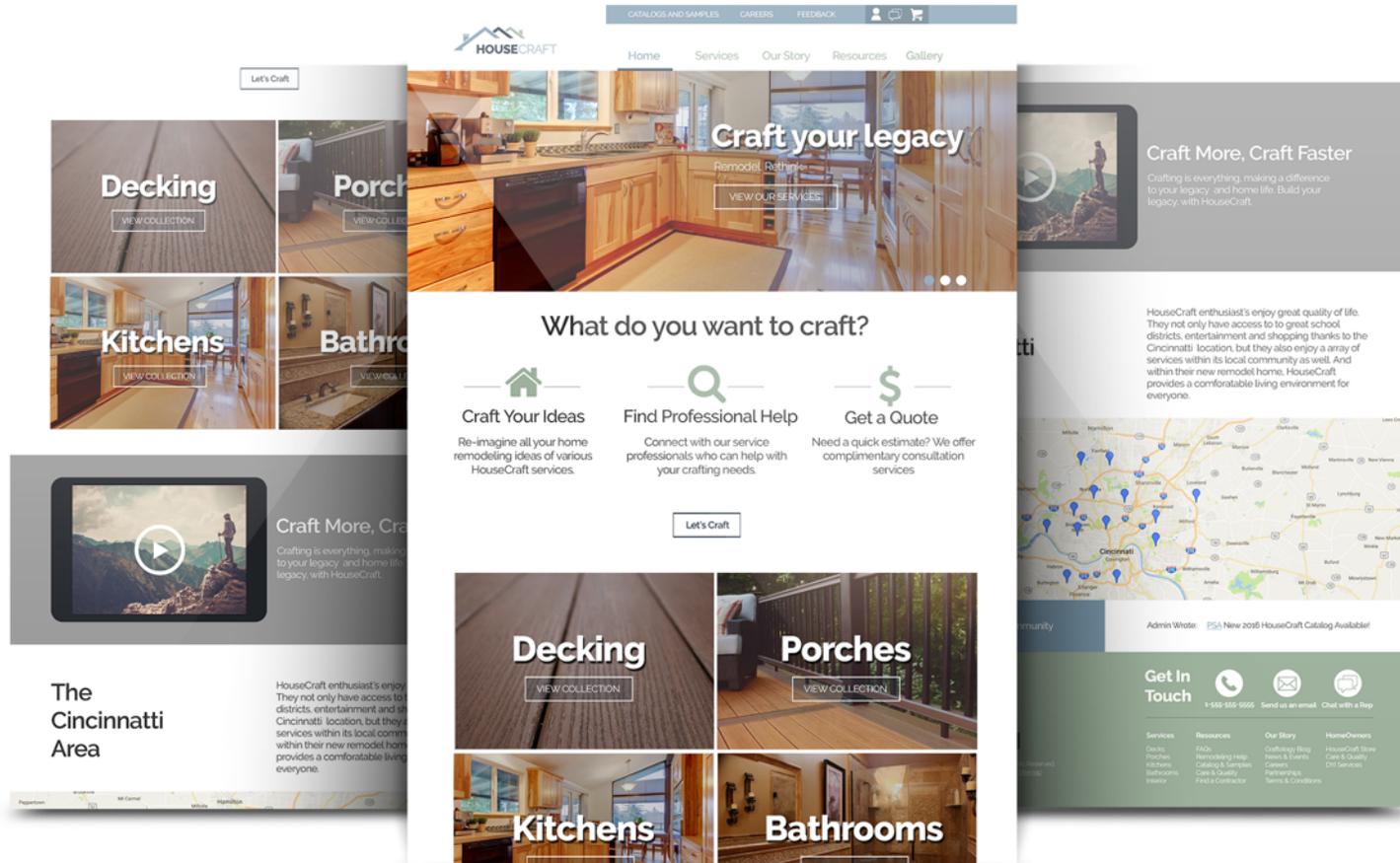
ONLINE WEB DESIGNS





# Online Web Designs

Marketing Home Page



## HEADER & HERO BANNER CAROUSEL COMPONENTS

- Header displays logo and contains primary and secondary navigation. Hero carousel displays hero image of HouseCraft flagship products with headings, sub heads, and a CTA button.

## BENEFITS & SERVICES COMPONENTS

- Page will display components regarding benefits with HouseCraft services and introduce a CTA button. Services component provides sub navigation displayed in grid layout that list all of HouseCraft services regarding home remodeling additions.

## MEDIA PLAYER, CONTACT US & FOOTER COMPONENTS

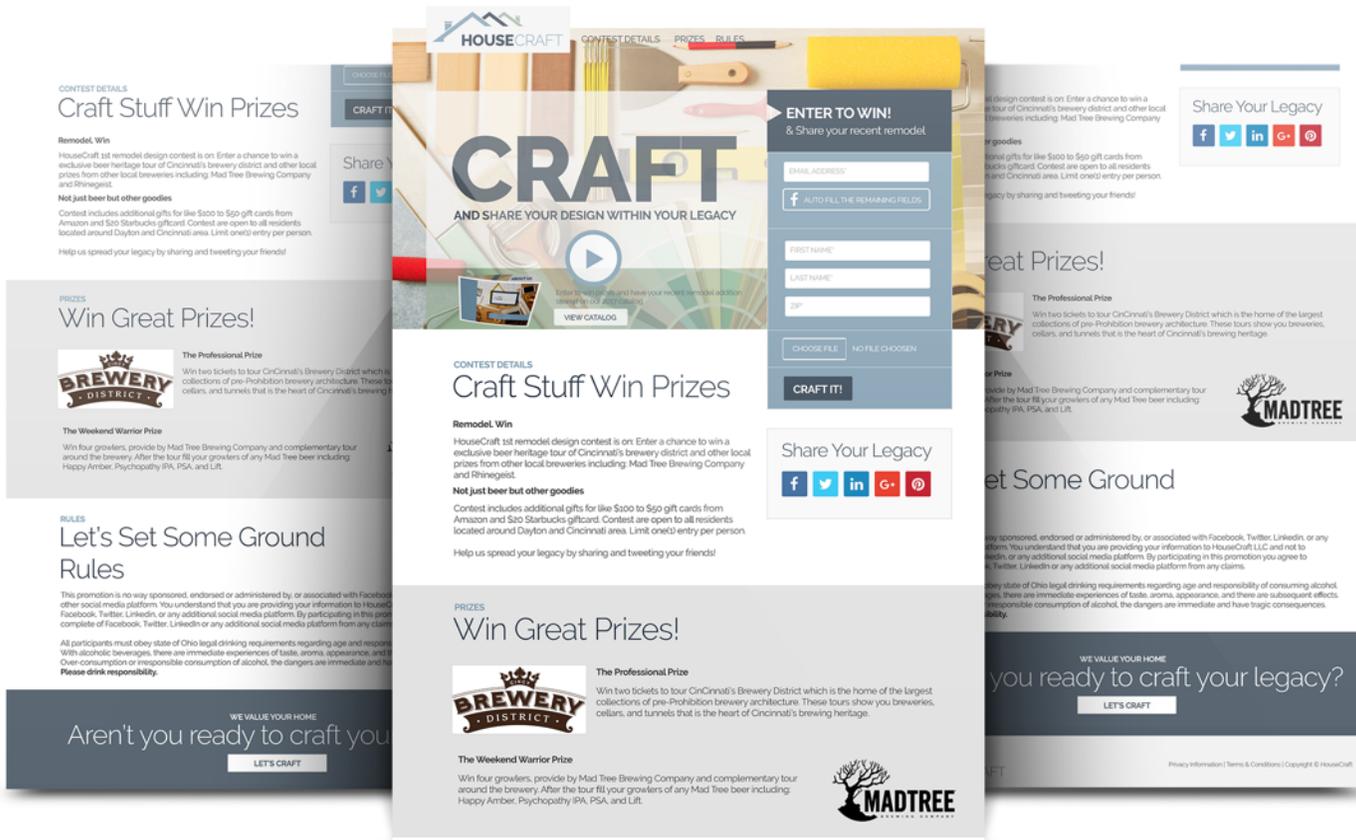
- Contains additional components like media gallery that display videos like the "Craft Your Legacy" campaign, map that display areas of service around Cincinnati area, callout blog posting on HouseCraft community sites, and footer that displays following items: site map, social links, contact information, and legal information.





# Online Web Designs

Social Media Page



## OVERVIEW

Users have the option to enter into a home remodeling contest that the user can send or submit their best submission regarding their new home remodel addition. Social media sites like Twitter, LinkedIn, and Facebook will set up a treatment redirect link that forwards the user to register and upload their recent remodel addition. The user has a chance to win a trip to visit Cincinnati Brewery District and additional gifts from Mad Tree Brewing Company.

For the social page, we incorporate the branding elements regarding color scheme and typography styles to the microsite page to remain consistent with the brand.

The page was wire framed to be a microsite so the user will have a consistent UX experience of navigating the microsite and provide hierarchy structure regarding to the specific headlines and subheads for each component.

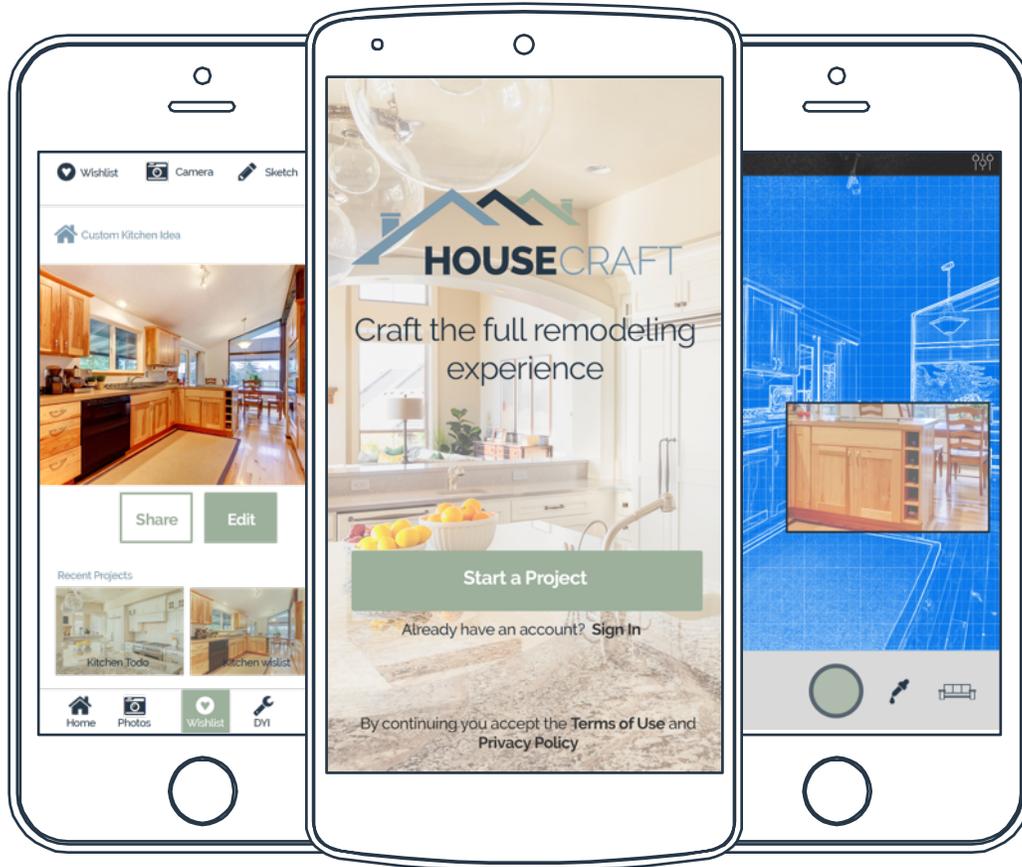
Overall scope is to have the user registered and gain additional information if the user is not familiar with all of HouseCraft services and products.





# Online Web Designs

IOS & Android Application



## OVERVIEW

Introduce the idea of incorporating an mobile app for IOS or Android devices to allow users to take pictures of their recent or future remodel rooms.

User has the option to refactor the image in an blueprint overlay format to allow users to add additional features to the new remodel room. UI allows the user to change colors regarding wallpapers or the overall background, add additional furniture accessories, and eliminate unnecessary components like sinks or cabinets from the remodeled room.

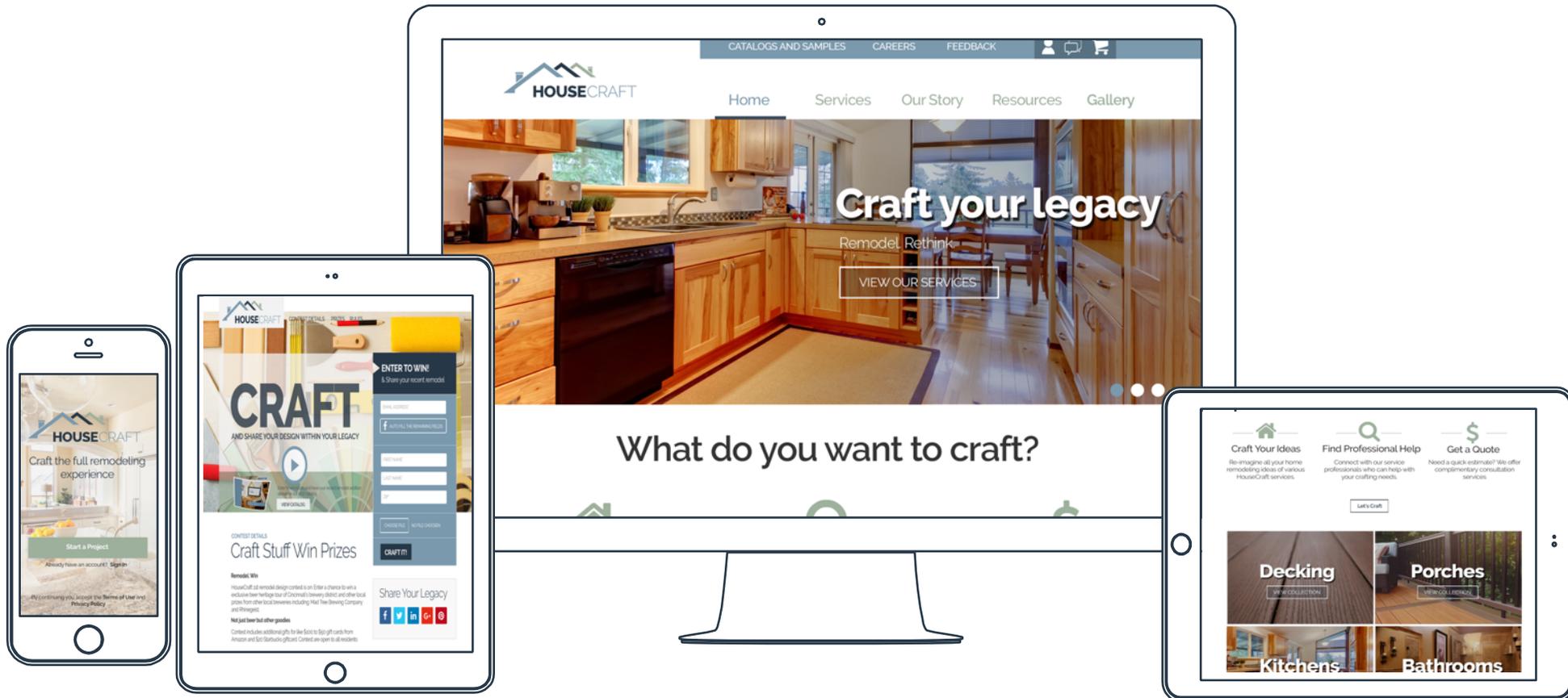
UI is design to use HouseCraft branding conventions and a streamline interface for accessibility or point of access.

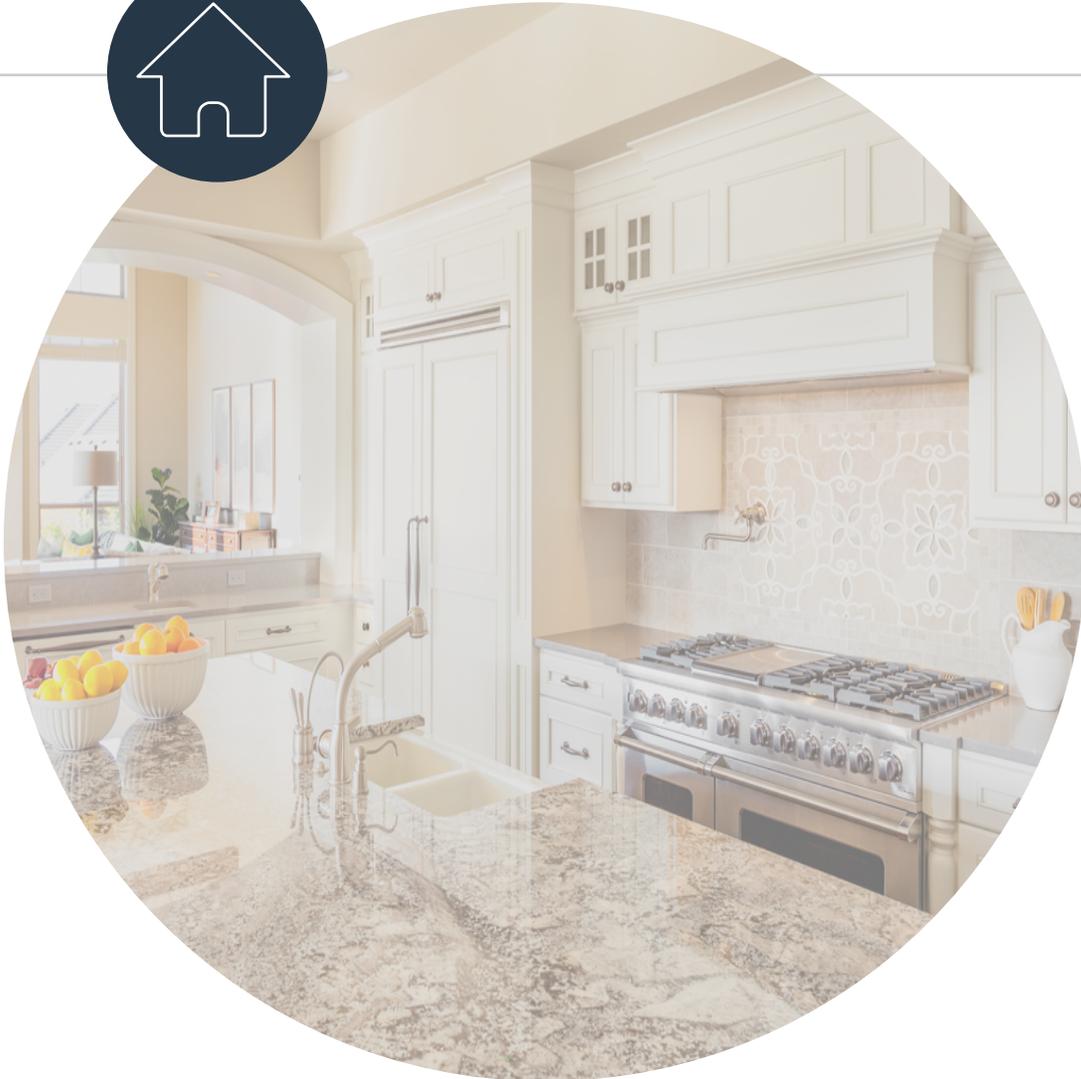




# Online Web Designs

Web Showcase





## THANK YOU.

The following presentation is a portfolio guide to HouseCraft brand identity regarding to print advertisements, collateral materials, and online web components. All design elements introduce the overall scope and roadmap regarding to the overall brand strategy.

We feel that this design portfolio meets all the requirements to the overall deliverables regarding products and services that HouseCraft is offering for this proposal.

**Hopefully you have enjoy this revision brand and hopefully CRAFT YOUR LEGACY.**

Contact [drew.koverman@email.franklin.edu](mailto:drew.koverman@email.franklin.edu) for any queries regarding how to use the brand.

