

A person with long, wavy red hair is holding a small, scruffy brown and white dog. The dog has its eyes closed and appears to be resting or sleeping. The person is wearing a blue and white patterned sweater. They are outdoors in a garden or patio area with a wooden table and various objects in the background. The lighting is warm and natural, suggesting a sunny day.

storybuilt.

2021 BRAND & STYLE GUIDE

Welcome.

A WORD FROM OUR FOUNDERS

Every home tells a story. When we started this company in 2009, we knew that succeeding meant we had to be more than developers. We learned to celebrate the people who buy and live in our homes, the communities where we build, and the amazing team of StoryBuilt people who make it all happen.

The industry of home building can feel removed from the amazing experiences of the people who go through the buying journey. We committed to changing that and with the unveiling of our new brand in 2019, we've now evolved to the lifestyle brand we've always aspired to be.

A home is more than its walls and rooms. A home is the heart of its inhabitants and the chapters of their lives.

These stories are the foundation of our brand.

Thank you for being part of ours,

Anthony & Ryan



Anthony Siela
Co-Founder, StoryBuilt



Ryan Diepenbrock
Co-Founder, StoryBuilt

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Intent of this guide

This brand guide is a reference for our internal design team, vendors, and others who are authorized to work with the StoryBuilt brand.

The standards, guidelines, and references within this document are grounded in the years of research, experimentation, and brand executions that have preceded our new brand look and feel.

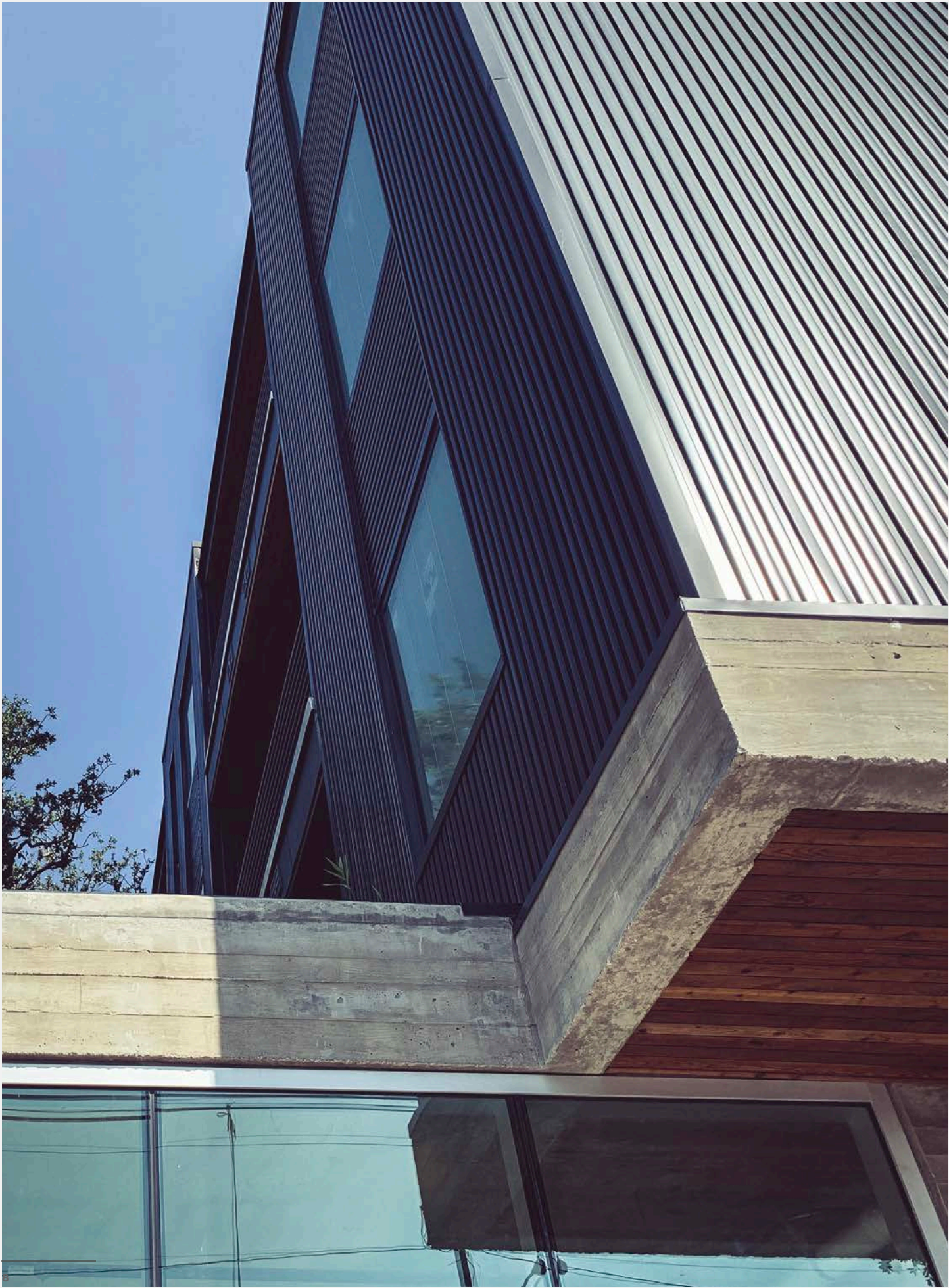
Our intent with this guide is not to restrict creativity and innovation - far from it. We believe in the creative spirit, and innovation is in our DNA.

What we strive for is a coordinated, consistent, and effective brand presence in everything we create. If we make something, we want to make sure that people know where it came from.

The focus of this guide is to empower you with the elements you need to build great things. If you use the tools and resources in this guide and adhere to the guidelines, you'll make things that look like the StoryBuilt brand, every time.

Please refer back to this guide often. We believe that our brand guide is a living document. It should evolve over time, just as our brand inevitably will.

If you have any questions concerning the content of this guide, please don't hesitate to reach out to our Brand & Marketing Team at StoryBuilt.



OUR COMPANY

Company Overview

OUR CORE

*We are builders of homes,
families, and communities
We are shared spaces
Green gathering places
We are open doors - happy to chat
Quick to lend a hand
We celebrate our homeowners and their stories
And we celebrate all who make
Those stories come to life.*

We are StoryBuilt

COMPANY HISTORY

Childhood friends Anthony Siela and Ryan Diepenbrock started their partnership in 1999 when they bought and flipped a fixer-upper. Two years later, they formed PSW (Pacific Southwest) with their sights set on newly-booming cities. They sold one home in 2008. Then, boom for real: from 2009-2016 PSW developed 17 communities and sold over 400 homes.

Urban infill means building in the sweet spot between city center and the suburbs - offering a place for true community. StoryBuilt spotted the need for this kind of development and is now a leader in some of the country’s fastest growing markets; including Austin, Dallas, Denver, and Seattle.

Heading into 2021, we’re developing even more single family communities and larger mixed-use projects. With each development and each neighborhood, we learn more clearly who our customers are and what they need. That’s our secret: the heart of our business is our people - homeowners, tenants, investors, and our own team. What do people need? Home and community. StoryBuilt is building that lifestyle.

The old logo was designed by a family friend with the intention of celebrating the three identifying initials of the company name - Pacific Southwest. It was simple, retro and intended to stand out on property signage with a fun pop of orange.



VISION

vi·sion/viZHən/ noun
the ability to think about or plan the future with imagination or wisdom.

Our Vision

StoryBuilt’s vision is to enrich people’s living experiences in the cities we love through expertly crafted and connected communities.

STRATEGY

/stradajē/houn

A plan of action or policy designed
to achieve a major or overall aim.

OUR STRATEGY:

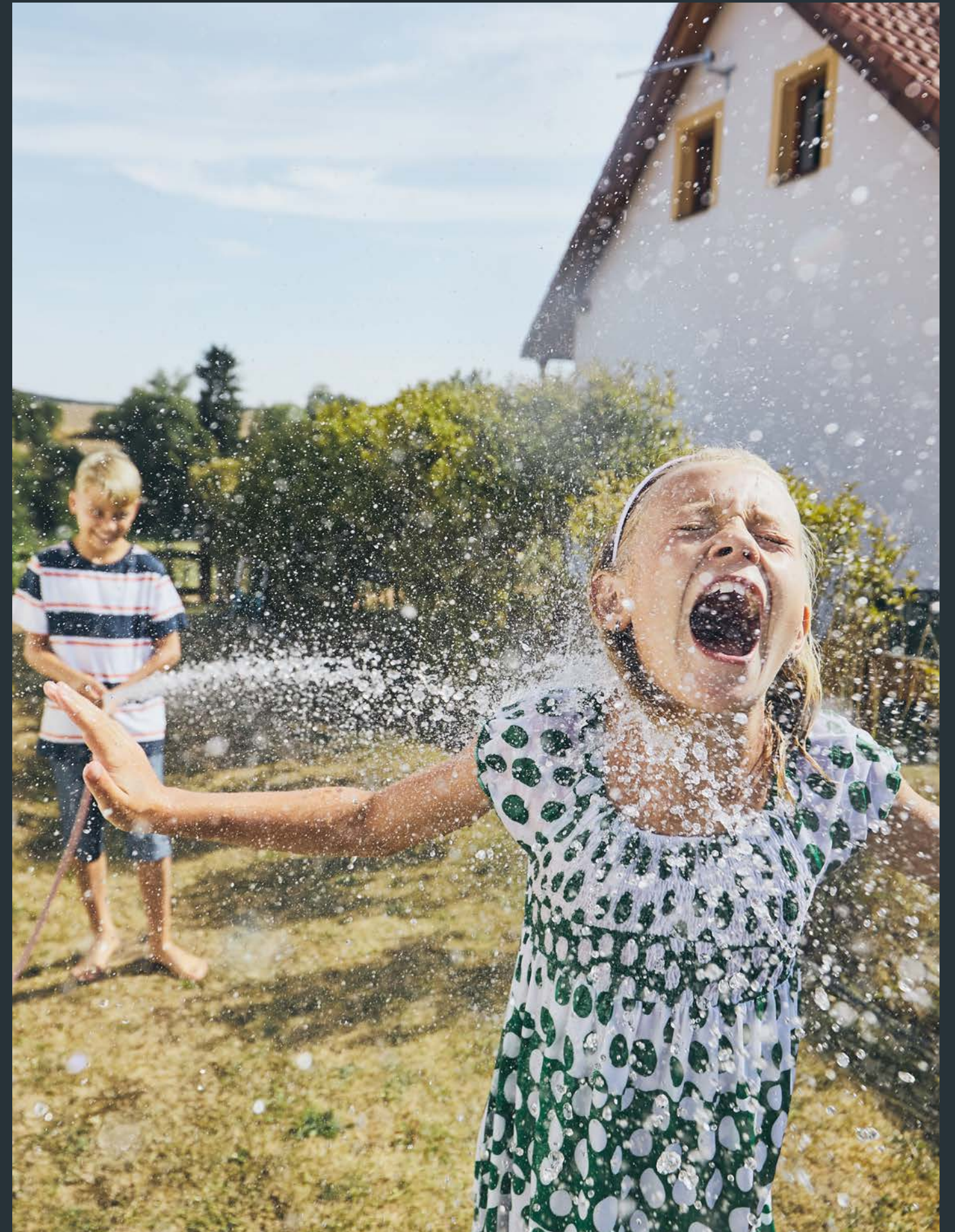
smart land acquisitions

intentional design & development

strategic partnerships

vertically integrated business model

commitment to building the brand in desirable cities



VALUES

Our culture is rooted in our values, and our values are what connect us. Our culture helps us focus on experience both as a team and a service provider.



STORYBUILT’S VALUES ARE ROOTED IN OUR SHARED STORIES.

WE ARE:

Built on Community: *We are internally and externally driven to be connected to our people.*

Built on Challenging Norms: *We take risks, think outside of the box, and are unconventional.*

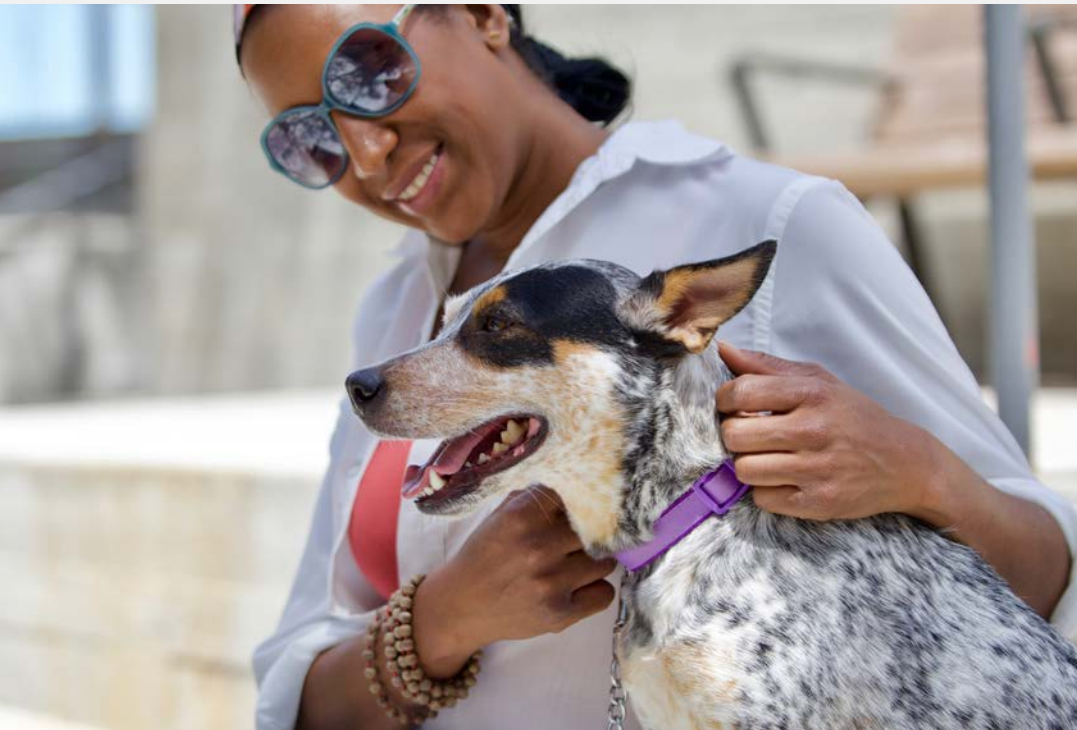
Built on Teamwork: *Collaboration is the core of our business. We encourage clear communication and transparency.*

Built on Ownership: *We’re all owners. We take pride in our individual and company success.*

SUPERPOWER

Our Superpower

StoryBuilt is a lifestyle. We embrace the way people live in our communities, and all our cities have to offer.

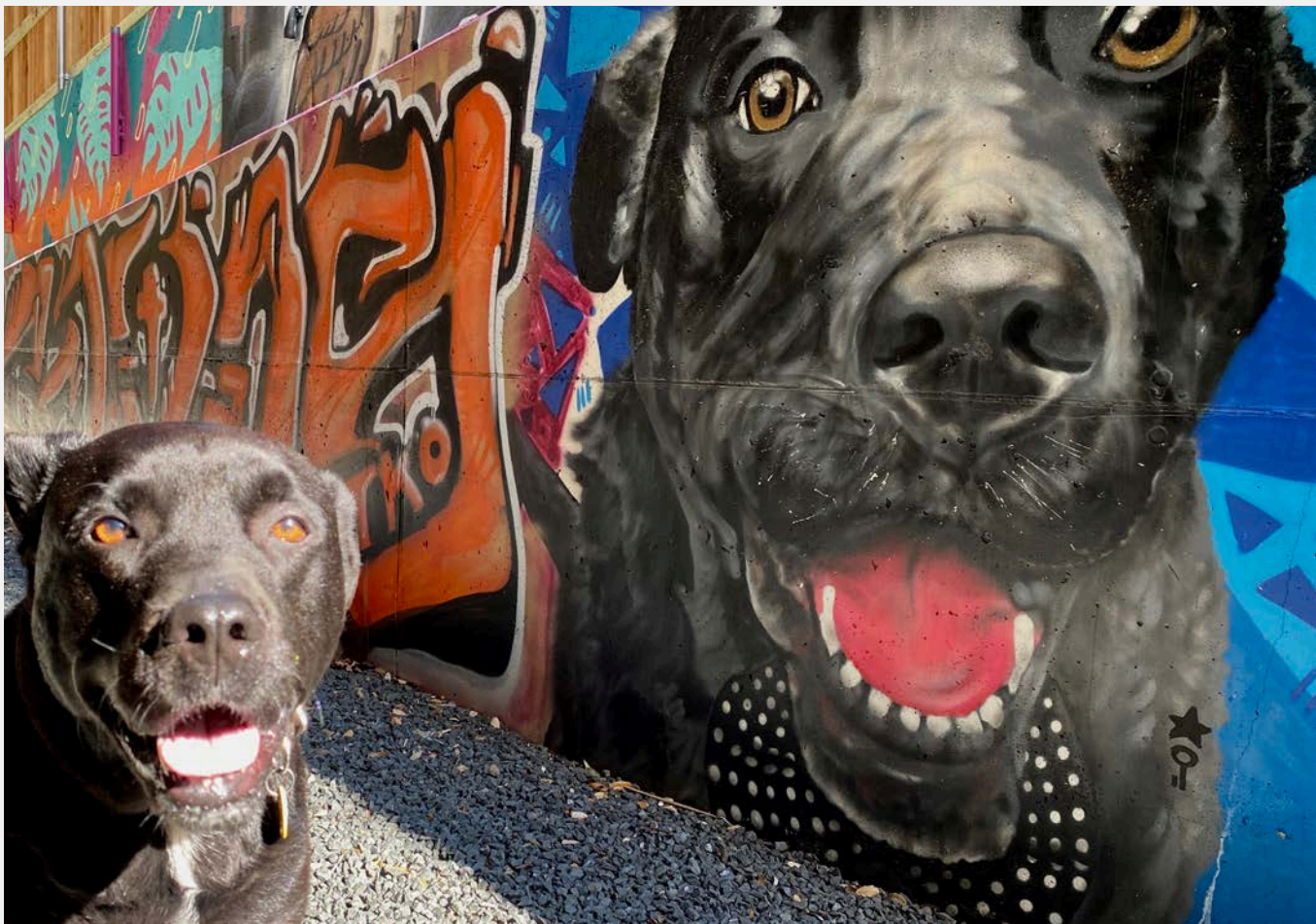


PERSONALITY



STORYBUILT IS:

Inspired: We are creative, inventive, crafty and motivated.
Intentional: We approach our work thoughtfully and with purpose.
Agile: We are adaptive and responsive. We roll with the punches.



STORYBUILT IS:

Visionary: We are aspirational and strive to be forward-thinking.

Bold: We are driven and adventurous.

Fun: Creativity and collaboration lead to a fun and inspired work environment.



STORYBUILT IS:

Elevated: We are aspirational and lifestyle driven. We infuse our products, design, and communications with a subtle sophistication that inspires creativity and connection.

Approachable: We aspire to offer solutions for all people.

Meraki: A modern Greek word that means working with a sense of soul, creativity, and love - putting something of yourself into what you're creating.





IRREVERENT:

*While we are serious about what we do,
we don't take ourselves too seriously -
and this little wink and sparkle is what
keeps us real.*

STORYBUILT IS NOT:

Quirky or Silly

Risk Averse

Generic

Elitist

Overwrought

Restrained

Robotic



storybuilt.

BRANDING

The New Logo

THE LOGO

Our new logo is clean and elegant, allowing for flexibility across our different audiences and sub-brands. We chose the logo's simplicity to put attention where it belongs - on the architecture and design that showcase our creativity.

Our logo is the text on the blank page - it begins the story and starts a journey. Let's go.

storybuilt.

SECONDARY LOGOS

Our social icon stacked. While our primary logo should be used whenever possible, this version works for social and allows for flexibility.



LOGO INTEGRITY

A logo needs a space around it to shine.
The following page shows designers the minimum amount of space around the logo to maintain perfect legibility.

- 1 Logo Clearance
- 2 Minimum Size



storybuilt.



LOGO COLOR VARIATIONS

Our logo variations are simple and reductive. The primary logo is forest on story white, with the alternate being the inverse. The secondary logo follows this same mandate.

The logo "storybuilt." is displayed in its correct black serif font on a plain white background.

Do not stretch, squash, skew, or distort the logo in any way.

The logo "storybuilt." is overlaid on a photograph of hands drawing architectural plans, which is a high-contrast and busy background.

Do not place the logo on a high-contrast pattern or busy photograph.

The logo "storybuilt." is displayed in a purple color, which is an off-brand color.

Do not edit the logo color, use an off-brand color, or reduce the logo opacity.

The logo "storybuilt." is displayed with a grey drop shadow behind it, adding a graphic effect.

Do not add graphic effects to the logo, including drop shadows.

COMMON ERRORS

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.

The logo is split into two lines, "story" and "built.", with "story" in red and "built." in black, changing the original layout and color relationship.

Do not change the layout or relationship between logo elements.

The logo "storybuilt." is surrounded by the text "New homes fom:" above and "Thank you!" below, encroaching on the required clear space.

Do not encroach on the required clear space surrounding the logo.

storybuilt.
live where you love

storybuilt.
presale to resale

storybuilt.
investments. communities.

storybuilt.
community management

SUPPORTING ELEMENTS

Our logo can be used with our tagline, audience-specific tags, or identifiers. This usage is specific to marketing or company goals and used selectively.

COLOR SYSTEM

Our evolved palette lets our community and sub-brands shine. This elegant, reductive look is clean, modern, and welcoming - like our homes.

Forest

PMS 432C
RGB 38, 48, 51
CMYK 25, 6, 0, 80
HEX: #263033

Silver Sand

PMS 428C
RGB 193, 198, 200
CMYK 4, 1, 0, 22
HEX: #C1C6C8

Story White

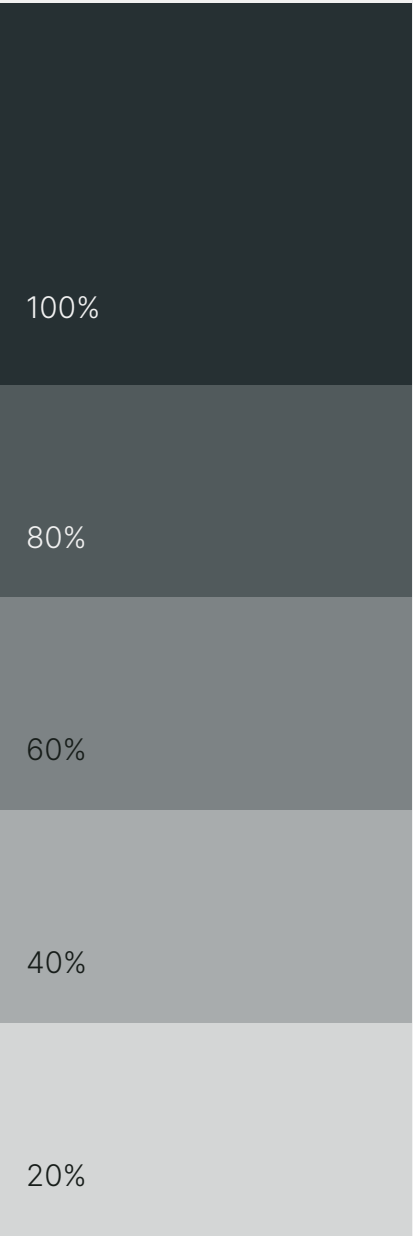
PMS Cool Gray 1 C
RGB 241, 241, 241
CMYK 4, 3, 3, 0
HEX: #F1F1F1

USING TINTS

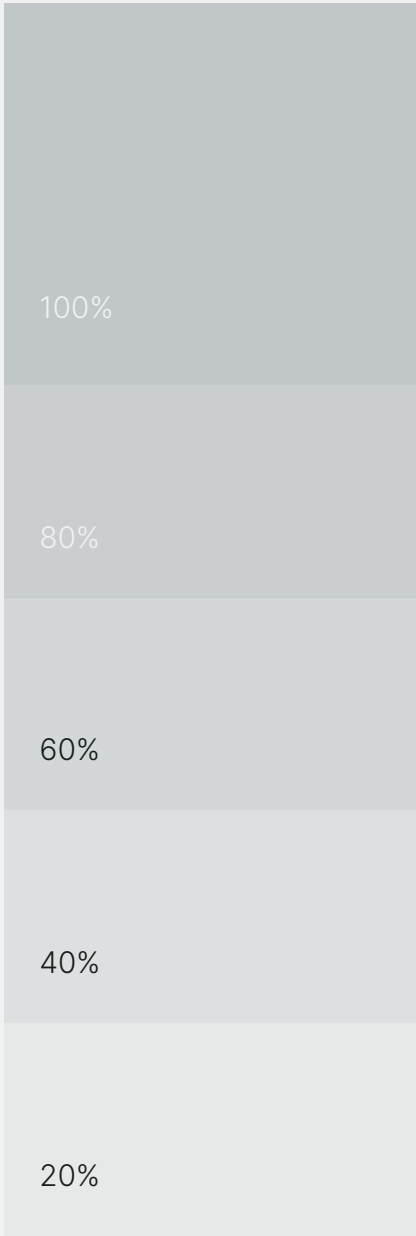
We prefer our brand colors used without editing, but some situations require the use of color tints, especially on the web. For example, when a user hovers over a button on our web site, using a tint change can help confirm their action.

If necessary, use a 20% tint step system, keeping legibility in mind. Any tint below 60% used as a background will require dark text.

Forest



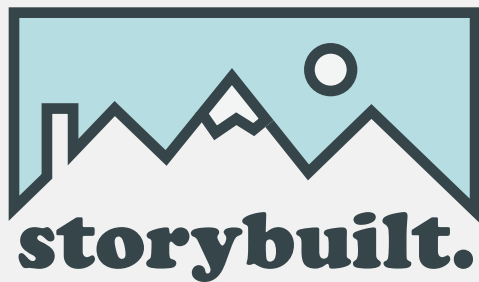
Silver Sand





COLLATERAL

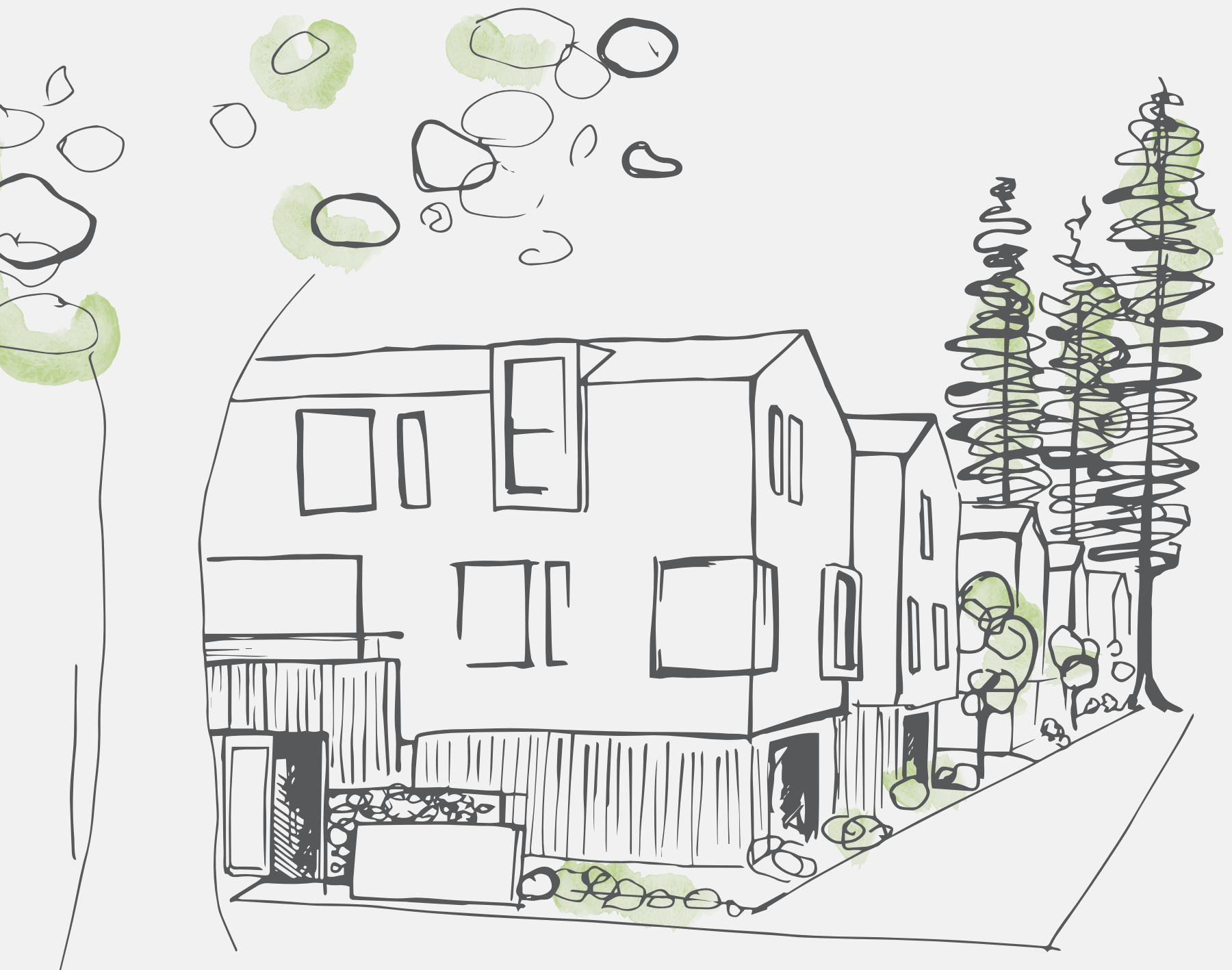
From printed tour books to t-shirts to swag, our collateral carries our brand into the community. Everything we produce should reflect the integrity of the brand and meet brand standards.



ORGANIC LOGOS

We've also created an icon library for swag, web, and promotional items.





VISUALIZING OUR HOMES

Illustration allows us to introduce a new community well before final design. These original artistic impressions help generate excitement and community interest before presales.



Exterior renders reflect the warmth, details of building materials, and the natural environment.





Interior renders are designed to present a lived-in feel with attention to finishes, furnishings, natural lighting, and shadows.

TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all StoryBuilt communications.

Adobe Text Pro Bold - Logo (Hero)

AaBbCcDdEe
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$#%&*?@(){}[]\|/ <>-,:;

Montserrat - BOLD (Headings)

AaBbCcDdEe
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$#%&*?@(){}[]\|/ <>-,:;

Arial Regular - (Everyday Use)

AaBbCcDdEe
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$#%&*?@(){}[]\|/ <>-,:;

SUB BRANDS

Our new headquarters and our first mixed-use property are outward signifiers of how much our brand is growing. We need a branding/ naming system that keeps things clear and impactful.

All community logos are designed within the brand dot.

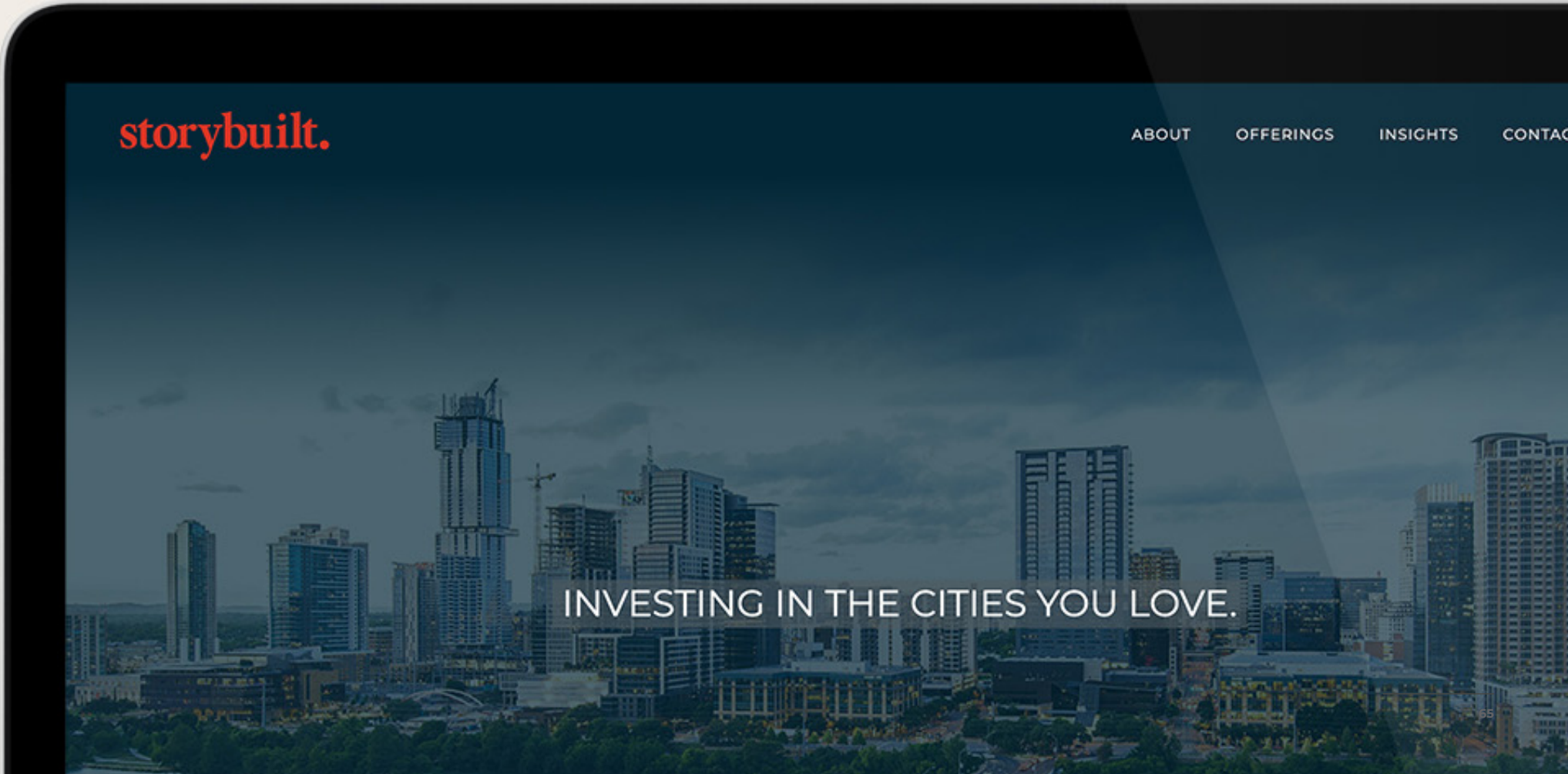
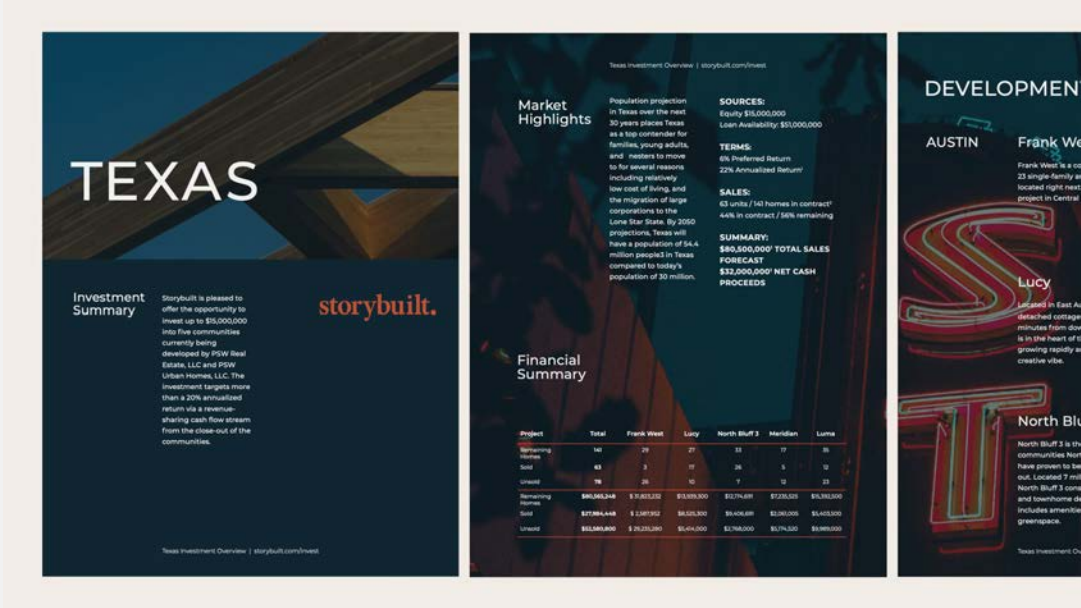
All community naming comes from our philanthropic tie-in with local animal rescue organizations. Communities are named after a rescued pet, giving us original and heartfelt style advantage.



INVESTOR RELATIONS

storybuilt.
storybuilt.

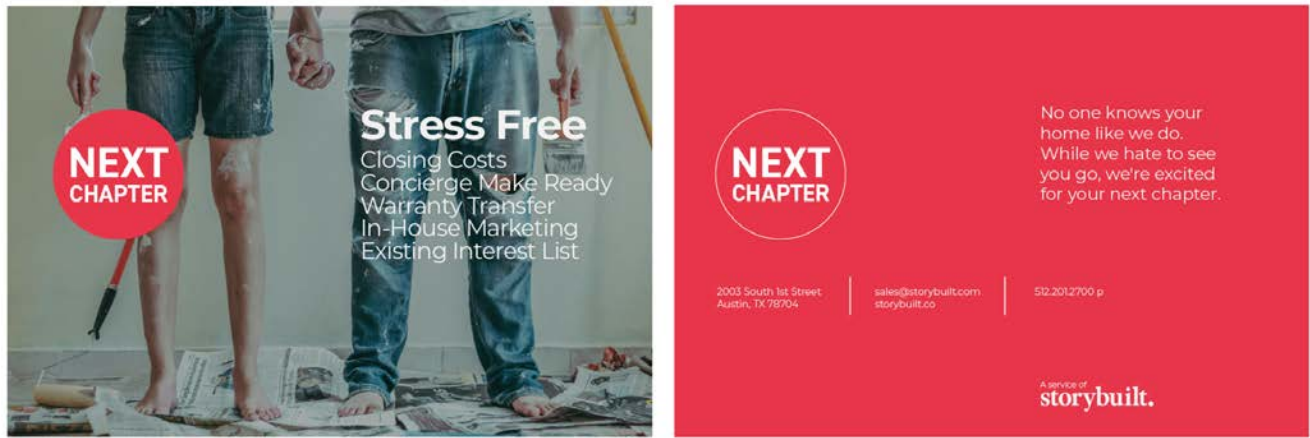
Our investor sub-brand
is designed to inspire
confidence and trust.



NEXT CHAPTER



Our resale division
launches in
2021 with a new name
and look.



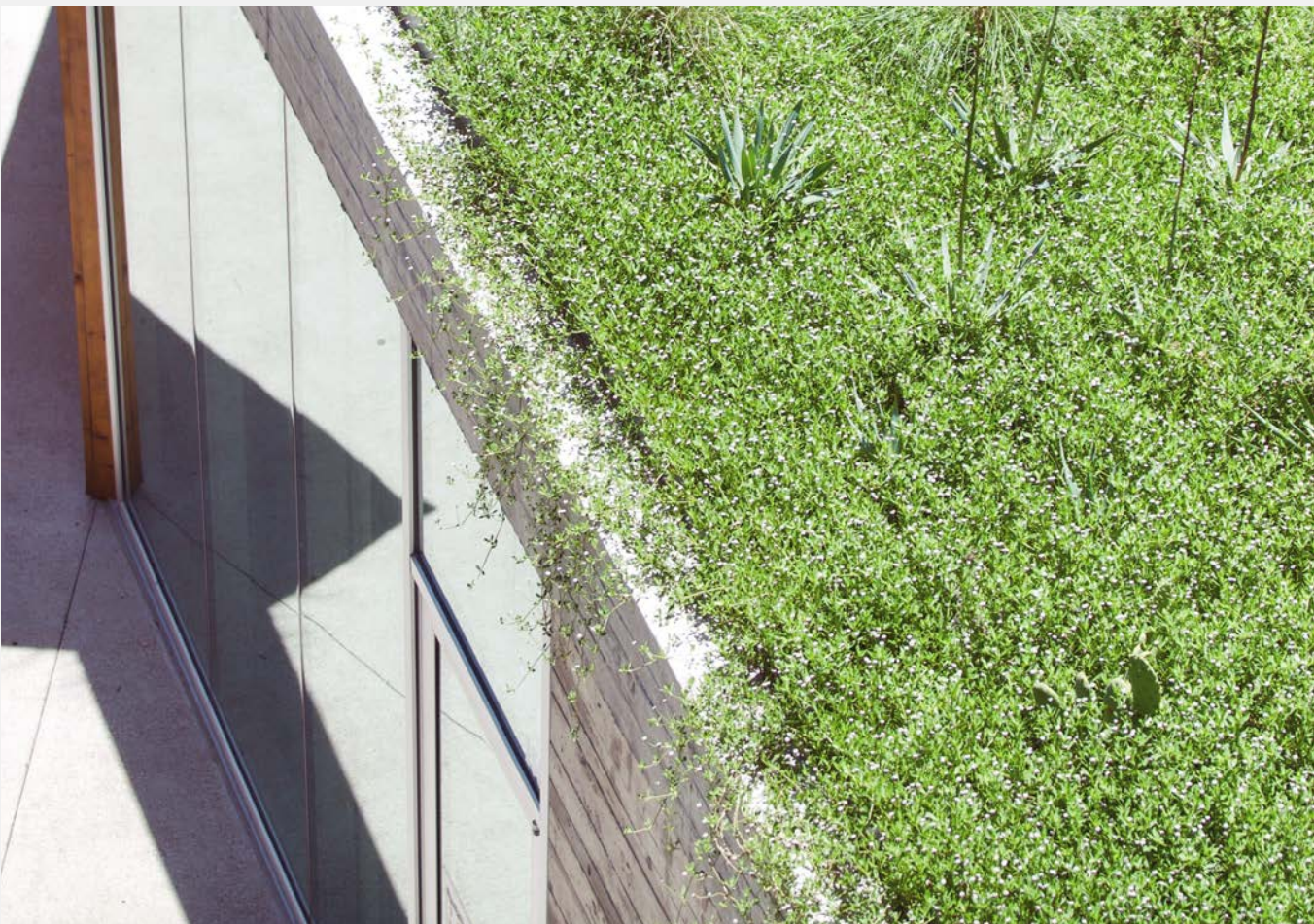
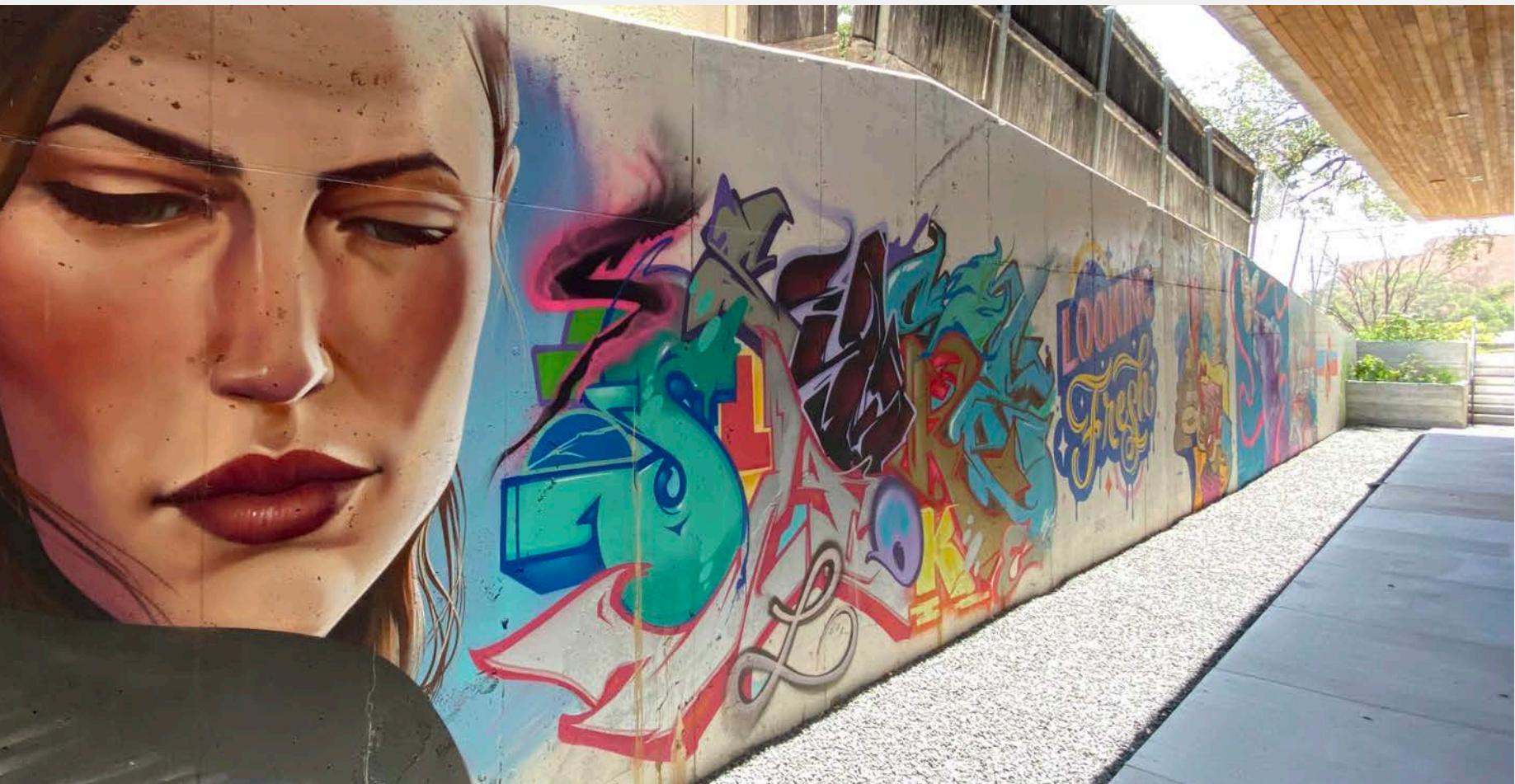
Resale Division
storybuilt.

Resale Division
storybuilt.

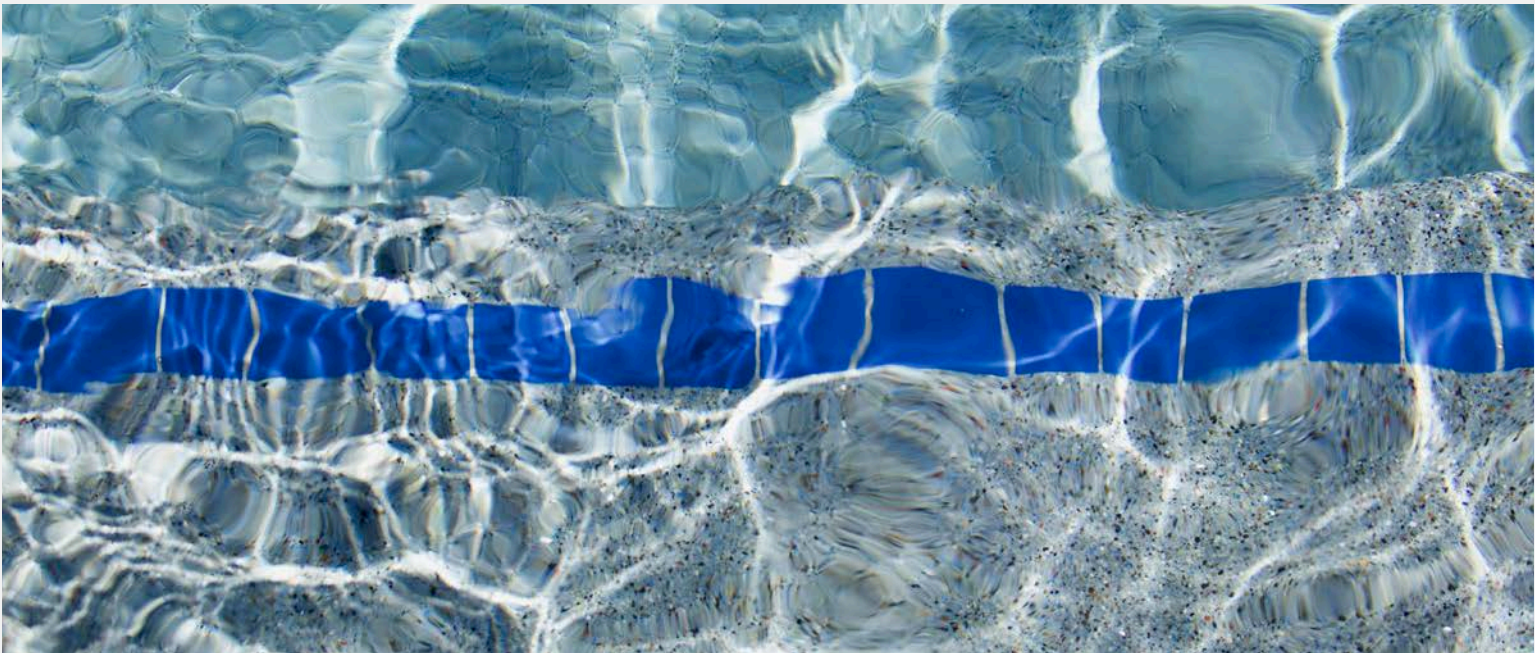


LIFESTYLE & PHOTOGRAPHY

We use photography, graffiti, landscaping, and textures to further enhance our vibe.



Our photography is approachable and directly reflects the communities where we build.



Photography should
be aspirational, lifestyle
focused, and visceral.



COMMON ERRORS

Avoid the literal, pedestrian.....





Our interiors reflect a canvas upon which our homeowners can craft their personal style.



SUPPORTING CHARACTERS

Our promotional items and closing gifts are an important extension of our brand. That’s why we’re committed to working with local vendors and purchasing sustainable products as much we can.



We design wearable, sustainable, and comfy swag.



Our photography and imagery directly reflect the communities we build.



LIVING OUR BRAND

Our Story

We walk the walk. We partner with sustainable brands, provide healthy snacks and drinks, reduce plastic, and keep our spaces tidy. Our offices, model homes, and guest suites are our primary calling card and a showcase for our best selves. Thank you for living our brand.





THANK YOU
