

Did you hear about the geese-napping at White Rock Lake? Did you meet the “Godfather of Geese” Charles Fussell there? Have you seen the Canadian Goose Migration in May? Most of the Geese at White Rock are abandoned or rescues and this year StoryBuilt is making a donation to the White Rock Lake Conservancy to help protect these charming squatters.

You may also see our very own “Goose” playing there. A rescue from the Dallas ASPCA, Goose joined our family in 2010. And get this - his brother’s name is Maverick... as you could tell by the street names - we couldn’t resist

LOGOTYPE



A



B



C



D



E



A: simple B: inverted C: address D: geo E: Stamp

TYPOGRAPHY

PRIMARY

Bookmania - Black (Headings)

ABCDEFGHI  
012345

ABCDEFGHIJKLMNOPQRSTUVWXYZ

SECONDARY

Montserrat - MEDIUM

AaBbCcDd  
012345

ABCDEFGHIJKLMNOPQRSTUVWXYZ

GOOSE.

MINI STYLE GUIDE

COLOR

MIDDLE GREEN

RGB 201, 207, 122  
HEX #C9CF7A  
CMYK 3, 0, 41, 19  
PMS 2289 C

BLUE CHARCOAL

RGB 44, 56, 71  
HEX #2C3847  
CMYK 38, 21, 0, 72  
PMS 2380 C

TIMBERWOLF

RGB 219, 213, 203  
HEX #DBD5CB  
CMYK 0, 3, 7, 14  
PMS WARM GREY 1C

PHOTOGRAPHY

Image selection is responsible for projecting the values of Goose, StoryBuilt to our homeowners, investors, and just as importantly, internally to our StoryBuilt team. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance, pronouncements, etc.

