



BRAND BOOK

-Eden Housing





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Overview

**“ CHANGING OUR WORLD,
ONE CORNER AT A TIME ”**

Client Organization

Who is the client?

- Eden housing

What do they believe?

- We believe home is where your start is, and we commit to build housing that creates not just homes, but societal benefit and change.

What do they value?

- Deliver with integrity
- Champion our people
- Build enduring partnerships
- Strive for economic justice
- Commit for the long haul



A photograph of a woman with vibrant red hair and a young girl with a pink flower in her hair, both smiling warmly. The woman is holding the girl, and they are outdoors in front of some greenery and a building. The image has a soft, slightly blurred background.

Audience & Users

- Residents (present & future)
- Community Leaders
- Bank Lenders

**WHAT MATTERS
TO THEM:**

- Want to be a part of a community
- want a thought leader for guidance
- Seek to balance head & heart

Creative Brief



Creative criteria questions

- How might we **Inspire Community**?
- How might we share **Strategic Expertise**?
- How might we **Balance Head & Heart**?

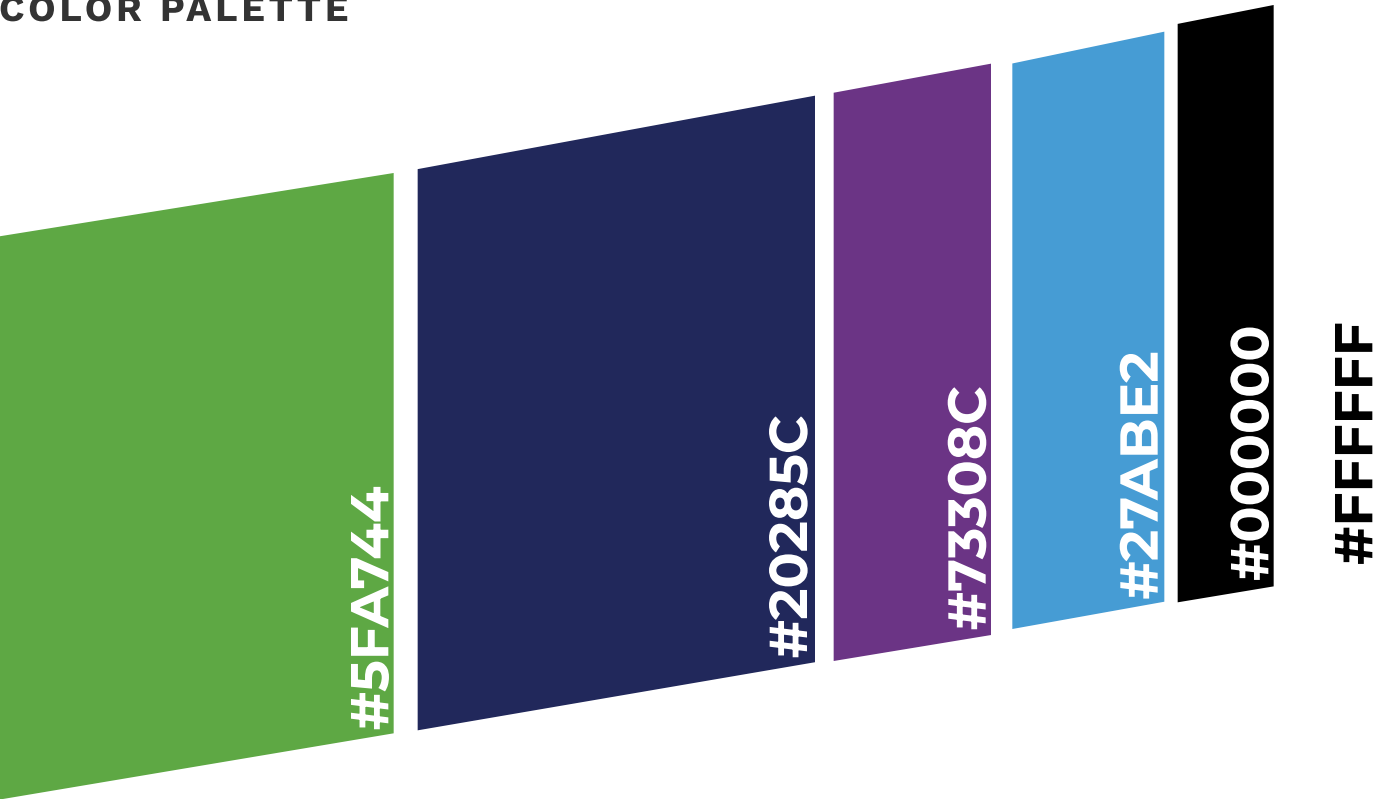
personality signals

- Expert
- Visionary
- Collaborative
- Tenacious
- Strategic
- Committed

LOGOS + AVATARS



COLOR PALETTE



PHOTOGRAPHY STYLE



TYPOGRAPHY CHOICES & SIZES

ICONOGRAPHY

Montserrat Black: LARGE TITLE

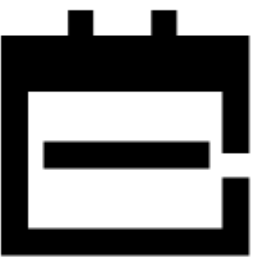
Montserrat ExtraBold: Headline & Subheads

Montserrat Medium: Secondary Subhead

Montserrat Black: Lead-in Copy, Call-outs

Montserrat Regular: Body Copy

ation



BRAND ADJECTIVES

EXPERT
VISIONARY
COLLABORATIVE
TENACIOUS
STRATEGIC
COMMITTED

GRAPHIC ELEMENTS



PATTERNS & TEXTURES



BUTTONS

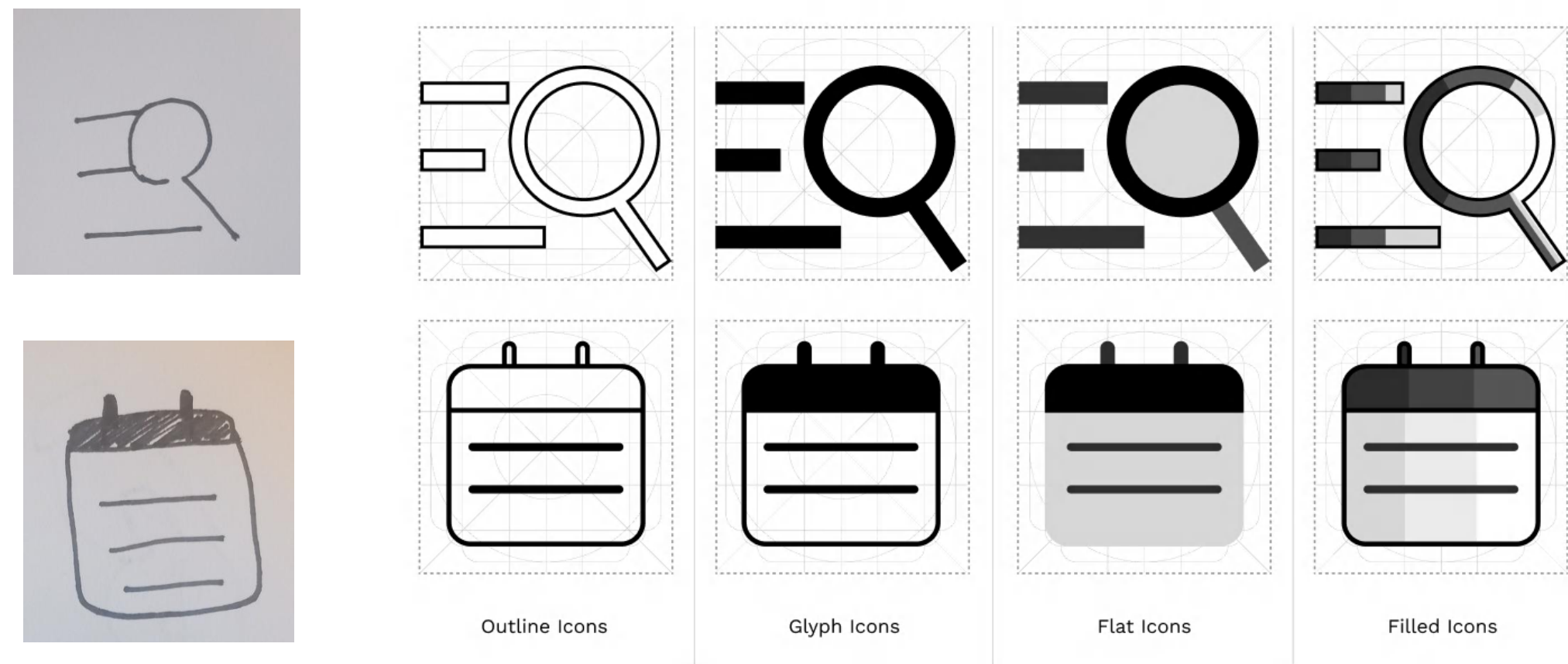
DONATE

US\$2,500

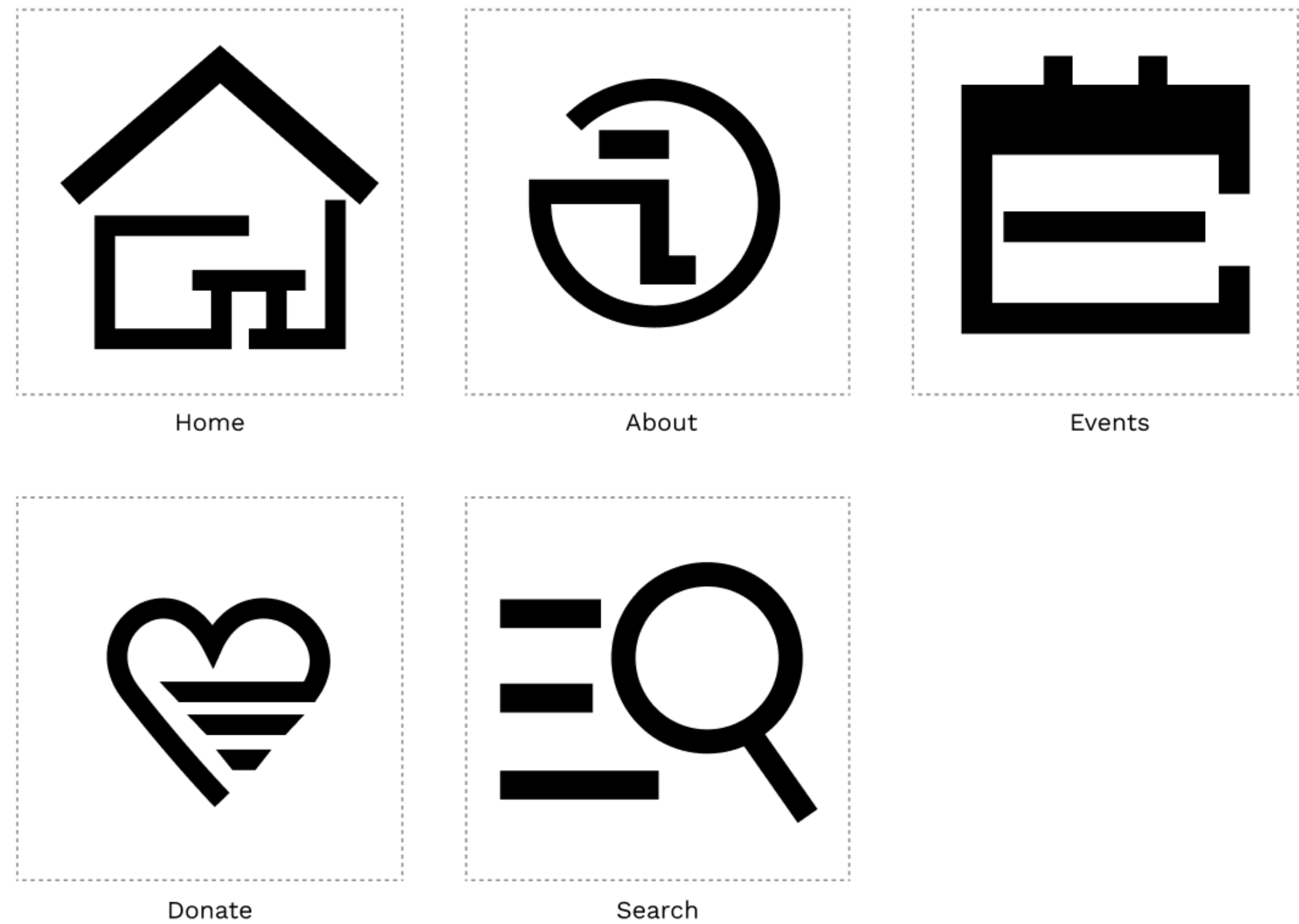
READ MORE

IN THIS SECTION

Creative process _ Icon

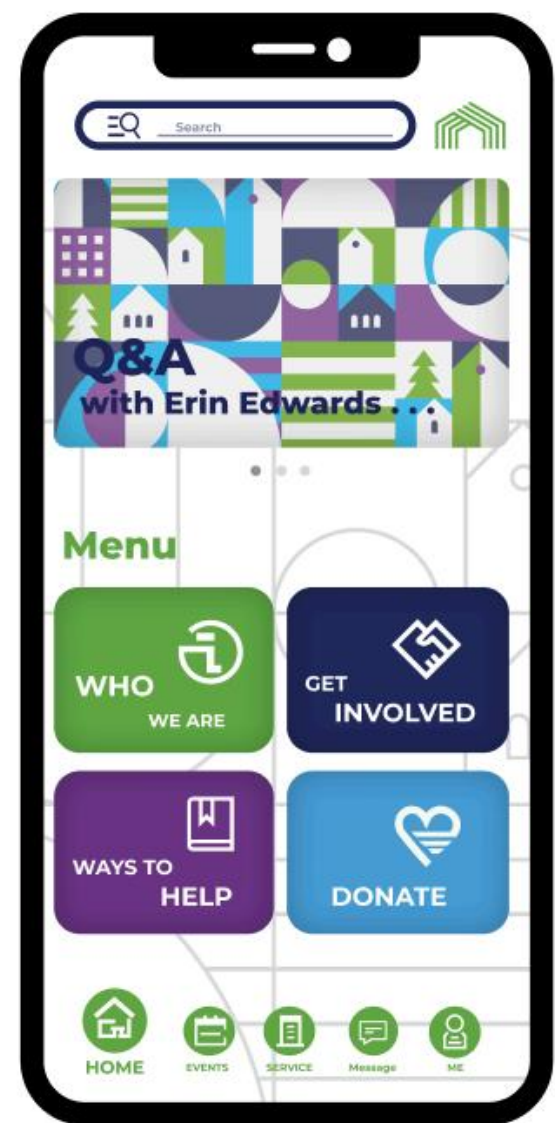


Process

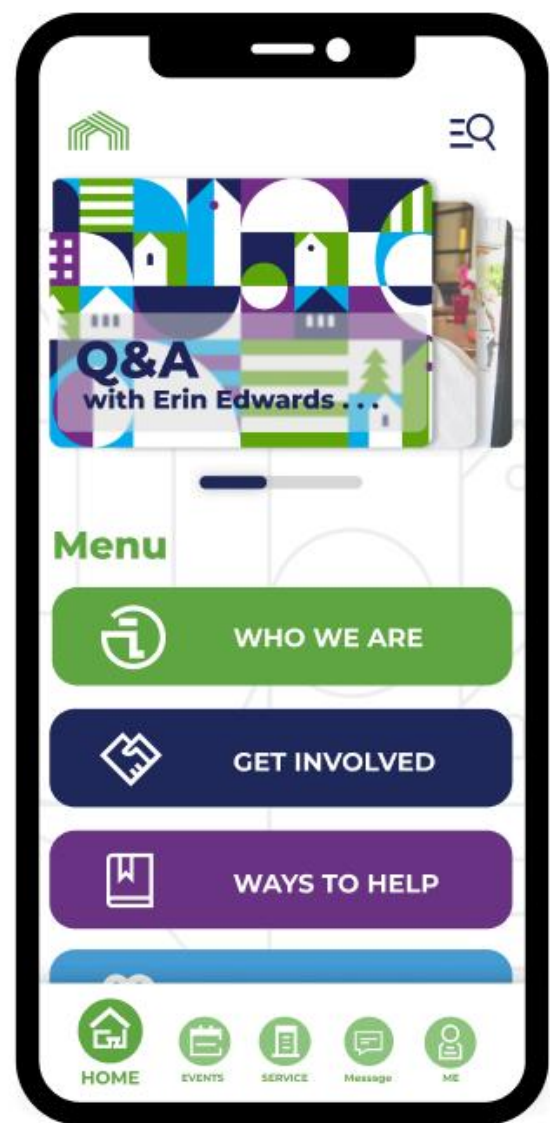


Final Icon

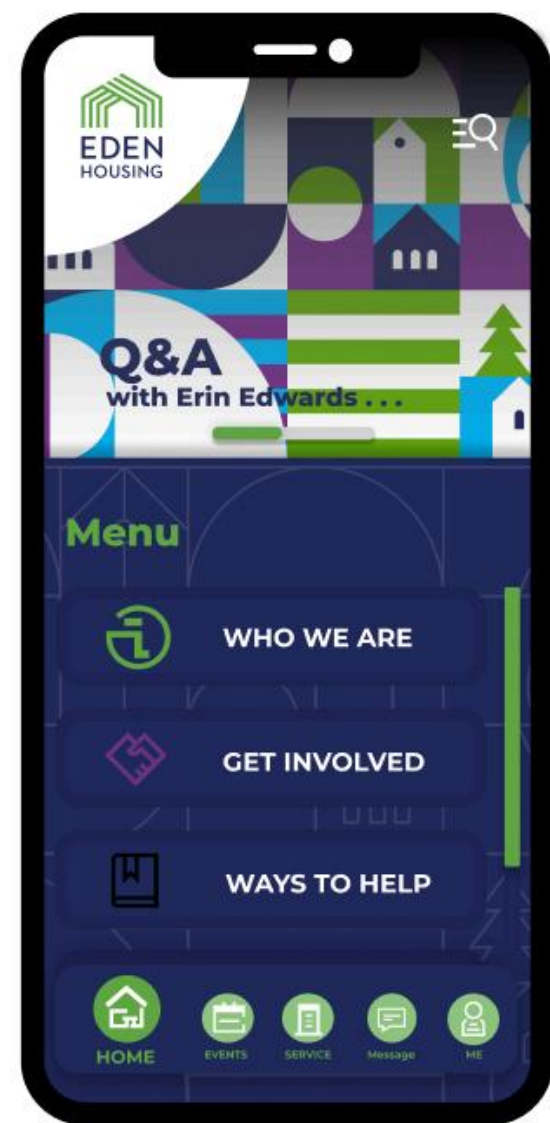
Creative process _ Explore



Home Screen Prototype 1

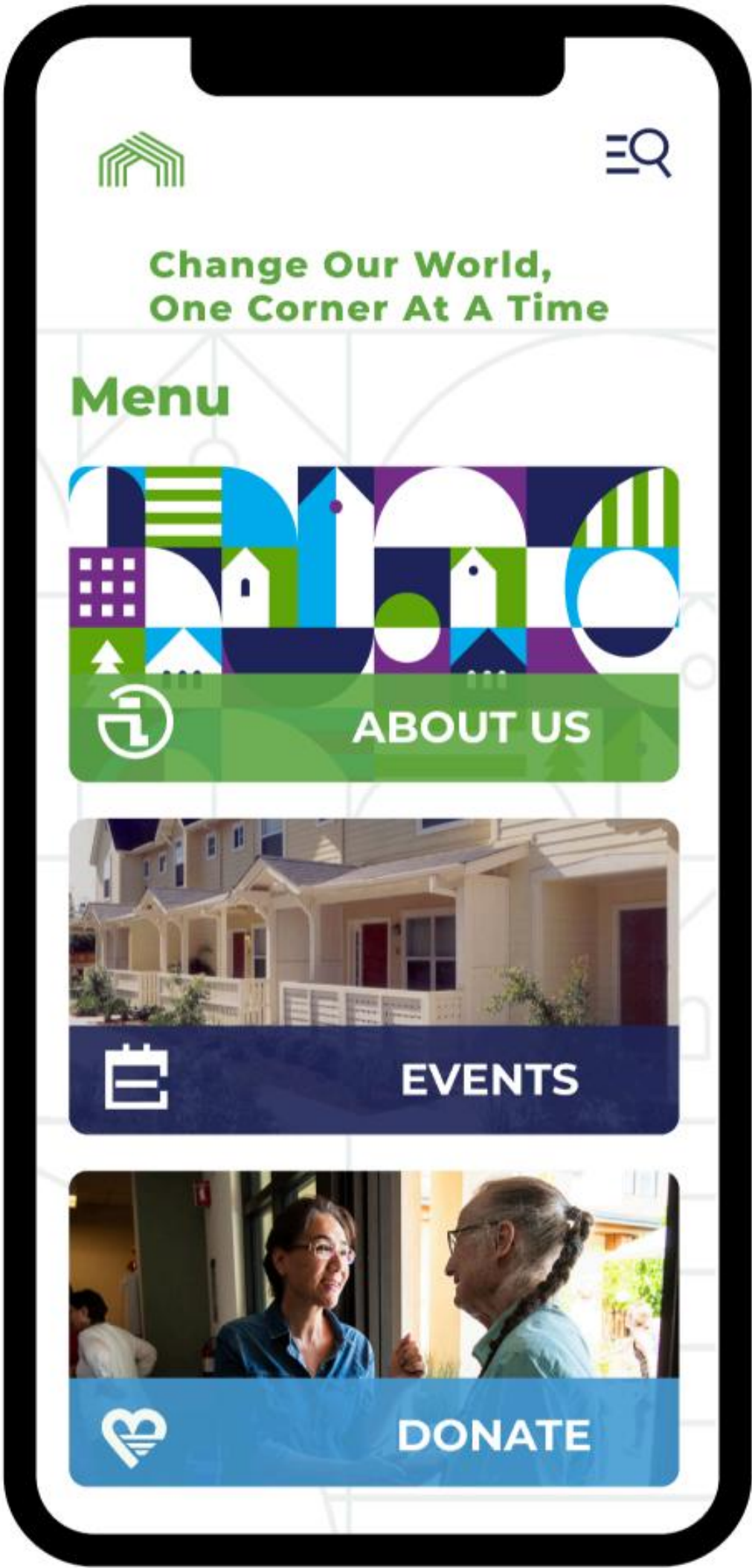


Home Screen Prototype 2



Home Screen Prototype 3

Process



Final

Design Solutions



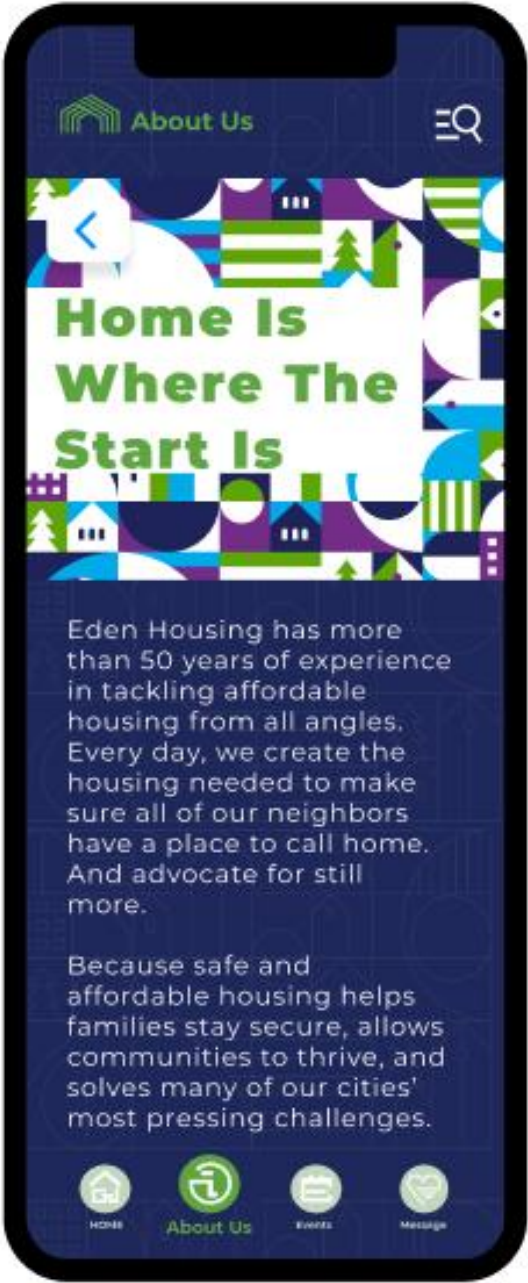
Splash Screen



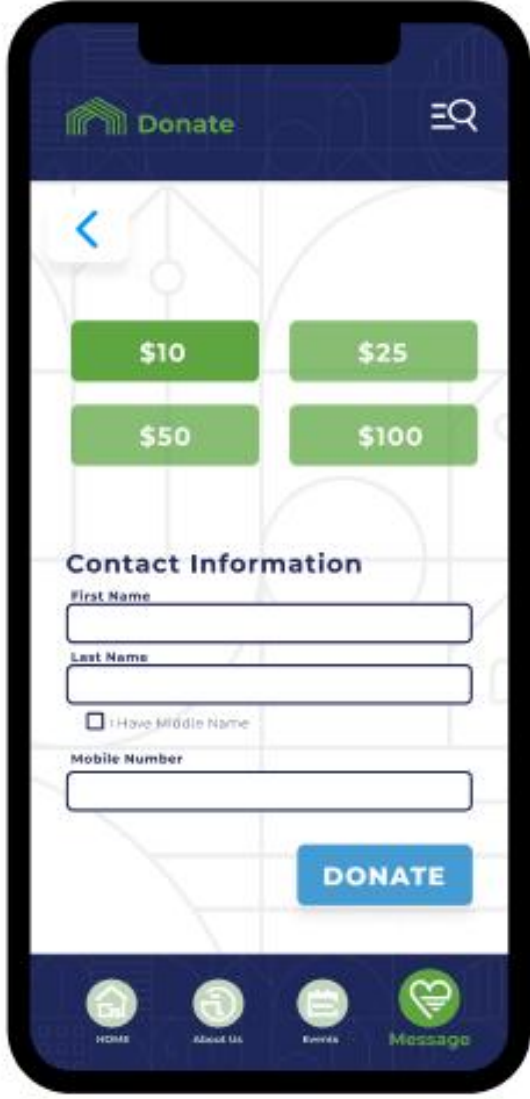
Home Screen



Event Screen



About Us Screen



Donate Screen

Lessons learned?

- Bold use of colors, too subtle color changes are not obvious on the mobile end
- Reducing the use of shadows can make UI design more outstanding
- A unified design language is necessary

Goals achieved?

- Mobile brand successfully create
- The prototype is complete use the brand color

Outcomes

Thank you