

The background of the entire page is a high-resolution image of a marble surface. It features a complex pattern of veins in shades of grey, tan, and gold, set against a light cream-colored base. The veins are irregular and organic, creating a classic, elegant texture.

L.J. Stone Co., Inc.

Brand Guidelines

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Core Values

1. The System Reigns Supreme
2. Good People
3. Stay Humble
4. Own It

Core Focus

Purpose: Improving Lives

Niche: Improving Homes

Target Audience

Indiana Homeowners age 45 & up,
living in \$150,000-\$600,000 homes that love
the homes they're in and are looking to invest
in their long term comfort.

The Expert Guide: trustworthy, helpful, knowledgeable, and approachable

L.J. Stone is a business that's been around the block a few times. We strive to be a resource, bringing luxury and comfort to our community while educating the people around us. With a good sense of humor and a goal to spread smiles, we better the lives of our customers everyday. Our personality is professional without being stuffy, confident without being pushy, and friendly without sacrificing expertise.

"Good People. Great Remodeling. Since 1967."

Our slogan represents who we are, what we do, and where we've been. As a family remodeling company, we take pride in all of these aspects, and our slogan shows that at the front and center of everything we do.

Our Logo



L.J. Stone Co., Inc.

Our logo is the primary visual hallmark of the L.J. Stone brand. From sales paperwork to our canvassing polos, it serves as a constant anchor across every facet of the company. Maintaining its consistency and visual integrity is vital.

The "Inc." Designation

Although we have dropped "Inc." from our standard public branding, the brand recognition of our core logo remains so strong that we retain the designation within the official logo mark itself.

Slogan Variant

We also utilize a logo variation that incorporates our slogan. This version is ideal for paperwork, email signatures, or pamphlets where the slogan does not otherwise appear as a standalone element.

(Usage Rule: Never use the slogan-integrated logo if the slogan is already present in the design layout. In those cases, use the standard logo to avoid unnecessary redundancy.)



L.J. Stone Co., Inc.
GOOD PEOPLE. GREAT REMODELING. SINCE 1967.

Logo Rules

Do: Use the .svg file type for proper image quality, keep a one-logo space allotment around the logo, use the logo in appropriate brand colors

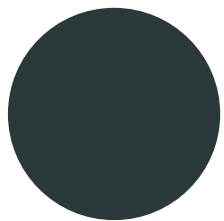


Don't: Use the wrong file type (causing pixelation), scale the logo in a way in which it becomes warped, create non-brand color versions of the logo

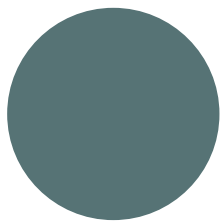


Brand Colors

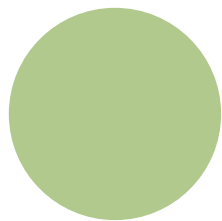
WEBSITE COLORS



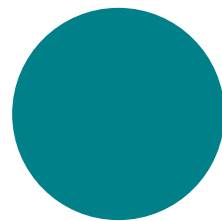
2B393A



567375

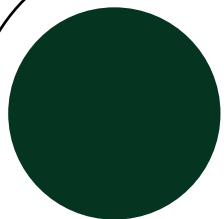


B1C98D

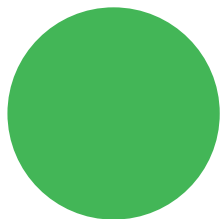


008189

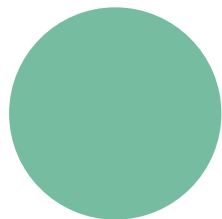
TRUCK COLORS



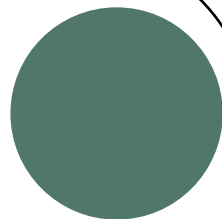
#053421



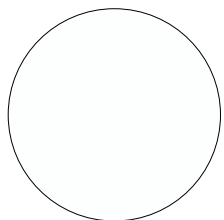
#43B657



#75BCA1



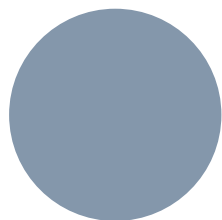
#507767



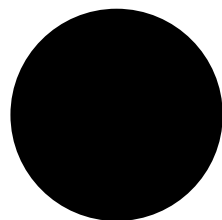
#FCFFFD



#E9ECF0



#8497AB



#000000

Use:

Any and all online communication
Email Design, Online Ads

Do Not Use For:

Mailer Designs, Yard Signs, FTF Marketing
Materials

Purpose:

Unified Brand Design through online presence

Use:

F2F Canvassing Materials, Yard Signs, Perimeter
Mailer Designs

Do Not Use For:

Email Designs, Online Ads

Purpose:

Drive brand recognition in neighborhoods we are
working in. Driving connection between our trucks
and our brand.

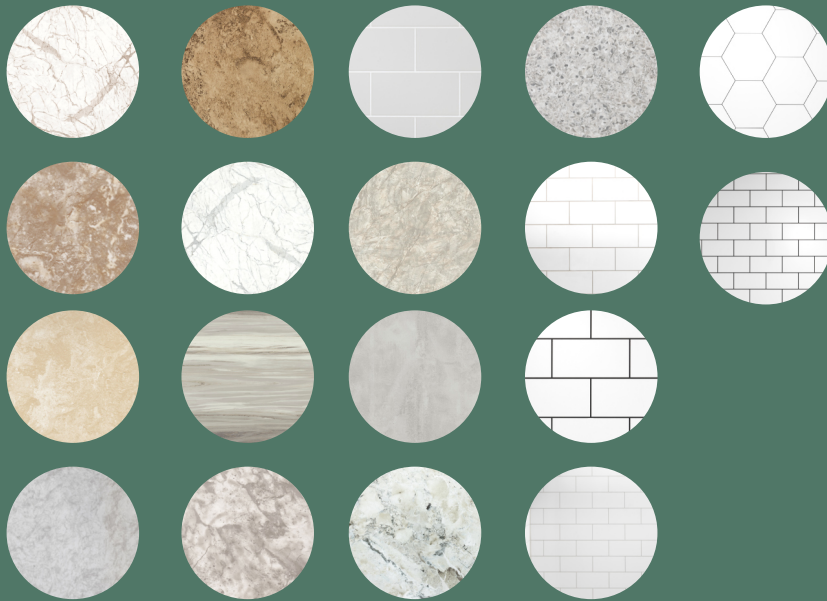
Title: **Poppins Bold**

Heading: **Poppins Bold**

Subheading: **Poppins Semibold**

Body Copy: Inter Regular

Wall Designs



Our wall design options provide us with great on-brand textures we can use to add dimension to our visual designs. However, we must be careful to maintain the true images of these products as we don't want to accidentally advertise an option we don't actually carry.

When designing with these, be sure that we still carry the specific wall option you want to use, and make sure the images stay true to what the actual products look like. Don't change the color or transparency of the images.



DO



DON'T

Brand Elements

General Approach

When using brand elements to communicate L.J. Stone's message, keep it simple using a "less is more" approach. L.J. Stone is a luxury home renovation company, and every design we present should align with that high-end brand image.



Product Icons (Tub, Door, and Window)

Our icons, the Tub, Door, and Window, should always be presented in a contrasting colorway relative to the elements behind them. They are the fastest visual shorthand to communicate our core product offerings.

The Truck Icon

The truck icon represents our field teams. Whenever potential customers see our trucks, they should immediately connect them to our brand. This icon is especially effective in designs targeted toward areas surrounding active worksites.

The Wave Element

The wave brand element brings motion to a design, subtly echoing the water associated with our bathroom products.

Imagery of Our Projects



Project Imagery

Showcasing our completed work is the most powerful way to demonstrate the value we bring to our clients' lives. As a luxury remodeling brand, our visual media must inspire clients and help them visualize their ideal space.

Imagery Selection

To represent our standards, every photograph must put our best foot forward. All imagery should exhibit exceptional focus, lighting, and composition. Photo editing tools may be utilized as needed to refine lighting and perfection. Always ensure spaces are clean, styled, and free of clutter.



Before & After Comparisons

Before and after transformations are central to illustrating our craft. When pairing images, ensure the "before" and "after" shots align as closely as possible in angle, composition, and lighting. A precise visual match highlights the quality of our work and creates a dramatic reveal.

Imagery of Our Team

Team Member Images

Images of our team should showcase their hardwork and the smile-giving culture of our company. We want to use images of our team happy and hard at work when possible. If not possible use their official employee headshot.

