



BRAND GUIDELINES

Last Updated: Sept 2022

Rules and guides for the
design elements of our brand

3135 S. Price Rd #113
Chandler, AZ 85248
factoryexpohomes.com



TABLE OF CONTENTS

Introduction 03

The Foundation

Logo 07

Location-Specific Logos 08

Colors 10

Typography 15

Brand Attributes

Voice & Tone 21

Social Media 22

Buyer Personas 31

Marketing Guidelines

Photography 37

Collateral 39

Iconography 40

All imagery and content found within this book should be used for internal purposes only.

For inquiries about using content within this book, please email: contact@cimacorp.net.

Welcome to Factory Expo Home Centers!

We are a national retailer of Manufactured Homes, Mobile Homes and Park Models. Our mission is to offer high quality factory built homes at consumer friendly, affordable prices. Our 19 Factory Located sales centers and 8 outlet centers proudly represent the best brands in the industry.

A full-page background image with a blue tint. It shows a person from behind, wearing a white hard hat, a white t-shirt, and dark overalls, walking away down a long, brightly lit industrial hallway. The hallway has large windows on both sides, and the floor is polished concrete. The overall mood is professional and industrial.

Introduction

We're the nation's largest, independently owned retailer since 1999. Our model village sales centers are located throughout the country, often right on the factory premises. We ship the best manufactured homes coast to coast from all the leading builders.

A hand holding a pen, poised to write on a blueprint or architectural drawing. The entire image is overlaid with a solid blue color, creating a professional and technical atmosphere. The text is centered and written in a clean, white, sans-serif font.

The Brand Foundation of **Factory Expo Homes.**

The Factory Expo Homes Logo

The logo features a white silhouette of a house roofline above the text "Factory Expo". The word "Factory" is in a bold, sans-serif font, and "Expo" is in a similar font but with a stylized 'x' that has a diagonal slash through it. The entire logo is set against a dark blue background that shows a faint image of a modern house and a palm tree.

Factory Expo

"Factory Direct Pricing" **HOME CENTERS**



FEH Logo & Clear Space

Use the "o" of the logo to define a clear space around the mark. This space should be free of any graphic disruption of our logotype either from an underlying or adjacent photograph or from other graphic shapes or logos. When placing the logotype over an image please make sure that the logo is clearly legible over the image and that the clear space is intact.



Use the "o" of the logo to define a clear space around the mark.

Minimum Size

Print



Digital





All Logos

When a dealership is not factory adjacent, the "Factory Select Homes" logo is typically used. The Park Models logo used only when displaying park model offerings either online or in marketing material. Unless the dealership exclusively sells park models, this logo will not appear on any signage.

Primary





Logo Application

Please follow these rules when using the logos. These are the do's and do not's of our mark.



Use the preferred primary color.



Use single color on approved colors.



Use approved colors to have high contrast.



Place logo on approved secondary colors.



Place logo over imagery that makes it readable



Use logo with proper clear space.



Do not alter the shape of the logo.



Do not use unapproved colors.



Do not use unapproved modified text.



Do not stretch or skew the logo.



Avoid placing the logo over imagery that prevents readability.



Do not go "logo-crazy."



Logo Colors

Each location utilizes a different brand color to differentiate both online and in marketing material.

However, the Factory Expo blue is used when representing the Factory Expo Homes parent brand and any store signage across all Factory Expo Homes locations (Factory Select Locations not included).



Pantone 300 C

Print	Web
R: 0 G: 94 B: 18	R: 0 G: 108 B: 1
HEX: 005EB8	HEX: 006CB3
C: 100 M: 56 Y: 0 K: 3	C: 100 M: 56 Y: 0 K: 3

Pantone Cool Gray 8 C

R: 136 G: 139 B: 1
HEX: 888B8D
C: 44 M: 34 Y: 29 K: 10



Pantone 216 C

Print	Web
R: 119 G: 23 B: 66	R: 102 G: 0 B: 51
HEX: 771742	HEX: 660033
C: 12 M: 98 Y: 17 K: 4	C: 40 M: 100 Y: 55 K: 47

Black

R: 0 G: 0 B: 0
HEX: 000000
C: 75 M: 68 Y: 67 K: 90



Logo Colors

Each location utilizes a different brand color to differentiate both online and in marketing material.

However, the Factory Expo blue is used when representing the Factory Expo Homes parent brand and any store signage across all Factory Expo Homes locations (Factory Select Locations not included).



Pantone 626 C

Print	Web
R: 40 G: 92 B: 77	R: 51 G: 102 B: 51
HEX: 285C4D	HEX: 336633
C: 80 M: 21 Y: 60 K: 4	C: 80 M: 36 Y: 98 K: 28

Pantone Cool Gray 8 C

R: 136 G: 139 B: 1
HEX: 888B8D
C: 44 M: 34 Y: 29 K: 10



Pantone 208 C

Print
R: 130 G: 25 B: 61
HEX: 881539
C: 0 M: 100 Y: 29 K: 44

Black

R: 0 G: 0 B: 0
HEX: 000000
C: 75 M: 68 Y: 67 K: 90



Logo Colors

Each location utilizes a different brand color to differentiate both online and in marketing material.

However, the Factory Expo blue is used when representing the Factory Expo Homes parent brand and any store signage across all Factory Expo Homes locations (Factory Select Locations not included).



Pantone 2410 C

Print

R: 236
G: 192
B: 110

HEX: 3B482E

C: 70
M: 50
Y: 80
K: 50

Pantone 721 C

R: 151
G: 122
B: 83

HEX: 977a53

C: 36
M: 50
Y: 70
K: 12



Pantone 7421 C

Print

R: 93
G: 13
B: 41

HEX: 5D0D29

C: 7
M: 100
Y: 35
K: 64

Pantone 7705 C

R: 43
G: 75
B: 94

HEX: 2b4b5e

C: 92
M: 63
Y: 43
K: 26



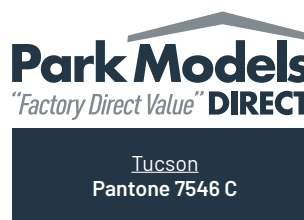
Location-Specific Colors

Each location utilizes a different brand color to differentiate both online and in marketing material.

However, the Factory Expo blue is used when representing the Factory Expo Homes parent brand and any store signage across all Factory Expo Homes locations (Factory Select Locations not included).



Location-Specific Colors





Primary Typeface

Used for Print

Barlow is a slightly rounded, low-contrast, grotesk type family designed by **Jeremy Tribby** (tribby.com). Drawing from the visual style of the California public, Barlow shares qualities with the state's car plates, highway signs, busses, and trains. The family includes 54 manually-hinted styles in three widths and nine weights, as well as obliques, suitable for large and small digital and print use.

Barlow is named after internet pioneer, EFF co-founder, songwriter, and activist **John Perry Barlow**, in tribute to his lasting impact on the information superhighway.

BARLOW by Jeremy Tribby

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 . , ? ! (@ + = /) \$ % &

Thin

Thin Italic

ExtraLight

ExtraLight Italic

Light

Light Italic

Regular

Italic

Medium

Medium Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

ExtraBold

ExtraBold Italic

Black

Black Italic

Nymphs blitz quick vex dwarf jog.

DJs flock by when MTV ax quiz prog.

Typografie Maamerkinä.

Saturation Pracovitějšim.

Brick quiz whangs jumpy veldt fox.

Glib jocks quiz nymph to vex dwarf.

Požiadavkou Motorického.

Bright vixens jump; dozy fowl quack.

OŻywiona Matemático.

Quick wafting zephyrs vex bold Jim.

Architekten Zwitterland.

Praktischer Revolutions.

Lorem ipsum dolor sit amet.

Maecenas porttitor congue massa.

Nunc viverra imperdiet enim.

Pellentesque habitant morbi.

Proin pharetra nonummy pede.

Fusce est vivamus a tellus.



Secondary Typeface

Used for Web

Open Sans is an open source humanist sans-serif typeface designed by **Steve Matteson**, commissioned by Google and released in 2011. It is based on his previous Droid Sans design, designed for Android mobile devices, but slightly wider.

Featuring wide apertures on many letters and a large x-height (tall lower-case letters), the typeface is highly legible on screen and at small sizes. Because it belongs to the humanist genre of sans-serif typefaces, **it has a true italic.**

According to Google, it was developed with an "upright stress, open forms and a neutral, yet friendly appearance" and is "optimized for legibility across print, web, and mobile interfaces.

OPEN SANS by Steve Matteson

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.,?!(@+=/)\$%&

Condensed Light

Condensed Light Italic

Light

Light Italic

Regular

Italic

Semibold

Semibold Italic

Bold

Bold Italic

Extrabold

Extrabold Italic

Nymphs blitz quick vex dwarf jog.

DJs flock by when MTV ax quiz prog.

Typografie Maamerkkinä.

Saturation Pracovitějším.

Brick quiz whangs jumpy veldt fox.

Glib jocks quiz nymph to vex dwarf.

Po iadavkou Motorického.

Bright vixens jump; dozy fowl quack.

OŻywiona Matemático.

Quick wafting zephyrs vex bold Jim.

Architekten Zwitterland.

Praktischer Revolutions.



Headline Typography Guide

Barlow Bold

Always set it in **Title Case format**,
and follow guidelines for leading.

Home Centers

67pt

Home Centers

57pt

Home Centers

47pt

Home Centers

37pt

Home Centers

27pt



Headline Leading Guide

Barlow Bold

When setting headlines that stack on multiple lines use a **1:1 ratio** for the type size to the leading. In other words, the type size and leading the leading should always be equal. For example, a 40 pt. headline should have 40 pts. of leading. A 25 pt. headline should have 25 pts. of leading separating each line. So on...

40pt Type

The Nation's Mobile Home and Manufactured Home Sales Leader

40pt Leading

A photograph of a middle-aged couple in a kitchen setting. The man is seated at a table, leaning forward and looking at a laptop. The woman stands behind him, also looking at the screen. The scene is dimly lit, with a blue color overlay. A white mug is on the table in the foreground.

Brand Attributes



Voice & Tone

This is what guides our brand expression.

The Factory Expo Homes brand attributes are descriptors that guide every visual/verbal expression and behavior of our brand.

Think of them as criteria to evaluate and measure our communications by:
"Is this on-brand for Factory Expo Homes?"

Trustworthy
Knowledgeable
Authentic
Professional
Friendly
Unpretentious

Our Brand Voice

We want to help our customers find their dream homes and give them a sense of finding the perfect home and the feeling that they've found the best price with the best company and people.

We want our customers to feel at ease and excited about their newest home-buying venture, even if they walk out without buying a house. So we're here to answer their questions, give them tours, and be a resource for them to feel safe while venturing into the home-buying process.

We're a helping hand, not a pushy one.

Be Welcoming

Often the manufactured home buying process can be overwhelming and intimidating. Therefore, our communications should always feel approachable and responsive.

Not

- Cold
- Exclusive
- Elitist

Be Professional

Buying a home is a big ticket item. Our customers need to feel safe and secure when completing a transaction with us. We're casual and friendly, but always professional.

Not

- Clerical
- Aloof
- Wooden

Be Knowledgeable

We know our stuff, and customers can have a sliding knowledge scale. So it's important to underscore our understanding in a way that balances knowledge and approachability.

Not

- Self-important
- Arrogant
- Intimidating

Brand Attributes

Social Media: Introduction

Social media platforms are changing how we work, offering new ways to build collaborative relationships with our colleagues, customers, and the world at large. In addition, these platforms give us a valuable opportunity to engage in conversations about our work at Factory Expo Homes.

To help us maximize the opportunities that the social space presents, we have developed guidelines to ensure that Factory Expo Homes' brand equity is effectively translated and leveraged across all platforms and markets.

Note:

It is important to remember that we are living through a fundamental shift in how we relate to our customers. Therefore, we must be comfortable and flexible enough to navigate this change, as change is our only constant in this space. **Accordingly, this guideline will be updated regularly.**

Social Media Platforms



Target Audience: *Masses*

Facebook is often seen as the main social communication and advertising channel for all social activities. Acting as the connecting platform, it can bring together content from across all the other channels, such as rich media from YouTube, Instagram feed tab, Event, and Google+ Hangout invites.



Target Audience: *Media and opinion leaders*

Playing to its strengths, Twitter is best used as the main news and customer care channel. Recommended for featuring live coverage, first release of updates, teasers, and links to interviews, articles, and website.



Target Audience: *Niche communities*

Provides us with the opportunity to express the personality of the brand by sharing powerful images and creative points of view that reinforce the Factory Expo Homes brand personality.

Social Media: Best Practices

Taking part in online conversations can offer real advantages to Factory Expo Homes' employees, which we encourage and are here to help.

Social media has changed how we work; we communicate on a personal and professional level and offers a new way of communicating with our customers, colleagues, and the general public.

We believe that these interactions significantly help reinforce Factory Expo Homes' relationships and public trust.

Consistency

Whatever pace you decide you can manage, stick to it! You want to have a consistent presence or else you will quickly be forgotten by your audience or built out of social algorithms that put your content in front of your followers.

Recommended Post Rate:

Facebook: 2-3 daily • Twitter: 3-5 daily • Instagram: 1 daily • LinkedIn: Once every other day

Interaction

Social Media is a two-way street of communication. It's important for you to interact with the audience that is interacting with you. Respond to questions in a timely manner, retweet positive or applicable content or just like a comment someone leaves on your post. Just make sure your audience knows you are listening and you care about them!

Social Listening

This is a level up from just interacting with your audience. It requires you to go deeper into the social conversations going on around our brand, our competitors or just the overall tone of trending topics. This is a vital part of understanding our audience, building strategy and avoiding mistakes/controversy. To find these conversations, try searching by location, name (not social handle) or any keywords that could apply to the FEH brand.

Avoiding Controversy

There is never a shortage of trolls, bots or angry/disapproving people that are just begging to ruffle feathers on social media. Here are some tips to avoid the "social hot seat."

- Stay up-to-date on current controversial topics and make sure the content you post stays clear of them.
- Do not interact with people looking to start a fight over social media, most likely your brand will suffer the consequences even if you are in the right.

Social Media: Spec Cheat Sheet

Social media image sizes seem to change constantly.

One moment you have the perfect cover page for your account. The next, it's been resized and looks all pixelated and wrong.

It doesn't help that information about official dimensions and image sizes is harder to find than a civil discussion on politics on Facebook.

But, it's not difficult if you consult this guide to social media image sizes on all important social media platforms!

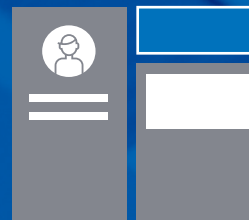
Here are the most recent social media image dimensions, as of Sept 2022:

2022 Spec Cheat Sheet

Facebook



Profile Photos
170 x 170 Pixels



Header Photos
1200 x 628 Pixels



Timeline Photos
1200 x 630 Pixels

Instagram



Profile Photos
320 x 320 Pixels



Thumbnail Photos
161 x 161 Pixels



Feed Photos
1080 x 1080 Pixels

Twitter



Profile Photos
400 x 400 Pixels
Minimum size:
200 x 200 Pixels



Header Photos
1500 x 1500 Pixels



In-Stream Photos
1600 x 1600 Pixels
Minimum size:
600 x 335 Pixels

Social Media Strategies: Facebook

To The Point

Attract and keep your fans attention with short copy – ideally **90 characters**.

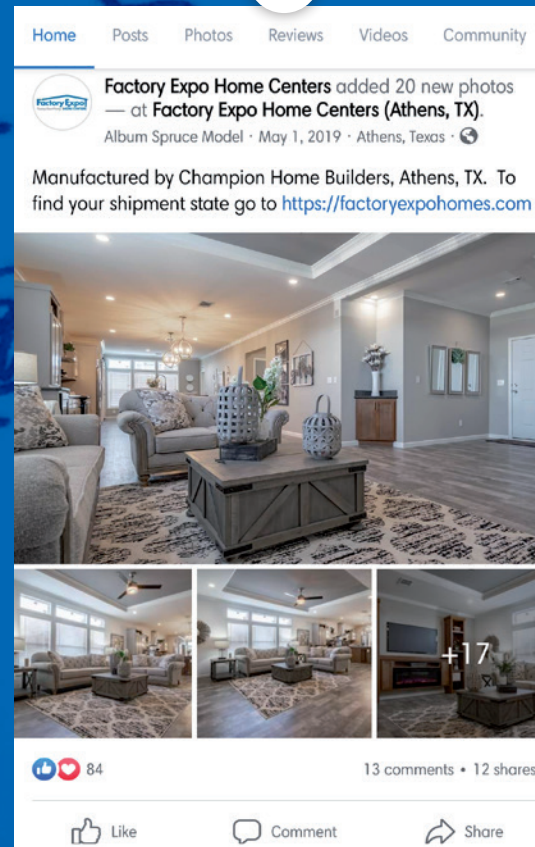
Include Images

Posts with images get the highest amount of engagement on Facebook.

Perfect size: **800 x 600** Pixels.

Engage

Build a sense of community by **responding** to users comments with useful information – not just redirecting them with a website link.



Provide a Link

Use a URL shortener, like **Bit.ly**.

Mobile-Friendly

Use simple imagery that will be easy seen on mobile devices as approx. **60%** of your fans will see posts on their phone.

Keep Things Positive

Positivity breeds engagement and sharing. It will help **inspire and excite users**.

Social Media Strategies: Twitter

Call to Action

Use a **clear CTA** so your followers know what you want them to do.

Punctuations

Don't sacrifice grammar.

Avoid abbreviations and all caps.

Format

Use **questions, facts and figures** to engage viewers and drive Retweets.



Shorten URLs

Use **Bit.ly or Goo.gl** to shorten urls and track click through.

Mentions

Mention industry-relevant accounts and users to encourage them to engage with you.

Retweet

Retweet relevant content for your audience.

Social Media Strategies: *Instagram*

Editing

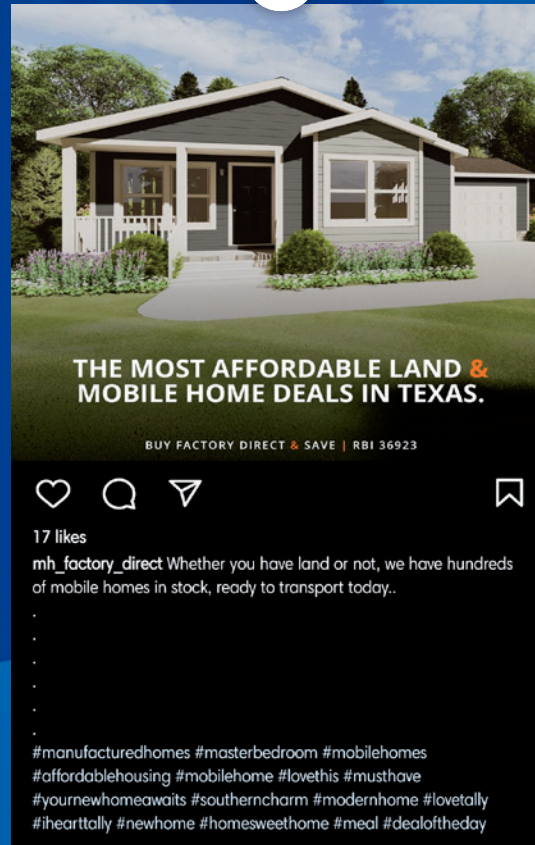
Use other apps, such as **Picsart**, to **enhance your photos**. Once you get used to editing, your feed will have a consistent look & feel.

Captions

Use relevant photo captions to grab the attention of people and **include questions** to drive comments.

Generate Demand

Organize an Instagram **Open House** exclusively for your followers, (e.g. InstaWalk-Through) for exclusive first views.



Build a Connection

Photos that users can't see anywhere else by giving them a glimpse **behind the scenes** – helping them build a connection with the brand.

Leave Room

Keeping subject of the photo in only **two-thirds** of the screen makes it more attractive to the eye.

Engage with Hashtags

Create a weekly hashtag challenge with a **unique hashtag** to engage your followers.

Social Media: Measuring Success

The next step is to match your goals to actual metrics and behaviors you can measure.

Here are a few suggestions of behaviors to measure based on a few common

social media goals:

Monitoring & Reporting

Engagement

Consideration

Familiarity

Awareness

Cost & Efficiency

Brand Attributes: Measuring Success

Monitoring & Reporting

Engagement

Content



Commenting
Shares
Reads
Impressions
Likes/+1s/Retweets
Bookmarking
Subscribers

Properties



Users
Shares
Time Spent
Winners
Registrations
Dropouts
Subscribers

Brand



Page Fans/Followers
Posted Links
Time Spent
Mentions
Site Referrals
Page/Channel Referrals

Consideration

Content



Commenting
Shares
Actions
Sentiment

Properties



Shares
Followers
Registrations

Brand



Site Referrals
Registrations
Mobile Users
Earned Media Value

Familiarity

Content



Commenting
Likes
Re-Reads
Commenting Levels

Properties



Re-Visits
Newsletter Usage
Registrations
Advocates

Brand



Mentions
Sentiment
Versus Competition

Awareness

Content



Opens
Reads
Related Links
Direct Links

Properties



Visits
Referrals
Mentions
Mobile Usage

Brand



Search Volumes
Referrals
Versus Competition

Monitoring & Reporting

Cost & Efficiency

Content



Effectiveness

Partnership

SEO Requirement/Levels

Properties



Cost Per (Metrics)

Brand



SOE

SOV

Versus Competition

Buyer Personas

Buyer personas help us to understand our existing and potential customer base so that we may tailor content and online experiences to better suit an individual customer's needs.

Content will be created specifically for one buyer persona or a set of buyer personas to inform and empower prospects.

Sheryl: The Enthusiastic Buyer

Housing Status

Current Status: Own

Current Home: Mobile Home

Future Home: Mobile or Modular Home

Purchase Trigger(s): Space, freedom

Upgrade: Very willing

Lifestyle

Shopping: More likely to save than spend, but enjoys shopping as a hobby

Social Status: Important but not a key driver

Having it Made: Making the most out of changes in life

Percentage of Target Market 18%

MH/Modular Consideration

Comfort with Mobile Homes

Identify

Dissatisfied with current living situation because of needed space and desire for greater freedom in the future.

Convert

Make her feel like she is getting a good deal, and de-emphasize any borrowing that will be required.

Engage

People-oriented, so focus on being a friend/advisor.

Upsell

Loves the upsell – more open than any other segment.

Robert: The Cautious Buyer

Housing Status

Current Status: Rent

Current Home: Home

Future Home: Site-built

Purchase Trigger(s): Increasing rent, secure future

Upgrade: Not really open

Lifestyle

Shopping: Only out of necessity, he's a "saver"

Social Status: Considers himself an early adopter, but status isn't important

Having it Made: Making the smart choice

**Percentage of
Target Market** 18%

**MH/Modular
Consideration**

**Comfort with
Mobile Homes**

Identify

Dissatisfied with current living situation, wants to take the next step in life.

Engage

He'll have an organized demeanor.

Convert

He sees home as an extension of his personal style, so he will need to relate to the home in an intimate way.

Upsell

Appeal to 'making smart choice'.

Brand Attributes: Buyer Personas

Melissa: The Status Seeking Buyer

Housing Status

Current Status: Rent

Current Home: Townhome

Future Home: Open to anything

Purchase Trigger(s): Space, status, price is right

Upgrade: YES – if price is right

Lifestyle

Shopping: She enjoys spending hard-earned money

Social Status: It's all important: looks, home, style

Having it Made: Upgrading everything in life

**Percentage of
Target Market** 17%

**MH/Modular
Consideration**

**Comfort with
Mobile Homes**

Identify

Looking for a new home because she perceives this is the best time for market prices.

Convert

While she comes in talking about price, she will be convinced buying on status and personal gratification.

Engage

Seeks status-affirmation in life and work. Likes feeling informed and smart.

Upsell

She likes upsell feature, but is sensitive around their pricing.

Brand Attributes: Buyer Personas

Brian: The Cynical Buyer

Housing Status

Current Status: Rent

Current Home: Home

Future Home: Site-built

Purchase Trigger(s): Increasing rent, secure future

Upgrade: Not really open

Lifestyle

Shopping: Only out of necessity, he's a "saver"

Social Status: Considers himself an early adopter, but status isn't important

Having it Made: Making the smart choice

**Percentage of
Target Market** 19%

**MH/Modular
Consideration**

**Comfort with
Mobile Homes**

Identify

Dissatisfied with current living situation, wants to take the next step in life.

Convert

He sees home as an extension of his personal style, so he will need to relate to the home in an intimate way.

Engage

He'll have an organized demeanor.

Upsell

Appeal to 'making smart choice'.

Brand Attributes: Buyer Personas

Vanessa: The Empowered Buyer

Housing Status

Current Status: Rent

Current Home: Apartment

Future Home: Open to anything

Purchase Trigger(s): Change current situation

Upgrade: Open to some

Lifestyle

Shopping: Indulges to experience, also values saving money for the future

Social Status: Key driver is that she wants to succeed

Having it Made: Indulging in ownership

**Percentage of
Target Market** 18%

**MH/Modular
Consideration**

**Comfort with
Mobile Homes**

Identify

Will prefer site-built first. Looking to establish herself.

Engage

Probe comfort level of comfort with having friends or family come over. Showcase social responsibilities.

Convert

She'll want her home to be cool, impressive, and she'll want to see it as her "dream come true"

Upsell

Tread carefully – she'll only consider about three upsell items.

A woman with blonde hair tied back, wearing a striped shirt and a watch, is writing on a whiteboard. The whiteboard is covered with various marketing-related diagrams, including line graphs, bar charts, and flowcharts. Some of the visible text on the whiteboard includes "Customer Inter", "MEDIA", and "DEFINE DATA". The entire image has a blue tint.

Marketing Guidelines

Photography

Photography is an integral part of our brand and is unified by certain characteristics derived from the Factory Expo Homes brand attributes:

Accessible

Dynamic

Energetic

Forward-thinking Knowledgeable

Trusted

Lifestyle: Portraits

Feels authentic and not staged • Portrays an optimistic mood • Natural lighting • Can be looking at the camera or looking away—strive for a mix



Brand Attributes: Photography

Lifestyle: People in Environments

A feeling of energy and movement • People in motion—in the moment • Architectural elements that reflect dynamic angles • Natural lighting



Collateral

Letterhead & Invoice

Paper:

A4 US Letter

Font and lines spacing:

Barlow 12pt, Line Height 16pt

Colours:

Text in Black

Graphic details in Cool Gray/FEH Blue

Watermark:

4% opacity

Distances:

1 in. from all borders

Business Card

Paper:

3.5x2 inches 80# Cover paper

Font and lines spacing:

Barlow 10pt, Line Height 14pt

Colors:

Text in Black

Graphic details in Cool Gray/FEH Blue

Logo:

Centered on the back 1.50 in. width

Distances:

1 in. from all borders

Iconography





© 2022 Factory Expo Home Centers