



CHAMPION[®]
HOMES

Our Brand & Purpose



Brand Foundation

Our Purpose 4
Our Brand..... 5
Brand Positioning Statement 6
Brand Promise..... 7

Personality & Voice

Brand personality 9
Brand Voice 10

Brand Architecture

Family Of Brands..... 12
Product Architecture 13
Brand Lockups 15

Visual Identity

Our Logo 17
Colors 22
Typography 24
Photography 28
Creative Examples 33



Brand Foundation

**Our purpose
is to champion
our customers'
home experience
every step of
the way.**



Home.

A place everyone needs and deserves to be just right.

We are trusted with life's most important purchases and investments.

You have a vital role to play in making each customer's home, and every stage of their experience, excellent.

The Champion in our name is foremost a verb—our purpose is to champion our customers' home experience every step of the way.

Put simply, we champion our customers just as we champion our own family and friends.



Our Brand

Brand is not a logo. Brand refers to how people think and feel about Champion® Homes based on their experience interacting with us—all the touch points that add up to form an impression of who we are. It's also how we present ourselves through everything we do, everything we say and everything we produce. Brand encompasses messaging and voice as well as visual and experiential elements.

Understanding the Champion Homes brand is the first step in bringing it to life. Brand guides help make our branded communications effective and consistent. They explain the various elements that make up our identity—what they are, how they fit together, and why it is vital that we use them in the right way.



Our brand positioning articulates who we are at our core. It is an internal tool meant to guide sales, marketing, and operating decisions. It should inform key decisions that affect our customer's perception of Champion Homes.



For homebuyers who want affordability, value, and quality in a home of their own, Champion Homes is the manufactured home brand that delivers the best end-to-end experience by providing smart built homes, streamlining the purchase process, and ensuring enjoyable homeownership.

Champion Homes is Leading the Way with:

Thoughtfully designed, innovative, and welcoming homes that are sustainably built and evolve with the homeowner;

A simple, timely, delightful purchase experience;

and dedicated support & solutions that make life easier and homeownership more enjoyable.



Our Promise

At Champion Homes, we deliver the best end-to-end experience by providing smart built homes, streamlining the purchase process, and ensuring enjoyable homeownership.



Reasons to Believe

The Homes

Thoughtfully designed, innovative and welcoming homes that are sustainably built and evolve with the homeowner.

The Purchase Experience

A simple, timely, and delightful purchase experience.

The Homeowner Experience

Dedicated support and solutions that make life easier and homeownership more enjoyable.



Personality & Voice

Our voice is how our brand personality comes to life. It helps build authentic relationships by being a consistent across all messaging, representing the core of who we are and how we want to show up in the world.



Our brand personality is a framework that helps shape the way our audience feels about us.

These traits should help drive decisions in both design and messaging and be used authentically and consistently.



Welcoming
Approachable & Friendly

Smart
Intentional & Seamless

Trustworthy
Earnest & Sincere

Advocating
Compassionate & Authentic

Innovative
Thoughtful & Solutions-Focused



Our Voice

Welcoming Simple Smart

We speak as home building experts and homeowner advocates.



ON-BRAND WORDS/PHRASES

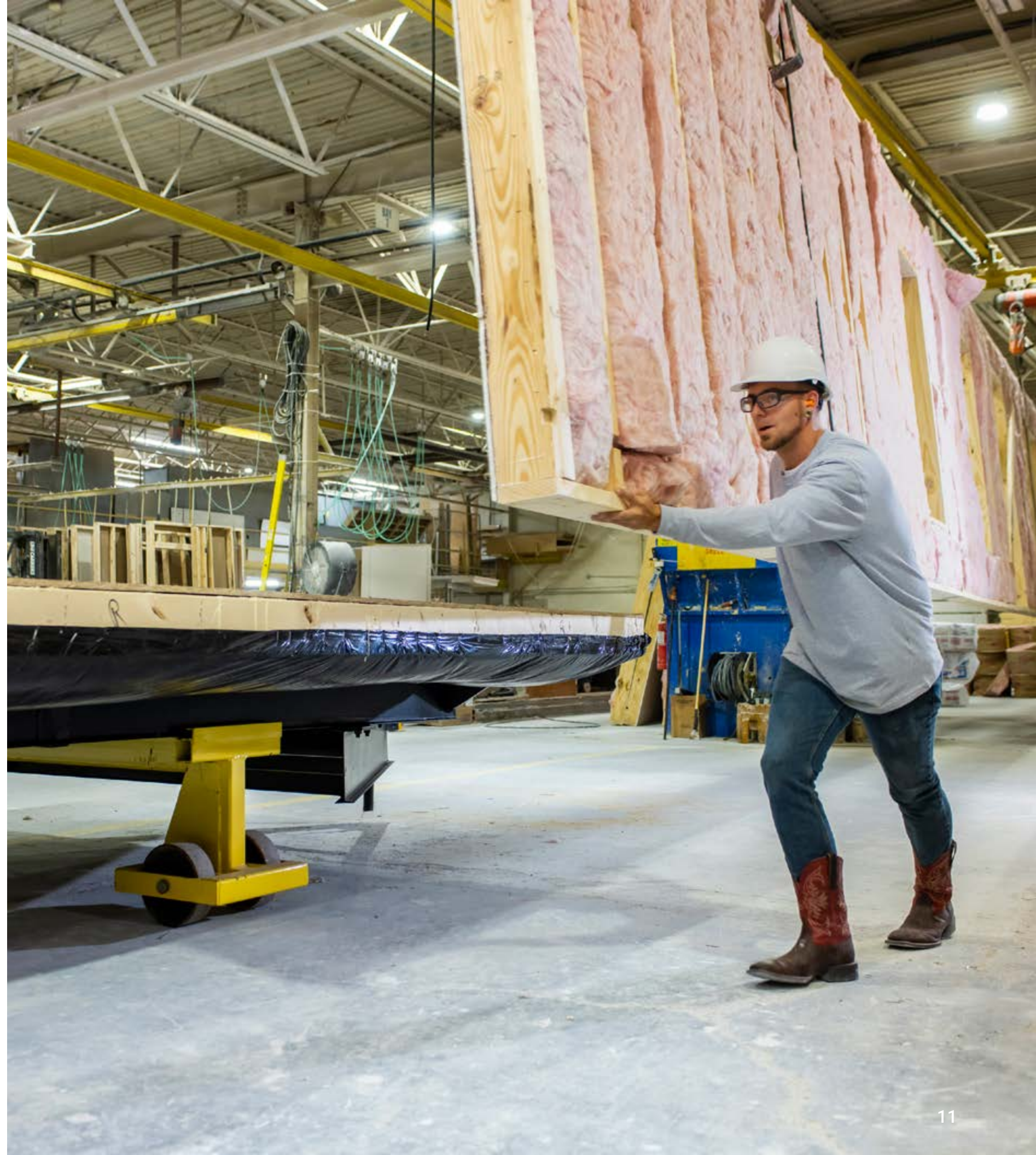
- We build and sell homes for everyone.
- We help customers find the perfect home to fit their needs.
- Every Champion home is built in one of our modern, climate-controlled facilities.
- Manufactured home
- A Smarter Way to Build™
- Champion Smart Built Homes
- Offsite construction
- Factory-built
- Single-section
Double-section
Triple-section
Multi-section plus square footage

BUILD-TYPE OF OUR HOMES

- Manufactured
- Modular
- Park Models & Cabins
- Accessory Dwelling Units (ADU)
- Bridge tiny home built to national standards

Brand Architecture

Champion Homes has a 60 year heritage and unrivaled geographical reach. Over the years, we've acquired other great brands and invited them into our family. Whether it's a homebuilder brand or retail sales location, each member of the Champion family supports our brand position of delivering the best end-to-end experience by providing smart built homes, streamlining the purchase process, and ensuring enjoyable homeownership.





CHAMPION[®] HOMES



MODULAR

BUILDER/DEVELOPER

RETAIL



PARK MODELS & CABINS

TURN-KEY

TRANSPORT

FINANCIAL SERVICES



CANADA



With a large family of brands, it's important to utilize a clear and consistent product architecture as a way of building brand equity with our flagship brand—Champion Homes.

Additionally, consistent product architecture will ease new product launches and help consumers easily navigate their options and find their perfect home.

Not all product lines will fit perfectly within this architecture but it should be used as a starting point during product development.

National series have a distinct logo of their own.

Regular series do not have a logo and should appear in Roboto Bold.





CONSUMER BRAND



CHAMPION
PARK MODELS & CABINS

SERIES

**ATHENS™
PARK**

MODELS

— 528SL
— 4110
— 527

SERIES

SHORE PARK

MODELS

— 2622B
— 1974CTP
— 4110L

SERIES

**COMPACT
CABIN**

MODELS

— CC1650
— CC1642
— CC1238



In some instances, it is necessary to display two or more logos from our family of brands.

These logos come in all shapes and sizes so we have multiple lockup options depending on the need. All three will work for some combinations, while others might have only one that works. No matter which template we use, the multiple brands should feel balanced. The logos should be as close to the same visual size and weight as possible.



WIDE LOGOS



GENESIS HOMES: LOGO LOCKUP



TALL LOGOS



GENESIS HOMES: LOGO WITH TAGLINE



NARROW SPACE





Visual Identity

Our Logo

Our logo is inspired by our purpose, and all those that make it possible—to champion our customers' home experience every step of the way. Our word and brand mark reflects what we stand for and who we serve.



C IS FOR CUSTOMERS

- Their Needs
- Their Dreams
- Their Homes

C IS FOR COMMUNITIES WE SERVE

- Our Retailers
- Our B2B Customers
- Our Investors

C IS FOR CHAMPION

- Our People
- Our Family of Champion Brands
- Our Work

PATH TO HOME OWNERSHIP

The aqua line represents the way we guide and support our customers along the path to home ownership, from consideration to purchase all the way to moving day and beyond.

SERVING COMMUNITIES

The rooflines represent the range of communities we are proud to serve, and our diverse lineup of homes across the Champion family of brands.



CHAMPION[®]
HOMES

A SMARTER WAY TO BUILD[®]

The lines within the icon represent the way we combine great design, quality materials, manufacturing excellence and innovation into every home we build.

PARTNERING TOGETHER

Looking at the icon as a whole, one can almost see two hands coming together – in partnership, collaboration, and community. This symbolizes our pride in working hand in hand with the people whose homes we build, and all those who make it a reality.

Variations



CHAMPION[®]
HOMES

SECONDARY LOGOS

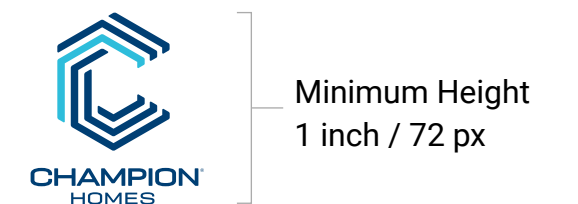


Clear Space

To ensure visual impact and avoid crowding with other graphic elements or text, it is important to maintain a minimum clear space around the boundary of the Champion Homes logo equal to the height of 'C' in the wordmark.



Logo Minimum Size



Usage

The Champion Homes logo must always be used in accordance with our brand guidelines in order to protect our brand integrity and our trademarks, and build consistency across touch points.



⊗ **Do not** use unapproved colorways.



⊗ **Do not** alter the size or location of the logo elements.



⊗ **Do not** add effects or transparency,



⊗ **Do not** rotate, tilt, reflect or tile the logo



⊗ **Do not** place logo on low contrast background.



⊗ **Do not** place logo over imagery that impairs clear legibility.

Colors

Champion homes is a welcoming, solutions-oriented brand that's also inspiring and aspirational. Our color palette was designed to communicate that personality with a range of colors inspired by home.

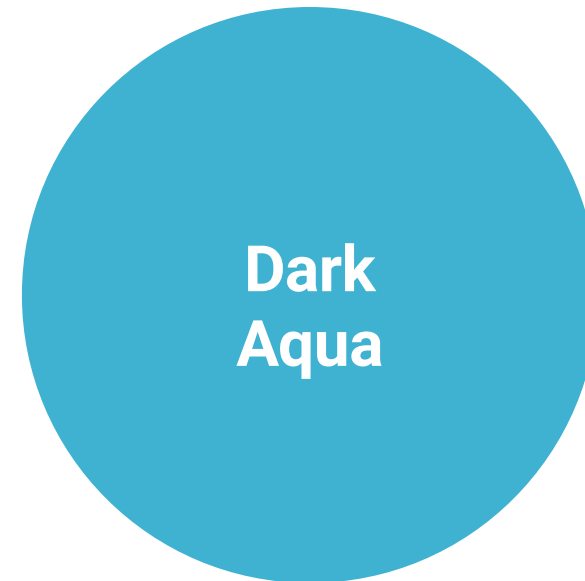
The home pictured at right is the actual home in production that inspired the Champion Blue in our brand identity.



PRIMARY

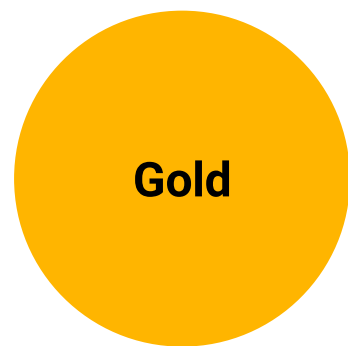


PMS 7694 C
CMYK 100 | 56 | 0 | 46
RGB 2 | 66 | 109
HEX 02426D

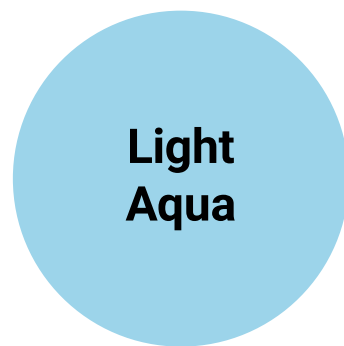


PMS 631 C
CMYK 67 | 2 | 11 | 0
RGB 63 | 178 | 210
HEX 3FB2D2

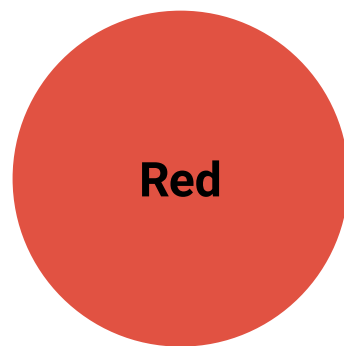
SECONDARY



PMS 7549 C
CMYK 0 | 22 | 100 | 0
RGB 255 | 181 | 0
HEX FFB500

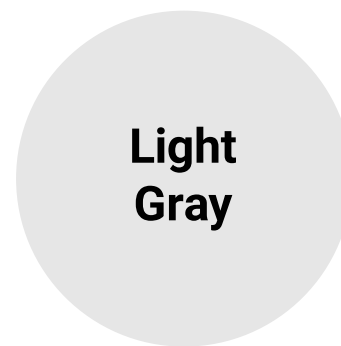


PMS 629 C
CMYK 36 | 0 | 5 | 0
RGB 156 | 212 | 234
HEX 9CD4EA

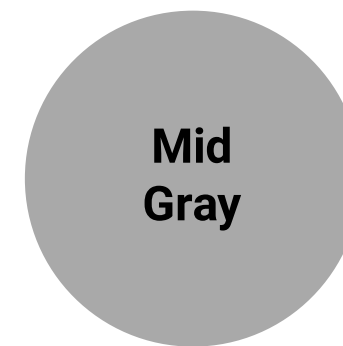


PMS 7625 C
CMYK 0 | 80 | 78 | 0
RGB 225 | 82 | 66
HEX E15242

NEUTRALS



PMS Cool Gray 1 C
CMYK 0 | 0 | 0 | 10
RGB 230 | 230 | 230
HEX E6E6E6



PMS Cool Gray 3 C
CMYK 0 | 0 | 0 | 30
RGB 169 | 169 | 169
HEX A9A9A9



PMS Cool Gray 8 C
CMYK 0 | 0 | 0 | 70
RGB 87 | 87 | 87
HEX 575757

Typography

Champion Homes is a welcoming, solution-focused brand that's also inspiring and aspirational. Our color palette was designed to communicate that personality with a range of colors inspired by home.



Roboto is Our Primary Typeface

A fully accessible typeface available on google fonts, Roboto is welcoming, smart and clean—a perfect fit for Champion Homes.



Attributes

Geometric
Welcoming
Smart
Clean

Font Family

Regular
Italic
Medium
Medium Italic
Bold
Bold Italic
Black
Black Italic

Headlines and Callouts

All text should be left aligned without word breaks and without hyphenation at the end of lines.

Refer to this sample on the right for guidance on the hierarchy and relationship between our various type styles.

Our brand typeface is Roboto and should be used on all communication materials, both print and digital.



HEADLINES

Roboto
 Bold
 Title Case
 Leading: 1 : 1 ratio
 Tracking: -5

Affordability
Built-In

Sample text 64/64

CALLOUTS

Roboto
 Regular, Bold,
 or Black
 All Caps
 Leading: 1 : 1 ratio
 Tracking: +100

ASCEND™ 1676H32A6L

Sample text 20/20

STANDARD FEATURES

Sample text 30/30

Body Copy

All body copy should be set in Roboto Regular and the tracking should be set at -5.

When setting paragraph text, use an Even leading ratio of 1 : 1.33 for easy legibility.

Some layouts will require more open or tighter leading to keep things looking balanced. Open leading should use a 1 : 1.5 ratio and Tight leading should use a 1 : 1.1 ratio.

Keep in mind that tighter leading may be difficult to read for longer lengths of copy so be mindful when using that ratio.



EVEN LEADING - 1 : 1.33 RATIO

Sample text: 18/24

At Champion Homes, we pride ourselves on the finer details, so you can trust us to deliver award-winning designs that combine flexible space with fantastic value, all in the time frame you need. You can find our homes in rural neighborhoods and urban districts in a variety of sizes — perfect for couples or larger families looking for unique spaces and exceptional quality.

TIGHT LEADING - 1 : 1.1 RATIO

Sample text 10/11

At Champion Homes, we pride ourselves on the finer details, so you can trust us to deliver award-winning designs that combine flexible space with fantastic value, all in the time frame you need. You can find our homes in rural neighborhoods and urban districts in a variety of sizes — perfect for couples or larger families looking for unique spaces and exceptional quality.

OPEN LEADING - 1 : 1.5 RATIO

Sample text 12/18

At Champion Homes, we pride ourselves on the finer details, so you can trust us to deliver award-winning designs that combine flexible space with fantastic value, all in the time frame you need. You can find our homes in rural neighborhoods and urban districts in a variety of sizes — perfect for couples or larger families looking for unique spaces and exceptional quality.

**Alternate Type:
for use in
Microsoft Office
ONLY**

Roboto should be used whenever possible, including web applications. When Roboto is unavailable, use Arial in comparable weights. This is a default font within Microsoft programs on both Mac and PC.



ROBOTO ALTERNATIVE

Arial

ARIAL

Regular

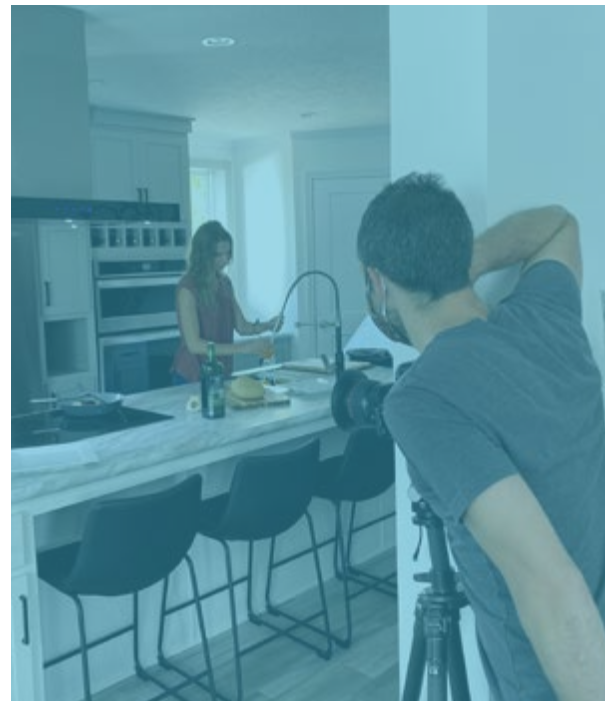
Italic

Bold

Bold Italic

Photography

Photography plays a pivotal role in bringing our brand to life. Our photography blends authentic, optimistic shots representing our customers living full lives with modern and up-to-date home shots that show our products in their best light.



Home Exteriors



Home Interiors



Manufacturing





Creative Examples

CHAMPION HOMES | OPERATING PRINCIPLES

BUILD AND DEVELOP EXCEPTIONAL TEAMS

- Hire promotable people, train them and give regular feedback.
- Recognize and reward outstanding performance.
- Provide developmental opportunities for your teams.
- Create an open and honest culture.

CREATE A SAFE WORK ENVIRONMENT

- People go home in as good a condition as when they arrived.

ACT WITH INTEGRITY AND RESPECT

- Act with integrity in all dealings.
- Keep your word.
- Always act within the law and always treat people fairly.

RUN THE BUSINESS LIKE IT IS YOUR OWN

- Make decisions that are good for the long term with the whole company in mind.
- Always strive to meet financial goals.
- Provide exceptional service on a timely basis.
- Improve processes and eliminate waste.

BUILD STRONG RELATIONSHIPS

- Treat customers, suppliers and employees better than we want to be treated.
- Visit your customers on a regular basis to survey your business performance.

TAKE PRIDE IN OUR CRAFTSMANSHIP

- Consistently build a high-quality, high-value product that exceeds our customer's needs and expectations.
- Be the best manufacturer to do business with!

BE OPEN AND HONEST

- No hidden agendas
- Surface problems early and always tell it like it is.
- Share best practices.
- Celebrate success.
- Have Fun!

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CHAMPION HOMES

ALTITUDE KRITZER

56'-0"
30'-4"

Three Bed | Two Bath | 1.5 Car Garage

CHAMPION HOMES

ALTITUDE KRITZER

Whirlpool EcoWise

Request

CHAMPION HOMES

2073 Evergreen Street | Dresden, TN 38225 | (731) 364-4600



PURSUIT

Three Bedroom | Two Bathroom | 1,600 sq. ft.



ASCEND™



Embrace SUNLIGHT



Three Bed Two Bath 1,493 sq. ft.



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ALTITUDE KRITZER



Three Bed Two Bath 1,699 sq. ft.



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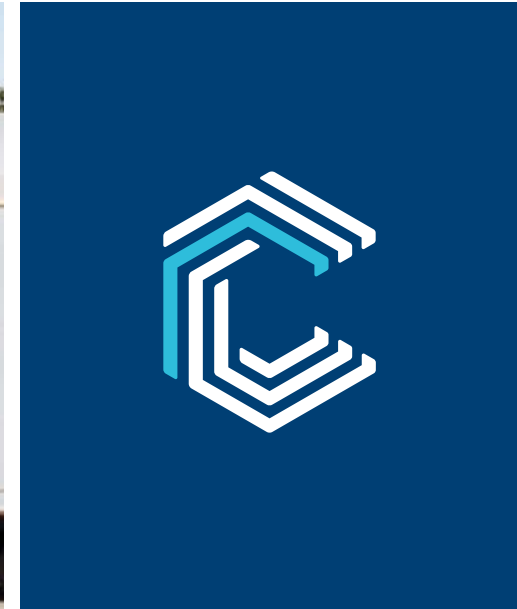


501 S Burlison Blvd.
Burlison, Texas 76028

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ChampionHomes.com







CHAMPION[®]
HOMES

**Thank you for being a steward of
the Champion Homes brand.**

Please direct any questions to the corporate marketing team.

