



BRAND STYLE GUIDE

Outdoor spaces.
Meaningful connections.

A practical system for expressing our brand with clarity, warmth and care.

COMMUNICATIVE

ELEVATED

CONNECTIVE

One outdoor design-build partner.

A cohesive experience.

Spaces that bring people together.

Visual identity + voice + everyday application

Built around how people live.

Our work begins with the life a homeowner imagines outside, then brings the design and construction together.

Our positioning

One exceptional outdoor design-build partner, bringing transformation and attentive communication together under one roof.

Communicative

Make the next step clear. Explain choices in everyday language, listen carefully and keep the homeowner involved.

Elevated

Show intentional design, considered details and craftsmanship. Let real work demonstrate quality.

Connective

Lead with the experiences a space makes possible: family time, friendship, celebration and everyday relaxation.

One identity. Five supplied versions.

Use the supplied artwork as the source of truth. Choose the version that remains clear against its background.



PRIMARY / GREEN + GRAY

Preferred on white or a pale, uncluttered background.



GREEN + WHITE



WHITE



GRAY



OUTLINE

Give the identity room to breathe.

The following layout standards make the supplied logo files consistent across new materials.



CLEAR SPACE

Keep at least one OUTDOOR-letter height of open space around the full logo. Increase that space when the layout feels crowded.

SIZE & LEGIBILITY

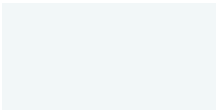
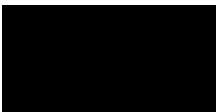
For the full lockup, start at 220 px wide on screen or 1.5 inches in print. Check the LIVING SPACES line at the final size and enlarge when needed.

PRESERVE THE ARTWORK

Do not stretch, recolor, rotate, crop, add effects or rearrange the mark. Avoid busy photography behind it. Use outline artwork only when every line stays legible.

Fresh greens. Calm neutrals.

The seven colors below carry forward the existing style guide. Keep surfaces quiet and use green with purpose.

	White Primary canvas	#FFFFFF
	Cool mist Soft section background	#F2F7F8
	Light green Secondary accent	#B8D784
	Brand green Primary accent	#9ECB4F
	Deep green Graphic emphasis	#3F980A
	Gray Body text and headings	#575757
	Black High-contrast detail	#000000

Artwork note: Keep the colors embedded in the supplied SVG logos. Do not recolor a logo to force a match to a palette swatch. For color-critical print work, approve a physical proof with the printer.

Use gray or black for reading text. Light green is an accent and background color, not a default text color on white.

Make every message easy to read.

Calculated contrast ratios below use the guide's exact sRGB hex values. These examples focus on normal-size text.

Spaces that bring people together.

Body copy | #575757 on #FFFFFF | 7.23:1

Spaces that bring people together.

Soft panels | #575757 on #F2F7F8 | 6.69:1

Spaces that bring people together.

Green calls to action | #000000 on #9ECB4F | 11.11:1

Spaces that bring people together.

Dark calls to action | #FFFFFF on #575757 | 7.23:1

Avoid white body text on the brand greens. Use black text on a green button, or white text on a gray button. Keep links recognizable with an underline, and do not rely on color alone to communicate meaning.

Check small text, keyboard focus, hover and disabled states in the final website or document. Good color contrast is one part of accessible design.

Friendly, clear and composed.

Retain the original pairing: Nunito for headings and Poppins for body copy.

NUNITO / HEADINGS

Bring your outdoor
vision to life.

POPPINS REGULAR / BODY

A place to share a meal. A quiet corner to unwind. A backyard that brings your family together. Thoughtful design connects those moments in one cohesive outdoor space.

Page title	Nunito	32–44 px
Section heading	Nunito	24–32 px
Body copy	Poppins Regular	16–18 px
Labels / buttons	Poppins SemiBold	14–16 px

Digital starting points, not fixed limits. Use generous line spacing, short paragraphs and sentence case. Preserve text as live text; avoid embedding essential copy in images.

Confident. Imaginative. Human.

Sound like a thoughtful expert who understands the homeowner and can make a complex project feel clear.

Lead with life outside

Describe the gathering, comfort or connection a space enables. Then explain the design and construction that support it.

Be specific and grounded

Use concrete features and verified facts. Avoid unsupported superlatives, invented award totals and promises the team has not adopted.

IN PRACTICE

Instead of: “The ultimate luxury backyard, guaranteed.”

Write: “Make room for family dinners, fireside conversations and an easy transition from indoors to out.”

Preferred language: complete outdoor transformation, outdoor living, design-build, thoughtful craftsmanship, Client Concierge and athletic courts.

A clear starting point for each vision.

Use the official tier names consistently and let the Client Concierge help homeowners explore the right fit.

Elevate Makeover

Focused, less complex landscape and hardscape improvements that build on an existing space. Optional 3D design is not offered for Elevate.

Lifestyle Makeover

Multiple elements brought into one coordinated outdoor living plan for family life and entertaining. Optional 3D design is a \$500 add-on.

Legacy Makeover

Larger, more complex outdoor transformations with comprehensive planning and senior-level design guidance. Optional 3D design is a \$500 add-on.

Do not assign a project to a tier from its price or photograph alone. Confirm scope, consultation details and current pricing before publishing. Refer to the live tier pages when information may change.

Explore the current makeover tiers

Let real work tell the story.

Show the complete outdoor experience, supported by honest details and clear context.

Choose images with purpose

Lead with a completed outdoor environment. Pair it with a detail that reveals materials, craftsmanship or how the spaces connect. Use natural color and avoid excessive filters.

Keep captions and alt text factual

Describe what is visible. Confirm project location and permissions before naming a city or homeowner. Identify before-and-after images clearly; never imply a rendering is a completed project.

BEFORE PUBLISHING

1. Use an approved logo with adequate space and contrast.
2. Use Nunito headings and Poppins body copy.
3. Confirm awards, dates, project facts and tier details.
4. Describe service coverage by approved ZIP codes, not a radius.
5. Use athletic courts and a clear, relevant call to action.
6. Check mobile layout, links, image rights and readable text.

Media kit and original logo downloads

Basis: the supplied visual style sheet, supplied SVG logo files, the newer brand strategy and current website/tier guidance. This edition expands the original visual sheet into a practical application guide; it does not redesign the logo.