



Brand Guidelines

Our logo

Our logo is very valuable to us.
Please adhere to these guidelines on how to use it.

Our logo plays an important role in creating an identity for Churcham Homes, in the minds of our staff, partners and customers. Through consistent use of the logo we can raise and increase awareness of the Churcham Homes brand.

These guidelines will help you and designers to correctly use our logo.

01 Primary colour logo

Our colour logo should be used on all communications that promote Stainless International e.g. brochure ware, leaflets, branded merchandise and web applications.

02 Mono Logo

Our mono logo is the secondary monotone logo to use when the primary colour logo is not practical in its application. For example, the monotone logos can be used for black and white press adverts.

These logos are available in the following file formats: Png | Jpeg | Eps

The Primary colour logo is available in the following colour formats:

CMYK - suitable for all four colour process print work;
RGB - suitable for online applications;
Pantone Spot Colours - suitable for when the colour logo needs to be reproduced in a two colour format e.g. stationery and branded merchandise.

01 Primary Logo



01 Mono Logo



Our Strapline

Building Homes
with Heart

Our corporate font

Our fonts further help to define and strengthen our brand, please use them in all Churcham communications, promotional materials, advertising and hoarding.

The corporate typeface for Churcham Homes is Museo Sans which consists of three predominant weights of the font. For all internal documentation Arial System font should be used

MuseoSans 300 - Body copy

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

MuseoSans 500 - Subtitles

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

MuseoSans 700 - Titles

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

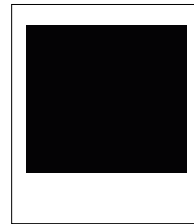
Arial - Internal System Font

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

Our colours

Our colours help us to ensure brand consistency across all platforms. Please use them in all Churcham Homes communications.

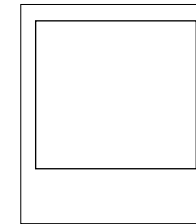
01 CMYK Primary Palette



C=90 M=80
Y=60 K=95

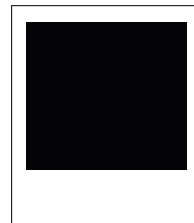


C=28 M=44
Y=80 K=9 2



C.0 M.0
Y.0. K.0

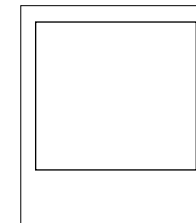
02 Websafe



R=4 G=3
B=5
#040305



R=183 G=138
B=67
#b78a43



R=255 G=255
B=255
#ffffff