BRAND IDENTITY MANUAL

Brand Guidelines.

A collective overview of our presentation standards. By establishing clear guardrails for design and voice, this framework ensures our brand remains cohesive, professional, and easily recognizable.

The Complete Guide

The INTRO.

BRAND OVERVIEW

One platform.
Every home buyer

HomeBuildify.com is Australia's largest digital marketplace connecting home buyers with trusted builders through one intelligent, end-to-end platform.

Browse . Customize . Connect . Build

WHO WE ARE

Digital Marketplace

Australia's largest platform for new home designs, builders, and full customisation.

WHAT WE DO

Connect & Simplify

Bridging buyers and builders through one seamless intelligent platform.

WHO WE SERVE

Every Home Buyer

First home buyers, upgraders, investors, and duplex buyers nationwide.

BRAND VALUES

CORE VALUES

Clarity

Turning complexity into simple, decisive action.

Ownership

We treat every client outcome as our own.

Trust

Every builder vetted.
Every promise kept.

Australian quality

Built for Australia, by Australia.

Customer First

Every decision starts with the buyer.

DESCRIPTION

The six core values that guide every decision, product and interaction at Homebuildify.

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The MISSION.

MISSION.

Description

To simplify the Australian home-building journey by connecting home buyers with trusted builders through one intelligent platform.

Simplify

Connect

Empower

MISSION

- Connect home buyers with trusted builders
- Simplify every step of the building process
- Provide one intelligent end-to-end platform
- Serve all Australians: buyers, upgraders, investors
- Build confidence through transparency and trust

The VISION.

VISION.

To be Australia’s largest digital marketplace.

01

Excellence

Setting a high standard in every design, detail, and delivery.

02

Innovation

Bringing fresh ideas to how homes are explored, built, and personalised.

03

Teamwork

Collaborating closely with builders, partners, and homeowners.

04

Accountability

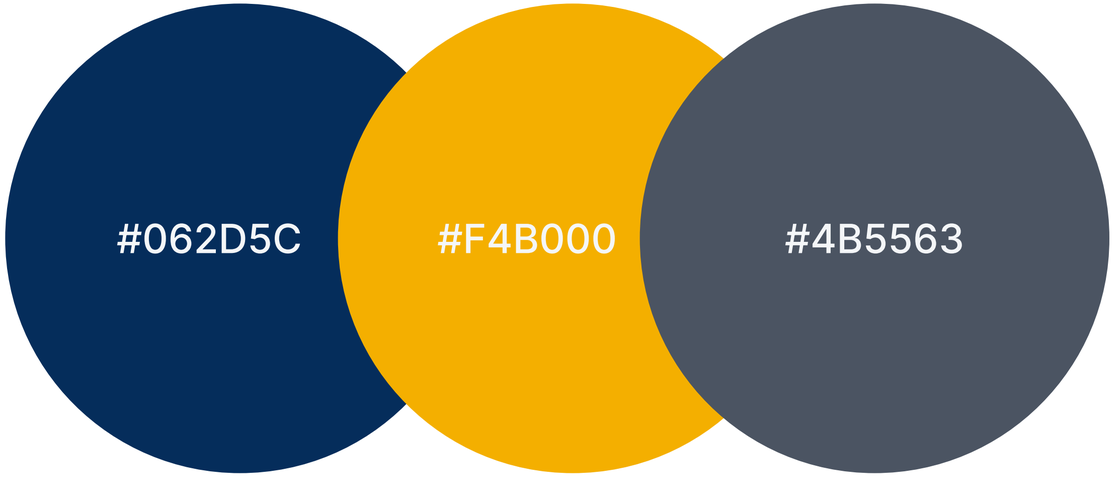
Taking ownership to ensure every project meets expectations.

The COLOR.

COLORS.

Description

The HomeBuildify palette balances trust(navy), energy(gold), and action(Dark Grey). Each color plays a defined role in every brand touchpoint.



Navy Blue | Gold | Dark Grey

The

TYPO.

PRIMARY FONT.

Description

Poppins is used for all headings and display texts, Geometric, confident, and modern.

Aa

REGULAR SIZE

Display - 140pt SemiBold

Heading 1 - 35pt SemiBold

BOLD SIZE

Poppins SemiBold

Headings & Display

All caps label

SECONDARY FONT.

Description

Inter is used for all body copy and UI text. Clean, readable, and versatile ensuring clarity at every size.

Aa

REGULAR SIZE

AaBbCcDdEeFfGgHhIiJjKkLlM
mNnOoPpQqRrSsTtUuVvWwX
xYyZz1234567890!@#$%&*

The LOGO.

ABOUT THE LOGO

LOGO DESCRIPTION.

DESCRIPTION

A Mark Built Around Home & Identity

The HomeBuildify logo combines a geometric HB monogram with a gold roofline thatdoubles as a house silhouette. The navy body signals trust and authority while the goldroof brings warmth and optimism. The wordmark is set in Poppins Bold with Home innavy and Buildify in gold, reinforcing the two-tone brand identity. Together the logo isconfident, modern and unmistakably Australian.

PRIMARY LOGO.

The **Primary Logo** is the definitive visual signature for Homebuildify. Built on a foundation of structural balance and contemporary design, it embodies our commitment to seamless construction and smart living solutions. It is optimized for high visibility and immediate recognition across all media.

HOME
BUILDIFY

CLEAR SPACE.

The Logo requires a mandatory isolation zone to ensure visibility and impact. Keep this area free of text, graphics, and page edges. Minimum space is defined by the height of the letter H on all sides.

USAGE.

Use the primary logo on light backgrounds and the reversed white version on dark backgrounds. Always maintain high contrast for clear legibility.

HOME
BUILDIFY

HOME
BUILDIFY

HOME
BUILDIFY

The VOICE.

BRAND VOICE.

Tone & Personality

- Professional
- Friendly
- Simple
- Trustworthy
- Helpful
- Reliable

KEY MESSAGES

- Find your dream home.
- Compare trusted builders.
- Customize your facade.
- Request quotes instantly.
- Build with confidence.

WORDS TO AVOID

Cheap . Budget Builder . Lowest Price . Discount Home . Bargain