

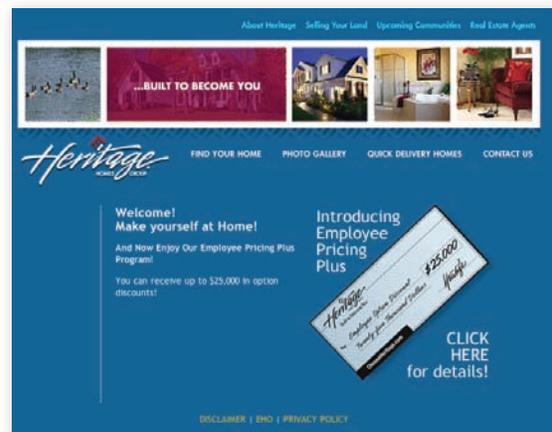


*“As an organization, Heritage Homes Group prides itself on a commitment to designing and building communities, creating living environments of lasting value – built with careful planning, development and exacting construction standards. We looked to GIRVIN to listen, help us establish how we wanted to express the layered messages of our brand and business groups, and to create a wholly new group of visual expressions. Aside from aiding in creating a better sense of our personality and leadership in the home-building industry here, GIRVIN’s team lead us to strategically define ourselves, enhancing our story, and enriching the holistic presentation of our messages, from a new logo system to signing standards, new collateral to our website. Our team closely linked with GIRVIN’s – and the results show in the integration of everything that we say and do – marketing our company products and services.”*

David Brandschain | President | Heritage Homes Group

**Approach:**

Heritage Homes Group, a builder of high-end residential homes, was experiencing year after year enormous business growth. Their homes were looked upon as solid investments to be handed down, generation to generation, yet the details of their overall visual and verbal brand expression were not keeping pace with the details of their craft product. Heritage asked GIRVIN to help them assess their brand state and to deliver a visual and verbal toolkit, reflective of their quality home building.





**Result:**

GIRVIN led Heritage through a detailed immersive review of their internal and external brand communications. The delineations from this immersion formed the basis for a design-map of hero, secondary and tertiary brand connection points. With this framing, GIRVIN designed a holistic visual and verbal brand language that included: Over arching components of brand voice, logotype, icon, color, pattern and texture palettes; Print components of corporate business papers, brochure and interactive floor plans; Digital components of web site, sales and press releases; Wayfinding components for building sites and community developments; and lastly, a style guide that will guide the newly defined Heritage brand for years to come.

