
www.stephen.co.uk

A & J Stephen Ltd. Stephen House, Edinburgh Road, Perth PH2 8BS

Building beautifully crafted homes since 1935



S T E P H E N
Est. 1935
Builders of Fine Homes

BRAND GUIDELINES

01/01

Introducing the brand

We are builders of fine homes.

Our hallmark is obvious in every new home we build — in its layout, standard of finish, fittings and the thought that goes into the smallest features.

We bring over 80 years experience to our homes and there are prestigious Stephen housing developments throughout Scotland, all chosen for their outstanding locations.

02/01

Logo



02/02

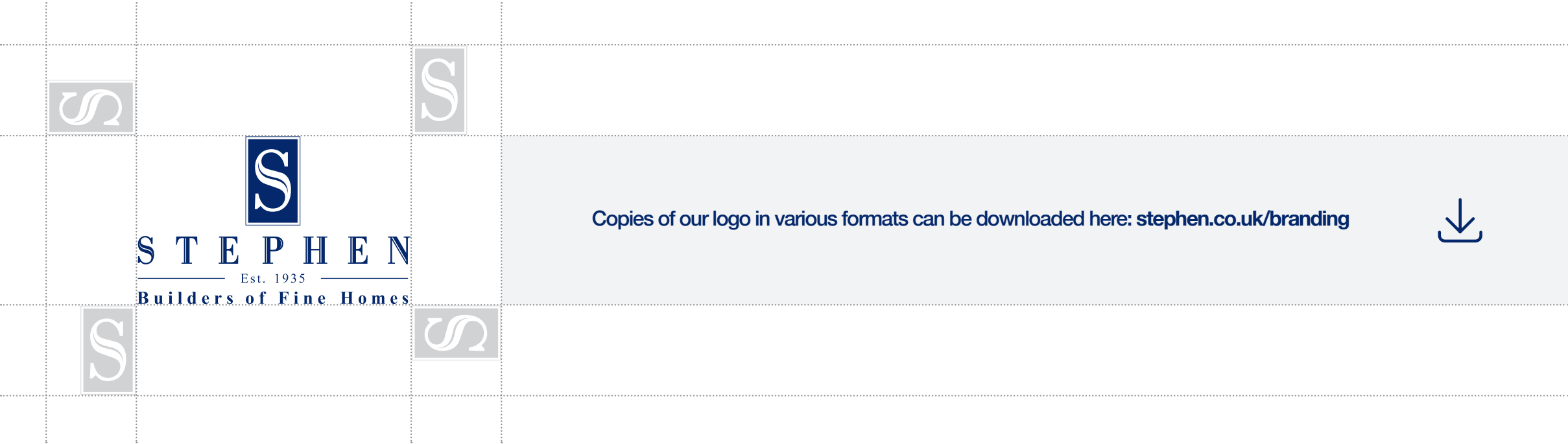
Logo — colour versions



02/03

Correct usage

The clear space around the logo is set by the height of the graphic mark



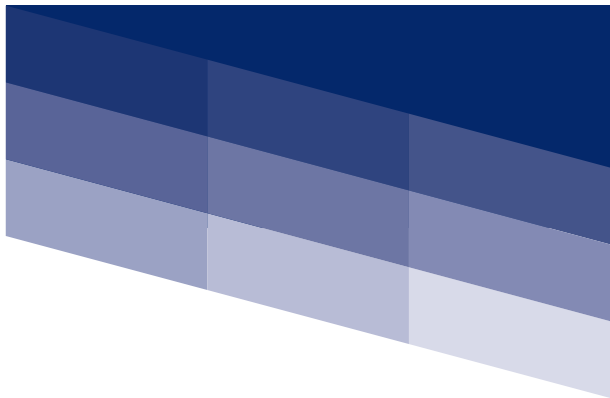
The logo should not be place on coloured backgrounds or photographs which make it illegible, the last example shows correct usage.



03/01

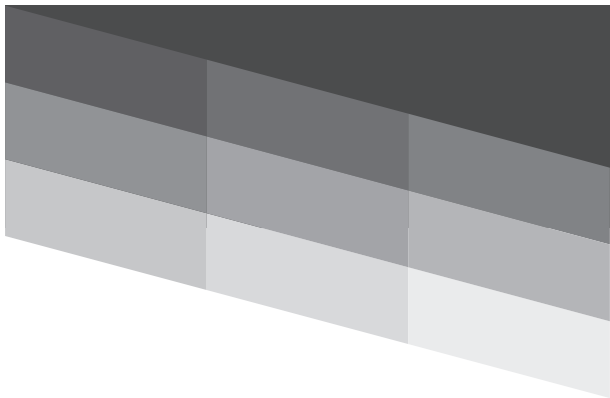
Colour palette

Primary colour

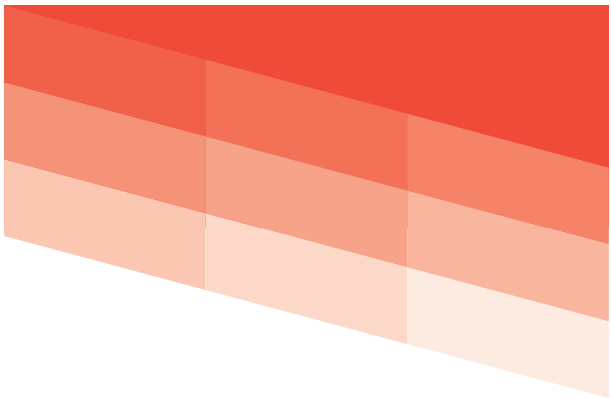


CMYK: 100 / 83 / 0 / 42
PMS: Pantone 281C
RGB: 21 / 40 / 100
HTML: 152864

Secondary colours



CMYK: 0 / 0 / 0 / 85
PMS: Pantone 425C
RGB: 77 / 77 / 79
HTML: 4d4d4f



CMYK: 0 / 86 / 83 / 0
PMS: Pantone 179C
RGB: 232 / 65 / 47
HTML: e8412f

04/01

Typography — Main typeface

AaBbCc Franklin Gothic

ITC Franklin Gothic Book

AaBbCc 0123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(1234567890?!,@£&)

ITC Franklin Gothic Medium

AaBbCc 0123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(1234567890?!,@£&)

ITC Franklin Gothic Demi

AaBbCc 0123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(1234567890?!,@£&)

ITC Franklin Gothic Heavy

AaBbCc 0123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(1234567890?!,@£&)

04/02

Typography — Large headings

FRANKLIN GOTHIC
EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
(1234567890?!,@£&)

05/01

Tone of voice

Copy should be clear, concise, supportive and informative.

“That ethos goes right back to 1935 and the beginning of the company. Our founders, Alex and John Stephen, believed that their homes should have a distinctive and individual character and that every home should be built to the highest standards. Many things have changed over the ensuing eighty plus years, but those original goals remain relevant to us today.”

06/01

Example applications

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Stephen Celebrate Five Star Customer Satisfaction Award

The first Scottish-only builder to receive a five star rating in an annual Customer Satisfaction Survey

West Woodlands, Glasgow Road, Perth
2 Bedroom Apartments and 2 and 3 Bedroom Semi-Detached Homes
Prices from £145,000 to £190,000

Copperfields, Glenfarg
2, 3, 4 and 5 Detached Bedrooms Homes
Prices from £196,000 to £438,000

Clathymore, near Glenagles
Luxury 4 Bedroom and 5 Bedroom Detached Homes
Prices from £515,000 to £1,175,000

For showhome opening times telephone 01738 620721 or visit www.stephen.co.uk

Stephen are building more 5-Star homes in...
Scone • Guildtown • Glenfarg • Perth • Clathymore, near Glenagles • Chapelton, near Aberdeen • Tornagrain, near Inverness

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AND COMMUNITIES SINCE 1935



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STEPHEN

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