

EST.

1998

EAVOAK

CLASSICALLY CRAFTED FOR MODERN LIVING

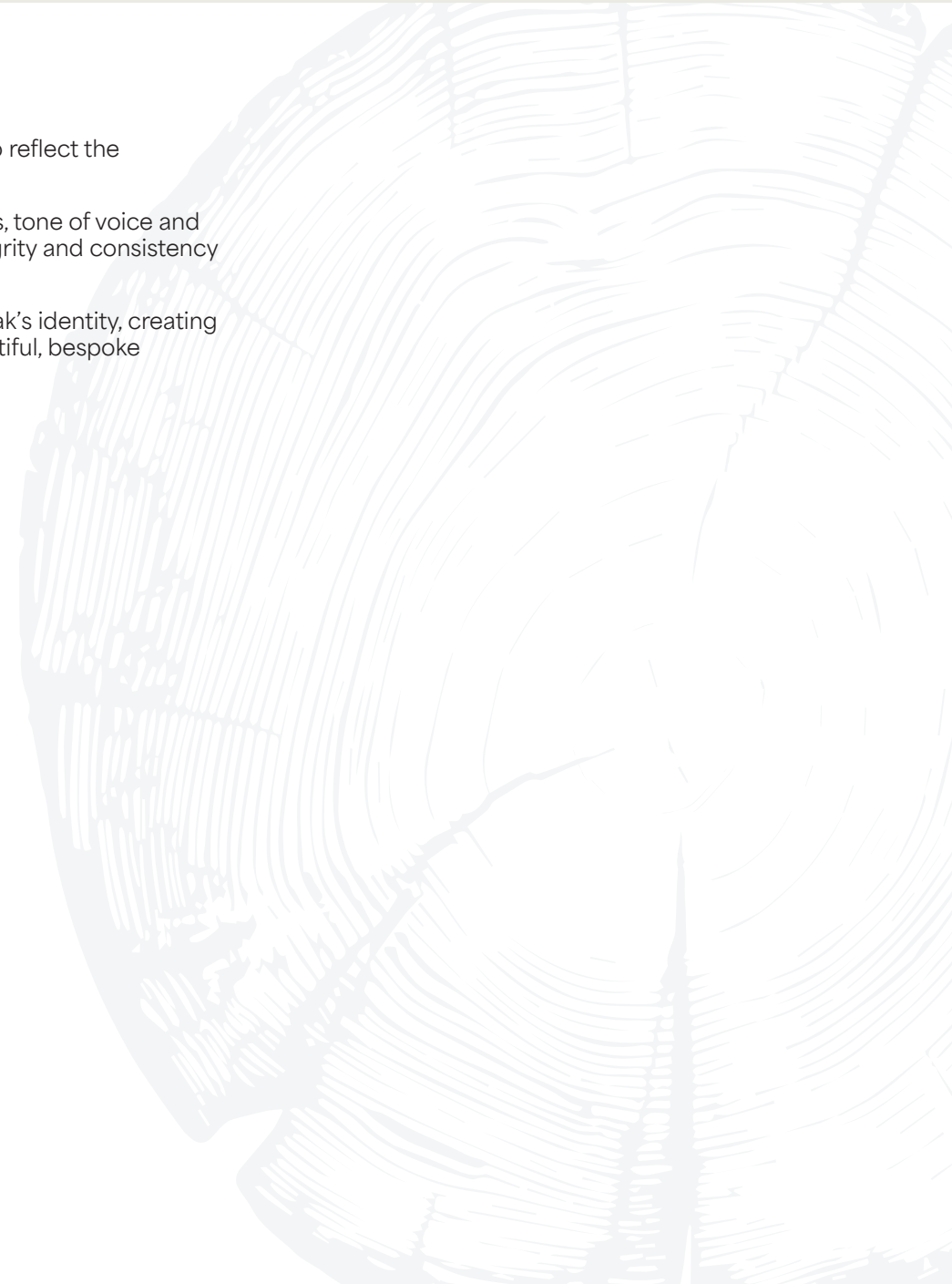
Brand Guidelines 2024

Welcome to the Eavoak brand guidelines.

Eavoak is a trusted designer and builder of timeless oak-framed buildings – uniquely crafted to reflect the aspirational lifestyles of our customers.

These guidelines are designed to help you understand and communicate Eavoak's core values, tone of voice and visual identity across all touchpoints – acting as an essential resource for maintaining the integrity and consistency of our brand.

By following these guidelines, you help ensure every piece of communication reinforces Eavoak's identity, creating a distinctive, cohesive and memorable brand that stands the test of time – much like the beautiful, bespoke buildings we passionately and respectfully create.



The logo has been created specifically for Eavoak, meaning it's unique and not open to copying. The integrity of the logo and consistent use throughout all materials must be maintained to strengthen brand recognition.

The original artwork should always be used, and no attempt must be made to recreate it. The logo should always be positioned following the advice laid out in these guidelines, ensuring its clarity at all times.

Text-only, no-strapline logo

EAVOAK
CLASSICALLY CRAFTED FOR MODERN LIVING

Primary logo, for use in most instances

Brandmark full



Primary logo, for use in instances where a more graphic approach is preferred

Full logo



Used for larger spaces and in the absence of supporting information, e.g. signage

Text-only logo

EAVOAK

For use where the company needs explanation

Brandmark E



For social media profile use, favicons etc.

No-strapline, full logo



Used sparingly, where the other logos aren't suitable

The logo can either be used in dark blue, grey or white depending on the background colour. Care should be taken to choose the most appropriate colour to maintain logo clarity. For example, the dark blue logo should typically be used on a light background, whereas the grey or white logo should be used on darker backgrounds.

Text-only, no-strapline logo

EAVOAK
CLASSICALLY CRAFTED FOR MODERN LIVING

Dark blue

Colour variations

EAVOAK
CLASSICALLY CRAFTED FOR MODERN LIVING

Silver

EAVOAK
CLASSICALLY CRAFTED FOR MODERN LIVING

White out

Text-only logo

EAVOAK

Dark blue

Colour variations

EAVOAK

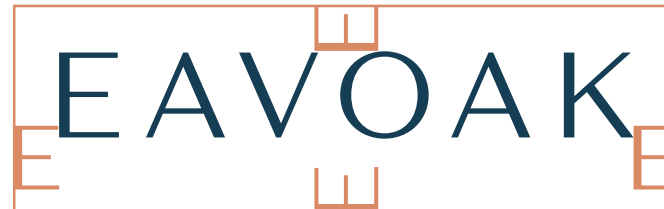
Silver

EAVOAK

White out

Exclusion zone

To ensure no other elements interfere with the logo, an exclusion zone must always be adhered to. The exclusion is the X-width. The capital E is the X-width.



Minimum widths

Below the minimum widths, please use another logo variation outlined in this document.

EAVOAK

Print: 20mm
Web: 100px

EAVOAK

Print: 40mm
Web: 170px

Below is an example of the different ways the logo can be used within Eavoak's colour palette (see page 11 of these guidelines).

Brandmark full

Colour variations



Dark blue



Dark blue / silver



White out dark blue



White out mid blue



White out silver



White out copper

Below is an example of the different ways the 'E' brandmark can be used within Eavoak's colour palette (see page 11 of these guidelines).

Brandmark E

Colour variations



Dark blue



Dark blue / silver



White out dark blue



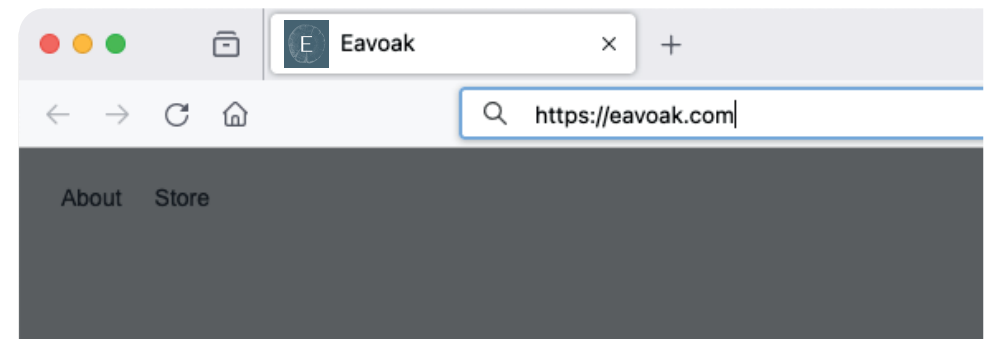
White out mid blue



White out silver



White out copper



Full logo



Dark blue

Colour variations



Silver



White out

Exclusion zone

To ensure no other elements interfere with the logo, an exclusion zone must always be adhered to. The exclusion is the X-width. The capital E is the X-width.



Minimum width

Below the minimum widths, please use another logo variation outlined in this document.



Print: 60mm
Web: 320px

No-strapline logo



Dark blue

Colour variations



Silver



White out

Exclusion zone

To ensure no other elements interfere with the logo, an exclusion zone must always be adhered to. The exclusion is the X-width. The capital E is the X-width.



Minimum width

Below the minimum widths, please use another logo variation outlined in this document.

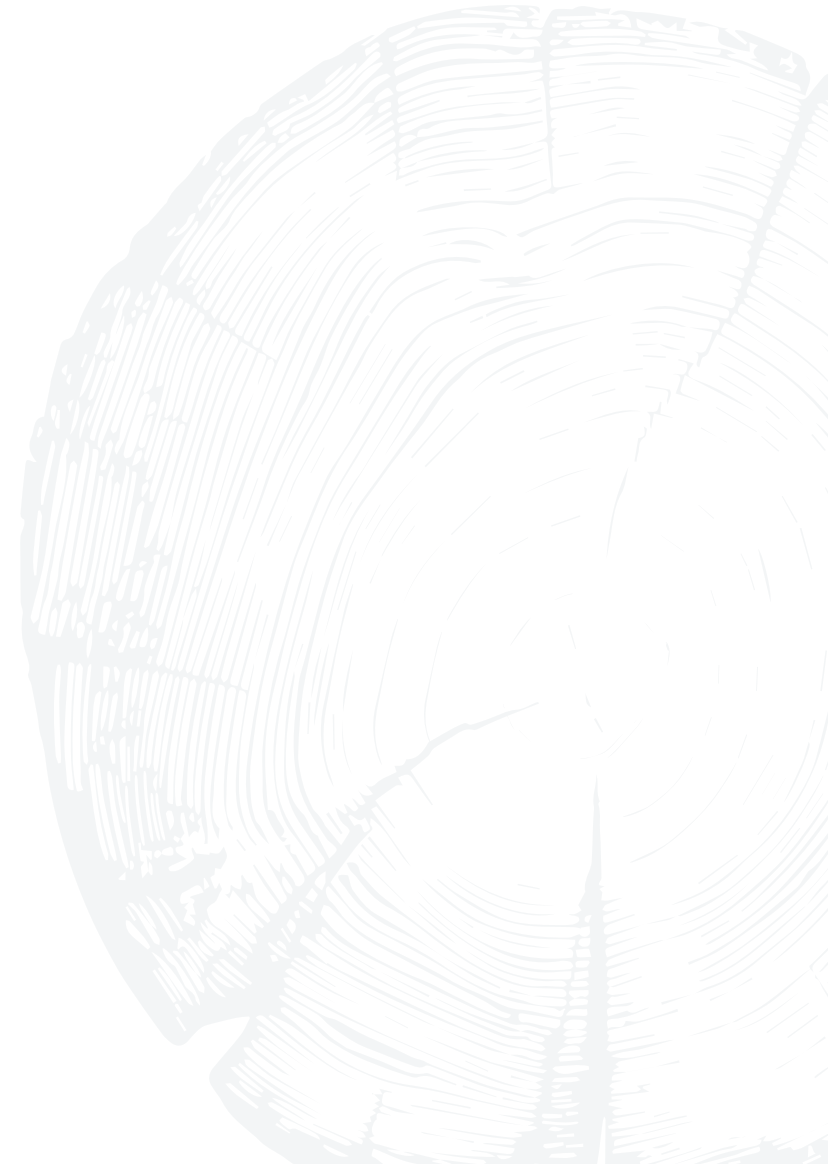


Print: 50mm
Web: 250px

Watermark

To enhance text-based documents we use a watermark of the oak slice.

The watermark is set at 5% opacity and should bleed off the page like the examples shown here.



Correct usage

To maintain consistency and brand integrity, the logo must be protected through proper use. The below rules apply to all versions of the logo and brandmark.

EAVOAK

Never change the colours of the logo



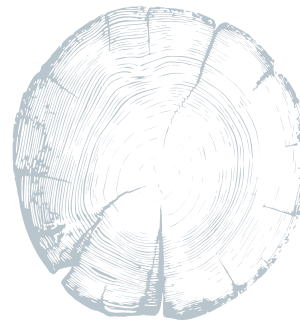
Never apply any effects to the logo



Never change the proportions of the logo



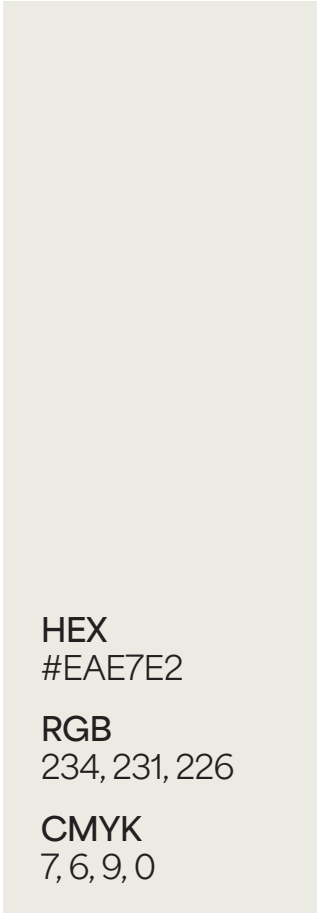
Never rotate the logo



Never use the log on its own, unless it's as a watermark
(see previous page)

Our colour palette has been chosen to bring the Eavoak brand to life and differentiate us from competitors.

These colours are a subtle and sophisticated nod to the tones found in the wood we use to craft our beautifully bespoke buildings, as well as the nature around it. Together, they form a harmonious palette that can be used to bring shade and light to all our marketing materials.

 HEX #183F55 RGB 24, 63, 85 CMYK 93, 69, 45, 36	 HEX #476272 RGB 71, 98, 114 CMYK 76, 53, 42, 18	 HEX #BBC1BE RGB 187, 193, 190 CMYK 27, 18, 22, 0	 HEX #EAE7E2 RGB 234, 231, 226 CMYK 7, 6, 9, 0	 HEX #D98965 RGB 217, 137, 101 CMYK 12, 53, 63, 1	 HEX #000000 RGB 0, 0, 0 CMYK 0, 0, 0, 100
---	---	---	---	--	---

Primary

For use as background colours, titles, icons

Secondary

For use as background colours and titles on darker backgrounds

Accent

For use as highlights in text, icons, buttons, bullet points

Black

Only to be used for text

Where would you use an accent colour?

The copper accent colour should be used to highlight important text (such as the brand name) or to help certain elements stand out, such as a call-to-action button on a website.

Crafting oak-framed buildings since 1998

Founded in 1998, **Eavoak** is a trusted designer and builder of bespoke oak-framed buildings – crafted for aspirational lifestyles. Working with customers across the Southeast and beyond, our specialists are driven by quality and inspired by nature – providing a complete and personalised service that brings handmade frames to life from responsibly sourced oak.

[Read more](#)

We use Aleo and Area as our fonts for all external-facing instances. This includes, but is not limited to, website, printed promotional materials, case studies and event collateral.

TITLES

Aleo Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

BODY COPY HIGHLIGHTS

Area Normal Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

TITLE HIGHLIGHTS

Aleo Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

BODY COPY

Area Normal Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

For all internally created documents, we use Arial as our font to ensure consistency by using Microsoft fonts available to everybody. This includes, but is not limited to, Microsoft Powerpoint presentations, Microsoft Word documents, Microsoft Excel spreadsheets.

TITLES

Arial Normal Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

BODY COPY

Arial Normal Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Our imagery should reflect the aspirations of our customers – highlighting not only the beautiful craftsmanship of our bespoke buildings but also showcasing the lifestyles customers can lead within them. As such, we should use a mixture of exterior and interior imagery throughout all materials.





Mission and vision statements

Our mission

Eavoak's mission is to deliver beautiful oak-framed buildings, based on deep-rooted local knowledge and built to the highest standard of craftsmanship, that will last for many years to come. We offer our customers a bespoke, turnkey service – crafting timeless buildings that complement and enhance their lifestyles.

Our vision

Eavoak's vision is to become the leading oak-framing company within Surrey, Sussex and Hampshire – providing beautiful, bespoke oak-framed buildings that not only work in harmony with our customers' surroundings but are kinder to them.

Key to this vision is our company-wide commitment to a low-carbon future. In addition to using sustainable, 100% certified timber in all our buildings, we aim to encourage a bolder approach to sustainability – inspiring our customers to leave a legacy that will grow old gracefully and ensure only a positive environmental impact.

Our core values

Our core values are...

Quality

We use time-honoured techniques to craft beautifully bespoke buildings that will endure for generations to come.

Passion

Our energy and passion inform everything we do – from our trademark creativity to our positive and supportive team culture.

Respect

We treat our craft and our people with care and respect, always working with complete transparency and integrity.

Protect

Our planet is important to us, which is why we work hard to protect it – ingraining sustainable practices into every single project.

Our audience

Primary:

Our primary audience is individuals, couples or families with high disposable incomes and property values in excess of £1 million.

These people are typically between 40-70 years old and have high-profile jobs: CEOs, directors and entrepreneurs.

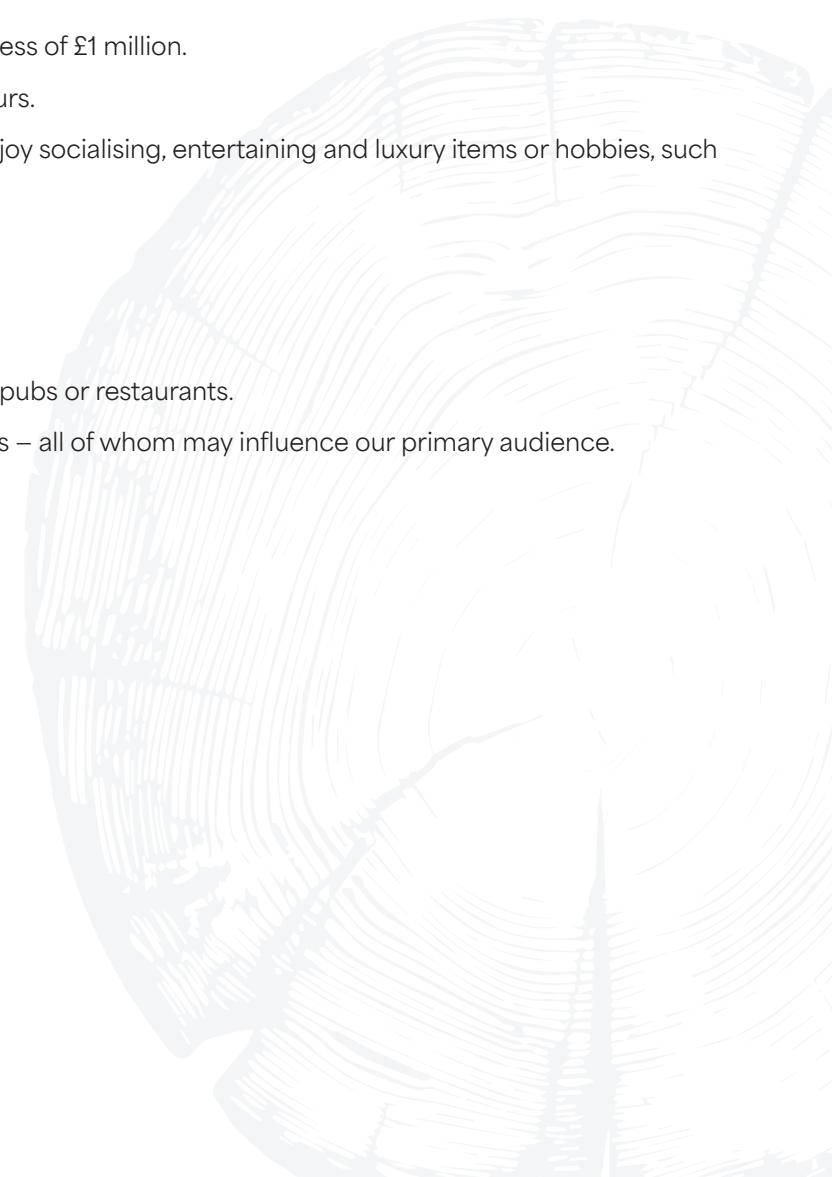
They're environmentally aware and enjoy making the most of the outdoors and nearby countryside. They also enjoy socialising, entertaining and luxury items or hobbies, such as cars, horses, fashion, fitness/wellness and interior design.

Currently, our main focus areas are Surrey, Hampshire and Sussex.

Secondary:

Our secondary audience covers the commercial side of Eavoak and focuses on schools and businesses, such as pubs or restaurants.

We also work in partnership with estate agents, architects, surveyors, planning consultants and interior designers – all of whom may influence our primary audience.



Our voice

Our voice is...

Warm

Having or showing enthusiasm, understanding or kindness.

Approachable

Friendly and easy to talk to.

Enthusiastic

Having or showing intense and eager enjoyment, interest or approval.

Knowledgeable

Intelligent and well-informed.

Inspirational

Providing or showing creative inspiration.

Messaging hierarchy

Tagline:

Classically crafted for modern living

Tier 1 hero message:

Eavoak is a trusted designer and builder of timeless oak-framed buildings – uniquely crafted to reflect the aspirational lifestyles of our customers. We're driven by quality and inspired by nature, passionately and respectfully bringing handmade frames to life from responsibly sourced oak.

Tier 2 sub-messages:

1. **A complete, bespoke service.** Unlike many suppliers, we offer a bespoke turnkey service with designs that ensure our customer's vision comes to life – and lasts for life. From planning and design to manufacturing, construction and aftercare, we handle every project stage through a single point of contact.
2. **Years of experience and craftsmanship.** We're dedicated to nurturing our team, investing in their development to ensure they grow with us for years to come. Many of our carpenters and building professionals have been with us since the beginning, bringing decades of specialist experience and craftsmanship to every project.
3. **Deep-rooted local knowledge.** We've completed thousands of projects across the Southeast and have strong relationships with local suppliers and planning authorities – with a planning success rate of over 95%. Through these relationships and our local knowledge, we ensure every project is completed as smoothly and seamlessly as possible.
4. **Sustainability at our core.** Our beautiful oak-framed buildings don't just work in harmony with their environment; they're kinder to it. We handcraft our buildings using sustainably sourced oak, carbon-neutral materials and renewable energy sources – inspiring our customers to leave a legacy that will grow old gracefully.

Boilerplates

Long:

Founded in 1998, Eavoak is a trusted designer and builder of timeless oak-framed buildings – uniquely crafted to reflect the aspirational lifestyles of our customers. We're driven by quality and inspired by nature, passionately and respectfully bringing handmade frames to life from responsibly sourced oak.

Built to the highest standard of craftsmanship, our beautiful buildings are designed to last for many years to come. All our buildings are handcrafted using 100% certified timber, carbon-neutral materials and renewable energy sources, inspiring our customers to leave a legacy that will grow old gracefully.

We offer a bespoke turnkey service, from planning through to aftercare, handling every stage of a project through a single point of contact. Our team brings decades of specialist experience, deep-rooted knowledge and strong relationships with local suppliers and planning authorities to every project, ensuring smooth and seamless completion.

Medium:

Founded in 1998, Eavoak is a trusted designer and builder of timeless oak-framed buildings – uniquely crafted to reflect the aspirational lifestyles of our customers. We're driven by quality and inspired by nature, passionately and respectfully bringing handmade frames to life from responsibly sourced oak.

We handle every stage of a project through our bespoke turnkey service. Our team brings decades of specialist experience, deep-rooted knowledge and strong relationships with local suppliers and planning authorities to every project, ensuring smooth and seamless completion.

Short:

Eavoak is a trusted designer and builder of timeless oak-framed buildings – uniquely crafted to reflect the aspirational lifestyles of our customers. Our team of specialists offers a completely bespoke, turnkey service that's driven by quality and inspired by nature, ensuring all our handmade frames are passionately and respectfully brought to life from responsibly sourced oak.

Dos and don'ts

First or third person?

We write in both the third person ('Eavoak') and first-person plural ('we' or 'our'). This can be used interchangeably within the same copy, but the third person should always be used in the first instance.

We don't talk about ourselves in the first-person singular ('I' or 'my') or refer to ourselves as 'the company' in the third person.

Note: when talking in the third person (Eavoak), we should always use the singular verb form, e.g., 'Eavoak is', not 'Eavoak are'.

*E.g. **Eavoak** is a respected designer and builder of timeless oak-framed buildings. **Our** team of specialists offers a completely bespoke, turnkey service that ensures all **our** buildings are built to the highest standard of craftsmanship – using sustainably sourced oak, carbon-neutral materials and renewable energy sources.*

Level of formality

We should adopt a warm and approachable tone.

As such, we use contractions.

*E.g. **We've** completed thousands of projects across the Southeast and have strong relationships with local suppliers and planning authorities.*

We should also talk directly to the audience wherever possible in external communications.

*E.g. Through these relationships and our local knowledge, we ensure **your project** is completed as smoothly and seamlessly as possible.*









EAVOAK

If you need any advice on applying these guidelines, please get in touch.

01420 488870 | info@eavoak.co.uk

