

The image features a light beige background with a blurred photograph of a person's hands typing on a laptop keyboard. The laptop screen displays a grid of various images, likely a photo gallery or a social media feed. In the top left corner, the company logo is displayed in a bold, black, sans-serif font. The logo consists of the word "COTTON" in all caps, with the letter "O" containing a circular icon of a cotton plant. Below "COTTON" is the text "construction inc." in a smaller, lowercase, sans-serif font.

**COTTON**  
construction inc.

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**WEBSITE  
BRAND MANUAL**

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## A QUICK NOTE

Hey Trey,

I want to briefly tell you that I, and the HATTFORD crew, are excited to venture together with you and your team on your new marketing endeavors.

If you have any questions, please don't hesitate to reach out. Our goal is to put our clients first and provide them with an exceptional experience along the way.

Here's to a great 2018!

A handwritten signature in dark ink, appearing to read "Matt Meyer".

# WORD ASSOCIATION


## Words Matter

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Word association is beneficial for determining a brand's voice and identity throughout all its marketing materials.

Words we have chosen here are based on our recommendation for how Cotton Construction Inc should be projected to their target audience.

Elegant  
Minimalistic  
Sophisticated  
Class  
Quality  
Graceful  
Engraved



# COLOR DIRECTION

## Color Choice Matters

Brands and color are inseparably linked because color offers an instant method of conveying meaning and message without words.

Based off of your previous website and content, we offer these five main color choices moving forward.

Charcoal Grey

CMYK  
333333

RGB  
51 51 51

Light Grey

CMYK  
BFBFBF

RGB  
191 191 191

Cotton Brown

CMYK  
A9976C

RGB  
169 151 108

Light Tan

CMYK  
E5D19E

RGB  
229 209 158

Off White

CMYK  
FBFAF8

RGB  
251 250 248

# FONT DIRECTION

# MAIN HEADER

## Secondary Header

### Body Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum sit amet nisl congue, elementum urna ut, vehicula nisi. In ullamcorper consectetur odio, in tincidunt turpis porta eget. Praesent in viverra purus. Phasellus quis hendrerit nisi. Maecenas tempus placerat maximus.

Curabitur neque ex, gravida a dui in, iaculis feugiat nulla. Nullam vulputate condimentum odio, id pharetra lacus interdum sed. Curabitur egestas congue mi nec sollicitudin. Donec eget tortor cursus, semper lacus ut, tristique lacus.

Vestibulum imperdiet mattis ultrices. Aenean laoreet sapien eget viverra accumsan.

## Font Choice Matters

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Choosing unique fonts will establish an image for your brand that will resonate with your target audience, and ultimately make a lasting impact that they won't forget.

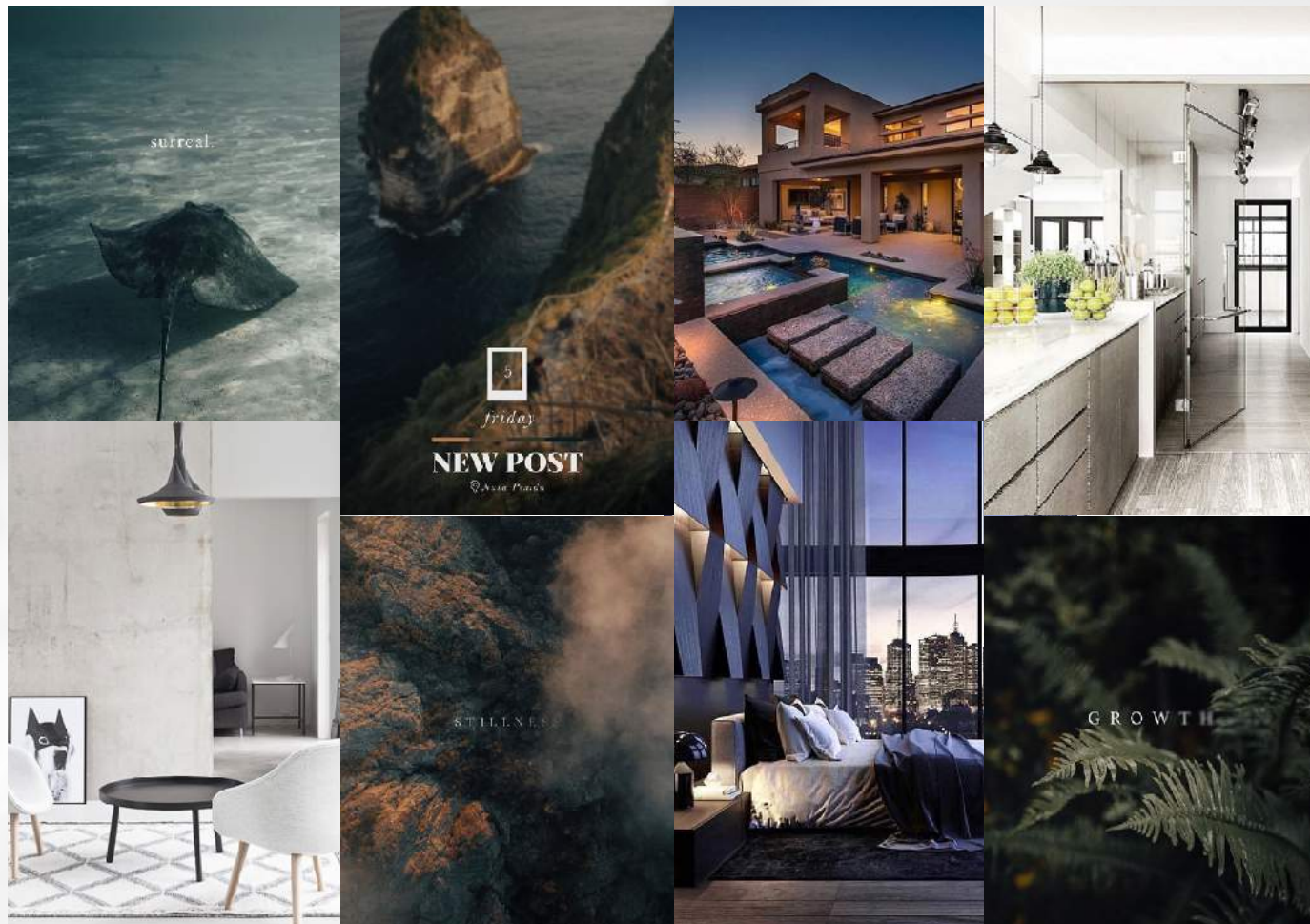
After working through our Word Association choices, we submit these font recommendations going forward for your consideration.

# MOOD BOARD

## It's All About The Visuals

A mood board is produced for establishing the aesthetic feel and emotion of a web site. By producing a mood board, the Client is able to glimpse into the vision of each creative production.

Based off of our previous discussions and research, we propose a highly visual, elegant, yet minimalistic, style for your new website.



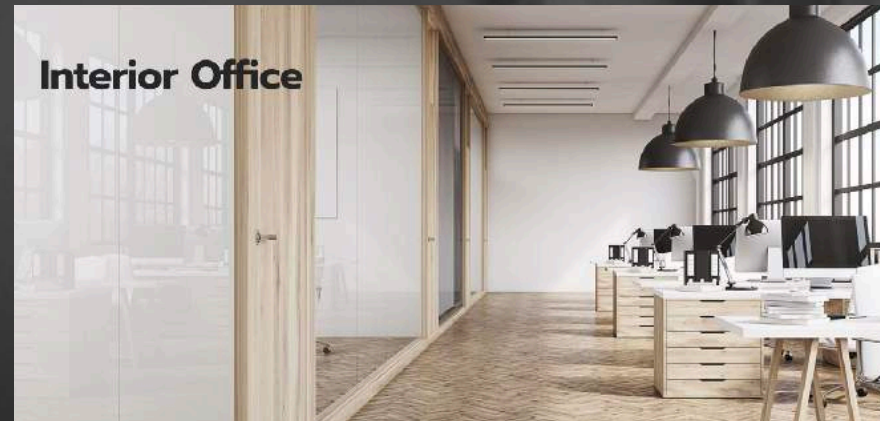
# WEBSITE DIRECTION

## Banner Section

Based off of our research, we propose a style similar to these opening Banner Sections for your website. Highly visual, and a quick C.T.A. (Call To Action).

Imagine three main beauty shots of your best homes showcased in these shots. The intention is to dazzle the visitor from the beginning and get them to contact you right away.

## BANNER SECTION





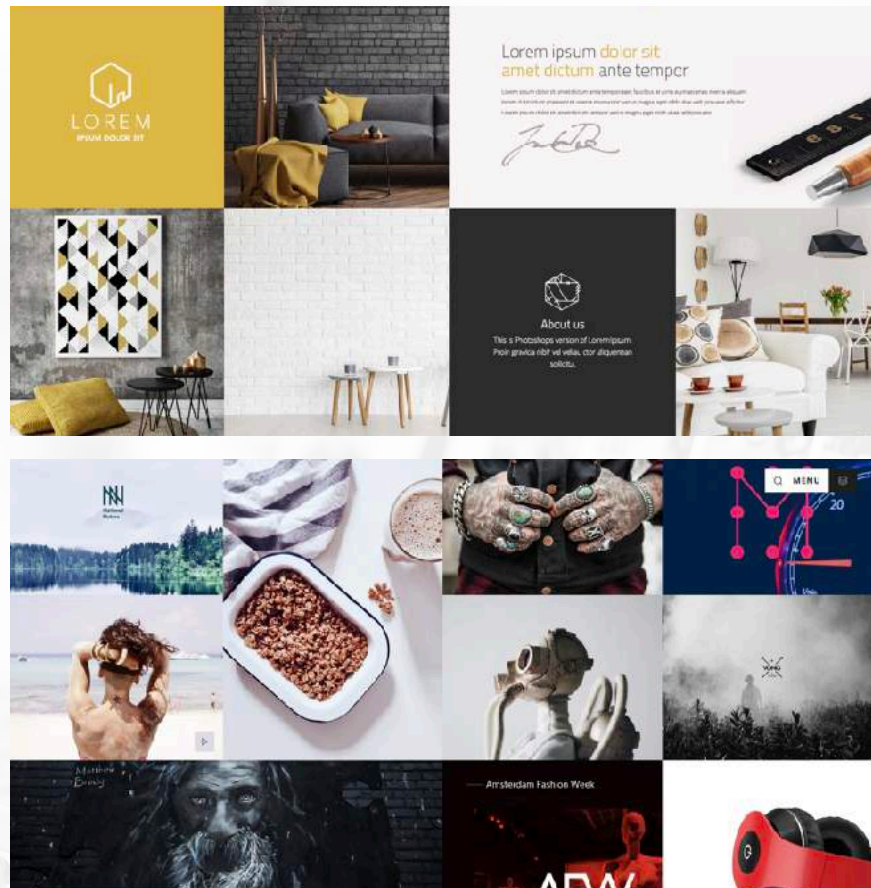
# WEBSITE DIRECTION

## Highlight Section

After the Banner Section, we propose a portfolio-like style section where clients can see photography of your top homes in your portfolio.

Each individual section will link to a separate page for that particular home. This section will be organized differently on mobile.

## HIGHLIGHT SECTION



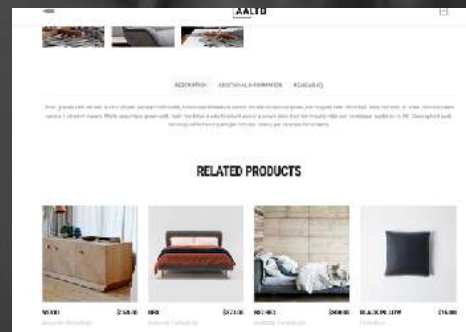
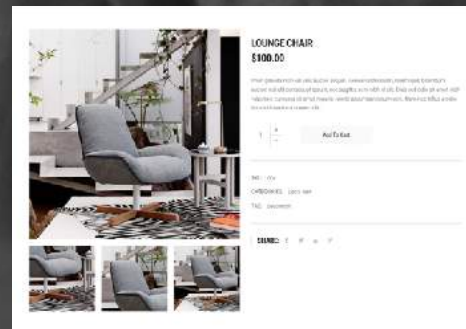
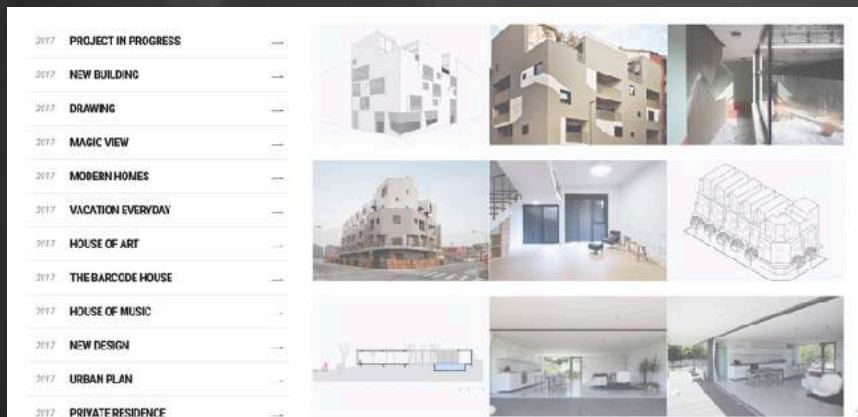
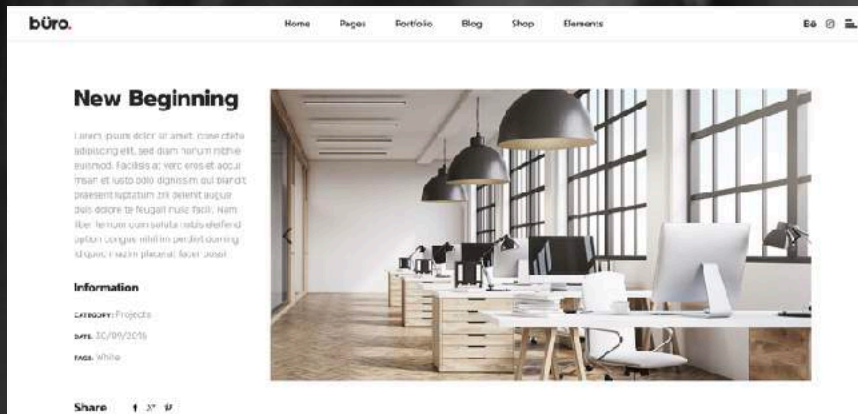
## SECONDARY PAGE

WEBSITE  
DIRECTION

## Secondary Page

For your secondary pages, we envision a combination of these thumbnails to the right. Each home's page will have several images on it as well as a quick paragraph about the home.

We suggest that the portfolio page look similar to this design. Clean, elegant and easy to navigate.



# KEY POINTS

## Key Points

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- I. The Cotton Construction Inc website is projected to be completed in 6-8 weeks assuming timely responses from both Client and HATTFORD are met.
- II. Start Date: After the first initial deposit payment is sent, HATTFORD will begin to work on the Brand Manual for Cotton Construction's Inc new site. Once Cotton Construction Inc has discussed and approved the Brand Manual, HATTFORD will move on to the designing phase.
- III. Revisions: Cotton Construction Inc will have up to three (3) revisions for their website. If more revisions are requested, an hourly rate of \$150/hr will be billed to the client.
- IV. Updates After Completion: Cotton Construction can request updates and/or basic website modifications for up to two (2) hours per month for the first year after signing of this contract. Additional website updates per hour extra will be charged at the rate of \$75/hr.



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HATTFORD