

**Vandelay Home**

# STYLE GUIDE

Version 1 2020



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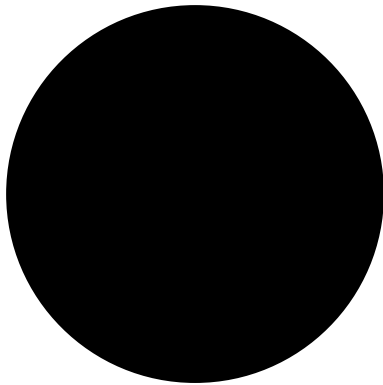
## Introduction

Vandelay Home are known for our quality, contemporary modular home designs.

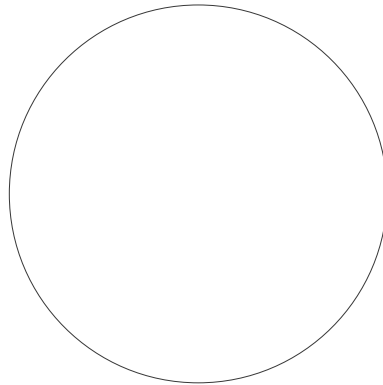
The use of this style guide will ensure our content and communication remains consistent, polished and recognisable and maintains the quality image we uphold.

# Colour palette

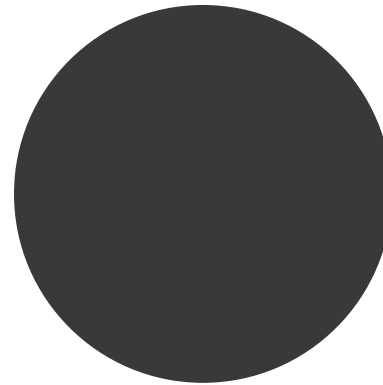
Colours approved for use on digital and hardcopy productions



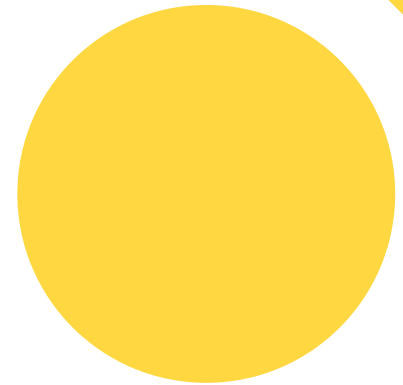
BLACK  
Hex Colour #000000



WHITE  
Hex Colour #FFFFFF



DARK GREY  
Hex Colour #393939



MUSTARD YELLOW  
Hex Colour #FFD841

# Fonts

Typeface approved for use as headings, titles and body text

**Helvetica 48**

**Helvetica 28**

Helvetica 18

Helvetica 12

**Helvetica Bold**

Helvetica Light

**Century Gothic 36**

**Century Gothic 28**

Century Gothic 18

Century Gothic 12

**Century Gothic Bold**

# Logo

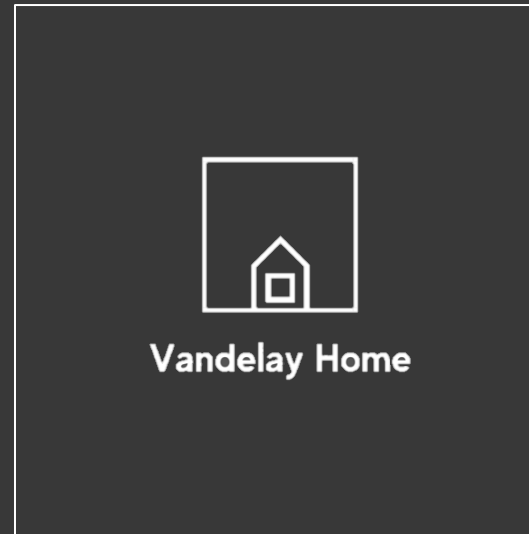
The logo can be displayed in black or white to provide contrast against the background colour.

## Do not

- Stretch, distort or pivot the logo
- use the logo in any other colours



Black logo  
used on light  
backgrounds



White logo  
used on dark  
backgrounds

# Document standards

Standard guidelines for word processing and desktop publishing

## File naming and saving conventions

All files are to be stored in the appropriate folder on C:\drive unless otherwise directed. For example, C:\documents\assessment tasks\*name of task* "*Your Name*"

The file name must be meaningful or as directed.

Save draft and final copies as separate files.

## Headers and footers

Word processed documents should include a header and footer unless otherwise directed.

Header: page number; right side (for documents of more than one page)

Footer: document name, "*Your Name*", date; left side

## Writing style

Writing style should be concise, friendly and professional, and use unambiguous language. Document must be free of spelling or grammar errors.

## Paper size

A4

## Standard margins

Top and bottom 2.54 cm

Left and right 2.54 cm

Header and footer 1.27 cm from edge

## Bullet points

Use bullet points to draw attention to important information so the reader can identify key points and facts quickly. The text introducing a list of bullet points should end with a colon.

## Text layout

Use headings, paragraphs, lists, tables, numbering or text boxes to structure your content in a logical manner.

A clear layout enables the reader to identify content relevant to them and to progress through the document without losing their place.

Document standards continued...

## Non-discriminatory language

Only use inclusive language that is free from words or tones that reflect discriminatory or non-inclusive views.

## Spelling, grammar and punctuation

Use a reliable spell-checker such as Grammarly on all text produced. Proofread your text for readability.

The [Australian Government punctuation and grammar guide](#) outlines our expected standards.

## Numbers

Spell out numbers up to nine and use numerals for 10 and above.

Exceptions are made for:

- decimals, e.g. 3.14, and time, e.g. 9 am
- a sentence containing a mix of number sizes, e.g. Of the 28 drivers, 17 were open licenced, 8 were provisional and 3 were learners.
- a sentence beginning with a number, e.g. Sixteen dogs enjoyed the dog park today.



# Spreadsheets

Standard guidelines for spreadsheets and charts or graphs

**The following guidelines as detailed in this style guide apply to spreadsheet and chart or graph creation:**

- Fonts and colours
- Logo usage
- File naming and saving conventions
- Spelling, grammar and punctuation
- Footer
- Paper size and margins

## Numbers

Numbers included in a spreadsheet as data must be displayed in numeral format and not spelled out irrespective of the size of the number.

## Chart or graph colours

Colours displayed in charts or graphs may differ from the style guide where emphasis and differentiation are required.

[www.vandelayhome.com](http://www.vandelayhome.com)



**Vandelay Home**