

HELLER BUILT

IDENTITY GUIDE

VERBAL IDENTITY

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INWARD-FACING
FOUNDATIONS

The way we write
on-brand copy.

This is how we maintain
consistency across
the board.

OUR APPROACH

THE VERY NATURE OF THE BRAND.

**BUILDING PERSONAL RELATIONSHIPS
AND CUSTOM HOMES**

We build once-in-a-lifetime homes. We're obsessed with the details, from quality of materials to quality of service. Our brand voice channels this focus. It is confident in our abilities, honed from decades of experience. It is direct, preferring clarity to uncertain expectations. And it is genuine: a home is a personal place. We guide clients through the process with understanding and empathy.

TONE

THE SPECIFIC WAY THAT OUR BRAND SPEAKS.

**CONVERSATIONAL
BUT NOT QUAIN**

- A dream home is a comfortable place. We make it approachable.
- Write like we speak. Use common words over industry jargon.
- Use the first person.

**EMPATHETIC
BUT NOT FLATTERING**

- Decisions made now will last a lifetime. We meet clients where they are, leading them through the process with understanding and expert advice.
- Speak in positives, not potential negatives.
- Draw on experience. Tell success stories.

**DIRECT
BUT NOT RUDE**

- We are straightforward and honest, because we believe good results are built on good relationships.
- We say what we mean, and don't bury the lead.
- Be specific.

**CONFIDENT
BUT NOT CONDESCENDING**

- We draw on decades of experience to create world-class homes. That's nothing to be shy about.
- Don't hedge statements with qualifiers.
- Avoid hyperbole. We don't need it.

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AUDIENCE TAKEAWAYS

THE UNDERLYING MESSAGES OF OUR COMMUNICATION EFFORTS.

- We create timeless designs, built to last
- We bring generations of dedication to science and the craft
- We are detail-obsessed, from process to end product
- We are committed to clarity and transparency
- We hold ourselves to higher standards
- We deliver quality and craft, on time and on budget

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Customers interact with our brand in different ways. Consistency in everything we write — on our website, on social media, in marketing materials — builds trust and increases brand recognition.

THE IDEA LEVEL

- Focus on the core audience takeaways.
- Be aware of existing messaging. Everything we write should be an entry point to the same conversation.
- Focus on clarity over cleverness. Avoid vague language, sarcasm, hyperbole, and puns.
- Be optimistic. If there are downsides to discuss, handle them in person.
- Be purposeful with each word. Skip the fluff and filler.
- Make a call to action. Guide the reader to make the next move, or they won't.

THE SENTENCE LEVEL

- Use the active voice. In active sentences, the subject performs the action. In passive sentences, the subject has the action done to it.
- Keep words, sentences, and paragraphs short. Use bullet points for long lists.
- Be assuring. Use can and will over could and might.
- Use contractions like you would in conversation.
- Use the Oxford comma. It's easier to read and avoids ambiguity.
- Don't capitalize common words or phrases. Capitalize job titles only when they come immediately before a name.
- Spell out numbers one through ten. Use numerals for larger numbers and when writing about distance or measurements. For millions, use a numeral at the beginning of the phrase: 5 million.
- Avoid exclamation marks and emojis.
- Always proofread and edit your work.

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TAGLINE

The tagline captures the spirit of our brand, distilled down to one concise statement.

This statement relates the experience of interacting with the brand, and allows the audience to connect to us with immediacy and clarity. Everything we communicate to the world should carry the spirit of this statement.

Remember, this isn't a headline. We don't need to explain our services. This is the spirit and excitement of our brand.

BUILT BY DESIGN

On the surface, this tagline reflects your commitment to design — the partnership of architecture and construction. But beyond that, it speaks to the care and precision in everything you do. Nothing happens by accident; everything is by design.

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QUICK ICEBREAKER

25-35 words. All of your brand's values in one sentence. Use it as a quick pitch in casual conversation, or as a hook for a potential client.

We design, build, and remodel high-end custom homes, carrying on a multigenerational commitment to creative design and forward-thinking construction.

ELEVATOR RIDE

60-70 words. A paragraph-long opportunity to sell your lead. You have their attention, now reel them in. What sets your brand apart from the others?

We build to last. For decades, we've designed, built, and remodeled high-end custom homes. Our work is design-driven and detail-obsessed. But quality is more than the end product. We're committed to transparency and clear communication throughout the process, because we understand that our work is personal. It's about your vision, your legacy, and your home.

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EXAMPLE HEADLINES

Designed for life

Build something unforgettable

This is monumental

Made for the way you live

Where art meets science

Built from the family tree

These are our family values

We take pride in the process

Leave no stone unturned

Built on relationships

Our work speaks for itself.
We speak for you.

This is personal

We build our own benchmarks

Homes we're proud to
put our name on

Quality, craft, care

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IN PROGRESS
QUESTION:

Since Heller Built's philosophy includes the long-term relationships built with clients it may be good to add a section for that in the process. Is there anything you'd like added here? Does HB have a hand-off procedure for their clients — quality assurance, follow-up, etc?

THE DESIGN+BUILD PROCESS

Communication is critical to any project. It drives our entire design/build approach. With countless details for the client, architect, designer, and builder to consider, every new construction or remodeling project begins the same way. We walk through our preliminary planning process to create a common understanding of expectations and budget. With this foundation set, you can move forward with the confidence that a professional team is working to create the home of your dreams, within your budget.

PRELIMINARY PLANNING

The conversation starts with preliminary planning. This is a complimentary phase. We cover the basics: style, size, performance requirements, layouts, function. We take time to understand your wants and needs, expectations, budget, and lifestyle — an awareness of how you use the space is the first step to a design that works for you. These conversations put everyone on the same page, with clearly-defined priorities and budget projections. It's also an opportunity to make sure that everyone involved feels like this will be a successful working relationship.

BUDGET FEASIBILITY

We create an estimated budget range based on our discussions, experience with previous builds, historical data, and your preferences. Addressing the budget honestly from the very beginning defines the scope and aligns expectations. It also helps determine if the project as described

matches the budget as discussed. If not, we present a range of options to find the perfect balance. There is always a budget. Wherever yours falls, our goal is to provide the most value possible.

BUILDING A TEAM

We believe in creating the right team for each project. For new construction, this means an architect, designer, and builder, plus engineers, surveyors, and landscape architects as needed. We can provide a list of preferred architects and designers to interview; final approval is always your decision.

As the builder, we act as liaison throughout the pre-construction process. We set the projected timeline, schedule meetings, organize all client communication, and serve as the information hub — making sure that the team works well together in pursuit of the best product possible.

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LONG FORM
FOR FULL DETAILS

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PRE-CONSTRUCTION CONTRACT

With a professional team in place, we facilitate a detailed review of the project. We walk each team member through the proposed schematics so they can accurately estimate their time based on an exact understanding of their responsibilities. Then, we create a pre-construction contract that clearly lays out the time and cost necessary to design and plan the project. When the contract is finalized, we begin pre-construction planning.

PRE-CONSTRUCTION PLANNING

We start by designing and fully developing schematics. The architects work with you on schematic layouts, exterior elevations, and overall design. While they finalize layouts, the designer works with you to develop interior designs. At this point in the process, the entire team is meeting together to offer updates and feedback.

We provide knowledge of advanced construction methods, take advantage of trade partner expertise, and continually monitor progress. When pre-construction planning is complete, we have finalized, documented, and recorded every detail of the project.

With the entire team operating like a well-oiled machine, we present the final project estimate and timeline for your approval.

BUILD PROCESS

When the build begins, our role goes beyond acting as general contractor. We serve as your representative to guarantee that the home that was planned is the home that is built, down to the smallest detail.

Our project management sets the bar for the entire project. We are on site every day overseeing progress, but we are also planning and anticipating next steps. Through site visits or monthly project updates, we keep you informed and involved each step of the way. When things change, preferences shift, or new choices present themselves, we're always happy to discuss and price options.

A custom home or remodel is a prototype. It is one of a kind, and we understand that we have one chance to make it perfect.

AFTER THE BUILD

We know that a great client experience doesn't end when the build does. Post-build follow up and warranty are vital parts of our process. The pre-final walkthrough happens one to two months before closing. Together, we closely examine the home to make sure that every last detail has been considered. We walk through again at the end of the build to follow up, answer questions, and help you understand how the home works.

Your new home is a part of your legacy. And like everything we build, it's our legacy. We treat it like our own, from the first conversation to long after move-in day.

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THE DESIGN+BUILD PROCESS

Communication is critical, and it drives our entire design/build approach. Our process is designed to keep you involved and informed, from the first conversation to the final product.

PRELIMINARY PLANNING

Preliminary planning is complimentary. We cover the basics and get to know your expectations. This is the time to set priorities and budget projections, building the foundation for a successful working relationship.

BUDGET FEASIBILITY

Next, we create an estimated budget. Addressing the budget honestly from the very beginning helps define the project scope and align expectations.

BUILDING A TEAM

We bring together the best team for your project, acting as liaison between each partner.

PRE-CONSTRUCTION CONTRACT

After a detailed review, we outline the time and cost necessary to design and plan the project.

PRE-CONSTRUCTION PLANNING

The team works together to create schematics and finalize designs. Before the build process begins, we have documented and recorded every detail of the project.

BUILD PROCESS

We are your representative, making sure that the home that was planned is the home that is built. We are on site every day to manage the project and keep you informed.

A custom home or remodel is a prototype. It is one of a kind, and we understand that we have one chance to make it perfect.

AFTER THE BUILD

Our relationship doesn't end when the build is complete. We walk through the home together to ensure that every detail is just right and every question has been answered. Your new home is our legacy, and we treat it like our own.

SHORT FORM
WHEN TIME'S TIGHT