

PRIMARY LOGO



OUR PURPOSE

Extraordinary
Homes. A Deeper
Purpose.

At Hogue Homes, we build more than custom homes – we build the spaces where life’s most meaningful moments happen.



BUILT FOR WHAT MATTERS

HORIZONTAL LOGO



ICON



CLEAR SPACE



Maintain a minimum clear space equal to the height of the inner H (as shown) on all sides of the logo.

COLOR PALETTE



CHARCOAL
HEX #2E2E2E
RGB 46 46 46
CMYK 72 65 60 63



BRONZE
HEX #A67C52
RGB 166 124 82
CMYK 31 50 72 7



STONE
HEX #F7F5F0
RGB 247 245 240
CMYK 2 2 5 0

TYPOGRAPHY

PRIMARY TYPEFACE

Playfair Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Elegant. Strong. Timeless.

SECONDARY TYPEFACE

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Clean. Modern. Versatile.

BRAND ELEMENTS



HORIZONTAL RULE



ARCHITECTURAL ELEMENT

BUILT FOR WHAT MATTERS

TAGLINE LOCKUP

SIMPLE ELEMENTS.
A STRONGER STORY.

OUR VALUES

INTEGRITY
IN EVERY DETAIL

QUALITY
THAT ENDURES

HOMES
THAT BELONG

PEOPLE
AT THE CENTER

HOGUE HOMES

BUILT FOR WHAT MATTERS

PREMIUM CUSTOM HOMES

Extraordinary Homes. A Deeper Purpose.

On the job. In the community.
Built for what matters — today
and for generations to come.



TIMELESS
CRAFTSMANSHIP



THOUGHTFUL
DESIGN



PEOPLE
FIRST



A BRIGHTER
TOMORROW

HOMES.
PEOPLE.
COMMUNITY.
A BRIGHTER TOMORROW.



BRAND DETAILS



QUALITY
TRAVELS
FURTHER.

The same commitment
to craftsmanship,
now on every road
we take.

HOGUE HOMES

BUILT FOR WHAT MATTERS

PREMIUM APPAREL FOR A HIGHER PURPOSE

ON SITE. IN THE COMMUNITY. ALWAYS HOGUE.

Quality in every detail — from the homes we build to the gear we wear. Representing a deeper purpose, on and off the job.



POLO

PROFESSIONAL. TIMELESS.



POLO

CLEAN. MODERN. VERSATILE.



WORK SHIRT

DURABLE. DEPENDABLE.



JACKET

READY FOR WHAT'S NEXT.



SAFETY VEST

BUILT SAFE. BUILT RIGHT.



CAP

ON SITE. EVERYDAY.



BEANIE

WARMTH WITH PURPOSE.



HARD HAT

SAFETY BUILDS TOMORROW.

SAME
STANDARDS.
DIFFERENT
TERRAIN.

Look Good.
Work Harder.
Build What Matters.



TIMELESS
CRAFTSMANSHIP



THOUGHTFUL
DESIGN



PEOPLE
FIRST



A BRIGHTER
TOMORROW



A STRONGER PRESENCE.

SAME DEEPER PURPOSE.



PREMIUM SIGNAGE
FOR LASTING IMPACT.

From the ground we build on to the community we're part of, our signage reflects the same craftsmanship, integrity, and purpose that define every Hogue Home.

CONSTRUCTION SITE SIGN



BOLD ON SITE. BUILT WITH PURPOSE.

High-visibility signage that showcases our brand and invites what's next.

MONUMENT SIGN



A LASTING FIRST IMPRESSION.

Refined and permanent, our monument sign represents stability, craftsmanship, and home.

OFFICE EXTERIOR SIGNAGE



A WELCOMING EXPERIENCE.

Elegant exterior signage that reflects the quality within.

DIRECTIONAL / SITE MARKER



GUIDANCE WITH INTENTION.

Thoughtful directional signage for a seamless experience.

MATERIAL PALETTE



CHARCOAL
SOPHISTICATED
AND STRONG



BRONZE
TIMELESS
AND REFINED



STONE
CLEAN
AND ENDURING

SIGNAGE DETAILS



DIMENSIONAL LETTERING
PREMIUM METAL FINISHES



CRAFTED EDGES
ATTENTION TO DETAIL



QUALITY MATERIALS
BUILT TO LAST

More
Than Homes
A Higher Standard.

BUILT FOR WHAT MATTERS

BUSINESS CARDS



HOGUE HOMES
BUILT FOR WHAT MATTERS

JONATHAN HOGUE
OWNER & BUILDER

615.555.0187
jonathan@hoguehomes.com
Franklin, TN
hoguehomes.com

EXTRAORDINARY
HOMES.
A DEEPER
PURPOSE.

PROPOSAL FOLDER



HOGUE HOMES
BUILT FOR WHAT MATTERS

EXTRAORDINARY HOMES.
A DEEPER PURPOSE.

ESTIMATE / PROPOSAL COVER



HOGUE HOMES
BUILT FOR WHAT MATTERS



CUSTOM HOME PROPOSAL

THE CARTER RESIDENCE
FRANKLIN, TENNESSEE

PEOPLE. SPACES. A BRIGHTER TOMORROW.

LETTERHEAD



HOGUE HOMES
BUILT FOR WHAT MATTERS

TIMELESS CRAFTSMANSHIP
THOUGHTFUL DESIGN
PEOPLE FIRST
A BRIGHTER TOMORROW

May 15, 2024

Mr. and Mrs. Anderson
1234 Oak View Drive
Franklin, TN 37064

Dear Mr. and Mrs. Anderson,

Thank you for the opportunity to share our vision for your custom home. At Hogue Homes, we build more than houses — we build the spaces where life's most meaningful moments happen.

We are honored to be considered for this important project and look forward to the possibility of bringing your vision to life.

Warm regards,


Jonathan Hogue
Owner & Builder
Hogue Homes

615.555.0187 | HOGUEHOMES.COM | FRANKLIN, TN | BUILT FOR WHAT MATTERS

ENVELOPE



HOGUE HOMES
BUILT FOR WHAT MATTERS

1234 BUILDERS WAY
FRANKLIN, TN 37064

PEOPLE.
SPACES.
A BRIGHTER
TOMORROW.

BUILT FOR WHAT MATTERS

EXTRAORDINARY HOMES.
A DEEPER PURPOSE.



HOGUEHOMES.COM

BRANDED DOCUMENT LAYOUT



HOGUE HOMES
BUILT FOR WHAT MATTERS

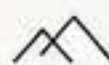
PROJECT OVERVIEW



A thoughtful process. A home built around you.
From initial concept to final detail, we bring expertise, transparency, and a genuine commitment to your vision.



TIMELESS
CRAFTSMANSHIP



THOUGHTFUL
DESIGN



PEOPLE
FIRST



A BRIGHTER
TOMORROW

ESTIMATE

PROJECT
THE CARTER RESIDENCE
FRANKLIN, TN
MAY 15, 2024

DESCRIPTION	AMOUNT
Pre-Construction & Planning	\$12,500
Site Work & Foundation	\$48,000
Framing & Structural	\$125,000
Exterior Finishes	\$98,000
Interior Finishes	\$175,000
Mechanical, Electrical & Plumbing	\$72,000
Final Walkthrough & Closeout	\$14,500
ESTIMATED TOTAL	\$545,000

Built for what matters —
today and for generations to come.

HOGUE HOMES

BUILT FOR WHAT MATTERS

DIGITAL & SOCIAL MEDIA
PRESENTATION

A STRONGER STORY ACROSS EVERY PLATFORM

FACEBOOK COVER



PROFILE ICON



INSTAGRAM POST EXAMPLE



INSTAGRAM STORY EXAMPLE



WEBSITE HEADER (DESKTOP)



WEBSITE HEADER (MOBILE)



TIMELESS
CRAFTSMANSHIP



THOUGHTFUL
DESIGN



PEOPLE
FIRST



A BRIGHTER
TOMORROW

BUILT FOR WHAT MATTERS

HOGUE HOMES

BUILT FOR WHAT MATTERS

Homes
Built for a
Brighter
Tomorrow.

Extraordinary homes.
A deeper purpose. Crafted
for the people, moments
and legacies that matter most.



COMPLETION PLAQUE
Celebrating what matters most.



SITE MARKER
A presence that speaks volumes.



WELCOME SIGN
A warm start to something extraordinary.



JOB-SITE FEATURE PLAQUE
Built with integrity on every site.



HOMEOWNER HANDOFF
A lasting impression.





Same
Foundation.
More Possibilities.

A COHESIVE VISUAL LANGUAGE
FOR EVERY DETAIL.

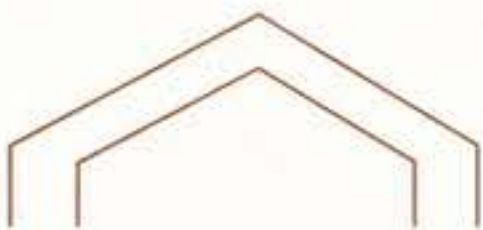
HOMES
PEOPLE
PLACES
PURPOSE

BUILT FOR
A BRIGHTER
TOMORROW

CORE SUPPORTING ELEMENTS



DIVIDER RULE
A SIMPLE ELEMENT
THAT CREATES CLARITY.



ARCHITECTURAL LINE MOTIF
DERIVED FROM OUR MONOGRAM.
CLEAN, REFINED, STRONG.



TAGLINE LOCKUP
A VERSATILE ELEMENT
FOR VARIOUS APPLICATIONS.

APPROVED ICON APPLICATIONS



MONOGRAM
PRIMARY USE



SQUARE BADGE
FOR COLLATERAL
AND DIGITAL



CIRCULAR ICON
SOCIAL / PROFILE
USE



COMPACT LOCKUP
FOR TIGHT SPACES

PATTERN LIBRARY



MONOGRAM PATTERN
BOLD HERITAGE.
LASTING IMPRESSION.



ARCHITECTURAL PATTERN
INSPIRED BY OUR FOUNDATION.
BUILT WITH PURPOSE.



LINE PATTERN
STRUCTURE CREATES
POSSIBILITY.



CONTOUR PATTERN
REFINED, NATURAL.
ALWAYS GROUNDED.

MATERIAL / TEXTURE PALETTE



CHARCOAL
TEXTURE

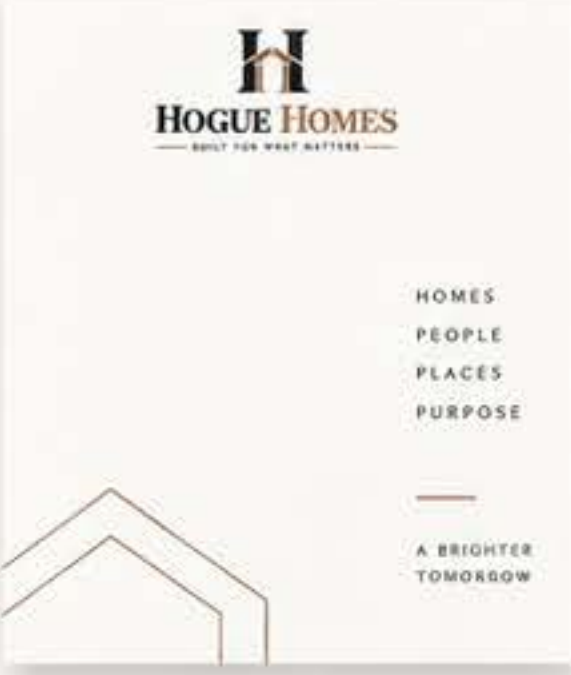


BRONZE
TEXTURE



STONE
TEXTURE

BRAND APPLICATION EXAMPLES





Extraordinary Homes. A Deeper Purpose.

At Hogue Homes, we build more than custom homes — we build the spaces where life's most meaningful moments happen.



BUILT FOR WHAT MATTERS

A SEAMLESS EXPERIENCE



BEAUTIFUL DESIGN

A refined, intuitive user experience that reflects our commitment to excellence.



FULLY RESPONSIVE

A flawless experience on every device.



STORY-DRIVEN

Captivating imagery and storytelling that inspire.



BUILT TO CONVERT

Strategic calls to action to turn vision into reality.

SIMPLE ELEMENTS.
A STRONGER STORY.


[HOMES](#)
[REMODELING](#)
[OUR APPROACH](#)
[GALLERY](#)
[ABOUT](#)
[CONTACT US](#)

CUSTOM HOMES. LASTING LEGACIES.

Homes Built for What Matters

Thoughtful design. Uncompromising craftsmanship.
A home for the life you love.

[BUILD YOUR HOME →](#)
[EXPLORE OUR WORK →](#)

01 02 03



CUSTOM HOMES

Distinctive homes, designed around your life.

[LEARN MORE →](#)


REMODELING

Transform the home you love into the home you need.

[LEARN MORE →](#)


CRAFTSMANSHIP

The details make the difference.

[LEARN MORE →](#)


GALLERY

Real homes. Real stories.

[VIEW GALLERY →](#)


OUR PURPOSE

More Than Homes. A Brighter Tomorrow.

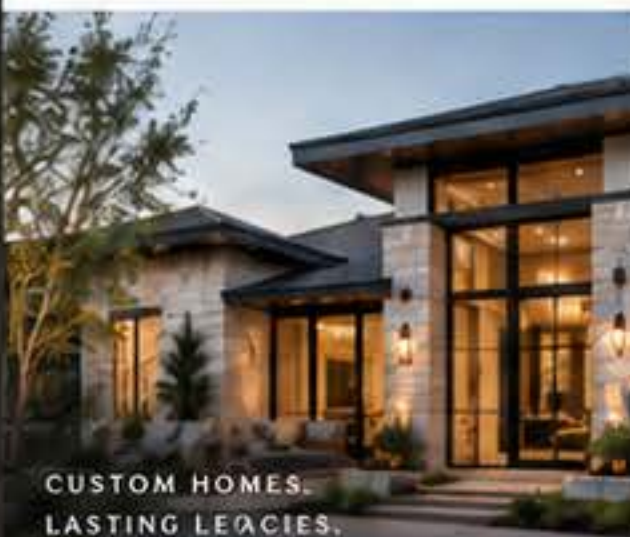
We build with integrity, create with intention, and always keep people at the center — because a better tomorrow starts at home.

[OUR STORY →](#)

100+
HOMES BUILT

YEARS
OF TRUST

GENERATIONS
OF BETTER LIVING



CUSTOM HOMES.
LASTING LEGACIES.

Homes Built for What Matters

Thoughtful design. Uncompromising craftsmanship. A home for the life you love.

[BUILD YOUR HOME →](#)


CUSTOM HOMES

Distinctive homes, designed around your life. >



REMODELING

Transform the home you love into the home you need. >



CRAFTSMANSHIP

The details make the difference. >



GALLERY

Real homes. Real stories. >

[GET IN TOUCH →](#)

INTEGRITY
IN EVERY DETAIL

QUALITY
THAT ENDURES

HOMES
THAT BELONG

PEOPLE
AT THE CENTER

*Built for
What Matters.*