



SCOFIELD HOMES INC.

BRING VISION HOME

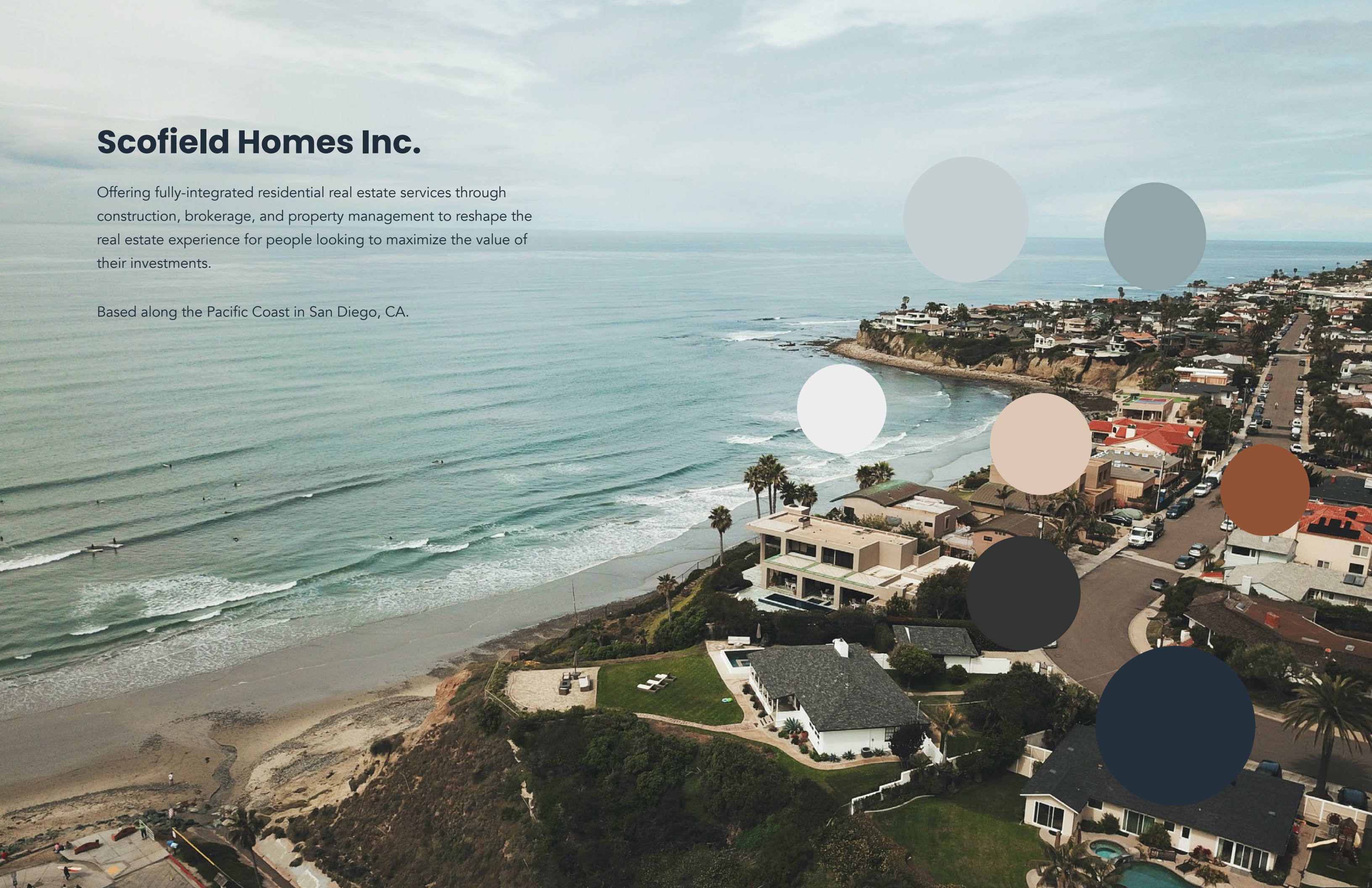


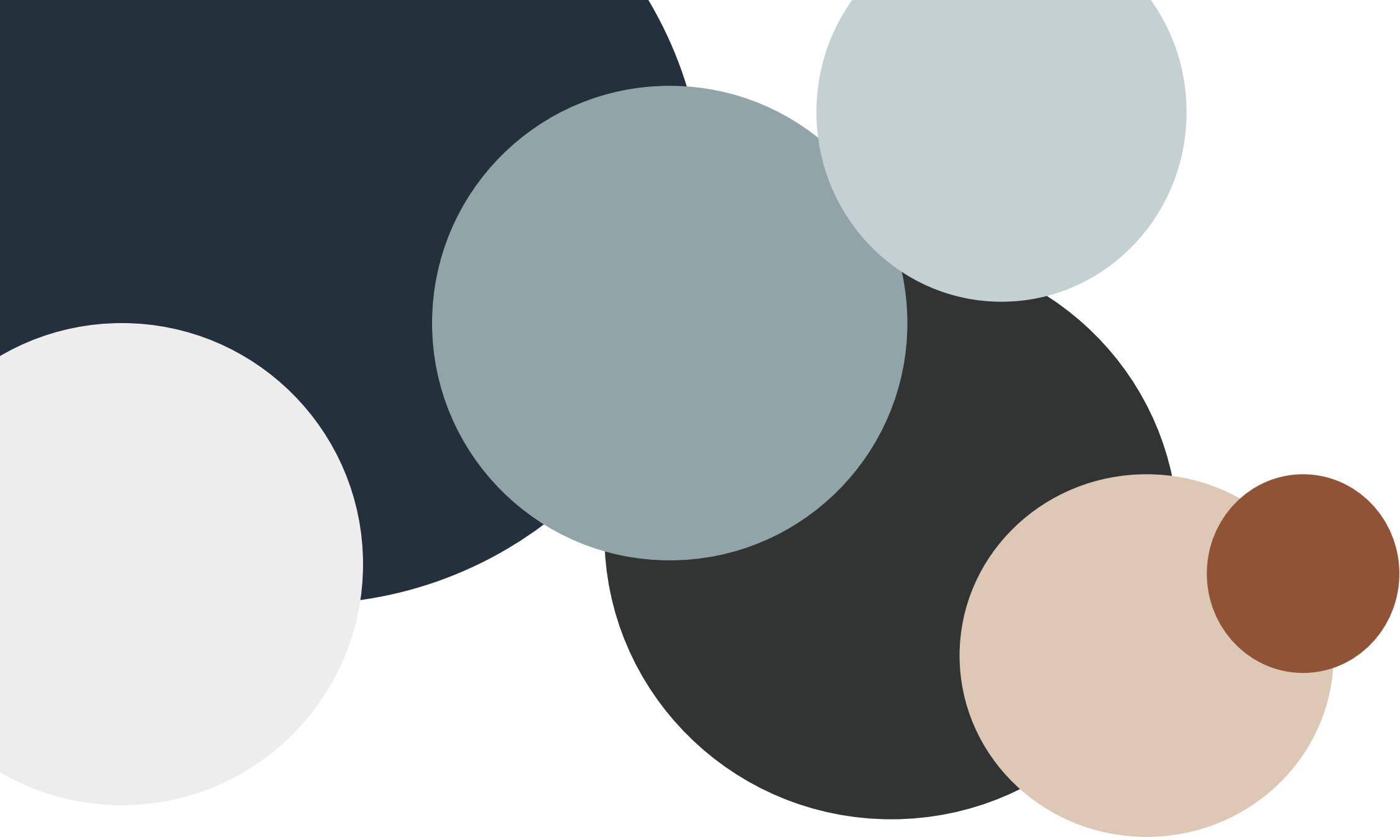
BRAND GUIDELINES

Scofield Homes Inc.

Offering fully-integrated residential real estate services through construction, brokerage, and property management to reshape the real estate experience for people looking to maximize the value of their investments.

Based along the Pacific Coast in San Diego, CA.





Scofield Homes colors are cool-toned with some warm notes.

These colors give a modern, california-cool vibe while evoking a bit of nostalgia through its vintage warm hues.



TIPS FOR COLORS:

Opt for Charcoal as “black” and Stone as “white”.

Exceptions for white is when readability is significantly improved against a darker background or Light Seafoam.

Because Seafoam and Light Seafoam are similar in color, the two are not to be paired as background/text colors.

Brick should be used sparingly as an accent color for contrast.

COLORS



Navy
RGB: 36 48 60
HEX: 24303C
CMYK: 83 69 53 54



Seafoam
RGB: 145 163 167
HEX: 91A3A7
CMYK: 46 28 30 0



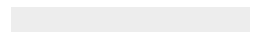
Light Seafoam
RGB: 197 208 211
HEX: C5D0D3
CMYK: 21 11 13 0



Oat
RGB: 221 200 182
HEX: DDC8B6
CMYK: 13 20 26 0



Brick
RGB: 144 83 54
HEX: 905336
CMYK: 32 69 82 24



Stone
RGB: 237 237 237
HEX: EDEDED
CMYK: 6 4 4 0



Charcoal
RGB: 50 52 51
HEX: 323433
CMYK: 70 62 63 58

TYPOGRAPHY

When Poppins & Avenir are not available,
use Arial Bold and Regular, respectively.

LOGO

Willow Avenue

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

1234567890

HEADER

Poppins Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

1234567890

BODY

Avenir

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

1234567890

LOGO

POPPINS
BOLD



SCOFIELD
HOMES INC.

BRING VISION HOME

WILLOW
AVENUE

PROXIMA
NOVA*

*Not used anywhere else

LOGOS

Scofield Homes logo is designed to be responsive and can be distilled while maintaining the integrity of the brand.

The default logos are in Navy & Seafoam, shown below. Recommendations for logo use are provided below.

LOCKUP



Default - use lockup when possible for legal / formal documents such as proposals, estimates and invoices

Can be paired with the line graphic below, but as a logo, meant to be used as shown as a logo

STACKED



Recommended for use when the lockup logo needs to be used in a small format, but the tagline font becomes compromised when reduced in size.

For use on promotional materials or any small-prints

HORIZONTAL



Use on website header or sponsorship opportunities. Recommended as a strong option to maximize visibility on small print or to give a 'tighter' and prominent feel when surrounded by other logos.

STAMP



Recommended as decorative use to give the effect of a "stamp of approval"

Position at a -10° angle (or 11:00). Can also be used upright.

MARK



Use on small profile photos, or as a decorative mark in a brochure or promotional item (like a branded pen). Recommend when logo has to be smaller than .25" tall.

LINE



Although not a 'Logo', this line texture can be used to break up paragraphs or sections in marketing materials.

LOGO COLOR VARIATIONS

Full Color and Stone are recommended for light and dark options but depending on the logo application, below is the full collection of logos and in their approved colors. To maintain brand integrity, logos may not be displayed in any other colors.

FULL COLOR (NAVY & SEAFOAM)



STONE (WHITE ALTERNATE)



BLACK



WHITE (TRY TO USE STONE)



ALTERNATES



« The stamp & line may be used as a decorative element in Navy & Oat.

LOGO APPLICATION



LOGO APPLICATION

FOR SALE

NOW RENTING

SOLD!



Welcome Home!



Welcome Home!



**SCOFIELD
HOMES INC.**



858.123.4567
info@scofieldhomesinc.com

CSLB LIC. 432211

DRE LIC. 01998650





SCOFIELD

HOMES INC.

BRING VISION HOME

STANDARDS & MISUSE

While the Scofield Homes brand has been created to be flexible, it is important that the appearance of the Logo remains consistent. Logo standards will ensure that the brand is not altered.

Standards

Consider the negative space around the Logos to optimize the visual clarity of the brand.



Pair the Logo with a contrasting Stamp or Line to enhance visual interest.



Use the Mark as a standalone identifier once the Logo has been established.



Misuse



NO
Do not have other elements encroach on the Logo's negative space.



NO
Change the color of the Logo, even if it is one of the Brand Colors.



NO
Rotate the Logo. Only exception to this rule is the Mark (see opposite page).



NO
Use the Mark with more than 1 color at once.



NO
Warp or distort the proportions of the Logo in any way.



NO
Use the wordmark without the icon / Mark.

SOCIAL MEDIA

For branded posts, the below are conceptual images to showcase how the brand can be incorporated with existing images and highlight specific services, tips and announcements.

PROFILE
IMAGE
OPTIONS



IG PORTRAIT
CONCEPTS



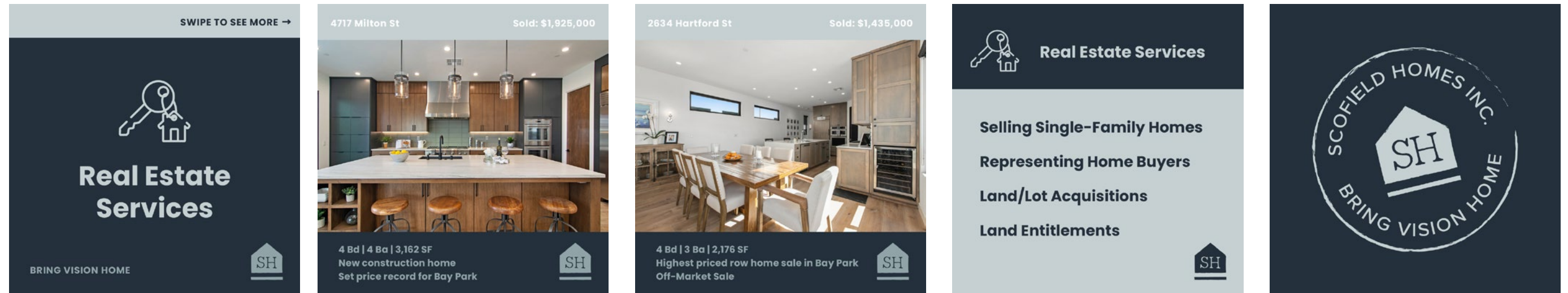
FB COVER
PHOTO
OPTIONS



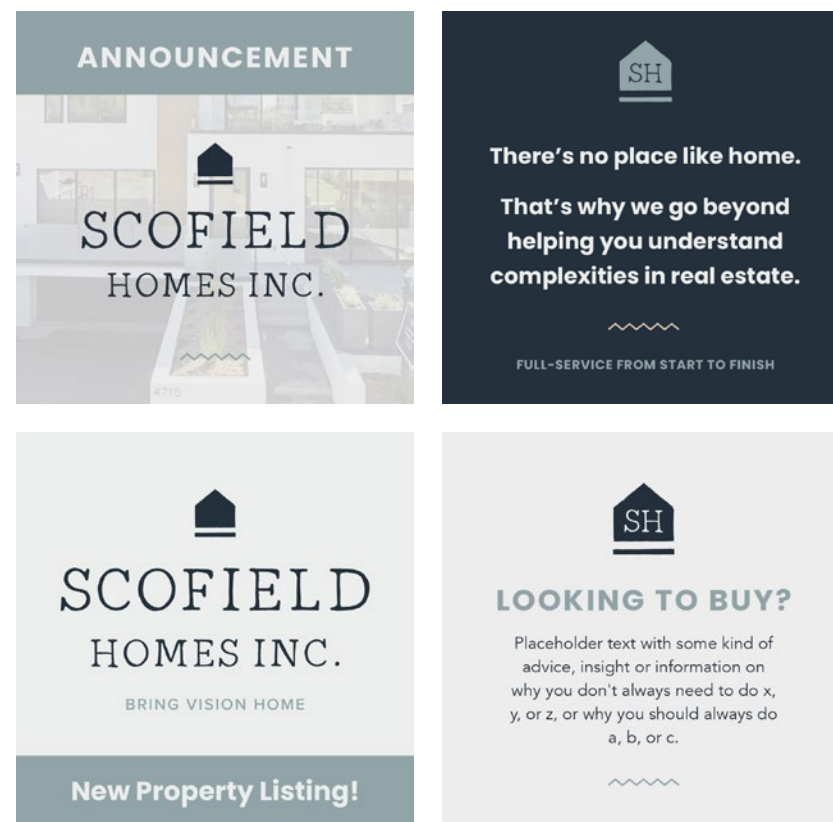
SOCIAL MEDIA

For branded posts, the below are conceptual images to showcase how the brand can be incorporated with existing images and highlight specific services, tips and announcements.

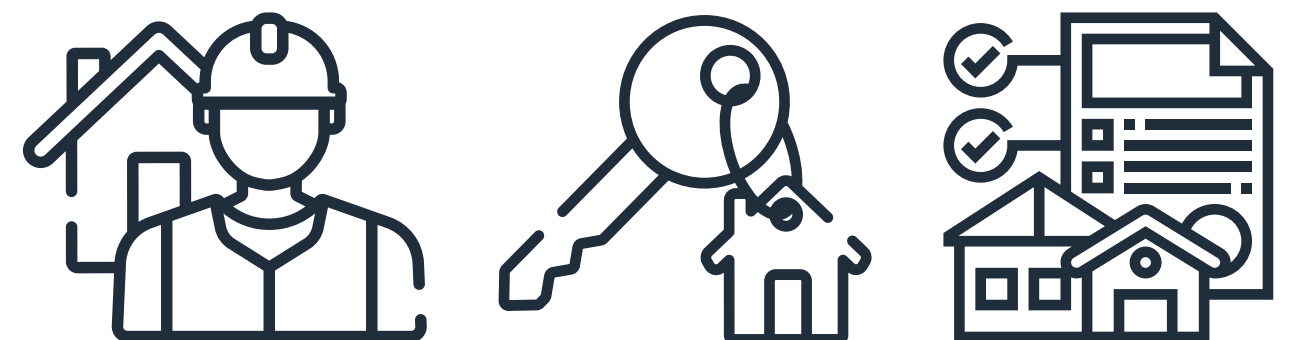
CAROUSEL SET



ADDITIONAL CONCEPTS




ICONS



TEMPLATES

Scofield Homes proposal and estimate templates include minimal styling to maintain team workflow and minimize maintenance but remain true to the established brand with a consistent and professional presence.

LETTERHEAD



SCOFIELD
HOMES INC.
BRING VISION HOME

Date

Recipient Full Name
Address 1
Address 2
Contact #
Email

Re: Title of Letter

Dear Name:

Body of letter, include anything you'd like, following is placeholder text about fonts to take up room to give you an idea of the body of the letterhead. The standard font for Scofield Homes is Arial, since special fonts like Poppins and Avenir may not be available especially when sending editable files such as word or excel files. If the recipient does not have those fonts, then they will not see the document clearly. Arial is standard, so it's best to use.

Font size can vary between 10-12, but 12 is best to ensure people with poor eyesight will still be able to read properly (generally older readers). Don't size lower than size 9 for fonts as it can be difficult in terms of legibility.

It is intentional that page 1 is different compared to its following pages. Here's an example of a bullet point design to use. We are also incorporating this to get to the next page so you can see how page 2 looks like in your letterhead.

Bullet Point Design

- » Hello there! I am the main bullet. You can choose to bold me, as long as I am not a long sentence. This sentence would already be considered too long to bold.
- » **Here I am in bold & shortened**
 - Sub Bullet 1

Scofield Homes, Inc. | DRE Lic: 01998650 | CSLB Lic 432211
2616 Hartford St, San Diego, CA 92110
Billing questions? Ph: 858.295.5036 e: melissa@scofieldhomesinc.com

Page 2 of 2
Scofield Homes, Inc.
Date

- Sub Bullet 2
- Sub Bullet 3
 - Sub-sub bullet 1
 - Sub-sub bullet 2


Closing paragraph.

Sincerely,

Name
Title
Scofield Homes Inc.

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PROPOSAL



SCOFIELD
HOMES INC.
BRING VISION HOME

PROPOSAL

Date Prepared: September xx, 2020

Prepared For: **Jeremy Juarez & Sophie Staschus**
4175 S. Tropic Drive
La Mesa, CA 91941
M. 310.871.7798, Jeremy
M. 805.450.8693, Sophie

Scope of Work - Two Months of Construction Consultation

- » Scofield Homes, Inc. to consult for Homeowners regarding remodeling work done at their home located at 4175 S. Tropic Drive, La Mesa, CA 91941. Consult to include, but not limited to:
 - implementing and executing appropriate construction schedules;
 - reaching out to relevant trades/subcontractors for bids and negotiating with them to get best cost for the client;
 - managing various trades/subcontractors on job site making sure work is being completed to homeowners' expectations;
 - material selection/design guidance as needed.
- » Scofield Homes, Inc. will assist Homeowners in review of each trade/subcontractor's proposal issued to them concerning construction work performed at their Property. Homeowners to sign all contracts/proposals directly with subcontractors.
- » Scofield Homes, Inc. will assist Homeowners in requesting that each trade/subcontractor add Homeowners on their company's insurance policy as "additionally insured".
- » Scofield Homes, Inc. will assist Homeowners in requesting appropriate unconditional waiver and releases from trades/subcontractors hired to perform

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Page 3 of 3
Scofield Homes, Inc.
Date:

Agreed to & Accepted By:

Scofield Homes, Inc.

Signature _____ Date _____

Authorized Agent _____

Homeowners

Signature _____ Date _____


Authorized Agent _____

Signature _____ Date _____

Authorized Agent _____

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ESTIMATE



SCOFIELD
HOMES INC.
BRING VISION HOME

September 21, 2020

Construction Cost Estimate

SUBJECT PROPERTY DETAILS

David & Andrea Matuszewicz
4177 Alana Circlea
Oceanside, CA 92056

SUBJECT PROPERTY DETAILS

| | |
|--|-------------|
| Lead & Asbestos | \$ 500.00 |
| Let's get this done week 1. We want to know if the the drywall or acoustic ceiling has asbestos. Lead based paint is less common and less of a concern. | |
| Material Selections | \$ - |
| Main focus of first week - I can gather samples and bring them to you for a demo or we can meet together at showrooms. Either way I like to be involved in this process since it helps it be less overwhelming and helps with costs. | |
| Demolition / Debris Haul Away | \$ 1,500.00 |
| Construction / Debris Haul Away | \$ 1,500.00 |
| Sell / Donate | |
| All items possible | |
| Acoustic Ceiling Removal | |
| Remove the acoustic ceiling and texture ceilings | |
| Frame / Remove interior walls as discussed | \$ 3,500.00 |
| Options on the kitchen ceiling and kitchen/living room opening Install backing inside the garage for drywall install | |
| Plumbing Labor and Fixtures | \$ 7,500.00 |
| Hall bath: new tub/shower fixtures, sink, faucet, toilet Master: new shower fixtures, sink, faucet, toilet Kitchen: new sink, faucet, Maybe relocating kitchen gas and ice maker supplies | |

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Page 3 of 3
Scofield Homes, Inc.
September 21, 2020

Construction Cost Estimate (cont'd)

| | |
|--|--------------|
| Light Fixtures | \$ 600.00 |
| Budget allowance for new bath light fixtures | |
| Roof | \$ 14,000.00 |
| Remove the existing roof and install new comp single roof Wood damage replacement extra | |
| Exterior Plaster | \$ 3,000.00 |
| Garage Door | \$ 1,000.00 |
| Install a new opener and track | |
| Site Clean Up | \$ 1,000.00 |
| Temporary Site Restroom Rental | \$ 1,000.00 |
| Exterior Front Yard Backyard Retaining Walls | TBD |

>> **INSURANCE**
Let your insurance agent know that you are going to be working on a cosmetic home improvement and make sure that you have coverage.

| | |
|---------------------------------|----------------------|
| PROJECT SITE SUPERVISION | \$ 15,000.00 |
| \$5,000 per month for 3 months | |
| ESTIMATED TOTAL | \$ 134,100.00 |

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MESSAGING



WHAT DO WE DO?

WHAT SERVICES DO WE PROVIDE? (PRODUCT)

HOW DO WE DO IT?

HOW DO WE SOLVE PROBLEMS? (VALUE)

WHY DO WE DO IT?

WHY DOES OUR COMPANY EXIST? (VISION)

WHAT DO WE DO?

Reflected in: Product, services, descriptions, case studies, marketing

We provide fully-integrated residential real estate services.

CONSTRUCTION SERVICES

- Home Renovations - Interior / Exterior
- New Construction Builds & Home Additions
- On-Site (Active) Project Management
- Scheduling Implementation & Execution
- Cost / Value Engineering Experts
- Material Design / Space Planning

REAL ESTATE BROKERAGE SERVICES

- Selling Single-Family Homes
- Representing Homebuyers
- Land / Lot Acquisitions
- Land Entitlements

PROPERTY MANAGEMENT

- Marketing & Leasing Rental Homes
- In-Depth Tenant Screening & Reporting
- Resident Communications & Vendor Management
- Rent Collection & Disbursement
- Financial Reporting & Trust Accounting

HOW DO WE DO IT?

Explained in: Value proposition, problem description & positioning

We serve as strategic partners who champion your vision and navigate the best path at very critical times in a real estate asset's life cycle.

COMPREHENSIVE KNOWLEDGE

We're detail-oriented Realtors who uncover details beneath and beyond the surface to help you maximize your success.

REALTOR + CONSTRUCTION + PROPERTY MGMT

Our deep construction and property management experience give us the unique perspective to identify all opportunities and risks to consider in your investment.

TECHNICAL KNOW-HOW

Our technical expertise with contractors, architects, engineers, and city staff positions us to not only identify issues, but also know specifically how to resolve them.

FULLY-INTEGRATED & FULL-SERVICE, TAILORED APPROACH

We go beyond helping you understand complexities in real estate; our fully-integrated experience gives you the edge to understand the true value of a property. Based on your vision, we provide a strategic, tailored approach that best positions your resources.

WHY DO WE DO IT?

Captured in: Company vision, taglines, slogan, short description

We are passionate about real estate & its potential to enrich lives.

We are positioned to present the best industry practice to achieve results

Our unique, fully-integrated experience involving: construction, real estate brokerage services, land use strategy, investments, property management, and advertising positions us to present our clients with the best industry practice to leverage their resources, ensure healthy & profitable assets, and at the heart of it all — bring vision home.

We believe a seamless, comprehensive process with a strategic partner will yield greater client autonomy

Owners often find themselves acting as a “project manager” between a variety of agencies, each with their individual processes and objectives, leaving the owner responsible for unexpected surprises. We believe there’s a better way.

We advocate for our clients’ best interest through a seamless, consolidated process that maximizes the value of their investment (and minimize risk) so that our clients can prioritize their vision and focus on what matters most to them.

We aim to reshape the real estate investment experience

We are passionate about real estate and understand its potential to enrich lives. Scofield Homes Inc., works to reshape the real estate investment experience for homeowners, renters and investors looking to leverage their resources, strengthen their investments, and build their vision.

**ELEVATOR
PITCH**

We are passionate about real estate and understand its potential to enrich lives.

Scofield Homes offers fully-integrated residential real estate services through construction, real estate brokerage, and property management to reshape the real estate experience for people looking to maximize the value of their investments.

Whether it’s through selling or buying a home (or land), remodeling, property management, or working with the city to process plans, we serve as our clients’ strategic partner to advocate for their best interest.

**LONGER
PITCH**

Owners are often faced with the arduous process of coordinating between various vendors and their individual pricing model, timeline, and process. Our unique experience involving the entire life cycle of a property allows us to present a seamless, comprehensive path forward so that our clients can minimize risk and experience greater autonomy to focus on what matters most to them.

Scofield Homes has served as a strategic partner to our clients spanning throughout Southern California. Our deep construction, brokerage and property management experience paired with our passion for strengthening our community positions us to reshape the real estate experience for our clients and bring vision home.

