

Brand Identity



SHG PROJECTS

Luxury. Defined.

Builder License Number: 384641C

Design Construction Consultation Renovation

Property / Project Information

- **Property Address:** 70 Linden Way, Castlecrag NSW 2068
- **Local Government Area:** Ku-ring-gai
- **CDC Reference Number:** DA 2021/399/A
- **Issued by Certifying Authority:** Exclusive Certifiers Pty Ltd

Principal Certifying Authority

- **Company Name:** Exclusive Certifiers Pty Ltd
- **PCA :** Joe Awada 0423 504 200
- **Address:** 164 Belmore Rd, Riverwood NSW 2210
- **Contact:** (02) 8519 4655
- **Email:** info@exclusivecertifiers.com.au
- **ABN:** 37 603 307 366

Principal Contractor Information

- **Company Name:** SHG Projects Pty Ltd
- **Name:** Shahin Ghadimi
- **Address:** PO Box 1894, Macquarie Centre
- **NSW 2113**
- **Contact:** (02) 8084 4208, 0455 333 335
- **Email:** info@shgprojects.com.au

BRAND OVERVIEW

SHG Projects is a premium design and build brand operating in the high-end residential sector. Its identity reflects precision, structure, and a refined approach to contemporary construction.

01

! logo

Logotype / Logomark / Spacing



Logo Construction

The spacing between the symbol, logotype, and tagline is defined to maintain balance, clarity, and consistency.



Clear Space

A minimum clear space must be maintained around the logo to ensure visibility and impact.



Clear space is defined as "X" and must be maintained around the logo to preserve visibility and impact.

LOGOTYPE

The logotype defines the brand through a clean and structured typographic expression.

Primary Background



Secondary Background



LOGO USAGE

The logo should be used consistently to maintain clarity, integrity, and brand recognition across all applications.



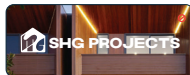
PRIMARY



DO NOT CHANGE BRAND COLORS



SECONDARY



DO NOT USE ON BUSY BACKGROUNDS



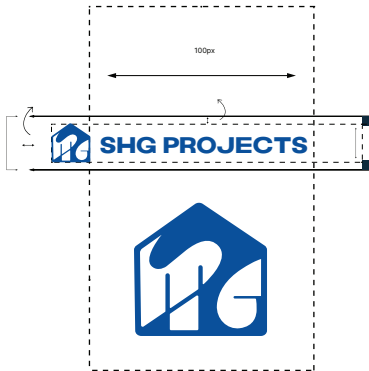
REVERSED VERSION



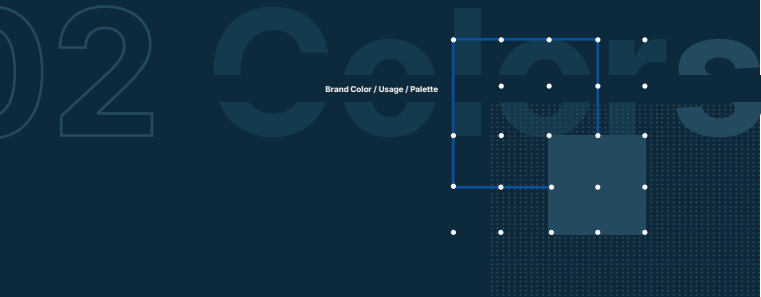
DO NOT STRETCH OR DISTORT

MINIMUM SIZE

The minimum size ensures the logo remains clear and legible across all applications.



Minimum icon size: 24px



BRAND COLOR

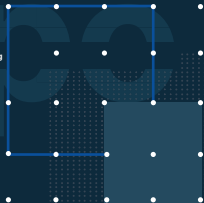
The color palette ensures consistency and reinforces the brand's visual identity across all applications.

	Secondary Color HEX #0b213d RGB 11, 43, 61 CMYK 82, 30, 0, 76	Primary Color HEX #004da0 RGB 0, 77, 160 CMYK 100, 52, 0, 37
Neutral 01 HEX #c0c0c0 RGB 189, 184, 175 CMYK 0, 3, 7, 26	Accent Color HEX #b29c5f RGB 178, 154, 95 CMYK 0, 12, 47, 30	Neutral 02 HEX #ffff RGB 255, 255, 255 CMYK 0, 0, 0, 0

03

Typography

Typography / Hierarchy / Spacing



TYPOGRAPHY

Typography supports clarity, hierarchy, and consistency across all brand communications.

Inter

01. 02. 03. 04. 05. 06. 07. 08. 09.

Thin / Extra Light / Light / Regular / Medium / Semi Bold / Bold / Extra Bold / Black

1 2 3 4 5

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz

Heading

Inter Bold / 32 pt

Subheading

Inter Medium / 18 pt

Body Text

Inter Regular / 10 pt

Button / Label

Inter Medium / 9 pt



Letterhead / Business Card / Envelope



LETTERHEAD

The letterhead reflects the brand's identity through clear structure and professional communication.



BUSINESS CARD

The business card represents the brand through a clean, structured, and professional layout.



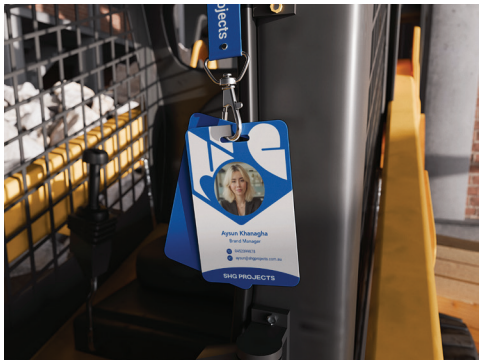
ENVELOPE

The envelope extends the brand's identity through a clean and consistent presentation.



ID CARD

The ID card ensures clear identification while maintaining a consistent and professional brand presence.



05

Signalage



SIGNAGE

Signage extends the brand's presence into the built environment through clear, structured, and highly visible communication.





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- **Email:** info@shgprojects.com.au

UNIFORM AND PPE

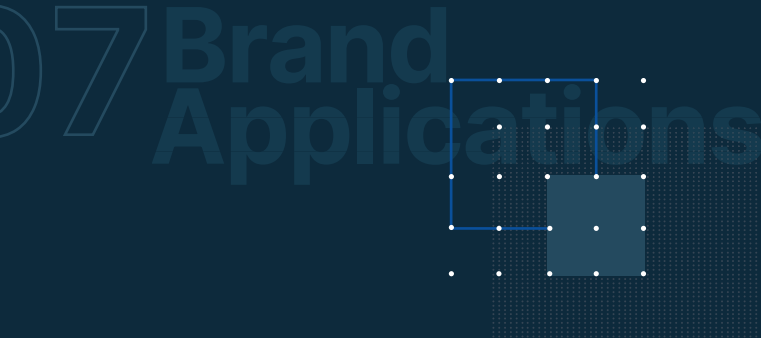
Uniform and PPE ensure a consistent, functional, and professional brand presence across both office and on-site environments.







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APPLICATIONS

These applications extend the brand across various touchpoints, ensuring a consistent and recognisable presence in different contexts.





*This house was built with care, precision, and purpose.
Every detail reflects a commitment to quality, speed, and transparency.*

Welcome home.

SHQ Projects



 **SHG PROJECTS**



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Scan the QR code

