



# BRAND BOOK



# WHO WE ARE



At Willow Lake Sheds, we're a family-driven team dedicated to providing exceptional storage solutions and unparalleled customer service. We're passionate about helping our customers find the perfect shed that meets their unique needs. With a commitment to quality, honesty, and value, we strive to make every interaction with us a positive and memorable experience.

# OUR MISSION



Our mission at Willow Lake Sheds is to deliver the best buildings and provide honest service with great value. We aim to make the process of buying a storage shed an enjoyable adventure, whether you custom design your own or choose from our extensive inventory. We're dedicated to helping you find the perfect building that exceeds your expectations, backed by top-notch craftsmanship, premium materials, and a warranty that gives you peace of mind.

# OUR VISION



Our vision at Willow Lake Sheds is to be the trusted leader in the storage shed industry, renowned for our commitment to customer satisfaction, quality, and value.

We envision a future where every customer feels like part of our family, enjoying a stress-free and personalized experience from purchase to delivery and beyond. By continually improving our products and services, we aim to build lifelong relationships with our customers and establish a legacy of excellence in the world of storage solutions.



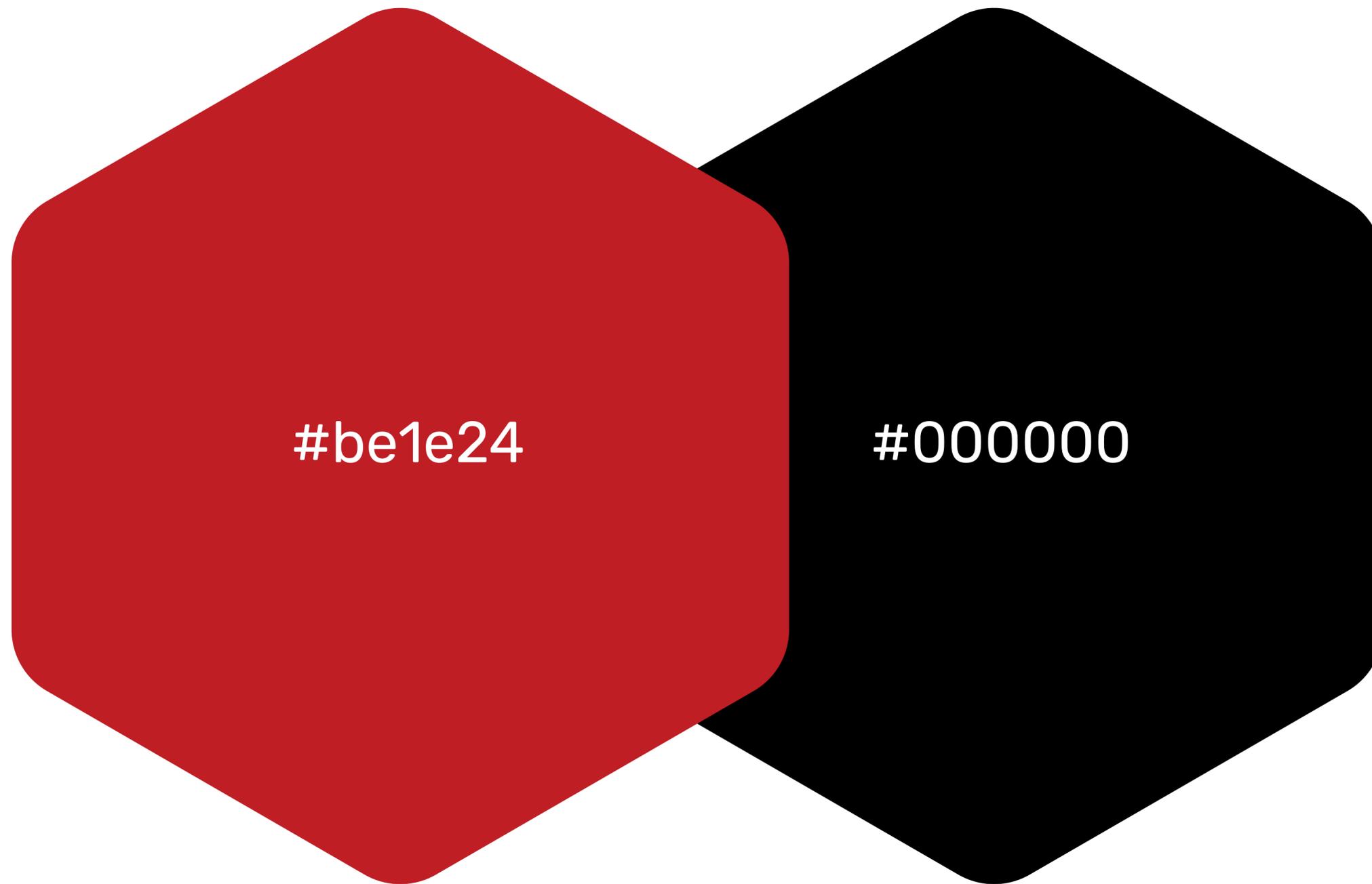
**WILLOW  
LAKE  
SHEDS**







# COLOR SYSTEM



# TYP GRAPHY

## PRIMARY FONT

**ARINOE**  
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Secondary Fonts Suggestion

**Poppins**

Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

# EMAIL SIGNATURE



The email signature is contained within a white rectangular box with a thin grey border. On the left side of the box is a hexagonal portrait of a man with short dark hair, wearing a dark shirt, against a light, warm-toned background. To the right of the portrait, the name "DYLAN STREET" is displayed in a bold, red, sans-serif font, with "DYLAN" on the top line and "STREET" on the bottom line. Below the name, the text "Founder / CEO" is written in a smaller, black, sans-serif font. A vertical line separates this information from the contact details on the right. The contact details consist of three lines: a phone icon followed by "(270) 558-0422", an envelope icon followed by "info@willowlakesheds.com", and a globe icon followed by "www.willowlakesheds.com". To the right of these details is a vertical stack of three red hexagonal icons: the top one contains a white lowercase "f" for Facebook, the middle one contains the letters "in" for LinkedIn, and the bottom one contains a white play button symbol for YouTube.

**DYLAN  
STREET**  
Founder / CEO

(270) 558-0422  
info@willowlakesheds.com  
www.willowlakesheds.com

f  
in  
▶

# MOCK UPS







**NAME HERE**  
Founder / CEO

(270) 558-0422  
info@willowlakesheds.com  
www.willowlakesheds.com

**WILLOW  
LAKE  
SHEDS**

**NAME HERE**  
Founder / CEO

(270)



11 / Oct / 2022

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Nostrud,

  
John Doe



 (270) 558-0422

 info@willowlakesheds.com

 www.willowlakesheds.com

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**THANK**  
YOU