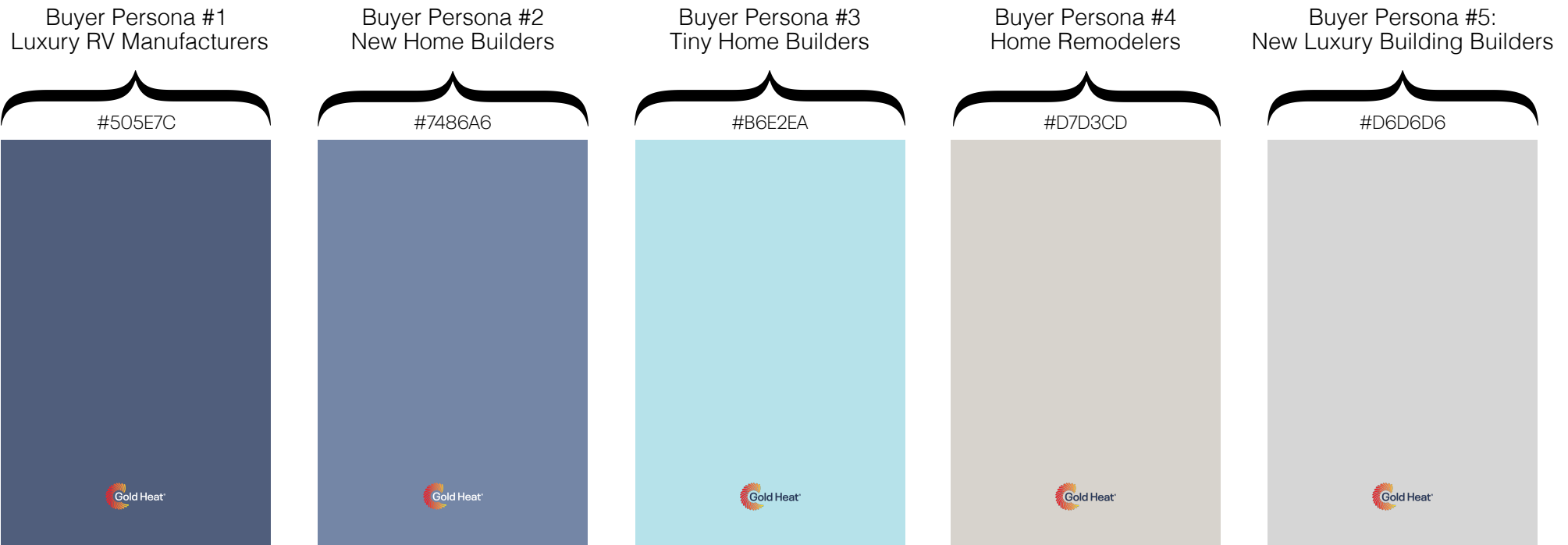




Brand Colors: Assigning Segments with Secondary Brand Colors

SECONDARY BRAND COLORS:



PRIMARY BRAND COLORS:



Adding Segment Imagery With Primary Color Contrast

Buyer Persona #1
Luxury RV Manufacturers

#505E7C

Tanta Potentia Formae Est

Non scholae sed vitae
discimus. Non scholae sed
vitae discimus.



Amicus usque ad aras.



Buyer Persona #2
New Home Builders

#7486A6

Tanta Potentia Formae Est

Non scholae sed vitae
discimus. Non scholae sed
vitae discimus.



Amicus usque ad aras.



Buyer Persona #3
Tiny Home Builders

#B6E2EA

Tanta Potentia Formae Est

Non scholae sed vitae
discimus. Non scholae sed
vitae discimus.



Amicus usque ad aras.



Buyer Persona #4
Home Remodelers

#D7D3CD

Tanta Potentia Formae Est

Non scholae sed vitae
discimus. Non scholae sed
vitae discimus.



Amicus usque ad aras.

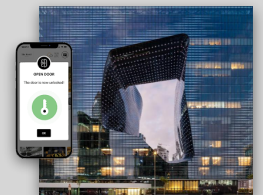


Buyer Persona #5:
New Luxury Building Builders

#D6D6D6

Tanta Potentia Formae Est

Non scholae sed vitae
discimus. Non scholae sed
vitae discimus.



Amicus usque ad aras.



Tanta Potentia Formae Est

Non scholae sed vitae
discimus. Non scholae sed
vitae discimus.



Amicus usque ad aras.



Tanta Potentia Formae Est

Non scholae sed vitae
discimus. Non scholae sed
vitae discimus.



Amicus usque ad aras.



Tanta Potentia Formae Est

Non scholae sed vitae
discimus. Non scholae sed
vitae discimus.



Amicus usque ad aras.



Tanta Potentia Formae Est

Non scholae sed vitae
discimus. Non scholae sed
vitae discimus.

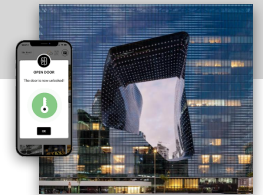


Amicus usque ad aras.



Tanta Potentia Formae Est

Non scholae sed vitae
discimus. Non scholae sed
vitae discimus.



Amicus usque ad aras.



Primary Color: Mango, #F68C3D

Primary Color: Dark Blue, #26365B

Final Imagery & Text Layout

Buyer Persona #1
Luxury RV Manufacturers

#505E7C

Tanta Potentia Formae Est

Non scholae sed vitae
discimus. Non scholae sed
vitae discimus.



Amicus usque ad aras.

Gold Heat



Buyer Persona #2
New Home Builders

#7486A6

Tanta Potentia Formae Est

Non scholae sed vitae
discimus. Non scholae sed
vitae discimus.



Amicus usque ad aras.



Gold Heat

Buyer Persona #3
Tiny Home Builders

#B6E2EA

Tanta Potentia Formae Est

Non scholae sed vitae
discimus. Non scholae sed
vitae discimus.



Amicus usque ad aras.

Gold Heat

Buyer Persona #4
Home Remodelers

#D7D3CD

Tanta Potentia Formae Est

Non scholae sed vitae
discimus. Non scholae sed
vitae discimus.



Amicus usque ad aras.

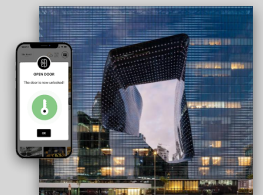
Gold Heat

Buyer Persona #5:
New Luxury Building Builders

#D6D6D6

Tanta Potentia Formae Est

Non scholae sed vitae
discimus. Non scholae sed
vitae discimus.



Amicus usque ad aras.

Gold Heat

Tanta Potentia Formae Est

Non scholae sed vitae
discimus. Non scholae sed
vitae discimus.



Amicus usque ad aras.

Gold Heat



Tanta Potentia Formae Est

Non scholae sed vitae
discimus. Non scholae sed
vitae discimus.



Amicus usque ad aras.



Gold Heat

Tanta Potentia Formae Est

Non scholae sed vitae
discimus. Non scholae sed
vitae discimus.



Amicus usque ad aras.

Gold Heat

Tanta Potentia Formae Est

Non scholae sed vitae
discimus. Non scholae sed
vitae discimus.

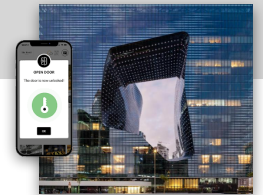


Amicus usque ad aras.

Gold Heat

Tanta Potentia Formae Est

Non scholae sed vitae
discimus. Non scholae sed
vitae discimus.



Amicus usque ad aras.

Gold Heat

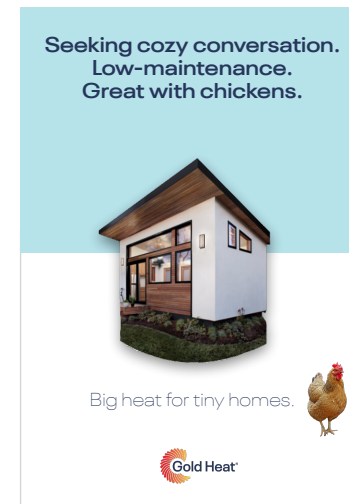
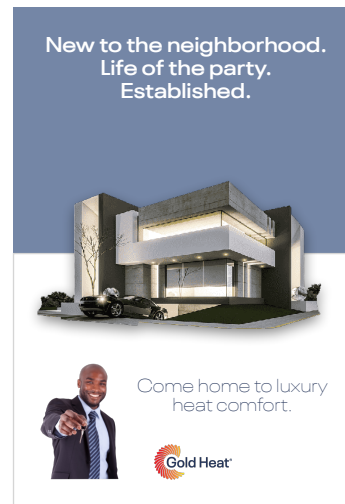
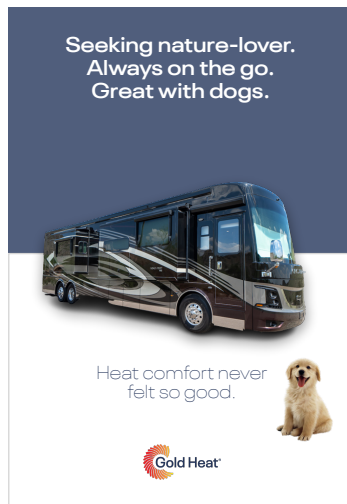
Primary Color: Mango, #F68C3D

Primary Color: Dark Blue, #26365B

Aligning Segments with Secondary Colors, Imagery, & Messaging

SAMPLE ADS

- Matching Topline Message/Theme To All Ads - (Personals Ads Theme and Copywriting)
- Matching Image That Represents Buyer And Positioned As Visual Center
- Persona-Matched Supporting Messages - (RV, New Home Builders, Tiny Homes)
- Persona-Matched Secondary Color And Images



Sample Ad, Copywriting, & Color For Home Remodelers

#D7D3CD

A Perfect Pair.

Some things just go together. Whether it's Bogie and Bacall or ebony and ivory —great pairs make each other better.

We feel the same way about flooring. For us, it's hard to imagine gorgeous stone or tile floors without luxurious, maintenance-free heat. Burr!

That's why we created our award-winning under floor heating system. To keep two things that really belong together . . . together.



Primary Color: Mango, #F68C3D

Primary Color: Dark Blue, #26365B

Sample Ad, Copywriting, & Color For New Luxury Building Builders

#D6D6D6

A Perfect Pair.

Some things just go together. Whether it's ebony and ivory or peanut butter and jelly—great pairs make each other better.

We feel the same way about flooring. For us, it's hard to imagine gorgeous stone or tile floors without luxurious, maintenance-free heat. Burr!

That's why we created our award-winning under floor heating system. To keep two things that really belong together . . . together.



Primary Color: Mango, #F68C3D

Primary Color: Dark Blue, #26365B

Sample Ad & Color For New Luxury Building Builders

#D6D6D6



Primary Color: Mango, #F68C3D

Primary Color: Dark Blue, #26365B

Sample Report with Color For Home Remodelers

#D7D3CD



Sponsored By:  Gold Heat™

Visit: GoldHeat.Com/2023-home-heating-trends

Primary Color: Mango, #F68C3D

Primary Color: Dark Blue, #26365B