

## Meritus Homes

### Branding and Identity Case Study

“Meritus” is Latin for “deserving of” and “having earned.” Such is the premise on which Meritus Homes was founded. The owners, husband-and-wife team Brian and Karen Brunhofer, believe that every buyer deserves a quality homebuilding experience which stems from excellent customer service, a commitment to quality, and a foundation of trust. And the Brunhofers are dedicated to delivering on these tenets in every way they can, from their web site to their brochure and sales office displays.

The Meritus Homes brand design is friendly and approachable, just like the Brunhofers themselves. Bright colors, lifestyle pictures and engaging copy help to deliver a personal commitment to building a home you deserve.

But a brand that looks and feels good is only step one. If it doesn’t function, it doesn’t work. While the printed corporate brochure is standardized in size, it is also customizable per community, rendering it flexible and cost-effective to produce and mail. The web site – [meritushomebuilders.com](http://meritushomebuilders.com) is easy to navigate, scalable, and optimized for search engines. And again, like the Brunhofers, the web site oozes accessibility. How many homebuilders showcase their telephone number with the words “Call us, let’s talk” next to it? Not many.

As the young company matures, we will promote the Meritus Homes brand even further through Facebook and social networking, a series of videos with Brian and Karen sharing their knowledge and passion, and a community outreach program of charitable events.

**“If you are looking for a group to drive public awareness of your company, you need not look any further than...Taylor Johnson ”**  
--Brian Brunhofer, Meritus Homes



Above: Meritus Homes’ web site, office wall graphics and Facebook page reinforce a clear brand message.