Design & Brand Guidelines

A Building Revolution from Ultraframe

March 26 | Version 5

hup!®

The better way to build

hup!®

The better way to build

Welcome

It is important that hup! maintains a strong identity on all internal and external documents and materials. This makes it easier for customers to identify the brand when they receive information. This manual has been designed to help staff, companies and those who may want to use the logo, to apply the corporate identity correctly: from which font, how the logo should be used, how to write hup!, and much more.

It is important that everyone is familiar with the hup! brand assets and knows how to use it so that our brand image is consistent. This will strengthen hup's position as a professional and effective product - critical both in our existing market sector and as we push into new product segments.

We welcome our customers using the hup! brand across their websites and marketing materials. hup! is a registered trademark of Ultraframe, so, if you choose to use the hup! brand, the following guidelines must be adhered to.

If you are using the hup! brand within your marketing we kindly ask that you make it clear that "hup! is a registered trademark of Ultraframe (UK) Ltd" (a simple sentence in the footer will suffice).

Any exceptions will be deemed to be an infringement of Ultraframe's registered Trademark.

It is not permissible to use the word 'hup' in any company, logo, website domain or brand name. It is not permitted to sell the hup! Building System under any other name, it must be sold as hup!.

Contents

About hup! 04

Logo guidelines 08

Colour codes 12

Typefaces 14

Promotional materials 17

Technical materials 32

Digital materials 35

Key messages 37

Laura Jane Clark 48

About hup!

The better way to build

The hup! building system can be used to create stunning light filled extensions, conservatories, conservatory transformations, and garden homes.

Every hup! is constructed in materials that meet the latest Building Regulations standards for extensions, meaning they are extremely energy efficient. Plus, high performance glazing ensures that heat is retained inside and solar gain is optimised to reduce heating bills and prevent any temperature fluctuations.

hup! walls are five times more energy efficient than the average UK home, ensuring every hup! room is comfortable all year round.

Brand DNA

Innovation: A brand new building system that will fundamentally change the way that people add space to their homes.

Quality: BBA approved technology that ensures a perfect build every time.

Space: More usable, livable space.

Personalisation: Highly configurable to create designs to suit every home

Simplicity: Fewer trades, fewer people to co-ordinate and quicker to complete.

Who we are

Mission statement

Our ambition is to change the way people extend their homes by harnessing the strengths of conservatory installers who already provide a superior service in terms of design, customer service, speed of build and project management.

This next generation of home extensions will be more thermally efficient than ever yet still have lots of natural light as a result of plenty of glazing. They will also be much faster to build with less mess and disruption for the homeowner.

The hup! building system from Ultraframe is thermally efficient, simple and quick to build and designed to work with any windows, doors and wall finishes so that retailers can differentiate themselves.

Those building hup!'s will win work from local builders because they will be able to increase the capacity of fitting teams and provide warmer, brighter, better designed extensions quicker than a traditional builder.

Ambitious builders from outside our sector will adopt the hup! building system too as it delivers better cost control and increased revenue from quicker builds.

hup!®

The better way to build

Audience

Trade:

Sophisticated builders: Retail conservatory, window and door businesses with showrooms, maybe multiple branch locations, generally localised to a specific geographic region. They may buy direct from Ultraframe or through a fabricator, but generally have their own fitting teams.

Young ambitious builders: A forward thinking builder with one or two teams who wants to grow his business and do more work. Most of the building work is domestic, usually home extensions, garage conversions or house re-modelling. They buy from a builders merchant generally and don't have a direct relationship with Ultraframe.

Consumer:

Sentimental stayers: Growing families living in suburban areas. Have been in their home for 5-10 years and would prefer to invest in improving their home rather than finding a new property. This is a growing segment within a buoyant market as people have reconnected with their communities post covid and discovered they need more space for things such as home-working.

Cramped up couples: Recently retired couples with disposable income and no family at home.

Have been in their homes 15-20 years and are enjoying their new-found independence.

However, they aren't used to being together all day, and have found that they're getting under each other's feet.

Inspired investors: Young, professionals (couples or singles) in suburban areas close to major cities who have been in their home less than five years. It is their first or second home, and was purchased with the intent to extend the home to accommodate the family that they are planning or growing.

Voice

Tone of voice

hup! is modern and innovative and focused on making things simpler and hassle-free.

The emotional tone is uplifting, inspiring and cheerful, which creates a sense of helpfulness and empathy for the challenges faced by builders and homeowners.

hup!'s voice is professional and serious, with an upbeat tone, and communications must create excitement about this innovative concept, as well as confidence and trust in its quality.

Copy

hup! should always be spelt with a lower-case h and an exclamation at the end of it - hup!

hup! Base should always be spelt with a lower-case h and a capital B for Base

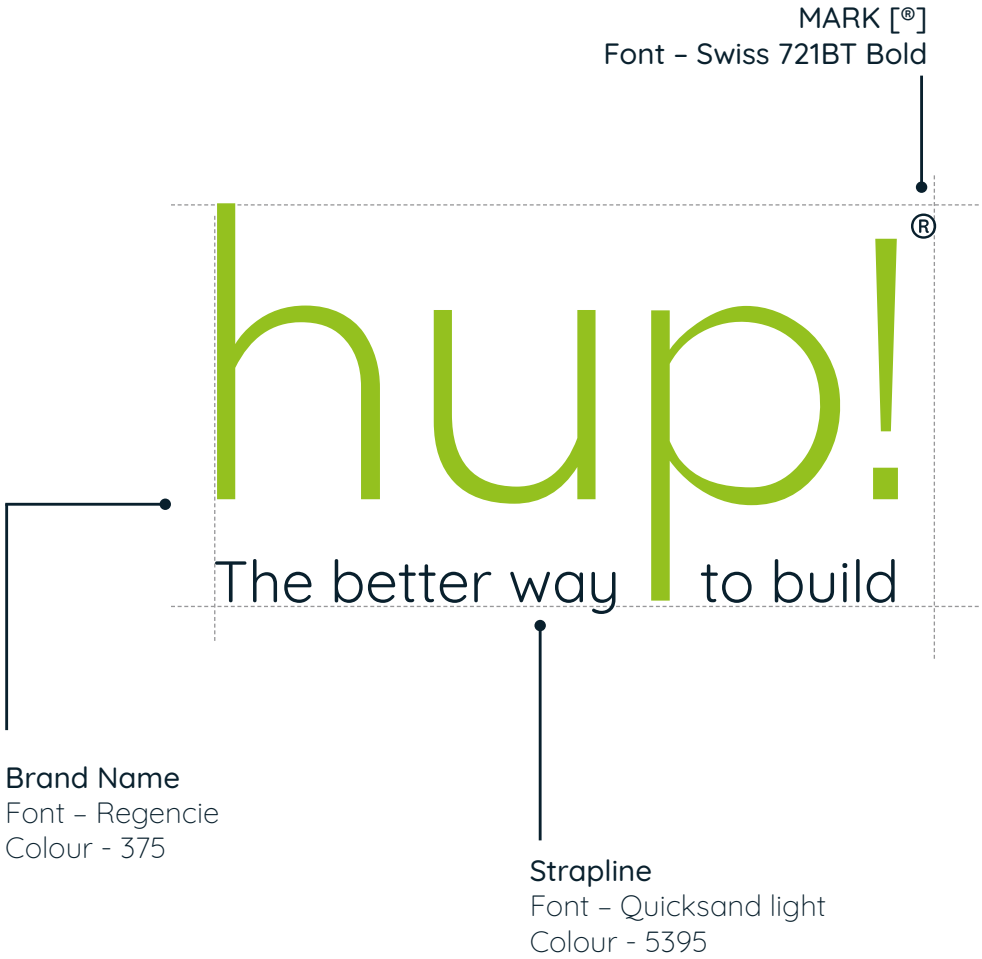
hup!'s U-value (thermal transmittance) should always include the units of measurement which are W/m^2K, so 0.12 W/m^2K.

We use 'builders' instead' of 'installers' as the hup! walls will be part of a building project. (although in B2B comms with our core market we will talk about turning conservatory installers or conservatory fitting teams into hup! builders.)

When using numbers we will use long numbers 'one to ten' then numeric numbers over ten 11,12,13 etc So we would say 'Five times faster to build' and 'find out about the first 20 hup! building projects'.

Construction

AAlways use the full logo (icon + strapline + ® mark).



Advertising, promotional, and sales materials

Please check in with us before using the hup! logo on websites, products, packaging, manuals, or for other commercial or product use. All promotional materials must include the hup! logo, plus hup-home.co.uk web address.

Clear space

Alignment

Alignment provides a robust structure, thus creating geometric balance between the layout and the logo. Whether the elements are placed on the right, left, top, or the bottom of the page, everything is kept 20mm from the edge.

When we're placing the text, it means that all the lines will be adjusted to the left edge. If you're placing right-handed text, then it will be aligned to the right edge of the page.

Separation

You must not separate the word hup! from the strapline (The better way to build).

Clear space

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

To work out the clear space take the height of the lowercase u from the logo text and measure from the main base of the text.

Accepted

The hup! logo is a universal signature we use across all our hup! communications.

hup!®
The better way to build

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The better way to build

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hup!®
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Not accepted

We want the hup! logo to be instantly recognisable, so consistency is important. Please don't edit, change, distort, recolour, or reconfigure it.

Colour palette

To ensure balanced continuity across the brand, a maximum of two secondary colours can appear alongside or over a single primary.

Colour palette_Consumer

Primary

White

5395
C100 M77 Y53
K68
R9 G3 2 B45
#081f2d

Secondary

375
C50 M0 Y100 K0
R147 G213 2 B0
#93d400

Cool Grey 1C
C18 M13 Y15 K1
R217 G216 2 B214
#d8d7d6

Colour palette_Trade

Primary

5395
C100 M77 Y53
K68
R9 G3 2 B45
#081f2d

375
C50 M0 Y100 K0
R147 G213 2 B0
#93d400

Secondary

Cool Grey 1C
C18 M13 Y15 K1
R217 G216 2 B214
#d8d7d6

White

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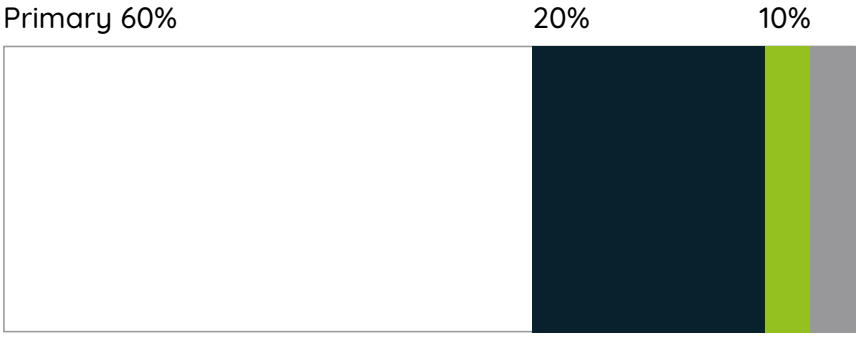
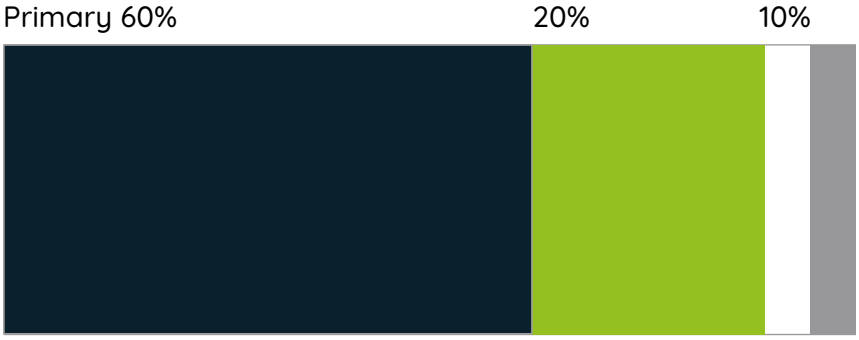
Coverage

Our hup! rule helps create a colour palette with space. It states that 60% of the colour usage should be a dominant colour, 20% should be the secondary colours. 10% additional colours if required.

Colour palette_Consumer



Colour palette_Trade



Fonts

Primary font is Quicksand in sentence case. Secondary Font is Poppins, to be used when Quicksand font is not available, for example website, social media and PowerPoint.

Main Header
Quicksand Medium - Minimum size 30pt

abcdefghijklmnopqrstuvwxyz

Sub Header
Quicksand Medium - Minimum size 12pt - Pantone 375
abcdefghijklmnopqrstuvwxyz

Paragraph Header
Quicksand Medium - Minimum size 12pt - Pantone 5395
abcdefghijklmnopqrstuvwxyz

Body
Quicksand Light - Sentence case - Minimum size 11pt - Pantone 5395
abcdefghijklmnopqrstuvwxyz

Main Header
Poppins Regular - Minimum size 30pt

abcdefghijklmnopqrstuvwxyz

Sub Header
Poppins Regular - Minimum size 12pt - Pantone 375
abcdefghijklmnopqrstuvwxyz

Paragraph Header
Poppins Regular - Minimum size 12pt - Pantone 5395
abcdefghijklmnopqrstuvwxyz

Body
Poppins Light - Sentence case - Minimum size 11pt - Pantone 5395
abcdefghijklmnopqrstuvwxyz

Text hierarchy

hup! must always be a lower case 'h', colour pantone 375 [ref page 12]. We recommend the hup! characters should be increased by 2pts, larger than the rest of the text or copy. This ensures the hup! characters stand out.

hup! Base should always be spelt with a lower-case h and a capital B for Base.

hup! characters
Size: Increase size 2pts from other sentence copy
Font: Quicksand medium
Pantone: 375

Text hierarchy

Copy elements are outlined below and must be followed, from font, size, weight and colour.

Sub header
Size: 12pt
Leading: 15pt
Font: Quicksand medium
Pantone: 375

Body copy
Size: 11pt
Leading: 13pt
(10mm between sub header and body copy)
Font: Quicksand light
Pantone: 5395

Header
Size: 30pt
Leading: 33pt
(5mm between header and sub)
Font: Quicksand Medium
Pantone: 5395

hup! flag
Position flag, long edge to edge of artwork
Pantone: 5395

Flag

The hup! flag is used across promotional materials and should be positioned to the left-head, right-hand, bottom or top edge of artwork. The flag must be scaled correctly to the ratio of each piece of artwork. On page 17 all four flags are 100% scaled for A4 artwork. One flag per artwork.

Position - Bottom corner, left-hand side

Position - Bottom corner right-hand side

Position
Top corner, left-hand side

Position
Top corner, right-hand side

All four flags are 100% scaled for A4 artwork [left-handed] 88Wmm x 82Hmm x 63Hmm. One flag per artwork and layout. If the artwork is larger than A4, the flag must be scale to the correct ratio e.g. A3 should be doubled in size.

Flag

The hup! flag is used across promotional materials and should be positioned to the left-head, right-hand, bottom or top edge of artwork. The flag must be scaled correctly to the ratio of each piece of artwork. On page 17 all four flags are 100% scaled for A4 artwork. One flag per artwork.

Position
Top, left-hand side

Ensure that the flag is positioned correctly when formatting artwork.

The longest edge of the flag should always be to the outside edge.

A4 Position
Bottom, right-hand side
88mm x 82mm

Pantone 5395

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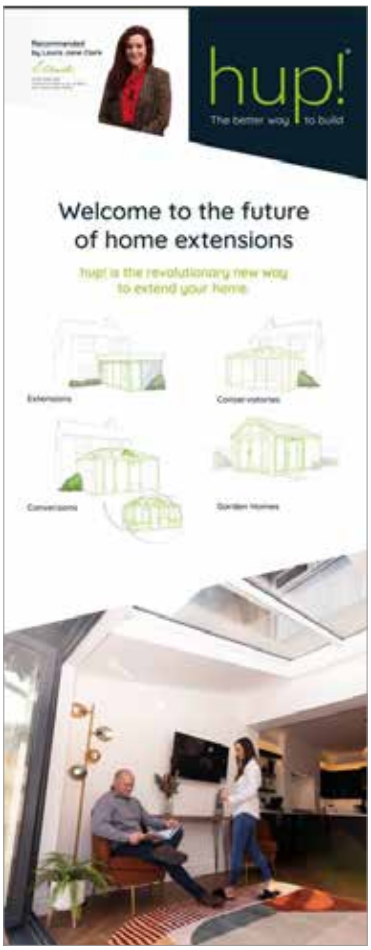
Flag

The hup! flag is used across promotional materials. Positioned to the left-head, right-hand, bottom and top edge of artwork. The flag must be scaled correctly to the ratio of each piece of artwork. One flag per artwork.

Pull up banner
Size: 1265 x 850
Position: Top, right-hand side
390W mm x 366Hmm



Video thumbnail
Size: 1265 x 850
Position: Top, right-hand side
390W mm x 366Hmm

Video thumbnail
Size: 1265 x 850
Position: Top, right-hand side
390W mm x 366Hmm

Advertising, promotional, and sales materials

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Arrows

The hup! green arrow is used to point out before and after images, across all promotional materials, as shown in the brochure example below.

Arrow
Colour: 375
See page 12 for colour palette

Arrow can be rotated to any angle. See below

hup! technology explained

hup! is fully Building Regulation compliant and uses the latest technology in off-site manufacture

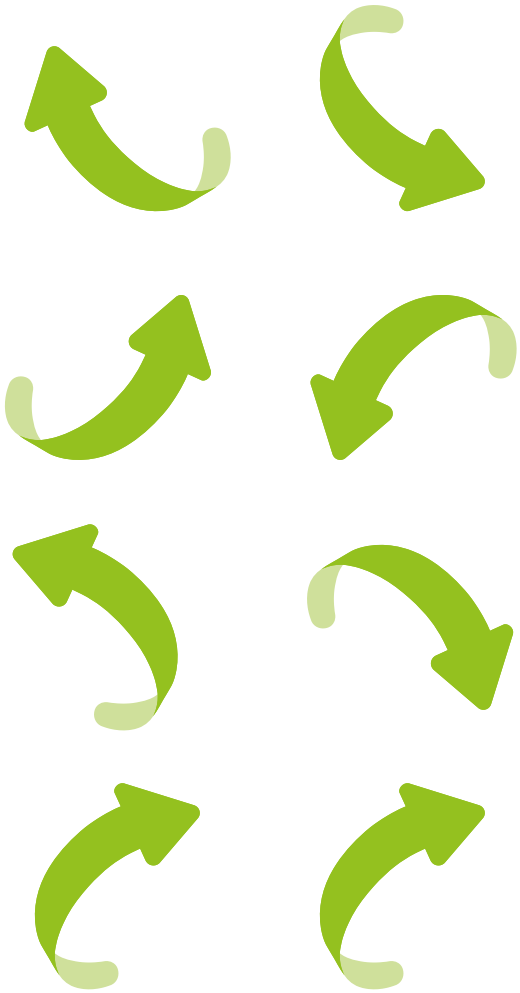
hup!
The better way to build

Patented Ultrapanel Technology
This groundbreaking technology combines the best of both timber and steel framing building technology with exceptional insulation properties.

With U-Values of between 0.12 W/m²K and 0.17 W/m²K that significantly exceed Building Regulation requirements, a hup! extension is five times more energy efficient than the average UK home.

Super-Strong I-Beam Structure
hup! wall panels significantly outperform traditional building methods in terms of strength. This is thanks to the collective force of the panels which rapidly clip together to form a super-strong I-beam structure throughout your hup!.

Rapid Connection Details
hup!'s millimetre precision engineering and patented wall and roof connections will ensure a perfect build with no cold spots. The rapid clip-fit nature of these clever connections across the roof and walls mean that a hup! extension is built five times faster than a traditional build.



Brochures

To view or download a copy of the hup! brochure, please visit the media library - https://bit.ly/ultraframe-downloads

If you would like to order any brochures, please visit Cuckoo.

hup! brochure

Flags can be positioned left, right-handed and to the center fold of spreads.

Dominated by inspirational imagery across spreads. Showcasing the hup! lifestyle.

Layouts cut with 12° diagonal lines that flow with the hup! flag and logo.

Brochures

To view or download a copy of the hup! Conversions brochure,, please visit the media library - https://bit.ly/ultraframe-downloads

If you would like to order any brochures, please visit Cuckoo.

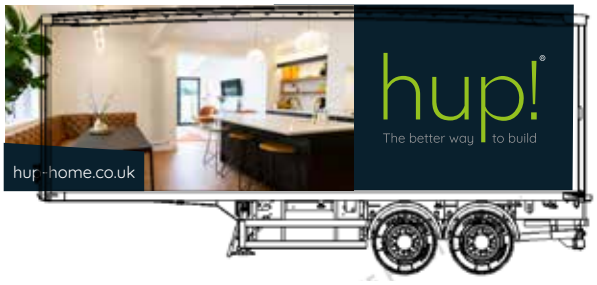
hup! Conservatory Conversions

Layouts cut with 12° diagonal lines that flow with the hup! flag and logo.

Livery

If using hup! on a vehicle livery, aim to show imagery of people enjoying their hup! space. Also include hup! web address, brand name and strapline.

Trailer



Imagery

A selection of inspirational imagery is available to be implemented across promotional materials which showcases hup! builds and the lifestyle hup! buyers aspire to.

Grey frames or black frames, bi-fold or large sliding doors and, glazing with no bars are great for representing hup!, along with a balance of neutrals and bright colours.

Close-up shots that feature trendy home accessories or high-quality items such as taps and coffee machines can demonstrate how hup! can transform a space.

What not to use

Imagery that includes cluttered or untidy spaces as hup! is all about clean lines and simplicity. Light oak and rosewood conservatories should be avoided, as well as conservatories with multiple or green bars.

External imagery

This should include imagery of gardens that represent fluid indoor/outdoor style living.

Gardens that are neat, well-structured and include modern garden furniture and accessories that are in line with current trends.

Imagery

Ideally hup! imagery should include people enjoying a space flooded with natural light.

Tiled Roof (Ultraroof)

Imagery

A selection of inspirational imagery is available to be implemented across promotional materials which showcases hup! builds and the lifestyle hup! buyers aspire to.

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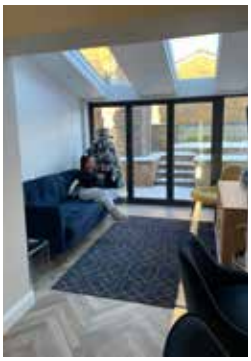
Tiled Roof (Ultraroof)



Imagery

A selection of inspirational imagery is available to be implemented across promotional materials which showcases hup! builds and the lifestyle hup! buyers aspire to.

Flat Roof

CGIs

CGI images are available showing a range of hup! design options for the same footprint. These are designed to show the flexibility of the system..

Tiled Roof (Ultraroof) | Hybrid Roof (Livinroof) | Glass Roof | Flat Roof

Line drawings

As hup! is about simplicity, these line drawings simply illustrate the possibilities with hup! in terms of Extensions, Conversions, Conservatories, Garden Homes and Orangeries. hup! primary line drawings are on white, but use the transparent drawings, shown below on the dark blue background if required.

hup! Extensions

Faster to build, energy efficient and bright

hup! Conversions

Extension-like conservatory upgrades

Line drawings

hup! Conservatories

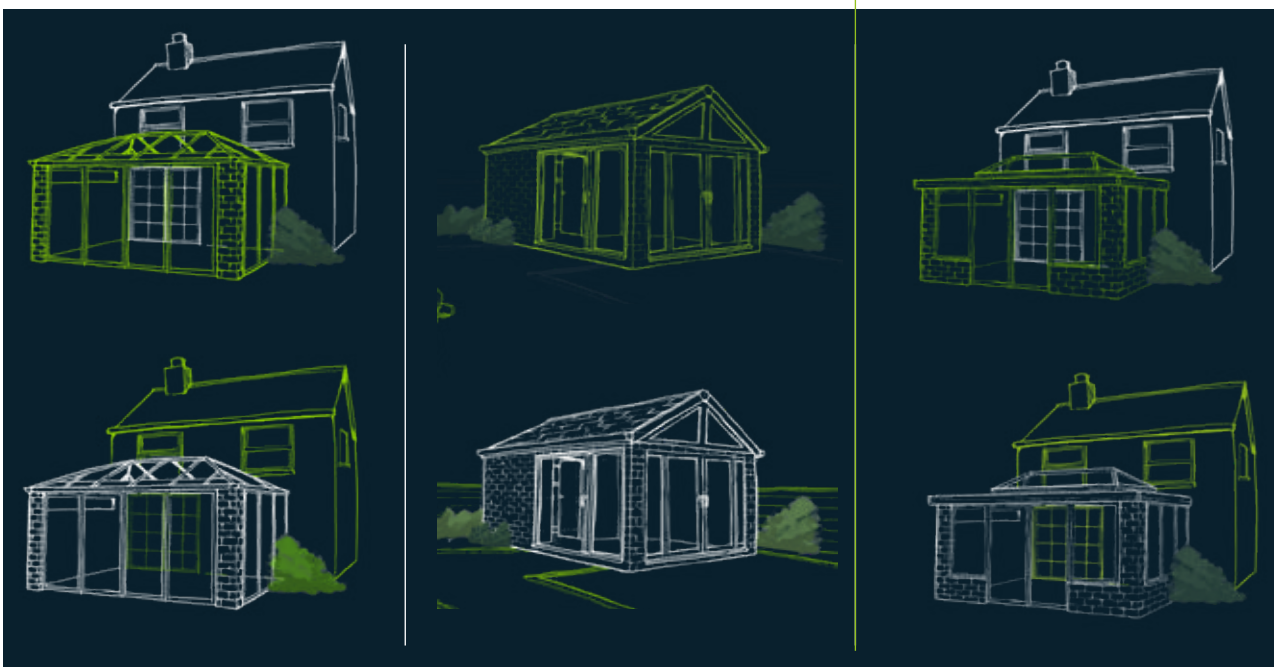
Energy efficient glazed rooms for year-round use

hup! Garden Homes

Energy-efficient extra living spaces

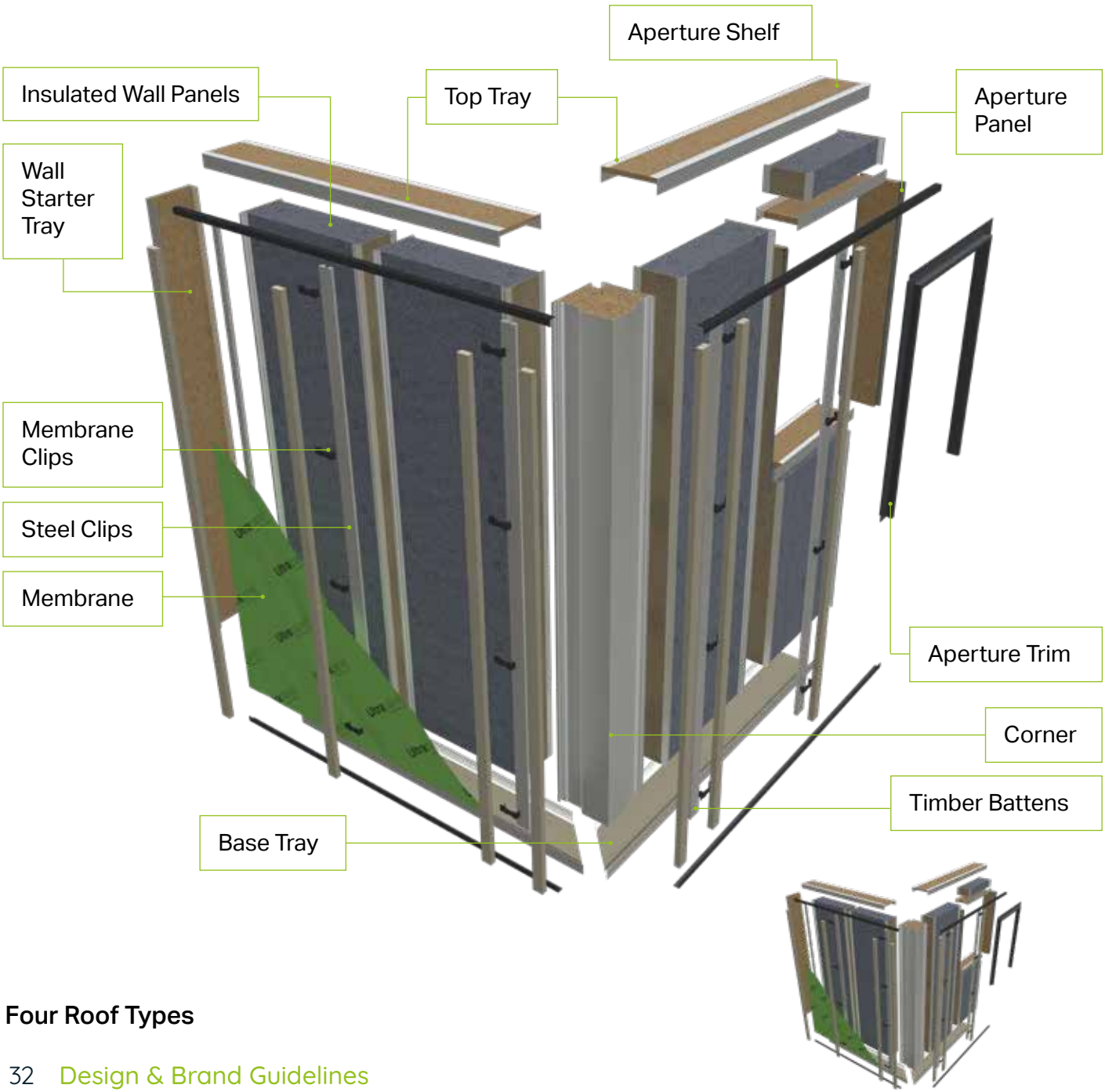
hup! Orangeries

Energy-efficient extra living spaces



Exploded view

This exploded view shows all the key components of the hup! technology. The exploded view below can be used with or without labels.

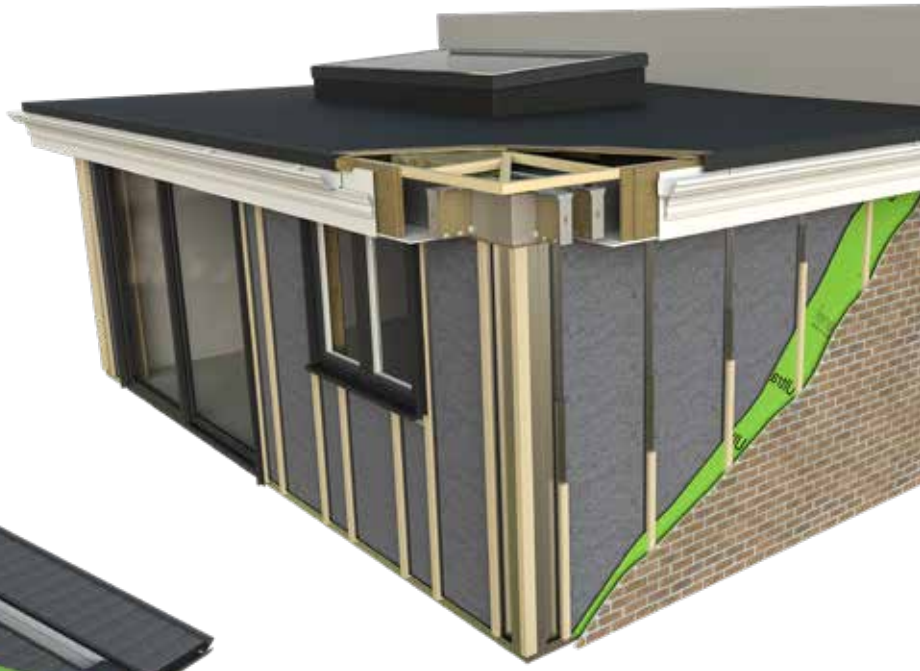


Four Roof Types

Cut aways

These cut aways illustrate how you can combine hup! walls with any Ultraframe roof to create a bespoke hup! Extension, Transformation or Conservatory. The cut away images below can be used with or without labels.

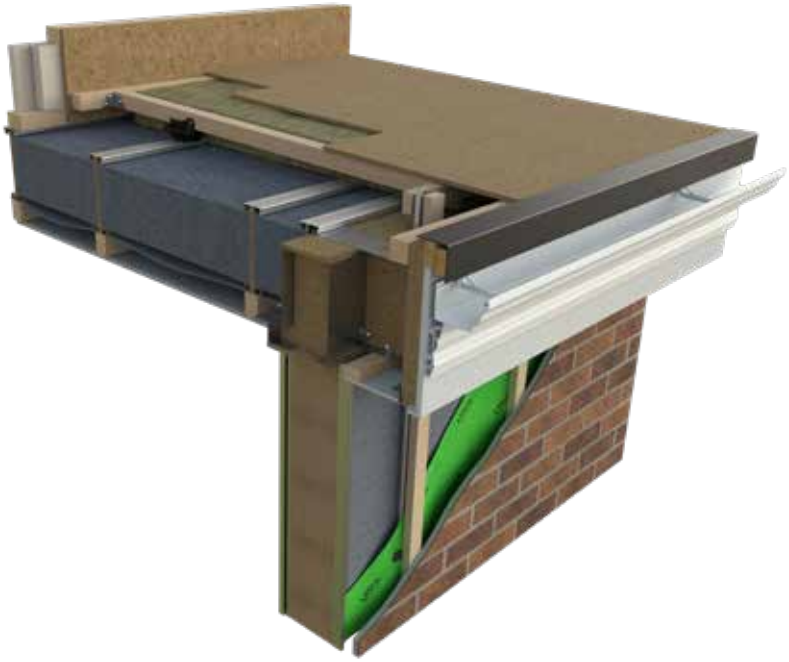
Flat Roof extension

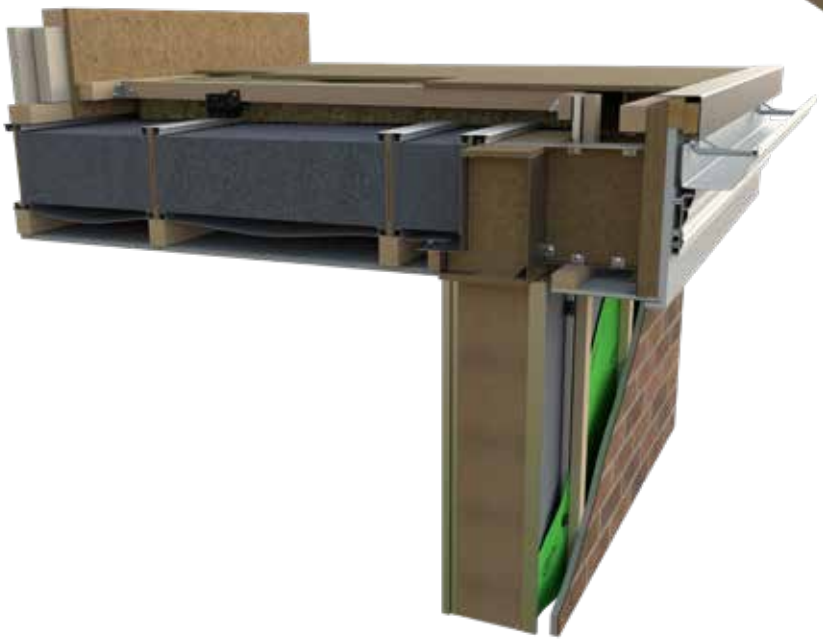


Tiled Roof lean-to extension

Section views

These section views enable customers to explore every detail of hup! and how it connects to an Ultraframe roof.





Website

To ensure the hup! brand is presented correctly online these guidelines should be followed when adding any hup! content to your website.

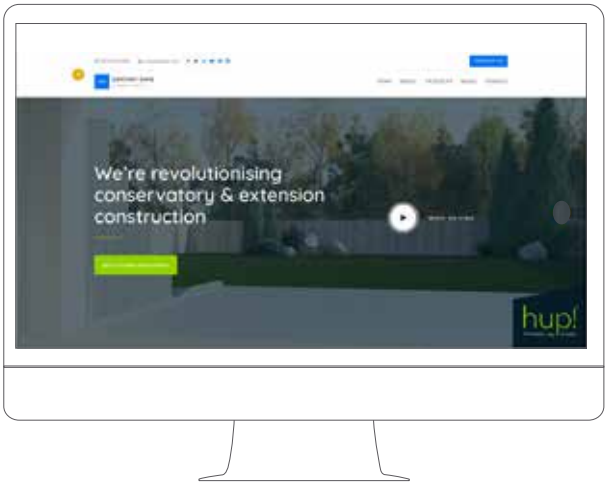
We welcome our customers using the hup! brand across their websites and marketing materials. hup! is a registered trademark of Ultraframe, so, if you choose to use the hup! brand, the following guidelines must be adhered to. If you are using the hup! brand within your marketing we kindly ask that you make it clear that "hup! is a registered trademark of Ultraframe (UK) Ltd" (a simple sentence in the footer will suffice).

Page design

We recommend creating a new dedicated hup! page with strategically placed calls to action on existing pages. You should also consider including hup! in the main navigation.

The recommended hup! page design can be viewed online here. Orange hotspots are located throughout the design which contain further information and guidelines for creating your hup! website page.

View page design



Guidelines and specifications

All font sizes, colours and spacing information are available online by following this link and clicking on any element on the page.

We recommend the hup! characters should be increased by 2pts, larger than the rest of the text or copy. This ensures the hup! characters stand out.

View guidelines

Content and assets

All of the assets shown in the design that are required to create a hup! page on your website can be downloaded from this Dropbox folder.

Download assets

Videos

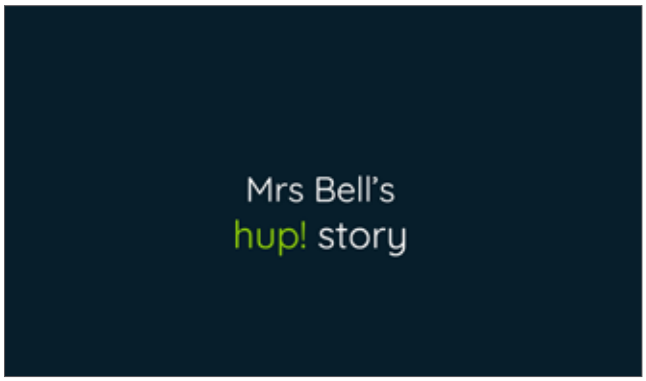
hup! videos are available to view on the hup! YouTube channel. If you require the original video files these can be requested here.

hup! videos can't be top and tailed with your own logo and must be used as supplied.

Although the videos can't be edited in any way, you can clip the videos into smaller versions for use on social media.

hup! videos can be viewed online at - www.youtube.com/@huphome

Case Studies



1.

2.

3.

4.

Icons

The icons below are to be used alongside hup! key messages, shown on pages 38 to 45. Colours cannot be changed, please see colour palette pages for reference.

Fast
Five times faster to build

Energy Efficient
Five times more energy efficient than the average UK home

Sustainable
Carbon efficient

Design Flexibility
Ultimate design flexibility

Hassle Free
One supplier, one project

Quality Assured
High quality finish, every time

Conversions
Consumer

Bullets

Headlines

Five times faster to build

- Save weeks or months off build times
- Rapid connection technology
- Build in any weather
- Less mess and disruption

Five times more energy efficient than the average UK home

- Keep energy bills low
- Lower emissions
- Zero waste production methods
- Increased comfort indoors

Carbon efficient

- 60% more carbon efficient to manufacture vs brick
- Zero waste in production and on site
- Re-use basework
- ISO 140001 Environmental Management Accredited
- Lower ongoing energy usage - less emissions

Ultimate design flexibility

- Vaulted, sloped or flat ceilings
- Choice of Ultraframe Roof Systems
- Any wall finish including brick, render or cedar
- Windows and doors anywhere, any style, any shape
- Unrivaled choice of roof lights

One supplier, one project

- Fully project managed for you
- No need for an architect
- No need for independent structural calculations
- Reliable timelines
- Cost certainty and clear pricing

High quality finish, every time

- Designed with advanced manufacturing software
- Built by a trained and experienced hup! build team
- Made to measure components for a perfect build, every time

Conversions Consumer

Paragraphs

Headlines

Five times faster to build

Pre-manufactured off site and no new base work required. Hup! can be rapidly assembled and watertight in two days. No cement is used in hup! builds so there will be less mess and no weather delays. The lightweight properties of hup! means your new extension will be lighter than your existing conservatory. This will allow you to build onto your existing base helping you keep costs low and build times short.

Five times more energy efficient than the average UK home

Five times more energy efficient than the average UK home, your new hup! extension will be warmer than the rest of your house. Your help! Extension would cost up to £1000 a year less to heat than your current conservatory.

Carbon efficient

Converting your old conservatory with hup! is not just great for your pocket, it's also the best choice for our planet. This is because hup! is 60% more carbon efficient than a brick wall with zero waste in production and on site. The system is so light, it's also possible to reuse your old base and on site water usage is minimal, especially when compared to the huge 2 litres per brick on a traditional build. Manufactured in the UK, the hup! factory has been recognised for its commitment to reducing environmental impact with the prestigious ISO 14001 accreditation. Super-insulated, a hup! conservatory conversion will also reduce carbon emissions as alot less energy will be consumed to heat it.

Ultimate design flexibility

With hup! there are no limits to your dream extension as the system can be used to create any style or size to suit your home. Choose from five different roofs to create a vaulted or flat ceiling with integrated roof lights to draw in plenty of natural light and combine with any wall finish to perfectly complement your home. However you dream of using your new space; admiring the view, cuddling up somewhere cosy or a practical kitchen space, hup! is totally customisable and specialist hup! software helps you to visualise your chosen designs. Unlike your old conservatory, a hup! extension will add to the saleable footprint of your home increasing its value.

One supplier, one project

hup! is the hassle-free way to build. One familiar team will take care of the whole project and thanks to our advanced design software there is no need for an architect and Building Regulations are made simple. Your hup! team will provide a visualisation, timeline and price so you can have complete confidence that your beautiful extension will be delivered on time and on budget.

High quality finish, every time

With hup! a high quality finish is assured every time. Designed and manufactured by Ultraframe, the UK leader in extension and roofing technology for around 40 years, hup! is manufactured under tightly controlled conditions in a BBA approved factory. The Ultrapanel technology within hup!'s walls is also BBA approved with a lifespan of at least 60 years. Advanced manufacturing software means that every component will fit together quickly and easily, every time, and so you are assured of a perfect build. Not only this but all hup! builders have been rigorously trained to ensure a circle of quality from design, to manufacture, to installation.

Conversions Trade

Bullets

Headlines

Five times faster to build

- 100% pre-fabrication no cutting required on site
- Rapid wall and roof connection
- 10msq of wall can be assembled in minutes
- Build in any weather

Five times more energy efficient

- Components compliant to Part L June 2022 Building Regulations
- Solid roofs with a u-value of at least 0.15 and 0.13 for Scotland
- Walls with a u-value of 0.17 that exceed building regulations
- Five times more energy efficient than the average UK home

60% more carbon efficient

- 60% more carbon efficient than a brick wall
- Zero waste in production methods
- No site waste to dispose of
- Re-use current base work
- Manufactured in the UK
- Minimal on site water usage
- ISO 140001 Registered Environmental Management System
- Less carbon emissions as hup! will use alot less to heat

Ultimate design flexibility

- Choose from five Ultraframe roofs
- Compatible with any cladding
- Configurable to any window and door layout
- Perfect for conservatories, Re-builds and extensions

Easy project management

- Can be installed by one conservatory fitting team
- No need for brick layers - less weather delays
- Structural and thermal calculations on one easy hup! order

Engineered by Ultraframe

- Designed with advanced manufacturing software
- Built by a trained and experienced hup! build team
- Made to measure components for a perfect build, every time

Conversions Trade

Paragraphs

Five times faster to build

Installed in weeks not months hup!, with less weather delays, is five times faster to build than traditional methods, meaning you can collect cash quicker. 10msq of wall can be assembled in minutes thanks to advanced Ultrapanel technology. Patented hup! connection details between walls and the roof deliver a speedy installation.

Five times more energy efficient

There's no need to worry about the red tape of Building Regs with hup! as all components are Building Regulation compliant. Benefit from U-Values of just 0.17 (wall), 0.14 (flat roof), and 0.15 (solid pitched roofs). This ensures that every new hup! conservatory or extension will be up to five x more energy efficient than the average British house.

60% more carbon efficient

hup! is 60% more carbon efficient than a brick wall, meaning it is the sustainable way to build. There is zero waste in the production of hup!, no site waste to dispose of, and very minimal on site water usage. Manufactured in the UK, hup!'s commitment to reducing environmental impact has been formally recognised with the ISO 14001 accreditation for manufacturing processes.

Ultimate design flexibility

Using hup! means converting more sales, thanks to a choice of five roof systems - which means it can be used for any conceivable design. Choose hup! GRP brick claddings or any other on the market to ensure that the external finish can be tailored to any project.

Easy project management

hup! is the hassle-free way to build. Project management is simplified as hup! is designed to be installed by one conservatory fitting team without the need for brick layers and can be installed whatever the weather making disruption to schedules are a thing of the past. The order process couldn't be simpler with walls, roofs and structural calculations all taken care of in one easy software solution.

Engineered by Ultraframe

With hup! you can be assured of a high quality finish every time thanks to advanced Ultraframe precision engineering. Manufactured in a BBA approved factory with BBA approved and patented technology, every hup! component is designed to work together on site to adapt to any tolerances delivering consistent accuracy and quality every time.

New build Consumer

Bullets

Headlines

Five times faster to build

- Save weeks or months off build times
- Rapid connection technology
- Build in any weather
- Less mess and disruption

Five times more energy efficient than the average UK home

- Keep energy bills low
- Lower emissions
- Zero waste production methods
- Increased comfort indoors

60% more carbon efficient

- 60% more carbon efficient to manufacture vs brick
- Zero waste in production and on site
- Re-use basework
- ISO 140001 Environmental Management Accredited
- Lower ongoing energy usage - less emissions

Ultimate design flexibility

- Vaulted, sloped or flat ceilings
- Choice of Ultraframe Roof Systems
- Any wall finish including brick, render or cedar
- Windows and doors anywhere, any style, any shape
- Unrivaled choice of roof lights

One supplier, one project

- Fully project managed for you
- No need for an architect
- No need for independent structural calculations
- Reliable timelines
- Cost certainty and clear pricing

High quality finish, every time

- Designed with advanced manufacturing software
- Built by a trained and experienced hup! build team
- Made to measure components for a perfect build, every time

New build Consumer

Paragraphs

Five times faster to build

What would take months to build with traditional methods will take weeks with hup! and what would take weeks now takes days. Built in any weather by one familiar team, hup!'s rapid connection technology mean your new hup! can be built five times faster. Delivered as a flat packed kit there is no cutting or waste on site to help you escape the mess and disruption often associated with home extensions. hup! really is the better way to build.

Five times more energy efficient than the average UK home

The rising cost of energy is a headache for us all, but hup! is five times more energy efficient than the average UK home, keeping heating costs low. Not only does this mean that worries about heating bills are reduced, but if and when you decide to sell your home, prospective buyers will be attracted by the idea of low energy bills for years to come. Not only kind to your pocket, hup! is kind to the planet with zero waste from manufacturing processes, unlike many traditional building materials.

60% more carbon efficient

If you're looking for the sustainable way to extend your home then hup! is the solution. 60% more carbon efficient than a brick wall and with zero waste in production and on site, hup! is the way to build while being kind to the planet. Minimal on site water usage is another green plus point, especially when compared to the huge 2 litres per brick with traditional building methods. Manufactured in the UK, the hup! factory has been recognised for its commitment to reducing environmental impact with the prestigious ISO 14001 accreditation.

Ultimate Design Flexibility

With hup! there are no limits to your dream extension as the system can be used to create any style or size to suit your home. Choose from five different roofs to create a vaulted or flat ceiling with integrated roof lights to draw in plenty of natural light and combine with any wall finish to perfectly complement your home. However you dream of using your new space; admiring the view, cuddling up somewhere cosy or a practical kitchen space, hup! is totally customisable and specialist hup! software helps you to visualise your chosen designs.

One supplier, one project

hup! is the hassle-free way to build. One familiar team will take care of the whole project and thanks to our advanced design software there is no need for an architect and Building Regulations are made simple. Your hup! team will provide a visualisation, timeline and price so you can have complete confidence that your beautiful extension will be delivered on time and on budget.

High quality finish, every time

With hup! a high quality finish is assured every time. Designed and manufactured by Ultraframe, the UK leader in extension and roofing technology for around 40 years, hup! is manufactured under tightly controlled conditions in a BBA approved factory. The Ultrapanel technology within hup!'s walls is also BBA approved with a lifespan of at least 60 years. Advanced manufacturing software means that every component will fit together quickly and easily, every time, and so you are assured of a perfect build. Not only this but all hup! builders have been rigorously trained to ensure a circle of quality from design, to manufacture, to installation.

New build Trade

Bullets

Headlines

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60% more carbon efficient

- 60% more carbon efficient than a brick wall
- Zero waste in production methods
- No site waste to dispose of
- Re-use current base work
- Manufactured in the UK
- Minimal on site water usage
- ISO 140001 Registered Environmental Management System
- Less carbon emissions as hup! uses less energy to heat than brick

Ultimate design flexibility

- Choose from five Ultraframe roofs
- Compatible with any cladding
- Configurable to any window and door layout
- Perfect for conservatories, Re-builds and extensions

Easy project management

- Can be installed by one conservatory fitting team
- No need for brick layers - less weather delays
- Structural and thermal calculations on one easy hup! order

Engineered by Ultraframe

- BBA approved patented Ultrapanel technology from a BBA approved factory
- Designed to accommodate on-site tolerances
- Precision-engineered for a consistent high quality finish
- No cold bridging

New build Trade

Paragraphs

Five times faster to build

Installed in weeks not months hup!, with less weather delays, is five times faster to build than traditional methods, meaning you can collect cash quicker. 10msq of wall can be assembled in minutes thanks to advanced Ultrapanel technology. Patented hup! connection details between walls and the roof deliver a speedy installation.

Five times more energy efficient

There's no need to worry about the red tape of Building Regs with hup! as all components are Building Regulation compliant. Benefit from U-Values of just 0.17 (wall), 0.14 (flat roof), and 0.15 (solid pitched roofs). This ensures that every new hup! conservatory or extension will be up to five x more energy efficient than the average British house.

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Ultimate design flexibility

Using hup! means converting more sales, thanks to a choice of five roof systems - which means it can be used for any conceivable design. Choose hup! GRP brick claddings or any other on the market to ensure that the external finish can be tailored to any project.

Easy project management

hup! is the hassle-free way to build. Project management is simplified as hup! is designed to be installed by one conservatory fitting team without the need for brick layers and can be installed whatever the weather making disruption to schedules are a thing of the past. The order process couldn't be simpler with walls, roofs and structural calculations all taken care of in one easy software solution.

Engineered by Ultraframe

With hup! you can be assured of a high quality finish every time thanks to advanced Ultraframe precision engineering. Manufactured in a BBA approved factory with BBA approved and patented technology, every hup! component is designed to work together on site to adapt to any tolerances delivering consistent accuracy and quality every time.

Laura Jane Clark

hup! Brand Ambassador guidelines

Introduction

The following guidelines refer to the use of the hup! Brand Ambassador, Laura Jane Clark.

Laura Jane Clark should always be referred to as:

- "Leading architect and star of BBC's Your Home Made Perfect"

  or
- "hup! Brand Ambassador"

  or
- " Recommended by hup! Brand Ambassador"

Sub titles

- Star of Your Home Made Perfect
- BBC's Your Home Made Perfect
- hup! Brand Ambassador

- **NOT** Brand Ambassador of hup!
- **NOT** Hup! Brand Ambassador

CTA

- hup-home.co.uk
- hup-home.co.uk/laura-jane-clark

- **NOT** trade-hup.co.uk
- **NOT** Ultraframe.trade.co.uk

Across all promotional assets Laura Jane Clark's full name must always be used 'Laura Jane Clark'. Never refer to Laura Jane Clark as 'Laura' or 'Laura Jane'.

Laura Jane Clark is associated with the hup! brand only, therefore other company logos are not allowed to be used with Laura Jane Clark.

Use of Laura Jane Clark in your Marketing

Laura Jane Clark may only be used to promote the hup! brand. She **MUST NOT** appear in the same image as your company logo or be used to endorse your brand. If featured on your website, her image must always display the hup! logo in line with our brand guidelines., example shown on page 59.

Signature

If you wish to use Laura Jane Clark's written signature you must only use this signature in either black, green or white, as shown below. Laura Jane Clark's signature should always be displayed alongside a picture of Laura Jane Clark and a description.

Secondary colour: White
C0 M0 Y0 K0 / R0 G0 2 B0
#ffffff

Recommended colour: 375
C50 M0 Y100 K0 / R147 G213 2 B0
#93d400

Secondary colour: 5395
C100 M77 Y53 K68 / R9 G3 2 B45
#081f2d

Accepted

Not accepted

Signature

The recommended signature format, is shown below. Header 'Recommend by..' or 'short quote', then Laura Jane Clark's written signature, followed by signature description. See recommended format below.

Recommended format

Quote or Recommended by

Recommended by Laura Jane Clark

Written signature

Signature description

Laura Jane Clark
Leading architect & star of BBC's Your Home Made Perfect

Format

Small format

Format

Quote

Signature

On smaller graphics where the signature description would not be seen due to the size of the graphic, the format shown to the left can be used. This shows a shorter quote, which can be found on page 52.

These graphics with Laura Jane Clark cannot be top and tailed with your own company logo (as shown on page 59).

Quotes

The quotes below from Laura Jane Clark can be used but must not be edited.

Short quotes

- "I'm proud to be part of the hup! building revolution"
- "hup! is an absolute game changer"
- "Replacing an old conservatory with hup! is a no brainer"
- "It's so much quicker to build with hup!"
- "hup! is a great solution to extend your home"
- "I love the speed and efficiency of the hup! system"
- "hup! gives a cost-effective way of building in just a matter of days"

Longer quotes

"For homeowners, hup! is completely game changing. People often ask how they can add an extension or rebuild their unusable conservatory in the most efficient way possible – hup! is definitely the answer."

"With the hup! system, I've been totally blown away by the engineering behind the whole thing. Not only is it just a brilliant system, the great thing about it is it's so quick. Basework is usually the biggest minefield and the biggest headache for homeowners, so having something where you can use the existing base, you don't need to start digging down and you can just build, you can get watertight in two or three days, it is an absolute game changer."

"The quality and level of detail is extremely impressive – from the engineering of the panels which make it extremely quick to build and energy efficient, through to how easy it is to add the finishing touches, which offer homeowners complete design flexibility. There is nothing that hasn't been considered, and it takes away so many of the headaches associated with a traditional extension."

"hup! will make getting sustainable, energy efficient, hassle free and beautiful home extensions so much more accessible for homeowners – plus they can be built so much faster than traditional building techniques. What's not to love?"

Quotes

Quote hierarchy on all promotional materials should be used as shown below.

Recommended format

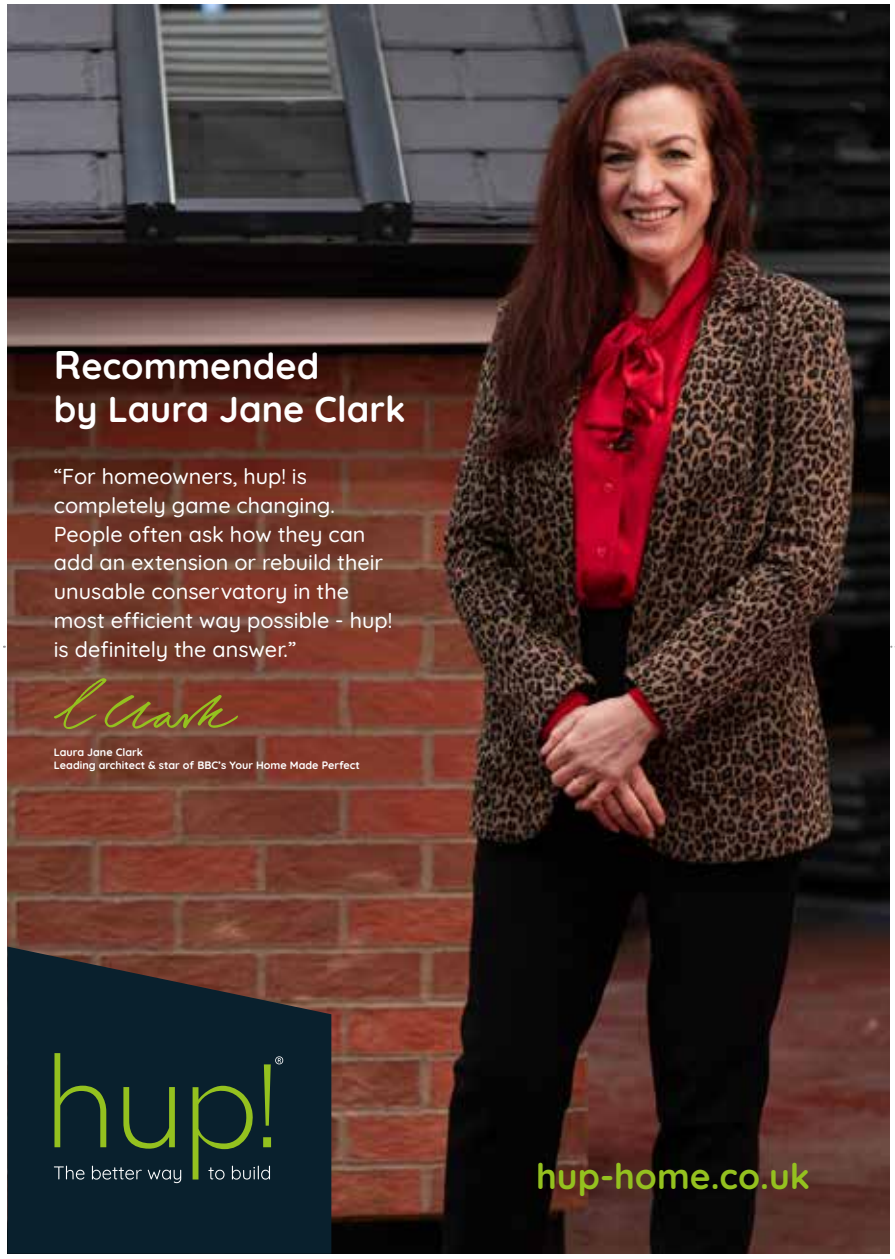
Format

Recommended...

Quote

Signature

Signature description



These graphics with Laura Jane Clark cannot be top and tailed with your own company logo, as shown on page 59.

Social media

All social media graphics featuring Laura Jane Clark are formatted as seen below. Refer to typefaces and pantone colours on pages 12 - 14. Social media post templates are available to download here.

Template 1 - Quote

Format

Quote

Font colour 5395

5% Black BG

Recommended by

Signature

White flag LJC cutout Logo / flag

Template 2 - Image

5% black flag

Templates below are for adding your own hup! images. Download here!

Format

Quote

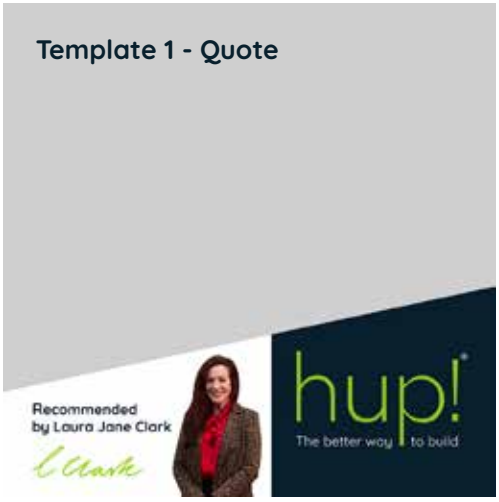
Font colour 5395

5% Black BG

Recommended by

Signature

Template 1 - Quote



Template 2 - Image

Video

hup! videos featuring Laura Jane Clark are available for you to use. If you want a high resolution copy of the video, please contact marketing@hup-home.co.uk

hup! videos can be viewed online at - www.youtube.com/@huphome

The hup! Laura Jane Clark videos that are available are:

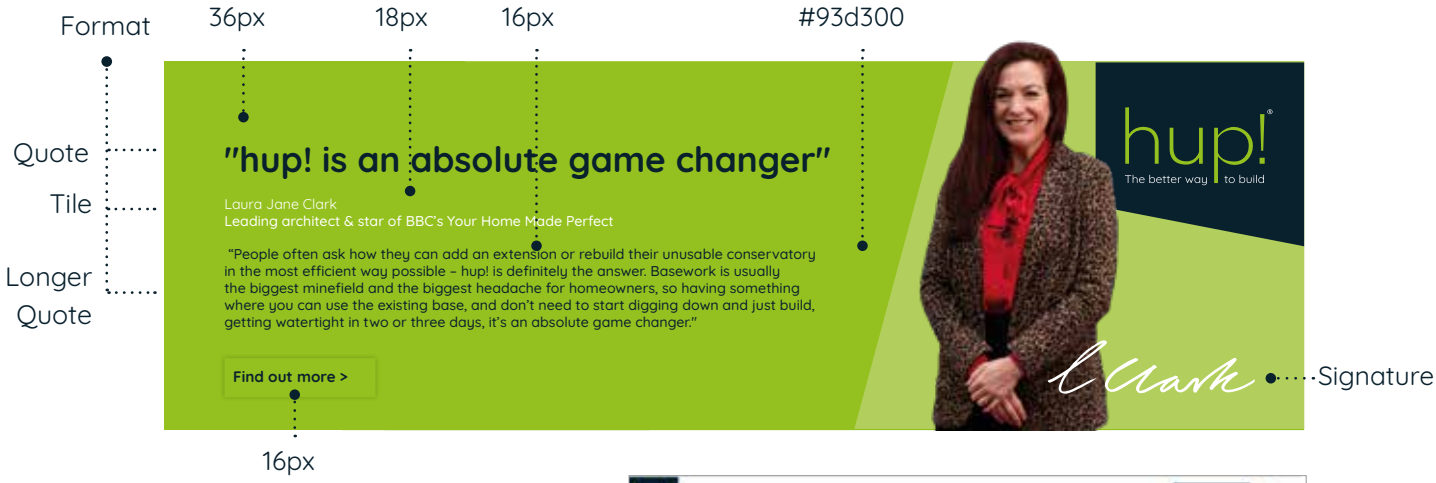
- hup! introduction video
- Speed
- Energy Efficiency
- Design Flexibility
- Quality
- Traditional v hup!
- Conservatory Transformations
- Future New Way to Build
- Impact on life
- Designs

Laura Jane Clark - hup! Brand Ambassador

These videos with Laura Jane Clark cannot be top and tailed with your own company logo, as shown on page 59.

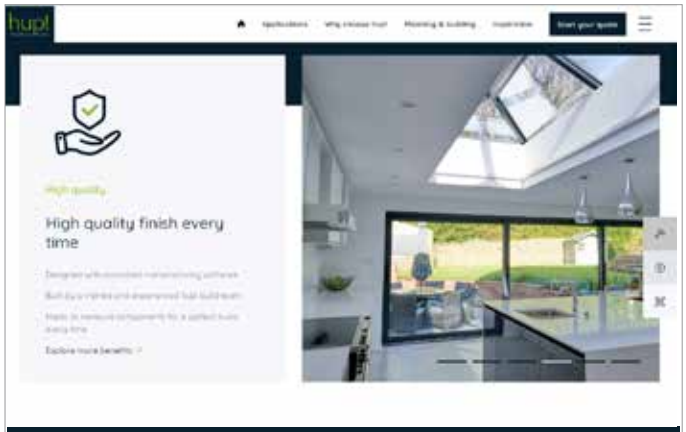
Website

If you have a hup! page(s) on your website, you can add Laura Jane Clark to this using the template below: The image of Laura Jane Clark to be used on this block can be downloaded here.

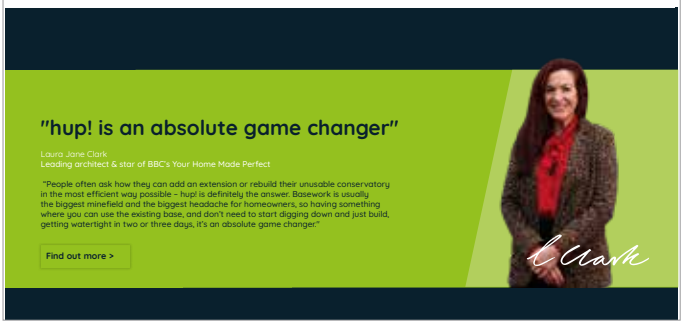


This block can be placed on a dark (#081f2d), grey (#f7f7fa) or white (#ffffff) background.

Website page sample for showing recommended format of banner



The banner of Laura Jane Clark can be used without the hup! logo, only if the hup! logo is visible when viewing the banner.



Digital advertising banners

All website banners are gifs, showcasing a series of quotes from Laura Jane Clark. Refer to quotes on page 52 (small print below). Banners can be downloaded here.

Size: 560 x 100

Size: 450 x 70

Size: 220 x 190

Quotes to be used

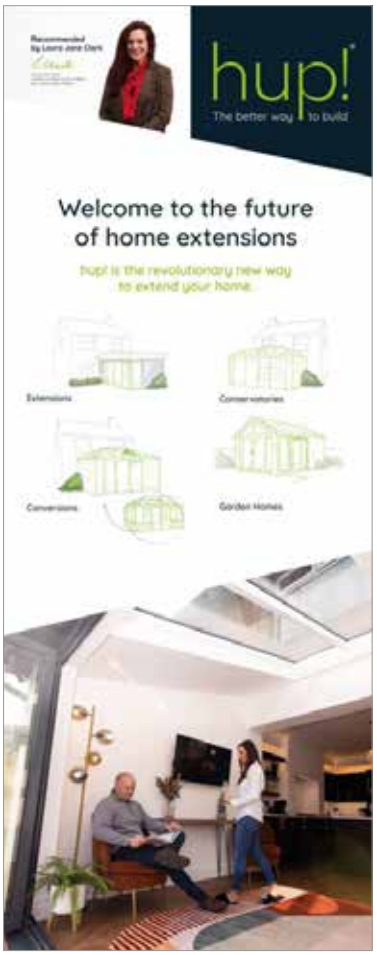
- "I'm proud to be part of the hup! building revolution"
- "hup! is an absolute game changer"
- "Replacing an old conservatory with hup! is a no brainer"
- "It's so much quicker to build with hup!"
- "hup! is a great solution to extend your home"
- "I love the speed and efficiency of the hup! system"
- "hup! gives a cost-effective way of building in just a matter of days"

These graphics with Laura Jane Clark cannot be top and tailed with your own company logo, as shown on page 59.

POS

All showroom point of sale featuring Laura Jane Clark is available to order on Cuckoo here. If you don't have a Cuckoo account, please register for a free account here.

Pull up banners



Life size cutout

POS

Leaflets A4/A5, Posters

Foamex Wallboards 1200 x 1200

Window Clings 300 x 300 or 600 x 600

These graphics with Laura Jane Clark cannot be top and tailed with your own company logo, as shown on page 59.

Imagery

A selection of Laura Jane Clark imagery is available to be implemented across promotional materials which showcases the hup! system and the hup! brand ambassador.

Laura Jane Clark images should always be used with the hup! logo and never used in isolation. Images of Laura Jane Clark can be found on **bit.ly/udam-LJC**

Laura Jane Clark images must be used with the flag and the hup! logo should not be cropped off. Laura Jane Clark is associated with the hup! brand only, therefore other company logos are not allowed to be used with Laura Jane Clark.

Refer to pages 48 to 57 for use of imagery across all promotional assets.

Imagery

The blouse on Laura Jane Clark is available in red or green to complement photography, choose the right version to suit your brand and imagery.

Laura Jane Clark
- Red blouse

Laura Jane Clark
- Green blouse

Use of Laura Jane Clark in your Marketing

Laura Jane Clark may only be used to promote the hup! brand. She **MUST NOT** appear in the same image as your company logo or be used to endorse your brand. If featured on your website, her image must always display the hup! logo in line with our brand guidelines.

The image shown to the right shows an incorrect use of our brand guidelines. The company's logo is on an image of Laura Jane Clark and the hup! logo is not consistent with our brand guidelines.

hup!®

The better way to build

Design & Brand Guidelines

A Building Revolution from Ultraframe

JN 9053 | 03/26 Version 5

hup-home.co.uk