



Brand Guidelines

STAY ON BRAND WITH
ALL DESGN MATERIALS

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Logo Introduction



Welcome to the layout design of the logo for "Real Estate Essentials." This layout elegantly presents the brand name alongside a distinctive icon, reflecting the brand's commitment to modernity and essential services within the real estate industry. Let's delve into the specifics of this captivating design:

Typography: The logo features "Real Estate" positioned above the icon, with "Essentials" placed below, creating a balanced and visually appealing composition. "Real Estate" is rendered in a semi-masculine script font, exuding warmth and sophistication, while "Essentials" is boldly emphasized, communicating prominence and significance. This thoughtful typography arrangement ensures clarity and hierarchy, allowing each element to shine while maintaining cohesion and readability.

Iconography: Central to the logo is a rounded square icon, representing the digital aspect of the brand and its focus on essential real estate services. Within this icon, two symbolic elements seamlessly converge: a sleek house silhouette and a dynamic video play button. The house icon signifies the core essence of real estate – shelter, property, and investment – while the video play symbolizes the innovative utilization of full-motion video in property marketing. Together, these elements underscore the brand's commitment to leveraging technology for immersive, engaging, and impactful real estate solutions.

Color Palette: The color palette is carefully selected to resonate with the brand's identity and evoke the desired emotional response. Utilizing a sleek combination of black, white, and electric blue, the logo exudes sophistication, professionalism, and innovation. The electric blue accentuates the logo with a vibrant pop of color, symbolizing trust, reliability, and dynamism within the real estate industry. Against the backdrop of black and white, it creates a striking visual contrast, ensuring the logo stands out and leaves a lasting impression.

In summary, the layout design of the logo for "Real Estate Essentials" embodies the brand's ethos of blending traditional expertise with cutting-edge technology to deliver essential services in the dynamic landscape of real estate. Through its meticulous typography, iconic imagery, and captivating color palette, the logo serves as a powerful representation of the brand's commitment to excellence, innovation, and customer-centric solutions.

Color Palette

Note:

Use RGB values for digital outputs.
Use HEX values for web outputs.
Use CMYK values for printed outputs.

PRIMARY:

Black
Bright Blue
White

HEX: #000000
RGB: 0, 0, 0
CYMK: 0%, 0%, 0%, 100%

#3ABBEC
RGB: 58, 186, 236
CYMK: 75%, 21%, 0%, 7%

#FFFFFF
RGB: 255, 255, 255
CYMK: 0%, 0%, 0%, 0%

SECONDARY:

Grey

#A6A7A8
RGB: 166, 167, 168
CYMK: 1%, 1%, 0%, 34%

Typography

Primary

Aa

ARIAL BOLD

ABCD FEGHIJKLM

abcdefghijklmnopqrz

0123456789

Secondary

Aa

ARIAL REGULAR

ABCD FEGHIJKLM

abcdefghijklmnopqrz

0123456789

Typography Applied

Employ Arial Bold font for titles or to emphasize paragraphs, enhancing their prominence and impact.

20 Pt

Additionally, consider using the color blue to accentuate specific paragraphs or details, adding visual emphasis and drawing attention where needed.

Utilize Arial Bold in a smaller font for subtitles or subdescriptions, strategically employed to break up or accentuate words. This technique allows subtitles to stand out from titles and paragraphs, adding visual interest and guiding the reader's focus.

14 Pt

Design isn't just about graphics; it's about how words, colors, and fonts work together. With Arial Regular font, we carefully balance size, boldness, and placement to ensure harmony. Every detail matters, from text size to color choice, creating visually captivating experiences.

10 Pt

As designers, we understand the importance of every element – words, placement, and font selection – in crafting compelling designs. Let's use Arial Regular font thoughtfully to create designs that resonate and leave a lasting impression.

The Logo Usage & Placements

Primary Logo

The logo is available in all basic formats for print and digital use. The primary full color logo should be used whenever possible

Black Logo Version:

- Use this version of the logo when placing it over an electric blue background, white background, or any lighter-colored background.
- Ensure that the background complements the logo and does not contrast with the blue in the icon.
- Maintain adequate contrast and legibility between the black logo and the background for optimal visibility.
- Avoid using the all-black logo on dark backgrounds as it may reduce visibility and readability.

White Logo Version:

- Utilize the all-white logo version on black backgrounds, electric blue backgrounds, or any dark-colored background.
- Ensure that the background complements the logo and does not contrast with the blue in the icon.
- Maintain adequate contrast and visibility by using the white logo version against darker backgrounds.
- Avoid using the all-white logo on light-colored backgrounds, as it may diminish readability.

Half White & Half Black Logo Version:

- This unique version of the logo can be placed on either an electric blue or grey background.
- Ensure that the background complements both the white and black sections of the logo, enhancing overall visual harmony.
- Maintain sufficient contrast between the logo and the background for optimal visibility and legibility.
- Avoid using this version of the logo on backgrounds other than electric blue or grey, as it may compromise the intended visual balance.



The Logo Usage & Placements

Primary Logo

The logo is available in all basic formats for print and digital use. The primary full color logo should be used whenever possible

Half Black & Half Blue Logo Version:

- This unique version of the logo is specifically designed to be placed on a white background only.
- Ensure that the background complements both the black and blue sections of the logo, maintaining visual harmony.
- Maintain adequate contrast between the logo and the background for optimal visibility and legibility.
- Avoid using this version of the logo on backgrounds other than white, as it may compromise the intended visual balance.

Half White & Half Blue Logo Version:

- This distinctive version of the logo is specifically designed to be placed on a black background only.
- Ensure that the background complements both the white and blue sections of the logo, maintaining visual harmony.
- Maintain adequate contrast between the logo and the background for optimal visibility and legibility.
- Avoid using this version of the logo on backgrounds other than black, as it may compromise the intended visual balance.



Incorrect logo Usage

Please adhere to the following guidelines when using the logo:

- Do not alter the color of the logo; please use only the approved colors.
- Avoid separating individual elements of the logo.
- Refrain from using the black version of the logo on dark backgrounds.
- Do not overlay the REE Blue on any other blue color.





Thank you!