

# DESIGN PACKAGES

## DOWNTOWN

- Logodesign
- INKL. 2 REVISIONEN**

**950€**  
EINMALIG

**44€**  
24 MONATE

**19€**  
60 MONATE



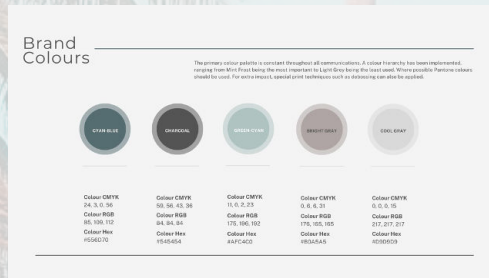
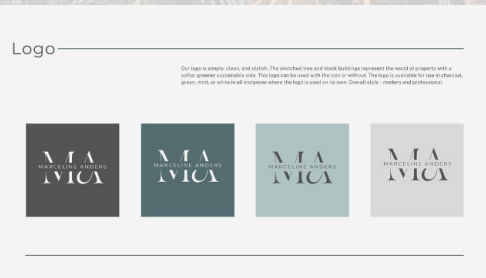
## RODEO DRIVE

- Corporate Design inkl. Designstrategie, Logo, Farben, Schriftart, Printvorlagen
- INKL. 3 REVISIONEN**

**1950€**  
EINMALIG

**89€**  
24 MONATE

**39€**  
60 MONATE



# MELROSE AVENUE

- Brand Design inkl. Designstrategie, Logo, Farben, Schriftart, Printvorlagen & Vollumfängliches Brand-Book inkl.
- Erstellung des Markenauftritts für digitale Medien (z.B. Social-Media-Grafiken, ICONS, Elemente & Co.)

**2950€**  
EINMALIG

**135€**  
24 MONATE

**59€**  
60 MONATE

**INKL. 3 REVISIONEN**



### Logo

Our logo is simple, clean, and stylish. The standard one and stack builds represent the world of property with a subtle, elegant, and classic style. This logo can be used with the color or without. The logo is available for use in horizontal, green, blue, or white in all instances where the logo is used on its own. Overall style - modern and professional.

### Brand Colours

The primary color palette is consistent throughout all communications. A color palette has been implemented, ranging from the most important to the least used. Where possible Pantone colors should be used. For more about color palette, please refer to the following page for details.

<b>Color CMYK</b> PMS 2811C	<b>Color CMYK</b> PMS 2811C	<b>Color CMYK</b> PMS 2811C	<b>Color CMYK</b> PMS 2811C	<b>Color CMYK</b> PMS 2811C
<b>Color RGB</b> #003366	<b>Color RGB</b> #003366	<b>Color RGB</b> #003366	<b>Color RGB</b> #003366	<b>Color RGB</b> #003366
<b>Color Hex</b> #003366	<b>Color Hex</b> #003366	<b>Color Hex</b> #003366	<b>Color Hex</b> #003366	<b>Color Hex</b> #003366

### Typography

**HATTON**  
To be used for headlines and titles.

**ARTICULAT**  
To be used for captions and body of text.

*Brushing*  
To be used mainly for captions and secondary titles.

ABCDEF GHIJK LMNOPRSTUVWXY Z  
1234567890!@#%&'()\*+  
abcde fghijklmnoprstuvwxy z  
1234567890!@#%&'()\*+  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890!@#%&'()\*+  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890!@#%&'()\*+

### SPACE & SIZING

Clear space is the area surrounding one logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out on all of our communications. The minimum clear space is 50% of the height of the entire logo. The logo must be scaled large enough to be visible on every application.

**THE MINIMUM SIZE**  
It is sometimes necessary to increase and decrease the logo depending on the print area. Always refer to proportions. Always ensure the logo is legible.

### PRIMARY FONT

Typography is a powerful brand tool when used consistently. This set of fonts best represents the intended and elegant feel of the brand and should be used across all print and web applications. Public Sans is our corporate typeface. It should be used in all logo text where typography is required. This is a simple, clean, and legible typeface that complements our logo.

**HATTON**

ABCDEF GHIJKL  
MNOPRSTUVWXY Z  
abcde fghijkl  
mnoprstuvwxy z  
1234567890!@#%&'()\*+

**Aa**

### SECONDARY FONT

Typography is a powerful brand tool when used consistently. This set of fonts best represents the intended and elegant feel of the brand and should be used across all print and web applications. Public Sans is our corporate typeface. It should be used in all logo text where typography is required. This is a simple, clean, and legible typeface that complements our logo.

**PUBLIC SANS**

**Bold is our headings weight.**  
Regular is used for captions and some bodies of text.  
Regular Italics is used for quotes and interviews.

**Aa**

### Moodboard

This photographic style is for banners, advertisements, social media, and reports. It captures who we are and what we do as a brand. Design a mood board that captures the brand's personality and professional background which allows for the application of our logo and branding over the images.

**MIA MARCELINE ANDERS MIA**

your address 123, goes here  
marceline@anders.com  
123-345-789-000

m.a.business.coaching

30 Posts 1529 Followers 15 Following

Marceline Anders | Business Coach  
Bohemian Style  
Since 2015  
...more  
www.reallygreatsite.com

Follow Message Contact

Grid of images showing business coaching content.