

DESIGN PACKAGES

DOWNTOWN

- Logo design

INCL. 2 REVISIONS

950\$
ONE-TIME

44\$
24 MONTHS

19\$
60 MONTHS



RODEO DRIVE

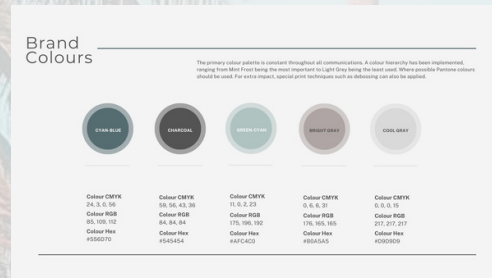
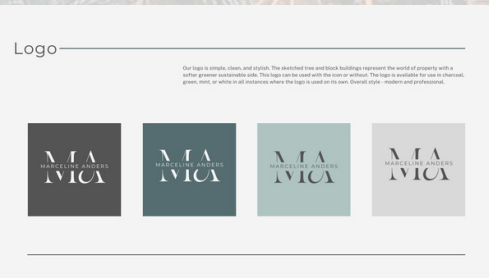
- Corporate design incl. design strategy, logo, colors, font, print templates

INCL. 3 REVISIONS

1950\$
ONE-TIME

89\$
24 MONTHS

39\$
60 MONTHS



MELROSE AVENUE

- Brand design incl. design strategy, logo, colors, font, print templates & complete brand book.
- Creation of the brand presence for digital media (e.g. social media graphics, icons, elements, etc.)

2950\$
ONE-TIME

135\$
24 MONTHS

59\$
60 MONTHS

INCL. 3 REVISIONS



Logo

Our logo is simple, clean, and stylish. The stacked text and block building represent the world of property with a subtle geometric background side. The logo can be used with or without. The logo is available for use in personal, green, mint, or white in all instances where the logo is used on its own. Overall style - modern and professional.

Brand Colours

The primary colour palette is consistent throughout all communications. A colour hierarchy has been implemented, ranging from Mint Green being the most important to Light Gray being the least used. Where possible Pantone colours should be used. For extra impact, special print techniques such as debossing can also be applied.

CYAN BLUE	CHARCOAL	GREEN-CYAN	BROWN GRAY	COOL GRAY
Colour CMYK: 24, 35, 56 Colour RGB: 92, 101, 152 Colour Hex: #586D7D	Colour CMYK: 25, 36, 43, 28 Colour RGB: 84, 84, 84 Colour Hex: #545454	Colour CMYK: 11, 0, 2, 23 Colour RGB: 175, 196, 192 Colour Hex: #AFC4C3	Colour CMYK: 0, 0, 0, 37 Colour RGB: 176, 166, 166 Colour Hex: #B0A5A5	Colour CMYK: 0, 0, 0, 19 Colour RGB: 212, 212, 212 Colour Hex: #D0D0D0

Typography

HATTON
To be used for headings and titles.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*+>

ARTICULAT
To be used for body copy and body of text.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*+>

Brushing
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*+>

SPACE & SIZING

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

THE MINIMUM SIZE
It is sometimes necessary to increase and decrease the logo depending on the print size. Always keep in proportion. Always ensure the text is legible.

PRIMARY FONT

Typography is a powerful brand tool when used consistently. This set of fonts best represents the minimal 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 body text where typography is required. It is a simple, clean, and legible typeface that complements our logo.

HATTON
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*+>

Aa

SECONDARY FONT

Typography is a powerful brand tool when used consistently. This set of fonts best represents the minimal 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 body text where typography is required. It 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. Imagery should contain clean and professional backgrounds which allow for the application of our logo and headlines over the images.