Company Name

Visual Identity Guidelines

YY-MM-DD

YOUR TAGLINE

YOUR LOGO

"Your Logo" is a

Real Estate Professional

helping people
in the community
find a home.

2. The Logo

An Introduction to the logo and the dos and don'ts of using it

2.1 Logo Introduction

A graphic mark used to aid and promote public recognition.
An figurative design which includes the text of the name it represents as in a logotype.

The house icon represents the real estate industry for easy recognition.

The Icon

The icon was created using Adobe Illustrator

The Logotype

The logotype should be coloured using the brand pallette only.

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The Logotype

2.2   Sizing & Exclusion Zones

Minimum Sizes

The logo is bold but there is alimit to how small it should be reproduced, below are the minimum sizes that you may use the logo.

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1" (26 mm)

Exclusion Zones

The logo needs be given space and allowed to be noticed. The best way to do this is to following this guide. This simple system is totally scalable and is based upon measurements from the logo itself, so whether you are placing the logo at the footer of a newspaper advert or plastering it across the side of the a bus, you can ensure that it has the space it needs to be legible.

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The Exclusion Zones

3.2 Using the Colour Palette

The colour palette can be used in many colour combinations. As a general rul, at least 2 of the brighter colours should be used with one or more of the darker colours. Try to avoid using too many dark colours together as the brand needs to be bright and eye-catching.

3. Colours

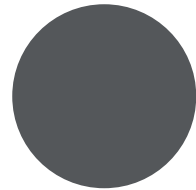What colours to use and how to use them

3.1 The Colour Palette

An adaptive, strict colour palette which is restricted to the colours below. This gives the brand a very unique look and feel that enables "Your Logo" to be distinguished instantly.
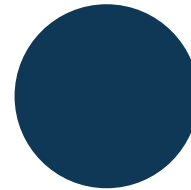
These colours are never to be used as tints or shades. Only use the colours shown below in the exact mixes (Pantone, CMYK or RGB) depending on your medium.

C8   **M**6   **Y**7   **K**0
R88   **G**90   **B**112
53575A
PMS 125C

C8   **M**6   **Y**7   **K**0
R88   **G**90   **B**112
53575A
PMS 125C

C8   **M**6   **Y**7   **K**0
R88   **G**90   **B**112
53575A
PMS 125C

C8   **M**6   **Y**7   **K**0
R88   **G**90   **B**112
53575A
PMS 125C

C8   **M**6   **Y**7   **K**0
R88   **G**90   **B**112
53575A
PMS 125C

6
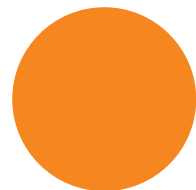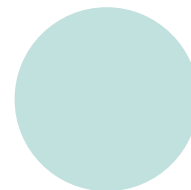
Aa Bc Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Z

1 2 3 4 5 6 7 8 9 10
11 12 13 14 15 16 17
19 20 !@#$%^&*()

Montserrat is the primary typeface which means it should be used whereever possible, particularaly for headings and lasrge text. Montserrat is the type face used in the "Your Logo" logo.

Characters

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdđefghijklmnopqrsštuvwxyzž
АБВГЃДЂЕЁЄЖЗЅИІЇЙЈКЛЉЂМНЊОП
РСТЋУЎФХЦЧЏШЩЪЫЬЭЮЯабвгѓдђе
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4. Typography
Typefaces and how to use them

4.1   Typefaces

Montserrat

Montserrat designed by Julieta Ulanovsky, who lives in Buenos Aries.

The old posters and signs in the traditional Montserrat neighborhood of Buenos Aires inspired Julieta Ulanovsky to design this typeface and rescue the beauty of urban typography that emerged in the first half of the twentieth century. As urban development changes that place, it will never return to its original form and loses forever the designs that are so special and unique. The letters that inspired this project have work, dedication, care, color, contrast, light and life, day and night! These are the types that make the city look so beautiful. The Montserrat Project began with the idea to rescue what is in Montserrat and set it free under a libre license,
the SIL Open Font License.

A sans serif typeface with 36 styles, available from Adobe Typekit for sync and web use. You're free to use it with your Typekit account just as you would any other font in the Typekit library. Montserrat is available via an open source license.

Montserrat Thin	*Montserrat Thin Italic*
Montserrat Extra Light	*Montserrat Extra Light Italic*
Montserrat Light	*Montserrat Light Italic*
Montserrat Regular	*Montserrat Italic*
Montserrat Medium	*Montserrat Medium Italic*
Montserrat Semi Bold	***Montserrat Semi Bold Italic***
Montserrat Bold	***Montserrat Bold Italic***
Montserrat Extra Bold	***Montserrat Extra Bold Italic***
Montserrat Black	***Montserrat Black Italic***

The countries where Montserrat is most popular.

4. Typography

Typefaces and how to use them

4.1 Typefaces

Oswald

Designed by Vernon Adams. From Google.

You may encounter slight variations in the name of this font, depending on where you use it.

A Google Font.

Web: To use this font on your website, use the following CSS:

font-family: oswald, sans-serif;

font-style: normal;

font-weight: 200;

4.2 Typographic Basics

There are only 2 typeface used to create all the collateral. Be sure to use these and only these typefaces.

Oswald is the supporting typeface, which should be used for larger amounts of body copy (anything over 50 words) or for text that needs to be produced at a small size.

Characters

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćddđefghijklmnopqrsštuvwxyzž
АБВГЃДЂЕЁЄЖЗЅИІЇЙЈКЛЉЬМНЊОП
РСТЋУЎФХЦЧЏШЩЪЫЬЭЮЯабвгѓђе
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ьэюяĂÂÊÔƠƯăâêôơư1234567890'?'"!"(%)
[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*

Oswald Extra Light
Oswald Light
Oswald Regular
Oswald Medium
Oswald Semi Bold
Oswald Bold

5. Illustrations & Icons
How to use illustrations to set the brand

5.1 Introduction & Icons

Campaigns include strong illutration style using the colour palette in the digital and online presence of the brand.

Rules for creating new icons & illustrations:

- Use only colours from the colour paletter
- Keep the illustrations within the icon as simple as possible
- Only use flat colours - no gradients or drop shadows
- If the icon needs a letter or number within it, only use the Montserrat font
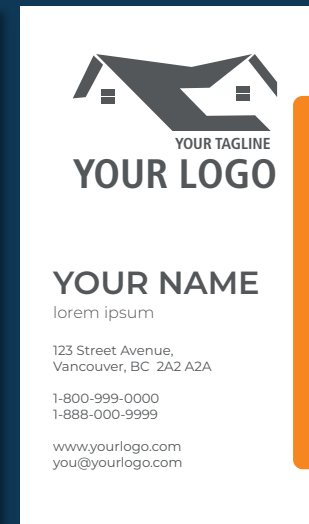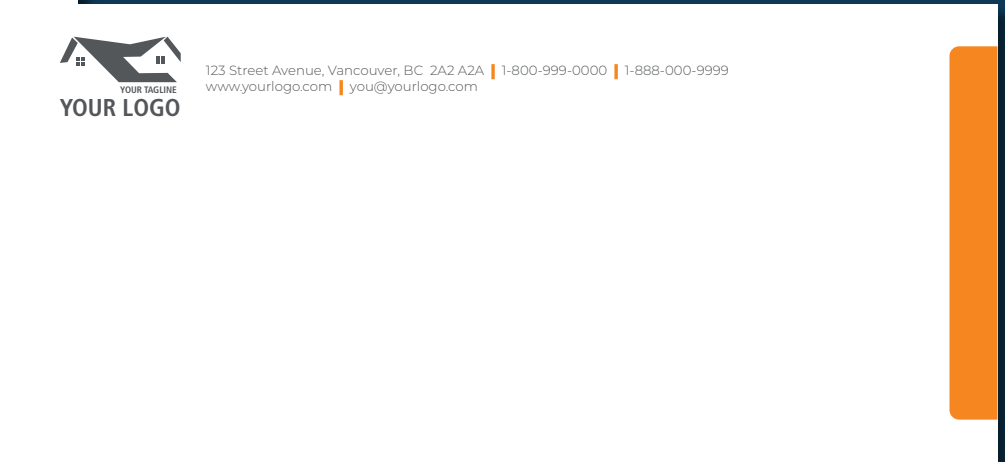
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Lorem ipsum dolor sit amet conspiring ipsum dolor sit

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www.yourlogo.com | you@yourlogo.com

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Lorem ipsum dolor sit amet conspiring ipsum dolor sit

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YOUR NAME

lorem ipsum

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