MICHAEL HELLYER

REAL ESTATE

BRAND GUIDELINES

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This is the main logo that will be used across primary brand applications. This trademark will help audiences easily identify your products, website, ads and social media material. It is essential to the success of the brand that the logo always be applied with care and respect in every application according to these guidelines.

When selecting which tone to use, pick whatever one stands out best on your chosen background.

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This is the secondary logo.

It is not to be used in place of the primary logo on any official documents, however it may be used freely in any other instance.

When selecting which tone to use, pick whatever one stands out best on your chosen background.

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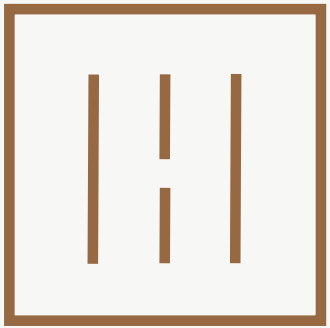
This is the favicon.

It is not to be used in place of the primary logo on any official documents, however it may be used freely in any other instance.

When selecting which tone to use, pick whatever one stands out best on your chosen background.



MINIMUM SIZE

The smallest the logo should be represented as is 1.5 inches wide.

LOGO SPACING

Ensure there is at least 1cm of space between the edge of your design and the logo.

- Don't rotate the logo.
- Don't squash or stretch the logo.
- Don't resize any part of the logo.
- Don't rearrange parts of the logo or create compositions that are not already provided.
- Don't change the font used in the logo

If you choose to put the logo on top of a photo for website, social media or other purposes we suggest the following.

- Try to place the logo where it's unobtrusive, but still clear.
- Select an image with plenty of light or dark space for you to place the logo, so it won't be lost in the background image.
- Avoid busy images with too much detail, unless you are putting a fade over them and centralising the logo, shown in the example on the right.
- Ensure that the logo is placed either in a corner or the centre, do not place it randomly.

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There are six primary colours, each with two supporting tones that are to be used for all branding, web design and social media. The correct use of these helps viewers identify the brand and keeps the aesthetics fresh and modern.

You can use these colours at your discretion, provided the following guidelines are adhered to:

- When selecting a colour, aim to select one that will stand out best on your chosen background.
- The exact colour dimensions are to be used, don't attempt to use a variation.
- Try to pick one or two to use at a time, there's no need to bombard an image with all of the brand colours at once.
- Designs should focus mainly on the primary palette, the supporting tones are to be used if a variation is required in order to improve visibility or for practical reasons. The primary palette is what people will associate with the brand.

COLOUR PALETTE

TAN
RGB: 150, 105, 68
CMYK: 34, 57, 78, 18
HEX: 966944

CAMEL
RGB: 216, 181, 139
CMYK: 16, 28, 48, 0
HEX: d8b58b

BEIGE
RGB: 232, 222, 209
CMYK: 8, 10, 16, 0
HEX: e8ded1

ICE
RGB: 235, 245, 244
CMYK: 7, 0, 3, 0
HEX: ebf5f4

FOG
RGB: 211, 221, 216
CMYK: 16, 7, 13, 0
HEX: d3ddd8

MIDNIGHT
RGB: 43, 54, 55
CMYK: 77, 61, 61, 56
HEX: 2b3637

HEX: bf8f67 | HEX: f0d5b6 | HEX: f0e6da | HEX: d3e3e1 | HEX: bfc7c3 | HEX: 4d6b6e

HEX: f0c7a5 | HEX: f5e3d0 | HEX: f7f3ed | HEX: aecfcb | HEX: 9da6a2 | HEX: 4e8287

The brand font is “Poppins”. The following are instructions on how to use the font in it’s different weights on any physical or digital documents.

Poppins Semi-Bold is to be used for all main headings, at 150 point spacing, always in full caps. Feel free to size according to the document.

Poppins Regular is to be used for all sub-headings, at 150 point spacing, always in full caps. The sub-heading should never be larger than 70% the size of the main heading. Besides that, feel free to size according to the document.

Poppins Light is to be used for all body text, at 0 point spacing. Feel free to size according to the document however on official documents such as letterheads and invoices, the size should be between 8 and 12. You may also use the italic version of Poppins Light when required.

MAIN HEADING
Poppins Semi-Bold

I'M A HEADING

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SUB-HEADING
Audrey Regular

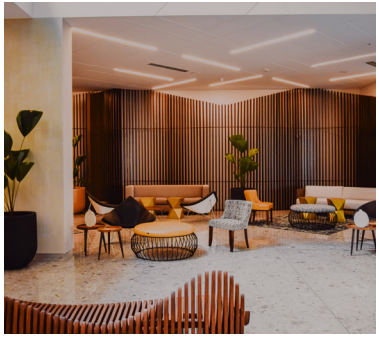
I'M A SUB-HEADING

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY TEXT
Poppins Light

I'm body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



- Try to select images that contain one of the brand colours or tones
- Choose images that display and evoke a positive and uplifting mood
- Choose high-resolution images. Images should not be under 1000 x 1000 pixels, this ensures quality
- When applying a filter to an image make sure it is light, and warm. Avoid images looking overly saturated, edited or cold
- Choose models that represent the brand image and target market

SOCIAL MEDIA

- Use the same filter for all of your images. This keeps your feed looking professional
- When creating text images such as the images on the left, be sure to use brand colours only
- Use high quality images only
- Use images where the subject of the image reflects your brand values and target market
- Be sure to follow previous guidelines for font, imagery and colour

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