Brand Guidelines

SOLD by

JESSICA KIM

PERSONAL REAL ESTATE CORPORATION

Brand Guidelines & Stragey Templates For Logo

Logo & Alternatives

This brand consists of a total of 3 different logo lockups that are intended to be used in different situations. In addition the package comes with a monogram that serves the purpouse of an icon for web and as favicon.

Main Logo

Main logo lockup that will be used on social media, stationary, website etc.
This options should be preferred wherever size allows.

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Keep at minimum the indicated distance between the logo and other elements

Alternative Marks

Alternative Mark 01

Alternative mark that can be used as an icon or to create visual interest on otherwise dull elements, for example letterhead etc.

Alternative Mark 02

Alternative mark that can be used as an icon or to create visual interest on otherwise dull elements, for example letterhead etc.

Alternative Mark 03

Alternative mark that can be used as an icon or to create visual interest on otherwise dull elements, for example letterhead etc.

Alternative Marks

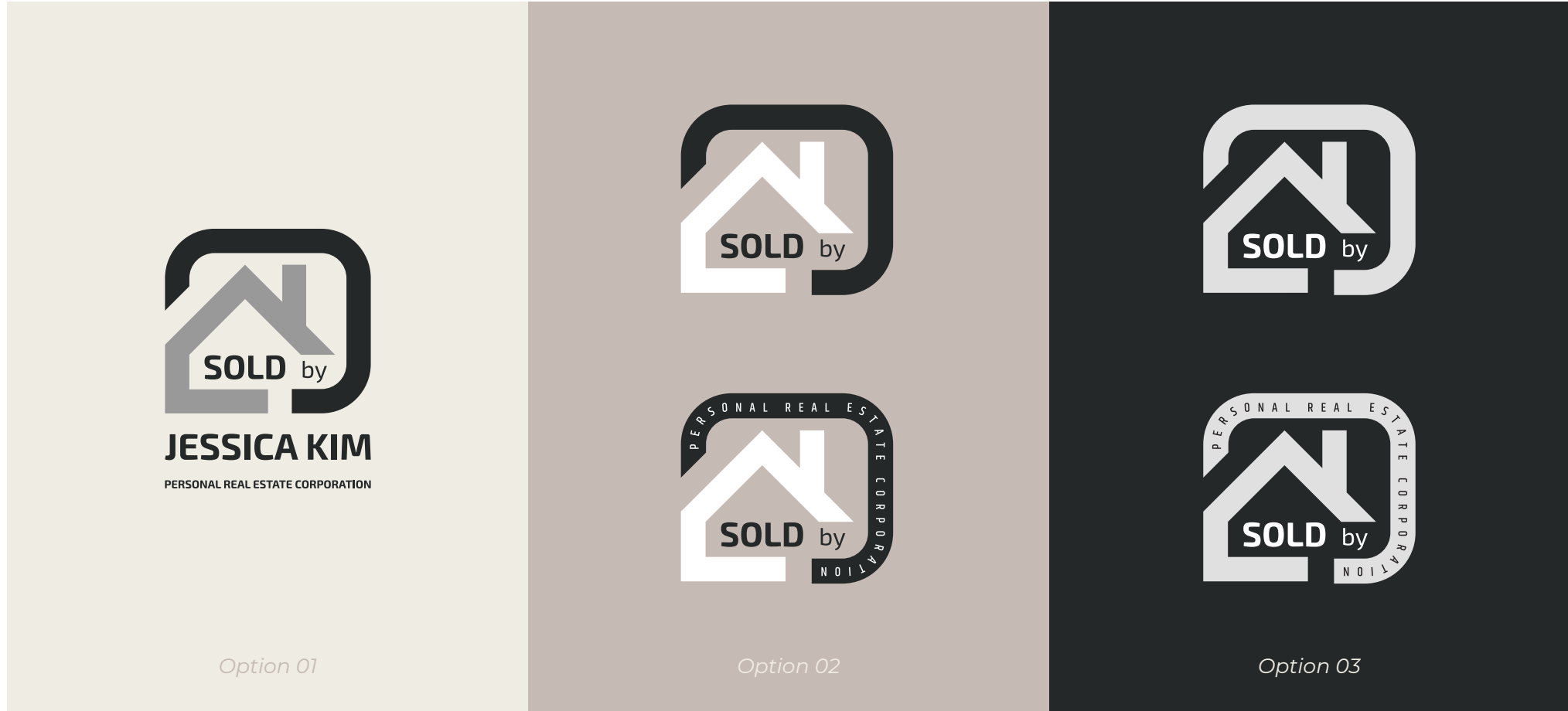## Alternative Mark 01

Alternative mark that can be used as an icon or to create visual interest on otherwise dull elements, for example letterhead etc.

Alternative Mark 02

Alternative mark that can be used as an icon or to create visual interest on otherwise dull elements, for example letterhead etc.

Alternative Mark 03

Alternative mark that can be used as an icon or to create visual interest on otherwise dull elements, for example letterhead etc.

Monogram

Option 01

Option 02

Option 03

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Logo Colors

Light Background

Color Scheme for White and Light Grey Backgrounds

Autumn Background

Color Scheme for Specifiaclly Light Brown (autumn) Backgrounds.

Noire Background

Color Scheme for Dark and Black Backgrounds.

Color Palette

Brand Colors and color codes.

Color Palette & it's Purpose

C73, M64, Y64, K68 Hex #242828

C43, M35, Y35, K1 Hex #999999

C84, M75, Y0, K0 Hex #4456A5

C3, M33, Y98, K0 Hex #F5B022

C11, M8, Y9, K0 Hex #E0E0E0

Color Palette &
it's Purpose

C70, M67, Y64, K74 Hex #231F20

C23, M39, Y64, K1 Hex #C49A6C

C2, M20, Y77, K0 Hex #F8CA58

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Typography

Fonts that will define the brand.

Brand Typography

EXO 2 Bold

EXO 2 Regular

EXO 2 Bold

Bold Titles

Secondary Titles

Main Copy

The advantage of using Exo 2 font for a logo is its elegant and geometric sans serif design. This design can help to convey a sense of sophistication and modernity, which can be particularly appealing to certain audiences or industries. Additionally, the font's revised design that aims to convey a futuristic feel while maintaining a beautiful design can give the logo a unique and contemporary edge.

License Info
This font(EXO 2) has been released via an open-source license that means it is free from all the restrictions and license issues and you are free to use this typeface in all your commercial and non-commercial projects.

Logo on the white background