

Brand identity Style guide

Company

The Real Estate District

Date

11/06/2023

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**Primary
Wordmark Logo**

Our logo is the face of The Real Estate District—the primary visual expression that we use to identify ourselves. Meaning that we need to be careful to use it correctly and to do so consistently.

Primary / Main



**Secondary
Wordmark Logos**

Secondary and Alternative logos are to be used in circumstances where the Primary logo can't be used without compromising legibility or clarity.

Horizontal



Extreme Horizontal



**Alternate
Wordmark Logos**

Grey version: Main, Horizontal and Ex-Horizontal



Clear Space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the wordmark. This space is determined by 50% height of primary wordmark on each side. Measure the clear space for primary logomark by the height of the letter D



Logo Variations

The Real Estate District logo used on an application will often depend on the background and production method. When using the logo on a white or light background, you can use the full color version or gray color logo.

Note: in all cases the “The Real Estate” and the negative space “R” need to be the same colour regardless if you are using the primary colours or the secondary grey version. The only time the logo is a single colour is if it is represented as 100% Black or White.



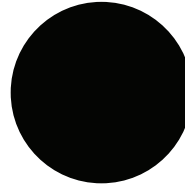
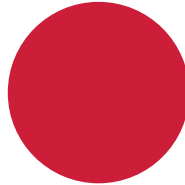
Primary Colours

name

tRED-RED

tRED-Black

tRED-Chiffon



cm^yk

12 100 81 5

75 68 67 90

2 2 4 4

hex

#CB1E39

#000000

#EEECE8

rgb

203 30 57

0 0 0

238 236 232


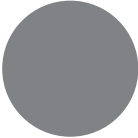
pms

206 C





Black 6 C

32% Warm Gray 1 C

 Secondary Colours

| name | tRED-Warm Grey | tRED-Cool Grey |
|-------------|---|---|
| |  |  |
| cmyk | 47 41 46 44 | 0 0 0 60 |
| hex | #5D5B56 | #808285 |
| rgb | 93 91 86 | 128 130 133 |
| pms | 418 C | Cool Gray 10 C |

 Tertiary Colours

| | | | | |
|-------------|---|---|---|---|
| |  |  |  |  |
| cmyk | 26 28 39 1 | 99 47 56 29 | 0 73 100 0 | 50 2 12 0 |
| hex | #BEAD99 | #00585D | #F26921 | #76C8DB |
| rgb | 190 173 153 | 0 88 93 | 242 105 33 | 118 200 219 |
| name | Potter's Clay | Cyprus | Tangerine | Sky |

Logo Fonts

Only two font styles are used for the logo, typeface family: Geometos Neue Bold and Black, and Writesign Regular.

The Typeface Families

NEXA LIGHT is the primary **HEADER** font used for headings on most marketing collateral pieces. In most cases the HI size needs to be a min of 68% larger than the next 'H' font style.

NEUE ALTE GROTESK **REGULAR** is to be used for all forms of standard **BODY** text, ranging from: stationery, website design, brochures and all forms of general correspondence.

WRITESIGN **REGULAR** can be used for **ACCENT** text **ONLY**.

GEOMETOS NEUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()

Nexa Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Neue Alte Grotesk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Writesign

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()'*

Typography

The following typefaces are to be used consistently in both print and digital settings. Lato should only be used in all caps as H2's.

HEADING 1

font: Nexa Light
colour: tRED-Red
leading: 32pt
tracking: -5

SUBHEADING 1

font: Nexa Bold
style: All Caps
colour: tRED-Black
leading: 24pt
tracking: 60

BODY

font: Neue Alte Grotesk
weight: Regular
colour: tRED-Warm Gray
leading: 11pt
tracking: 10

*after all, the ultimate goal of all research
is not objectivity, but truth.*

-Helene Deutsch

Objectivity is a Beautiful Thing

28pts

A CENTRAL PHILOSOPHICAL CONCEPT

9pts

Objectivity is a central philosophical concept, related to reality and truth, which has been variously defined by sources. Generally, objectivity means the state or quality of being true even outside of a subject's individual biases, interpretations, feelings, and imaginings.

8pts

The Real Estate District

Do Not: Wordmark

Do not resize or change the position of the wordmark. Do not change the official colour 'blocking' in the logo: "The Real Estate" + the negative space "R" needs to be the same colour while "DIST" + "ICT" can be one of the primary colour options

Do Not: Fonts

Do not use any other font, no matter how close it might look to the logo fonts

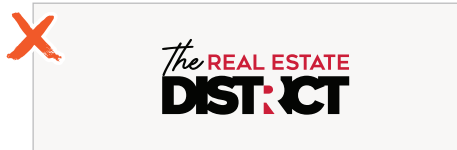
Do Not: Slizing

Do not use squished or stretched logo. Any resizing must be in proportional.

Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines

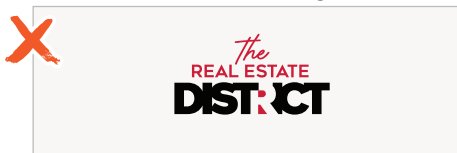
Do not alter any of the colour blocking 'the' is a different colour of 'real estate'



Do not squish the logo



Do not stack the logo similar to this:



Do not colour highlight just the 'R'



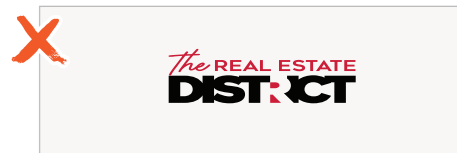
Do not use logo on low contrast backgrounds



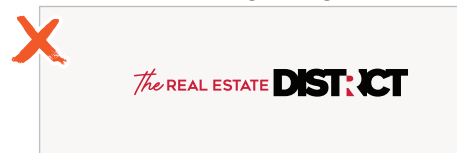
Do not alter any of the colour blocking The R shape is the same colour as DIST & ICT



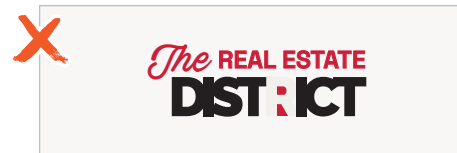
Do not stretch the logo



Do not horizontally align the logo similar to this:



Do not use similar fonts to 'make' the logo



Do not use logo on low contrast backgrounds

