

URBAN
CONDO
BROKER

BRANDBOOK

LOGO USAGE

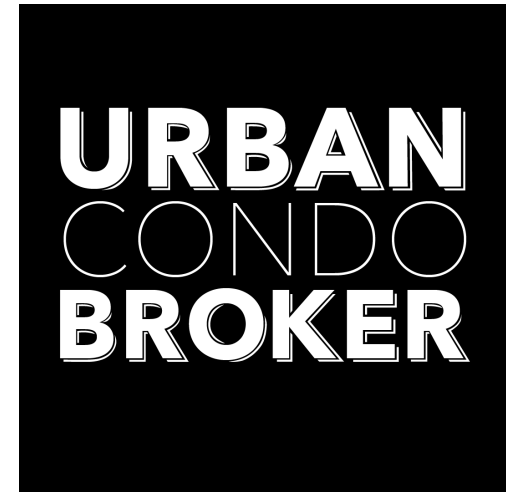
STACKED LOGO

The Stacked Logo is the main orientation for the brand. The primary treatment for the Urban Condo Broker logo is white with green accents on a charcoal background. Alternatively, a simple black and white can be used.

When on a white or light background, any of the brand colours can be used, though charcoal is preferred. The Graphic logo can be used only on a white background.



Primary



B&W



Charcoal



Graphic

LOGO USAGE

BANNER LOGO

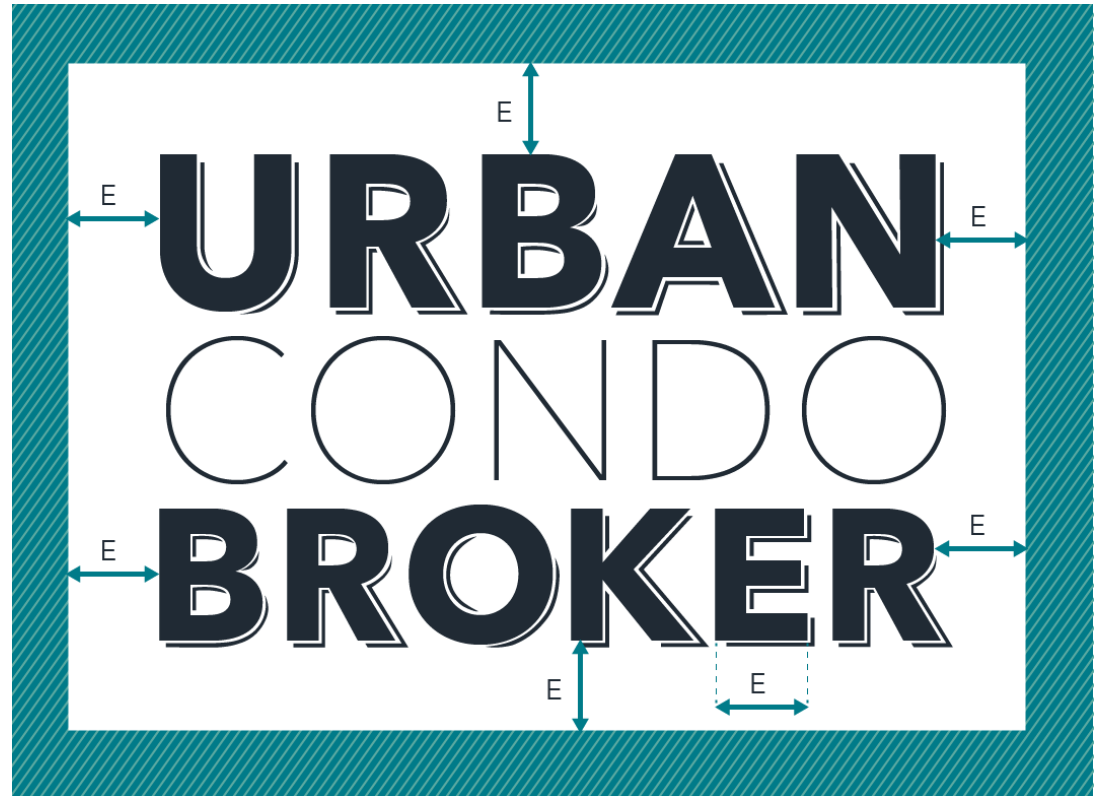
The Banner Logo is an abbreviated wordmark and is always paired with “Preconstruction Condos” or the website URL below. The colour treatment of the Banner Logo follows the same guidelines as the Stacked Logo.

The Banner Logo should be used only in instances where a horizontal orientation is required.



LOGO USAGE

Nothing should intrude into this specified Clear Space. The teal area indicates the Safe Zone. Other graphical and visual elements can be safely positioned up to the white area which indicates Clear Space. The white area must be kept free of all other graphical and visual elements. The minimum required Clear Space is defined by the measurement 'E' (equal to the width of the letter E.) The width and height beyond the logo are equal to E with the exception of the leg of the R in Broker.

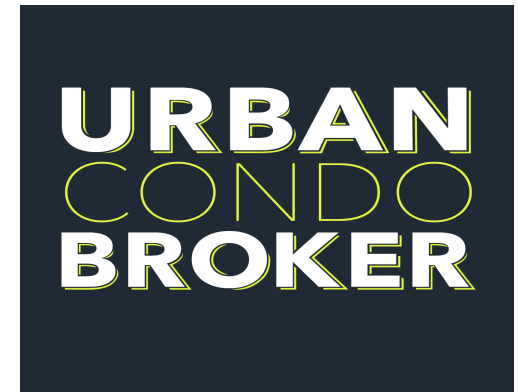


IMPROPER LOGO USAGE

In order to maintain a strong consistent brand, avoid the following:

DON'T

1. Edit or alter the logo
2. Scale the logo unproportionately
3. Place the logo on busy photography without having a solid background
4. Add extraneous effects to the logo. This includes but is not limited to: bevel and emboss, lighting effects and drop shadows.



COLOURS

Our colours are what gives us our personality. We're modern, bold and professional.

1. PRIMARY COLOUR PALETTE

The primary colour palette is used in the bulk of our branding.

2. SUPPORTING COLOUR PALETTE

These make up our core colour palette.

3. PERCENTAGES

Use the supporting colour palette in the outlined percentages in all marketing material.

1



CHARCOAL

HEX: #202A34
RGB: 32/42/52
CMYK: 82/70/55/60



WHITE

HEX: #FFFFFF
RGB: 255/255/255
CMYK: 0/0/0/0



GREEN

HEX: #E3F740
RGB: 227/247/64
CMYK: 16/0/87/0

2



TEAL

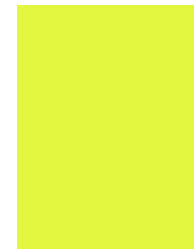
HEX: #007B89
RGB: 0/123/137
CMYK: 87/37/40/7



DEEP BLUE

HEX: #144569
RGB: 20/69/105
CMYK: 97/74/36/22

3



TYPOGRAPHY

Avenir Next is our main typeface. It is the typeface used in the logo and with 6 different weights is extremely diverse.

On web applications where Avenir Next is unavailable, Open Sans will be used as a substitute.

AVENIR NEXT BOLD

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

AVENIR NEXT REGULAR

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

OPEN SANS REGULAR

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

TYPOGRAPHY

Avenir Next also has a condensed version that has equally as many weights and can be used as a secondary typeface.

Georgia is our go-to serif typeface and to be used for any formal print documents. It is also to be used as an accent typeface for elements such as numbers and quotation marks which require emphasis or contrast.

AVENIR NEXT CONDENSED

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abdce fghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

GEORGIA REGULAR

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abdce fghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()