



BRAND TOOL KIT



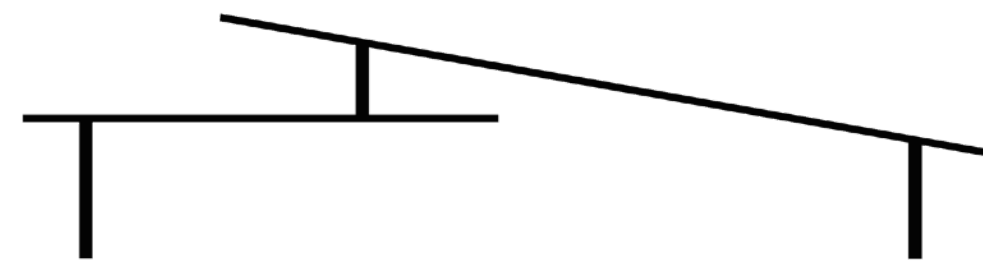
YOU ARE YOUR BRAND

Welcome to your Brand Tool Kit |

The purpose of this document is to show off everything we've created throughout this process and serve as a guideline for future use of your brand.

These brand guidelines are just that, guidelines. They're designed to create a cohesive, uniform look for future projects, collateral, social media posts, etc. This way, all that we've worked hard to create together, doesn't go to waste.

When in doubt, give these guidelines a little looky-loo and remember: ***you are your brand.***

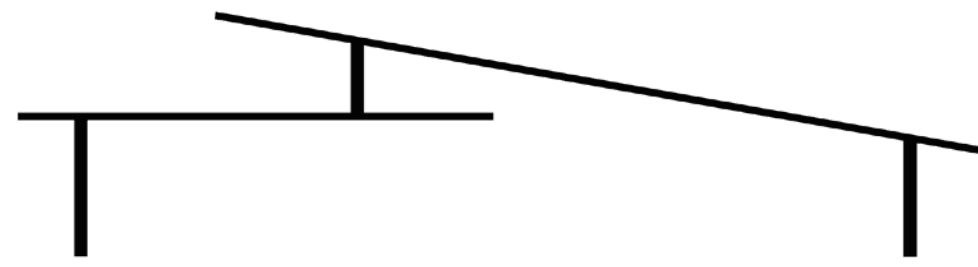


THERE IS NO "I" IN REALTOR: BRAND ESSENCE

LUXURY
MODERN
FRIENDLY
BOUTIQUE
HIGH END
PERSONABLE

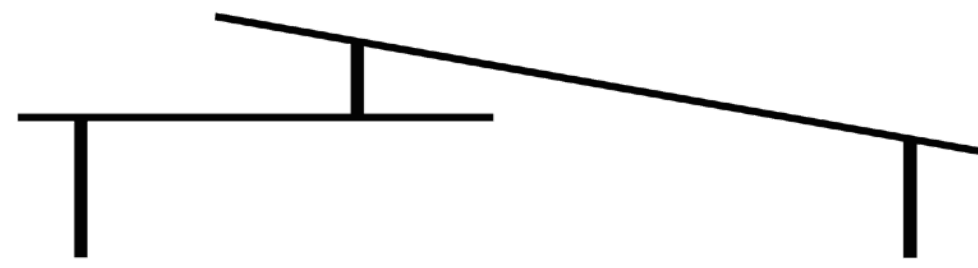
Clean | Minimal | Professional | Quality





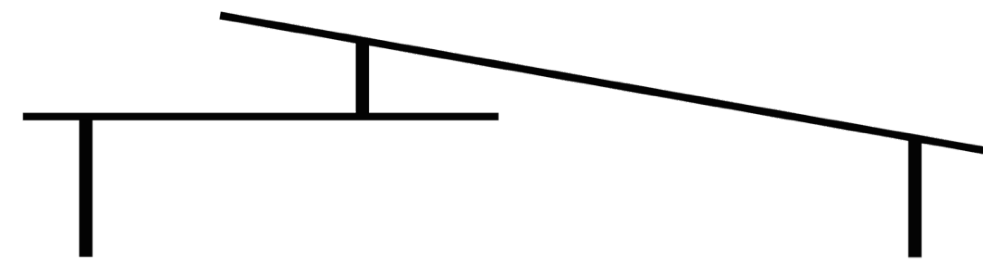
PRIMARY LOGO





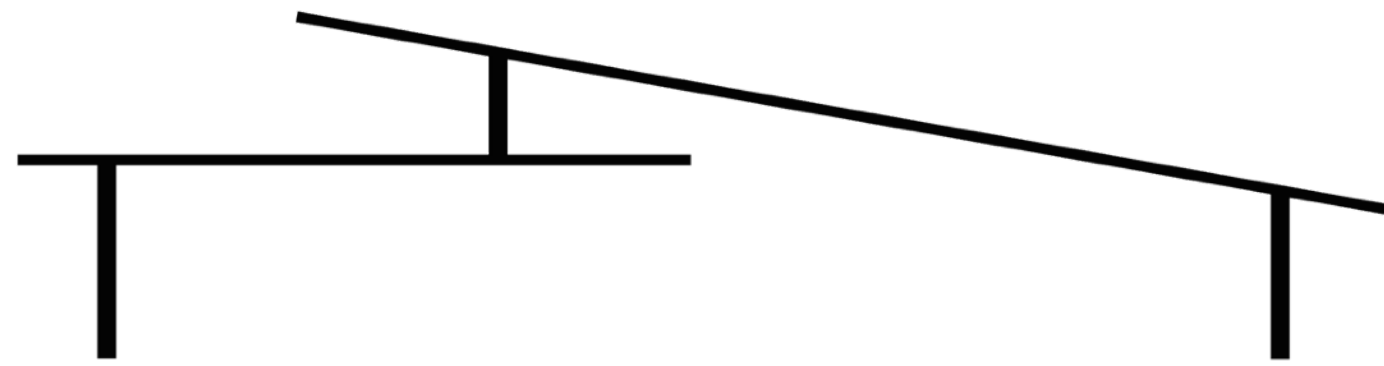
SECONDARY LOGO





ADDITIONAL ELEMENTS

BRAND ACCENT

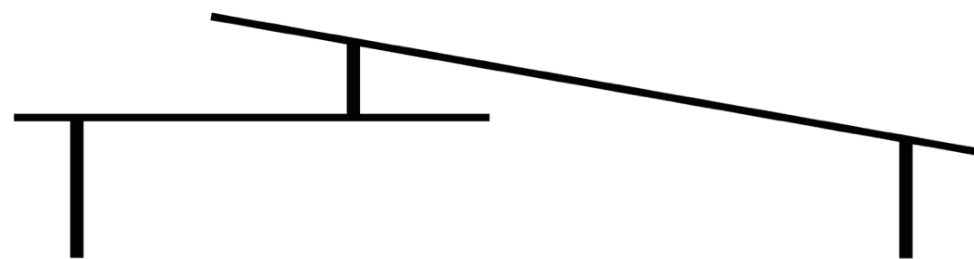


FAVICON

NB

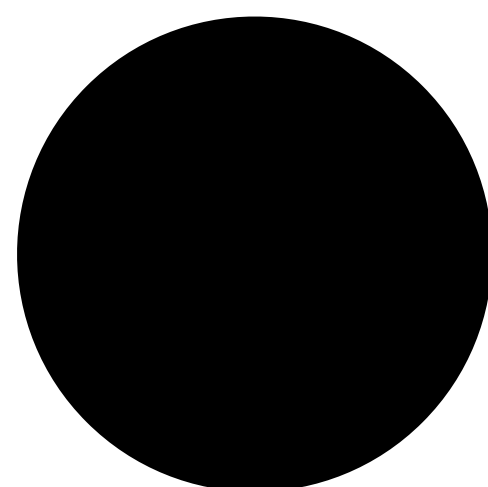
BONUS LOGO





BRAND COLOURS

PRIMARY COLOURS

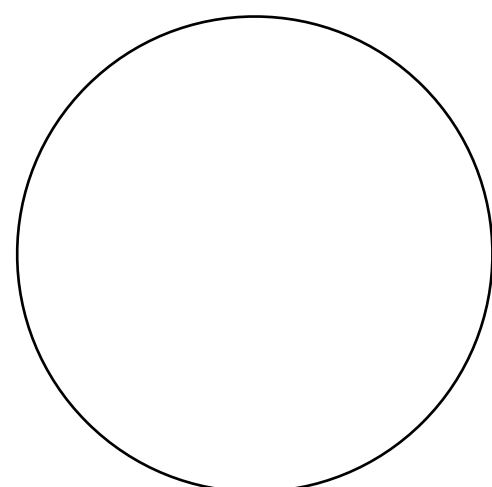


Rich Black

CMYK: 60, 40, 40, 100

RGB: 0, 0, 0

Hex: #000000



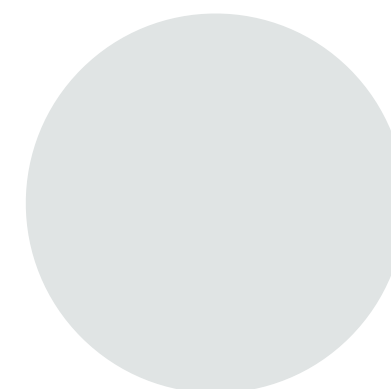
Pure White

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

Hex: #FFFFFF

SECONDARY COLOURS

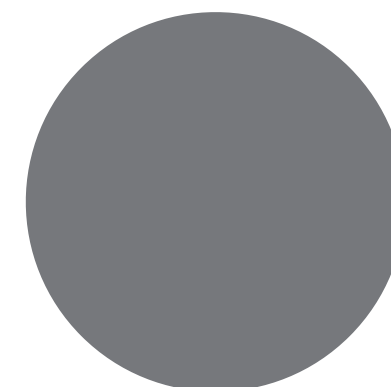


Platinum Grey

CMYK: 11, 6, 7, 0

RGB: 224, 228, 228

Hex: #E0E4E4

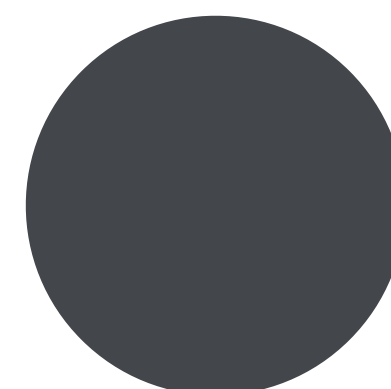


Sonic Silver

CMYK: 56, 46, 43, 10

RGB: 118, 120, 124

Hex: #76787C

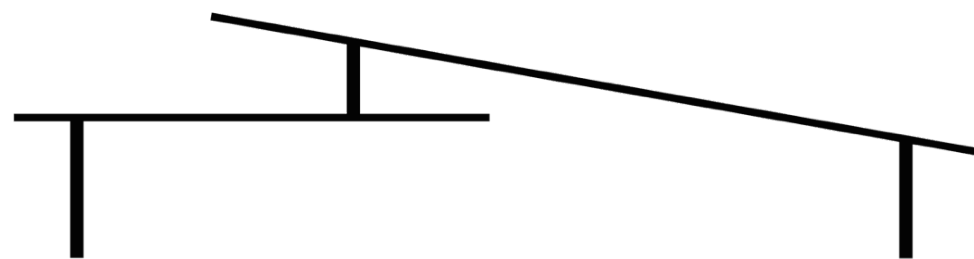


Outer Space

CMYK: 70, 61, 54, 40

RGB: 67, 70, 75

Hex: #43464B



FONTS

DISPLAY FONT

MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ACCENT FONT

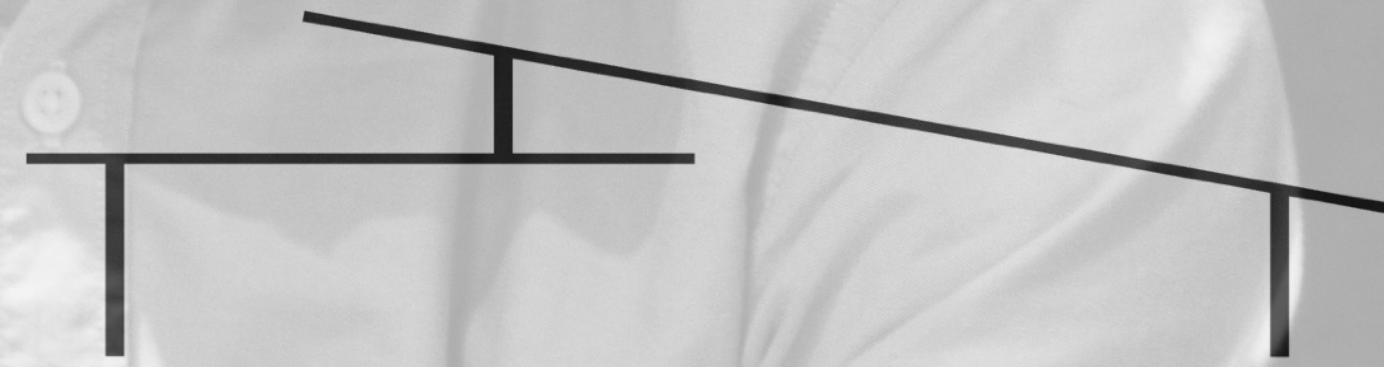
Baskerville

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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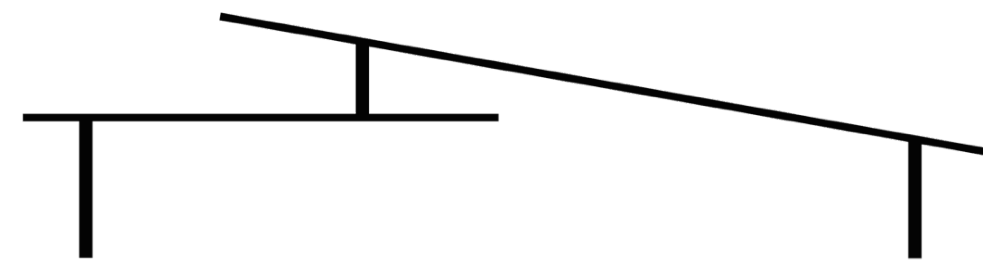
BODY FONT

Open Sans

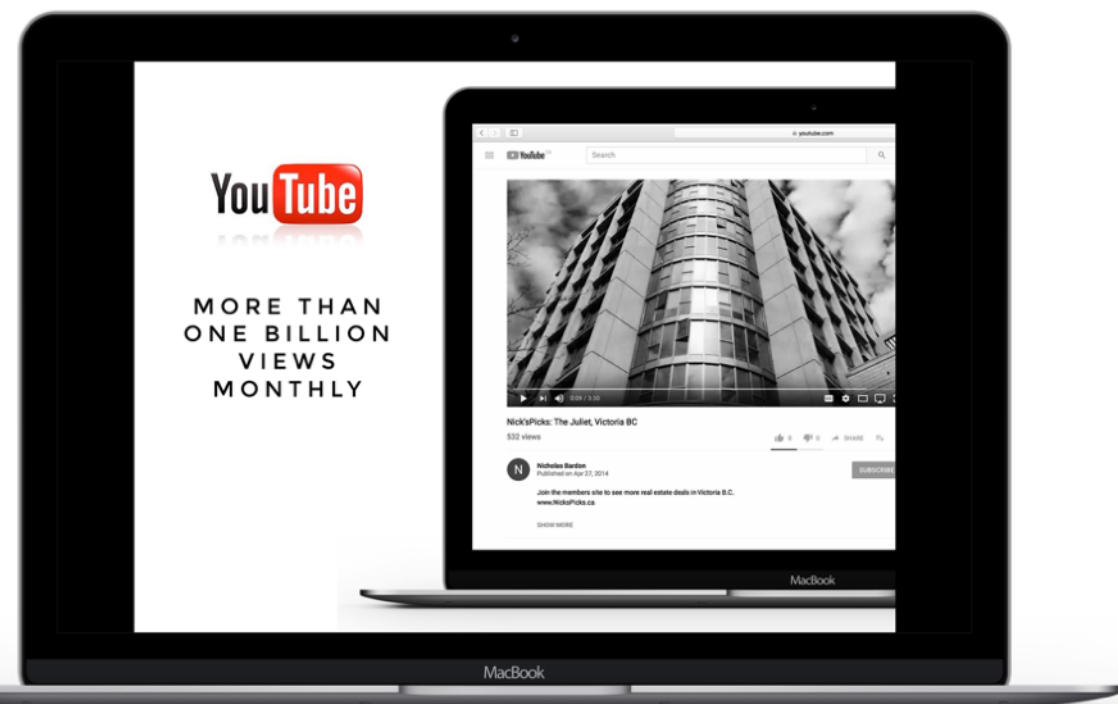
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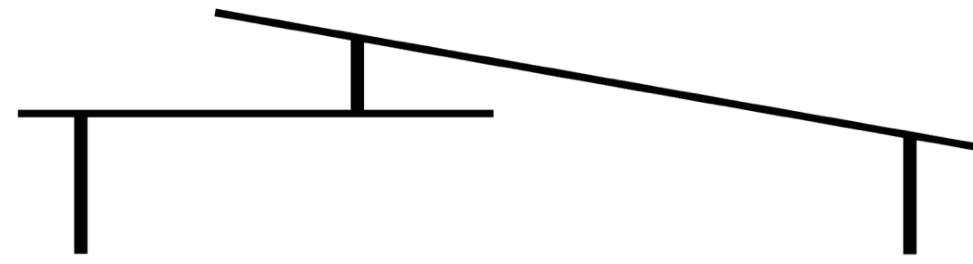


BRAND COLLATERAL



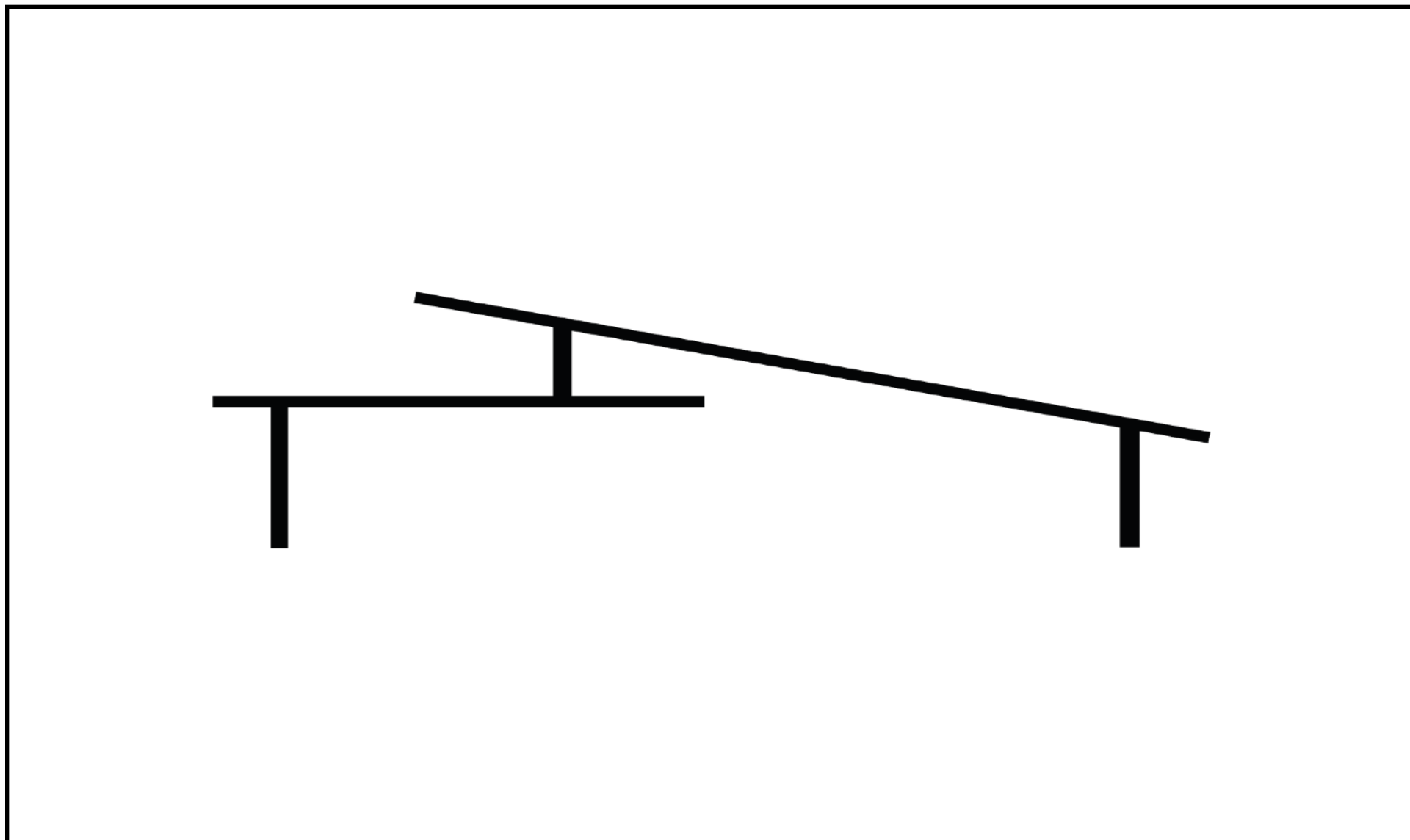
BRAND COLLATERAL: PRESENTATION



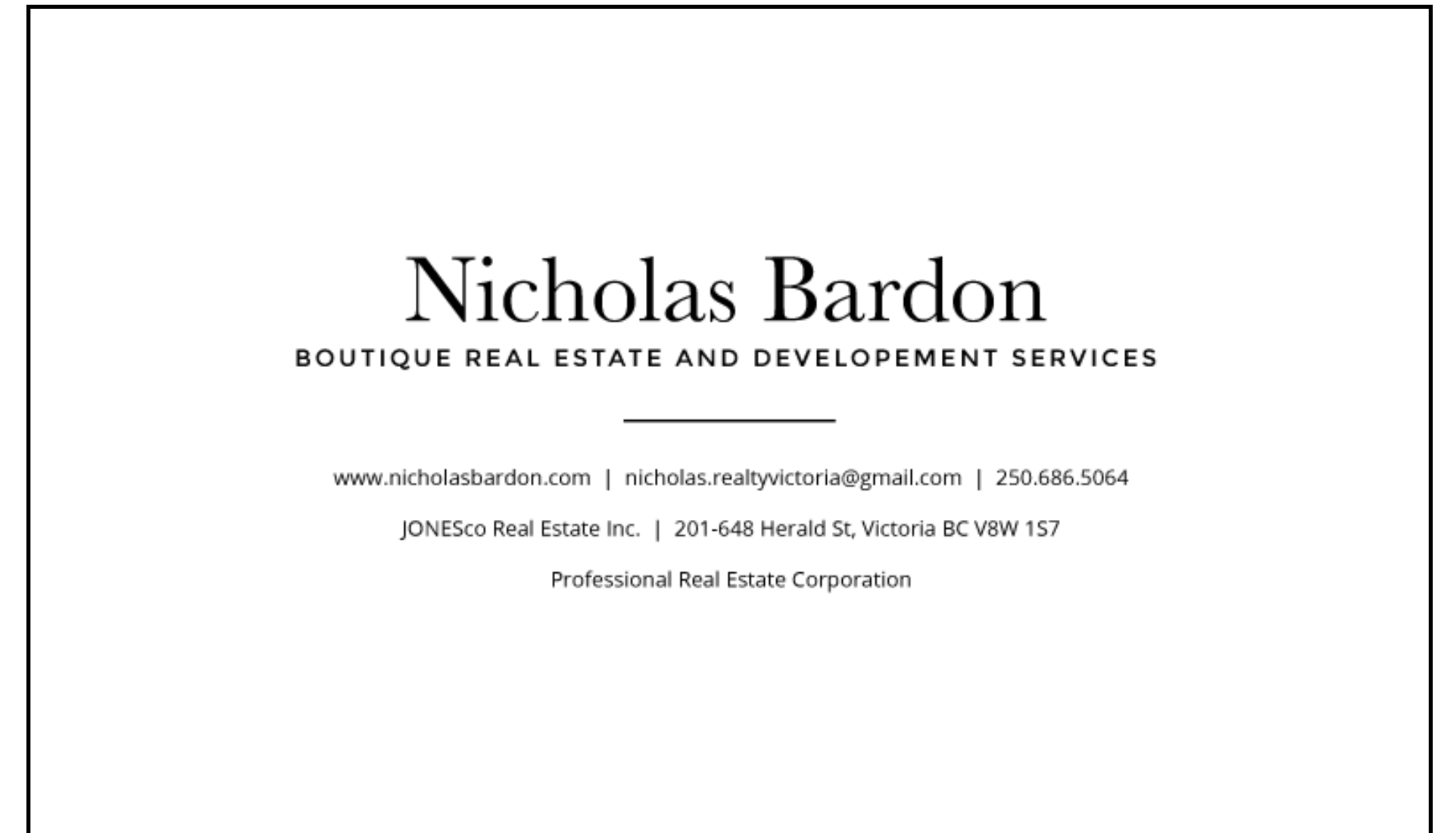


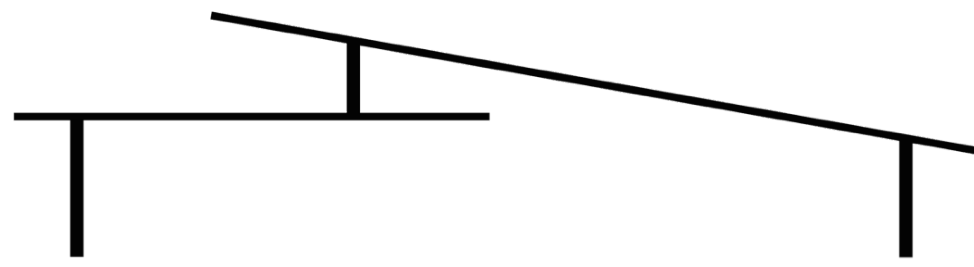
BRAND COLLATERAL: BUSINESS CARD

FRONT



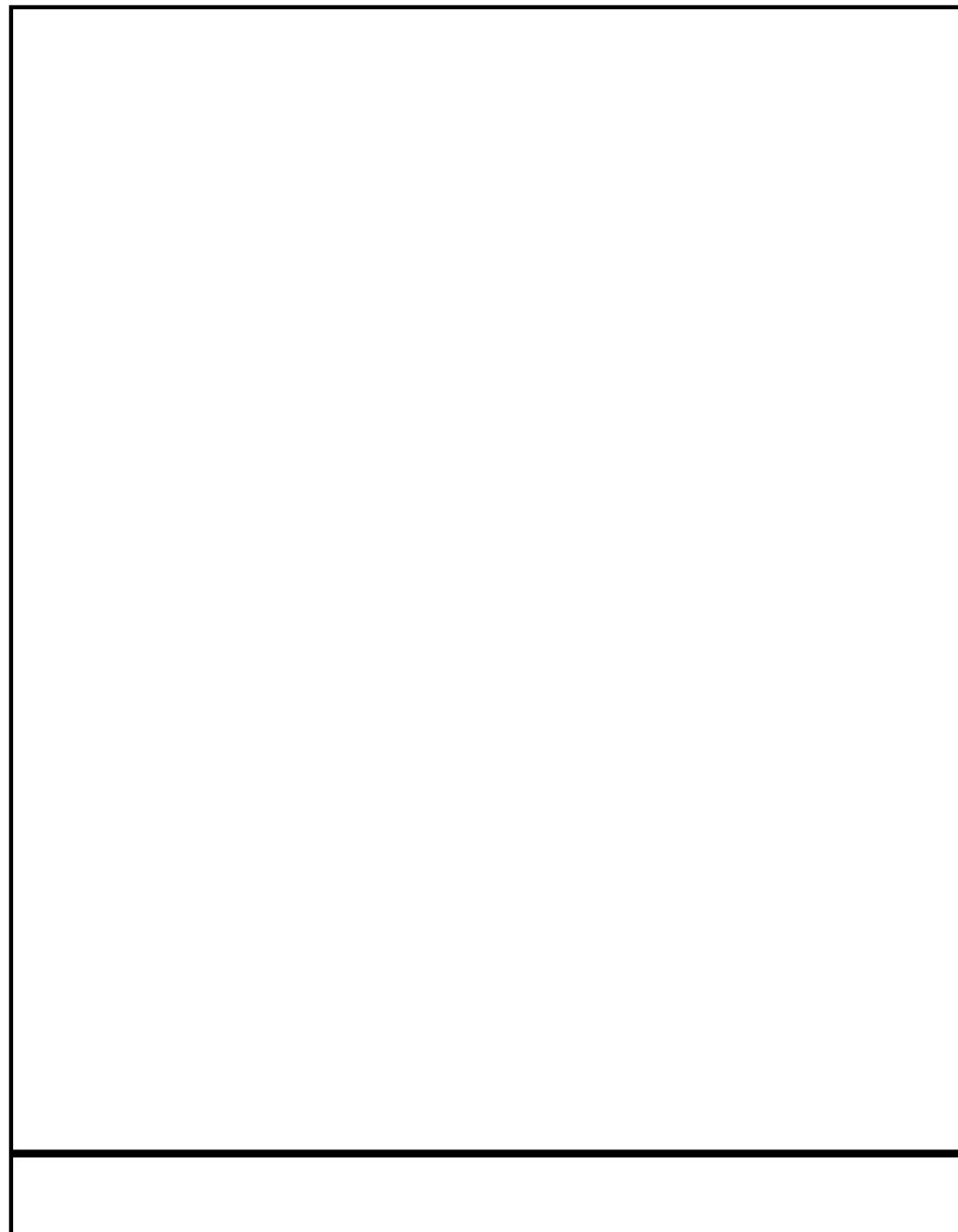
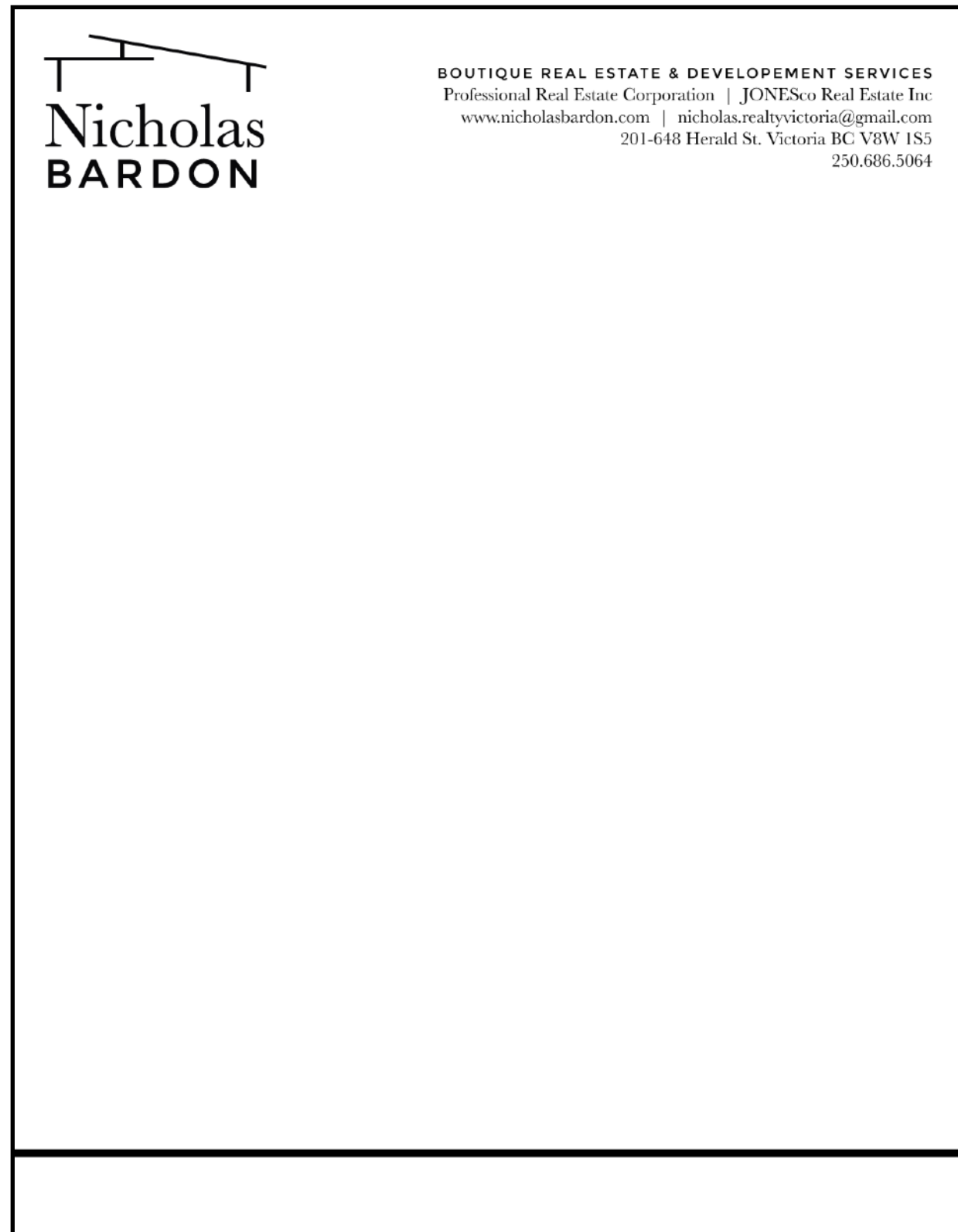
BACK



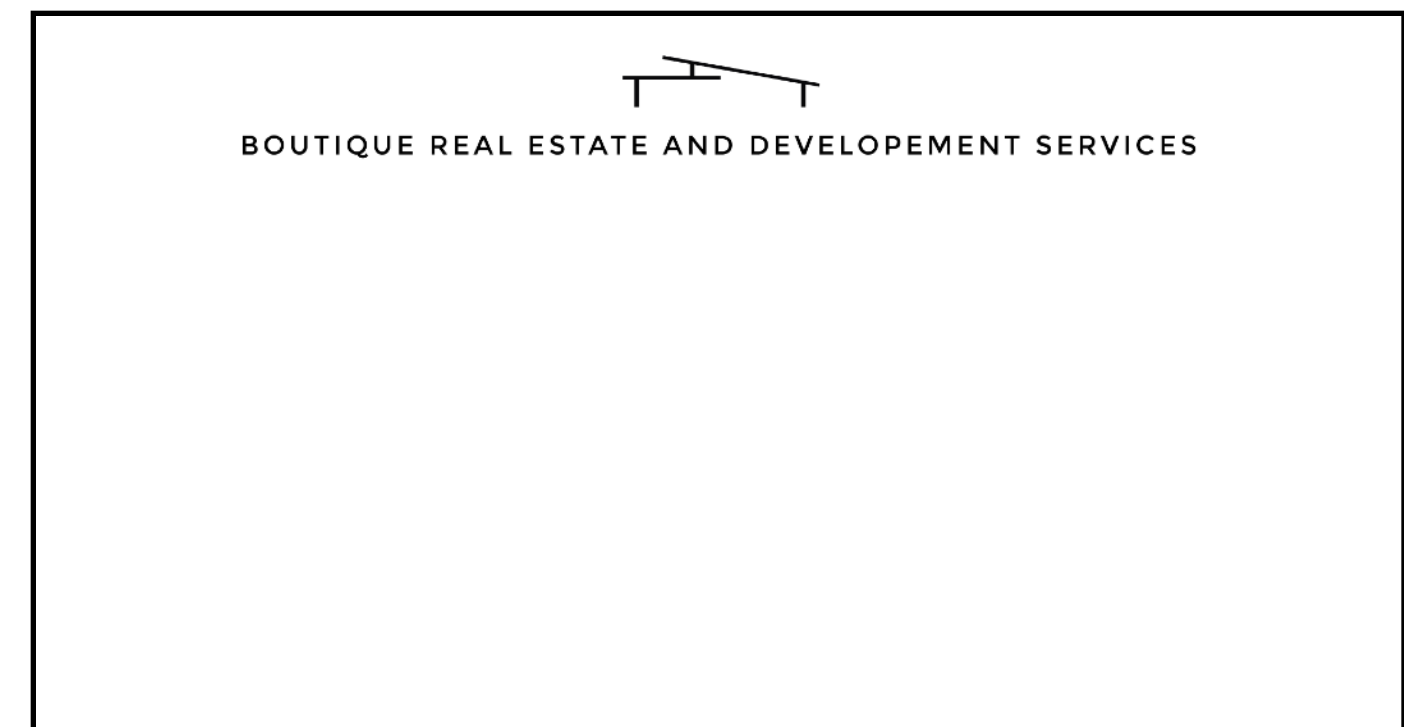
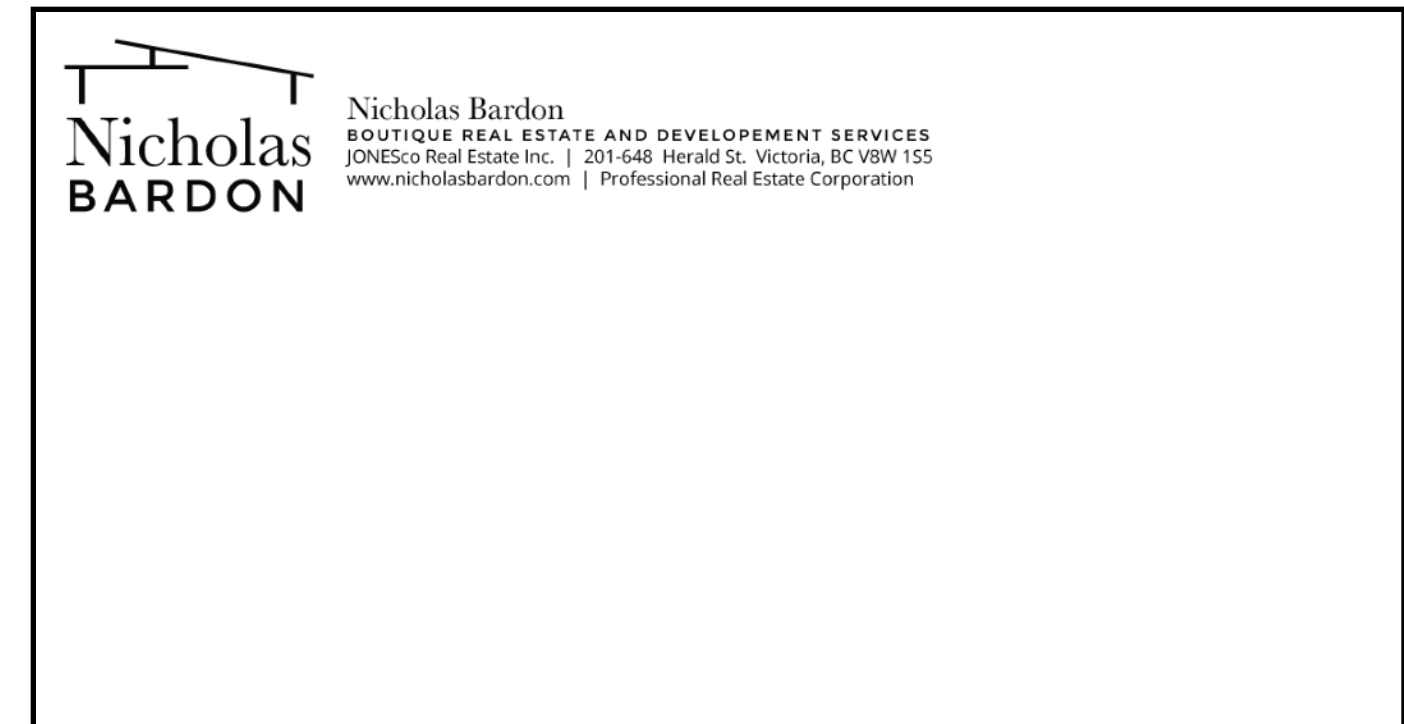


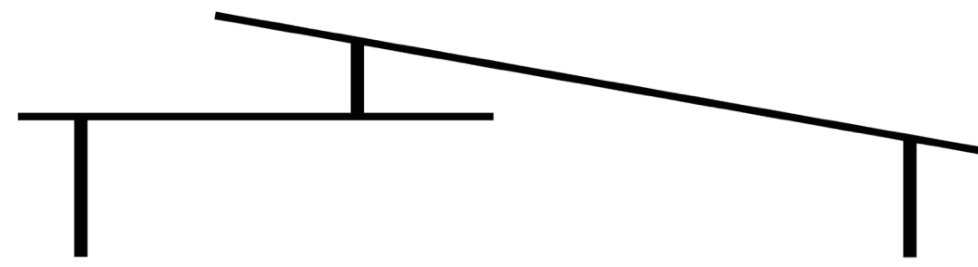
BRAND COLLATERAL: LETTERHEAD + ENVELOPE

LETTERHEAD



ENVELOPE





BRAND COLLATERAL: LETTERHEAD CLOSEUP



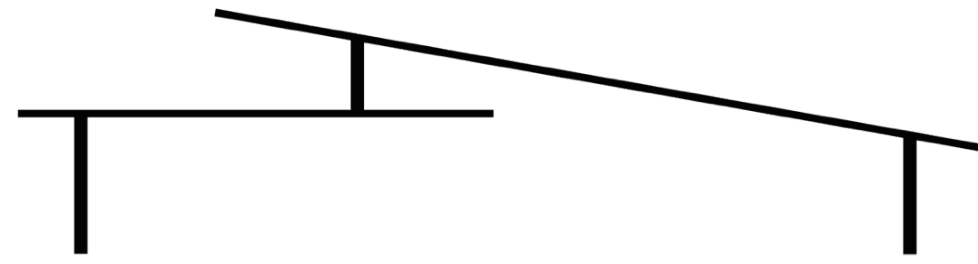
BOUTIQUE REAL ESTATE & DEVELOPEMENT SERVICES

Professional Real Estate Corporation | JONESco Real Estate Inc

www.nicholasbardon.com | nicholas.realtyvictoria@gmail.com

201-648 Herald St. Victoria BC V8W 1S5

250.686.5064



BRAND COLLATERAL: ENVELOPE CLOSEUP

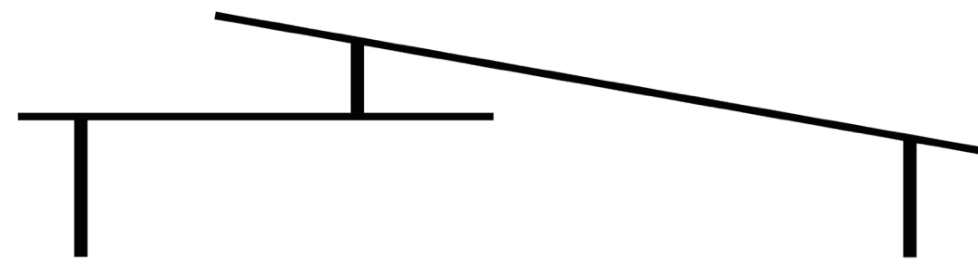


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Nicholas
BARDON

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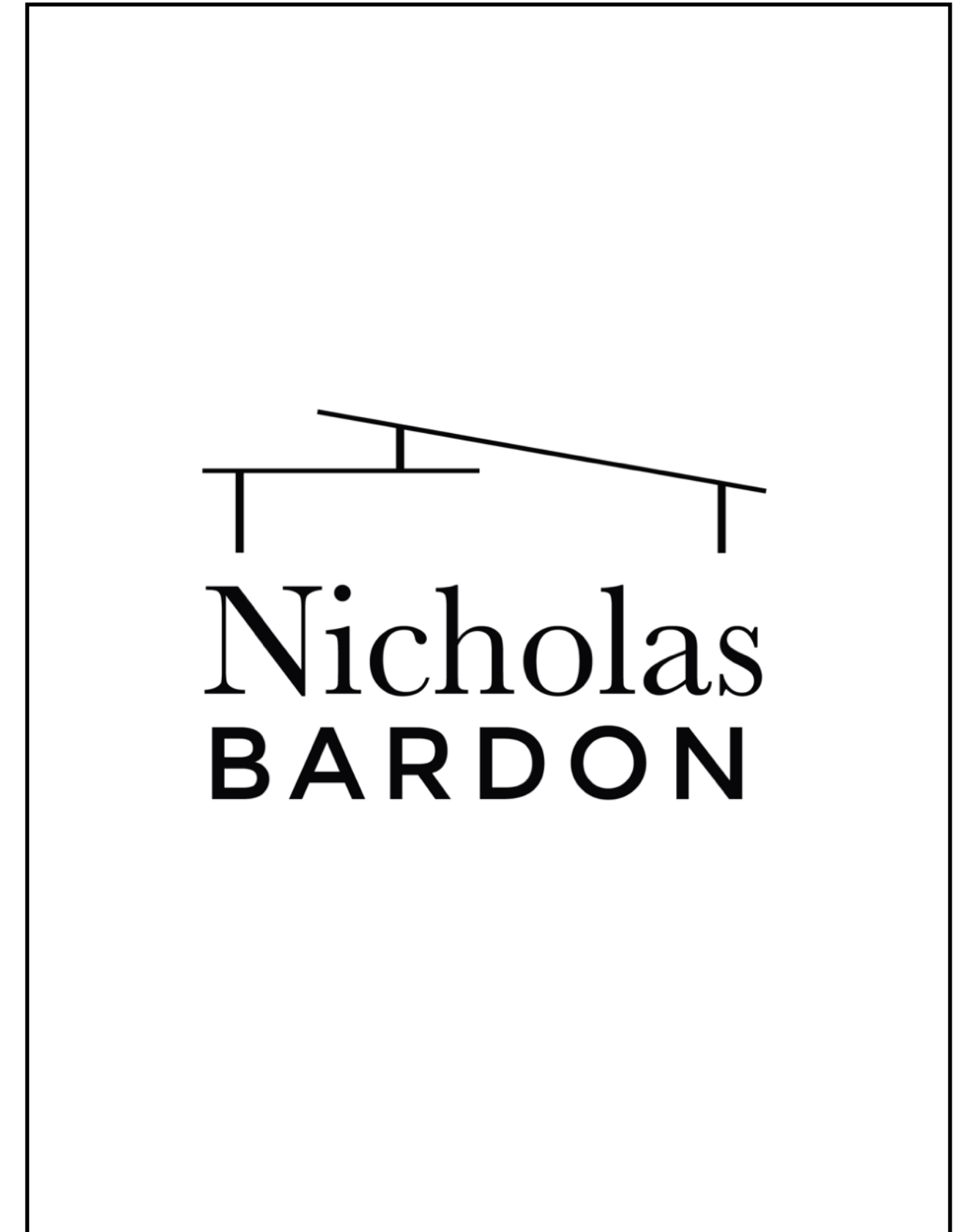


BRAND COLLATERAL: CLIENT FOLDER

BLACK



WHITE



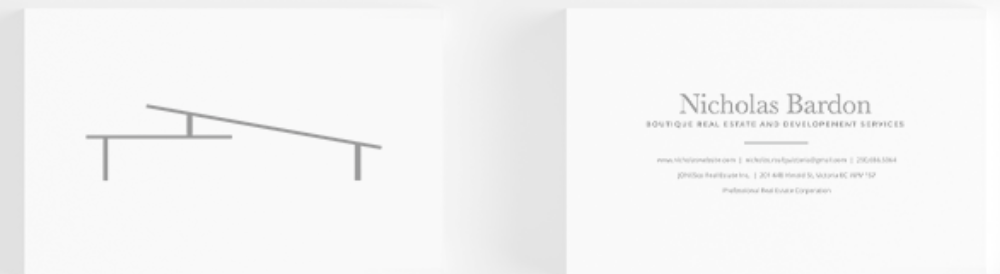
BRAND COLLATERAL: CLIENT FOLDER MOCKUP

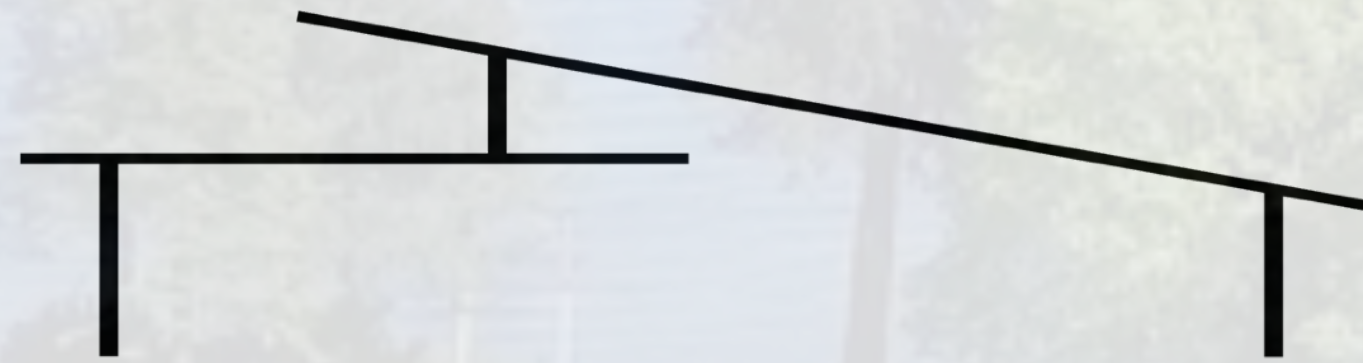




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BRAND COLLATERAL: CLIENT FOLDER MOCKUP





Now your brand is in your hands.

Remember: it's important to be cohesive throughout your brand to create recognition.

Enjoy and happy branding!



CREATED BY LAUREN
LDOTDESIGNS.CO