



THE  
**LEGENDS**  
OF REAL ESTATE

# The Legends of Real Estate Brand Guidelines

2024

This document is designed to be a reference guide for the brand and visual identify of The Legends of Real Estate, Inc. All brand materials, both visual and written, produced for The Legends of Real Estate, Inc. must be consistent with the standards contained within this document.

**BRAND IDENTITY  
AND DESIGN STANDARDS**

# Introduction

## Mission

The company specializes in all aspects of real estate including residential, property management, corporate and military relocation, builder services and commercial. They cover the entire Northeast Florida and service all of Duval, Clay and St Johns County. Experience, expertise, and commitment are what make The Legends of Real Estate legendary.

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Last Updated February 19, 2024



## Primary Logo

The Primary Logo is considered the most complete variation of your brand and should be used for larger settings. Any of the approved color variations are acceptable uses of the logo.

These logos should never be changed. Position, size, and color along with the proportional relations of the 'The Legends of Real Estate' logo elements are predetermined and should not be altered.

### **BEST USED FOR:**

- Website
- Brochures
- Signage
- Large Displays



## Reversed & Alternate Logos

The Reversed & Alternate Logos can be used interchangeably with your primary logo. An alternate logo can be used when the primary logo doesn't fit or when not as much information is required.

These logos should never be changed. Position, size, and color along with the proportional relationships of the 'The Legends of Real Estate' logo elements are predetermined and should not be altered.

### **BEST USED FOR:**

- Social Media Profiles
- Stickers
- Website Icons
- Watermarks
- Business Cards



## Logo Suite

In the dynamic realm of print and digital marketing, having multiple logos is essential. The logos provided below will remain unchanged as any modifications would violate the 'Brand Guidelines' outlined herein.



## Correct Logo Application

These logos should never be changed. Position and color along with the proportional relationships of the Envision Group logo elements are predetermined and should not be altered.

**Here are some common mistakes you should avoid:**

- Do not rotate the logo
- Do not alter the aspect ratio of the logo
- Do not place the logo over photos of people
- Do not change the color of the logo

PRIMARY USE



SECONDARY USE





## Incorrect Logo Application

These logos should never be changed. Position and color along with the proportional relationships of the Envision Group logo elements are predetermined and should not be altered.

**Here are some common mistakes you should avoid:**

- Do not rotate the logo
- Do not alter the aspect ratio of the logo
- Do not place the logo over photos of people
- Do not change the color of the logo

DO NOT ROTATE



DO NOT ADD SHADOWS



DO NOT MODIFY COLORS ON ANY LOGO



DO NOT CLOSE TO THE EDGE OF PRINT MEDIA

# Colors

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Use of color for printed and digital logo. The following palette has been selected for use in all communications.

PRIMARY



SECONDARY





# Color Palette

## PRIMARY



HEX	#000000
RGB	0, 0, 0
CMYK	0, 0, 0, 100

## SECONDARY



HEX	#B08D76
RGB	176, 141, 118
CMYK	31, 43, 54, 4

# Typography

These fonts come together and should be used on your website and on all collateral elements.

## PRIMARY

**DIN Condensed**

**The Legends of Real Estate**

**abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKIMNOPQRSTUVWXYZ**

**1234567890?!\*+(.,)**

## SECONDARY

Lane Narrow

The Legends of Real Estate

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKIMNOPQRSTUVWXYZ

1234567890?!\*+(.,)

## Pattern

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Solid black or the pattern provided are permitted as a background on marketing materials.



# Use of the brand



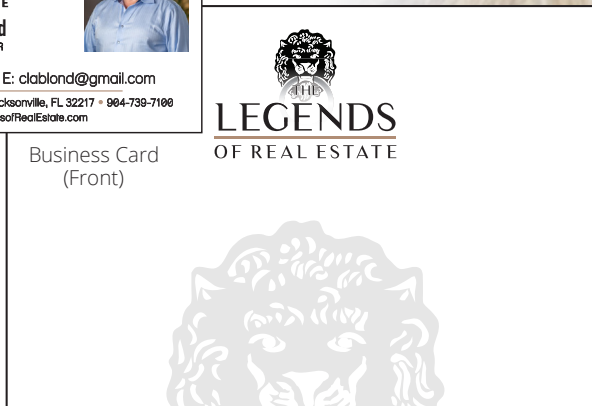
Business Card (Front)



Business Card (Front)



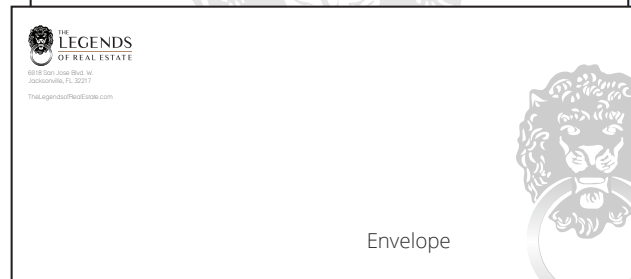
Business Card (Back)



Envelope



Name Tag



Stationery

