



BRAND GUIDELINES • QUICK REFERENCE

LOGOS



PRIMARY LOGO: BLACK & GOLD

COLORS



Espresso

#2B211A

Dark panels, text



Champagne Gold

#B7AB8C

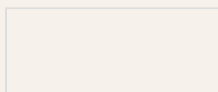
Sunburst, rules



Antique Gold

#8C7A52

Accent



Ivory

#F6F2EB

Background



Warm Gray

#7C7870

Secondary text



Black

#000000

Wordmark

TYPOGRAPHY

Cormorant Garamond for names and headlines, italic for statements like “Now Leasing”. **Montserrat** in widely spaced caps for titles and contact lines.

DO

- Use the logo on white or light backgrounds with space around it.
- Use espresso panels with gold rules.
- Show bright, well-composed listing photos.
- Add a QR code with a clear “Scan me”.

VOICE

Personal and local, polished and upscale. Clear and responsive, and never generic, loud or pushy.

DON'T

- Stretch, recolor or add effects to the logo.
- Place the logo on busy photo areas.
- Crowd an ad with too many listings.
- Use bright colors outside the palette.