LAUREN & CO

LUXURY REAL ESTATE

BRAND STYLE GUIDE

11/2021

LAUREN & CO
LUXURY REAL ESTATE

A. PRIMARY LOGO

This is the main logo that will be used across primary brand applications. This trademark helps audiences easily identify Lauren & Co branding collateral: property yard signs, flyers/brochures, web presence, ads, and other materials, and enhances the professionalism of the brand. It is essential to the success of the brand that the logo always be applied with care and respect in every application to these guidelines.

B. SECONDARY LOGO

Lauren & Co monogram can be used when the full primary logo is not necessary or in cases where the brand name is already displayed in plain text. For example, the monogram could be used as a profile picture on Instagram since the username will be adjacent to it in plain text.

COLOR USAGE

The color usage for Lauren & Co is fairly minimal. The logo will mostly be used in color against a white background (A) and gray background (D), but can also be used in gray over a white background (C), or reversed with white icon/lettering against a blue(B).

A.

LAUREN & CO
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B.

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C.

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D.

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UNACCEPTABLE USAGE

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, skewing, or distorting in any way — that includes adding unnecessary and unattractive text decorations like drop shadows and outlines. Here are a few examples of some ways you should NEVER ever consider using the logo.

A. Don't rotate the logo

B. Don't squash or stretch

C. Don't place elements in the logo clear space

D. Don't resize any part

E. Don't place the logo in a containment field

F. Don't rearrange parts or create compositions that are not already provided

G. Don't use off-brand colors - reference the Color Usage section

H. Don't add dropshadows or other text styles (unless approved by the Director of Marketing)

I. Don't add unofficial graphics to the logo

A.

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FOR MORE INFORMATION

D.

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E.

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F.

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G.

LAUREN & CO
LUXURY REAL ESTATE

H.

LAUREN & CO
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I.

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TYPOGRAPHY

Typography is a powerful brand tool when used consistently. This set of typefaces best represents the bold and modern feel of the brand and should be used across all print & web applications.

FONSECA

Use this for headlines.

FONSECA EXTRABOLD　　FONSECA REGULAR

UPPERCASE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

BRANDON GROTESQUE

Use this for body copy.

BRANDON GROTESQUE
Regular

BRANDON GROTESQUE
Light

Sentence case

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

REEM KUFI

Use this free alternative for all web uses.

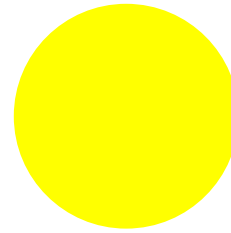**REEM KUFI Bold**　　REEM KUFI Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

COLOR PALETTE

Color is an integral part of the brand identity. Consistent use of the color palette will not only reinforce the cohesiveness of the brand, but color also serves a psychological purpose by communicating a certain feeling to our audience.

PANTONE 533 C
CMYK: C 96 | **M** 83 | **Y** 42 | **K** 47
RGB: R 32 | **G** 41 | **B** 69
HEX: #202945
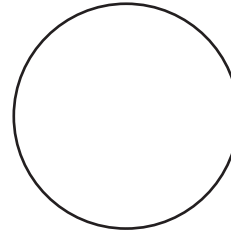
WHITE
CMYK: C 0 | **M** 0 | **Y** 0 | **K** 0
RGB: R 255 | **G** 255 | **B** 255
HEX: #ffffff
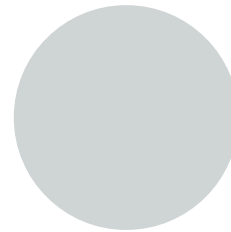
HEX d9dcdc
CMYK: C 18 | **M** 11 | **Y** 13 | **K** 0
RGB: R 217 | **G** 220 | **B** 220
HEX: #d9dcdc

— ACCENT —

PANTONE GOLD 8365 C
CMYK: C 36 | **M** 37 | **Y** 92 | **K** 8
RGB: R 163 | **G** 142 | **B** 61
HEX: #a38e3d